



# Brand Guidelines

2026





**Color Palette**

## VARIANT - DEFAULT

The face of our brand.  
Our default palette is led by **#4ADE80 Neon Mint** — a vibrant green that signals progress, clarity, and energy.

Green has a rare strength in the **hardtech and government space**, where blue is the norm. By choosing Neon Mint, we stand apart with a tone that feels both **innovative and reliable**. It evokes growth, infrastructure, and renewal — all values at the core of Ready.net.

#4ADE80

80%

60%

40%

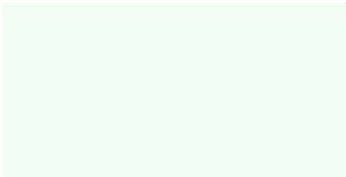

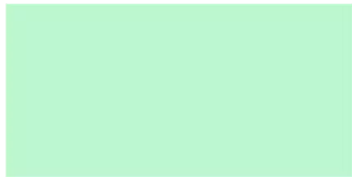







20%

VARIANT - DEFAULT


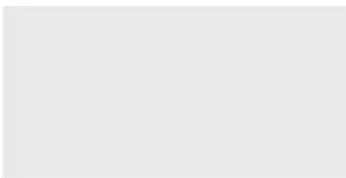
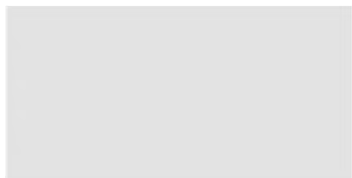
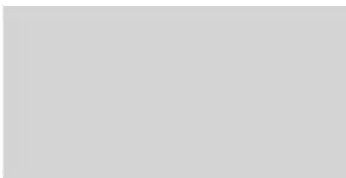





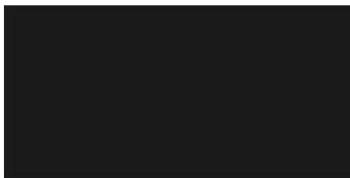
This palette is supported by complementary hues that keep the system balanced, ensuring Neon Mint leads without overwhelming.

Use it across brand materials, digital presence, and product experiences to carry Ready.net’s voice with confidence.

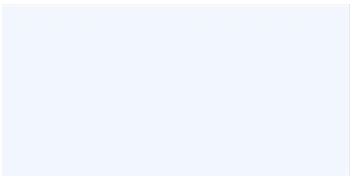
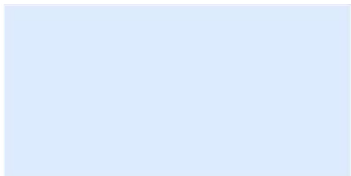
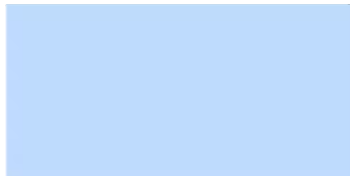
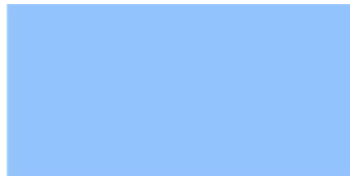






Primary

				
<b>Primary/50</b> #F2FDF5 rgb(242, 253, 245) hsl(136, 73, 97)	<b>Primary/100</b> #DEFCE9 rgb(222, 252, 233) hsl(142, 83, 93)	<b>Primary/200</b> #BBF7D0 rgb(187, 247, 208) hsl(141, 79, 85)	<b>Primary/300</b> #85EFAC rgb(133, 239, 172) hsl(142, 77, 73)	<b>Primary/400</b> #4ADE80 rgb(74, 222, 128) hsl(142, 69, 58)
				
<b>Primary/500</b> #1AC057 rgb(26, 192, 87) hsl(142, 76, 43)	<b>Primary/600</b> #16A249 rgb(22, 162, 73) hsl(142, 76, 36)	<b>Primary/700</b> #157F3C rgb(21, 127, 60) hsl(142, 72, 29)	<b>Primary/800</b> #1C713C rgb(28, 113, 60) hsl(143, 60, 28)	<b>Primary/900</b> #114C29 rgb(17, 76, 41) hsl(144, 63, 18)


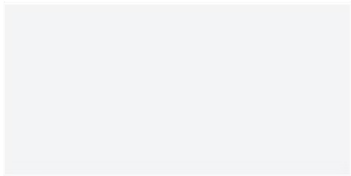
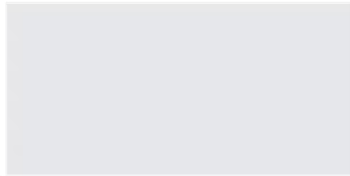
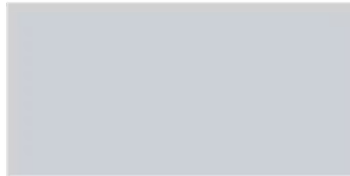






Neutral

				
<b>Dark/00</b> #FFFFFF rgb(255, 255, 255) hsl(0, 0, 100)	<b>Dark/50</b> #EAEAEA rgb(234, 234, 234) hsl(0, 0, 92)	<b>Dark/100</b> #E3E3E3 rgb(227, 227, 227) hsl(0, 0, 89)	<b>Dark/200</b> #D4D4D4 rgb(212, 212, 212) hsl(0, 0, 83)	<b>Dark/300</b> #C4C4C4 rgb(196, 196, 196) hsl(0, 0, 77)
				
<b>Dark/400</b> #AAAAAA rgb(170, 170, 170) hsl(0, 0, 67)	<b>Dark/500</b> #919191 rgb(145, 145, 145) hsl(0, 0, 57)	<b>Dark/600</b> #757575 rgb(117, 117, 117) hsl(0, 0, 46)	<b>Dark/700</b> #5F5F5F rgb(95, 95, 95) hsl(0, 0, 37)	<b>Dark/900</b> #1A1A1A rgb(26, 26, 26) hsl(0, 0, 10)

Secondary

				
<b>Blue/50</b> #F2F7FF rgb(242, 247, 255) hsl(217, 100, 97)	<b>Blue/100</b> #DCEBFE rgb(220, 235, 254) hsl(214, 94, 93)	<b>Blue/200</b> #BEDBFE rgb(190, 219, 254) hsl(213, 97, 87)	<b>Blue/300</b> #91C3FD rgb(145, 195, 253) hsl(212, 96, 78)	<b>Blue/400</b> #61A6FA rgb(97, 166, 250) hsl(213, 94, 68)
				
<b>Blue/500</b> #3479E9 rgb(52, 121, 233) hsl(217, 80, 56)	<b>Blue/600</b> #2463EB rgb(36, 99, 235) hsl(221, 83, 53)	<b>Blue/700</b> #1D4FD7 rgb(29, 79, 215) hsl(224, 76, 48)	<b>Blue/800</b> #1E3FAE rgb(30, 63, 174) hsl(226, 71, 40)	<b>Blue/900</b> #1E3B8A rgb(30, 59, 138) hsl(224, 64, 33)

Metal Neutral

				
<b>Metal/50</b> #FAFAFA rgb(250, 250, 250) hsl(0, 0, 98)	<b>Metal/100</b> #F3F4F6 rgb(243, 244, 246) hsl(220, 14, 96)	<b>Metal/200</b> #E5E7EB rgb(229, 231, 235) hsl(220, 13, 91)	<b>Metal/300</b> #CCD1D8 rgb(204, 209, 216) hsl(215, 13, 82)	<b>Metal/400</b> #9AA2B1 rgb(154, 162, 177) hsl(219, 13, 65)
				
<b>Metal/500</b> #787F8E rgb(120, 127, 142) hsl(221, 9, 51)	<b>Metal/600</b> #636D7D rgb(99, 109, 125) hsl(217, 12, 44)	<b>Metal/700</b> #424E62 rgb(66, 78, 98) hsl(218, 20, 32)	<b>Metal/800</b> #334256 rgb(51, 66, 86) hsl(214, 26, 27)	<b>Metal/900</b> #26314A rgb(38, 49, 74) hsl(222, 32, 22)

VARIANT - GOVERNMENT

Authority and trust.  
This palette shifts to blues, steel neutrals, and grounded tones designed for government-facing contexts, policy documents, and professional communications.

These colors express reliability, seriousness, and institutional credibility. You may use the Government variant when creating content for agencies, officials, or regulatory partners. Accent hues should be subtle, never distracting from the formal tone.

				
<b>Yellow/50</b> #FEFCE7 rgb(254, 252, 231) hsl(55, 92, 95)	<b>Yellow/100</b> #FEF9C3 rgb(254, 249, 195) hsl(55, 97, 88)	<b>Yellow/200</b> #FEF08B rgb(254, 240, 139) hsl(53, 98, 77)	<b>Yellow/300</b> #FFE771 rgb(255, 231, 113) hsl(50, 100, 72)	<b>Yellow/400</b> #FACC14 rgb(250, 204, 20) hsl(48, 96, 53)
				
<b>Dark/00</b> #FFFFFF rgb(255, 255, 255) hsl(0, 0, 100)	<b>Dark/50</b> #EAEAEA rgb(234, 234, 234) hsl(0, 0, 92)	<b>Dark/100</b> #E3E3E3 rgb(227, 227, 227) hsl(0, 0, 89)	<b>Dark/200</b> #D4D4D4 rgb(212, 212, 212) hsl(0, 0, 83)	<b>Dark/300</b> #C4C4C4 rgb(196, 196, 196) hsl(0, 0, 77)
				
<b>Dark/400</b> #AAAAAA rgb(170, 170, 170) hsl(0, 0, 67)	<b>Dark/500</b> #919191 rgb(145, 145, 145) hsl(0, 0, 57)	<b>Dark/600</b> #757575 rgb(117, 117, 117) hsl(0, 0, 46)	<b>Dark/700</b> #5F5F5F rgb(95, 95, 95) hsl(0, 0, 37)	<b>Dark/900</b> #1A1A1A rgb(26, 26, 26) hsl(0, 0, 10)

## VARIANT - UTILITY

Edgy, functional, and specific.

Built for utility providers and dark mode use only. This palette carries a grungy, industrial tone, leaning on contrast and raw energy. Yellow is avoided on light backgrounds but works in dark settings where it feels bold, tough, and reliable.

Use Utility sparingly — it’s our special-use palette, reserved for sector-specific work and high-impact UI. Think of Utility as our “special operations” set: limited scope, maximum impact.

Inter

AaBbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTtUu



Aa

## TYPOGRAPHY

Inter is our company font. We always use it. When you're writing, use it. When you're making a presentation, use it. When in doubt, use Inter.



## TYPOGRAPHY

### Headline

Inter

Bold

72 px

1 line spacing

-0.05 letter spacing

### Paragraph

Inter

Regular

36 px

1.25 line spacing

0 letter spacing

# About Inter

Crafted with the digital era in mind, it's said that Inter was designed not just for the eye but for the soul of the modern web, blending readability with personality.

So, next time you gaze upon Inter, remember: it's not just a font; it's a bridge between the heartbeats of humanity and the cold, efficient logic of our electronic counterparts. Feeling the connection yet? Because we're head over pixels in love.



Inter Semi-Bold 36px **HI, THIS IS AN OVERLINE**

Inter Bold 120px **Hi, this is a title**

Inter Medium 80px **Hi, this is a subtitle**

Inter Regular 64px **Hi, this is a paragraph**

## TYPOGRAPHY HIERARCHY

Organizing your content in a typography hierarchy shows the reader which information to focus on, which is most important, and which just supports the main points.



**Logo**

## LOGO CONTRAST

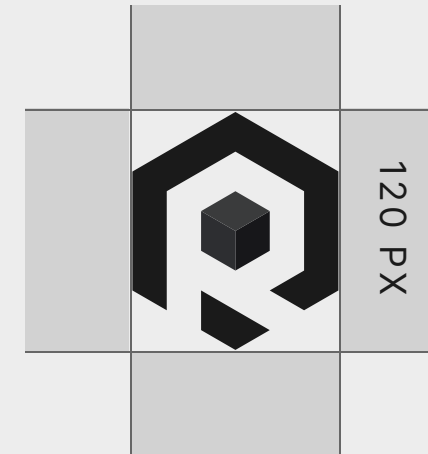
To make sure our logo is clearly visible, use the logo color that contrasts with the used background color.



## LOGO USABILITY

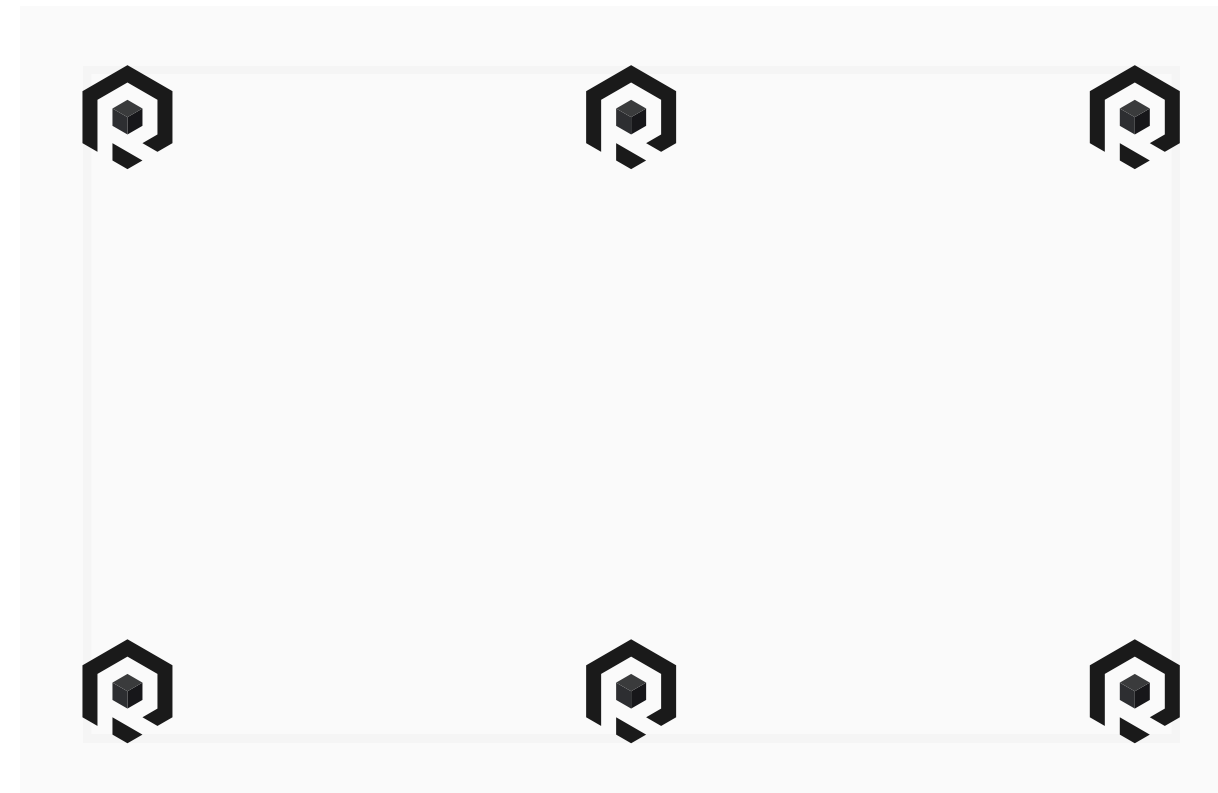
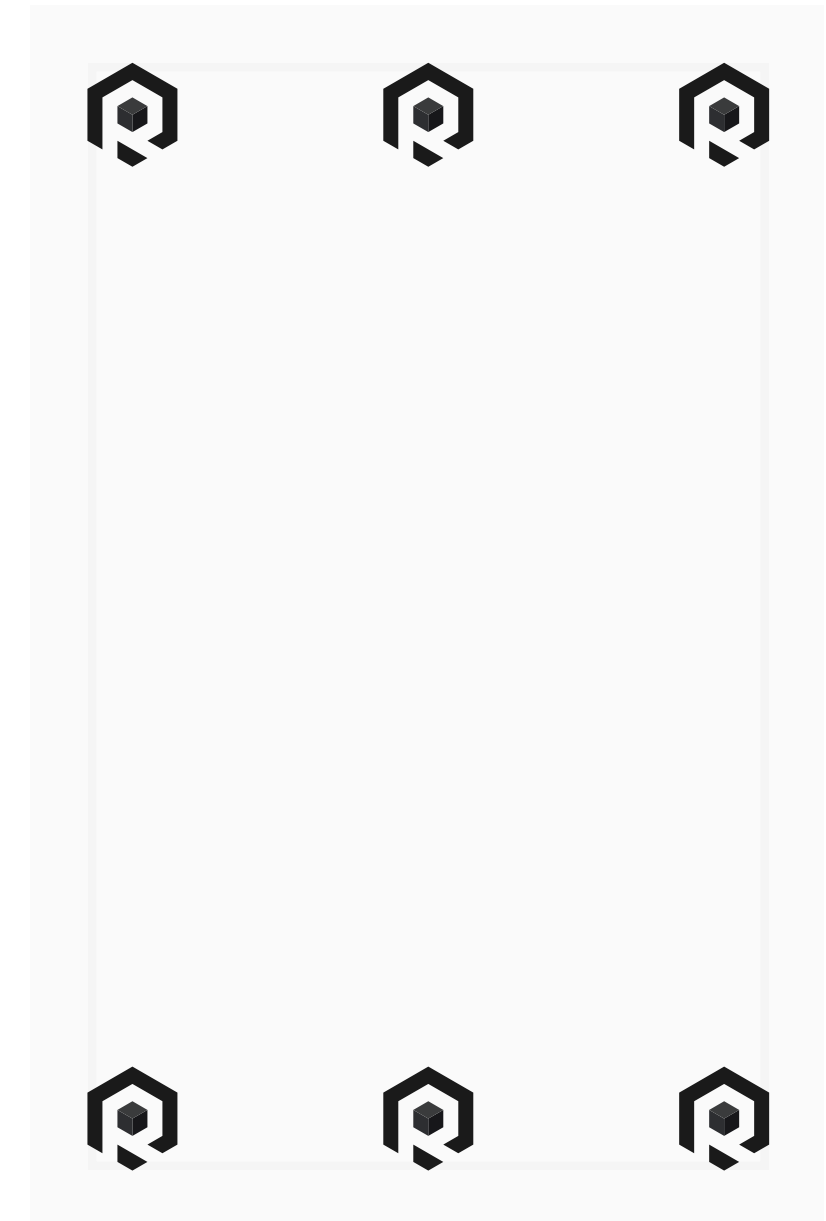
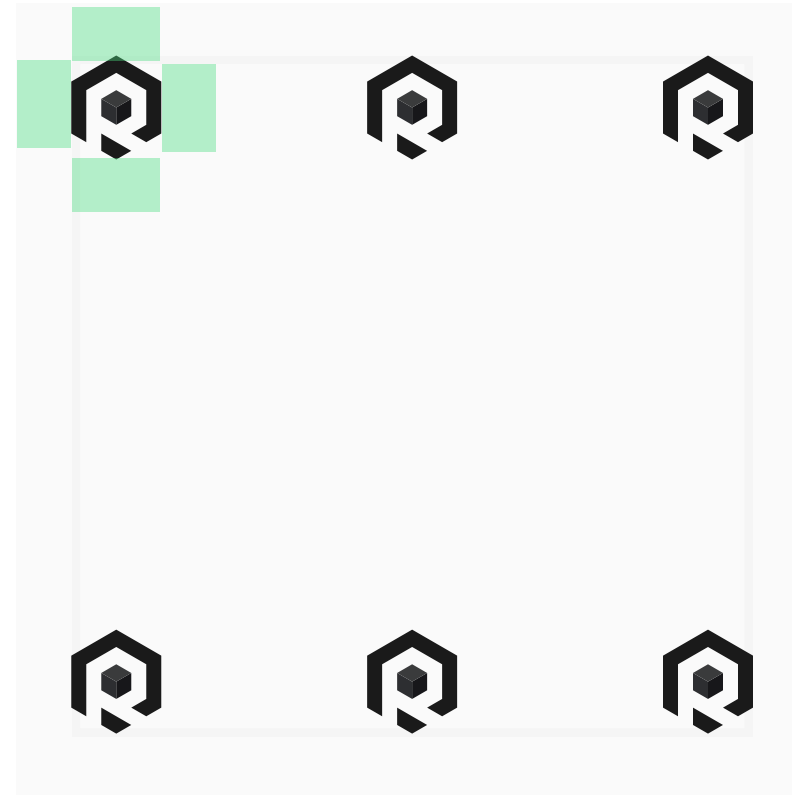
When placing logo, ensure it's a minimum height of 70px for visibility.

The ideal logo height size is 120px; aim to use this size where possible.



## PROPER LOGO PLACEMENT

Position the logo near corners of the frame, always making sure to leave 1/2 of the mark height in white space on all sides. This is to ensure that the logo is properly displayed and doesn't overlap with other elements.



## LOGO INCORRECT USAGE

Our logo is our most valuable asset. Do not edit, change, or distort it in any way.



Avoid changing opacity



Avoid blur



Avoid rotating/changing angle



Avoid shadows

## LOGO TRANSITION

Our logo was recently modified to unify colors and make the R effect more visible.

Please don't use the old logo anymore and replace any old instance you find - **this is a critical mission to protect our branding.**

What's the difference?



INTERNAL CUBE  
FILLED WITH A  
DIFFERENT COLOR



ONE COLOR





## Using our brand assets correctly

### 1. Logo Usage

Protect the logo and brand image, avoiding use of old logos and double checking that we're using the correct colors and typography on our materials.

### 2. Brand Positioning

We avoid being the center of attention, and instead aim to be subtle with our branding assets in our external communications.

### 3. Color Palette

Avoid deviating from the core set of colors or creating tints of these values. In special exception cases, when deviating, do it with context.

### 4. Mathematical and Simple

Position brand elements using a mathematical approach to ensure balanced and harmonious layouts. We value the principle of 'letting elements breathe,' giving each piece of content enough space to stand out effectively, avoiding overcrowding.

# Published Brand Style Guides

Find Logos, Colors and more guidance for our brands



**brand.ready.net**



Need something that isn't here?  
How can we help you tell our story?

**Ask [design@ready.net](mailto:design@ready.net)  
and you shall receive.**



**MADE IN THE USA** 

**READY.NET**

**CONNECT & PROTECT AMERICA** 