WEB · E-COMMERCE · SAAS

TheRarePixel

Brand Guidelines

Version 1.0 · November 2026



Contents

01	Brand idea	03
02	Logo	04
03	Clear space and minimum size	05
04	Logo misuse	06
05	Color palette	07
06	Color usage	08
07	Typography	09
08	Web and interface	10
09	Voice	11
10	Quick reference	12

BRAND IDEA

One pixel that stands apart.

TheRarePixel builds websites, web applications, online stores and SaaS products. The name comes from one idea: among millions of identical pixels, one rare pixel makes the difference. That pixel lives in the logo as the gold square on the i.

TAGLINE (SUGGESTED)

Made to stand apart.

Precise

Clean code, clean layouts, nothing decorative without a reason.

Premium

Restrained color, generous space, one gold detail.

Clear

Plain language. We explain, we do not impress.

Crafted

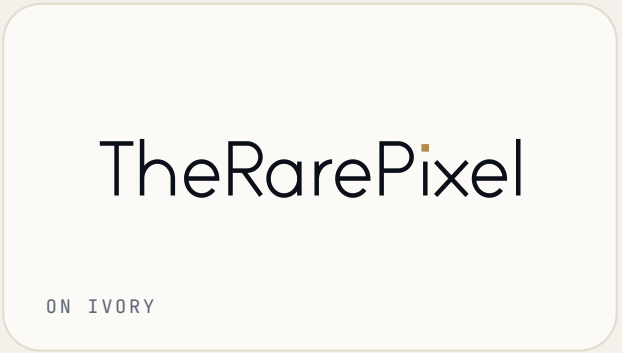
Details that most visitors feel but never notice.

Logo

The wordmark is drawn from custom geometric letters with one even line weight. The gold square on the i is the signature of the brand, the one rare pixel. Always use the supplied files. Never retype the name or redraw the pixel.









Clear space and minimum size



Keep a clear space of x on every side of the logo, where x is the height of the lowercase e. Nothing else may enter this area: no text, images, edges or other logos.

MINIMUM SIZE

TheRarePixel

Digital: 140 px wide

Print: 32 mm wide

Below this the thin lines lose clarity.

Logo misuse



Do not stretch or squash



Do not rotate or tilt



Do not use other colors



Do not place on low contrast



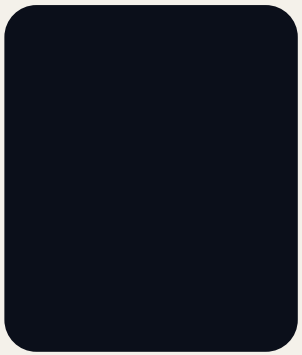
Do not change the pixel



Do not retype in another font

COLOR

Color palette



Navy

Primary background. Text on light backgrounds.

HEX #0B0F1A
RGB 11 15 26
CMYK 58 42 0 90



Surface

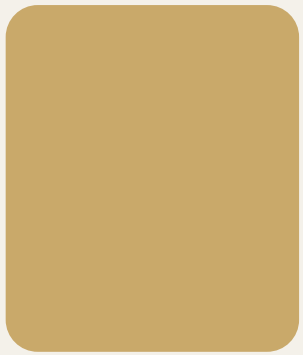
Cards, panels and sections on navy.

HEX #121826
RGB 18 24 38
CMYK 53 37 0 85

Ivory

Text on navy. Light backgrounds.

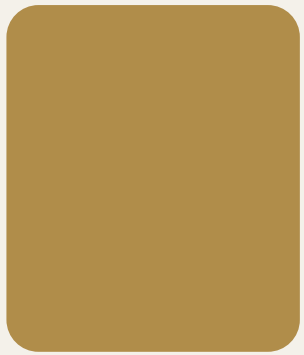
HEX #F4F1EA
RGB 244 241 234
CMYK 0 1 4 4



Gold

Accent on dark: buttons, links, the pixel.

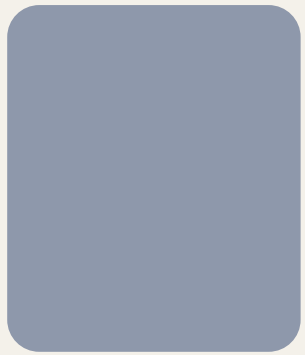
HEX #C9A96A
RGB 201 169 106
CMYK 0 16 47 21



Gold deep

Accent on light. Shapes only, never text.

HEX #B08D4A
RGB 176 141 74
CMYK 0 20 58 31



Slate

Secondary text, captions, icons.

HEX #8E98AB
RGB 142 152 171
CMYK 17 11 0 33

PROPORTION



Gold stays under 5% of any layout. That scarcity is what makes the pixel feel rare. CMYK values are approximate conversions; ask your printer for a proof before printing.

COLOR

Color usage

SAMPLE	COMBINATION	CONTRAST	VERDICT	USE FOR
Aa	Ivory on Navy	17.0 : 1	AAA	Body text and headings on dark
Aa	Slate on Navy	6.6 : 1	AA	Secondary text on dark
Aa	Gold on Navy	8.5 : 1	AAA	Accents, links, labels on dark
Aa	Navy on Ivory	17.0 : 1	AAA	Body text and headings on light
Aa	Navy on Gold	8.5 : 1	AAA	Button labels
Aa	Gold deep on Ivory	2.8 : 1	Shapes only	Shapes and the pixel only
Aa	Slate on Ivory	2.6 : 1	Do not use	Avoid for text
Aa	Ivory on Gold	2.0 : 1	Do not use	Do not use

DO

- Use ivory text on navy and navy text on ivory for all body copy.
- Use gold for one accent per screen: a button, a link row or the pixel.
- Pick gold deep on light backgrounds, gold on dark ones.

DO NOT

- Do not set gold or slate text on ivory. The contrast is too low.
- Do not add gradients, glows or shadows to the logo or gold.
- Do not introduce new accent colors such as blue, purple or red.

Typography

Aa

Sora

Headings

SEMIBOLD 600

Digital products, built to stand apart.

Aa

Inter

Body text and interface

REGULAR 400 · MEDIUM 500

Websites, web apps, online stores and SaaS.

Aa

JetBrains Mono

Labels and code

REGULAR 400

WEB · APPS · SAAS

Headings in sentence case. Two weights at most per family. Never substitute other fonts. All three are free and open source (Google Fonts).

LEVEL		SPECIFICATION
DISPLAY	**Built to stand apart**	Sora 600 · 56 / 60 px · tracking -2.5%
HEADING 1	**Built to stand apart**	Sora 600 · 40 / 44 px · tracking -2%
HEADING 2	**Built to stand apart**	Sora 600 · 28 / 34 px · tracking -1.5%
HEADING 3	**Built to stand apart**	Sora 600 · 20 / 28 px · tracking -1%
BODY	Built to stand apart	Inter 400 · 17 / 26 px · tracking 0
SMALL	Built to stand apart	Inter 400 · 14 / 22 px · tracking 0
LABEL	WEB · APPS · SAAS	JetBrains Mono 400 · 12 / 16 px · tracking +12%, caps

Web and interface

BUTTONS

Start a project

View our work

Learn more

CARD · RADIUS 20

WEB

SAAS

PIXEL MOTIF



Spacing runs on an 8 px grid. Controls use an 8 px radius, cards 20 px, borders 1 px in line color. Use the pixel motif once per layout, as a quiet background, with a single gold square.

CSS TOKENS

```
:root {
  --navy: #0B0F1A;  --surface: #121826;  --ivory: #F4F1EA;
  --gold: #C9A96A;  --gold-deep: #B08D4A;  --slate: #8E98AB;  --line: #2B3447;
  --font-head: "Sora", system-ui, sans-serif;
  --font-body: "Inter", system-ui, sans-serif;
  --font-mono: "JetBrains Mono", ui-monospace, monospace;
  --radius: 8px;  --radius-lg: 20px;
}
```

Voice

Clear over clever

Say the plain thing first. Add flair only if it helps.

Confident, not loud

State what we do. No superlatives, no hype.

Technical, but human

Use real terms, then explain them in one line.

Short sentences

One idea each. Cut every word that does no work.

SAY

We build fast websites that sell.

AVOID

We leverage cutting-edge synergies to maximize digital transformation.

SAY

Launch in weeks, not months.

AVOID

World-class solutions for all your needs.

QUICK REFERENCE

Quick reference

Logo

- Use the supplied files only.
- Clear space: height of the e.
- Minimum: 140 px / 32 mm.
- Never stretch, rotate, recolor or retype.

Color

- Navy, ivory and slate carry the layout.
- Gold under 5%, one accent per screen.
- Gold deep on light backgrounds.
- No gold or slate text on ivory.

Type

- Sora 600 for headings.
- Inter 400/500 for body.
- JetBrains Mono for labels.
- Headings in sentence case.

Files

- Logo PNG: dark, light, transparent.
- Logo SVG: for dark and for light.
- Brand Guidelines PDF (this file).
- Update this document when the brand changes.

Made to stand apart.