

DEVULTRA

BRAND GUIDELINES

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

01 – COLORS

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

Vivid Purple

#a855f7

Primary accent

Electric Cyan

#22d3ee

Secondary accent

Cool Gray

#a1a1aa

Secondary text • Subtle labels and descriptions

Primary Gradient

135deg: #a855f7 → #22d3ee

02

DevUltra Brand Guide

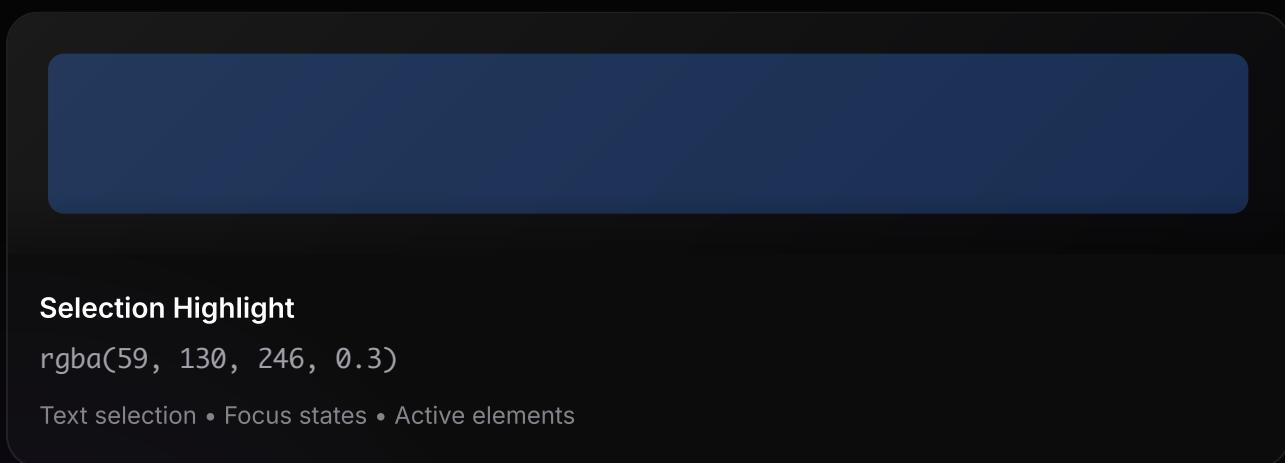
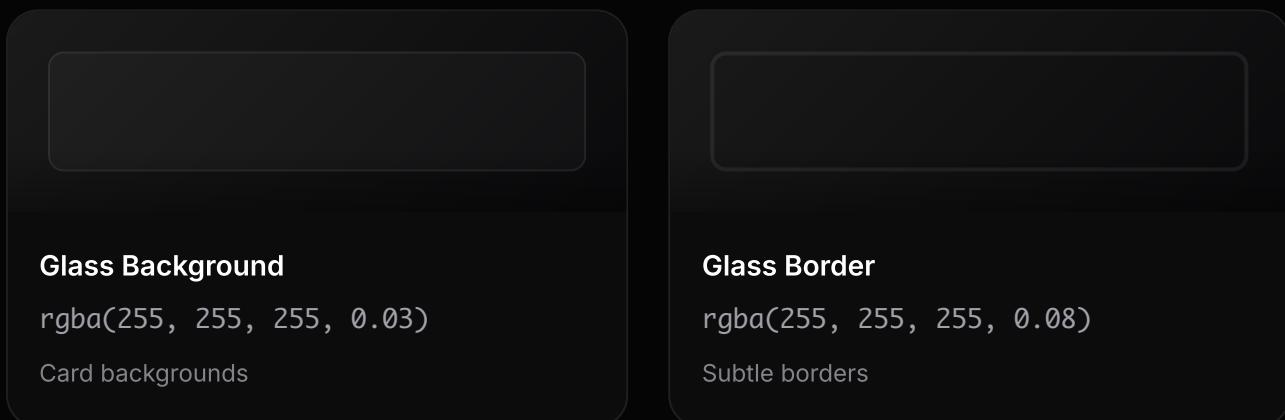
Extended Palette

Service-specific accent colors and glassmorphism overlays.

SERVICE ACCENT COLORS



GLASS / OVERLAY COLORS



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

LIGHT

300

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Aa

REGULAR

400

Aa

SEMI BOLD

600

Aa

EXTRA BOLD

800

04

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 אולטרו

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

TYPE SCALE

Display — 48px

Heading 1 — 36px

Heading 2 — 28px

Heading 3 — 22px

Body Large — 18px

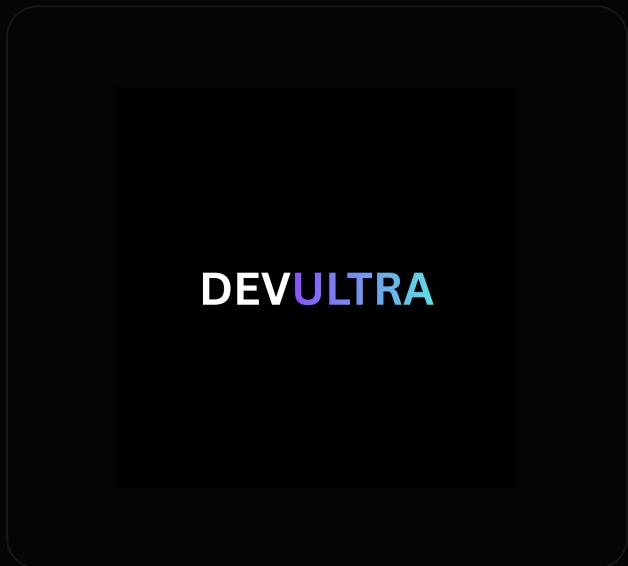
Body — 16px

Small — 14px

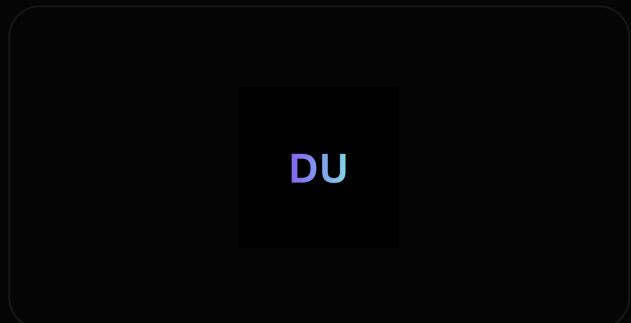
03 — LOGO

Logo Usage

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



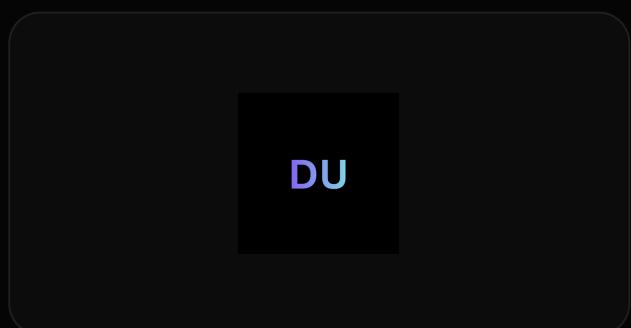
Full Logo — Dark Background



Icon Logo — Dark Background



Full Logo — Gradient Background



Icon Logo — Glass Background

LOGO SPECIFICATIONS

FONT

Outfit

LETTER SPACING

-0.05em

GRADIENT

135deg

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

12px



Cards

16px



Large Cards

24px



Buttons

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: #a855f7
--accent-secondary: #22d3ee
--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.

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