

DEPLOYXA

BRAND KIT

BUILD. DEPLOY. SCALE.

Technology & digital solutions brand identity



Exact brand name: DEPLOYXA

One-line description: DEPLOYXA is a technology and digital solutions brand focused on building, deploying, and scaling modern digital products and infrastructure.

1. Brand Foundation

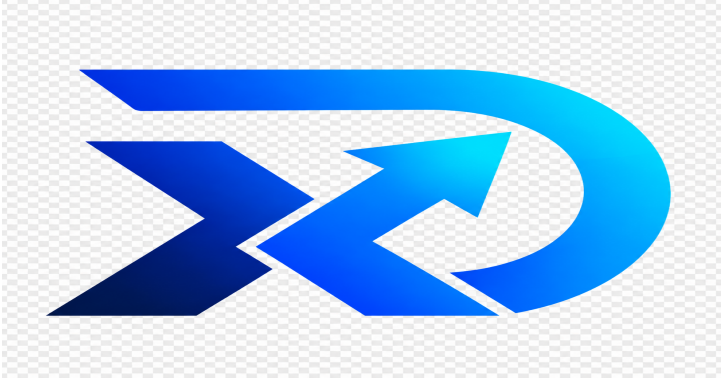
Brand	DEPLOYXA
Tagline	BUILD. DEPLOY. SCALE.
Positioning	Modern technology, digital products, deployment and scalable infrastructure.
Personality	Technical • Confident • Modern • Precise • Fast-moving
Visual direction	Futuristic but professional; high-contrast navy, electric blue and cyan.

Logo system

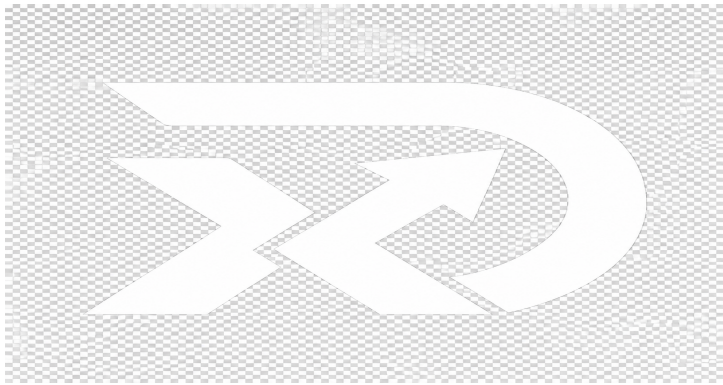


Primary horizontal lockup. Use this version for websites, presentations, proposals, sponsor rows and other wide placements.

2. Logo Variations

Primary logo	
Dark-background version	
White / single-colour version	
Colour icon / mark	

White icon / mark



Rule: do not stretch, skew, rotate, recolour, outline, or add effects to the logo. Preserve its proportions and clear space.

3. Colour Palette



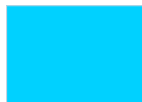
DEPLOY Navy
#0B1F3B

Primary brand / dark backgrounds



Azure Blue
#007BFF

Primary action / links / highlights



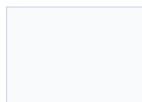
Sky Cyan
#00D1FF

Accent / energy / gradients



Slate Gray
#64748B

Secondary text / supporting UI



Light Gray
#F8FAFC

Light backgrounds / surfaces

Recommended gradient: #007BFF → #00D1FF. Use sparingly for the symbol, key CTAs and digital accents.

4. Typography

The DEPLOYXA logo lettering is a custom geometric wordmark. Do not substitute another font inside the logo.

Role	Recommended typeface	Use
Headlines	Space Grotesk / similar geometric sans	Bold, short, high-impact headings
Body	Inter / similar clean sans	Web copy, product UI, documentation
Labels	Inter SemiBold	Buttons, navigation, metadata

5. Usage Rules

Clear space

Keep a protected area around the logo equal to at least the height of the internal arrowhead. No text, icons, borders or other graphic elements should enter this zone.

Minimum size

For digital use, keep the full horizontal lockup at approximately 160 px wide or larger. For print, use approximately 35 mm wide or larger. Use the icon-only mark when space is tighter.

Backgrounds

Use the standard full-colour logo on white or very light neutral backgrounds. Use the dark-background or white single-colour version when placed on navy, black or other dark surfaces.

CLEAR SPACE



6. Brand Applications

The identity is designed to work across digital products, websites, developer tooling, corporate documents, social profiles, sponsor placements and presentations.

Website header	Primary horizontal lockup
Sponsor row	Horizontal lockup, no tagline when height is constrained
Favicon / app icon	Colour icon-only mark
Dark UI	White or colour mark against DEPLOY Navy
Print / merchandise	White single-colour mark or dark single-colour mark

Brand voice

Clear and technical without unnecessary jargon. Confident without being loud. Action-oriented, concise and focused on outcomes: build, deploy, scale.

7. Included Assets

DEPLOYXA_Brand_Kit.pdf	This brand guideline document
deployxa-primary-logo.svg	Primary horizontal logo, transparent background
deployxa logo.png	Original primary logo artwork
dark-background logo PNG	Dark-background horizontal version
white logo PNG	Single-colour white version
colour icon PNG	Icon-only coloured mark
white icon PNG	Icon-only white mark

Primary brand statement

DEPLOYXA — BUILD. DEPLOY. SCALE.

A technology and digital solutions brand focused on building, deploying, and scaling modern digital products and infrastructure.