



[BRAND GUIDELINES]

Structure behind dependable technology

Version 1.1 · July 2026 · stratumtech.ca · Lower Mainland, BC

What this book covers

01 Brand foundation Positioning & the 5S lens

02 Logo Variants, space, misuse

03 Color Palette & the accent

04 Typography Lora & Manrope

05 Voice Tone & writing rules

06 Imagery & iconography Renders, icons, pattern

07 Motion Reveals, easing, restraint

Who Stratum is

Stratum is a managed IT and cybersecurity company serving growing businesses across the Lower Mainland, BC since 2007.

We handle the everyday technology a business depends on — help desk support, device and network management, security and backups, and the business systems that keep operations running.

Built for the missing middle: companies too complex for break-fix IT, too small for a full internal team.

Break-fix IT

Reactive, ticket by ticket

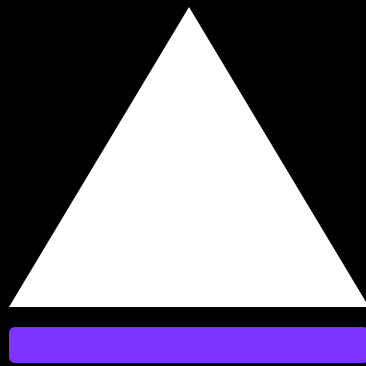
- **The structural missing middle**

Growing, operationally complex businesses — dealerships, clinics, law firms, construction, manufacturing. This is who we build for.

Internal IT department

Deep team, enterprise scale

Why the mark looks the way it does



A pyramid form, resting on a solid layer.

The identity is meant to feel **modern without being hyper-tech** — quiet, confident, and built on simplicity and stability rather than noise.

- A** We chose the A, not the obvious S. The A is the strong, sounding part of the name.
- ▲** The pyramid form signals **stability and growth**. A wide, grounded base rising to a point — steady footing that builds upward.
- The **accent layer is the foundation we provide**. Stands for the layered base Stratum lays down for every client.

The logo

The wordmark 'STRATUM' is rendered in a bold, white, sans-serif typeface. A single, vibrant purple rectangular plane is positioned beneath the letter 'A', serving as a visual base or 'stratum'.

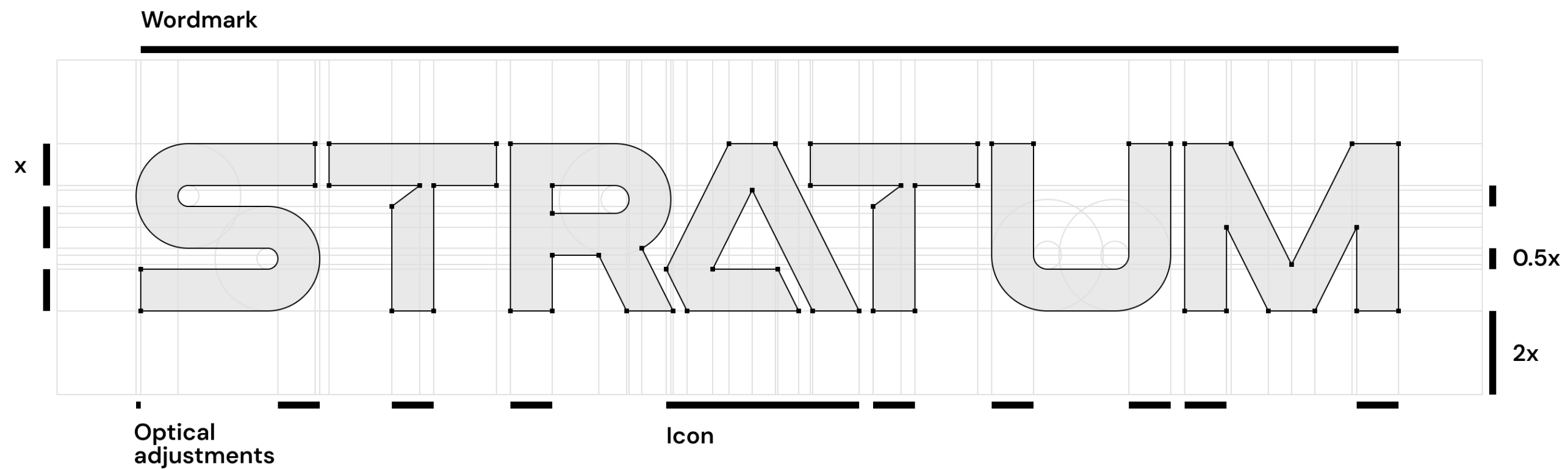
Wordmark — the primary mark



Icon — avatars, favicons, small spaces

Cut, geometric letterforms built from stacked planes. The single [amethyst plane](#) marks the base stratum — the structure everything rests on. Use the supplied files only; never redraw, retype, or re-space either mark.

Logo construction

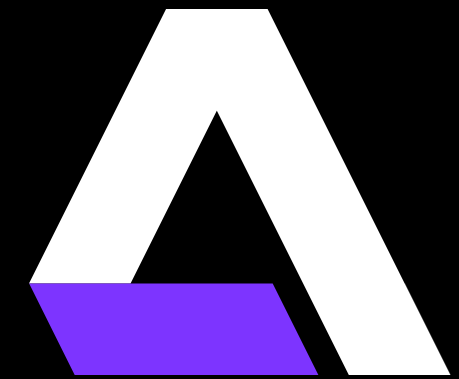


Both marks are built on a quarter-height unit grid — the stroke weight, the stair-step, and the amethyst base plane each equal one unit *x*. The grid is for placement and scaling decisions; always reproduce from the supplied files.

Logo variants on dark

STRATUM

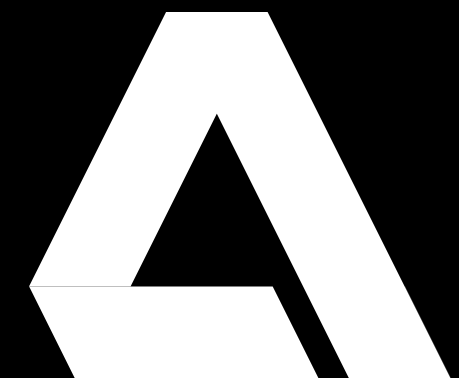
White + accent · default on dark



Icon · white + accent

STRATUM

White · one-colour on dark



Icon · white

Logo variants on light

The word "STRATUM" in a bold, sans-serif font. A purple rectangular bar is positioned under the letter 'A'.

Black + accent · default on light



Icon · black + accent

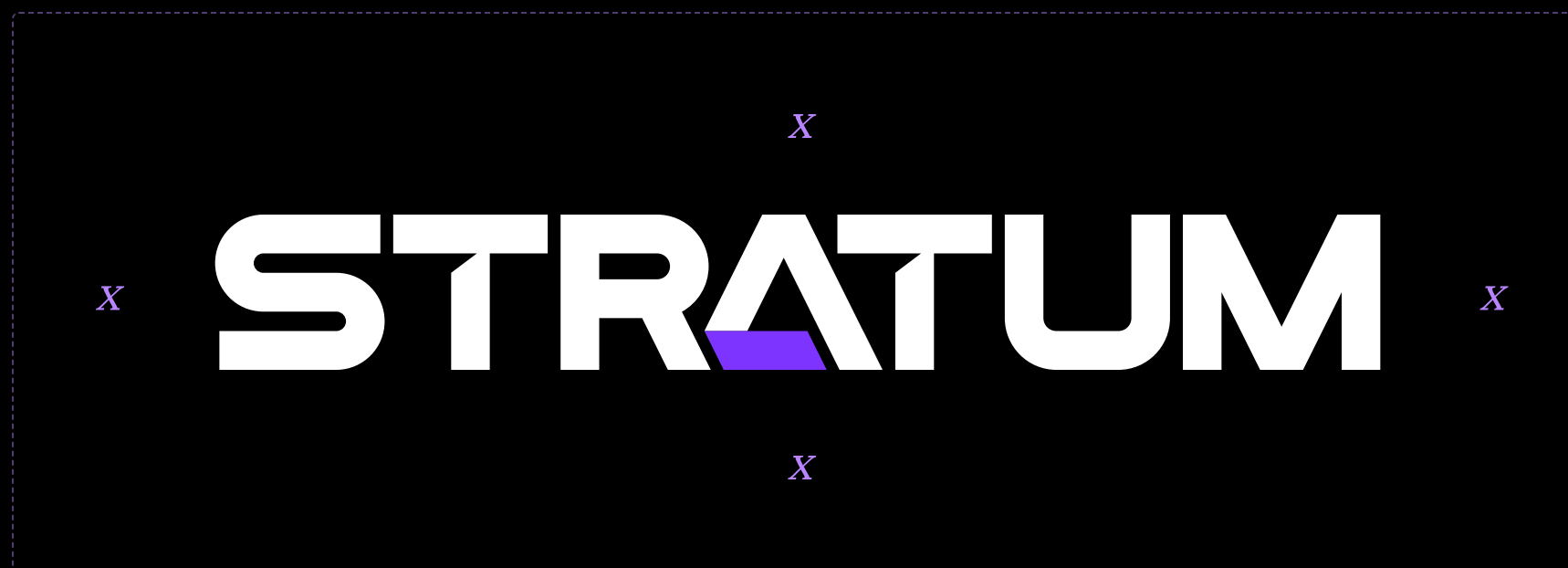
The word "STRATUM" in a bold, sans-serif font, entirely in black.

Black · one-colour on light



Icon · black

Clear space and minimum size



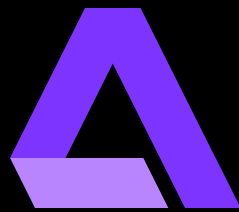
Clear space *x* equals roughly the size of the accent layer. Keep it free of text, imagery, and page edges on all four sides.

Wordmark minimum	140 px · 35 mm
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Icon minimum	24 px · 8 mm
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Below wordmark minimum, switch to the icon.

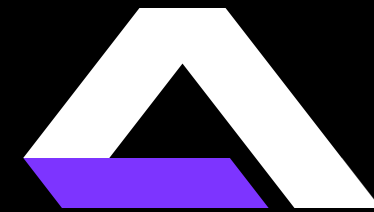
Logo misuse



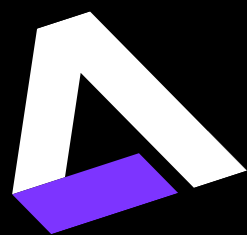
✗ Don't recolour the mark



✗ Don't add glow or shadows



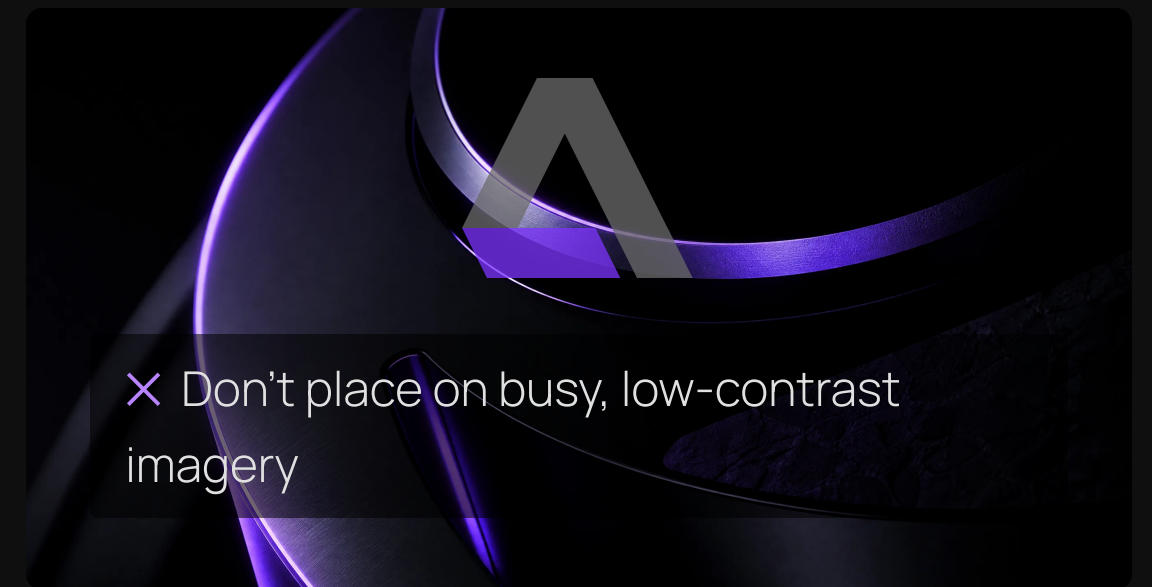
✗ Don't stretch or condense



✗ Don't rotate or tilt



✗ Don't outline the mark



✗ Don't place on busy, low-contrast imagery

If a surface can't reproduce the mark correctly, use a one-colour variant.

Applications



Exterior signage — icon and one-colour black on white



Team badges — white on black, icon-pattern wash



Business cards — matte black stock, tone-on-tone pattern

Physical surfaces run monochrome; the amethyst accent stays on screen and in print.



STRATUM

Structure,
Security,
& Confidence.

stratumtech.ca 

STRATUM

[02 · LOGO]

Vehicle livery

One-colour white wordmark over black, a faint tone-on-tone icon, and plain-language copy. No accent colour in the field.

Color palette

SURFACES

Background · #000000

Surface · #0F0F0F

Raised · #1D1D1D

TEXT

Headings · #FFFFFF

Body · #E0E0E0

Dim · #ADADAD

ACCENT

Main · #7D34FF

Light · #B985FF

Dark · #471AB7

HAIRLINES

Soft · 6% white

Default · 10% white

Strong · 16% white

Depth comes from hairlines, not shadows. Body text is never pure white.

Color palette on light

SURFACES

Canvas · #F0EEF4

Card · #FFFFFF

Sunken · #E6E2EE

TEXT

Headings · #14141A

Body · #2E2E36

Dim · #5C5C68

ACCENT

Main · #7D34FF

Light · #B985FF

Dark · #471AB7

HAIRLINES

Soft · 6% black

Default · 10% black

Strong · 14% black

The light band mirrors the dark palette — same amethyst, inverted ink and hairlines.

Using the accent sparingly

- Hover states and highlights
- 8 px brand dots on lists, cards, and chips
- Active rails, focus rings, and key numerals
- One separation light in imagery
- The base plane of the logo

DO

Reach for amethyst sparingly — a single dot, one hover state, a key numeral. It draws too much attention.

DON'T

Amethyst is never a fill background — for panels, sections, or slides like this one.

Typefaces

Lora

Display · weight 400 only

Aa

ABCDEFGHJKLM abcdefghijklm 0123456789

Headings and key numerals. Tracking -0.04em , leading 1.1.
Presence comes from size, never weight.
Fallback: Instrument Serif, Georgia.

Manrope

Body & UI · 300–700

Aa

ABCDEFGHJKLM abcdefghijklm 0123456789

Body, UI, labels, and buttons. Ledes run at weight 300; emphasis at 500–600 and by using a brighter contrast color.
Fallback: ui-sans-serif.

Type in use

Display 1 · Lora 400 · 33–60px fluid

Built for the missing middle

Display 2 · Lora 400 · 27–48px fluid

Five commitments behind everything

Lede · Manrope 300 · 18–20px

We do not just react to issues. We take responsibility for the environment.

Eyebrow · Manrope 600 · 12px · +2px tracking

[WHAT WE DO]

STANDING RULES

- Sentence case everywhere — headlines, buttons, nav.
- Display headings take no terminal punctuation.
- Numerals and step counters are set in the serif.
- Never bold the serif. Uppercase only in eyebrows and tiny chip labels.

Voice and tone

Calm

Short declaratives. No hype, no exclamation marks, no urgency theatre.

Structured

Numbered services and steps. Structure made visible in the writing itself.

Plain-spoken

Technical topics without dumbing them down — and without jargon.

Accountable

“We” speaks to “you.” Warm, senior, and responsible for outcomes.

REACH FOR

structured · dependable · accountable · proactive · plain-language · long-term · stewardship · environment · oversight · readiness

AVOID

~~cutting edge · synergy · world class · ninja · rockstar · “solutions” as filler · exclamation marks · emoji~~

Writing in practice

× NOT THIS

“Cutting-edge IT solutions to supercharge your business!”

THIS

“Structured support for the systems your business depends on every day.”

× NOT THIS

“Book a demo today — limited slots available!”

THIS

“Talk to a human. No pressure, no jargon — a straightforward conversation.”

SIGNATURE DEVICES

The [bracket eyebrow] above every section · contrast framing — “not X — Y” · numbered steps **01** → **04** · the CTA is always “Talk to a human.”

Imagery look and feel

- 01 Precision-machined geometric forms in satin anodized aluminum — chamfers, fillets, flawless surfaces.
- 02 Low-key lighting, deep blacks, high contrast. Cool and monochromatic — gunmetal, graphite.
- 03 One amethyst separation light defining the silhouette — subtle, never glowing.
- 04 In layouts, renders sit behind darkening protection gradients so text stays legible.

Octane-style 3D render

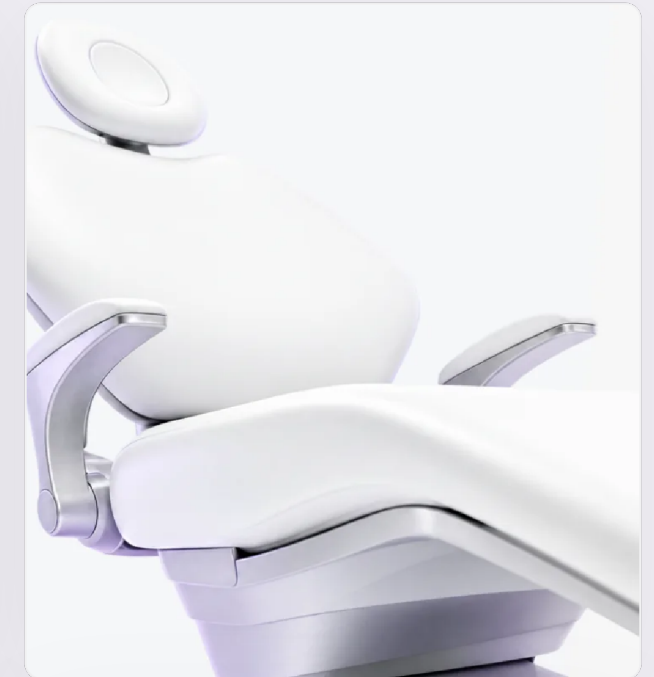
50mm macro · shallow depth

Apple industrial design, not gaming

Imagery on light

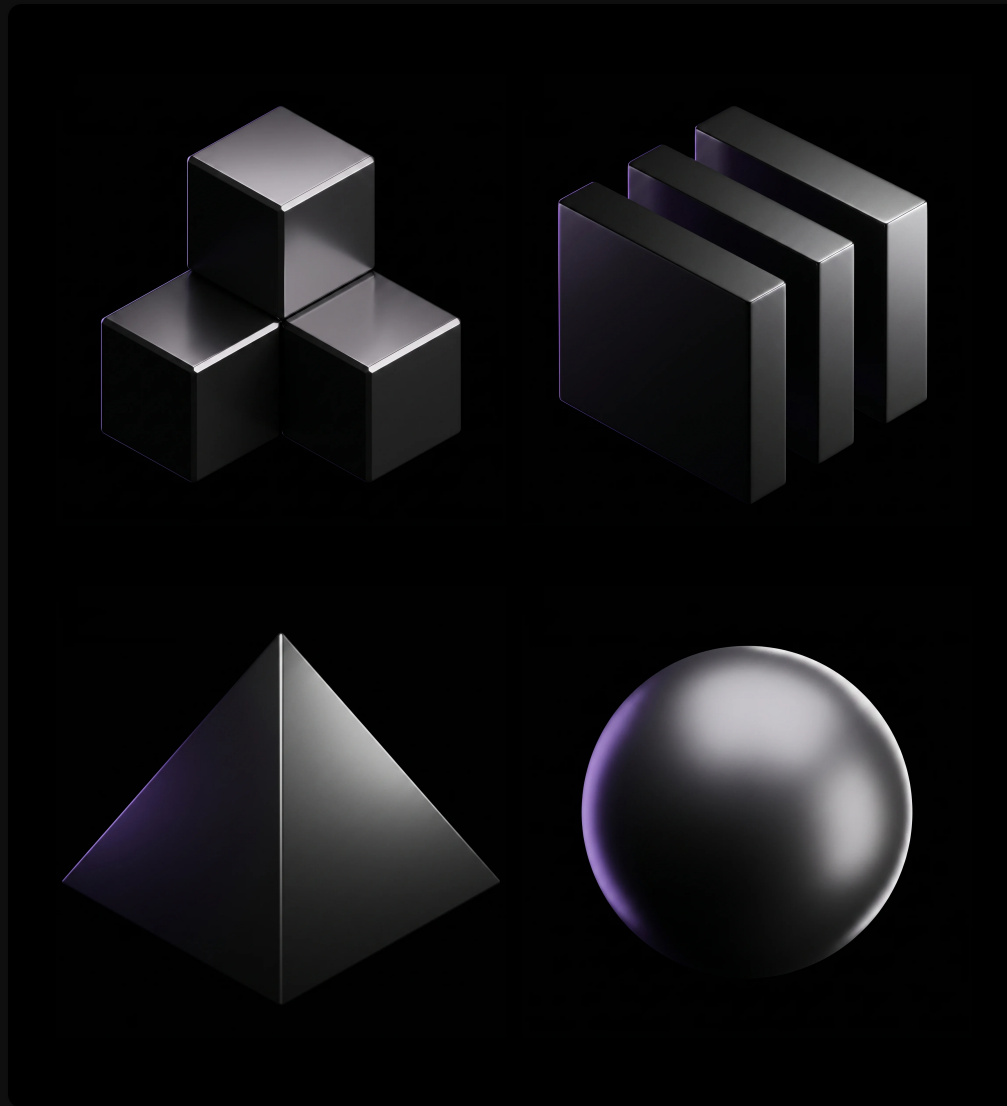
The light theme mirrors the dark, one for one — **white anodized aluminum in place of black**, and the same single amethyst rim light defining the silhouette.

- 01 Same machined geometry — satin white and pearl anodized aluminum replaces the near-black.
- 02 High-key lighting on a soft lavender-white ground — gentle shadow in place of deep black.
- 03 The one amethyst rim light is unchanged — the single splash of accent on every render.
- 04 Still cool and monochromatic — pearl white, silver, graphite. Never warm, never colourful.



The object library

PILLAR OBJECTS · ON BLACK



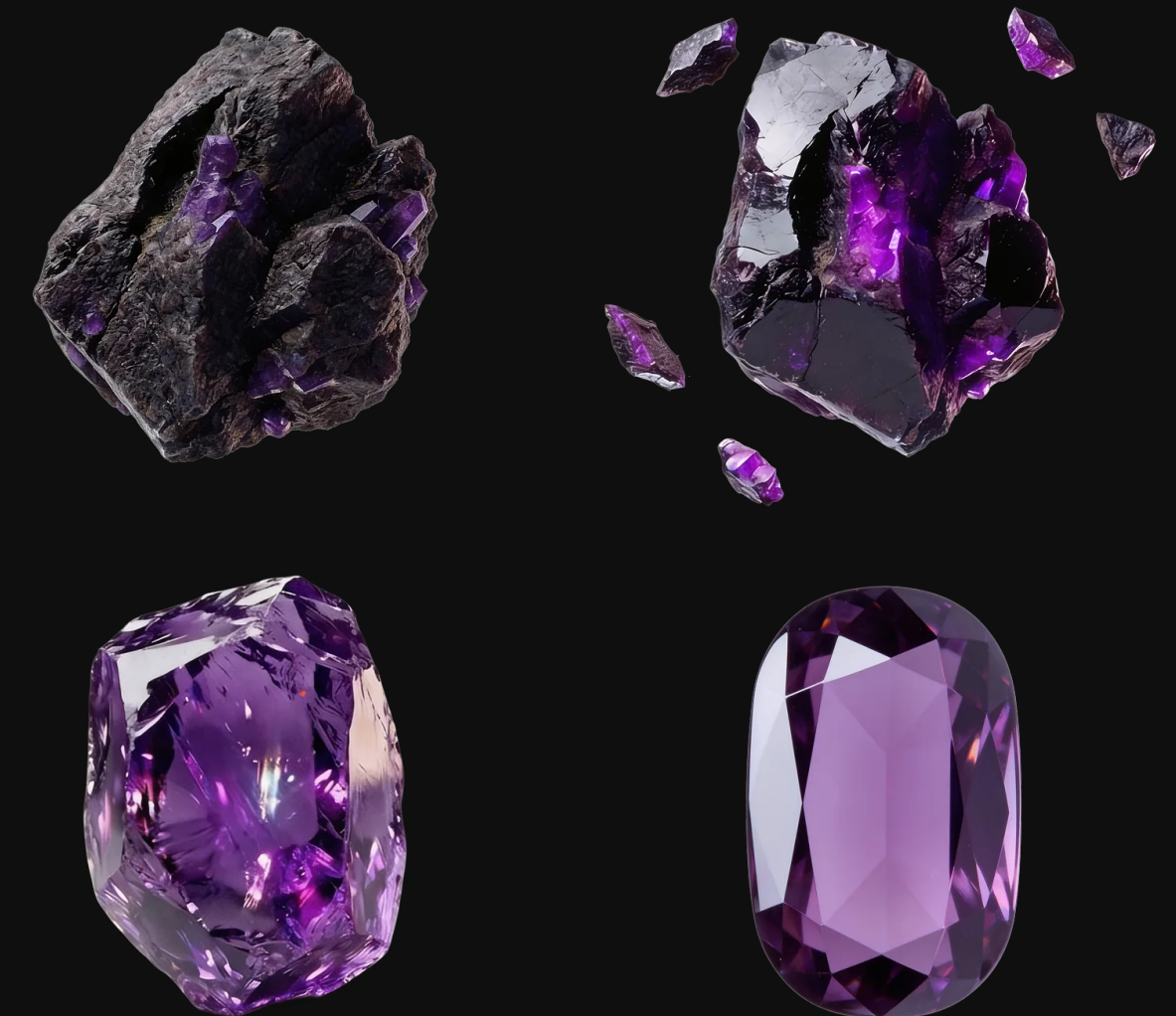
One per 5S commitment. Plain — no glow, no float.

SERVICE & SCENE RENDERS · DARK



Full-bleed backdrops and cards for services and industries.

REFINEMENT SEQUENCE · THE JOURNEY



Raw → scoped → refined → polished. The only stone imagery; used to narrate the engagement journey.

Imagery exclusions

✗ Nothing "gamer"

RGB lighting, neon rainbows, cyberpunk blue-purple, circuit-board glow, hexagons, HUD overlays, Tron lines.

✗ No gems or crystals

The crystal treatment is retired. No gemstones, faceted geometry, mineral formations, diamond or quartz looks.

✗ No cheap materials

Plastic, rubber, painted or powder-coated looks, brushed-metal streaks, visible scratches or machining lines.

✗ No noise or clutter

Lens flares, particles, chromatic aberration, bloom, busy compositions, stock-photo feel, organic or blobby forms.

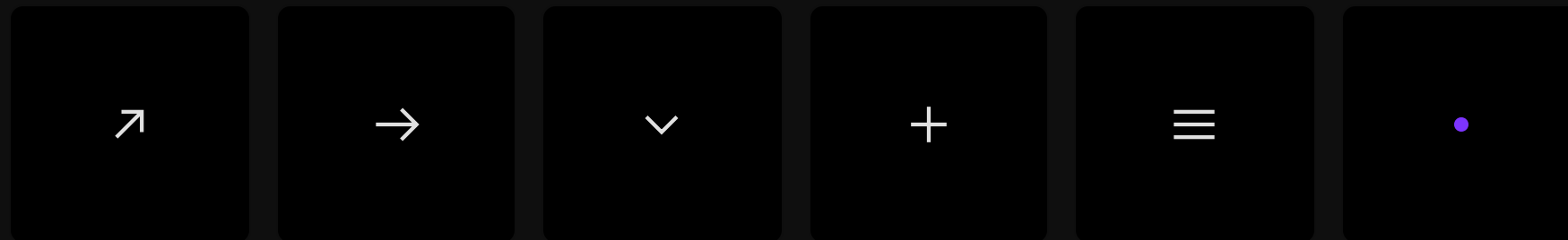
The image generation spec

- images-look-feel.json

The canonical prompt for every new render — point any image tool here, never at stock.

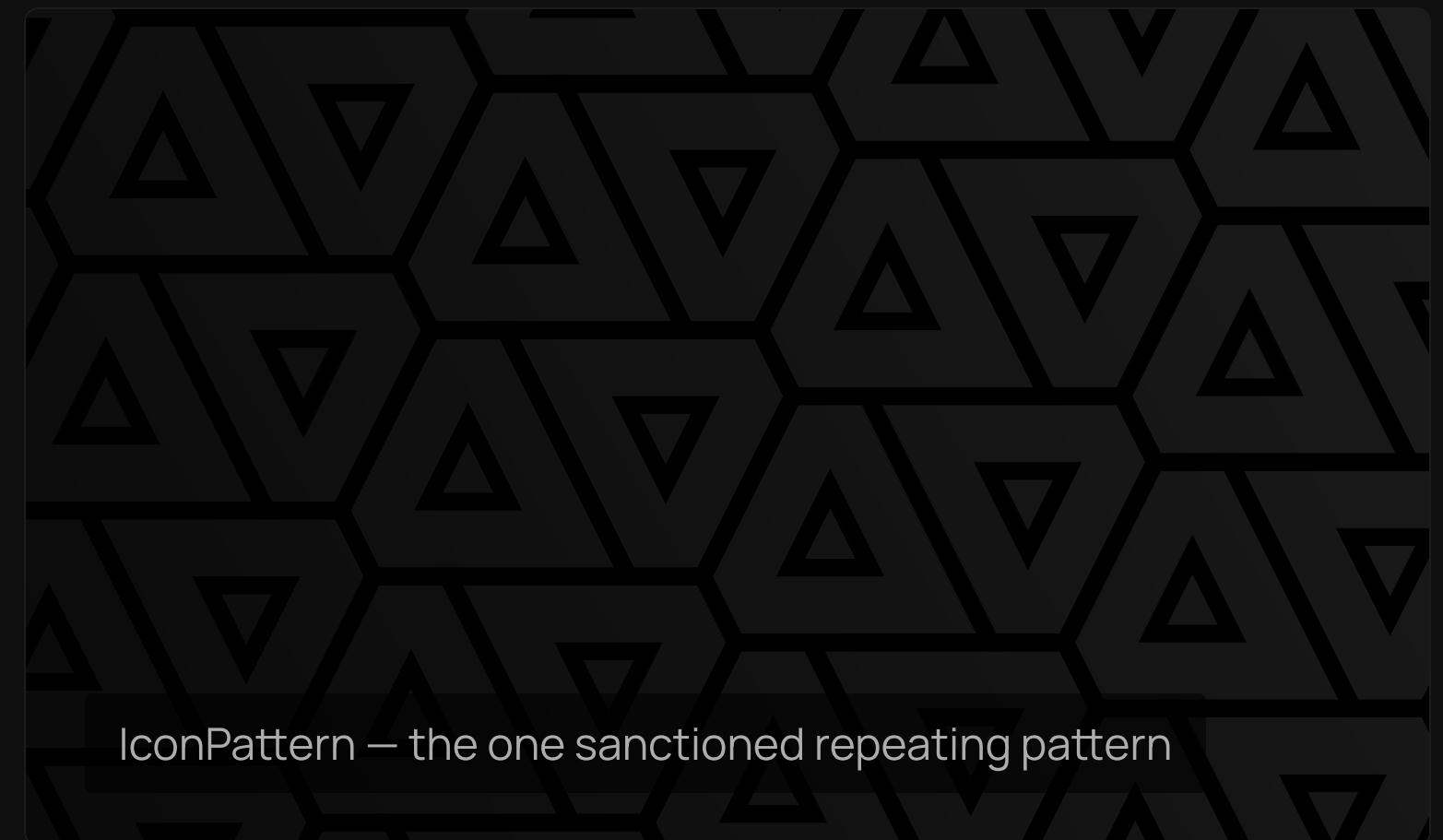
```
{
  "style": {
    "aesthetic": "futuristic minimalist 3D render",
    "genre": "premium tech / industrial product design brand visual",
    "mood": "mysterious, sleek, premium, precision-engineered, quietly confident",
    "lighting": {
      "type": "low-key, restrained studio lighting — controlled, precise, identical setup across every image in a set",
      "key_light": "soft-box from right-top-down",
      "accent": "single amethyst (#7d34ff) rim light ALWAYS coming from the left — a soft separation light that tints one part of the silhouette contour along the left edges; subtle and desaturated, never a glow, never bloom",
      "shadows": "deep, high contrast",
      "reflections": "soft even satin specular sheen with crisp bright metallic highlights catching the edges; smooth and non-directional, no streaks or grain; the SAME sheen intensity on every object in a set — no object glossier or flatter than its siblings"
    },
    "color_palette": {
      "primary": "#000000 (pure black)",
      "secondary": "#0f0f0f / #1a1a1a (near-black, gunmetal)",
      "accent": "#7d34ff (amethyst — used sparingly, only as the left-side rim light on the contour)",
      "highlights": "#FFFFFF (white, controlled)",
      "contrast": "high contrast, low saturation overall, cinematic"
    },
    "modes": {
      "description": "Every subject is rendered in two variants sharing the same camera, composition, lighting setup, and left amethyst rim light. Only the tonal range and background flip.",
      "dark": {"background": "solid #000000 — flat pure black, no gradient, no vignette, no floor reflection unless the composition demands one", "object_tonality": "everything pulls toward black and gunmetal — dark anodized aluminum in the Apple Space Black / graphite range, near-black satin metal with controlled white edge highlights", "usage": "dark sections of the site (primary mode — most important)"},
      "light": {"background": "solid #FFFFFF — flat pure white, no gradient, no vignette", "object_tonality": "everything pulls toward white and silver — natural silver / white anodized aluminum in the Apple Silver range, bright satin metal with soft gray shading", "usage": "light sections of the site (reference: the industries page renders)"},
      "consistency": {
        "perspective": "identical camera angle across every image in a set — three-quarter view, slightly elevated, objects centered with generous negative space; no image shot from a different height or rotation than its siblings",
        "lighting": "identical light rig across the set: key soft-box right-top-down, amethyst rim light from the left, same exposure and same specular intensity",
        "material": "one single material for all objects — anodized aluminum; never mix finishes (no glossy piano-black object next to a satin one)"
      },
      "materials": {
        "main_object": "smooth anodized aluminum — like Apple Space Gray / unibody MacBook: fine bead-blasted matte metal, cool gunmetal/graphite tone, clearly metallic but velvety-smooth (NOT brushed, NOT rubber, NOT matte plastic, NOT painted)",
        "surface_finish": "fine micro-bead-blasted satin anodized finish, soft non-directional sheen (no brushed streaks or visible grain), crisp bright specular highlights along the edges, subtle environment reflections, flawless precision-machined surface",
        "metalness": "high — reads unmistakably as anodized metal through its soft even specular response and crisp edge highlights, not through surface texture"
      },
      "rendering": {
        "engine_style": "Octane / Redshift 3D render",
        "resolution": "ultra high definition",
        "detail_level": "crisp edges, micro-surface detail, ray tracing"
      },
      "camera": {
        "angle": "close-up, macro",
        "lens": "50mm prime",
        "depth_of_field": "large format sensor, shallow"
      },
      "influences": [
        "Apple industrial design",
        "precision-engineered hardware / CNC-machined product",
        "high-end brand reveal",
        "editorial minimalism"
      ],
      "form_language": "geometric forms with crisp right-angle edges broken by a small soft fillet radius — the iPhone 16 Pro edge: straight faces meeting at square corners that are gently eased so they would not hurt a finger; NOT knife-sharp, NOT wide 45° chamfer bevels, NOT fully rounded / pillowed like the iPhone 6 (and NOT organic, NOT flowing, NOT blobby, NOT liquid)"
    },
    "negative_prompt": {
      "description": "Hard exclusions. The look must read as a premium, restrained tech/architecture brand — NOT a gaming product. Avoid anything loud, cheap, or 'gamer'.",
      "avoid": [
        "gamer aesthetic",
        "RGB lighting",
        "neon rainbow gradients",
        "glowing edges and bloom overload",
        "blue-and-purple cyberpunk cliché",
        "green or cyan circuit-board glow",
        "hexagon patterns",
        "HUD overlays and sci-fi UI",
        "lens flares and light streaks",
        "excessive particles, sparks, or dust",
        "chromatic aberration",
        "holographic and iridescent surfaces",
        "high saturation and oversaturated neon",
        "garish or candy colors",
        "cheap plastic look",
        "glossy piano-black plastic",
        "wide 45-degree chamfered bevels on edges",
        "fully rounded pillowed edges (iPhone 6 look)",
        "knife-sharp unfinished edges",
        "mixed finishes within a set (one object glossier than another)",
        "accent light from the right or from above (rim light comes from the left only)",
        "purple glow, purple haze, or purple fill light (amethyst is a rim/edge light only)",
        "rubber or rubbery material",
        "matte flat finish that hides the metal",
        "painted or powder-coated look",
        "brushed metal texture",
        "anisotropic streaks or directional grain",
        "visible surface scratches or machining lines",
        "amateur CGI render",
        "tacky / kitsch / 'brega'",
        "esports and gaming-rig vibe",
        "tron-like glowing lines",
        "busy or cluttered composition",
        "stock-photo feel",
        "organic / flowing / liquid forms",
        "blobby or amorphous shapes",
        "cloth, ribbon, or fabric-like draping",
        "crystal",
        "gemstone or precious stone",
        "faceted gem geometry",
        "mineral or rock formation",
        "diamond or quartz look",
        "text, logos, watermarks, captions"
      ]
    }
  }
}
```

Iconography and pattern



Stratum is deliberately icon-light. Five hand-tuned glyphs — the ↗ arrow, → arrow, chevron, plus, and menu — plus the 8 px amethyst dot. All single-path,currentColor, square-cut, ~1.5 px weight.

No icon libraries. The [brackets] and > separator are typed characters, not assets. If a new icon is needed, draw it to match the arrow.



IconPattern — the one sanctioned repeating pattern

Seamless tiling of the icon glyph at very low contrast — near-black on near-black, never amethyst. For deck covers, dividers, and social art.

[Open the pattern generator](#) →

Motion

Motion at Stratum reveals structure — it never decorates. Elements settle into place the way machined parts seat: one direction, one ease, and done. Nothing bounces, nothing pulses, nothing loops for attention.

Everything runs on a single exponential ease-out — cubic-bezier(0.16, 1, 0.3, 1) — fast out of the gate, calm on arrival. Durations stay under a second; hovers under half.

prefers-reduced-motion is non-negotiable: reveals render visible, scrolling is native, video plays as a plain loop. The brand must read identically with motion off.

The reveal

Fade in + rise 24 px · 0.8 s

Staggered by ~0.1 s between siblings, triggered on scroll into view. The only entrance animation.

Scroll

Smooth glide · 1.2 s exponential

Lenis smooth scroll site-wide. Hero media may scrub with scroll; content never hijacks it.

Hover

Color, border, transform · 320–400 ms

Subtle translate or underline — no scale jumps, no shadows-as-glow, no color flashes.



The structure behind dependable technology

Questions about using the brand?
Talk to a human — no pressure, no jargon.

stratumtech.ca • Lower Mainland, BC • Version 1.1 • July 2026