Easerix brand rules

One workspace. Every tool.

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 company", once, in the footer. Nothing more.

Color

Easerix Indigo	#524EFE	RGB 82 78 254 CMYK 68 69 0 0
Workspace Blue	#0E63F8	RGB 14 99 248 CMYK 94 60 0 3
Deep Cobalt	#08388D	RGB 8 56 141 CMYK 94 60 0 45
Soft Indigo	#B8B7FF	RGB 184 183 255 CMYK 28 28 0 0



CMYK is computed from sRGB: proof it before print.

Type

Plus Jakarta Sans: Headlines, body, and UI. Weights 400, 500, 600, 700, 800. SIL Open Font License 1.1.
https://fonts.google.com/specimen/Plus+Jakarta+Sans

Voice

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

Say: workspace, tools, one login, productivity

Never: suite of integrations that don't exist yet

Before: Our comprehensive suite of integrated solutions streamlines your productivity journey.

After: Docs, notes, tasks, forms, links, and e-signatures in one workspace, with one login.