

CENTANGLE
I N T E R A C T I V E

Brand Guidelines

Version 1.4

Content

A complete guide to the Centangle brand identity system.

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Brand Identity

The principles, values, and personality that define how Centangle presents itself to the world.



We build technology that transforms the way the world works.

Centangle Interactive is a technology consultancy dedicated to digital transformation, software excellence, and AI-powered enterprise solutions.

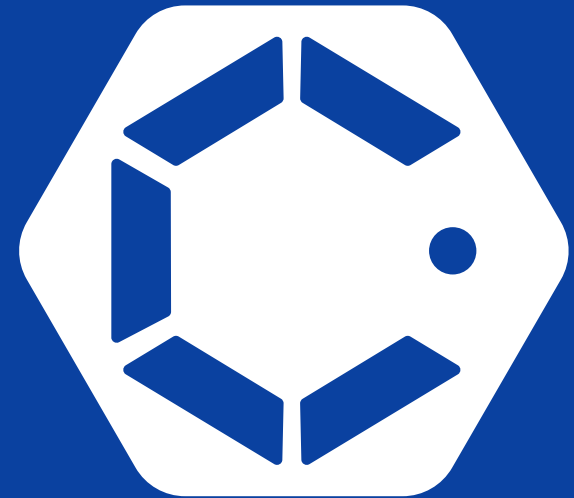
BRAND
PERSONALITY

Six Core Attributes

- **Intelligent**
Data-driven decisions, expert-level insights.
- **Trustworthy**
Reliable, consistent, and accountable partners.
- **Innovative**
Forward-thinking approaches to complex challenges.
- **Human-Centered**
Technology designed around people, not processes.
- **Scalable**
Built to grow from startup to enterprise.
- **Professional**
Premium quality with zero compromise.

Logo System

Our logo is the primary visual representation of the Centangle brand. Use it with consistency and care.



Logo Overview

The Centangle Interactive logo combines a distinctive geometric symbol with a modern wordmark to represent innovation, technology, and trust. Its clean and professional design reflects the brand's commitment to delivering connected, future-focused digital solutions.

Horizontal

Primary lockup

Compact Mark

Digital icon

Reversed

Dark surfaces

PRIMARY HORIZONTAL LOGO — FULL COLOUR



The primary lockup. Use on all light-background digital and print touchpoints.

PRIMARY HORIZONTAL LOGO — REVERSED

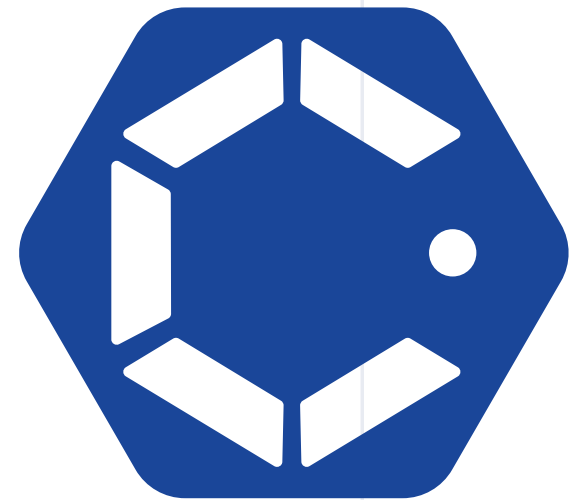


Use the reversed white logo on all dark brand backgrounds.

COMPACT MARK

The Centangle Mark

The Centangle Interactive logomark features an interconnected geometric form that symbolizes connectivity, collaboration, and growth. Its structured design reflects stability and precision, while its modern appearance reinforces the brand's innovative and forward-thinking identity.



Breathing Room



x = Logo Height

Maintain on all four sides at all times

No Exceptions

Never place type or imagery within the zone

MINIMUM SIZES

Scale Guidelines



Minimum Digital

54px height

Print minimum: 20mm



Standard UI

70px height

Print minimum: 20mm



Preferred Display

80px height

Print minimum: 20mm

Approved Versions

Only use approved colour combinations



Full Colour

Light backgrounds



Mono Dark

Single-colour print



Reversed Blue

Primary brand colour



Reversed Navy

Brand dark bg

What Not To Do

Never modify the logo



Don't stretch



Don't rotate



Don't recolour



Don't add shadow



Don't use on busy bg



Don't use low contrast



Don't Rotate the Mark



Don't Squeeze



Don't add any effect

Typography

Two complementary typefaces create a unified voice — expressive in display, precise in body copy.

03 — TYPOGRAPHY

Type System

Typography is the voice of our brand. Two complementary typefaces create hierarchy, warmth, and precision across every medium.

PRIMARY TYPEFACE

Hanken Grotesk

Headlines · Brand · Marketing

SECONDARY TYPEFACE

Plus Jakarta Sans

UI · Body · Documentation · Reports

HANKEN GROTESK

Ag

AaBbCcDdEeFfGgHhIiJj

0123456789 &!?,...;

WEIGHTS

Ag Light
300

Ag Regular
400

Ag Medium
500

Ag SemiBold
600

Ag Bold
700

PLUS JAKARTA SANS

Ag

AaBbCcDdEeFfGgHhIiJj

0123456789 &!?,.,;

WEIGHTS

Ag Light
300

Ag Regular
400

Ag Medium
500

Ag SemiBold
600

Ag Bold
700

TYPE SCALE

Scale System

All sizes in pixels

Display

52px · 700

Transform

H1

42px · 700

Digital Futures

H2

32px · 600

Enterprise Scale

H3

24px · 600

Technology Consulting

H4

20px · 600

Product Strategy

Body L

18px · 400

We craft digital experiences that drive measurable results.

Body

16px · 400

Centangle Interactive builds technology that scales with ambition.

Caption

13px · 400

Supporting labels, metadata, captions and secondary text.

Website Application



Services

Products

About

Contact

Get Started

ENTERPRISE TECHNOLOGY

Transform your digital infrastructure today

We design, build, and scale enterprise technology platforms
that accelerate digital transformation.

View Services

Learn More

Document Application



centangle.com
hello@centangle.com
Islamabad, Pakistan

January 2026

Digital Transformation Proposal

Prepared for: Acme Corporation

We are pleased to present this proposal outlining our recommended approach to modernising your core technology infrastructure. Our methodology combines proven enterprise frameworks with cutting-edge AI capabilities to deliver measurable outcomes.

Platform Audit

Week 1-2

Architecture

Week 3-5

Delivery

Week 6-12

Colour Overview

The Centangle palette is anchored in Ultramarine Blue — a colour that signals trust, precision, and authority. Every shade is purpose-built for legibility and visual hierarchy.

Deep Void	#07111F
Deep Navy	#082763
Ultramarine Blue	#0B41A0
Royal Blue	#0B357E
Bright Blue	#4A9EFF
Teal	#00828C
Carbon Steel	#5A5B5B

PRIMARY 01

Ultramarine Blue

#0B41A0

RGB 11 / 65 / 160

CMYK 93 / 59 / 0 / 37

Pantone 293 C

PRIMARY 02

Carbon Steel

#5A5B5B

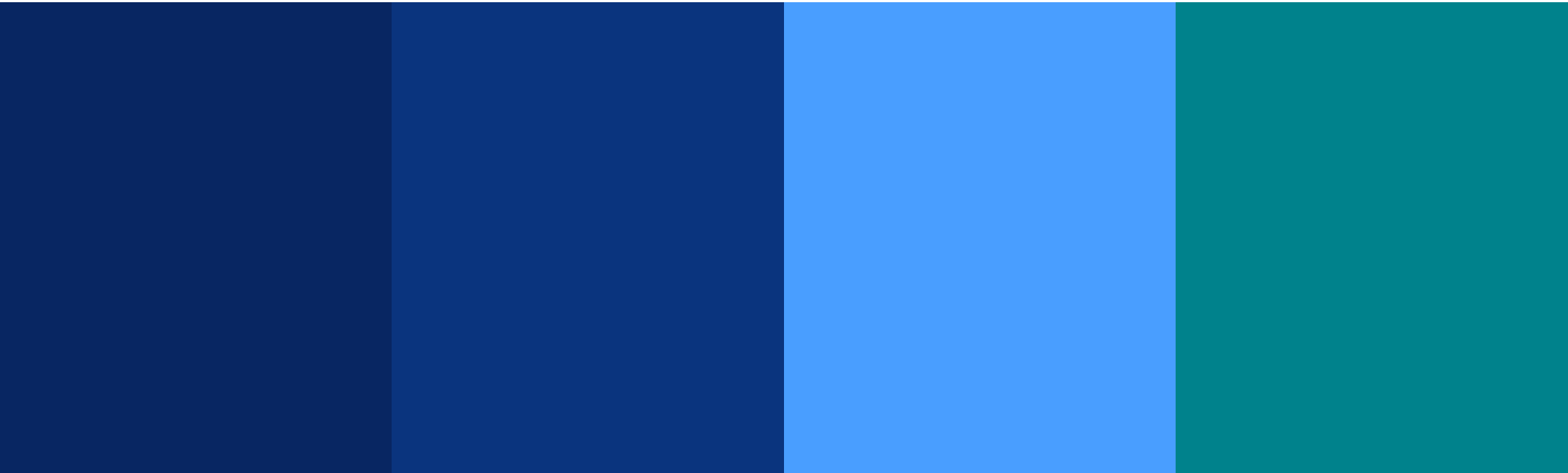
RGB 90 / 91 / 91

CMYK 1 / 0 / 0 / 64

Pantone Cool Gray 9 C

Supporting Palette

Use to extend and support primary colours



Deep Navy

#082763

RGB 8 / 39 / 99

CMYK 92 / 61 / 0 / 61

Royal Blue

#0B357E

RGB 11 / 53 / 126

CMYK 91 / 58 / 0 / 51

Bright Blue

#4A9EFF

RGB 74 / 158 / 255

CMYK 71 / 38 / 0 / 0

Teal

#00828C

RGB 0 / 130 / 140

CMYK 100 / 7 / 0 / 45

Hero

Website hero

Innovation

Feature cards

Technology

Product CTAs

Accent

Micro UI

Dark

Presentations

Greys & Surfaces

Deep Void #07111F RGB 7, 17, 31	Text Dark #374151 RGB 55, 65, 81	Carbon Steel #5A5B5B RGB 90, 91, 91	Text Mid #9CA3AF RGB 156, 163, 175	Border #E8EBF2 RGB 232, 235, 242	Background #F5F7FB RGB 245, 247, 251	Pure White #FFFFFF RGB 255, 255, 255

Contrast Ratios

Ultramarine Blue / White

6.42:1

WCAG AA ✓

Deep Navy / White

12.1:1

WCAG AA ✓

Teal / White

4.61:1

WCAG AA ✓

White / Deep Navy

12.1:1

WCAG AA ✓

Background / Deep Navy

10.8:1

WCAG AA ✓

Bright Blue / White

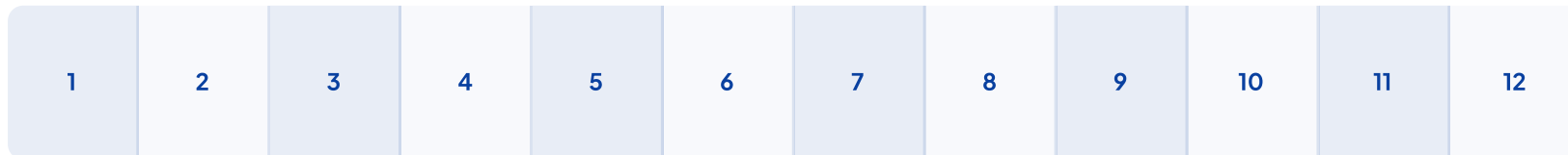
2.8:1

Fail — use on dark text only

Design Foundations

Systematic spacing, grid, and radius rules that create coherence across every touchpoint.

Grid System



Desktop

12 columns

80px margin · 16px gutter

Tablet

8 columns

48px margin · 16px gutter

Mobile

4 columns

24px margin · 12px gutter

Max width: 1440px · Centred

Content: 1280px

Baseline: 8pt grid

8-Point Scale



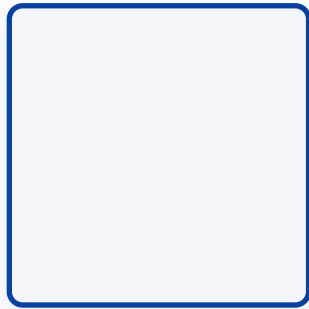
All spacing values are multiples of 4px. Default component padding: 16px · Section gaps: 64–96px

Radius System



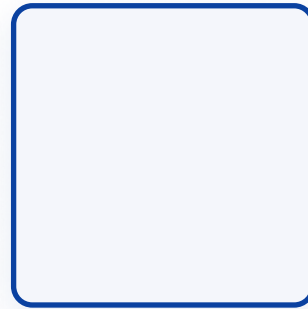
4px / xs

Badges, tags,
chips



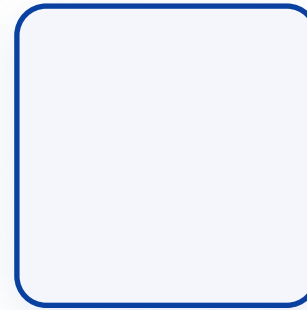
6px / sm

Inputs, small
controls



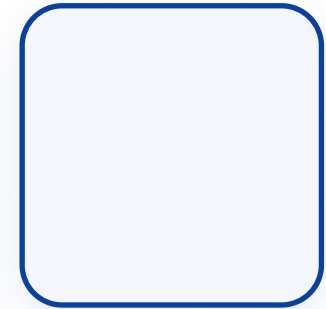
8px / md

Buttons, form
fields



12px / lg

Cards, panels



16px / xl

Modals,
containers

Rule: Minimum 4px — Maximum 16px. Maintain consistent radius within component families.

UI Components

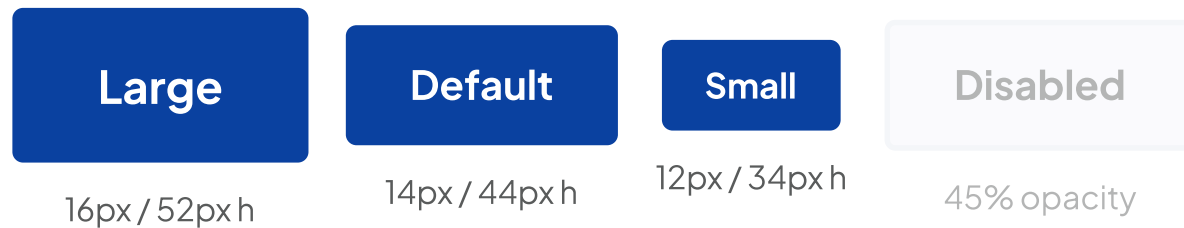
A library of purposeful, accessible interface components built on the Centangle design system.

Button System

VARIANTS



SIZES



Typeface: **Plus Jakarta Sans Bold** · Border radius: **4px** · Min touch target: **44px**

Brand Applications

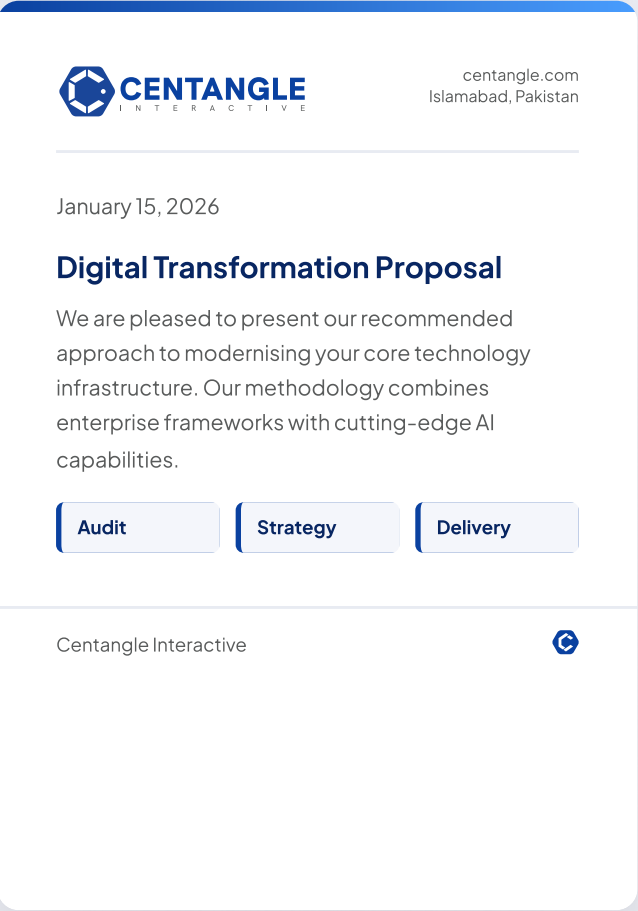
How the Centangle brand translates across
real-world digital and physical touchpoints.

Slide Standards



Format: 16:9 widescreen (1920×1080px) · Hanken Grotesk headings · Plus Jakarta Sans body

Document Standard



Paper Size	A4 / Letter
Typeface	Plus Jakarta Sans
Heading Size	20px / 700
Body Size	11pt / 400
Line Height	1.7
Margin	25mm all sides
Top Rule	4px gradient bar

Building Technology That Transforms the Way the World Works

centangle.com

hello@centangle.com

Brand Guidelines v1.0