juduh

BRAND GUIDELINES · v2.0

IMPERIAL AUBERGINE & IRIS SIGNAL IDENTITY SYSTEM

Juduh Brand Guidelines.

The unified reference for logo usage, colour tokens, atmospheric gradients, Montserrat & Open Sans typography, UI components, editorial guardrails, and co-branding across every Juduh website, deck, proposal, and product.

#08030A Obsidian	#1B0D22 Card	#35063E Aubergine	#CE96FF Iris	#EDE0FF Mist	#FFFFFF Paper

01 Brand Overview & Positioning
02 Logo System, Clear Space & Rules
03 Colour Palette & Contrast Matrix
04 Gradients & Atmospheric Surfaces
05 Typography: Montserrat & Open Sans
06 Layout, Radii & UI Components
07 Diagrams, Motion & Editorial Guardrails
08 Co-Branding & Developer Token Kit

SECTION 01

Brand Overview & Positioning

IDENTITY FOUNDATION

MASTER POSITIONING STATEMENT

Software that works beyond the demo.

Juduh designs, builds and tests custom software, security products and AI-enabled workflows for teams that need them to hold up in production. U.S.-led, with engineering teams in Kenya.

/ Four Core Brand Pillars

01 / PRODUCTION OVER PROTOTYPE

Built to survive real handoffs

Every interface, service, and workflow is engineered for real users, live permissions, and maintainable operations after launch.

02 / HUMAN-IN-THE-LOOP BY DEFAULT

AI is workflow, not magic

AI models rank, triage, and assist; named humans stay in charge of every critical decision and operating outcome.

03 / ACCOUNTABLE DELIVERY

U.S.-led, Nairobi-engineered

Clear executive ownership in the U.S. paired with dedicated engineering teams in Nairobi, Kenya — never a black-box vendor handoff.

04 / HIGH-CONTRAST CLARITY

Calm authority in every pixel

Deep Imperial Aubergine surfaces paired with crisp White editorial bands, Soft Lilac pauses, and disciplined Iris Signal cues.

/ Core Disciplines & Portfolio Architecture

SERVICES (4 CONCRETE PILLARS)

- **01 Custom software & integration** — core apps, APIs, and legacy modernisation.
- **02 Security engineering** — attack-surface platforms, detection, and hardening.
- **03 AI workflow delivery** — bounded, testable AI steps embedded into operations.
- **04 AI & software quality engineering** — deterministic & agentic verification.

PORTFOLIO & PROOF

- **Akili Security** — Juduh's own product for AI-assisted network threat detection, launching first in Kenya with KisoByte Solutions.
- **Mirrored Defense** — flagship client platform engineered with and for FRSecure.
- **Primary CTA across all channels:** "Discuss your project" (/contact).

Brand Voice: Plain-Spoken Engineering Rigour

Write like a senior staff engineer speaking directly to a CTO or operations director: concrete, short sentences, honest boundaries, zero hype. Name the system, the verification step, and the owner. Never use buzzwords like "revolutionary", "10x autonomous AI magic", or unverified performance claims.

SECTION 02

Logo System, Clear Space & Usage

BRAND MARKS

The Juduh mark pairs a circular three-node branching circuit emblem with the custom lowercase geometric wordmark **juduh**. Always use the official packaged files in `docs/brand-assets/` — never recreate the wordmark from a generic font.

/ Approved Colourways & Surface Pairing

juduh

Primary White Lockup — juduh-logo-white.png

juduh

White on Aubergine (#35063E) — Decks, wipes & covers

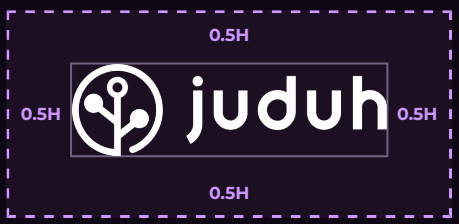
juduh

Obsidian Dark Lockup (#08030a) — juduh-logo-obsidian.png

juduh

Aubergine Lockup (#35063E) & Square Icon — Print & Avatars

/ Clear Space & Minimum Size Construction



Aspect Ratio: 3.46 : 1 (Native `679 × 196 px`)

Clear Space (X): Minimum unobstructed margin of **0.5 × emblem height** on all four sides.

Web Header / Footer: Header `112–150 px` wide · Footer `150–210 px` wide.

Minimum Sizes: Digital full lockup **96 px** min (use square icon below 96 px). Print full lockup **28 mm** min; icon **10 mm** min.

/ Logo Do's & Don'ts

DO

- Use the White lockup on Obsidian `#08030a`, Purple Black `#100714`, Card `#1B0D22`, and Imperial Aubergine `#35063E`.
- Use the Obsidian `#08030a` or Imperial Aubergine `#35063E` lockup on White, Grey 50, or Lilac Blush documents.
- Always scale proportionally (`height: auto`).
- Write the brand name as **Juduh** (capital J) in prose.

DON'T

- Never stretch, skew, rotate, outline, or add drop shadows / neon glows to the logo.
- Never recolour the logo in Iris Signal `#CE96FF` or place it on a `#CE96FF` fill.
- Never place the white lockup over light lilac, grey, or busy photographic textures.
- Never replace the custom lowercase wordmark with typed text or ALL CAPS `JUDUH`.

SECTION 03 · PART A

Colour System: Accents & Imperial Aubergine

HEX · RGB · CSS TOKENS

Juduh's palette is defined in `src/styles/obsidian-plum.css`. Iris Signal provides sharp interactive signal against deep Imperial Aubergine chrome; Imperial Aubergine anchors atmospheric gradients and light-surface brand links.

/ Iris Signal & Magenta Accent Family

#CE96FF RGB 206,150,255

Iris Signal
`--ha-fuchsia`
Dark-surface primary CTA (dark ink), focus rings, hero accent

#BD7AF8 RGB 189,122,248

Iris Hover
`--ha-fuchsia-hover`
Hover fill for dark-surface primary CTA buttons

#A359E6 RGB 163,89,230

Iris Active
`--ha-fuchsia-active`
Pressed active state for fuchsia controls

#541461 RGB 84,20,97

Aubergine CTA (Light)
`--ha-fuchsia-cta`
Light-surface kickers, 3px top card accents, underlines

#35063E RGB 53,6,62

Aubergine CTA Hover
`--ha-fuchsia-cta-hover`
Hover state for light-surface magenta accents

#D8ADFF RGB 216,173,255

Lavender Soft
`--ha-fuchsia-soft`
Secondary technical highlights & subtle glows

#D8ADFF RGB 216,173,255

Lavender Glow
`--ha-pink-magenta`
Dark card .mono kickers, human-review SVG nodes

#B288D9 RGB 178,136,217

Wisteria / Amethyst
`--ha-orchid / --ha-violet`
Diagram orbits (#B288D9) & data accent (#7B3F9E)

/ Imperial Aubergine Depth Scale

#641B73 RGB 100,27,115

Aubergine 500 (Glow)
`--ha-purple-500`
Radial highlight anchor in all hero & canvas gradients

#35063E RGB 53,6,62

Aubergine (Brand)
`--ha-purple`
Light-surface brand links, page wipe, print lockup

#25042C RGB 37,4,44

Aubergine Hover
`--ha-purple-hover`
Hover colour for Imperial Aubergine text links on paper

#210427 RGB 33,4,39

Aubergine 700 (Mid Stop)
`--ha-purple-700`
Mid-gradient bridge in hero, manifesto & scenario stages

#19021E RGB 25,2,30

Aubergine Dark
`--ha-purple-dark`
Deep plum structural shade for dark emphasis

#130417 RGB 19,4,23

Aubergine 900 (Outer Stop)
`--ha-purple-900`
Outer radial gradient stop fading into Obsidian #08030a

SECTION 03 · PART B

Surfaces, Neutrals & Contrast Rules

ACCESSIBILITY (WCAG)

/ Dark Surfaces & Chrome

#08030a RGB 8,3,10

Obsidian
`--ha-obsidian`
Hero base, ink on fuchsia, primary button on light paper

#100714 RGB 16,7,20

Purple Black
`--ha-purple-black`
Global body, 76px header, footer, browser theme-color

#150A1B RGB 21,10,27

Node / Panel Deep
`--ha-node-bg`
SVG diagram canvas & node fills (#140A16 inset)

#1B0D22 RGB 27,13,34

Brand Card Bg
`--ha-brand-card-bg`
Dark proof/product cards & process bands

#1D0A24 RGB 29,10,36

Ink Plum
`--ha-ink-plum`
Body copy on Soft Lilac (#EDE0FF) surfaces

#302138 RGB 48,33,56

Charcoal Border
`--ha-charcoal-border`
Standard 1px hairline border on dark chrome & cards

#EAEAEA RGB 234,234,234

Subtitle Light
`--ha-subtitle-light`
Hero intro lead paragraphs on dark stages

#CCCCCC RGB 204,204,204

Silver
`--ha-silver`
Standard body copy on dark cards & sections

/ Light Surfaces, Lilac & Paper Neutrals

#FFFFFF RGB 255,255,255

Pure White
`--ha-white`
Paper sections, white cards, dark-surface headings

#EDE0FF RGB 237,224,255

Soft Lilac
`--ha-lilac`
Services band bg, dark-surface links & active nav

#F6F0FA RGB 246,240,250

Lilac Blush
`--ha-lilac-blush`
Tinted sector chips & subtle callout fills

#F7F5F9 RGB 247,245,249

Grey 50
`--ha-grey-50`
Sunken plum-grey band, light case & work cards

#DCD4E3 RGB 220,212,227

Grey 200
`--ha-grey-200`
Standard 1px borders & dividers on light paper

#57505C RGB 87,80,92

Grey 600
`--ha-grey-600`
Captions, metadata & secondary micro-copy

#414651 RGB 65,70,81

Ink Secondary
`--ha-ink-secondary`
Long-form body paragraphs on light paper

#101828 RGB 16,24,40

Ink Primary
`--ha-ink-primary`
Primary text & attribution on light surfaces

/ Mandatory Contrast & Pairing Matrix

PASS · AAA (9.18:1)
#08030a ink on #CE96FF CTA

PASS · AAA (18.63:1)
#FFFFFF / #CCC on #1B0D22

PASS · AAA (14.29:1)
#08030a / #1D0A24 on #EDE0FF

NEVER · FAIL (2.23:1)
No white text on #CE96FF

SECTION 04

Gradients & Atmospheric Surfaces

9 EXACT RECIPES

Gradients create quiet plum depth on **dark hero stages, manifesto banners, spotlight diagram canvases, and CTA invitations**. Never apply gradients to light paper sections or body cards, and never place a stock photo behind the homepage hero gradient.

01 · Hero Stage

`--ha-hero-stage`

Use: Homepage hero over #08030a base.

```
radial-gradient(120% 100% at 68% 12%, rgba(100,27,115,.62) 0%, rgba(53,6,62,.72) 34%, rgba(19,4,23,.88) 64%, #08030a 100%)
```

02 · Manifesto Stage

`--ha-manifesto-stage`

Use: Full-width editorial statements & slide dividers.

```
linear-gradient(90deg, #641b73 0%, #210427 28%, #130417 58%, #08030a 92%)
```

03 · Page Hero Glow

`--ha-page-hero-glow`

Use: Interior page heroes over #100714.

```
radial-gradient(90% 80% at 88% 12%, rgba(100,27,115,.55) 0%, rgba(53,6,62,.4) 36%, transparent 65%)
```

04 · Card Glow

`--ha-card-glow`

Use: Workflow blueprint container over #1B0D22.

```
radial-gradient(24rem 16rem at 82% 0%, rgba(100,27,115,.42), transparent 65%)
```

05 · AIQE Canvas Glow

`--ha-aiqe-glow`

Use: AI Quality Engineering workflow canvas.

```
radial-gradient(circle at 72% 14%, rgba(100,27,115,.55), #1b0d22 68%)
```

06 · Radar Glow

`--ha-radar-glow`

Use: Centered diagram & telemetry panels.

```
radial-gradient(circle at 55% 55%, rgba(100,27,115,.55), #1b0d22 74%)
```

07 · Invite / CTA Glow

`--ha-invite-glow`

Use: Closing CTA bands at the bottom of pages.

```
radial-gradient(100% 90% at 50% 0%, rgba(100,27,115,.42) 0%, rgba(19,4,23,.78) 55%, #100714 100%)
```

08 · Scenario Stage

`--ha-scenario-stage`

Use: Case-study banners & deck callout bars.

```
linear-gradient(90deg, #35063e 0%, #210427 52%, #1b0d22 100%)
```

09 · Contact Glow

`--ha-contact-glow`

Use: Contact intake header over #100714.

```
radial-gradient(90% 80% at 85% 15%, rgba(100,27,115,.52) 0%, transparent 55%)
```

FIGMA / SLIDE DECK GRADIENT RULE

When recreating Juduh gradients in Figma, PowerPoint, or Google Slides, always anchor the highlight in **Plum 500 (#641B73)** or **Imperial Aubergine (#35063E)** at 45–65% opacity, bridge through **Plum 700 (#210427)**, and settle into **Obsidian (#08030a)** or **Purple Black (#100714)**. Never build neon pink-to-blue or rainbow gradients.

SECTION 05

Typography: Montserrat & Open Sans

GOOGLE FONTS

PRIMARY DISPLAY & HEADINGS

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz · 0123456789 · ↗

400 Regular 500 Medium **600 SemiBold** **700 Bold**

800 ExtraBold

BODY COPY, UI & FORMS

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz · 0123456789 · ↗

400 Regular 500 Medium **600 SemiBold** **700 Bold**

/ Live Type Scale Specimens

EYEBROW / MONO · Montserrat 700 · 0.85rem · Tracking 0

Software that works beyond the demo.

Section H2 · Built, secured and tested in production.

Hero Intro · Open Sans 400 · 16–19px · Clear, grounded engineering language capped at 42ch on heroes and 68ch in body copy.

Body Copy · Open Sans 400 · 16px / 1.55 line-height · Readable across long case studies, specifications, and product documentation.

Role	Family	Weight	Web Size	Print / Deck	Line-Height	Tracking
Hero H1	Montserrat	800	`clamp(2.5rem, 4.1vw, 3.85rem)`	36–44 pt	1.02	-0.035em
Section H2	Montserrat	700–800	`clamp(2rem, 3.4vw, 3.25rem)`	22–28 pt	1.04	-0.03em
Card H3	Montserrat	700	`clamp(1.35rem, 2.2vw, 2rem)`	14–18 pt	1.10	-0.03em
Hero Intro	Open Sans	400	`clamp(1rem, 1.25vw, 1.18rem)`	12–13 pt	1.55	0
Body Copy	Open Sans	400	`1rem` (16px, max 68ch)	10–11 pt	1.55	0
Button / CTA	Open Sans	600	`0.95rem` (15.2px)	10–11 pt	1.20	0
Nav / Eyebrow	Montserrat	500 / 700	`0.875rem` / `0.85rem`	9–10 pt	1.20	0.015em / 0

ENFORCED TYPOGRAPHY DISCIPLINE (HALLMARK GATE)

Use **sentence case** for headings; keep headings single-colour (except the deliberate homepage H1 accent line); **never** place `<em>` inside `<h1>` ; **never** apply wide uppercase tracking to small labels; always set `text-wrap: balance` on headings.

SECTION 06

Layout, Radii & UI Components

DESIGN SYSTEM SPEC

/ Page Section Rhythm (Alternating Band Polarity)

1. Hero Gradient	2. Logos #100714	3. Proof #FFFFFF	4. Services #EDE0FF	5. Blueprint #100714	6. Delivery #1B0D22	7. Editorial #F7F5F9	8. CTA Glow

/ Spacing, Grid & Border Radii

--radius-sm · 8px

Buttons, nav items, inputs, sector chips, service row hover.

--radius-md · 12px

Proof cards, pillar cards, SVG diagrams, hero frames.

--radius-lg · 16px

Editorial case cards & large work showcase containers.

Grid & Elevation Rules: Multi-column grids use a unified `--ha-grid-gap: 1.5rem` (24px). Split heroes use `0.85fr / 1.15fr` and fit above the fold at `1280×800`. **No soft drop shadows on 1px-bordered containers** — rely on crisp borders and surface polarity instead.

/ Buttons & Interactive Polarity Flip

ON DARK SURFACES (#08030a / #100714 / #1B0D22)

Discuss your project ↗ | Hover (#BD7AF8) | Focus Ring (3px) | See our work ↗

ON LIGHT & LILAC SURFACES (#FFFFFF / #EDE0FF)

Discuss your project ↗ | Disabled (0.55)

Explore all services ↗ Pressed: `scale(0.98)`

/ Role-Differentiated Card Recipes

DARK PROOF CARD

.proof-pair-card

#1B0D22 fill, #302138 border (3px top), #D8ADFF kicker, #CCC body.

Explore Akili ↗

LIGHT CASE CARD

.case-card / .work-pair

#F7F5F9 Grey 50 fill, 1px #DCD4E3 border, 16px radius.

Read case study ↗

LIGHT PILLAR CARD

.aiqe-pillar-card

#FFFFFF fill, 1px #DCD4E3 border, 3px #541461 top bar, 12px radius.

Quality approach ↗

SECTION 07

Guardrails, Motion & Co-Branding

NON-NEGOTIABLE RULES

STRICT EDITORIAL & IMAGERY PROHIBITIONS

- **No stock photos of people** or images implying stock models work at Juduh.
- **No fabricated metrics** (invented percentages, uptime SLAs, revenue numbers).
- **No mock-up product screenshots** — use real portal captures or clean diagrams.
- **No references to open deals, prospects, proposals, or healthcare** without clearance.
- **No homepage hero background photograph** — clean Imperial Aubergine gradient + SVG.

GRAPHIC & MOTION STANDARDS

- Prefer custom architecture SVGs (`JuduhHeroShowcaseSVG` , `WorkflowBlueprint`) over generic stock art.
- **Circuitry backdrop exclusivity:** `AkiliCircuitBgSVG` is used only on `/akili` .
- **Transitions:** Buttons/links `0.2s ease` ; arrows `0.35s cubic-bezier(.2,0,0,1)` shifting `(5px, -5px)` .
- **Accessibility:** Always honour `prefers-reduced-motion: reduce` (disable page wipes, orbits & reading bar).

/ Sub-Brand & Partner Co-Branding

OWNED PRODUCT · AKILI SECURITY

AI-assisted network threat detection

Always describe Akili as **"AI-assisted"** — never "AI-powered autonomous". Keep human-in-the-loop analyst triage prominent (`Capture → Detect & triage → Decide`).

CTAs: "Request a demo" (`/contact?interest=akili-demo`) · "Visit akilisecurity.ai"

CLIENT WORK ATTRIBUTION

Mirrored Defense, with FRSecure

Always separate **Client work** (e.g., `Client work / FRSecure`) from **Our own product** (`Akili Security`).

Display client logos only once approved. Keep unverified details visibly marked `[confirm]` in drafts until signed off.

KENYA DELIVERY PARTNER · KISOBYTE SOLUTIONS

Place KisoByte Solutions' burgundy-and-coral wordmark exclusively on a **light surface** (`#FFFFFF` or `#F7F5F9`) at `height: 44px; width: auto;` so its dark strokes stay legible. Never invert or recolour partner logos.

Delivered in Kenya with KisoByte Solutions, Nairobi.

Asset: `public/images/partners/kisobyte-logo.webp` (480×178 transparent) · Link: `https://www.kisobyte.co.ke`

SECTION 08

Quick-Start Token Kit & Quality Gate

TEAM REFERENCE

Copy these exact tokens into any web app, prototype, presentation theme, or internal tool so every Juduh surface stays visually consistent.

```
:root {
  /* Iris Signal & Imperial Aubergine Accents */
  --ha-fuchsia: #ce96ff;         --ha-fuchsia-hover: #bd7af8;   --ha-fuchsia-cta: #541461;
  --ha-pink-magenta: #d8adff;    --ha-purple: #35063e;          --ha-purple-hover: #25042c;
  --ha-purple-500: #641b73;      --ha-purple-700: #210427;      --ha-purple-900: #130417;

  /* Dark Chrome & Light Paper Surfaces */
  --ha-obsidian: #08030a;        --ha-purple-black: #100714;    --ha-brand-card-bg: #1b0d22;
  --ha-charcoal-border: #302138; --ha-lilac: #ede0ff;           --ha-lilac-blush: #f6f0fa;
  --ha-white: #ffffff;           --ha-grey-50: #f7f5f9;         --ha-grey-200: #dcd4e3;
  --ha-ink-primary: #101828;     --ha-ink-secondary: #414651;   --ha-ink-plum: #1d0a24;
  --ha-silver: #cccccc;          --ha-subtitle-light: #eaeaea;

  /* Typography & Geometry */
  --font-heading: 'Montserrat', system-ui, -apple-system, 'Segoe UI', Roboto, sans-serif;
  --font-body: 'Open Sans', system-ui, -apple-system, 'Segoe UI', Roboto, sans-serif;
  --radius-sm: 8px;  --radius-md: 12px;  --radius-lg: 16px;  --ha-grid-gap: 1.5rem;
}
```

/ Repository Asset & File Map

Purpose	Authoritative Path	Notes
Master CSS Tokens	`src/styles/obsidian-plum.css`	Single source of truth for all colours, gradients & radii
Motion & Transitions	`src/styles/motion.css` & `src/scripts/motion.ts`	GSAP scroll triggers + `prefers-reduced-motion`
Global Chrome	`src/layouts/Layout.astro`	76px header, nav links, footer & `#100714` theme-color
Logo Kit	`docs/brand-assets/`	White, Obsidian, Imperial Aubergine lockups + square icon
Brand Handbook	`docs/BRAND_GUIDELINES.md` & `.pdf`	Markdown + printable A4 team reference
Deploy Quality Gate	`npm run gate` (`scripts/hallmark-gate.mjs`)	Must pass with `0 FAIL` before any Netlify deploy

Pre-Publish Team Checklist

- Logo uses an approved colourway with `0.5H` clear space and intact `3.46:1` aspect ratio.
- No white text on `#CE96FF`; buttons flip to `#08030a` on white and lilac surfaces.
- Headings are Montserrat (sentence case, single colour); body copy is Open Sans.
- Zero stock photos of people, zero invented metrics, zero fabricated product mock-ups.
- Web changes pass `npm run gate` with **0 Floor FAIL** findings before deploying.