

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

Vivid Purple

#a855f7

Primary accent

Electric Cyan

#22d3ee

Secondary accent

Cool Gray

#a1a1aa

Secondary text • Subtle labels and descriptions

Primary Gradient

135deg: #a855f7 → #22d3ee

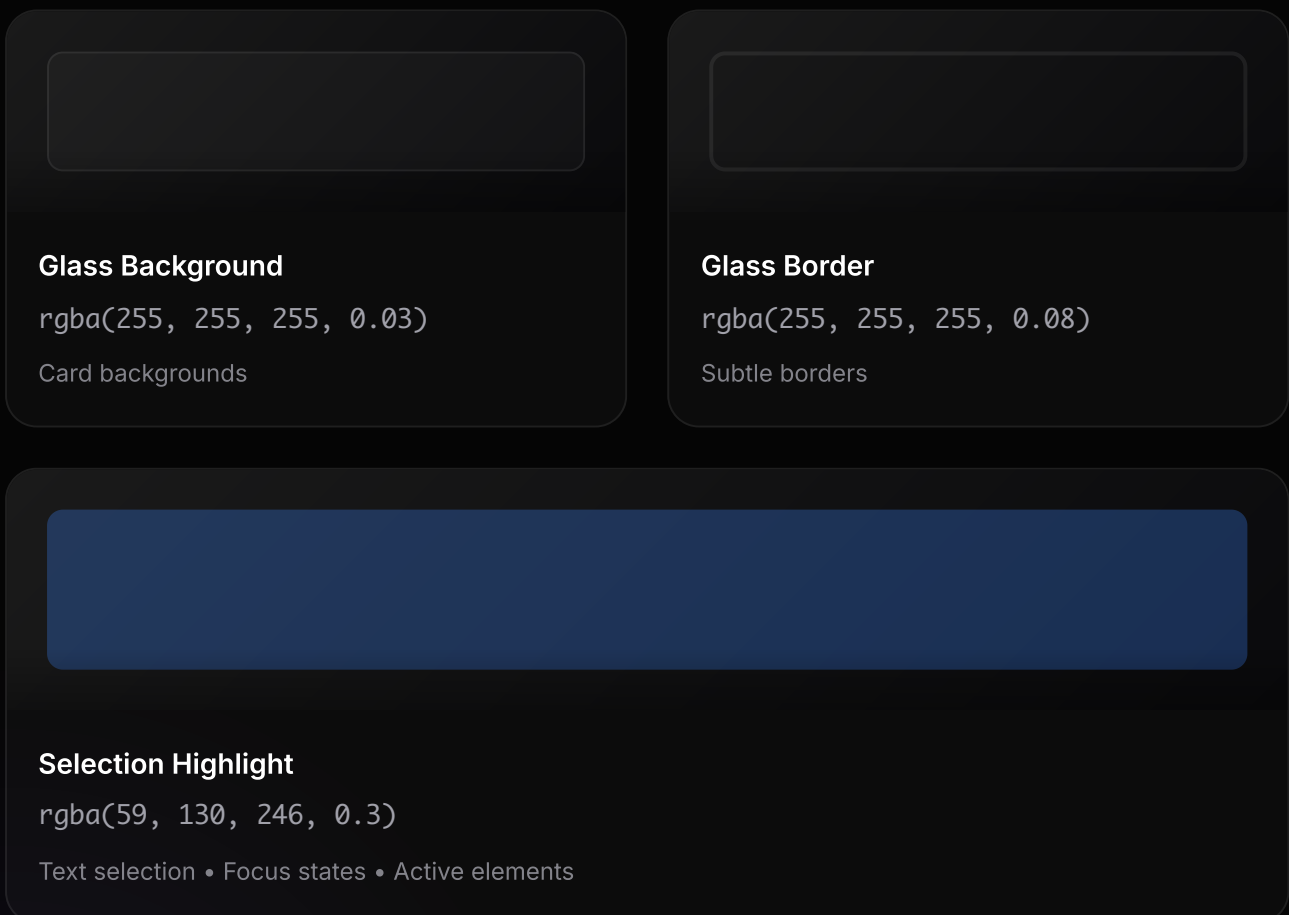
Extended Palette

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

Aa

REGULAR

400

Aa

SEMI BOLD

600

Aa

EXTRA BOLD

800

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

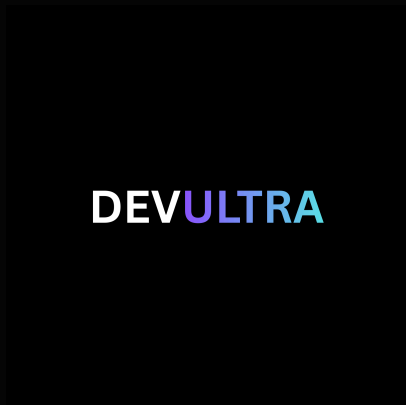
Body Large — 18px

Body — 16px

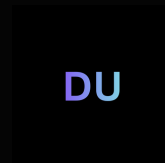
Small — 14px

Logo Usage

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



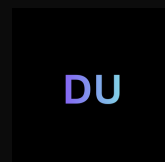
Full Logo — Dark Background



Icon Logo — Dark Background



Full Logo — Gradient Background



Icon Logo — Glass Background

LOGO SPECIFICATIONS

FONT

Outfit

LETTER SPACING

-0.05em

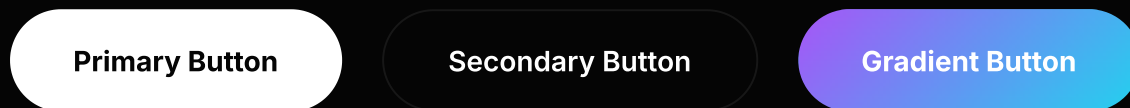
GRADIENT

135deg

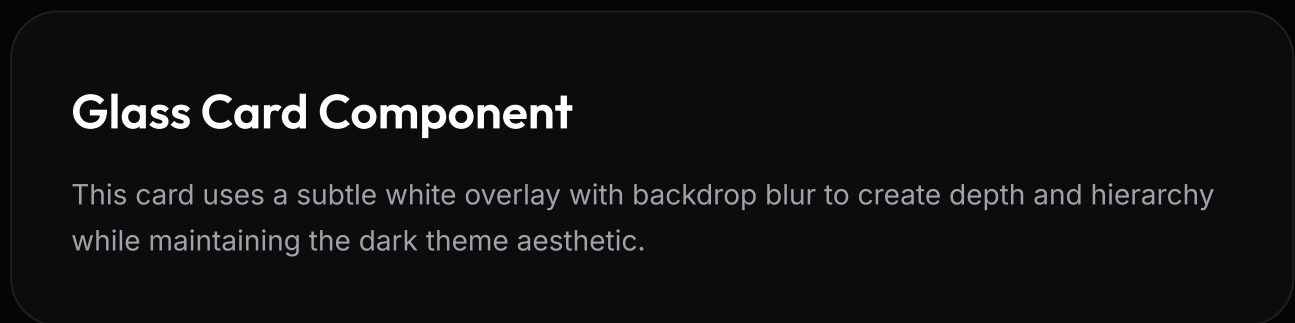
UI Elements

Core interface components following the glassmorphism design pattern.

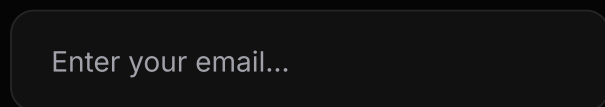
BUTTONS



GLASS CARD



FORM INPUT



BORDER RADIUS



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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