

inkle

✨ Brand Guidelines 2026 ✨

[Link for designers](#)

Table of Contents

01 Brand Attributes

02 Logo & Usage Rules

03 Inkle's Products & Services

04 Color Palette

05 Typography

06 Brand Voice & Tone

07 Founders & Team

08 Key Stats & Boilerplate

01 Brand Attributes

[← Back to contents](#)

What **inkle** stands for

Three pillars that guide every decision,
from product copy to visual design

Approachable

Founders are not accountants. We speak plainly, explain things clearly, and are always a message away.
No jargon, no condescension. Just good advice from people who know the rules.

Modern

Inkle uses technology (AI, automation, real-time data) to do what used to take days in minutes. Modernity isn't aesthetic; it's a **promise** that we've reimaged how compliance works.

Minimal

Tax and accounting are already complicated. Inkle's job is to **remove friction, not add it.** Every feature, screen, and piece of copy earns its place or it's cut.

[← Back to contents](#)

Logo Usage & Rules

01 Primary Wordmark

02 Clear Space Rules

03 Logo Don'ts

04 Positioning & Sizing Rules

05 Download Files

02 Logo Usage & Rules

← Back to section page 1

About our **primary** wordmark

The dot on the "i" is a chat bubble, a nod to our always-on, conversational CPA service.

inkle

A modern, sans-serif typeface where the letters are evenly spaced and horizontally aligned to convey **order**, **precision**, and **stability**.

Logo **personality**



Friendly & approachable



Minimal, modern,
simple & clean.



Balancing
professionalism with
playfulness



Trust & engagement



02 Logo Usage & Rules

← Back to section page 1

Logo **clear space**



To ensure the right amount of breathing space, when laying out the Inkle logo, please make sure to use inkle “i dot” twice on all sides.

02 Logo Usage & Rules

← Back to section page 1

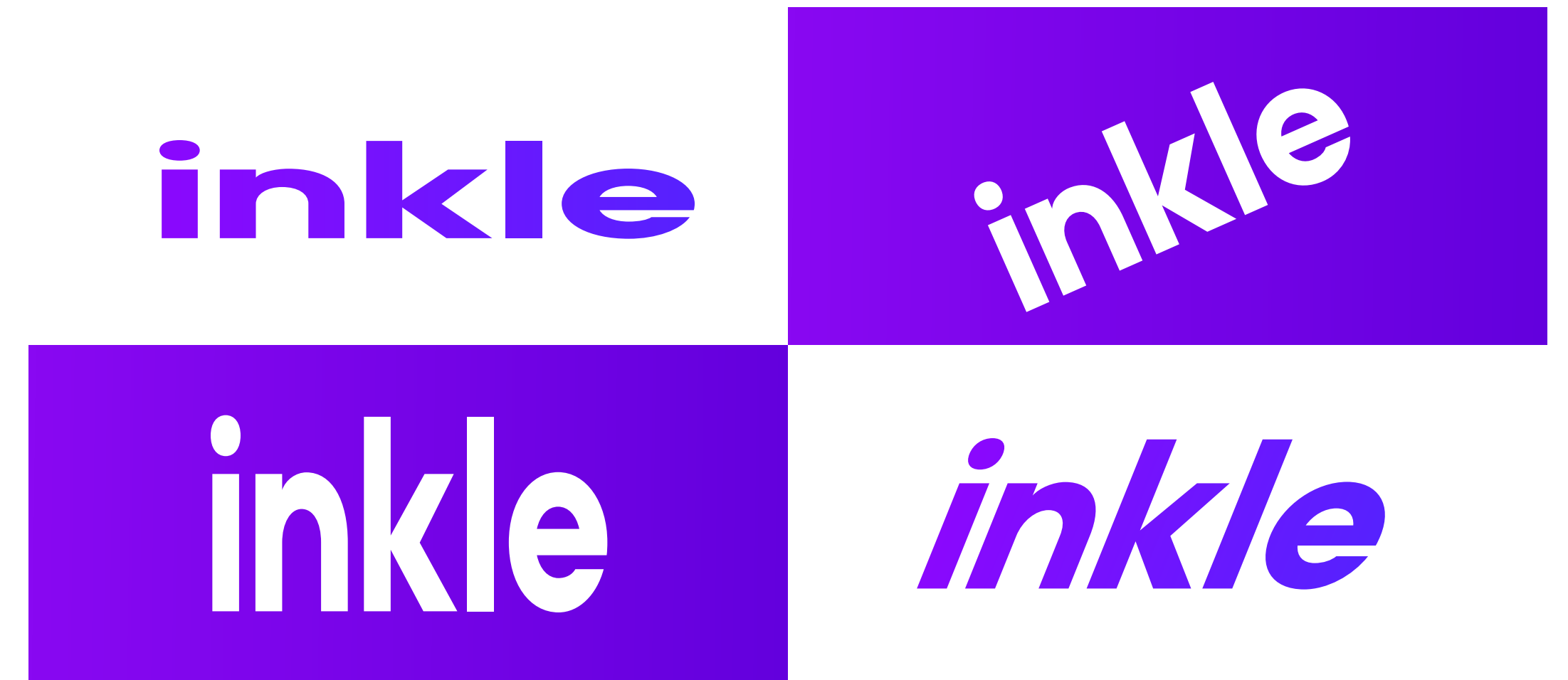
Logo Don'ts



DO NOT use any of the secondary colors as the logo fill.



DO NOT use the logo against a low contrast background.

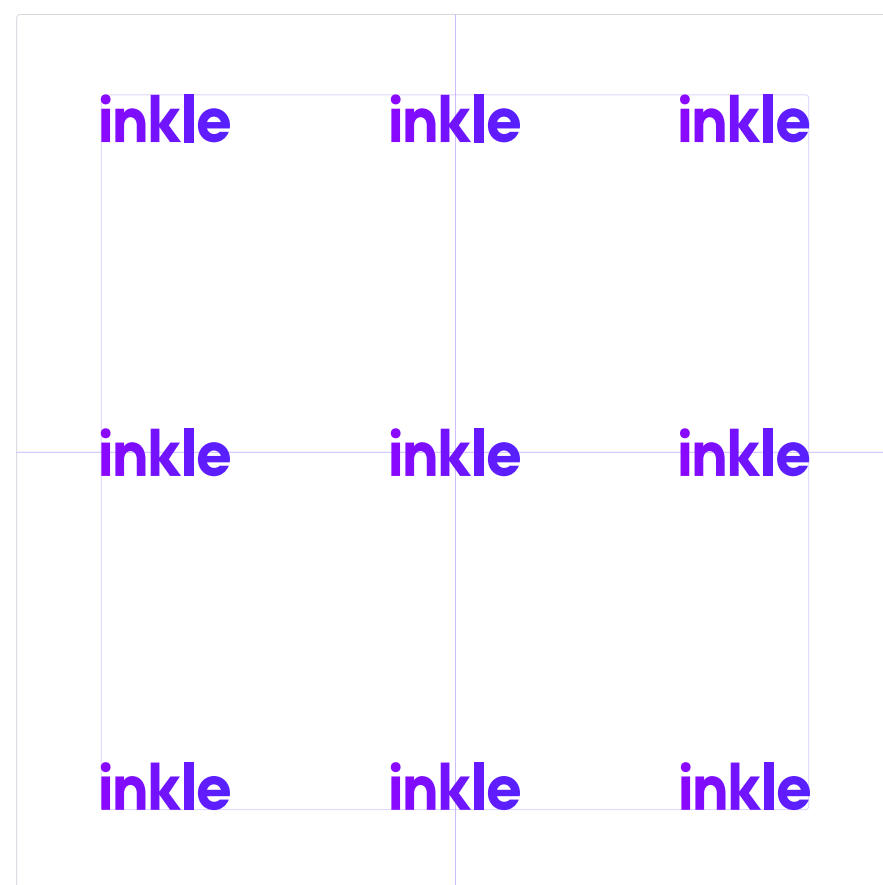


DO NOT squash, stretch, rotate, or skew the logo.

02 Logo Usage & Rules

← Back to section page 1

Logo Positioning & Sizing



Inkle's wordmark is very versatile and can be used on any part of a product/ graphic, keeping in mind rules of visual hierarchy.

To ensure clarity and professionalism, the minimum sizes of the Inkle logo are:

Digital: **50px**

Print: **13 mm**

inkle
50 px
13 mm

02 Logo Usage & Rules

← Back to section page 1

↓ **Download** logo SVGs

inkle

inkle



Products & Services

 **inkle** Tax

 **inkle** Books

 **inkle** Mailroom

 Tax

 Books

 Mailroom

 **inkle** Incorporate

 **inkle** Practice

 **inkle** Dissolution

 Incorporate

 Practice

 Dissolution

 [Download SVGs](#)

[← Back to contents](#)

Brand **Colors**

01 Primary Palette

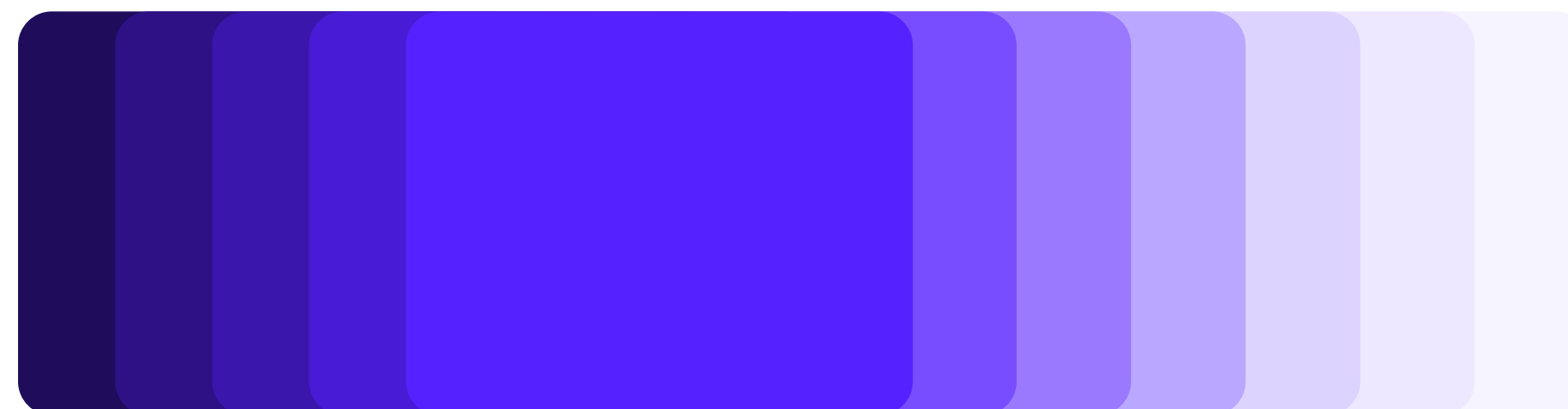
02 Secondary Palette

03 Neutral Palette

04 Error & Success States

Primary palette

Purple
#5622FF



Primary Gradient

#8B08FD → #5622FF



Secondary palette

Pink
#EA638C

Green
#7DD674

Blue
#3498DB

Dark Gradient

#8908F2 → #41109C

Light Gradient

#BE66FF → #631DFF

Warm Gradient

#FF6E66 → #631DFF

04 Color Palette

← Back to section page 1

Neutral palette

Text colors



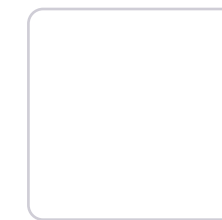
Black 100
#110733



Black 60
#41395C



Black 30
#706A85



White
#FFFFFF

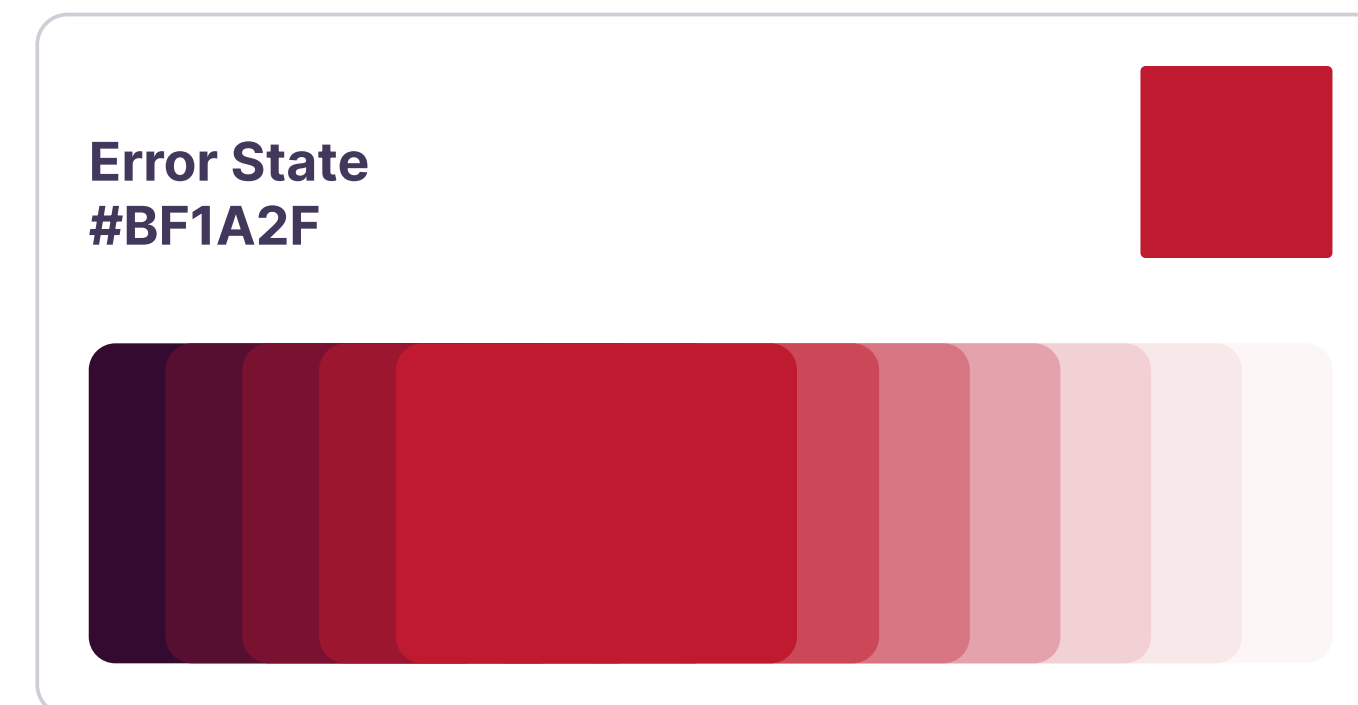
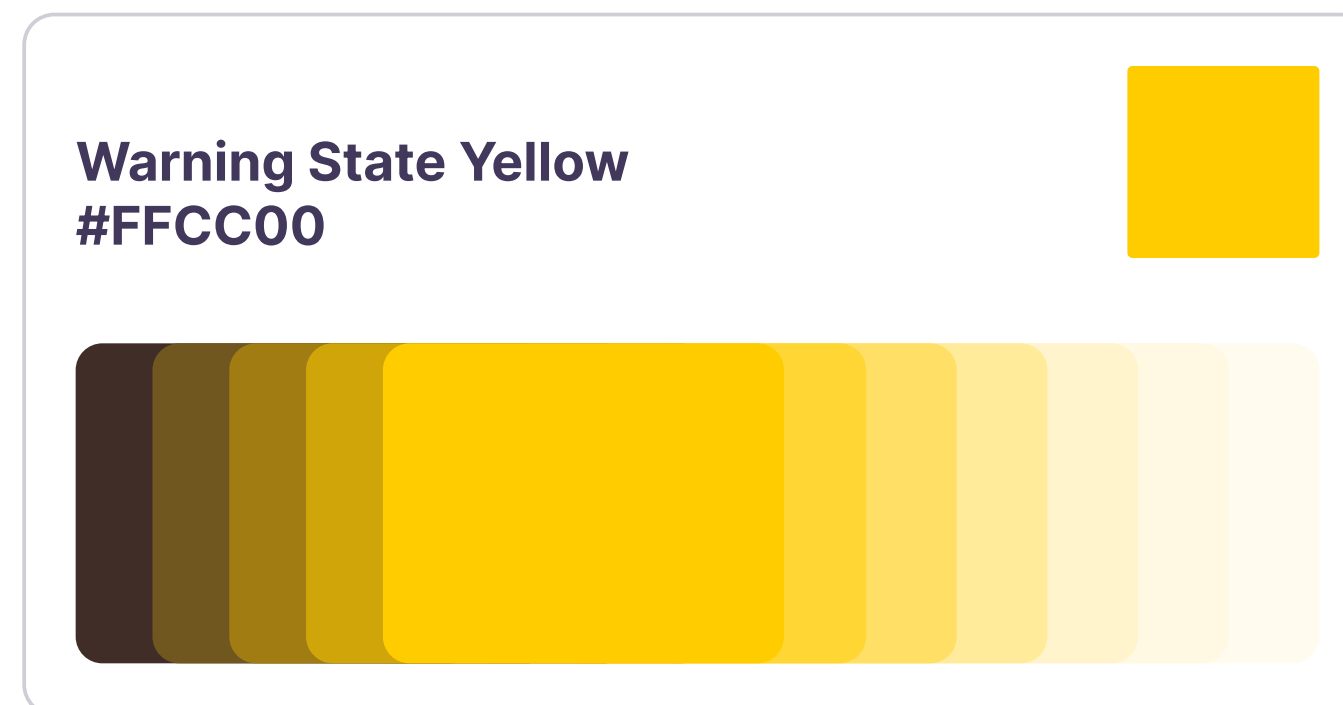
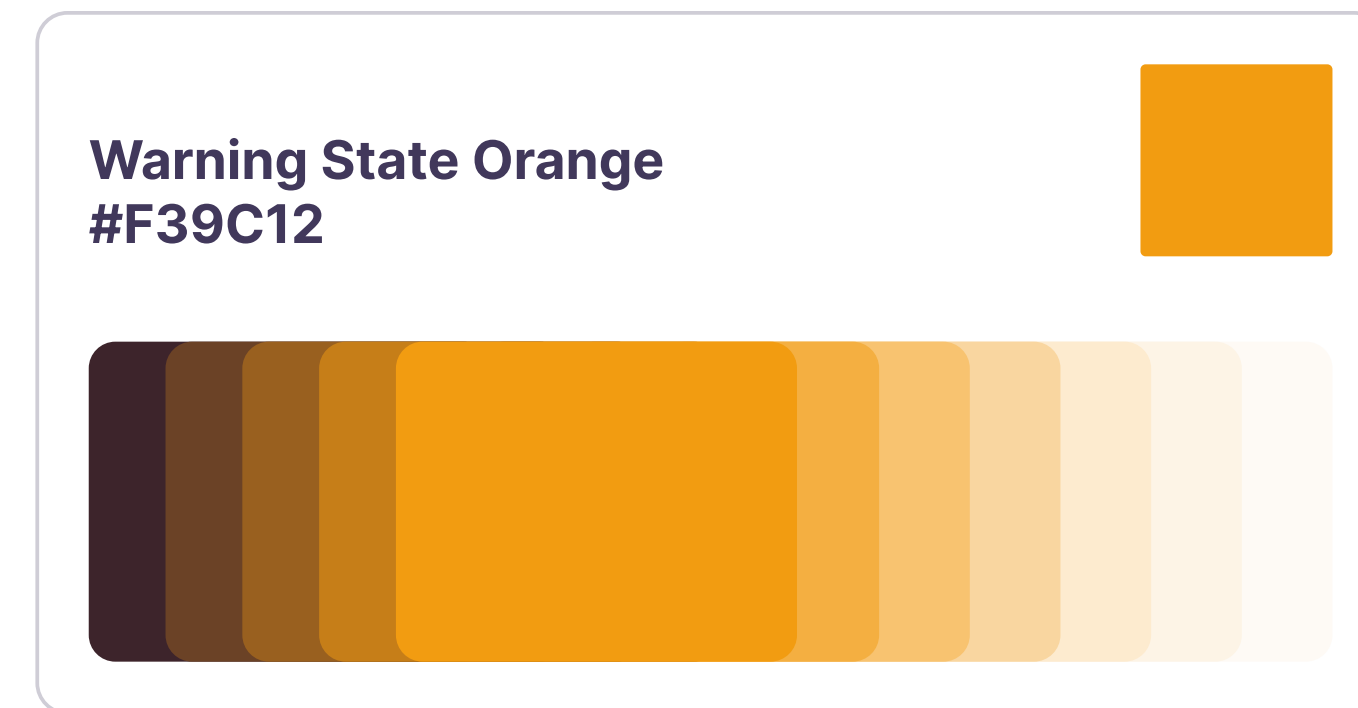
Grays



04 Color Palette

[← Back to section page 1](#)

Error & success states



[← Back to contents](#)

Brand **Typography**

01 Primary & Secondary Typefaces

02 Type Hierarchy

03 Type Sizing Guide

Primary Typeface

Manrope

Used for all headings, UI labels, and display text. Paired with secondary typeface for body and long-form copy.

 [Download the font here](#)

Secondary Typeface

Inter

Used for body and long-form copy.

 [Download the font here](#)

Type hierarchy

The modern accountant Heading • Manrope • 60/72
for your US company

Bookkeeping, tax, and compliance, handled end-to-end by expert Body • Inter • 28/40
accountants and AI.

Type sizing guide

Typestyle	Weight	Size	Line	Spacing	Sample
Display-1	Bold	72px	84px	-3%	Display-1
Display-2	Bold	60px	72px	-2%	Display-2
Display-3	Bold	52px	68px	-2%	Display-3
Display-4	Bold	40px	52px	-1%	Display-4

Type sizing guide

Typestyle	Weight	Size	Line	Spacing	Sample
Heading-1	Semibold	32px	40px	0	Heading-1
Heading-2	Bold	28px	36px	0	Heading-2
	Semi-Bold	28px	36px	0	Heading-2
	Regular	28px	36px	0	Heading-2
Heading-3	Bold	24px	36px	0	Heading-3
	Semi-bold	24px	36px	0	Heading-3
	Regular	24px	36px	0	Heading-3

Type sizing guide

Typestyle	Weight	Size	Line	Spacing	Sample
Heading-4	Bold	20px	30px	0	Heading-4
	Semi-bold	20px	30px	0	Heading-4
	Regular	20px	30px	0	Heading-4
Body-1	Medium	16px	24px	1%	This is body-1
	Regular	16px	24px	1%	This is body-1
Body-2	Medium	14px	20px	1%	Sample
	Regular	14px	20px	1%	Sample

Type sizing guide

Typestyle	Weight	Size	Line	Spacing	Sample
Caption	Semibold	12px	18px	2%	Sample
	Medium	12px	18px	2%	Sample
	Regular Uppercase	12px	18px	2%	SAMPLE
	Regular	12px	18px	2%	Sample

[← Back to contents](#)

Brand **Voice** & Tone

01 Overview

02 Examples

How we sound



Clear



Warm



Never condescending

Inkle's voice is the same whether we're writing a marketing headline, a product error message, or a CPA email.

06 Brand Voice & Tone

← Back to section page 1

We are

- 😊 Plain-spoken
- 😊 Warm
- 😊 Confident
- 😊 Proactive
- 😊 Expert

Say this

"Your tax deadline is in 14 days."

We are never

- 😞 Jargony
- 😞 Alarmist
- 😞 Stiff
- 😞 Condescending
- 😞 Vague

NOT this

"Your statutory filing obligation is approaching its due date."

Examples



Marketing Copy

"Your tax filing on autopilot - deadlines tracked, forms filed, nothing missed."



Customer Email (CPA)

"Hi [Name], your Form 1120 is ready for review. Everything looks good - click below to approve and we'll file within 24 hours."



Product/ Error Message

"We couldn't connect to your bank. Check the connection in Settings and try again - usually takes about 30 seconds."

[← Back to contents](#)

Founders & Team

01 About Inkle

02 About the Founders

Inkle's story

Short Version

Inkle is an accounting and tax automation startup that serves hundreds of US companies.

Medium Version

Inkle is an accounting and tax SaaS platform designed to help U.S. companies manage their compliance from inception. It provides software and services for automating deadline alerts, state and federal filings, and AI-powered bookkeeping. Trusted by over 5% of YC companies globally, Inkle offers on-demand, scalable, and affordable solutions delivered over chat with US-licensed professionals.

Inkle’s story

Long Version

Inkle is an accounting and tax SaaS platform designed to help U.S. companies automate tax filings, bookkeeping, and more. By simplifying financial management, Inkle empowers founders to focus on what truly matters - building products and scaling their businesses. Inkle’s core offerings include:

 **inkle** Tax

It automates state and federal tax filings, with real-time tracking and expert support from tax experts.

 **inkle** Books

It is a comprehensive solution to manage cash flow, send invoices, and track transactions—all in one place.

These solutions are tailored to meet the evolving needs of startups, delivering seamless financial support with the highest level of security through SOC-2 compliance.

Serving hundreds of U.S. companies, Inkle has grown into a team of 40+ based in San Francisco and Bangalore. Founded by Anand Krishna and Ranvir Singh in 2022, Inkle has raised \$1.5M from leading global venture capital firms including Picus Capital, Saison Capital, and Force Ventures.

Founders' story



Anand Krishna
Co-founder & CEO

About

Anand is Co-founder & CEO at Inkle. He spent his early career at Goldman Sachs and Morgan Stanley in London before turning to company building. Inkle is his third fintech — the first, LotusPay, was backed by Y Combinator and acquired by Juspay; the second, Index, was acquired by Niyo Global.



Ranvir Singh
Co-founder & CTO

About

Ranvir is the Co-founder & CTO at Inkle, where he shapes everything on the technical side. Before Inkle, Ranvir was a Tech Lead at Paytm, building the merchant chat infrastructure that powered over 15 million daily conversations.

Inkle's numbers

2,000+

US
companies
served

5%

of YC Companies

100+

Team members

\$1.5M

Raised

Always use these approved figures in sales decks, press outreach, and social posts.
Update this section when numbers change. Never use stale stats.