Perizer brand rules

Progress, within everyone's reach.

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.

Color

Perizer Purple	#2E1983	RGB 46 25 131 CMYK 65 81 0 49
Deep Violet (brand surface)	#120A38	RGB 18 10 56 CMYK 68 82 0 78
Standard Gold	#F7CD4C	RGB 247 205 76 CMYK 0 17 69 3
Signature Coral (logo z, with gold)	#FF5D7D	RGB 255 93 125 CMYK 0 64 51 0
Warm Peach	#E2AB8B	RGB 226 171 139 CMYK 0 24 38 11
Deep Navy	#26356D	RGB 38 53 109 CMYK 65 51 0 57



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

Lead with the reader's problem, not our solution.
Specific beats generic. Facts beat adjectives.
Never self-congratulate — show, don't tell.
Lead with the mission, not the structure. Never call Perizer a holding company.

Say: businesses, progress, within reach, build and run, the people who need it most, standard
Never: holding company, divisions, subsidiaries, portfolio, innovative, disruptive, synergy

Before: Perizer is an innovative holding company driving synergy across its subsidiaries.
After: Perizer builds and runs technology for the people and institutions who need it most.

Questions about usage: hello@perizer.com. https://perizer.com