01 PRIMARY LOGO

DAYMARK

02 LOGO VARIATIONS

DAYMARK

REVERSED

DA

COMPACT

DAYMARK

MONOCHROME

03 TAGLINE & VOICE

Make room for what matters.

Helpful and concrete. Explain a proposed service without inventing features, integrations, customer numbers or time savings.

04 COLOR PALETTE

#3E3A72

PRIMARY
RGB 62 58 114

#F0EFFA

BASE
RGB 240 239 250

#B6A5E2

ACCENT
RGB 182 165 226

#FFFFFF

LIGHT
RGB 255 255 255

05 TYPOGRAPHY

Aa

Manrope
Logo & headings

Aa

Inter
Body copy & interface

06 PATTERN

Make room for what matters.

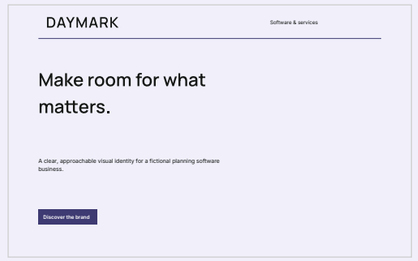
07 IN USE



Business card / front



Social post



Website hero