



Suppple: Brand Styleguide





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A picture is worth a thousand words. How we select and use imagery affects our brand image and equity.

The Supple Brand.

The Suppple brand is *the communication style of the business.*

It's the lynchpin that ties everything together.

- It's what aligns our team
- It's what connects us with customers
- It's what helps structure our thinking and doing

Our Vision.

Suppple envisions a future where technology is a transformative force in everyday life. Our aim is to break new ground in user experience and accessibility, making tech solutions not just tools, but catalysts for efficiency and creativity. We dream of a world empowered by technology that's intuitively woven into the fabric of our daily existence.

Our Mission.

At Suppple, our mission is to revolutionize how technology is experienced. We are dedicated to creating solutions that are not just advanced, but also profoundly intuitive and user-centric. Every innovation we introduce is designed with a single purpose: to simplify and enhance life, both for individuals and businesses. By embracing simplicity, openness, and continuous innovation, we are not just meeting needs; we are anticipating them, ensuring every Suppple creation is a step towards a smarter, more connected world.

Our Core Values.

Simplicity

Openness

Innovation

Customer-centricity

Simplicity.

We strive to minimize complexity. Our compass is clarity, guiding every interaction and process. influences how we design products (so they're user-friendly and accessible). We believe the most effective solutions are often the simplest ones.

Openness.

Openness is an integral part of our organisational culture; includes transparency, honesty, willingness to listen and adapt. It also includes being receptive to new ideas and diverse perspectives.

Innovation.

We are committed to exploring new ideas and technology. This extends beyond our products to our daily lives and operations – and is reflective in our team's ability to think outside the box.

Customer-centricity.

Putting the interests of our customers first drives our decisions, actions, and aim to always understand and anticipate their needs. We value building lasting relationships that's based on respect and trust.

Brand Tonality.

Value judgements are in the eye of the beholder, not the speaker. They are responses to information, rather than the information itself.

Too often people seem to think they can “shortcut” this process by simply saying “this thing is industry leading” or “revolutionary” or without actually detailing why that is. But nobody falls for this. So Suppple tries wherever possible to eliminate these terms from our vocabulary and hold ourselves to a higher account.

We don't tell people we're “disruptive”. Instead, we tell them precisely what we're doing, and if it's true they'll respond by saying “wow, that's disruptive!”. It's the actual content that counts, not the judgement we attach to it.





Brand Colourways.

Colour is an integral part of our brand's identity and have the power to influence recognition, perception and engagement. Ours convey 'user-friendly' emotions and meanings that feel 'more human and less tech', whilst still feeling modern, fresh and cutting-edge.

Primary Colours



R	235	C	0
G	76	M	91
B	50	Y	95
		K	0

Hex #eb4c32



R	2	C	100
G	57	M	87
B	121	Y	26
		K	11

Hex #023979

Secondary Colours



R	111	C	63
G	216	M	0
B	139	Y	70
		K	0

Hex #6fd88b



R	153	C	42
G	150	M	38
B	167	Y	23
		K	1

Hex #9996a7

Our Logomark.

Our logo mark is a lot like our vision – to make technology simpler and more accessible.

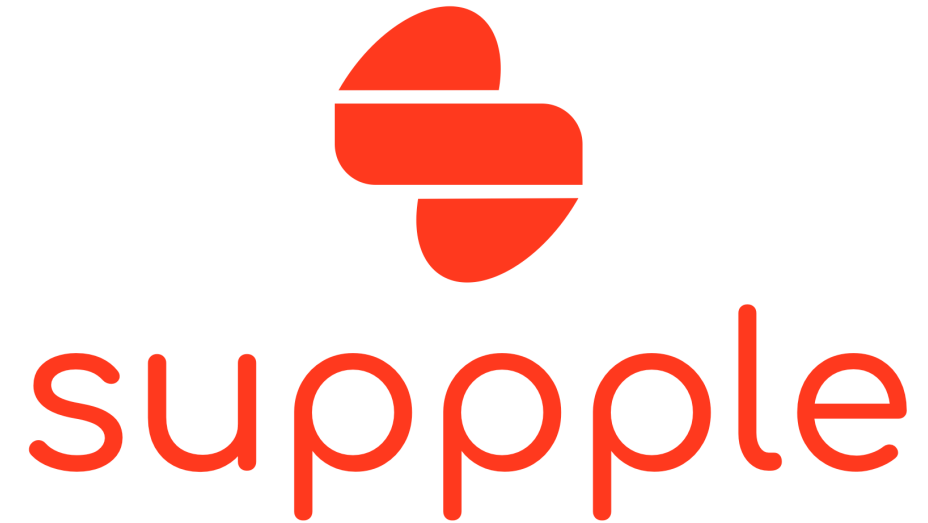
So, our logo is both friendly and approachable, with rounded edges.

It's also layered to represent 'tech stacks' – sets of technologies that are stacked together to build any application.



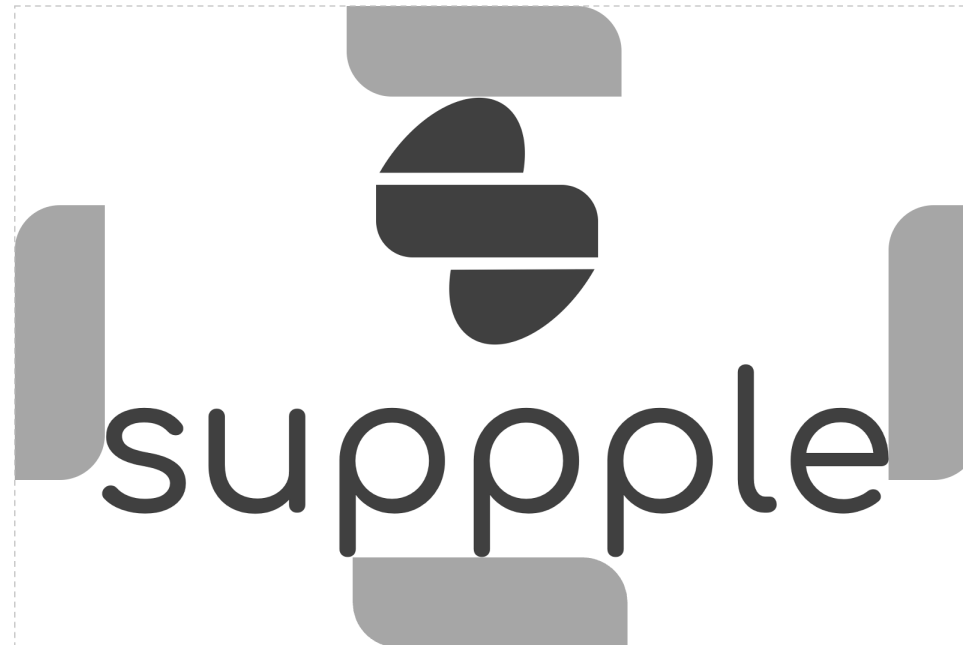
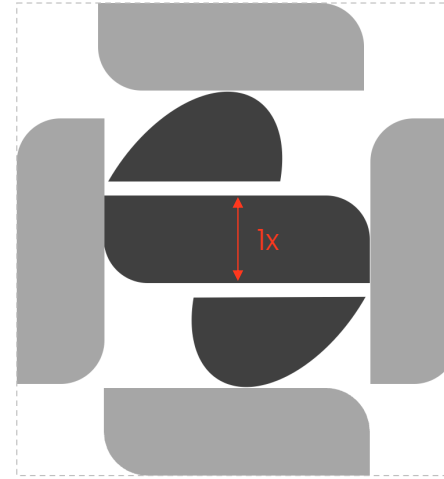
Our Logo.

Our logo name's typeface is Comfortaa Medium, and this is the official version of the logo mark and brand name together.



Spacing.

Always allow a clearing space of 1x (being the width of the middle layer in the logomark) around both the logomark as well as the logo.



Lock-ups.

The Suppple logo can also be displayed as a horizontal lock-up.





In this instance, please adhere to a 1x spacing between the logomark and the logo word.

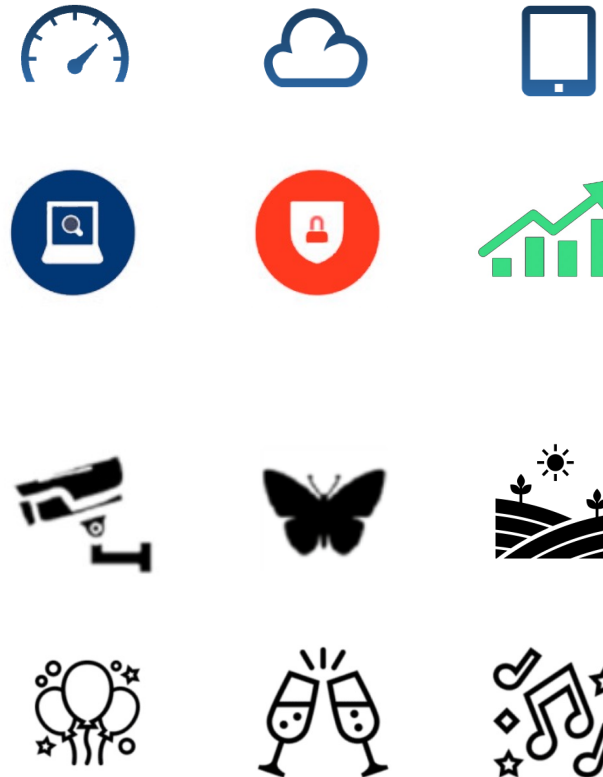
In terms of proportional alignment, the bottom of the 'p' and the top of the 'l' in the word 'Suppple' should be aligned 30% from the top/bottom of the top and bottom logomark layers.

Icons.

Supple should try not to rely too heavily on icons.

When icons are necessary, they should be simple, legible, accessible and universally understandable like the brand.

There is no prescription for icons other than that they should not be too dry (i.e. PowerPoint icon library), not should they be overly ornate or complex.



Yes

No

The Suppple Spark.

This is an icon that has been developed bespoke for the Suppple brand, created by using two of the logomarks middle layers, to create a 'plus' sign.

Like a plus sign, the Suppple Spark represents the many benefits and solutions Suppple adds to the world. More than a plus sign, it represents forward motion – advancement, innovation, inspiration.

The Suppple Spark is primarily used in the PowerPoint presentation deck but can be used (with good judgement) on any Suppple branded assets or communications to punctuate dead or flat space and bring it to life. It should be used sparingly and tastefully.

Its function is never to substitute or overwhelm the Suppple logo, but rather to work quietly as part of the background.



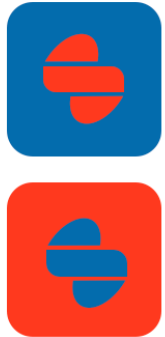
R	217
G	217
B	217

C	14
M	10
Y	11
K	0

Hex #d9d9d9

This is the colour used for the Suppple Spark, and it is always used at a 65% transparency.

Do Nots.



Do not place the logomark or text over any colour that compromises or reduces its visibility.



Do not tilt the logomark or logo and text to any angle, irrespective of context.



Don't use colours outside those prescribed by the brand guide, and preferably don't mix and match logo colours.



Do not crop the logomark or logo for dramatic effect, it simply reduces the visibility of our brand.

Typefaces.

The typeface for Suppple is Poppins, a Google free font.

There are 18 variations in this font family – one of the reasons it was chosen – to provide complete versatility.

On the right you will find suggestions for main headlines, sub headlines, and body text.

Outside of this, please use good judgement and best practice when it comes to legibility.

Poppins Bold

Headline Bold

Poppins Semi Bold

Headline Bold

Poppins Regular

Sub Headline

Poppins Light

Body Copy

Visuals.

Supple is forward thinking, forward moving, inspirational, bright, and people-centric.

Image selection should be made through the lens of our core values.

We never select images that are too dark, depressing, or technologically that leave viewers feeling cold, alienated or disconnected. Supple is the opposite of that.

Supple is however also future-focussed, and so we can lean into that side of the brand: we should not shy away from 'futuristic' images – but know where to draw the line between 'savvy' and 'sci-fi'.

Examples:





Thank **You.**

