voxira.

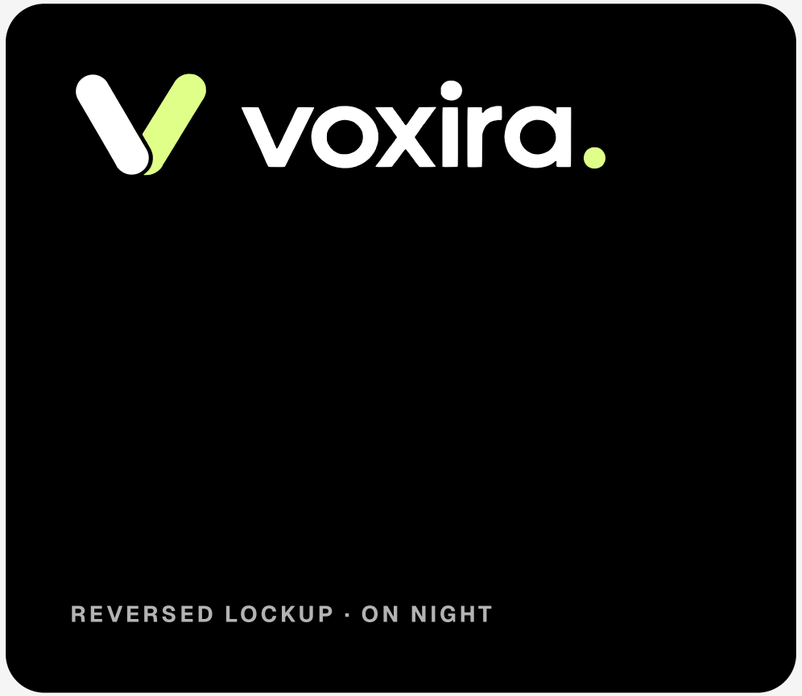
Brand guidelines.



A V, and a full stop.

The symbol is a V of two rounded strokes, ink and Voxira Lime, meeting at the base: two sides of one build. The wordmark is outlined lowercase "voxira.", ending in the lime full stop that closes every Voxira headline.









Room to breathe.

Clear space and size

- ✓ Keep clear space of at least 0.35× the symbol height around the logo.
- ✓ Minimum widths: horizontal 138px, stacked 96px, app icon 24px; below that use the app icon.
- ✓ Use the primary logo on light grounds and the reverse logo on night.
- ✓ The wordmark is always lowercase "voxira." with the lime full stop.

Never

- ✗ Stretch, skew, rotate, or add gradients, outlines or inner shadows.
- ✗ Recolour the lime stroke or full stop.
- ✗ Set the wordmark in capitals or another typeface.
- ✗ Use the primary (ink) logo on a dark ground.

Paper, ink, and one lime.

Paper
#F5F5F5
Page ground

Black
#000000
Text, pills, dark bands

Black 2
#141414
Raised dark surfaces

Voxira Lime
#DFFF89
Signature accent, fills with ink text

Deep lime
#4A7010
Small accent text on paper

Orange
#FF7357
Warm highlight

Orange slab
#FF7A1F → #C2340F · Web design

Blue slab
#1F56B8 → #0B1B3D · Software & SaaS

Teal slab
#1F7A6C → #0C3A37 · Branding

Lime slab
#E9FFAD → #C6EE5E · SEO, AEO & GEO, ink text

Geist, set tight.

Big ideas. Better engineered.

DISPLAY
Geist 600 · –4% tracking · line-height 1. A claim in ink, its qualifier in grey.

BODY
Geist 400 · 16–19px · line-height 1.6 · max 68 characters.

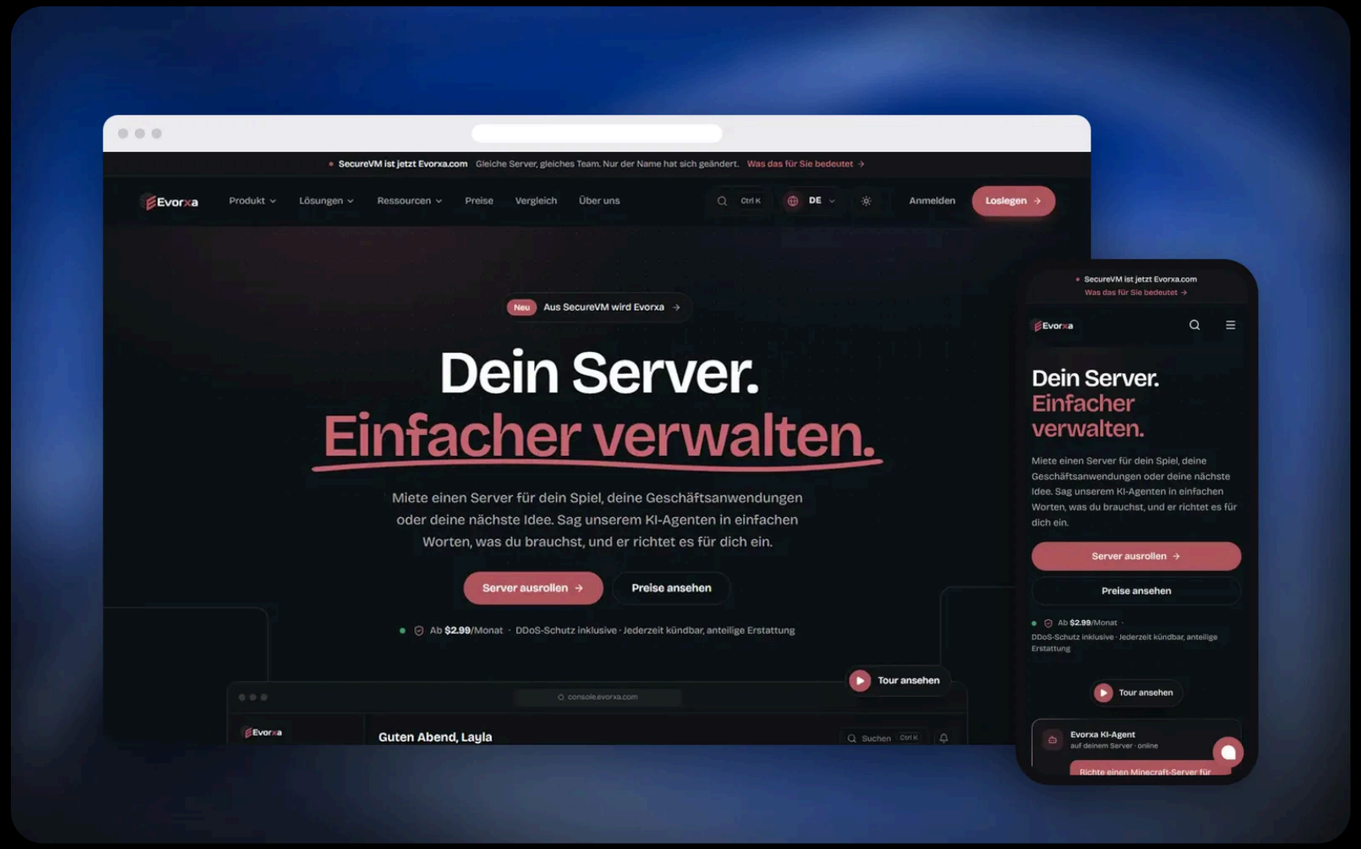
LABELS
Geist 700 · 11–14px · uppercase · +13% tracking.

Real work, framed in brand.

Two kinds of image, nothing else. Silk-fold renders in each project's colour for tiles and backdrops. Real screenshots of shipped work in light browser and phone frames on those renders.

- ✓ Always label work with who built it and when.
- ✓ No stock photos, fake dashboards, or invented clients.





Direct. Honest. Unhurried.

- ✓ Short sentences. Say what we do and for whom.
- ✓ Speak as the engineer who builds it.
- ✓ Prices in USD, policies in plain language.

- ✗ No buzzwords, invented numbers, or testimonials we don't have.
- ✗ No promises of results we can't guarantee.
- ✗ No "we're the best" — show the work instead.