Calen360 brand rules

Scheduling that runs the day.

Logo

Clear space: keep X clear on every side, where X is the height of the mark. Minimum size: wordmark 80 px wide, icon 16 px tall.
Don't stretch, rotate, recolor, crop, or add effects. Don't place it on a busy image or a low-contrast surface. Don't crowd it.
Never apply the Perizer gold-to-coral signature to this mark: each brand stands on its own.
Endorsement: "A Perizer product", once, in the footer. Nothing more.

Color

Calen Blue	#0F71F2	RGB 15 113 242 CMYK 94 53 0 5
Meeting Violet	#8F1FBF	RGB 143 31 191 CMYK 25 84 0 25
Calendar Ink	#070333	RGB 7 3 51 CMYK 86 94 0 80



CMYK is computed from sRGB: proof it before print.

Type

Bricolage Grotesque: Headlines. Weights 600, 700, 800. SIL Open Font License 1.1.
https://fonts.google.com/specimen/Bricolage+Grotesque
Manrope: Body and UI. Weights 400, 500, 600, 700. SIL Open Font License 1.1.
https://fonts.google.com/specimen/Manrope

Voice

Product speaks for itself on calen360.com; here it carries the Perizer endorsement.

Say: scheduling, booking, availability, workflows
Never: suite, all-in-one claims that overreach

Before: The ultimate all-in-one suite for every meeting you'll ever have.
After: Event types, team availability, and connected calendars, so the day runs on schedule.