SEAD SOFTWARE

Brand Guidelines

HUMAN INTELLIGENCE × ARTIFICIAL INTELLIGENCE



Version 1.0 · November 2026

Human Intelligence × Artificial Intelligence

The business knowledge, engineering judgment and accountability around the technology determine what it becomes. SEAD pairs both, which is why the two halves are multiplied, not listed.

- **Always Title Case.** It names a concept and teaches the HI / AI acronyms; it is the one exception to sentence case. Do not title-case other labels to match.
- **Use the multiplication sign ×** (Unicode U+00D7), never the letter x.
- **Set it in capitals as an eyebrow;** never sentence-case it.
- **Company descriptor:** “A Single Portal of Truth Technology”.
- **The previous tagline is retired.** Do not use it anywhere.

SEAD Software

Three versions, one mark



Long logo — color

Default, on white and light surfaces.

SEAD_Long_Logo.svg / .png



Long logo — white

On deep navy, photography and any dark surface.

SEAD_Long_Logo_white.svg / .png



Drop mark

Where the long logo will not fit: icons, avatars, favicons.

SEAD_Logo.svg / .png

Logo blue is #27B2F4, used only inside the logo artwork. Never recolor the logo to the interface blue #29ABE2, or the interface to the logo blue.

Clear space and minimum size



- **Long logo:** at least 1.25 in (32 mm) wide in print, 140 px on screen.
- **Drop mark:** at least 0.25 in (6 mm) tall in print, 16 px on screen.
- **Below those sizes,** switch from the long logo to the drop mark.

Keep a margin of at least half the logo's height on every side. Nothing — text, edges, other logos — enters it.

Don't change the logo



Don't stretch or squash it



Don't rotate it



Don't use the color logo on blue or dark



Don't add shadows, glows or outlines



Don't rearrange the drop and wordmark



Don't place it on busy photography

On blue, dark or photographic backgrounds, use the white long logo with its clear space on a calm area of the image.

Primary colors



SEAD Blue

HEX #29ABE2
RGB 41 · 171 · 226
On white 2.62:1

Buttons, focus, accents and highlights. Never body text on white.



Blue Ink

HEX #0B6FA4
RGB 11 · 111 · 164
On white 5.49:1

Blue that reads as text: links and eyebrows on light surfaces.



Ink

HEX #1D1D1D
RGB 29 · 29 · 29
On white 16.86:1

Headlines and body copy.



Deep Navy

HEX #0E2A3B
RGB 14 · 42 · 59
On white 14.86:1

Feature bands, covers and dark sections, with white type.



Logo Blue

HEX #27B2F4
RGB 39 · 178 · 244
On white 2.40:1

Inside the logo artwork only.

Supporting colors and dark mode

ACCENT AND NEUTRALS

Teal
#009BA7

Teal Ink
#00727C

Muted Ink
#667085

Subtle Ink
#5D6F8C

Mist
#F5F6F8

Line
#E4E7EC

SIGNALS — DATA ONLY

Positive
#0E8A57

Negative
#C0392B

Caution
#A87A0B

- **SEAD Blue on white is 2.62:1,** too low for text. Use Blue Ink (5.49:1).
- **Teal is an accent;** set teal text in Teal Ink (5.68:1).
- **Signal colors mean good, bad and watch.** Keep them for figures and charts, never decoration.

DARK MODE

Surface
#0E1621

Blue
#3FBBF0

Ink
#F2F5F8

SEAD Software

Two typefaces

HK Grotesk

Aa Bb Cc 0123456789

The brand face for headlines and body. Headlines in Black (900), set tight; body in Regular (400) with generous line spacing.

MONTSERRAT

EYEBROWS · DATA LABELS · 0123

The utility face, for eyebrows, labels and data only. SemiBold, in capitals, with open letter spacing. Never for body copy.

- **Fallback: Arial.** For documents that leave SEAD, or anywhere the brand fonts aren't installed.
- **Never substitute Hanken Grotesk.** Google's similarly named family has different spacing, so layouts shift.
- **Desktop font files are not distributed.** Where the brand fonts are not installed, use Arial.

Where to get everything

Logos, this guide, colors and typefaces

www.seadsoftware.com/about/brand

SOC 2 Type II badge

On request, from the address on this page

Questions about the brand

contact@seadsoftware.com

seadsoftware.com

SEAD Software · founded 2016
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