



BRANDING GUIDE

**Enabling every enterprise
to benefit from purpose-
built, transformative, high
quality software.**

TYPOGRAPHY

Logo & Header Font

Founders Grotesk

This will replace Oxanium. I've specifically chosen a bold sans-serif that conveys authority, confidence, reliability, and timelessness. Creators of this font drew inspiration from early 20th century typographic traditions, which connects to the newly proposed brand color.

NEED TO PURCHASE FROM KLIM TYPE FOUNDRY

Main Body Font

Figtree

This will replace Inter in all existing products. Inter is the default font for many tech companies and lacks personality. It's lazy and unsophisticated. Figtree was recently developed in 2022 by Erik Kennedy as a modern alternative for UI.

OPEN-SOURCE

TYPOGRAPHY

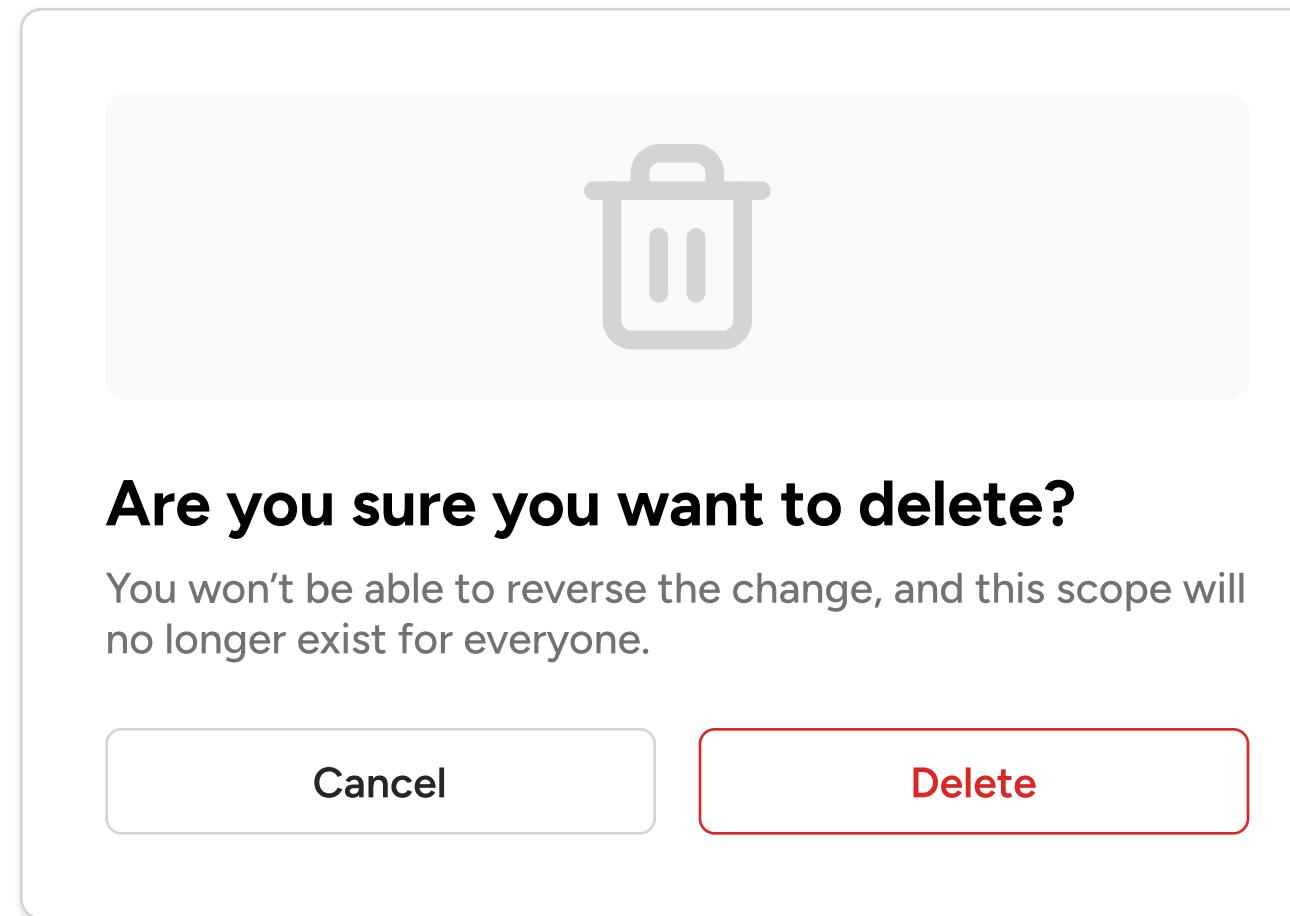
8090
SOLUTIONS
INC.

LEDGER+
Software Factory

INTRODUCING THE
SOFTWARE FACTORY

Examples of layout headings, product names, and company logo using Founders Grotesk.

TYPOGRAPHY



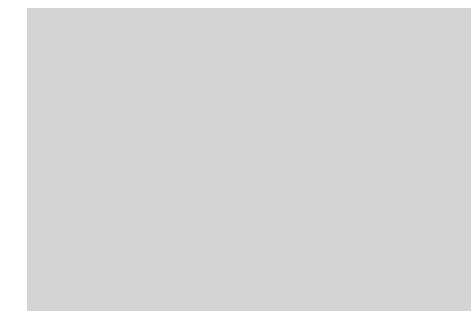
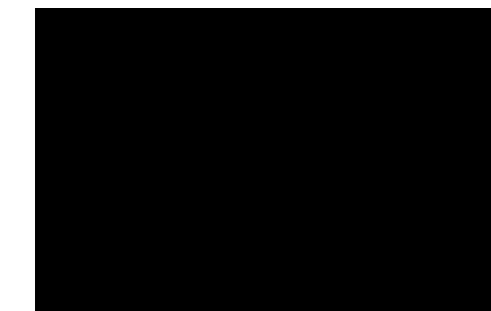
A search interface with a search bar at the top containing the placeholder "Search". Below it is a blue "+ Create New" button. A list of names follows: Emma Johnson (highlighted with a gray background), Liam Brown, Sophia Davis, Noah Wilson, and Olivia Martinez.

A card-based interface element. At the top is the product name "Wet Cleaning - Portable" and its ID "id-wet-cleaning-portable". Below are two status buttons: "Product" (gray) and "Active" (black). A text area contains the placeholder "This is text area for descriptions. This is text area for descriptions. This is text area for descriptions.". To the right is a small red trash can icon. Further down are dropdown menus labeled "Dropdown selection" and "The Social+Capital Partnership, L.P.", and a timestamp "Q1 2025" with a green lock icon.

MODIFIER	DESCRIPTION	REQUIRED	ORDER	VALUES	ACTIONS
Modifier Name	Describing what this is	Yes	1	Value-1 Value-2	
Modifier Name	Describing what this is	Yes	2	Value-1	
Modifier Name	Describing what this is	No	3	Value-1	

Examples of existing design system components using Figtree.

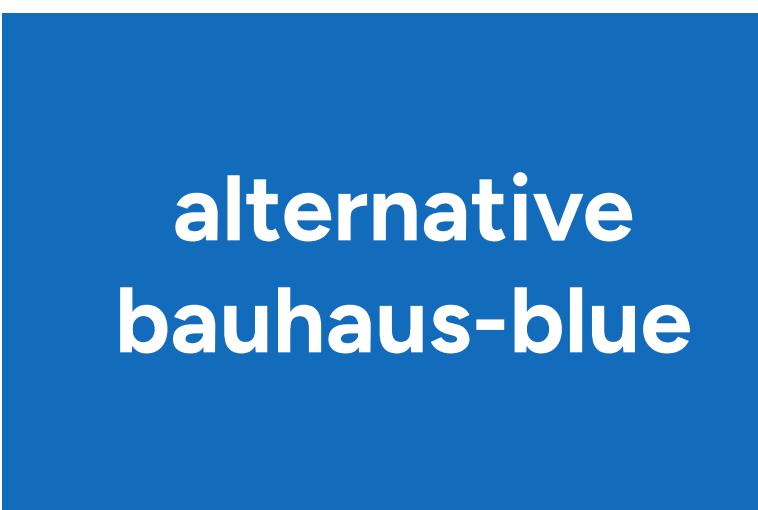
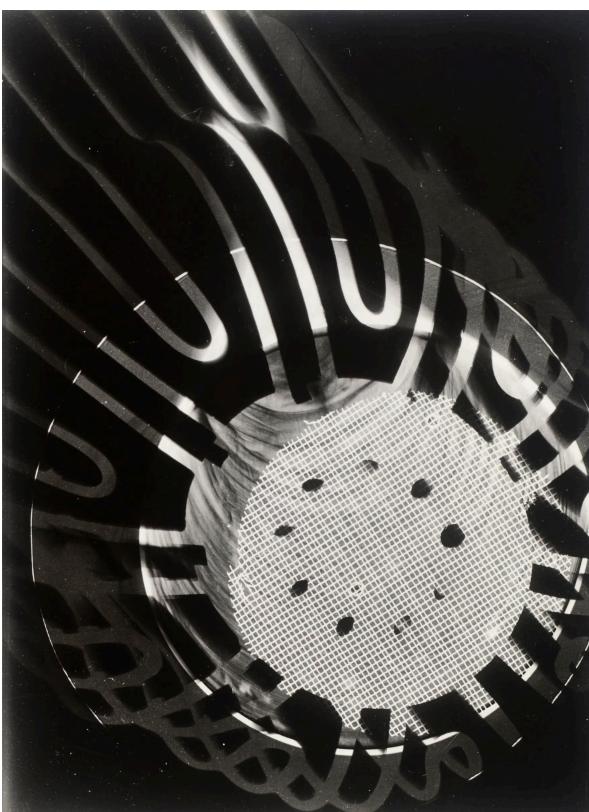
BRANDING COLORS



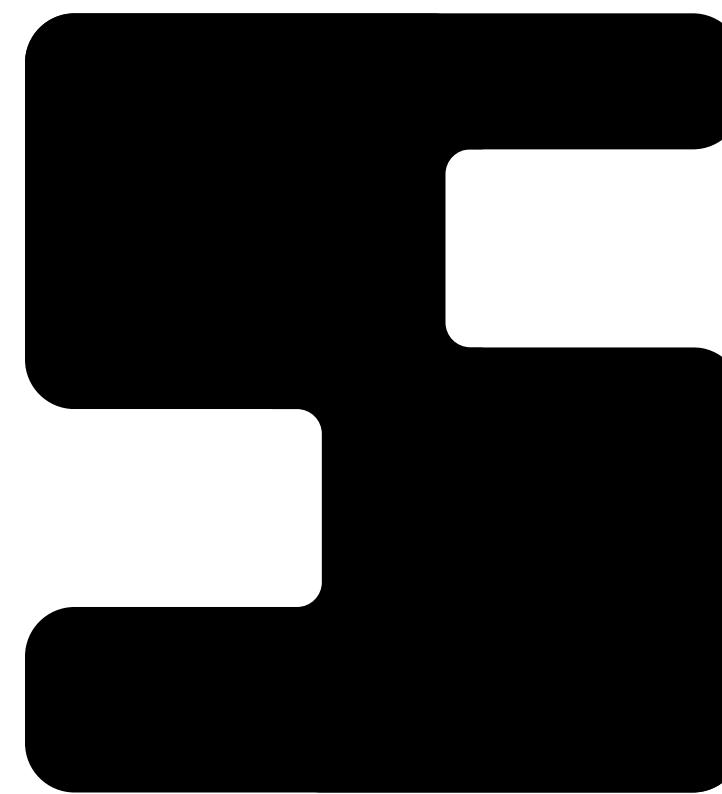
The color blue conveys reliability and innovation.

Drawing from the visual history of highly-skilled factory workers in the early 20th century (the term blue-collar was invented in 1924) and the advent of the Bauhaus design movement around the same time, which championed tech-forward & modular design, **factory blue** ushers in a new era of engineering excellence at reliable quality & pace.

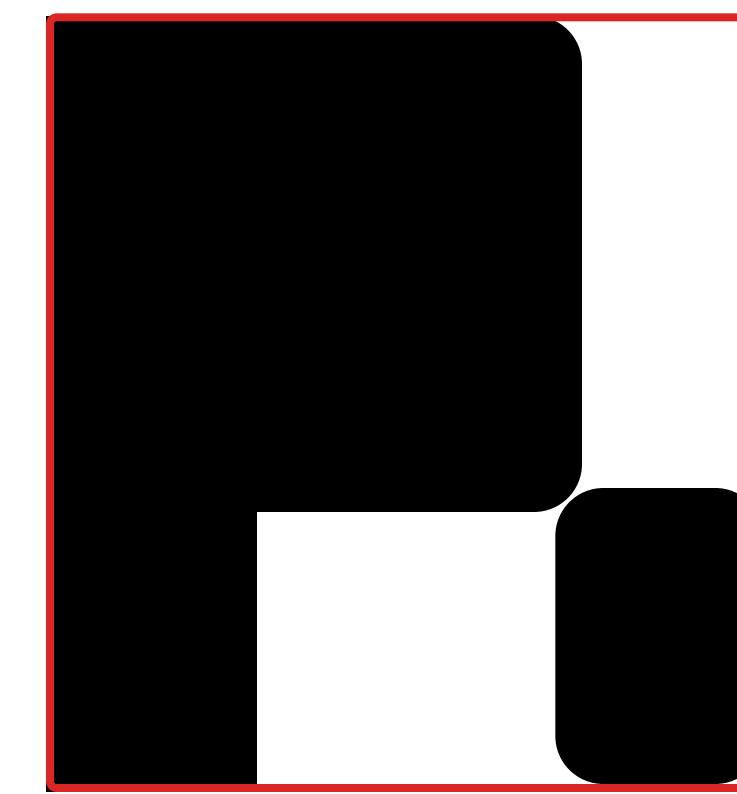
Secondary colors will include an off-black and varying shades of grey.



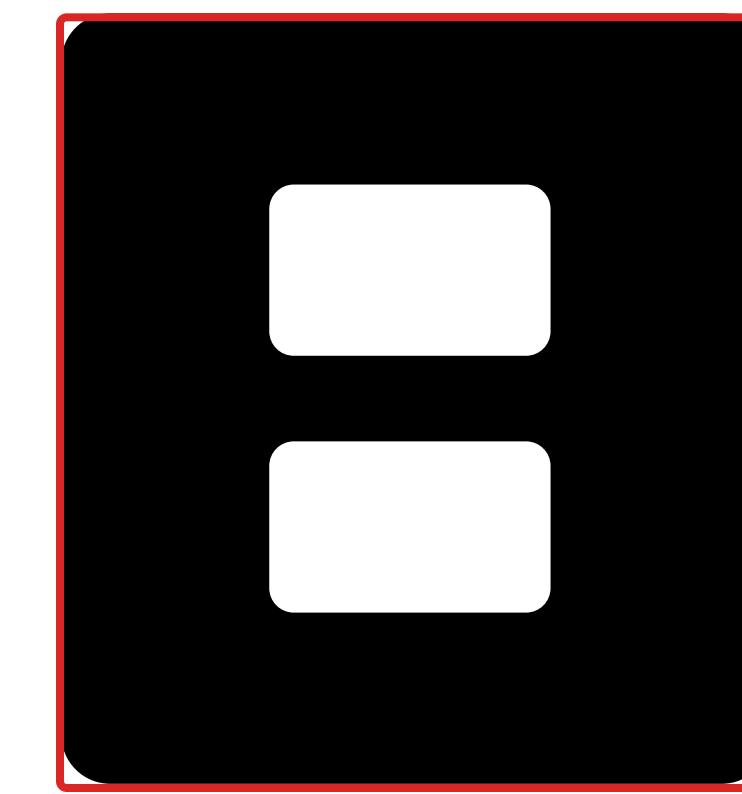
LOGO - MODULAR DESIGN



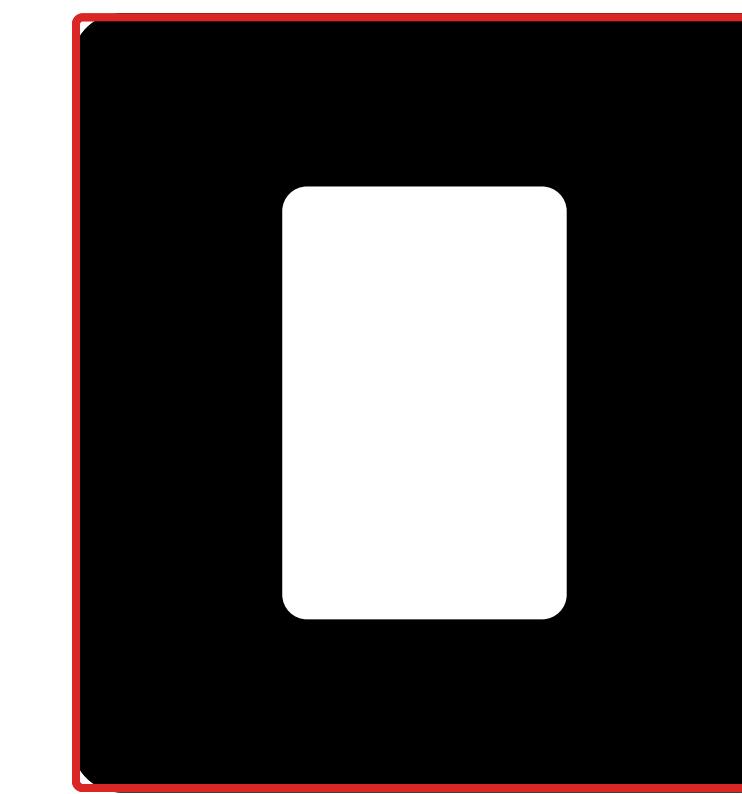
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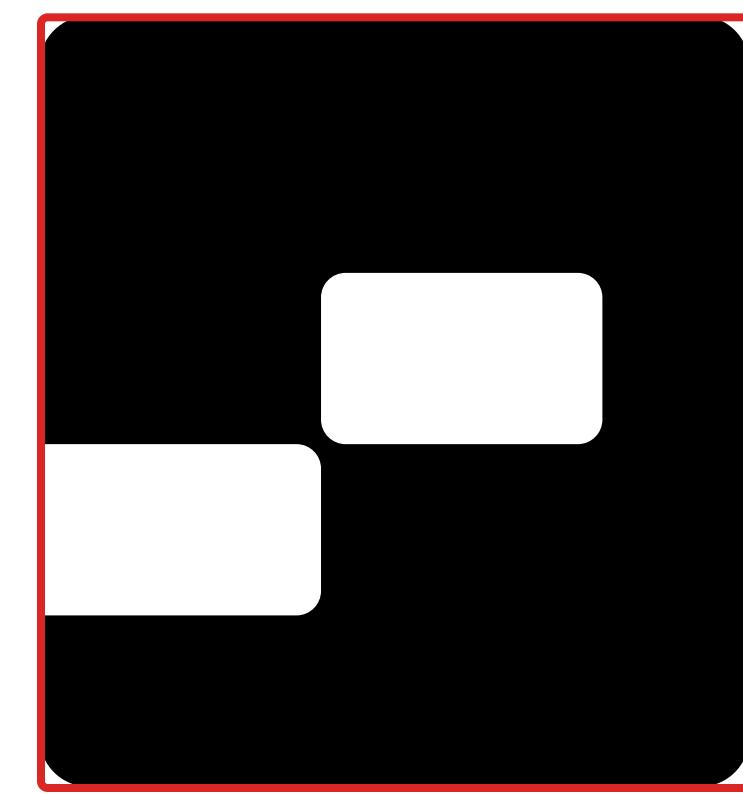
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Creating a flexible logo system that scales to products across domains, taking inspiration from Bauhaus' modular design philosophy to create geometric logos that can be arranged and combined in different ways.

LOGO - MODULAR DESIGN

rationality, control, coded aesthetic
intersection of abstraction & precision

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secondary logo for legibility

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INC.

R REFINERY

FUTURE ASSETS



Concepts for internal slide decks



Early idea for website landing page