Brand essence



THE BRAND IDEA

Two soft forms wrap into a growing software ribbon.

WEBSITE PURPOSE

Simple business software for every size of team. SoftlyUp makes business software simpler, smarter and more accessible for organizations of every size.

WHY THE SYMBOL WORKS

A flowing upward weave makes connected business software feel approachable and easy to build upon.

AUDIENCE

Businesses and working teams

VOICE AND CHARACTER

Simple / Helpful / Practical

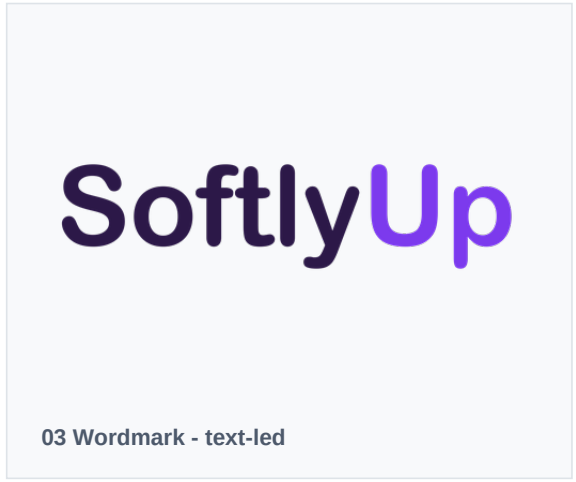
Logo architecture



01 Horizontal - default signature



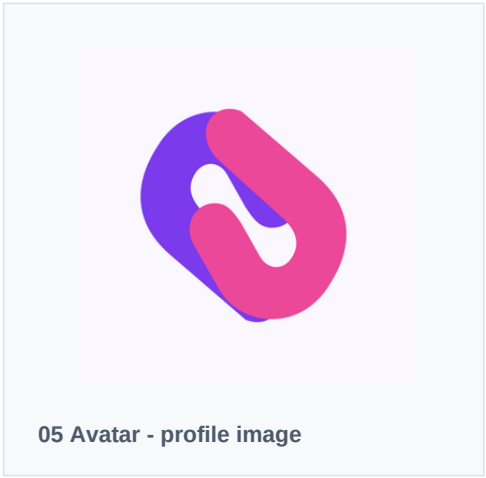
02 Stacked - compact space



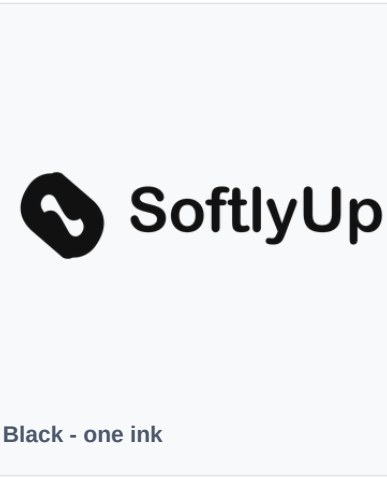
03 Wordmark - text-led



04 Symbol - familiar contexts



05 Avatar - profile image



Black - one ink



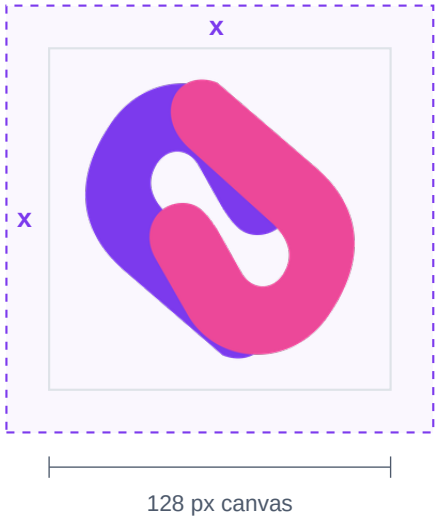
White - dark surfaces

Choose the exported lockup that fits the space. Preserve the supplied artwork, proportions and approved colour treatment.

Space and scale

CLEAR SPACE

One unit x equals 16 px on the 128 px symbol canvas. Keep one x on every side.



Safe area
160 x 160 px
x = 16 px (12.5%)
Scaled illustration

MINIMUM DIGITAL SIZES

Symbol	32 px
Horizontal	148 px
Stacked	96 px
Wordmark	80 px
Avatar	48 px

Values are minimum widths. Preserve the exported aspect ratio and check final legibility.

Keep proportions

Scale the complete logo uniformly. Never stretch, compress or rotate the artwork.

Use the palette

Choose an approved treatment. Do not recolour individual pieces or introduce gradients.

Keep it clean

Do not add shadows, bevels, outlines or texture to the logo itself.

Protect the space

Keep text, borders and other marks outside the clear-space boundary.

Colour and typography

Primary	Secondary	Ink	Paper	White	Black
#7C3AED	**#EC4899**	**#2C1848**	**#FAF7FE**	**#FFFFFF**	**#111111**
RGB 124 / 58 / 237	RGB 236 / 72 / 153	RGB 44 / 24 / 72	RGB 250 / 247 / 254	RGB 255 / 255 / 255	RGB 17 / 17 / 17
CMYK 48 / 76 / 0 / 7	CMYK 0 / 69 / 35 / 7	CMYK 39 / 67 / 0 / 72	CMYK 2 / 3 / 0 / 0	CMYK 0 / 0 / 0 / 0	CMYK 0 / 0 / 0 / 93

CMYK values are approximate process conversions. Confirm the final colour on the intended stock and print process.

TYPOGRAPHY ROLES

Logo lettering: Arial Rounded MT Bold. Exact supplied paths are outlined; the logo needs no local font.
Display: Nunito. Use for headings and short brand statements.
Body: Source Sans 3. Use for paragraphs, captions and practical information.

Font assignments, available files and licence/source details are recorded in fonts.json. Source-only system font files are not redistributed.

READABLE COMBINATIONS

Ink on white: 15.8:1 contrast.
White on ink: 15.8:1 contrast.
White on primary: 5.7:1 contrast.

Use at least 4.5:1 for normal text. Bright accents may work best as shapes, highlights or large display elements. Test copy over patterns and photographs.

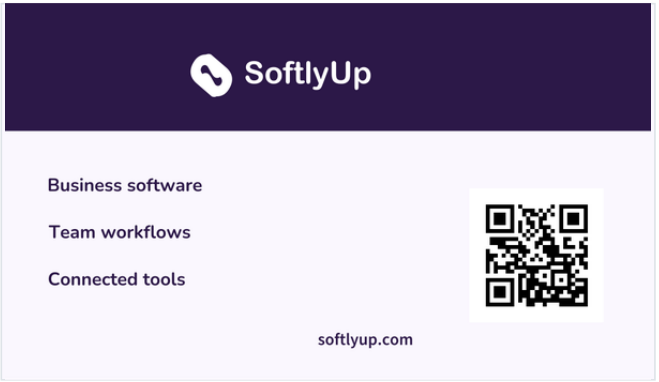
Brand in the world



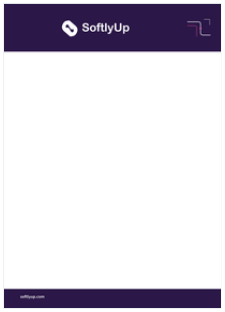
SOCIAL - SQUARE POST



SOCIAL - PROFILE COVER



PREVIEW - QR CARD BACK



A4 LETTERHEAD



SUPPORTING GRAPHICS

Two gently folded work surfaces share one smooth continuation line. Keep patterns quiet behind copy.

COPY DIRECTION

Simplify the software behind your daily business work

This kit: QR at least 20 mm including the 4-module white quiet zone. ECC Q; no logo overlay. Keep the 174 x 210 mm letterhead writing area blank. Print supplied PDFs at actual size and test the final QR.

Explore simpler software

softlyup.com

Handoff and file map

THE WORKING KIT

Use the selected exports. Keep the source artwork and token file together so new material stays consistent.

Logo variants	variants/index.json
Five lockups, six approved treatments, dimensions and minimum sizes.	
Vector masters	variants/*.svg
Retain original paths for websites, layouts and scalable production.	
Digital images	variants/*.png
Use PNG at its intended pixel size; retain the supplied alpha or matte.	
Identity tokens	brand-tokens.json
Exact palette, spacing, type roles and contrast recommendations.	
Patterns	patterns/
Three supporting patterns based on this brand concept.	
Cards and letterheads	collateral/
Website-QR cards and A4 writing master. Print PDFs include 3mm bleed.	
Fonts and licences	fonts.json
Assigned font roles, available files and licence/source details.	
Motion and loading	motion/index.json
Exact-logo animations, actual timings and reduced-motion fallbacks.	
Browser and app icons	favicon-set.zip
ICO, themed PNG/SVG, opaque app icons and install-head template.	
Guidance	brand-guidelines.pdf
This six-page guide, plus HTML and Markdown companions.	

DIMENSIONS AND DELIVERY

Horizontal: 363 x 104 SVG / 1600 x 458 PNG
Stacked: 227 x 258 SVG / 1056 x 1200 PNG
Wordmark: 246 x 68 SVG / 1600 x 442 PNG
Symbol: 128 x 128 SVG / 1024 x 1024 PNG
Avatar: 512 x 512 SVG / 512 x 512 PNG
Print: cards 90 x 50 mm / letterhead A4 / 3 mm bleed.

MOTION AND LOADING

A work surface unfolds and the team workflow continues smoothly.
Intro 2.56s / loop 4.26s / loader 1.34s. Loader canvas: 200 x 200 px.
Use static output for reduced motion; hide the loader when actual content is ready.

BROWSER AND APP ICONS

ICO 16 / 32 / 48 px; PNG 16 / 32 / 48 / 96 px. Apple 180; Android 192 / 512.
Optical inset: 12.5%. Opaque app tiles; central 80% maskable safe circle.
Native monochrome Safari mask supplied. Use these exports below normal logo minimums.

SOURCE NOTES AND CHOICE STATUS

User-selected identity. No website deployment was changed.