

Tender Desk

Brand guidelines

Name

The product name is Tender Desk. Two words, title case. Do not prefix it with a customer name. OJ Solutions is a demo organisation, not the product.

Logo

The mark is a document on an aqua desk line, with an aqua folded corner. Light files are mark.svg and wordmark-light.svg. Dark files are mark-dark.svg and wordmark-dark.svg. The app icon is src/app/icon.svg. On Night the document is canvas, the line stays aqua, and one rule is teal. Leave clear space the height of the desk line. Do not recolour the aqua, add a tagline, or place the wordmark on a photograph.

Colour

 **Ink #141414 rgb(20, 20, 20)**
Body text and text on aqua.

 **Slate #334155 rgb(51, 65, 85)**
Secondary text and the dark chart stripe.

 **Canvas #F4F4F4 rgb(244, 244, 244)**
Page background.

Card #FFFFFF rgb(255, 255, 255)
Bento panels.

 **Aqua #14B8A6 rgb(20, 184, 166)**
Buttons, nav, avatar, score pills. Ink text. 7.40:1.

 **Teal #0F766E rgb(15, 118, 110)**
Links and the highlight card. White text on the card. 5.47:1.

 **Amber #8A5A00 rgb(138, 90, 0)**
Needs review.

 **Danger #9E2D2D rgb(158, 45, 45)**
A fail or an overdue date.

Do not put white text on aqua (2.49:1) or ink text on teal (3.37:1). Slate on white is 10.35:1. Teal on white is 5.47:1.

Typography

Manrope for headlines, the wordmark and the interface. Fallback is Segoe UI. Headlines are bold with tight tracking, in sentence case. Do not use a serif display face.

Tone of voice

Plain UK English. Say what the product does and that the user reviews and submits every bid. Prefer notice, bid pack and deadline. The desk may greet a person by first name. Do not invent

a trend or claim a bid has been sent.

Iconography and imagery

Simple stroke icons in ink or teal. Imagery is the product: KPI tiles, bars striped slate and aqua, a deadline list. No stock photography and no purple gradients.

UI

Buttons are pills, aqua with ink text. Hover is teal with white text. The live-match card is teal with white text. Other cards are white, about 28px radius, on a #F4F4F4 canvas. Focus is a 2px teal outline. Navigation is a pill row with an aqua active pill. Charts stripe #334155 with #14B8A6.

Do

Keep the name as Tender Desk. Use ink text on aqua and white text on teal. Leave canvas around the cards. State that nothing is submitted for the user.

Do not

Call the product OJ Tender Desk. Put white text on aqua or ink text on teal. Use lime, copper, or a serif headline. Put the wordmark on a busy image. Invent certifications, prices or win claims. Rely on colour alone for a deadline or a score.