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PRODUCT · GTM · AGENTIC AI

BRAND GUIDELINES · DIRECTION C · SIGNAL

From ambiguity to a shipped decision.

Version 1.0.0 · 11 Oct 2026 · Owner: Raja Jeevan Kumar Maduri

One kit, one source of truth

This book explains the RJ Signal identity. The machine-readable files in the same package (tokens.json, tokens.css, palette.json, SVG logos) are authoritative for values. If this book and a file disagree, the file wins and this book is corrected.

Contents

1 Brand foundations	2 Logo family and rules	3 Colour
4 Typography	5 Graphic language	6 Voice and messaging
7 Digital design system	8 Applications and templates	9 Accessibility and localisation
10 Incorrect usage	11 Assets and exports	12 Governance

Start here

- Designers: 03-logos/svg, 04-colors, 05-typography.
- Developers: 08-digital-design-system/tokens.css and tokens.json.
- Writers: 09-messaging/voice-and-tone.md and 10-governance/usage-rules.md.
- AI agents: README.md, then tokens.json. Do not invent colours, logos or claims.

Status of this kit

Complete items and known limits are listed in 10-governance/qa-report.md. Editable sources are SVG and HTML, plus DOCX, PPTX and XLSX templates. No Figma, Illustrator or Sketch native files are included.

A decision path.

Essence. Ambiguity goes in, a shipped decision comes out. The mark draws that path: a rising line through nodes that ends in one bright point.

Positioning. Operator-grade product and go-to-market leadership for commerce and agentic AI, with the evidence shown.

Personality

Enthusiastic, precise, warm, a little playful, never loud. Professional with a wink.
Driven to add value to any business he works with. Creative.

Messaging pillars

Decide

Clear decisions beat
more analysis.

Ship

From plan to working
result.

Show the evidence

Every claim has a
source.

Commerce depth

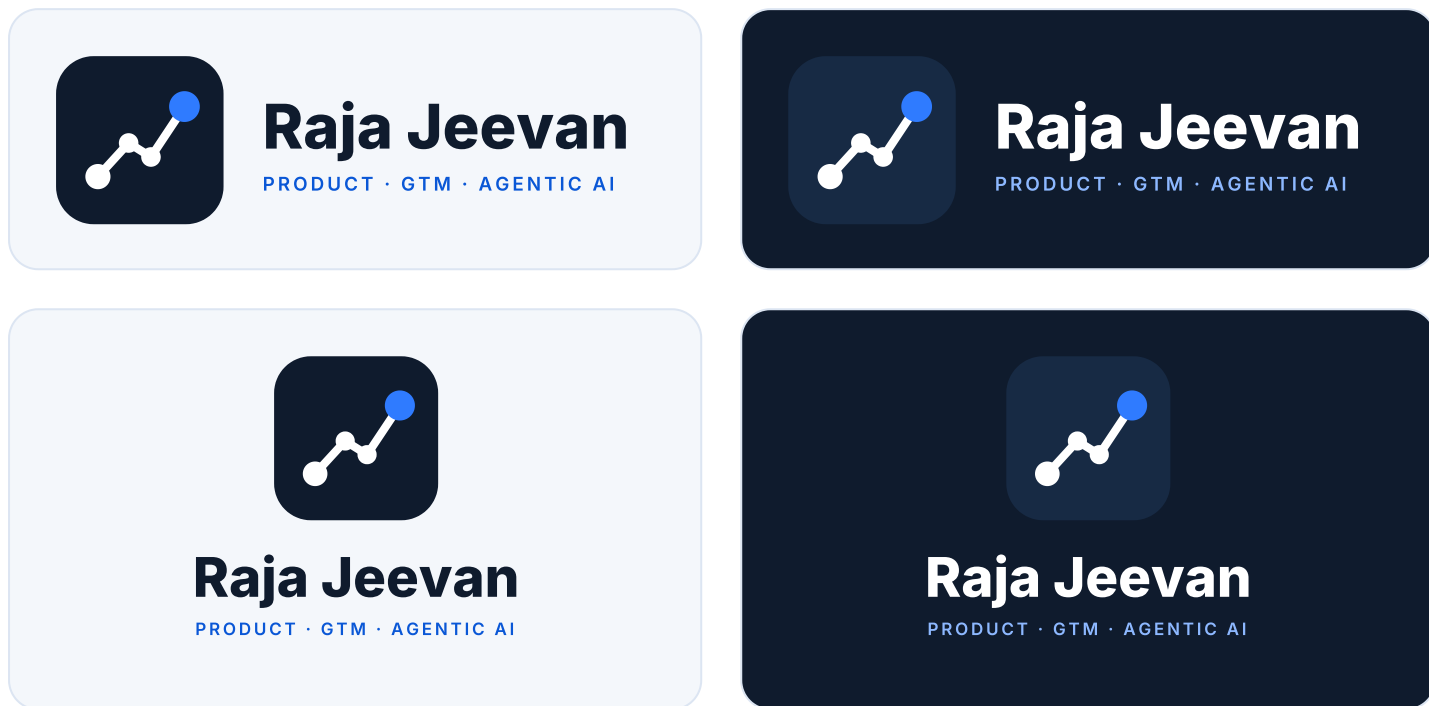
Stores, systems and customers.

Responsible agentic AI

Human-gated, tested, honest.

Audience, purpose and mission are recommendations to confirm, marked as such in 01-strategy/brand-strategy.md. Competitive research is not part of this release.

The mark and its lockups



Mark variants



Left to right: tile ink (primary), tile blue, tile white, glyph for light grounds, glyph for dark grounds, mono black, mono white. Descriptor-free "name only" lockups are also provided.

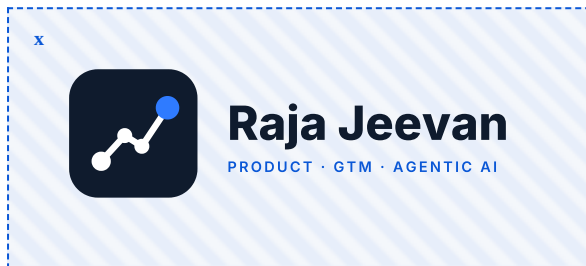
Use

- Primary: ink tile mark with the horizontal lockup. Avatars and app icons use the tile. Small favicons use the heavy-stroke favicon.
- Stacked lockup for square or centred layouts. Name-only lockup when the descriptor repeats nearby.
- Mono variants for single-colour print, stamps and engraving.

Space and size

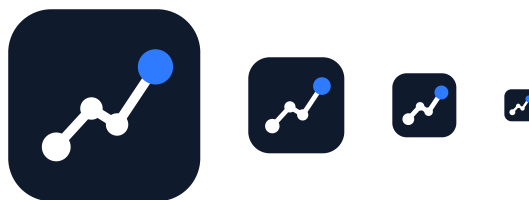
Clear space

Keep a margin of x on every side, where x is one quarter of the tile height. Nothing enters this space.



Minimum size

Mark: 16 px (use the favicon variant below 32 px). Horizontal lockup: 120 px wide on screen, 30 mm in print. Stacked lockup: 80 px wide, 22 mm.



Construction

The tile uses a 22.5% corner radius (Apple app-icon proportion). The path has four nodes: three white, the last in Bright Blue on dark or Signal Blue on light. Stroke weight is 5% of the tile width. Do not redraw the mark; use the SVG masters.

Similarity check

A rising line with nodes is a common idea in analytics and fintech. The tile geometry, node sizes and the single bright end point are specific to this mark, but no formal trademark search has been done. Run one before wide commercial use.

Night, Signal and Sky

One cool family. Night Ink and Signal Blue carry the brand, Bright Blue and Sky are for graphics and for small text on dark grounds. Use one accent moment per view.

Signal Blue #0A57D6 RGB 10 87 214 CMYK* 95 59 0 16	Night Ink #0F1B2D RGB 15 27 45 CMYK* 67 40 0 82	Bright Blue #2F7BFF RGB 47 123 255 CMYK* 82 52 0 0	Sky #8DB8FF RGB 141 184 255 CMYK* 45 28 0 0
Cloud #F4F7FB RGB 244 247 251 CMYK* 3 2 0 2	White #FFFFFF RGB 255 255 255 CMYK* 0 0 0 0	Slate #4A5B73 RGB 74 91 115 CMYK* 36 21 0 55	Mist #DCE5F2 RGB 220 229 242 CMYK* 9 5 0 5
Stone #8896AB RGB 136 150 171 CMYK* 20 12 0 33	Elevated Ink #172A44 RGB 23 42 68 CMYK* 66 38 0 73	Success #0B7A4B RGB 11 122 75 CMYK* 91 0 39 52	Success (dark) #5FD39A RGB 95 211 154 CMYK* 55 0 27 17
Warning #8A5A00 RGB 138 90 0 CMYK* 0 35 100 46	Warning (dark) #F5B84B RGB 245 184 75 CMYK* 0 25 69 4	Error #B3261E RGB 179 38 30 CMYK* 0 79 83 30	Error (dark) #FF8A80 RGB 255 138 128 CMYK* 0 46 50 0

*CMYK is a naive RGB conversion for orientation. Get a printer proof and an ICC conversion before print.

Pairings that pass

USE	PAIR	RATIO	RESULT
Body text on Cloud	ink on cloud	16.09:1	PASS
Body text on White	ink on white	17.28:1	PASS
Secondary text on Cloud	slate on cloud	6.44:1	PASS
Secondary text on White	slate on white	6.92:1	PASS
Links and accent text on Cloud	signal on cloud	5.84:1	PASS
Links on White	signal on white	6.27:1	PASS
Text on Signal Blue button	white on signal	6.27:1	PASS
Body text on Night Ink	cloud on ink	16.09:1	PASS
Small labels and links on Night Ink	sky on ink	8.59:1	PASS
Small labels on Elevated Ink	sky on elev	7.19:1	PASS
Body text on Elevated Ink	cloud on elev	13.47:1	PASS
Text on Sky button (dark mode primary)	ink on sky	8.59:1	PASS
Graphics and large type on Night Ink (3:1 only)	bright on ink	4.44:1	PASS (3:1 graphics/large)
Graphics on Cloud (3:1 only)	bright on cloud	3.62:1	PASS (3:1 graphics/large)
Success text on Cloud	success on cloud	5.01:1	PASS
Warning text on Cloud	warn on cloud	5.52:1	PASS
Error text on Cloud	error on cloud	6.08:1	PASS
Success on dark	successd on ink	9.28:1	PASS
Warning on dark	warnd on ink	9.75:1	PASS
Error on dark	errord on ink	7.57:1	PASS

Rules

- Light mode: Cloud ground, Night Ink text, Signal Blue for links and buttons.
- Dark mode: Night Ink ground, Elevated Ink cards, Cloud text, Sky for small accent text, Sky buttons with Night Ink text.
- Bright Blue on Night Ink is 4.4:1: graphics and large type only, never small text.
- Status colours always pair with an icon or word.
- Charts: hero series Bright Blue, context Mist, gridlines Mist.
- Do not add new colours. Propose them through governance.

Inter and JetBrains Mono

Aa Display

Heading in Inter Bold

Body in Inter Regular. Claim first, one idea per paragraph, plain words.

LABEL • JETBRAINS MONO

134 metrics • 98.4% • INR 1,00,000

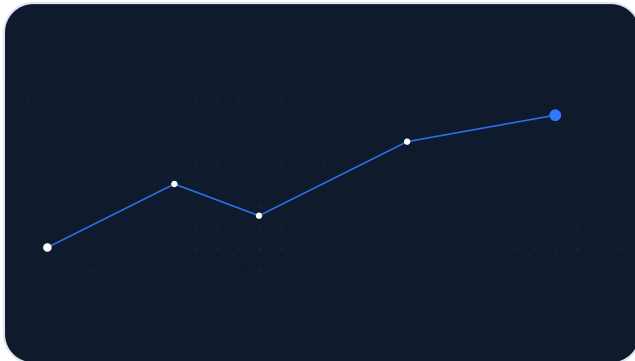
Mono is for labels, data and code only.

Scale (px, desktop / mobile)

STYLE	SIZE/LINE	DESKTOP	MOBILE	WEIGHT	TRACKING
display	56/64		40/46	800	-0.02em
h1	40/48		30/36	800	-0.015em
h2	30/38		24/30	700	-0.01em
h3	22/30		20/28	700	0
body-lg	18/28		17/26	400	0
body	16/26		16/24	400	0
label	13/18		12/16	600	0.14em
caption	13/18		12/16	400	0
code	14/22		13/20	500	0

Licence: both fonts are SIL OFL 1.1, free for commercial use and embedding; licence texts are in 05-typography/fonts. Telugu and Devanagari use Noto Sans fallbacks (OFL, not bundled).

The path is the signature



Path and node. A rising line with round nodes, ending in one bright point, is the recurring motif. Use it for dividers, banners and chart annotations.

Edge. A slim Bright Blue bar on the leading edge of covers, banners and cards.

Dot grid. A quiet dot grid on dark grounds only.

Icons

15 line icons on a 24 px grid, 2 px stroke, round caps. Files in 06-graphics-and-imagery/icons. Use Night Ink on light and white on dark.



Shape, depth, imagery, motion

- Radius 6 / 10 / 16 px. 1 px borders. Shadows only on raised elements (cards, menus, dialogs).
- Photography: real, warm, working (stores, whiteboards, hands at work). No stock handshakes. Put a 60% Night Ink scrim under text on photos. No third-party images are bundled in this kit.
- Motion: 120 to 320 ms, ease-out. A single path-draw on load is allowed. Respect reduced motion.
- Data visuals: see colour rules. State the takeaway in the title and cite the source.

Claim first. Show the source.

Five rules

- Claim first, then evidence, then implication.
- Short and concrete. One idea per paragraph.
- Enthusiasm lives in verbs, not exclamation marks.
- Professional with a wink.
- Every number has a source.

Do and do not

- Do: "Decide first. Then build."
- Do: name what you do not know.
- Do not: "Unlocking synergies with cutting-edge AI."
- Do not: claims nobody can verify.
- No em dashes.

Samples

HERO

From ambiguity to a shipped decision.

Product and GTM leadership for commerce and agentic AI. Book a 30-minute call.

Full guide with tone by channel, microcopy, error and empty states: 09-messaging/voice-and-tone.md.

Tokens first

All interface values come from tokens.css and tokens.json. Components: buttons, inputs, cards, navigation, dialog, table, toasts, empty and loading states, in light and dark.

LIGHT REFERENCE

Raja Jeevan Work Writing Advisory [Book a call](#)

COMPONENT REFERENCE • LIGHT MODE

From ambiguity to a shipped decision.

Buttons, forms, cards, tables, feedback and states, all driven by tokens.css.

Buttons

Primary Secondary Ghost Disabled

C

Form

Work email

Used only to reply to you.

Message

Add a short message so I can prepare.

Table

METRIC	BEFORE	AFTER
Count accuracy	91.2%	98.4%
Cycle time (days)	14	6

Illustrative formatting sample only, not a claim.

Sent. I will reply within two working days.

Check the date. That slot is a Sunday.

Not sent. Check your connection and try again.

Book a discovery call?

Pick a slot next. Nothing is charged here.

Continue Cancel

No posts yet

New writing appears here.

DARK REFERENCE

Raja Jeevan Work Writing Advisory [Book a call](#)

COMPONENT REFERENCE • DARK MODE

From ambiguity to a shipped decision.

Buttons, forms, cards, tables, feedback and states, all driven by tokens.css.

Buttons

Primary Secondary Ghost Disabled

C

Form

Work email

Used only to reply to you.

Message

Add a short message so I can prepare.

Table

METRIC	BEFORE	AFTER
Count accuracy	91.2%	98.4%
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Book a discovery call?

Pick a slot next. Nothing is charged here.

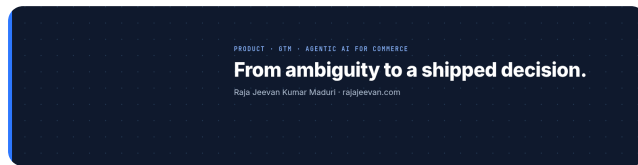
Continue Cancel

No posts yet

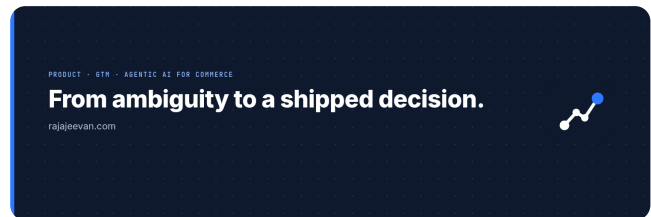
New writing appears here.

- Targets 44 px. Focus ring 2 px, offset 2 px.
- Dark primary button: Sky with Night Ink text (8.6:1).
- Mobile type steps down at 640 px.

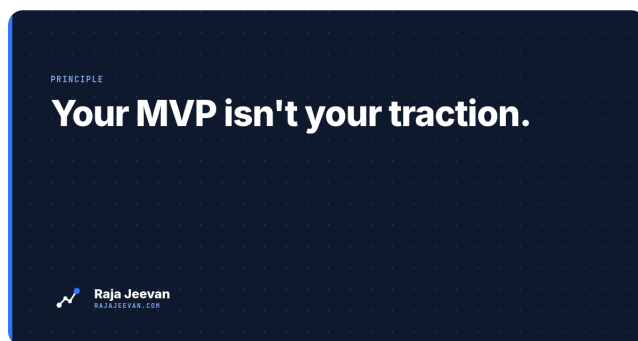
Built and verified



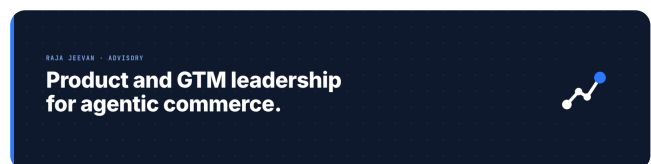
LinkedIn banner 1584 x 396. Keep copy right of the avatar zone.



X header 1500 x 500.



Social card 1200 x 630.



Web header 1600 x 400.

Templates (07-templates)

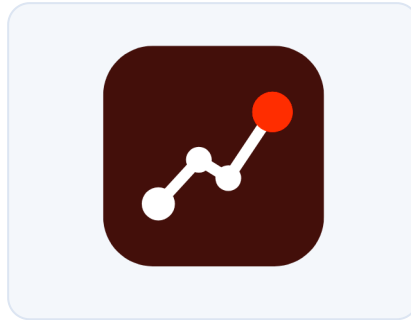
- RJ-Signal-Presentation-Template.pptx: 5 slides (title, divider, claim/evidence/next, data, closing).
- RJ-Signal-Document-Template.docx: A4, cover, styles, branded header and footer, table. Also serves as letterhead.
- RJ-Signal-Workbook-Template.xlsx: dashboard with KPI band, branded table and chart, plus read-me rules.
- email-signature.html and .txt: text only, no banner images.

Not included yet: a one-page services overview and newsletter template. These need Raja's approved service wording; building them now would mean inventing offer facts.

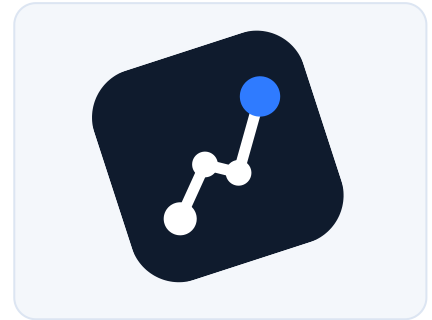
Do not do this



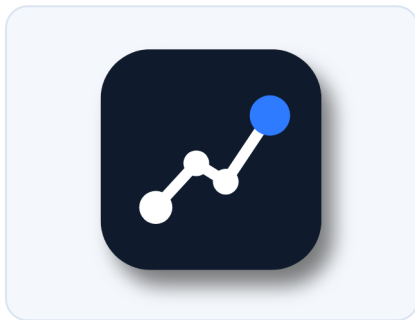
× Do not stretch



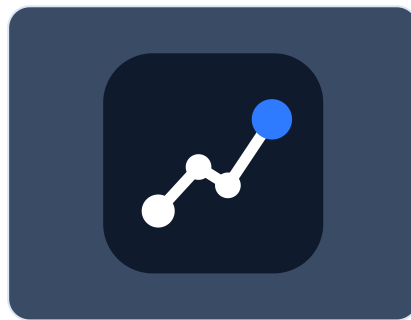
× Do not recolour



× Do not rotate



× Do not add shadows



× Do not use on low contrast



× Do not break the clear space

Accessibility and localisation

- WCAG 2.x AA for text; 44 px targets; visible focus; reduced motion respected; status never colour alone.
- Telugu and Hindi: use Noto Sans Telugu and Noto Sans Devanagari as fallbacks, increase line height by 10 to 20%.
- INR with lakh/crore grouping for India-facing material; dates as 11 Oct 2026.

What is in the package

FOLDER	CONTENTS
01-strategy	Strategy, positioning, audience, pillars
02-guidelines	This PDF and its HTML source
03-logos	14 SVG masters, 60 transparent PNGs, favicon.ico
04-colors	palette.json and .csv, GIMP swatches, contrast report
05-typography	Inter and JetBrains Mono files, licences, type guide
06-graphics-and-imagery	Icons, pattern, banners, HTML sources
07-templates	PPTX, DOCX, XLSX, email signature
08-digital-design-system	Tokens (JSON, CSS, Tailwind), components, specification
09-messaging	Voice and tone
10-governance	Usage rules, architecture, accessibility, governance, QA report

Governance

Owner: Raja Jeevan Kumar Maduri. Version 1.0.0. Semantic versioning. Changes need his approval and must update tokens, guidelines and assets together. Review yearly. Nothing is published to a profile or the website without his approval.

Naming: lowercase, hyphenated, size or variant in the file name (for example mark-tile-ink-512.png). SVGs are the masters; PNGs are exports.