Decision X

VERSION 1.0, NOVEMBER 2026

Brand Guidelines

How DecisionX looks, sounds and shows up: logo, colour, type, components, icons and copy rules for the Decision AI Platform.

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DOWNLOADS

Primary logo, dark	PNG	Download ↓
Primary logo, light	PNG	Download ↓
Icon mark	PNG	Download ↓
Colour palette	PDF	Download ↓

The wordmark and the mark

The mark is a single hand-drawn stroke: a swooping hook crossing a straight arrow shaft, read as an X with motion. It is always one flat colour.

Dashed line: minimum clear space, about the height of the arrowhead



Wordmark. Use wherever the name must read on its own: nav, footer, covers.



Mark. Use alone in small or round spaces: favicon, avatar, the centre of hub diagrams.

Logo blue #263BD3
Logotype ink #1E293B

Keep it whole, flat and unaltered

Do not alter colours, proportions, or spacing. When in doubt, use the primary dark version on light backgrounds.



DO
Primary dark version on white or the light page grey.



DO
Mark alone in small, square or round spaces.



DON'T
Stretch, squash or change the proportions.



DON'T
Recolour the mark, or tint it per vertical.



DON'T
Add glass, glow, gradients or shadows to it.



DON'T
Crop the swoosh tail or the arrow point.



DON'T
Rotate or tilt it.



DON'T
Rebuild the lockup with other type.

Five core colours, each with a faint tone

Ink and Blue carry the interface. Teal, Violet and Amber code the verticals. Faint tones fill tags, chips and tinted panels.

Ink
#0F172A · RGB 15, 23, 42

Faint tone
#E2E8F0 · RGB 226, 232, 240

Headings, primary text, hover outlines

Blue
#1D4ED8 · RGB 29, 78, 216

Faint tone
#DBE6FD · RGB 219, 230, 253

Primary accent, links, CTAs, Commercial

Teal
#0D9488 · RGB 13, 148, 136

Faint tone
#D5F5EF · RGB 213, 245, 239

Manufacturing, secondary accent

Violet
#6D28D9 · RGB 109, 40, 217

Faint tone
#EDE7FD · RGB 237, 231, 253

Pharma R&D

Amber
#D97706 · RGB 217, 119, 6

Faint tone
#FCEBCF · RGB 252, 235, 207

Supply Chain

Supporting colour

NEUTRALS

Body #475569
Body copy

Muted #64748B
Secondary copy, captions

Faint #94A3B8
Labels, eyebrows, counts

Border #E2E8F0
Hairlines, card outlines

Page #F5F5F7
Page background

White #FFFFFF
Tiles and cards

VERTICAL COLOUR CODING

- Commercial — #1D4ED8 on #DBE6FD
- Manufacturing — #0D9488 on #D5F5EF
- Pharma R&D — #6D28D9 on #EDE7FD
- Supply Chain — #D97706 on #FCEBCF

Use the vertical colour as the accent only on material scoped to that vertical. Cross-vertical material uses Blue.

CTA gradient
#1D4ED8 → #2563EB → #3B82F6, 135°

Base band
#B2C6EE, #A9D3D6, #C9C2EC, #EFD6B0. Fades up from the base of hero tiles at 55% opacity. Each colour once.

Manrope, everywhere

One family across the site, decks and documents. Tight tracking on headings, generous line height on body copy, grey rather than black for body text.

Aa

Manrope

Regular 400, Medium 500, Semibold 600, Bold 700, Extra Bold 800

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & % #

Display 64px / 700 / -0.045em	Decision AI Definitions
Section heading 40px / 700 / -0.04em	Decisions you own.
Card title 18px / 700 / -0.02em	Decision Audit Trail
Body 16 to 20px / 400 / 1.6	Every decision is traced from blind spot to cause to expected impact.
Label 10.5px / 600 / 0.28em caps	14 TERMS