

# Cichlify

Brand Guidelines



2026

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## Our Story

Cichlify Draws its name and spirit from the cichlids, A vibrant and resilient species that thrives in dynamic environments. Inspired by their adaptability, we set out to build technology that grows of all shapes and sizes. Let's thrive together in a changing digital world.



## Where We stand

Cichlify Stands for Innovation that adapts, intuitive designs that empowers and technology that scales. Our work ensures that clients don't just survive but they flourish.



## Vision

To shape the future through intelligent, elegant and minimal technology for humans to evolve.

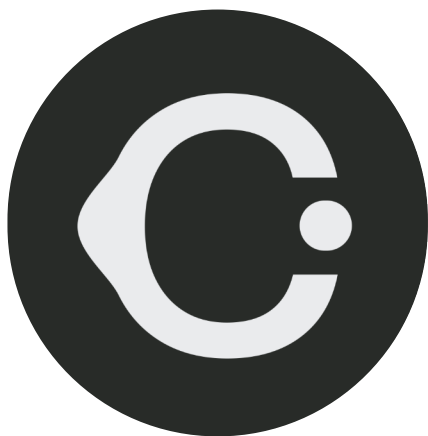
## Mission

To build clean, scalable and scalable and intuitive technology to help businesses to thrive in the digital world.

## Purpose

- 01** Maintain verbal and visual consistency
- 02** Protect brand identity on all platforms.
- 03** Reflect our values through design.
- 04** Equip creatives with brand tools.





## Correct Usage

Place on solid, non-distracting background.

Always Maintain original proportions.

Use only approved color variations (light and dark versions)

## Logo Presentation

Use our logo in it's original form. It represents our identity and should be applied whenever the brand is introduced.



## Logo Usage

## Incorrect Usage

Do not stretch, rotate or distort logo.

Do not apply drop shadows, outlines or other effects.

Do not change colors or apply gradients.

Do not apply logo on busy or low contrast backgrounds.

## Clear Space

Maintain enough padding around the logo to ensure clarity and impact. No other elements should encroach on this space.

**10%**

#3b28cc  
247,80,80

**Velocity Purple.**

#282b28  
120,7,17

**Midnite Graphite**

**30%**

#eaeced  
220,1,93

**Horizon Haze.**

**60%**

We use the 60-30-10 rule. In our case the midnite graphite and Horizon haze can switch between 60 and 30 depending on the context.

## Primary Font:

Switzer

## Secondary Font:

Clash Grotesk

## Font Guidelines

01. Use the Secondary font for (H1-H2) or emphasis.
02. Avoid excessive font styling.
03. Use primary font for consistent communication across varied platforms.
04. Use secondary font for subtle accents or creative treatments.

## Headings

H1 - (2rem - 3 rem)  
H2 - (1.5rem - 2.25 rem)  
H3 - (1.25rem - 1.75 rem)  
H4 - (1.125 rem - 1.5 rem)  
H5 - (1rem - 1.25 rem)  
H6 - (0.875 rem - 1 rem)

## Body Text

Paragraphs - (1rem)  
Captions - (0.75rem - 0.875rem)  
Helper/foot notes - (0.75rem)

## Buttons & Links

Primary Buttons - (1rem)  
Secondary Buttons - (0.875 rem)

## Spacing

Tiny gaps - (0.25rem)  
Small Padding/margin - (0.5rem)  
Medium - (0.75rem)  
Base - (1rem)  
Large Margins/padding - (1.25rem)  
Sections/Dividers - (1.5rem)  
Larger Sections - (1.75rem)

## How we communicate

We Speak with clarity, confidence and purpose. Our voice is bold yet approachable, technical when needed but also ensure that the message is clear.



## Messaging Guidelines

**Clear, not complex:** avoid jargon unless necessary.

**Innovative but grounded:** show passion for technology, without hype.

**Confident and warm:** We know our craft and speak with assurance, not arrogance.

**Empowering:** Help clients see possibility and growth.



## Summary

This is a guide for representing cichlify, clearly and confidently by staying aligned with these standards, it ensures every interaction of the reflect's the brand.

## How to request for assets

To access logos, templates, or design elements, please contact the cichlify brand team. Always use the approved files to maintain visual consistency.

## Contact for questions/ support

*[support@cichlify.com](mailto:support@cichlify.com)*

