
Brand Guidelines

AI-augmented delivery, *enterprise discipline.*

01 Brand Overview

NAME	Suswo
TAGLINE	“AI-augmented delivery, enterprise discipline.”
WHAT WE DO	Suswo is a software delivery studio helping teams ship software, automate workflows, and cut operational overhead — using AI-assisted engineering, not model-building. We run our own SaaS products (Hourvy, Revamint) and publish open research as it matures.

Brand personality

Precise, confident, unpretentious.
Suswo sounds like an engineer who’s also a good writer — direct claims, no filler adjectives, no hype language.

Confidence comes from specificity (\$1/seat/month, 10–20 queries per engine), not superlatives (“revolutionary,” “game-changing”).

What Suswo is not

Not a creative agency. Not an AI/ML research lab — we build with AI, we don’t build models, except in the clearly separated Open Research initiative.

Not trying to look like a big enterprise vendor — trying to operate with that discipline while staying lean.

02 Logo

Pending final flat, two-tone vector asset. The frames below reserve the position and variants; drop the artwork in when it exists.



on #fafaf7



on #05050f

Known requirements once finalized

- Must work as a flat, solid, two-color, hard-edge vector — no gradients, glows, or soft edges — for scaling to favicon size and use across varied backgrounds.
- Must have both a light-background and a dark-background variant.
- Clear space, minimum size, and prohibited-use rules (no recoloring, no stretching, no drop shadows, no placing on busy photographic backgrounds) to be added once the asset exists.

Color Palette



Lime — primary accent

#c8ff57

Dark surfaces only: buttons, badges, highlights.
The signature color — used sparingly and intentionally, never as a background fill.



Deep Lime — text on light

#5b8c3a

Lime-family emphasis text on light backgrounds
(headlines, italic accent phrases), since raw
#c8ff57 fails contrast there.



Indigo — secondary

#7c6dfa

Reserved for AI-themed atmosphere: decorative
glows, network/node illustrations, open/research
badges. Never on primary CTAs or body text.

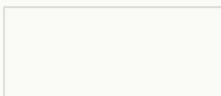


Magenta — tertiary

#e040c8

Even more sparing than indigo: only in select
gradient blends alongside it (e.g. hero
background glows). Not used standalone.

Neutrals



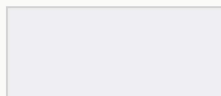
#fafaf7

Light bg, public site



#05050f

Nav, footer, admin



#eedf0

Text on dark, primary



#7a7885

Text on dark,
secondary



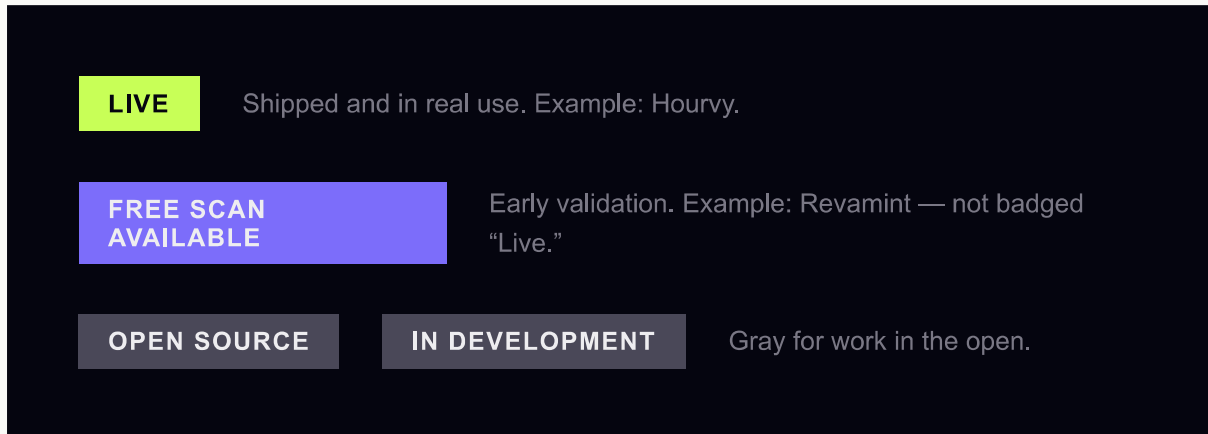
#4a4858

Text on dark, muted

Rule of thumb. One accent color (lime) carries brand identity and action. Two atmospheric colors (indigo, magenta) create depth and signal “AI.” They never compete with lime on buttons or links.

Status Badges

Badges state the real stage of a product or piece of work. Shown here on the dark showcase surface where they most often appear.



Iconography

Tabler icons are the standard icon set for UI elements — nav, buttons, cards.

Emoji are acceptable only in specific informal contexts (the Careers “What we look for” value cards) and should not appear in core navigation, buttons, or formal documentation.

04 Typography

HERO PATTERN — declarative + italic accent

**We ship software teams
actually use, *without
the enterprise overhead.***

Headlines pair a bold, confident sans-serif statement with an italicized accent phrase in Deep Lime. This pairing recurs across Home, About, and Careers heroes and should be used consistently for new page heroes rather than reinvented per page.

PRIMARY

Inter

Body copy, UI text, and — in the current site build — most headings.

MONOSPACE

Mono

Technical and code-adjacent contexts: dataset names, technical credibility moments.

LEGACY

Cabinet Grotesk

May still appear in components from an earlier design pass. Not the current standard; phase out where found.

Flag. Confirm the exact current heading font against the live site and Tailwind config before finalizing this section — design tokens have evolved across sessions, and the computed `font-family` in `tailwind.config.js` is the source of truth.

Direct over decorative

Yes. “Hourvy helps hourly teams track time and run payroll without the enterprise overhead. \$1/seat/month.”

No. “Revolutionize the way your team tracks time!”

Specific over vague

Real numbers, real product names, real pricing — never “cutting-edge” or “next-generation” without a concrete claim behind it.

Honest about stage

Suswo doesn’t badge something “Live” if it’s actually in early validation — Revamint carries “Free Scan Available” because that reflects its real stage. Never oversell what’s built.

No filler CTAs

Every link or button names the actual destination or action: “See Hourvy,” “Discuss this,” “Get your free scan.”

Never “Learn more” or “Click here.”

Absence over placeholder

If content isn’t ready — team bios, a third product, brand assets — the section is removed rather than shown with disabled buttons or “coming soon” placeholders that undercut trust. This matters most on pages aimed at press or new visitors.

06 UI Surface Rules

Public site

Light-dominant on the #fafaf7 base for all content pages: Home, Services, Products, Blog, About, Careers, Legal, Press.

Dark surfaces

Reserved for site-wide nav, footer, the admin CMS, and deliberate showcase sections such as the Hourvy and Revamint product spotlight blocks. Dark is a contrast device that makes a section feel like a screen within the page — not the site's default mode.

Glassmorphism

Blur and saturation are reserved for the sticky nav and modals only. Never applied to content cards, where overuse reduces readability.

Content page

Body copy sits on warm off-white. Emphasis uses *Deep Lime*.

default surface

Showcase block

A screen within the page. Lime carries the action.

See Hourvy

contrast device