



BRAND GUIDELINES

The Foqal brand, in one place.

How to use our logo, brand icon, colors, typography, and voice so Foqal looks and sounds consistent everywhere it appears.

Welcome to the Foqal brand

These guidelines keep Foqal recognizable wherever it shows up — on our website, in partner materials, in press coverage, and inside the products our customers use every day. When in doubt, keep it simple and use the official files.

Contents

01 Logo

02 Clear space & minimum size

03 Logo usage — do's and don'ts

04 Color

05 Typography

06 Brand name

07 Voice & tone

08 Co-branding

09 Downloads & contact

Our logo

The Foqal logo pairs the brand icon with the foqal wordmark. Use the full logo whenever space allows; use the brand icon alone for avatars, favicons, app tiles, and tight spaces.

Full logo



Blue

Primary version. Use on white and light backgrounds.



White

Reversed version. Use on Foqal Blue, dark backgrounds, and photography.



Dark

Single-color version. Use on light backgrounds when color isn't available.

Brand icon



Blue

Primary version. Use on white and light backgrounds.



White

Reversed version. Use on Foqal Blue, dark backgrounds, and photography.



Dark

Single-color version. Use on light backgrounds when color isn't available.

Give it room to breathe

Keep clear space around the logo equal to the height of the brand icon on every side. Nothing — text, images, or edges — should enter that area.



Minimum size

Below these sizes the wordmark loses legibility. Use the brand icon alone instead.



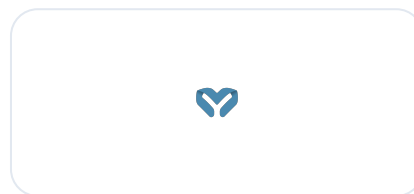
Logo — digital

96 px wide



Logo — print

1 in / 25 mm wide



Icon — digital

16 px

Do's and don'ts

A consistent logo builds trust. Follow these rules everywhere the logo appears.

Do

- Use the official files from foqal.io/about/brand — never redraw or retype the logo.
- Keep the minimum clear space on every side.
- Pick the version with the strongest contrast against its background.
- Scale proportionally, holding Shift when resizing.

Don't

- Don't stretch, squash, or distort the logo.
- Don't rotate or tilt it.
- Don't change the colors.
- Don't add shadows, glows, outlines, or other effects.
- Don't place it on busy backgrounds or photography without enough contrast.
- Don't use low-contrast combinations.
- Don't retype or swap the wordmark font.
- Don't crop the logo or crowd it with other elements.

Color palette

Foqal Blue and Harbor belong to the logo. Indigo and Cyan are the colors of our website and product interface; slate neutrals carry text and surfaces.

Logo colors



Foqal Blue

Brand icon

#4A89AF RGB 74 137 175



Harbor

Wordmark

#305870 RGB 48 88 112

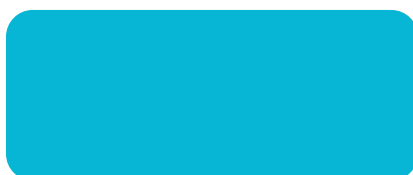
Interface & highlight colors



Foqal Indigo

Primary — buttons, links

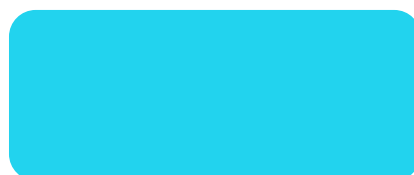
#6366F1 RGB 99 102 241



Signal Cyan

Highlight

#06B6D4 RGB 6 182 212



Bright Cyan

Highlight on dark

#22D3EE RGB 34 211 238

Brand gradient — Indigo #6366F1 to Cyan #06B6D4

Use the gradient for highlights and hero accents, never behind the logo.

Neutrals



Night

Dark background

#030712 RGB 3 7 18



Slate 900

Text, dark surface

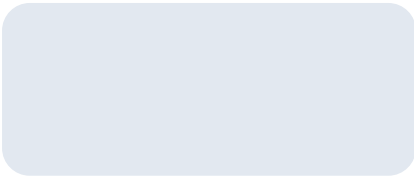
#0F172A RGB 15 23 42



Slate 500

Muted text

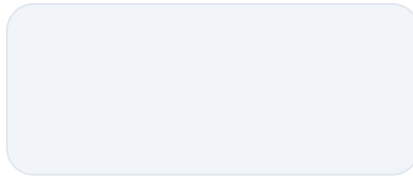
#64748B RGB 100 116 139



Slate 200

Borders

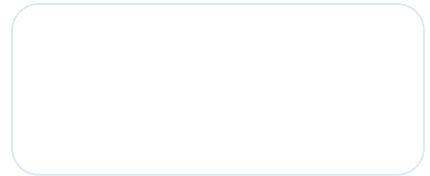
#E2E8F0 RGB 226 232 240



Slate 100

Soft surface

#F1F5F9 RGB 241 245 249



White

Light background

#FFFFFF RGB 255 255 255

Inter, everywhere

Inter is our only typeface — for headlines, body copy, and UI. It's free from Google Fonts.
Fallback: system-ui, -apple-system, Segoe UI, Roboto, sans-serif.

Aa

Inter

Regular 400 · Medium 500 · Semibold 600 · Bold 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Type scale

Display

48 / 56 · Bold · -2%

Help your teams get
answers faster

Heading 1

36 / 44 · Bold · -2%

Help your teams get
answers faster

Heading 2

30 / 36 · Semibold · -1%

Help your teams get answers faster

Heading 3

20 / 28 · Semibold

Help your teams get answers faster

Body

16 / 24 · Regular

Help your teams get answers faster

Small

14 / 20 · Medium

Help your teams get answers faster

- Use sentence case for headlines and buttons.
- Keep body text at 1.5 line height and lines under about 75 characters.
- Use weight, not extra typefaces, to create hierarchy.

Writing our name

Foqal is written with a capital F and lowercase letters. Use foqal.io only when referring to the web address.

Correct

Foqal

Foqal's AI agents

foqal.io (web address only)

Incorrect

FOQAL

FoQal

foqal (in sentences)

Focal

Foqal.io (as a company name)

How we sound

We help busy teams get unblocked. Our words should do the same.

Helpful first

Lead with what the reader can do or gain.
Every sentence should earn its place.

Clear, not clever

Plain language over jargon. If an IT lead and a new hire can both follow it, it works.

Confident, not loud

State outcomes with specifics. Skip hype words and exclamation points.

Human

Write like a teammate in Slack — warm, direct, and respectful of people's time.

Partners and integrations

When Foqal appears alongside a partner's logo, give both marks equal visual weight and separate them with a thin vertical rule.



Example lockup with an integration partner.

- Match the visual size of both logos — align by height, not width.
- Keep each logo's own clear space; the gap between them is at least the Foqal clear space.
- Never merge the logos into a single mark or recolor a partner's logo to match ours.
- Partner logos and names are trademarks of their respective owners — follow their guidelines too.
- Get approval from the Foqal team before publishing co-branded materials.

Assets and questions

This kit includes the logo and brand icon in Blue, White, and Dark — each as SVG (web, print, scalable) and PNG (presentations, documents).



foqal-logo-blue
.svg · .png



foqal-logo-white
.svg · .png



foqal-logo-dark
.svg · .png



foqal-icon-blue
.svg · .png



foqal-icon-white
.svg · .png



foqal-icon-dark
.svg · .png

Get the latest files

foqal.io/about/brand

Questions or approvals

hello@foqal.io