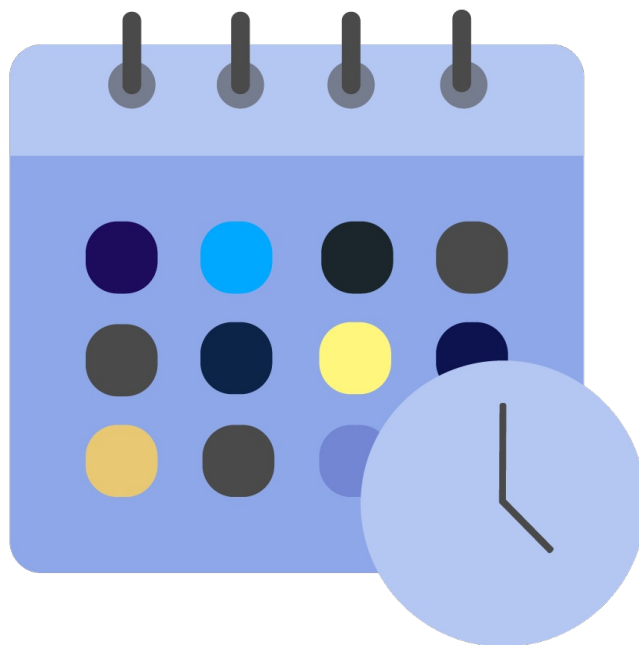


Paxalia Brand Guidelines

Our Name

Paxalia — from “pax” (peace). A focused timing and scheduling system built for deep work.

Logo



Paxalia Logo

- Always maintain clear space around the logo equal to its height.
- Use the provided SVG for print, and the high-res PNG for web.
- Never stretch, recolor, or add effects to the logo.

Brand Colors

Primary Palette (Skybound Silk)

Color	Hex Code	Usage
Primary Blue	#7286d3	Main brand color, buttons, highlights
Light Blue	#8ea7e9	Secondary elements, hover states

Soft Blue	#b4c6f2	Cards, containers
Lavender	#e8eefc	Backgrounds
Dark Text	#4a4a4a	Body text

Additional Themes

Paxalia includes 8 handcrafted theme palettes (4 light, 4 dark).
The Skybound Silk palette shown above is the default brand identity.

Typography

Roboto — weights 300 (Light), 400 (Regular), 500 (Medium), 700 (Bold).

Usage Rules

Do

- Use the supplied SVG for print and highest-res PNG for web.
- Keep clear margin around the logo (at least the logo height).
- Place logos on high-contrast, plain backgrounds.
- Use official app screenshots from the press kit.

Don't

- Alter the logo (no recoloring, stretching, or effects).
- Crop out required clearspace or change proportions.
- Place the logo on busy backgrounds.
- Use low-resolution or pixelated files.
- Imply endorsement without written consent.

Contact

For additional sizes, color variants, or brand questions:
hello@paxalia.com