

Licentium

Brand Guidelines

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1. Brand at a glance

Name	Licentium
Category	Technology and regulatory advisors: AI, fintech, digital assets
Positioning	Legal intelligence for regulated technology
Palette	Paper and deep teal
Primary colour	Deep teal #0E7C86
Typeface	Geist Sans, with Geist Mono for figures and data
Tone	Precise, quiet, expert. British English. Sentence case.
Entity	Licentium Ltd, 128 City Road, London EC1V 2NX
Contact	hello@licentium.io

The feeling: Stripe, Vercel and Linear restraint. Paper-white space, one confident teal accent, crisp type, hairline rules, generous margins. Present but quiet. The brand should look like it knows something, not like it is shouting.

There is no violet in this brand.

2. Brand architecture

Licentium operates one master brand and one product sub-brand. They share the wordmark, the typeface and the geometry. They differ only in surface and accent temperature.

	Licentium (master)	Licentium AI (sub-brand)
Where	licentium.io , the practice	licentium.ai , the products
Surface	Paper #F7F7F4, light	Ink #0B0C14, dark
Accent	Deep teal #0E7C86	Signal teal #14B8A6
Character	Considered, editorial, human	Technical, instrument-panel, live
Products	Advisory, licensing, knowledge	Compass, Atlas, Horizon, Orb

The sub-brand runs darker and brighter because it is a software surface. It is **not** a separate brand: same wordmark, same L, same voice. Never introduce a third accent or a second typeface.

3. Logo system

3.1 The wordmark (primary)

The word **Licentium** set in Geist Sans Semibold, tracking -0.02em. The leading capital **L** is **deep teal**; the remaining letters are ink. This is the primary identity and should be the default choice wherever there is room for it.

L icentium
↑ #0E7C86 ↑ #181C1B (or #F1F1EC reversed on dark)

3.2 The monogram (secondary)

A geometric capital **L** in deep teal. Use where the wordmark cannot be read: favicons, avatars, app icons, a slide-corner stamp, merchandise. It is a support act, not a replacement.

Construction, on a 65 x 100 grid: stem width 22, foot height 20. Squared terminals, no radii, no optical corrections. The proportions are fixed; never redraw by eye.

3.3 Variants and when to use them

Variant	File	Use
Wordmark, primary	licentium-wordmark.png	Light backgrounds. The default.
Wordmark, reversed	licentium-wordmark-reversed.png	Dark backgrounds, ink or teal fills
Wordmark, single-colour	licentium-wordmark-mono-*.png	One-colour print, embossing, fax-grade reproduction, backgrounds that would clash
Monogram	licentium-monogram.svg	Favicons, avatars, small marks
App icon	licentium-app-icon.svg	Paper L on a teal rounded square, for app tiles and social avatars

3.4 Clear space

Keep clear space equal to **the cap height of the L** on all four sides. Nothing intrudes: no text, no rules, no image edges, no other logos. The supplied PNG exports already carry this padding.

3.5 Minimum sizes

Context	Wordmark	Monogram
Screen	120 px wide	16 px
Print	30 mm wide	6 mm
Slides	28 pt type (about 20 pt cap height)	12 pt

Below the wordmark minimum, switch to the monogram rather than shrinking further. Below 16 px the teal L on paper loses definition, so use the solid teal tile with a paper L instead.

3.6 Misuse

Do not:

- recolour the L to anything other than the brand teal, or recolour the wordmark arbitrarily
- add gradients, shadows, glows, outlines or bevels
- stretch, condense, rotate, skew or arch the mark
- rebuild the wordmark in another typeface, or re-letter the monogram
- place the mark on a busy photograph or a low-contrast fill; put it on a solid paper or ink panel
- crowd it against other logos or set it inside a box that fights the clear space
- reintroduce violet, or pair the wordmark with a competing icon or emoji

4. Colour

4.1 Core palette, light

Token	Hex	RGB	Role
Paper	#F7F7F4	247, 247, 244	Default canvas
White	FFFFFF	255, 255, 255	Cards, panels
Ink	#181C1B	24, 28, 27	Headings and body
Teal (primary)	#0E7C86	14, 124, 134	Accent, links, buttons, key figures, the L
Teal dark	#0C5A62	12, 90, 98	Hover, pressed, teal text on tints
Teal tint	#E7F0EF	231, 240, 239	Highlight panels, chips
Muted surface	#EEEEEE8	238, 238, 232	Secondary fills, table bands
Muted text	#5E6360	94, 99, 96	Captions, supporting copy
Hairline	#E5E5DF	229, 229, 223	Borders, dividers, rules

4.2 Core palette, dark

Token	Hex	RGB	Role
Ink canvas	#0F1413	15, 20, 19	Dark canvas
Ink card	#161B1A	22, 27, 26	Panels on dark
Paper text	#F1F1EC	241, 241, 236	Text on dark
Teal bright	#2BB7BD	43, 183, 189	Accent on dark (lifted so it reads)
Teal foreground	#06302F	6, 48, 47	Text on a bright teal fill
Muted surface	#232A28	35, 42, 40	Secondary fills on dark
Muted text	#A6ADA8	166, 173, 168	Supporting copy on dark

4.3 Licentium AI sub-brand

Token	Hex	Role
Base	#0B0C14	Canvas
Surface 1	#14151F	Cards
Surface 2	#1C1D2B	Nested panels, code
Border	#262738	Hairlines
Text	#F4F4F8	Headings
Text secondary	#A7ABBA	Body
Text muted	#7D8194	Captions
Accent	#14B8A6	Signal teal
Accent bright	#2DD4BF	Hover, links
Accent deep	#0F766E	Pressed, gradient base
Cyan / Live / Warn / Risk	#22D3EE / #34D399 / #FBBF24 / #F87171	Status signals only

Status colours are **semantic, not decorative**. Amber means in development. Red means risk. Never use them to add visual interest.

4.4 Data and charts

Use in order, teal-led and desaturating: #0E7C86, #3E8E8C, #6FA8A0, #A9B0A8, #5E6360. Negative or alert only: #C0392B.

Highlight one series in teal and mute the rest to grey. Label directly on the chart rather than relying on a legend. No 3D, no heavy gridlines, no shadows.

4.5 Usage ratio

Roughly **70% paper, 22% ink, 8% teal**. Teal is a spotlight, not a wash. One teal moment per view is usually enough: a figure, a button, an underline, the L. Never fill a whole surface teal except a deliberate section divider or a closing call to action.

4.6 Accessibility (measured, WCAG 2.1)

Foreground	Background	Ratio	Verdict
Ink #181C1B	Paper #F7F7F4	16.03	Pass AAA
Teal #0E7C86	Paper #F7F7F4	4.61	Pass AA
Teal #0E7C86	White #FFFFFF	4.95	Pass AA
White #FFFFFF	Teal #0E7C86	4.95	Pass AA
Muted #5E6360	Paper #F7F7F4	5.70	Pass AA
Teal dark #0C5A62	Tint #E7F0EF	6.82	Pass AA
Paper #F1F1EC	Ink canvas #0F1413	16.40	Pass AAA
Teal bright #2BB7BD	Ink canvas #0F1413	7.62	Pass AAA
AI text #F4F4F8	AI base #0B0C14	17.78	Pass AAA
AI muted #7D8194	AI surface 1 #14151F	4.70	Pass AA
AI accent #14B8A6	AI base #0B0C14	7.83	Pass AAA

Teal on paper clears AA at 4.61, but only just. Use it for links, labels and headings, not for long body copy at small sizes. For body text on light, use ink. Never set teal on the teal tint.

4.7 Print

Screen values are the master. These CMYK figures are a faithful conversion for coated stock; ask the printer to match to the hex, and run a proof before any large job.

Colour	Hex	CMYK	Notes
Teal (primary)	#0E7C86	C90 M7 Y0 K47	The brand colour. Proof this one.
Teal dark	#0C5A62	C88 M8 Y0 K62	
Teal bright	#2BB7BD	C77 M3 Y0 K26	Dark-surface accent only
Ink	#181C1B	C14 M0 Y4 K89	Rich black; for small text use 100K only
Paper	#F7F7F4	C0 M0 Y1 K3	Usually leave as unprinted stock
Muted text	#5E6360	C5 M0 Y3 K61	
Hairline	#E5E5DF	C0 M0 Y3 K10	

Colour	Hex	CMYK	Notes
Teal tint	#E7F0EF	C4 M0 Y0 K6	

Spot colour. If a job runs Pantone, the nearest match to the primary teal sits around **PMS 3155 C**. Treat that as a starting point only and confirm against a physical swatch book before committing; do not let a printer set it from this document alone.

Reproduction. Prefer the vector files in logo/print/ (PDF and EPS). For the wordmark, use the 2048 px or 4096 px PNG: at 300 dpi those reproduce cleanly to 173 mm and 347 mm wide respectively, which covers programmes, roll-ups and most signage. Above that, outline the wordmark first (see section 12).

On dark or coloured stock, use the reversed wordmark. Never print the teal L on a dark background; switch to the reversed or single-colour version.

5. Typography

5.1 Typefaces

- **Geist Sans** for everything: headings, body, UI.
- **Geist Mono** for figures, data labels, code and small technical captions.

Both are free and OFL licensed: vercel.com/font. Fallback stack: **Inter**, then Helvetica Neue, then Arial. Whichever is used, apply it consistently; never mix Geist and the fallback in one piece.

5.2 Scale (web, 16 px base)

Role	Size	Weight	Tracking	Leading
Display	48 to 64 px	600	-0.03em	1.05
H1	40 px	600	-0.02em	1.1
H2	30 px	600	-0.02em	1.15
H3	22 px	600	-0.01em	1.25
Body large	18 px	400	0	1.6
Body	16 px	400	0	1.65
Small	14 px	400	0	1.5
Caption	12 px	400	0	1.45
Eyebrow	12 px	500	+0.08em, uppercase	1

For slides on a 960 x 540 pt canvas: cover 54 to 60 pt, section 40 to 44 pt, slide title 28 pt, body 16 to 18 pt, caption 11 pt, hero metric 60 to 80 pt.

5.3 Rules

- **Sentence case** for headings and buttons. Not Title Case. Uppercase only for the eyebrow.
- One H1 per page or slide. Never skip heading levels; h1 then h2 then h3.
- Body measure max about 70 characters. Break into columns rather than running full width.
- Left align by default. Centre only on covers and section dividers. Never justify.
- Numbers, metrics and jurisdictions can take Geist Mono for an instrument-panel feel.

6. Layout and spacing

- **Base unit 8 px.** Space in multiples: 8, 16, 24, 32, 48, 64.
 - **Radius:** 10 px base. Cards 12 to 16 px, buttons 8 px, chips fully rounded.
 - **Grid:** 12 columns, 24 px gutters.
 - **Container:** centred, max width about 1280 px, side padding 24 px mobile and 40 px desktop.
 - **Breakpoints:** 640 / 768 / 1024 / 1280 px.
 - Generous vertical rhythm. Sections breathe: 80 to 112 px between major blocks on desktop.
-

7. Components

Buttons. Primary: teal fill, white label, 8 px radius, about 10 pt vertical and 18 pt horizontal padding. Secondary: transparent with a 1 px hairline border and ink label. Ghost: no border, muted label. On dark, primary uses teal bright with #06302F text. Labels 14 to 16 px, medium, sentence case.

Cards. White fill on paper, 1 px hairline border, 12 to 16 px radius, 20 to 24 px padding. Shadows optional and very soft (y 8, blur 24, black 6 to 8%). On dark, surface-1 fill with a #262738 border.

Eyebrow. 12 px, medium, uppercase, +0.08em tracking, teal. Sits above a heading. On the AI sub-brand it is sentence case with a small teal tick instead.

Tags and chips. Teal tint fill, teal dark text, fully rounded, 11 to 12 px. Use for jurisdictions and regimes: EMI, PI, CASP, MiCA, AML/KYC.

Dividers. 1 px hairline. For accent, a short 3 to 4 px teal underline beneath a heading.

Tables. Muted header band, ink semibold header text, 1 px row rules, no vertical gridlines, generous cell padding.

8. Iconography and imagery

Icons: Lucide, thin line, 1.5 to 2 px stroke, rounded caps, no fills, monochrome. Ink for default, teal for active, muted for secondary. Never multicolour or 3D. lucide.dev.

Imagery: canvas first. Most surfaces are paper with type and one accent. Prefer thin line art over stock photography: globes, jurisdiction maps, document stacks, node networks. If photography is used, keep it muted, cool-neutral and professional, inside a 12 px radius panel.

Never: gradients beyond a whisper, neon, glassmorphism, emoji, clip art, or handshake-and- skyscraper stock.

9. Motion

Subtle, scroll-driven, calm. Signature easing cubic-bezier(0.22, 1, 0.36, 1), durations 200 to 400 ms. Fade and short rise for entrances. One idea per build. No fly-ins, bounces, spins or typewriter effects.

Always respect prefers-reduced-motion. Every animation needs a static fallback. This is not optional; it is part of the brand's accessibility posture.

10. Voice and tone

- **British English:** organisation, licence (noun), authorise, programme.
- Precise and plain. Say what Licentium does. No hype, no superlatives, no “revolutionary”, “seamless” or “cutting-edge”.

- Sentence case everywhere except the eyebrow.
- Lead with regulatory substance: jurisdictions, regimes, deadlines. Not adjectives.
- Use the category terms the brand owns: EMI, PI, CASP, MiCA, DORA, AML/KYC, EU AI Act, GDPR.
- **Keep claims defensible.** This is a regulated-advisory brand, so accuracy is part of the identity. Never claim a certification, coverage or outcome that cannot be evidenced.
- Avoid the em dash. Use commas, or restructure the sentence.

11. Applications

11.1 Favicon and app icons

Asset	Size	File
SVG favicon (preferred)	scalable	logo/favicon/favicon.svg
ICO (legacy)	16/32/48	logo/favicon/favicon.ico
PNG	16, 32, 48, 180, 192, 512	logo/favicon/favicon-*.png
Apple touch icon	180	logo/favicon/apple-touch-icon-180.png
Licentium AI icon	scalable	logo/favicon/licentium-ai-icon.svg

11.2 Social

Channel	Asset	Size
LinkedIn company cover	logo/social/linkedin-company-cover-4200x700.png	4200 x 700 (renders 1128 x 191)
LinkedIn personal background	logo/social/linkedin-banner-1584x396.png	1584 x 396
X header	logo/social/x-header-1500x500.png	1500 x 500
Avatar (recommended)	logo/social/avatar-teal-1000.png	1000 x 1000
Avatar (light alt)	logo/social/avatar-paper-1000.png	1000 x 1000
Open Graph card	logo/social/og-card-1200x630.png	1200 x 630

Dark variants of every banner are supplied with a -dark suffix. On X, keep the mark within the middle 60% of the height: the top and bottom are trimmed on some screens.

Use the **teal tile avatar** on platforms that crop to a circle and sit on unpredictable backgrounds. It holds up at 24 px where the paper version does not.

11.3 Email signature

templates/email-signature.html. Keep it text-first: name, role, then Licentium in the wordmark colours, then contact. No image-heavy signatures, no social icon rows, no quotes or disclaimers longer than the signature itself.

11.4 Presentations

Import templates/powerpoint-theme-colors.xml, or set the palette by hand via Design, Variants, Colors, Customize Colors. Set theme fonts to Geist for heading and body. **Embed fonts before sending** (File, Options, Save, Embed fonts in the file, Embed all characters), otherwise Geist will not travel.

12. Asset index

licentium-brand-kit/	
— BRAND-GUIDELINES.md	this document
— BRAND-GUIDELINES.pdf	same, for sending on
— README.md	quick start
— logo/	
— svg/	vector masters
— licentium-monogram.svg	teal L, true vector
— licentium-monogram-ink.svg	
— licentium-monogram-paper.svg	
— licentium-app-icon.svg	paper L on teal rounded square
— licentium-wordmark.svg	text-based, see note below
— png/	wordmark exports, transparent, 512 to 4096 wide
— print/	vector PDF + EPS for print workflows
— favicon/	favicon.svg, .ico, PNG sizes, AI icon
— social/	banners, avatars, OG cards (light + dark)
— color/	
— licentium-tokens.css	CSS custom properties
— licentium-tokens.json	design tokens
— licentium-tokens.scss	SCSS variables
— templates/	
— powerpoint-theme-colors.xml	
— email-signature.html	

One gap to close. logo/svg/licentium-wordmark.svg is text-based, so it only renders correctly where Geist is installed. The monogram is a true vector and needs nothing. To produce a definitive vector wordmark, open that SVG in Figma or Illustrator with Geist Semibold installed, convert the text to outlines, and re-export. Until then, use the PNG exports for production; they are correct, transparent and at the right colours.

13. Questions

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