



Brand Guidelines

Logo Guidelines

Primary Logo

The Syself logo is the most important corporate asset that represents our brand and helps people recognize us at a glance. "Syself" stands for simplified, efficient and intuitive management of Kubernetes. The promise is that through the synergy of technologies and self-management capabilities, users can spend more time on their core tasks and thus increase their productivity.



Logo Spacing

Give the logo room to breathe!, always leave at least 0.5x the logo's height around it.



Logo Usage

- ✓ Use the official logo files provided by Syself to ensure correct proportions and colors.
- ✓ Maintain clear space around the logo to ensure visibility and avoid clutter.
- ✓ Use the approved color versions of the logo.
- ✓ Scale proportionally when resizing to maintain the original aspect ratio.
- ✓ Use the logo on approved backgrounds that ensure readability and visibility.



Logo on Dark Background



Logo on bright Background



Logo white on Dark Background



Logo on Syself gradient Background

Incorrect Logo Usage



✗ Don't distort the logo in any way.



✗ Don't add effects like shadows, etc.



✗ Don't alter colors beyond approved ones.



✗ Don't rotate, tilt, or flip the logo.



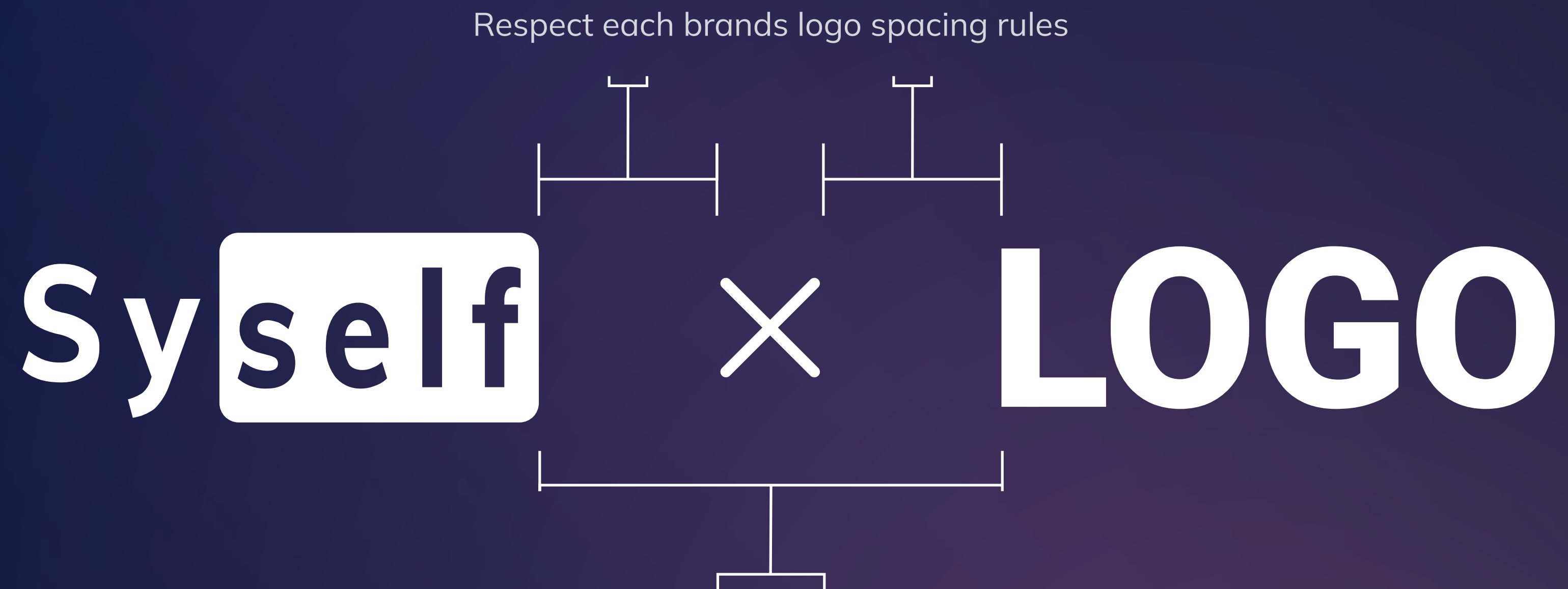
✗ Don't place on low-contrast backgrounds.



✗ Don't place on busy backgrounds.

Syself co-branding

When Syself has an official partnership with another company, the following visual hierarchy should be maintained in public-facing announcements. Each logo should be approximately the same size overall with consideration to both width and height while retaining optically centered.



Try to keep each logo approximately the same size overall with consideration to both width and height while retaining optically centered.

Colors

Color Palette

Syself's color palette combines calm professionalism with dynamic energy. The **deep blue** symbolize stability, reliability, and vast possibilities, mirroring the sky and sea.

The accent colors, **pink** and **orange**, bring warmth and innovation, inspired by a sunset, representing transformation and new beginnings.

A gradient from **pink** to **orange** reinforces continuity and progress, visually communicating Syself’s commitment to seamless automation and customer success.

Please adhere to the relevant values and codes for the colors at all times to maintain consistency. For print cases, please use CMYK codes provided.

If these colors are used as background, please ensure that there is contrast and legibility for the text used.

Deep blue

HEX #121B34

hsl(224, 49%, 14%, 1)

cmyk(65.38%, 48.08%, 0%, 79.61%)

Pink

HEX #E37894

hsl(344, 66%, 68%, 1)

cmyk(0%, 49.59%, 38.43%, 5.1%)

Orange 300

HEX #ECA769

hsl(28, 78%, 67%, 1)

cmyk(0%, 33.73%, 57.14%, 1.18%)

Orange 400

HEX #D48744

hsl(28, 63%, 55%, 1)

cmyk(0%, 38.18%, 65.91%, 13.73%)



Typography

Typography

We use Mulish as our primary typeface to create a modern, clean, and highly legible visual identity that aligns with Syself's professional and innovative brand personality.

Mulish Bold is used for headlines, ensuring strong emphasis, clarity, and a confident presence in all communications.

Mulish Regular is used for body copy, offering a smooth reading experience. Its balanced proportions and refined letterforms ensure that even complex technical information remains clear, engaging, and easy to digest.

Mulish

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
!@#\$%^&*()

Bold

Use this weight for headlines

Regular

Use this weight for body copy

Typography

We use Space Mono as our secondary typeface, bringing a technical, structured, and distinctive character to Sysself’s visual identity.

Space Mono Regular is primarily used in our documentation for command-line inputs, ensuring clarity and precision in technical instructions.

Additionally, Space Mono is utilized in invoices and other billing-related materials, reinforcing a structured and professional appearance while ensuring numerical and tabular data remain clear and easy to interpret.

Space Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234
56789
!@#\$%^&*()

Bold

Use this weight for titles

Regular

Use this weight for body copy

Hierarchy

Our typographic hierarchy ensures clarity, readability, and a structured flow of information across all communications. By using distinct type styles and weights, we create a clear visual distinction between different content levels, guiding the reader through the material with ease.

H1 Headline

font-family: Mulish;
font-weight: 700;
font-size: 52px;
line-height: 140%;
letter-spacing: 0px;

Syself Autopilot

The Syself Autopilot platform empowers businesses to provision and operate reliable Kubernetes clusters effortlessly.

Start for Free

Book a Demo

CTA

font-family: Mulish;
font-weight: 700;
font-size: 16px;
line-height: 150%;
letter-spacing: 0px;

Sub headline

font-family: Mulish;
font-weight: 700;
font-size: 16px;
line-height: 150%;
letter-spacing: 0px;

H2 headline

font-family: Mulish;
font-weight: 700;
font-size: 30px;
line-height: 36px;
letter-spacing: 0px;

What is Syself autopilot?

Syself autopilot is a Kubernetes management software that take cares of your clusters, with minimal human intervention. With syself autopilot you can easily create clusters that comes pre-configured with all the components your cluster need to operate with Zero down time.

Body

font-family: Mulish;
font-weight: 400;
font-size: 16px;
line-height: 150%;
letter-spacing: 0px;



Thank You

sysself.com