



FileTally

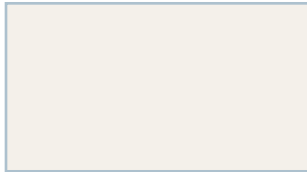
FileTally brand guide

Approved mark, IBM Plex and a clear, professional voice



Burgundy

#702D43



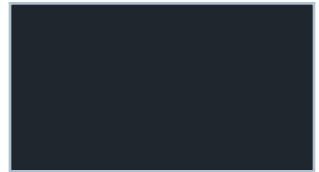
Ivory

#F4F0EA



Steel

#ADC1CE



Ink

#20262E

Typography

IBM Plex Sans SemiBold for the wordmark. Plex Sans for website text, Plex Serif for selected headings and Plex Mono for technical values. Native apps use their system fonts. Preserve the SIL Open Font License notices.

Color roles

White is the default reading surface. Burgundy leads the identity; Steel adds contrast; Ink structures text. Ivory belongs in the mark and deliberate brand details. Primary buttons use Burgundy with Ivory text.

Logo treatments

Use the approved Balanced spacing mark and supplied lockups. Keep the geometry and proportions. Use reversed or monochrome vectors where appropriate. Inspect artwork at its final size and leave clear space around it.

App icons

Use the native Default Burgundy icon for the main Store logo. Apple appearance variants come from the native icon source. Windows uses its dedicated ICO. Do not substitute an old study or a flat marketing card for the app icon.

Platform line

Windows, Mac, iPad and iPhone. Windows available now; Mac, iPad and iPhone coming soon. Put availability beside product introductions. Current Windows features and pricing do not promise identical Apple terms.

Voice

Use short, specific labels. Explain exact counts, estimates and exceptions. Keep file inventory, PDF pages and spreadsheet metrics separate. Advertise only verified capabilities.