

Crisper Brand Guidelines

crisper.io

One-pager · tokens from styles/globals.css · Light

LOGO & BRANDMARK



Crisper



Clear space: keep empty space equal to $\sim\frac{1}{2}$ the mark width on every side. Do not stretch, recolor the tile, or place on busy photography without a cobalt scrim. Tile is always #1f42d0; mark is #fafafa.

TYPOGRAPHY

Aa

Noto Serif Georgian

Display · marketing headlines · wordmark

Meta shows zero. CRM still gets leads.

Aa

Geist Sans

UI · body · product

Server-side tracking for restricted advertisers.

Geist Mono · code, IDs, metrics

COLOR PALETTE

Prefer CSS variables · never invent a second palette



Primary

#1f42d0



Accent

#dbe4ff



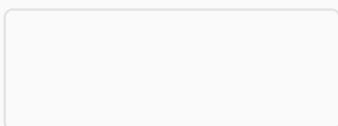
Deep navy

#0d1633



Foreground

#171717



Background

#fafafa



Light cobalt

#8caaff



Muted navy

#26449d



Muted

#525252

GRADIENT



#0d1633

#1f42d0

#dbe4ff

USAGE

- Name: Crisper.io — capital C, then “risper.io”. Not CRISPER, CrisperIO, or Crisper app.
- Do not recolor, stretch, rotate, outline, shadow, or put a gradient on the mark.
- Wordmark is Noto Serif Georgian medium, tight tracking — not Geist, not all caps.
- Cool brand blues only on marketing. Avoid olive, terracotta, warm golden-hour orange.
- Status greens/reds (#16a34a / #e54b4f) are status only — not brand, not the logo.
- Questions: marketing@crisper.io

Assets: logo.png · mark-on-primary.png · mark-primary.png · this PDF · crisper.io/brand

Crisper Brand Guidelines

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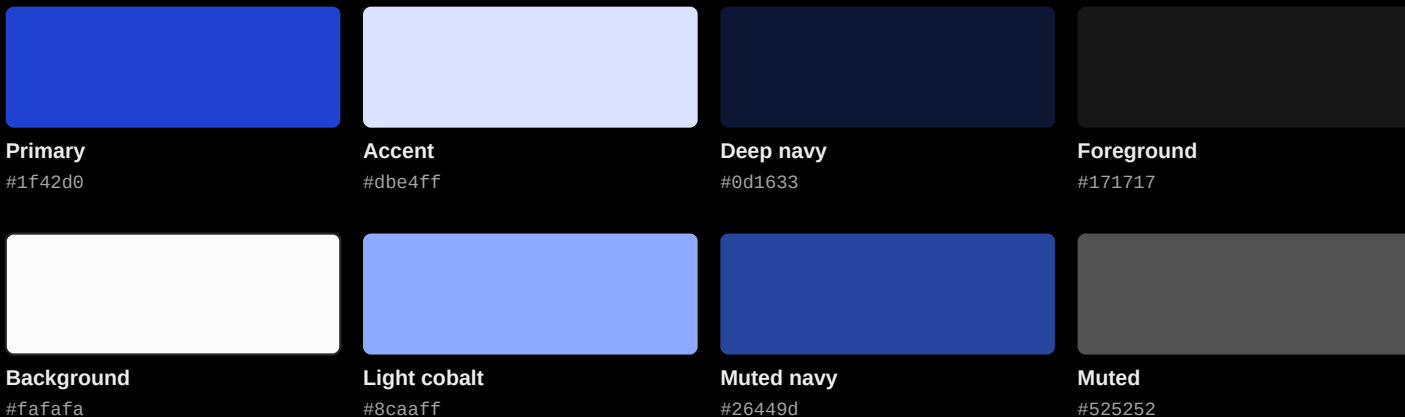
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