



PRESS KIT

Brand Guidelines

How to use the Elestio logo and colours correctly.

Document

Brand Assets

ELS-PK-BRAND-2026

July 2026

Logo usage

- On light backgrounds, use the colour logo (elestio-logo-color.svg or elestio-logo-color-1500px.png).
- On dark backgrounds, use the white logo (elestio-logo-white.svg or elestio-logo-white-1500px.png).
- Keep clearspace around the logo at least equal to the height of the letter E.
- Minimum width 120 px on screen. Do not stretch, recolour, add effects or place the logo on a busy background.
- SVG is preferred for print and web. PNG versions are provided for convenience.

Colour palette

Colour / use	Hex
Navy (headers, dark surfaces, body text)	#0B1120
Orange (primary accent, brand colour)	#EC5A22
Blue (secondary accent, links)	#00A9EA
Green (positive states)	#16A34A
Default body text on light	#334155
Meta text and captions	#64748B

Typography

- Web, marketing and email: Inter (weights 400 to 700).
- Reports and documents: IBM Plex Sans, with IBM Plex Mono for figures.
- Do not mix multiple font families on the same surface.

Please do not

- Recolour the logo, or add gradients, shadows or effects.
- Use orange as a large flat background.
- Use the purple accent outside AI and LLM contexts.
- When in doubt, contact the press desk.