PalladiumPeak

PalladiumPeak brand rules

Co-founds software companies with the industry operators who know the problem best.

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

Rich Navy	#0A1628	RGB 10 22 40 CMYK 75 45 0 84
Vivid Amber	#FFBA08	RGB 255 186 8 CMYK 0 27 97 0
Warm Coral	#FF6B35	RGB 255 107 53 CMYK 0 58 79 0
Medium Navy	#1A2A44	RGB 26 42 68 CMYK 62 38 0 73



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

Builder-to-operator. "You know the industry. We build the company."
CTA is always "Build With Us" — never application or investment language.
Say: build, co-found, operator, industry, platform, partner
Never: invest, submit, accelerator, incubator, pitch deck, startup advice
Before: Submit your pitch deck to our accelerator and apply for investment.
After: You know the industry. We build the company with you.