P26

BRAND GUIDELINES · 2026

Results that compound.

How P26 looks, sounds and shows up: the logo, colour, type, motion and voice, and how they come together on everything we make.

Results that compound.

Good technology doesn't add. It multiplies.

The mark writes P26 as a power: P to the 26th. That is the promise. AI and technology done well don't add to a business, they compound.

What we say

P26 is an AI and technology studio. We advise leadership teams, build custom software, and launch industry products that pay for themselves.

Who it's for

CXOs and leadership teams at growing businesses, and founders, including non-technical ones, who need a technology partner.

Proof we lead with

- 50+ products shipped
- Longest client partnership 7+ years
- Clients in 5+ countries
- Founder-led

One mark, three forms.



Primary · on Ink. The 26 is Solar; the P is Paper.



On Paper or Solar · one colour, Ink.



Icon · app icons, avatars and favicons. Always the Ink tile.

Give it room.



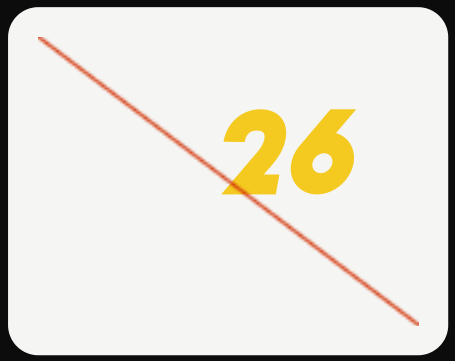
Clear space. Keep empty space around the mark equal to the height of the exponent (about 60% of the P). Nothing enters it.

Minimum size. Full mark at least 24 px tall on screen and 8 mm in print. Smaller than that, use the icon.

Name. Say and write "P26". Never "P to the 26".

Legal line. P26 Consultancy Private Limited on invoices, contracts and footers only.

Keep it flat and true.



No yellow on light backgrounds.



Don't rotate or angle it.



No shadows, glows or gradients.



Don't stretch or squash.



Don't retype it in a font.



Don't swap or invent colours.



Not on busy or light photos. On photos, Paper only, over a dark area.



Don't add shapes around it.

Ink and Paper. Solar for what matters.

Ink

#0C0C0D · RGB 12 12 13
CMYK 60 40 40 100 (rich black)
Backgrounds, type on Paper

Paper

#F5F5F3 · RGB 245 245 243
CMYK 0 0 1 4
Light sections, type on Ink

Solar

#F5CA20 · RGB 245 202 32
CMYK 0 18 87 4
The only accent

Stone

#8A8A86 · RGB 138 138 134
CMYK 0 0 3 46
Secondary text, lines



Roughly 60 Ink, 30 Paper, 6 Stone, 4 Solar. Solar marks the one thing to look at: the primary button, a highlight, the 26. Never two Solar things competing. CMYK values are starting points; ask the printer for a proof.

Two families, clear jobs.

Aa

Schibsted Grotesk

Headlines and display. ExtraBold 800, tight tracking (–4%), line height 0.95–1.05.

Aa

Geist

Body and interface. Regular 400 and Medium 500, line height 1.5–1.65.

Aa

Geist Mono

Labels and eyebrows only. Uppercase, +14% tracking, small sizes.

Clear answers before you spend.

P26 helps leadership teams decide where AI and technology will pay off before they commit budget.
In Word and email, where these fonts are not available, use Arial.

Everything leans forward.

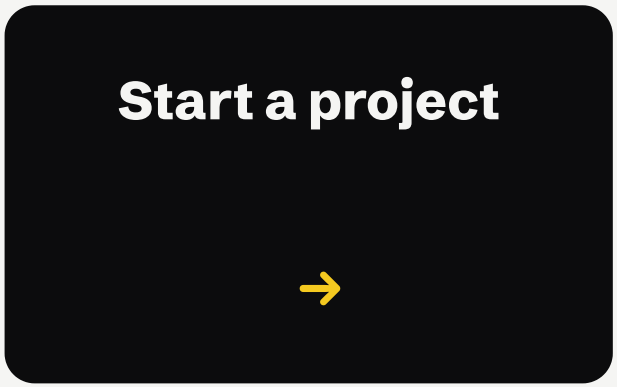
The logo's slant is the system's signature. Things enter as if moving forward along it, then settle. Use it for seams between sections, hover underlines, the forward arrow and short Solar rules. Never for body text.



Solar rule



Seam between a P26 frame and a client's stage



The forward arrow

Plain, specific, confident.

Short sentences. Numbers over adjectives.

Lead with the outcome, then the how.

Write to one person ("you"), not a market.

No "unlock", "leverage", "seamless", "cutting-edge", "revolutionize", and no AI hype.

If a competitor could say the headline, rewrite it.

INSTEAD OF

~~Leverage cutting-edge AI to unlock seamless growth.~~

WRITE

Cut order handling from 3 days to 4 hours with one AI workflow.

Show the real work.

Real product screens and real people. No stock photos of handshakes or glowing brains.

Case studies and products may use their own design language inside a "stage"; the P26 frame (header, seam, footer) stays around them.

Photos of people: natural light, plain background, no other company's logos in shot.

Diagrams in Ink, Paper and Stone with one Solar highlight.



On everything we make.



Social covers

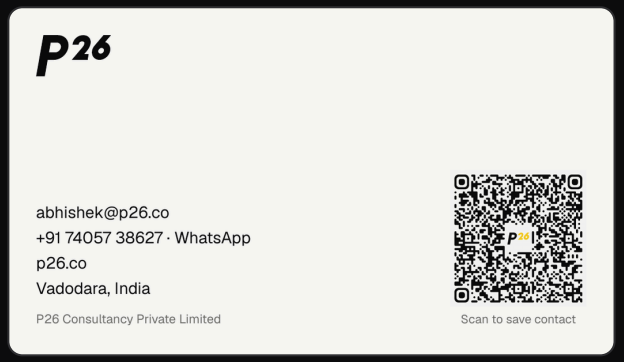


Founder banner





Business card



Business card, back



Letterhead

P26

QUESTIONS ABOUT THE BRAND

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