DEVULTRA

BRAND GUIDELINES

A comprehensive guide to maintaining brand consistency
across all platforms and communications.

Color Palette

Our colors reflect a modern, premium tech aesthetic with deep blacks and vibrant accent colors.

Deep Black

#050505

Primary background • Creates depth and premium feel

Charcoal

#0a0a0c

Secondary background

Pure White

#ffffff

Primary text

Electric Blue

#3b82f6

Primary accent

Violet

#8b5cf6

Secondary accent

Cool Gray

#a1a1aa

Secondary text • Subtle labels and descriptions

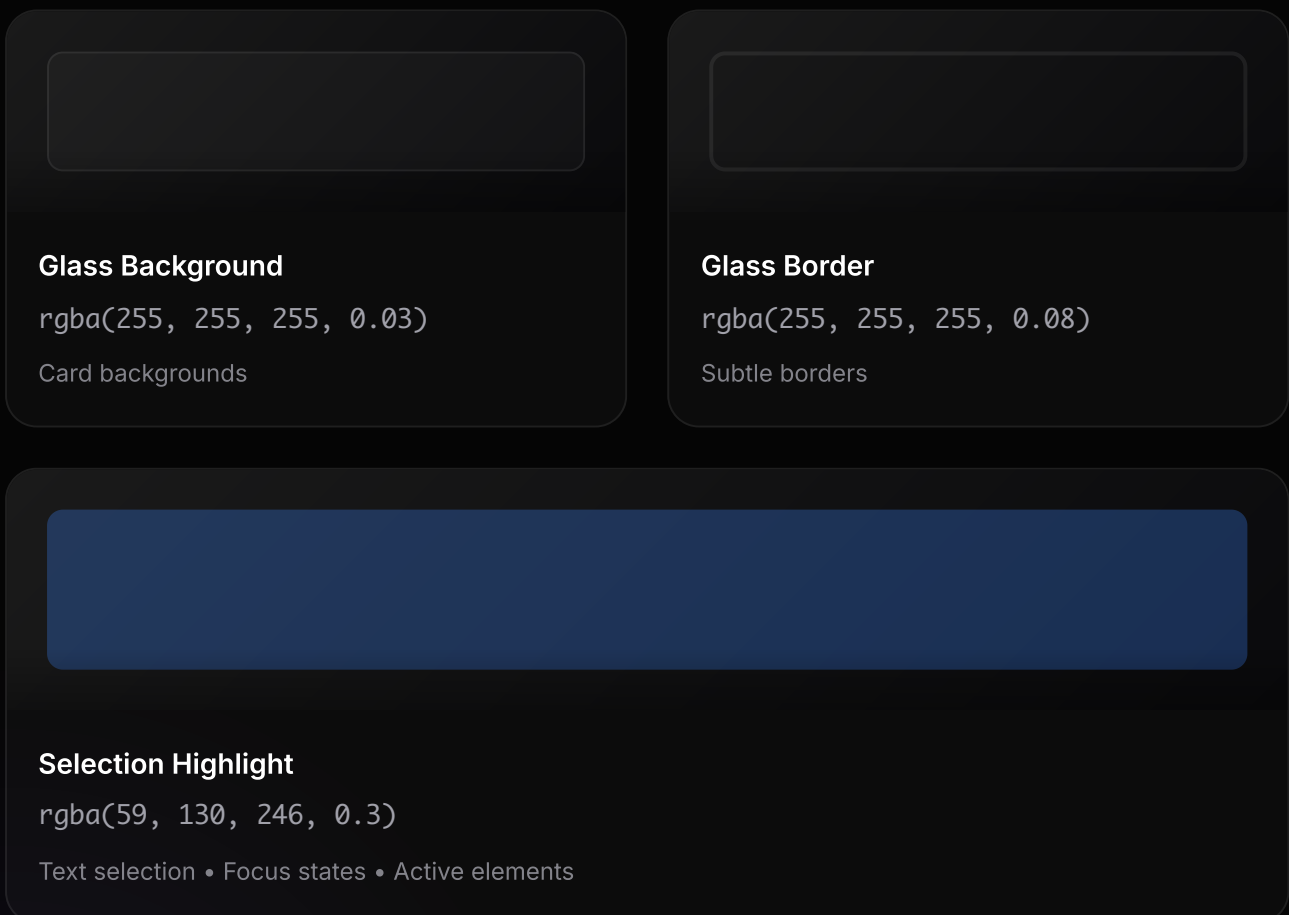**Primary Gradient**

135deg: #3b82f6 → #8b5cf6

Extended Palette

Service-specific accent colors and glassmorphism overlays.

SERVICE ACCENT COLORS

Blue #3b82f6	**Purple** #8b5cf6	**Magenta** #ec4899	**Emerald** #10b981	**Amber** #f59e0b

GLASS / OVERLAY COLORS

Glass Background

rgba(255, 255, 255, 0.03)

Card backgrounds

Glass Border

rgba(255, 255, 255, 0.08)

Subtle borders

Selection Highlight

rgba(59, 130, 246, 0.3)

Text selection • Focus states • Active elements

Type System

Clean, modern typefaces optimized for digital interfaces with multi-language support.

PRIMARY HEADING FONT

Outfit

The quick brown fox jumps over the lazy dog.

Family	Weights	Usage
Outfit	400 – 800	Headlines, Titles, Logo

BODY FONT

Inter

The quick brown fox jumps over the lazy dog. 0123456789

Family	Weights	Usage
Inter	300 – 800	Body text, UI elements

FONT WEIGHTS

Aa

DevUltra Brand Guide

Aa

Aa

Aa

Multi-Language

Full RTL support for Arabic and Hebrew with carefully selected typefaces.

ARABIC — CAIRO

مرحباً بكم في ديف ألترا

Font: Cairo | Weights: 400, 600, 700, 900

HEBREW — ASSISTANT

ברוכים הבאים לדב אולטרה

Font: Assistant | Weights: 400, 600, 700, 800

TYPE SCALE

Display — 48px

Heading 1 — 36px

Heading 2 — 28px

Heading 3 — 22px

Body Large — 18px

Body — 16px

Small — 14px

Logo Usage

The DevUltra wordmark features a gradient accent on "ULTRA" that represents innovation and energy.

DEVULTRA

Primary — Dark Background

DEVULTRA

Light Background

DEVULTRA

Gradient Background

DEVULTRA

Glass Background

LOGO SPECIFICATIONS

FONT
Outfit
Extra Bold (800)

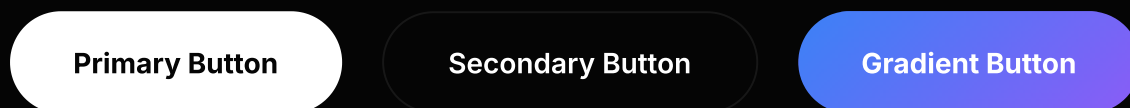**LETTER SPACING**
-0.05em
Tight tracking
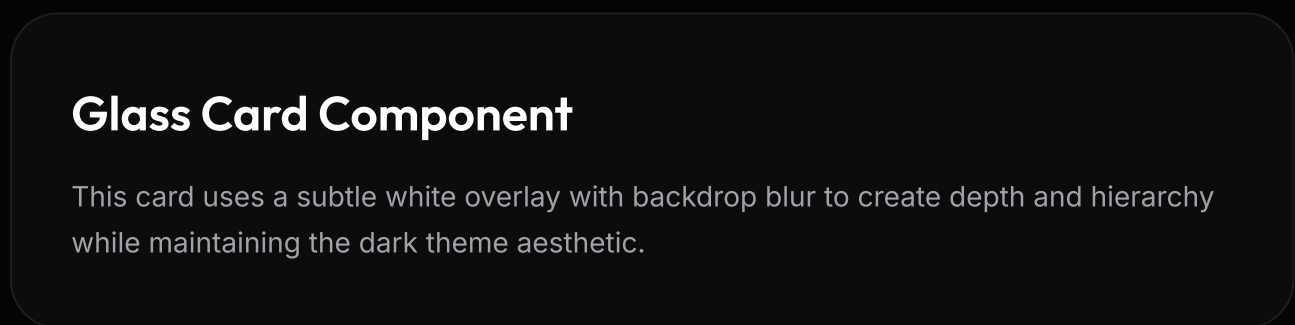
GRADIENT
135deg
#3b82f6 → #8b5cf6

UI Elements

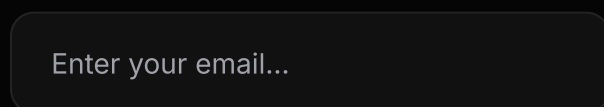Core interface components following the glassmorphism design pattern.

BUTTONS

Primary Button   Secondary Button   Gradient Button

GLASS CARD

Glass Card Component

This card uses a subtle white overlay with backdrop blur to create depth and hierarchy while maintaining the dark theme aesthetic.

FORM INPUT

Enter your email...

BORDER RADIUS

Inputs	Cards	Large Cards	Buttons
12px	16px	24px	100px

Best Practices

Follow these guidelines to maintain brand consistency across all applications.

✓ DO

Use the primary gradient for accent elements

Maintain adequate contrast ratios

Apply glassmorphism on dark backgrounds

Use Outfit for headlines, Inter for body

Keep logo clear space proportional

Use pill-shaped buttons (100px radius)

✗ DON'T

Use colors outside the defined palette

Place gradient text on gradient backgrounds

Stretch or distort the logo

Use light backgrounds as primary

Mix different font families randomly

Remove the gradient from "ULTRA"

CSS VARIABLES REFERENCE

```
--bg-primary: #050505
--bg-secondary: #0a0a0c
--accent-primary: #3b82f6
--accent-secondary: #8b5cf6
--text-primary: #ffffff
--text-secondary: #a1a1aa
--glass-bg: rgba(255, 255, 255, 0.03)
--glass-border: rgba(255, 255, 255, 0.08)
```

DEVULTRA

Building digital experiences that matter.

EMAIL

younan.n@gmail.com

PHONE

+972 (050) 659-8192