

# Click2Send

## Brand Guidelines

Version 1.0 | July 2026

Confidential

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01

# Logo Variants

Our logo consists of the wordmark "Click2Send" with the "2" stylised as a distinctive brand element.

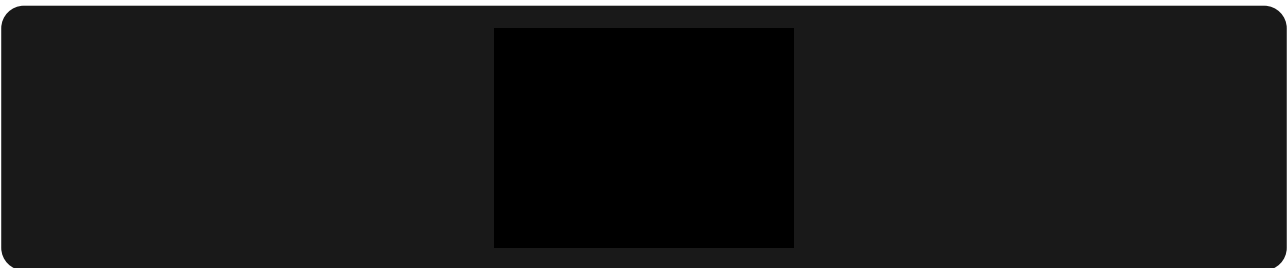


Click2Send

## Primary - Light Background

File: Logo-1.svg

"Click" in Charcoal, "2Send" in Orange



## Primary - Dark Background

File: Logo-2.svg

"Click" in White, "2Send" in Orange



## Reversed - Brand Background

File: Logo-3.svg

"Click" in Dark, "2Send" in White



Click2Send

## Mono - Dark

File: Logo-4.svg

Single-colour dark version



**Mono - White**

File: Logo-5.svg

Single-colour white version

# Colour Palette

Our brand palette is built around a vibrant orange primary colour, supported by neutral tones and functional UI colours.

## Primary Brand Colours



### Click2Send Orange

#FF7C2A

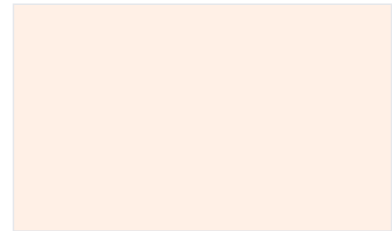
Primary brand. Buttons, accents, CTAs.



### Orange Dark

#E86A1A

Hover states, pressed buttons.

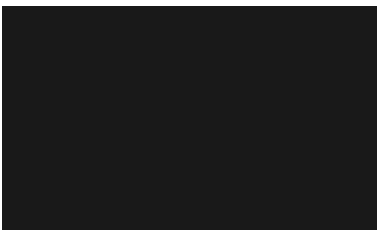


### Orange Light

#FFF0E6

Soft backgrounds, badges.

## Neutral Colours



### Ink Black

#191919

Headings, dark backgrounds.



### Charcoal

#353333

Logo "Click" text.



### Gray 700

#374151

Body text, paragraphs.



### Gray 500

#6B7280

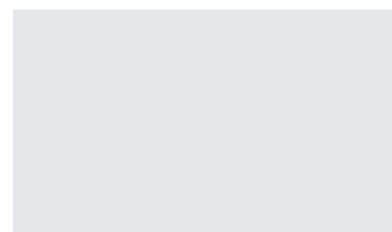
Secondary text, labels.



### Gray 400

#9CA3AF

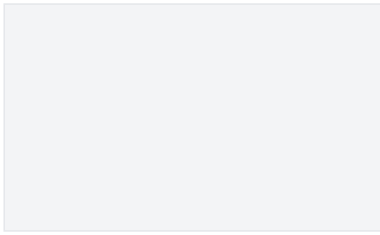
Muted text, timestamps.



### Gray 200

#E5E7EB

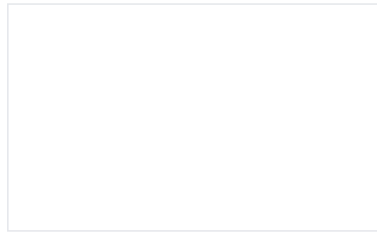
Borders, dividers.



**Gray 100**

#F3F4F6

Table stripes, subtle fills.

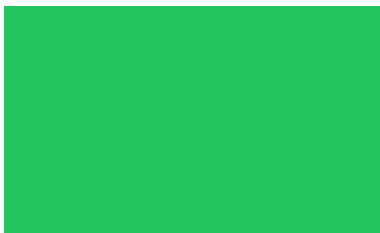


**White**

#FFFFFF

Backgrounds, cards, inputs.

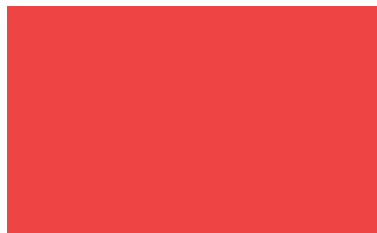
## Functional / UI Colours



**Success Green**

#22C55E

Delivered, success alerts.



**Error Red**

#EF4444

Errors, destructive actions.



**Warning Amber**

#F59E0B

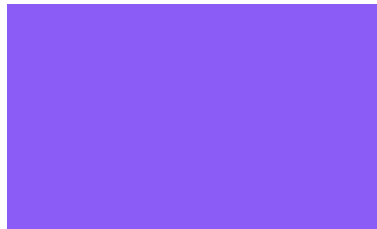
Warnings, pending states.



**Info Blue**

#3B82F6

Links, in-transit status.



**Purple**

#8B5CF6

Premium features, badges.

# Typography

Inter is our primary typeface across all digital touchpoints, providing excellent readability and a clean, modern aesthetic.

|                 |                         |                                           |
|-----------------|-------------------------|-------------------------------------------|
| DISPLAY         | 48px / Extra-Bold (800) | Click2Send                                |
| HEADING 1       | 32px / Bold (700)       | Ship Smarter, Globally                    |
| HEADING 2       | 24px / Semi-Bold (600)  | Parcel Management                         |
| HEADING 3       | 18px / Semi-Bold (600)  | Rate Card Overview                        |
| BODY            | 14px / Regular (400)    | Our platform streamlines global shipping. |
| SMALL / CAPTION | 12px / Medium (500)     | Last updated 24 Feb 2026 at 12:55         |

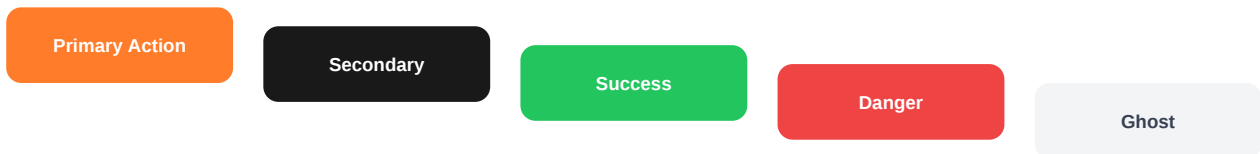
## Font Details

|          |                                                                                 |
|----------|---------------------------------------------------------------------------------|
| Source   | Google Fonts: Inter                                                             |
| Weights  | 300 Light, 400 Regular, 500 Medium, 600 Semi-Bold, 700 Bold, 800 Extra-Bold     |
| Fallback | Inter, -apple-system, BlinkMacSystemFont, 'Segoe UI', Roboto, Arial, sans-serif |

# UI Components

Standard treatments for buttons, cards, and interactive elements across the platform.

## Buttons



## Design Tokens

### Border Radius

Buttons: 8px | Cards: 12px | Inputs: 6px | Badges: pill (9999px)

### Shadows

Cards: 0 1px 3px rgba(0,0,0,0.08) | Elevated: 0 4px 12px rgba(0,0,0,0.12)

### Spacing

Based on 4px increments: 4, 8, 12, 16, 24, 32, 40, 48, 64px

# Logo Usage Rules

Follow these guidelines to ensure consistent and respectful use of the Click2Send brand.

## Do

- ✓ Use the full-colour logo on light backgrounds as the default
- ✓ Use the reversed logo (white) on dark or busy backgrounds
- ✓ Maintain clear space around the logo (minimum equal to the height of the "2")
- ✓ Use SVG format for digital and PDF for print
- ✓ Scale proportionally - never stretch or distort
- ✓ Use the mono version when colour printing is unavailable

## Don't

- ✗ Alter the logo colours outside approved palette
- ✗ Add drop shadows, outlines, or effects to the logo
- ✗ Place the logo on busy or low-contrast backgrounds
- ✗ Rotate, skew, or reposition elements of the logo
- ✗ Use the logo smaller than 100px wide on screen
- ✗ Re-create or modify the "2" character

# Brand Voice

How we communicate across all channels.

## Professional

We speak with authority on logistics. Our language is clear, precise, and knowledgeable without being overly technical.

## Approachable

We make complex shipping simple. Our tone is warm, helpful, and encouraging - never condescending.

## Efficient

We respect our users' time. Messaging is concise, action-oriented, and gets straight to the point.

## Global

We serve an international audience. Language is inclusive, culturally sensitive, and avoids regional idioms.

# Click2Send

Brand Guidelines v1.0

[beta.click2send.com](https://beta.click2send.com)

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