

Brand Guidelines

Logo · Colour · Typography · Icons · Tokens · Stationery · Social

Version 1.0 · January 2026

ligasolservice.com

01 — POSITIONING

Brand at a glance

One identity for an international B2B audience: engineered, calm, confident.

Professionalism

Precise, documented,
audit-ready delivery.

Trust

German engineering
discipline, transparent
commercials.

Reliability

Named accountability
and measurable service
levels.

Innovation

Modern systems, data-
led maintenance
planning.

Partnership

Long-term frameworks,
not one-off
transactions.

Voice: factual, specific, engineering-led. Short sentences. No hype, no superlatives without a number behind them.

Tagline: “Technical & industrial services for European B2B operations.”

02 — LOGO

Logo suite

Geometric “L” with three modules ascending on a 45° axis.



Primary horizontal — default for web, letterhead and documents.



Reversed — Deep Navy and dark photography.



Icon (full colour) · Icon (mono navy) · Icon (reversed on navy tile)

Clear space = icon height on all sides.

Minimum size: 120 px / 32 mm wide (horizontal), 16 px / 6 mm (icon).

Never stretch, rotate, recolour, outline or shadow the lockup.

03 — COLOUR

Colour palette

Deep Navy leads, Royal Blue accents, greys carry the detail.



Deep Navy

#16274C

Primary



Charcoal Navy

#081431

Depth



Navy Soft

#314C7E

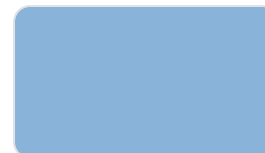
Secondary



Royal Blue

#286CAB

Accent



Signal Blue

#89B3D8

Accent light



Steel Grey

#5E6774

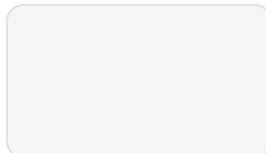
Support text



Charcoal Black

#181F2E

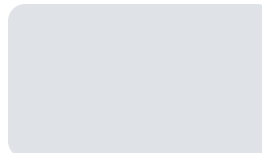
Text



Light Grey

#F4F6F8

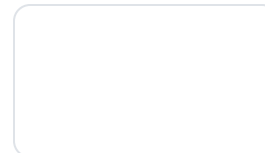
Surface



Grey Line

#DFE3E8

Borders



White

#FFFFFF

Background

Ratios: 60 % white / light grey · 30 % Deep Navy · 10 % Royal Blue. White on Deep Navy and Charcoal on White both pass WCAG 2.1 AA.

04 — TYPOGRAPHY

Typography

Sora for structure, Manrope for reading.

Sora

Aa Bb Cc 0123

Headlines, wordmark, statistics.

Weights 400 / 600 / 700 · tracking -0.02em

Manrope

Aa Bb Cc 0123

Body copy, UI, documents, email.

Weights 400 / 500 / 600 / 700

Display

clamp(2.5rem → 4rem)
weight 700

Heading 1

clamp(2rem → 3rem)
weight 700

Heading 2

clamp(1.5rem → 2rem)
weight 600

Heading 3

1.125 → 1.375rem
weight 600

Body

1rem / 1.7
weight 400

Small

0.875rem / 1.6
weight 400

Eyebrow

0.75rem uppercase 0.18em
weight 700

05 — ICONS & TOKENS

Icon system and design tokens

2 px rounded strokes on a 24 × 24 grid, one family only (Lucide).



Sizes 16 / 20 / 24 / 32 px · Royal Blue on light, Signal Blue on navy · always paired with a text label.

Radius	sm 4 · md 6 · lg 8 · xl 12 · 2xl 16 px
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Section spacing	clamp(3.5rem → 6.5rem) vertical
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Container	max 80rem, gutters 1.25 → 2rem
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Motion	180 ms UI · 600 ms reveal · cubic-bezier(0.22, 1, 0.36, 1)
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Accessibility	WCAG 2.1 AA · visible focus ring (Royal Blue) · reduced-motion honoured
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06 — APPLICATIONS

Stationery, email and social

Every template reuses the same margins, rules and type scale.

Business card

85 × 55 mm, front navy back

Letterhead A4

DIN 5008 margins

Invoice A4

VAT ID, due date, no bank data

Quotation A4

Scope table with validity

Presentation cover

16:9 proposal title slide

Email signature

Outlook-safe HTML table

LinkedIn 1584 × 396

Reversed lockup, centred

Facebook 1640 × 624

Safe-area centred

X 1500 × 500

Reversed lockup

YouTube 2560 × 1440

Content in 1546 × 423

Instagram 1080 × 1080

Square profile card

Open Graph 1200 × 630

Link previews



All assets live at **ligasolservice.com/brand**

SVG logos · favicon package · design tokens (JSON) · stationery PDFs · social banners

Questions on brand usage: contact@ligasolservice.com