FileTally

FileTally brand guide

Approved mark, IBM Plex and a clear, professional voice

Burgundy
#702D43

Ivory
#F4F0EA

Steel
#ADC1CE

Ink
#20262E

Typography

IBM Plex Sans SemiBold for the wordmark. Plex Sans for website text, Plex Serif for selected headings and Plex Mono for technical values. Native apps use their system fonts. Preserve the SIL Open Font License notices.

Color roles

White is the default reading surface. Burgundy leads the identity; Steel adds contrast; Ink structures text. Ivory belongs in the mark and deliberate brand details. Primary buttons use Burgundy with Ivory text.

Logo treatments

Use the approved Balanced spacing mark and supplied lockups. Keep the geometry and proportions. Use reversed or monochrome vectors where appropriate. Inspect artwork at its final size and leave clear space around it.

App icons

Use the native Default Burgundy icon for the main Store logo. Apple appearance variants come from the native icon source. Windows uses its dedicated ICO. Do not substitute an old study or a flat marketing card for the app icon.

Platform line

Windows, Mac, iPad and iPhone. Windows and Mac available now; iPad and iPhone coming soon. Put availability beside product introductions. Direct download terms do not describe App Store purchases.

Voice

Use short, specific labels. Explain counted pages, estimates and exceptions. Keep file inventory, PDF pages and spreadsheet metrics separate. Advertise only verified capabilities.