Perizer Labs brand rules

Builds and operates production software platforms for founders.

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.
Endorsement: "A Perizer company", once, in the footer. Nothing more.

Color

Perizer Purple	#2E1983	RGB 46 25 131 CMYK 65 81 0 49
Standard Gold	#F7CD4C	RGB 247 205 76 CMYK 0 17 69 3
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

Builder-to-founder. Direct, empathetic, zero jargon.
Companies shown as engineering case studies: how we build, never ownership claims.

Say: founders, product, protocol, production-grade, ship
Never: technical jargon, framework names, investment language, co-found

Before: We leverage a cutting-edge microservices framework to accelerate digital transformation.
After: We build the product, ship it, and keep it running in production.

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