StartERP

AI BUSINESS OS

Brand guide

The Spark logo, colours, type and voice for everything StartERP makes.

THE LOGO

Spark mark + wordmark + tagline



English, on light



English, on dark



Arabic: mark on the right, wordmark stays Latin



Arabic, on dark

The blue square with the white S is the mark; the green four-point spark at its top right stands for AI. The tagline reads **AI business OS** in every language except Arabic, where it is **نظام أعمال بالذكاء الاصطناعي**. Files: 01-brand/logo.

SPACE, SIZE AND MISUSE

Give it room, keep it whole



- Clear space on every side: a quarter of the mark's width.
- Smallest mark: 16 px on screen, 6 mm in print.
- Smallest full lockup: 120 px wide, 30 mm in print.
- On photos, use the lockup on a navy panel, or the white one-colour mark.



✕ Recolour the spark



✕ Stretch or squash



✕ Rotate



✕ Drop the spark



✕ Add effects

StartERP

✕ Retype the wordmark

COLOUR

Blue to trust, green for AI

Navy
#071436
Dark backgrounds, headlines

Deep blue
#0d2263
Gradient end on dark

Mark blue
#1e3a8a → #1d4ed8, the mark only

Brand blue
#1f47d6
"ERP", links, numbers

Spark green
#4ade80
The spark, accents on dark

Green
#0a8a43
"AI" in the tagline, eyebrows on light

Soft blue
#eaf0ff
Cards, stages

Soft green
#e2f4e9
Ticks, stage gradient end

Ink
#0b1530
Body text on light

Slate
#4a5878
Secondary text

Use navy-to-deep-blue gradients for covers and calls to action, white with soft blue and soft green stages for content. Spark green is a highlight on dark; on white, use Green (#0a8a43) for text so it stays readable.

TYPE

Sora, Inter, IBM Plex Sans Arabic

Aa

Sora · 600–800

Headlines, the wordmark, big numbers. Tight letter spacing (−2%).

Aa

Inter · 400–700

Body text, labels, tables, the tagline in capitals with wide spacing.

أب

IBM Plex Sans Arabic · 400–700

All Arabic text, headlines included. No letter spacing, no capitals.

All three are free Google Fonts. Numbers, phone numbers, emails and amounts always read left to right, also inside Arabic text.

VOICE

Plain, confident, specific

Say it like this

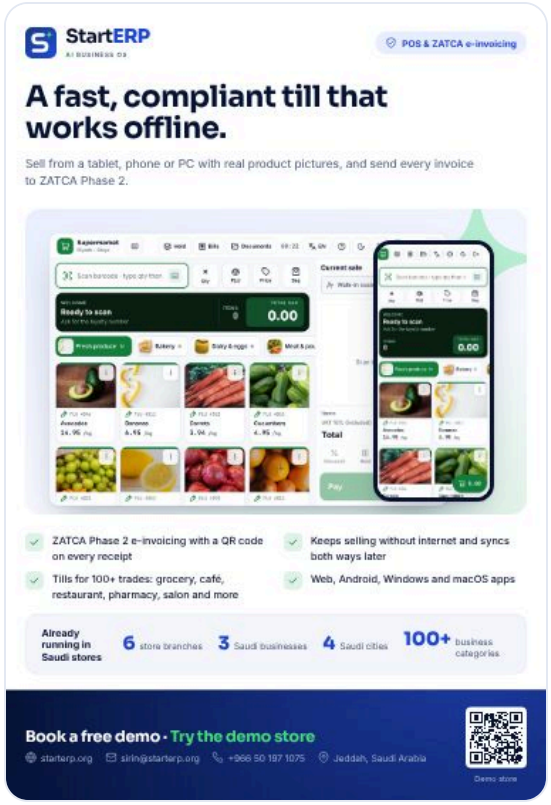
- Lead with what the owner gets: “Every branch on one platform.”
- Use the seven objectives as the story: unlock data, talk to your business, sell online, see your business, work anywhere, stay compliant, run everything in one place.
- Show real screens from the app, never mock-ups.
- Name the problems: data locked in desktop software, branches on separate systems.
- Arabic is written for Saudi readers, not translated word for word.

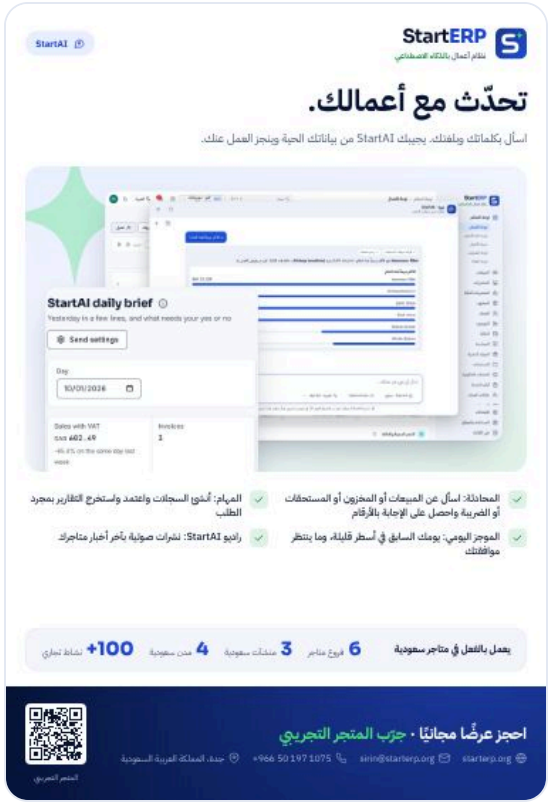
Avoid

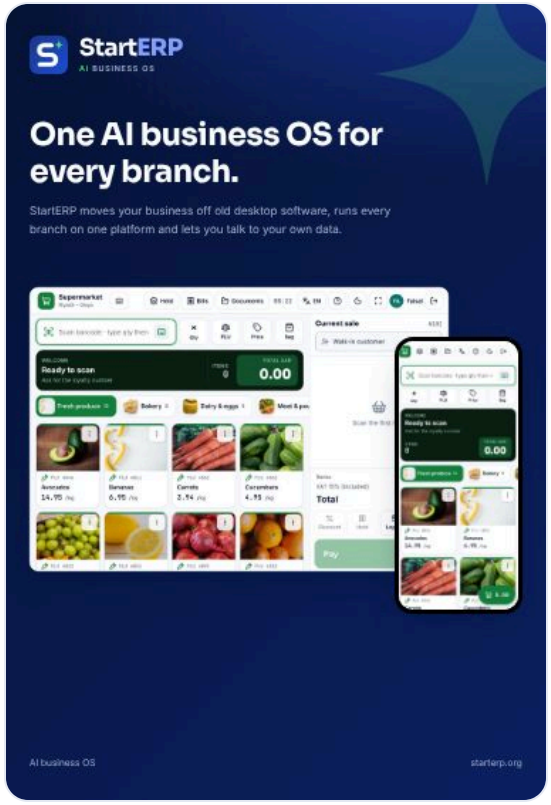
- Revenue figures in public material (they go in investor documents only) or customer-count claims beyond the facts: 7 stores live, 6 paying and 1 free pilot, in 4 Saudi cities.
- “LLC”, “Co.” or registration numbers: StartERP is not yet incorporated.
- Naming pilot customers without their permission.
- Arabic or ZATCA wording for markets outside the Arab world.
- Jargon and buzzwords: “synergy”, “revolutionary”, “next-gen”.

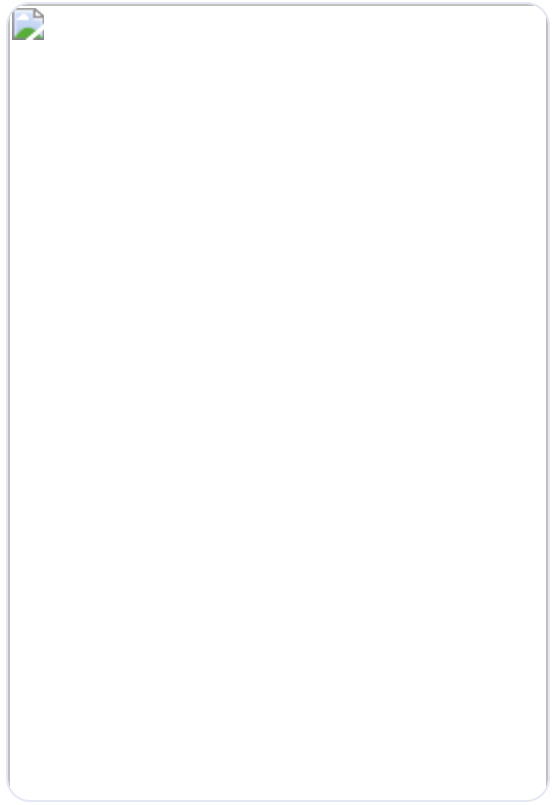
IMAGERY AND LAYOUT

Real screens on a soft stage









Screenshots sit on a soft blue-to-green stage with a large faded spark, with rounded corners and a soft shadow; phones get a black frame. Close every piece with a navy band: the call to action, contact details and a QR code to the demo store.

THE KIT

Where to find everything

01-brand	This guide and the logo pack (SVG mark, PNG lockups, avatars)
02-sales	Company profile, brochure, sales deck (EN, AR)
03-flyers	Six one-page flyers, PDF for print, PNG for WhatsApp (EN, AR)
04-social	LinkedIn, X and Facebook covers, posts, story and WhatsApp status
05-stationery	Business card, letterhead (PDF, Word), email signature, proposal, invoice
06-print	Roll-up banner 85×200 cm and A3 poster
07-refreshed	Investor pitch deck and CV in the new brand
src	The sources: edit content.cjs and run build.cjs to rebuild everything