

Brand Guidelines

Your Integration, Orchestration & **AI Partner**.

The complete reference for our logo, color, typography and iconography — everything you need to represent API People correctly and consistently.

Version 2.0

BRAND BOOK

July 2026

LAST UPDATED

What's in this guide

01 The Logo

Lockups, clear space, color variations & misuse

03 Typography

Typefaces, weights and the type scale

05 Brand in Use

Applying the identity across surfaces

02 Color

The core palette and where each tone belongs

04 Iconography

The connector hub and icon principles

06 Resources

Downloads, links and where to get assets

Our brand is how the world recognizes the work we do — **connecting complex systems into something that just works.**

- ✓ **One consistent identity.** Every touchpoint — site, deck, social, document — should feel unmistakably API People.
- ✓ **A shared reference.** Built for internal teams, partners and vendors who create anything carrying our name.
- ✓ **Simple rules, faithfully applied.** Follow the logo, color and type guidance and the brand takes care of itself.

Our brand story

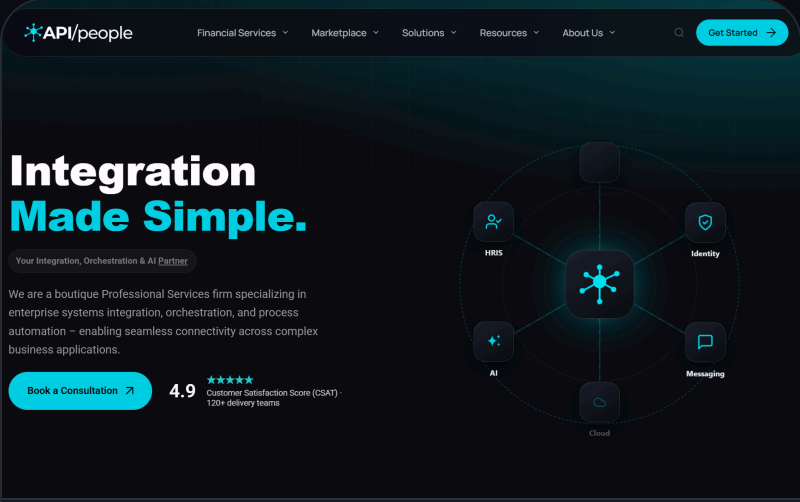
API People was born from a simple belief: that the hardest part of technology isn't the systems — it's the people and the connections between them. We started as a small group of integration architects in 2021 and grew into a team that lives at the intersection of complex platforms and the people who depend on them.

The name says it plainly. **“API” is the technology; “People” is the point.** Our symbol — a central hub linked to many nodes — is the story of the brand itself: bringing scattered systems, teams and partners into one connected whole. Our brand carries that promise: **the connections that matter, made simple.**



Where to find everything

The key links and downloads for anyone working with the API People brand.

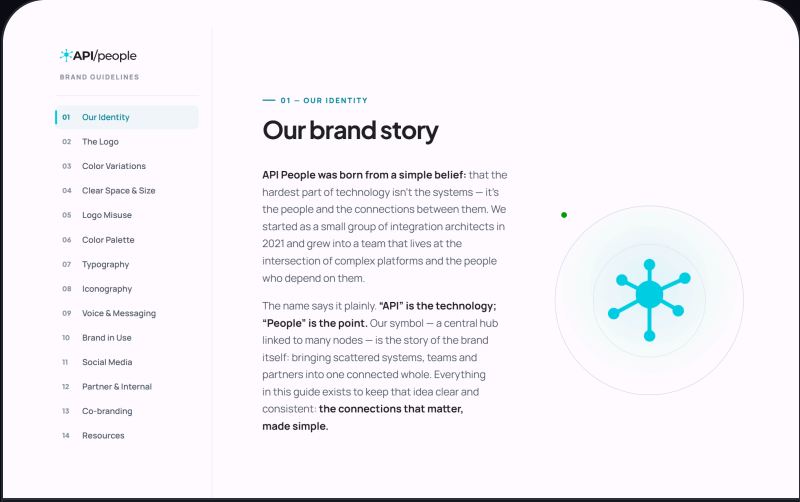


Company Website

LIVE

The public home of API People — solutions, industries and marketplace.

apipeople.com ↗



Brand Page

LIVE

The full brand reference online, with every logo file ready to download.

[Open the brand page](#) ↗

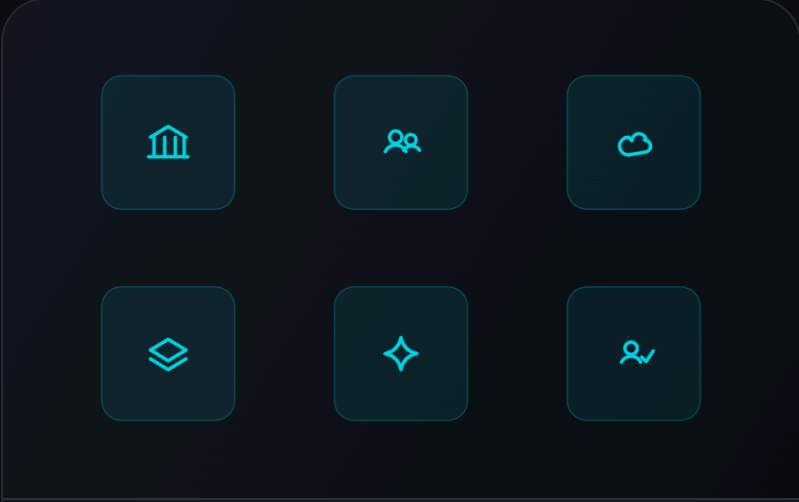


Logo Files

SVG & PNG

Every lockup and color treatment as scalable vector and transparent raster.

[Download the logo pack](#) ↗



Icon Library

LIVE

The connector-hub icon set for products, diagrams and UI, with style guide.

[Browse the icon library](#) ↗

01

The Logo

Our most valuable asset. Three lockups, four color treatments, and a few rules that keep it strong.

01 · The Logo

02 · Color

03 · Typography

04 · Iconography

05 · Brand in Use

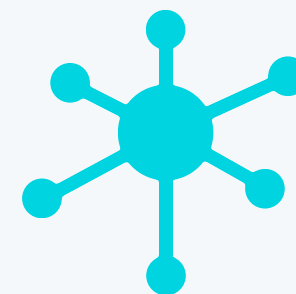
Three official lockups

The logo pairs the connector-hub symbol with the API/people wordmark. Pick the lockup that fits the space — never rebuild or rearrange them.



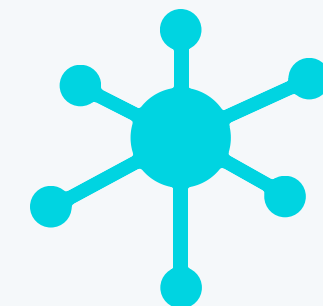
Horizontal

Primary. Default for headers, sites, documents and wide spaces.



Vertical

Stacked. For square and centered placements — social, badges.



Icon

Symbol only. App icons, favicons, small or repeated marks.

Give the logo room to breathe

Keep a protected margin around the logo, and never reproduce it below the minimum size — legibility comes first.



Clear space = X

X is a relative unit — the height of the icon. Keep a margin of at least one X on every side, so the clear space scales with the logo at any size. No fixed number needed.



DIGITAL • 120px WIDE



PRINT • 20mm



ICON • 24px

Minimum sizes

Don't go smaller than these. Below the minimum, switch to the icon-only mark.

Four approved color treatments

Cyan + Ink is the default. The others cover dark, mono and knockout situations.
Every treatment ships as SVG and PNG.

DEFAULT



● **Cyan + Ink**

The primary logo. Use on white and light backgrounds wherever possible.



● **All Black**

One-color and mono print.



● **White + Cyan Icon**

Reversed, on dark — icon stays cyan.



○ **100% White**

Full knockout — photos, cyan fields.

Don't do this

The logo is fixed. These are the most common ways it gets broken — avoid all of them.



Don't stretch or squash it.



Don't recolor it off-brand.



Don't rotate or tilt it.



Don't place on busy gradients.



Don't use on low-contrast fields.



Don't add shadows or effects.

02

Color

Cyan is the signal. Ink and a dark canvas carry everything else. Used with restraint, the palette does the work.

01 · The Logo

02 · Color

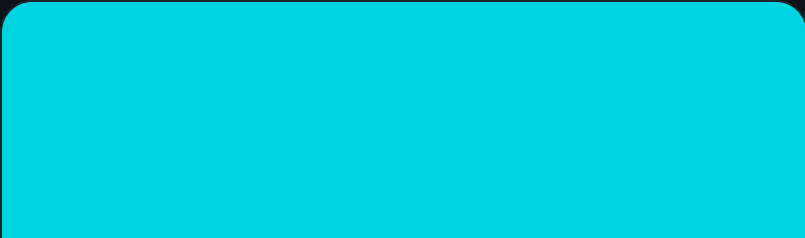
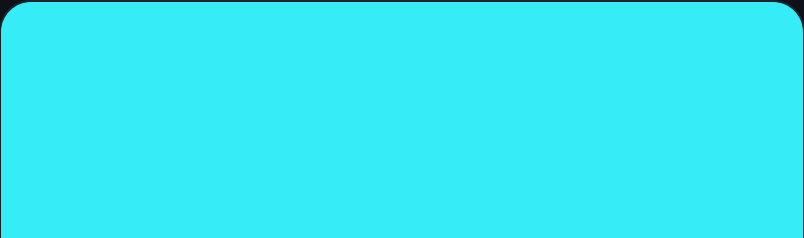
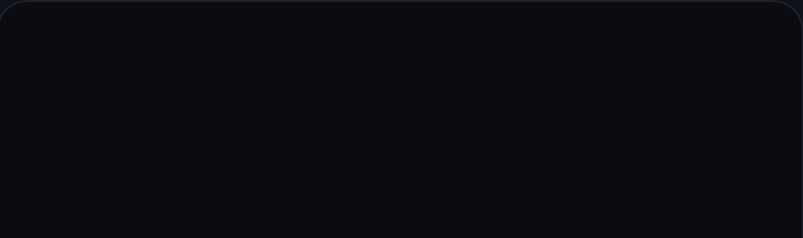
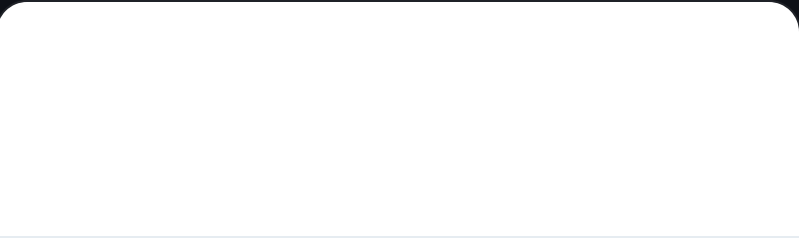
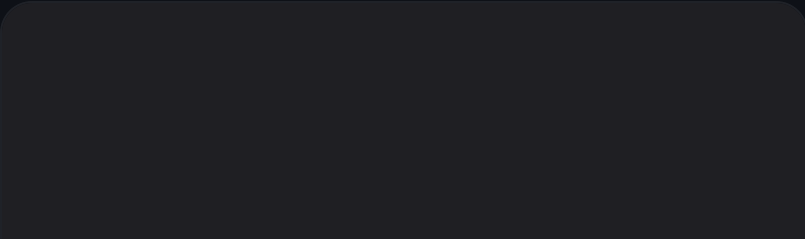
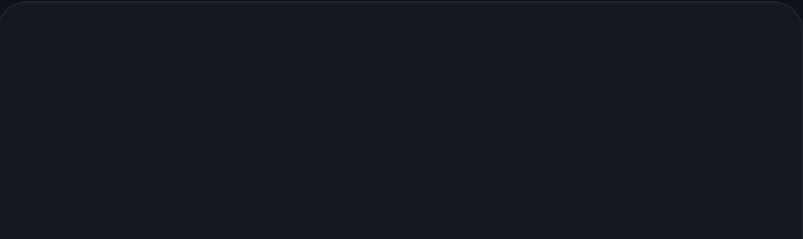
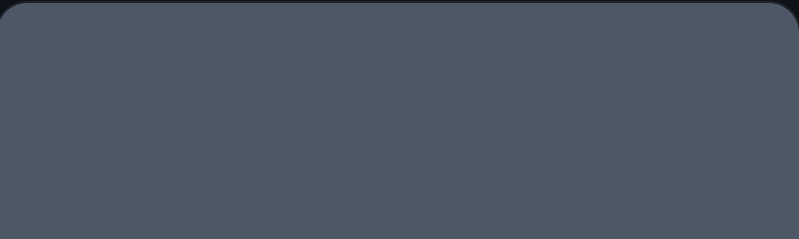
03 · Typography

04 · Iconography

05 · Brand in Use

Cyan, ink & a dark canvas

Cyan is used sparingly — for emphasis, links and the mark. Ink and the near-black surfaces hold everything else.

CORE	CYAN RANGE	DARK SURFACES	LIGHT SURFACES
 Cyan #00D4E1 Primary · brand, links, accents	 Cyan Bright #36ECF6 Hover & highlight	 Near Black #0A0C11 Primary background	 White #FFFFFF Light sections
 Ink #1F1F23 Wordmark & text on light	 Cyan Deep #0A8D99 Cyan text on light	 Panel #141821 Cards & panels	 Slate #4D5765 Body text on light

 These are the brand-defining colors. For the **complete token set** — full cyan range, functional/alert colors and usage values — contact marketing@apipeople.com.

03

Typography

Two typefaces, one clear hierarchy. Plus Jakarta Sans leads; Manrope carries the detail.

01 · The Logo

02 · Color

03 · Typography

04 · Iconography

05 · Brand in Use

Two typefaces, clear roles

Plus Jakarta Sans gives headings a confident, geometric voice. Manrope keeps body copy and UI clean. Both are free on Google Fonts.

DISPLAY / HEADINGS

Plus Jakarta Sans

Aa Bb Cc 0123

Medium 600 **Bold 700** **ExtraBold 800**

Headlines, section titles, numerals. Tight tracking (-0.02 to -0.04em).

BODY / INTERFACE

Manrope

Aa Bb Cc 0123

Regular 400 **SemiBold 600** **ExtraBold 800**

Paragraphs, labels, buttons and eyebrows (800, uppercase, wide tracking).

The type scale

H1 / DISPLAY	Complex integrations, delivered.
H2 / TITLE	Enterprise system integration
H3 / SUBHEAD	Salesforce, MuleSoft & Workato
BODY	We turn fragmented systems into measurable business outcomes, with deep expertise across financial services.
EYEBROW / LABEL	TRUSTED BY ENTERPRISE TEAMS



Iconography

A central hub linked to six nodes — the visual language of integration, applied everywhere we draw.

01 · The Logo

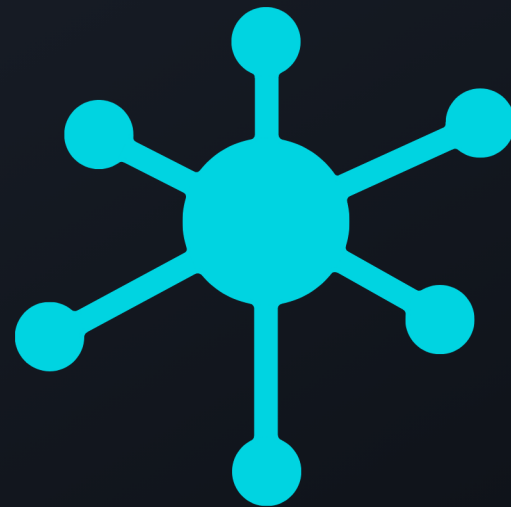
02 · Color

03 · Typography

04 · Iconography

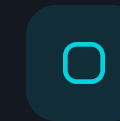
05 · Brand in Use

The connector hub



Hub & nodes

A strong center connected to satellites — always balanced and radial.



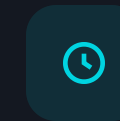
Rounded geometry

Circular nodes and soft joints. Nothing sharp — friendly, human tech.



Consistent weight

Even stroke and node sizing so the mark reads clearly at any scale.



Single accent

Cyan on dark, or mono. Never multi-color — the hub stays one tone.

05

Brand in Use

The system in the wild — how logo, color and type come together across the surfaces we ship.

01 · The Logo

02 · Color

03 · Typography

04 · Iconography

05 · Brand in Use

How we sound

We make hard things sound simple. Our voice is confident and human — expert without the jargon.

01

Clear

Plain language over jargon. If a sentence can be shorter, make it shorter.

02

Confident

We know integration. We state outcomes plainly — no hedging, no hype.

03

Human

We talk to people, not systems. Warm, direct, never robotic.

04

Expert

Precise and credible. We back claims with proof, not adjectives.

✓ We say

“Complex integrations, made simple.”

“Connect every system. Automate the enterprise.”

“Measurable ROI, delivered by real people.”

✗ We avoid

“Synergistic, best-in-class, next-gen solutions.”

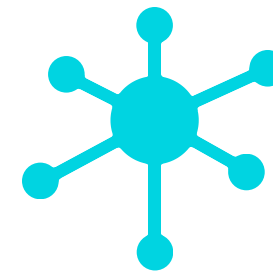
“Revolutionary AI-powered paradigm shifts.”

Buzzwords, hype and empty superlatives.

One identity, every surface



WEBSITE & DARK SURFACES



LINKEDIN & SOCIAL



PARTNER CO-BRAND



LIGHT DOCUMENTS

Social media guidelines

Social is a key touchpoint for our brand. **Consistency in visuals and messaging builds a strong, recognizable presence online.**

- ✓ **Stay consistent.** Keep visuals and messaging aligned across every channel.
- ✓ **Use the brand kit.** Only approved colors, fonts and logo treatments.
- ✓ **Hold the voice.** Posts should sound like API People — clear, confident, human.
- ✓ **Engage with respect.** Reply professionally and represent the brand well.

Partner & internal guidelines

Every deck, flyer or post carrying the API People name should feel innovative, reliable and people-first. When materials drift from our standards, we lose the recognition we've built.

✓ What you can do

- **Use official templates** from Marketing — PowerPoint, Canva or Google Slides.
- **Stick to the palette and type.** No new tones or fonts.
- **Pull from the shared asset library** for approved icons and graphics.
- **Give the logo clear space** and follow the color rules.
- **Submit for a quick brand review** before external publication.

✗ What you should not do

- **Don't create or modify** icons, gradients or sub-logos without approval.
- **Don't use screenshots** or marketplace/partner visuals that aren't adapted to our style.
- **Don't add decorative elements** or colors outside the palette.
- **Don't apply shadows, outlines or filters** to the logo or icons.

Locking up with partners

In partner decks, case studies and joint documents, pair the marks as equals — separated by a thin divider, never merged into one logo.



The co-brand lockup. Equal height, balanced spacing, one shared divider. The gap on each side of the divider is X (the icon height).

- **Give both marks equal weight.** Match optical height — neither logo dominates.
- **Separate with a thin vertical divider,** with a clear space of X on each side.
- **Match the treatment to the background** — all-white marks on dark, brand color on light.
- **Lead with API People** on our own documents; follow the partner's order on theirs.
- **Never merge, overlap or restyle** either logo to look like a single mark.



When in doubt, come back to this guide — or reach the marketing team. Consistency is what makes the identity feel effortless everywhere it appears.

marketing@apipeople.com

BRAND & MARKETING

apipeople.com

ON THE WEB