Brand essence



THE SELECTED IDENTITY

Existing EasyManageX identity retained from the selected canonical artwork.

WEBSITE PURPOSE

Modular management apps for personal life, professionals and businesses including industry-specific MicroERPs.

IDENTITY CONTINUITY

Keeping the selected symbol, lettering and colours together preserves recognition across this kit and its new collateral.

AUDIENCE

Individuals professionals and businesses

VOICE AND CHARACTER

Practical / Modular / Accessible

Logo architecture



01 Horizontal - default signature



02 Stacked - compact space



03 Wordmark - text-led



04 Symbol - familiar contexts



05 Avatar - profile image



Black - derived mask



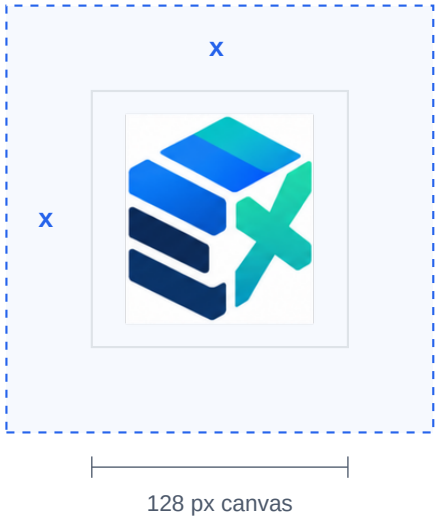
White - derived mask

Full-colour SVG retains the original bitmap. Black/white treatments use a derived background-keyed mask; preserve the unchanged full-colour source.

Space and scale

CLEAR SPACE

One unit x equals 42.667 px on the 128 px symbol canvas. Keep one x on every side.



Safe area
213.333 x 213.333 px
x = 42.667 px (33.333%)
Scaled illustration

MINIMUM DIGITAL SIZES

Symbol	32 px
Horizontal	140 px
Stacked	103 px
Wordmark	116 px
Avatar	48 px

Values are minimum widths. For bitmap masters, native pixels also limit enlargement; read the source notes on page6.

Keep proportions

Scale the complete logo uniformly. Never stretch, compress or rotate the artwork.

Use the palette

Choose an approved treatment. Do not recolour individual pieces or introduce gradients.

Keep it clean

Do not add shadows, bevels, outlines or texture to the logo itself.

Protect the space

Keep text, borders and other marks outside the clear-space boundary.

Colour and typography

Primary	Secondary	Ink	Paper	White	Black
#2563EB	**#14B8A6**	**#0F2D5B**	**#F6F9FE**	**#FFFFFF**	**#111111**
RGB 37 / 99 / 235	RGB 20 / 184 / 166	RGB 15 / 45 / 91	RGB 246 / 249 / 254	RGB 255 / 255 / 255	RGB 17 / 17 / 17
CMYK 84 / 58 / 0 / 8	CMYK 89 / 0 / 10 / 28	CMYK 84 / 51 / 0 / 64	CMYK 3 / 2 / 0 / 0	CMYK 0 / 0 / 0 / 0	CMYK 0 / 0 / 0 / 93

CMYK values are approximate process conversions. Confirm the final colour on the intended stock and print process.

TYPOGRAPHY ROLES

The full-colour SVG contains an embedded original bitmap. Preserve the supplied mark and lettering; do not replace them with companion-font text.
Display: Source Sans 3. Use for headings and short brand statements.
Body: Source Sans 3. Use for paragraphs, captions and practical information.

READABLE COMBINATIONS

Ink on white: 13.6:1 contrast.
White on ink: 13.6:1 contrast.
White on primary: 5.2:1 contrast.

Use at least 4.5:1 for normal text. Bright accents may work best as shapes, highlights or large display elements. Test copy over patterns and photographs.

Font assignments, available files and licence/source details are recorded in fonts.json. Source-only system font files are not redistributed.

Brand in the world



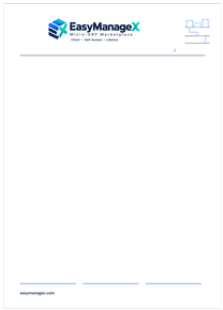
SOCIAL - SQUARE POST



SOCIAL - PROFILE COVER



PREVIEW - QR CARD BACK



A4 LETTERHEAD



SUPPORTING GRAPHICS

Three differently sized workflow containers sit on connected management shelves. Keep patterns quiet behind copy.

COPY DIRECTION

Organise everyday work with the right management apps

This kit: QR at least 20 mm including the 4-module white quiet zone. ECC Q; no logo overlay. Keep the 174 x 210 mm letterhead writing area blank. Print supplied PDFs at actual size and test the final QR.

Explore management apps

easymanagex.com

Handoff and file map

THE WORKING KIT

Use the selected exports. Keep the source artwork and token file together so new material stays consistent.

Logo variants	variants/index.json
Five lockups, six approved treatments, dimensions and minimum sizes.	
Bitmap containers	variants/*.svg
SVG embeds source pixels; it does not add image detail.	
Digital images	variants/*.png
Use PNG at its intended pixel size; retain the supplied alpha or matte.	
Identity tokens	brand-tokens.json
Exact palette, spacing, type roles and contrast recommendations.	
Patterns	patterns/
Three supporting patterns based on this brand concept.	
Cards and letterheads	collateral/
Website-QR cards and A4 writing master. Print PDFs include 3mm bleed.	
Fonts and licences	fonts.json
Assigned font roles, available files and licence/source details.	
Motion and loading	motion/index.json
Exact-logo animations, actual timings and reduced-motion fallbacks.	
Browser and app icons	favicon-set.zip
ICO, themed PNG/SVG, opaque app icons and install-head template.	
Guidance	brand-guidelines.pdf
This six-page guide, plus HTML and Markdown companions.	

DIMENSIONS AND DELIVERY

Horizontal: 1203 x 295 SVG / 1600 x 392 PNG
Stacked: 408 x 296 SVG / 1600 x 1161 PNG
Wordmark: 933 x 145 SVG / 1600 x 249 PNG
Symbol: 128 x 128 SVG / 1024 x 1024 PNG
Avatar: 512 x 512 SVG / 512 x 512 PNG
Print: cards 90 x 50 mm / letterhead A4 / 3 mm bleed.

MOTION AND LOADING

Workflow containers settle onto a shared shelf and their handoff becomes visible.
Intro 2.74s / loop 4.44s / loader 1.46s. Loader canvas: 200 x 200 px.
Use static output for reduced motion; hide the loader when actual content is ready.

BROWSER AND APP ICONS

ICO 16 / 32 / 48 px; PNG 16 / 32 / 48 / 96 px. Apple 180; Android 192 / 512.
Optical inset: 12.5%. Opaque app tiles; central 80% maskable safe circle.
Safari native mask unavailable for this bitmap original. Use these exports below normal logo minimums.

SOURCE NOTES AND CHOICE STATUS

User-selected identity. No website deployment was changed.
No native editable vector logo/mark exists in verified source.
No original true-alpha logo or mark exists in verified source; RGB off-white matte...