Brand Style Guide

Brand Direction: Balanced – Professional and Technology-Forward Tone: • Confident, clear, and solutions-focused • Professional without marketing hype Color Palette: • Primary: Deep Navy Blue • Secondary: Slate Gray • Accent: Steel Blue or Teal Typography: • Headings: Inter or IBM Plex Sans • Body: Source Sans Pro or Open Sans Imagery: • Facilities, infrastructure, and real-world technology • Diagrams and system visuals over stock imagery This style reinforces trust, competence, and technical leadership.