ForgeRig brand rules

Dedicated engineering teams for cloud and software, on retainer.

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

Near Black	#0C0C0C	RGB 12 12 12 CMYK 0 0 0 95
Electric Ember	#FF4800	RGB 255 72 0 CMYK 0 72 100 0
Voltage Cyan	#00E5FF	RGB 0 229 255 CMYK 100 10 0 0
Carbon	#1E1E1E	RGB 30 30 30 CMYK 0 0 0 88



CMYK is computed from sRGB: proof it before print.

Type

Geist: Headlines, body, and UI. Weights 400, 500, 600, 700. SIL Open Font License 1.1. https://vercel.com/font

Voice

Engineer-to-engineer. Direct, competent, no-nonsense.

Sells an embedded team, never bodies — people are never "resources".

Say: team, engineering, production, deploy, retainer, fractional

Never: staff augmentation, body shop, outsource, offshore, nearshore, resources

Before: Our offshore resources deliver low-cost staff augmentation.

After: A dedicated engineering team, on retainer, deploying to your production.