

 SPATIAL CONSTRUX · 2026

Brand Guidelines.

How Spatial Construx looks, speaks, and shows up. In product, on the web, and everywhere in between.

Everything the brand needs to stay itself.

This guide is the single source of truth for the Spatial Construx identity. Use it when you build a page, a deck, a post, or a booth. Share it with anyone who creates on our behalf.

01	Voice & Tone	3	02	Logo	4
03	Logo Usage	5	04	Logo Misuse	6
05	Typography	7	06	Type in Practice	8
07	Color	9	08	Color in Use	10
09	Surfaces	11	10	UI Elements & Icons	12
11	Quick Reference	13	12	Contact	14

Confident. Plain-spoken. Human.

Clear over clever

Say the thing. Short sentences, concrete verbs, no jargon walls. If a reader has to re-read it, rewrite it.

Confident, not loud

We show, we don't hype. Skip "revolutionary" and "game-changing". The walkthrough makes the argument.

Written to one reader

Address "you", in active voice. We talk like a sharp colleague on the project, not a vendor on a stage.

Grounded in the model

Claims tie back to what teams actually see and do: catch issues earlier, decide faster, skip the rendering.

WRITE LIKE THIS

- ✓ "Step inside your model and decide together."
- ✓ "No rendering. No extra Revit seats."
- ✓ "Catch coordination issues before they cost money."

NOT LIKE THIS

- ✗ "Leverage our cutting-edge immersive synergy platform."
- ✗ "Industry-leading photorealistic pipeline solutions."
- ✗ "Mitigate multidisciplinary risk vectors at scale."

Draft copy, edit freely. Tone flexes by channel: more technical with BIM managers, warmer with owners, always plain.

The Sphere and the wordmark.

The mark pairs the **Sphere**, a lattice of facets resolving into form, with the wordmark set in Michroma. The gradient lives only in the Sphere. The wordmark stays solid: black on light, white on dark.



PRIMARY · RECTANGLE
LOCKUP

The default everywhere: web, documents, decks, partner placements.



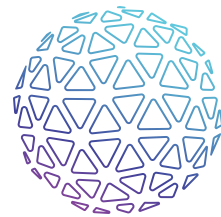
SQUARE · ON LIGHT

Square and narrow placements: social, print collateral, merch.



SQUARE · ON DARK

Same lockup with the white wordmark for dark surfaces.



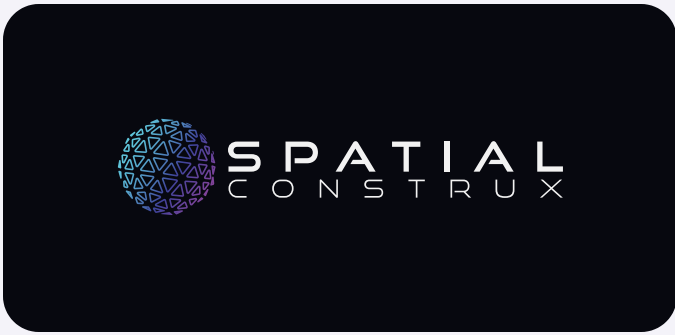
SPHERE · ICON ONLY

Favicons, avatars, app tiles, watermarks. Never the first impression.

On light, on dark, at every size.



ON LIGHT · BLACK WORDMARK



ON DARK · WHITE WORDMARK

CLEAR SPACE



Keep clear space equal to the cap height of the "S" in SPATIAL on all four sides. Nothing enters it: no type, no edges, no other marks.

Rectangle

min 140 px ·
32 mm

Square

min 90 px ·
22 mm

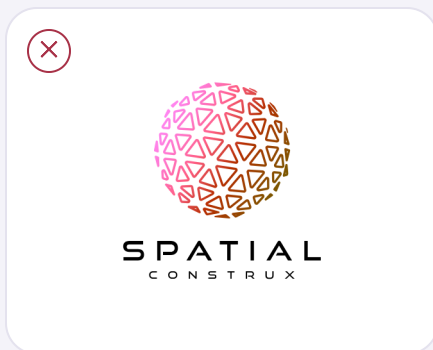
Sphere

min 24 px ·
6 mm

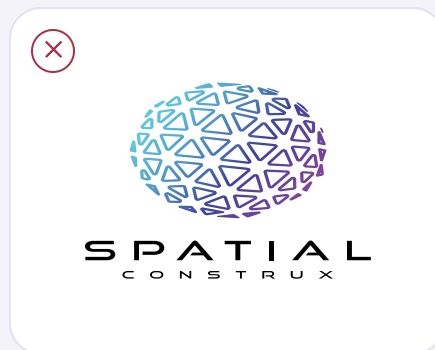
Below minimum width, switch to the next smaller form: rectangle to square, square to Sphere.

Please don't.

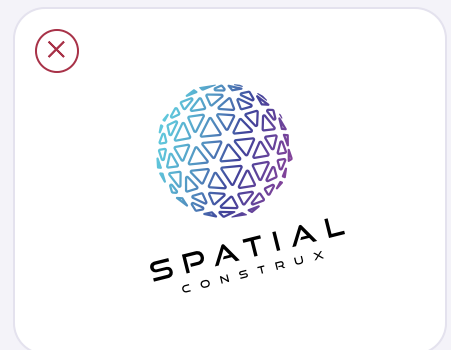
The mark ships as final artwork. Use the provided files, at the provided colors, on calm backgrounds, and none of this happens.



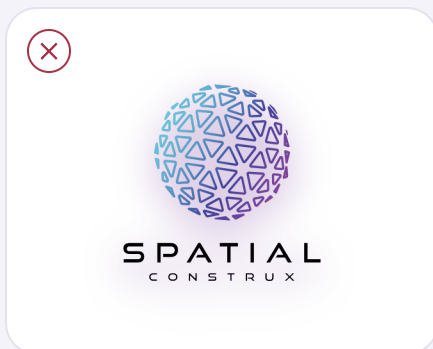
Don't recolor the Sphere or swap the gradient.



Don't stretch, squash, or otherwise distort.



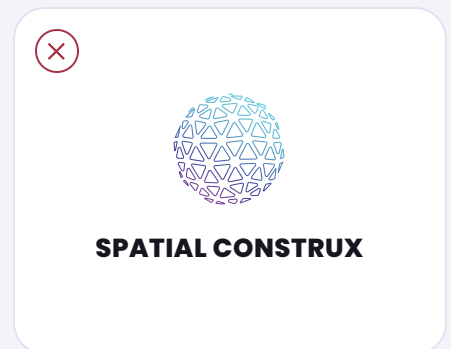
Don't rotate or tilt the lockup.



Don't add shadows, glows, or outlines.



Don't place the mark on busy imagery without a scrim.



Don't re-set the wordmark in another typeface.

Michroma marks. Poppins speaks.

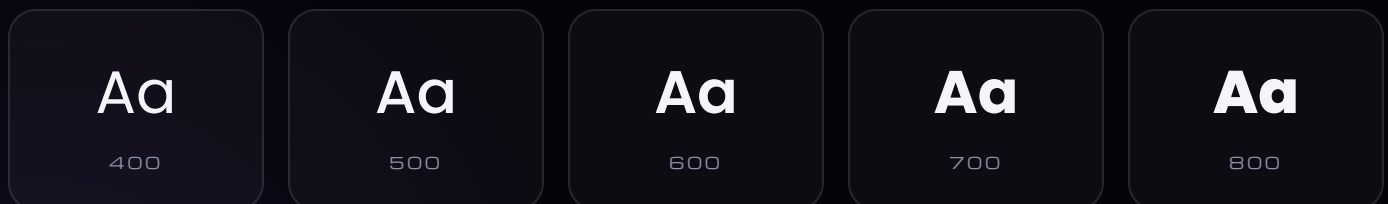


ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789 (&?!/,:;-_*)

MICHROMA · DISPLAY & LABELS

One weight, always uppercase, wide tracking (.16em to .34em). Michroma is the voice of the wordmark: reserve it for eyebrows, section labels, spec callouts, and page furniture. Never for paragraphs. It succeeds "Good Times" from earlier brand documents.

POPPINS · EVERYTHING ELSE



Headings, body copy, buttons, UI. Headings sit tight: letter-spacing -0.02em to -0.03em, line-height 1.02 to 1.1. Body breathes: 1.55 to 1.7. Fallback stack: 'Poppins', 'Inter', system-ui, sans-serif. Both families load from Google Fonts.

The scale.

Decide.

DISPLAY · 700-800 · 74 FLUID · 1.02 · -.03em

Faster decisions, total clarity

H2 · 600 · 38 · 1.08 · -.02em

Everyone in the same space

H3 · 600 · 26 · 1.15

Step inside your model and explore, review, and decide together in real time.

LEAD · 400 · 18 · 1.62

Select any object in the walkthrough to surface its materials, dimensions, and embedded BIM data.

BODY · 400 · 14-16 · 1.62

— HOW IT WORKS

EYEBROW · MICROMA · 11 · .3em

BULLETS

- Short, parallel items
- Three to five per list
- No terminal periods

NUMBERED

- 1 Export from Revit
- 2 Import & process locally
- 3 Explore & share

QUOTATION

“

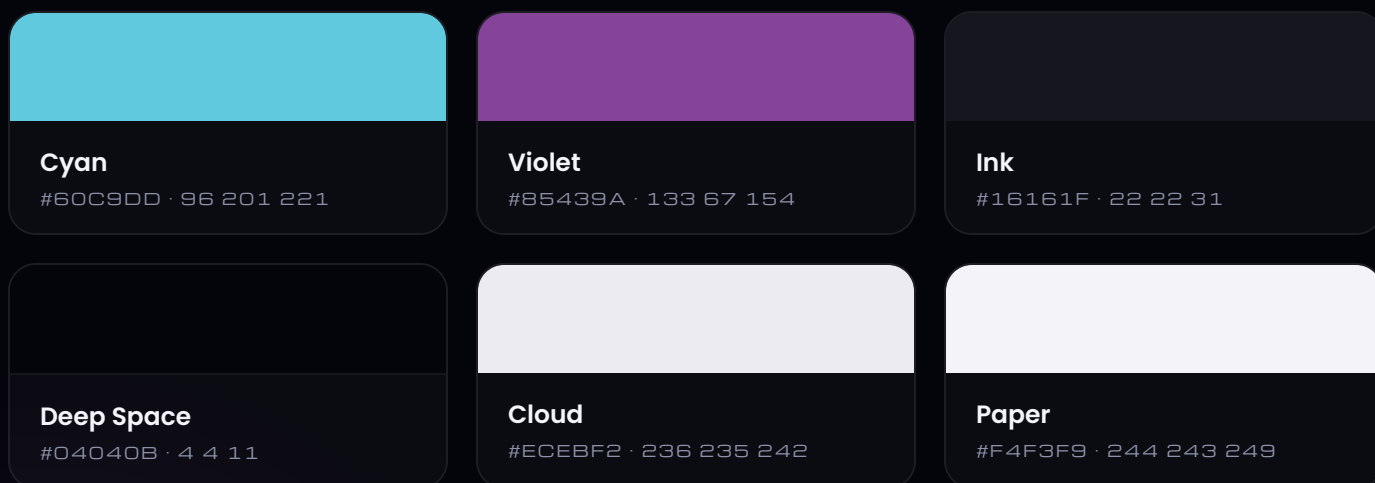
Quotations highlight reviews and opinions. Set them apart, keep them short.

Deep space, lit by the gradient.



#60C9DD · 0% #5EC2D9 · 8% #59B0D0 · 20% #5292C1 · 34% #4869AD · 49% #3F439A · 61% #85439A · 100%

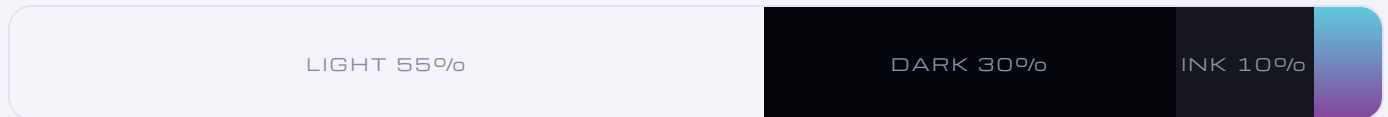
The signature gradient. Always 95°, always this stop order: cyan light falling into violet depth. On light surfaces, accent text uses Indigo #3F439A or Violet #85439A. Both are real stops on the ramp and both clear AA; the cyan end does not.



The ramp above is the logo's own 7 stops (#85439A → #60C9DD), so layouts and artwork now match. Use the supplied Sphere files; never redraw it.

Mostly quiet. Precisely lit.

PROPORTIONS



Compositions are mostly calm neutral surfaces. The gradient is the 5%: the accent that makes the rest feel deliberate.

GRADIENT RULES

- ✓ Key words in headlines, eyebrow dashes, hairlines, one hero element
- ✗ Body copy, full backgrounds behind text, more than one gradient element per view
- ✓ Indigo #3F439A or Violet #85439A for accent text on light surfaces
- ✗ Gradient text below 24 px, or rotated off the 95° axis

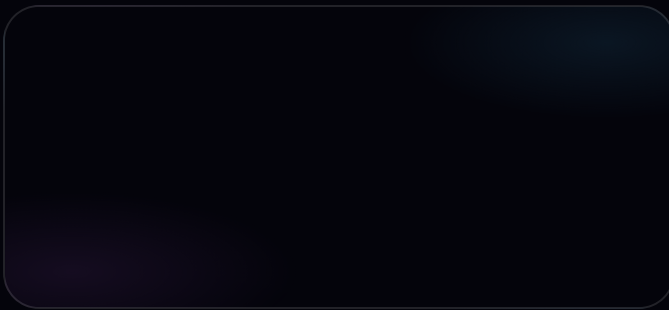
ACCESSIBLE PAIRS

Aa Ink on Paper ≈16.3:1 · AAA	Aa White on Deep Space ≈18.8:1 · AAA
Aa Soft on Paper ≈5.8:1 · AA	Aa Body on Deep Space ≈8.8:1 · AAA

Cyan #60C9DD on white is 1.9:1. Never use it for text on light surfaces. Use Ink, Indigo #3F439A, or Violet #85439A instead.

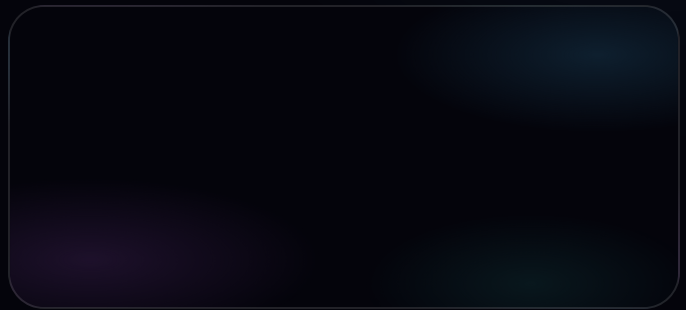
The signature dark surface.

Deep Space lit by two soft glows: violet from the bottom left, cyan from the top right. After the logo, this is the brand's most recognizable asset. Never a hard gradient, never saturated, never centered.



STANDARD · CONTENT PAGES

Violet .15, cyan .12. The default for any dark page or section.



STRONG · COVERS & HEROES

Violet .22, cyan .18, plus a teal .12 accent. First impressions only.

THE RECIPE

background:

```
radial-gradient(ellipse 55% 44% at 10% 88%, rgba(122,63,158,.15), transparent 62%),  
radial-gradient(ellipse 50% 42% at 90% 12%, rgba(63,159,212,.12), transparent 62%),  
#04040b;
```

Available as the token `--sc-surface-dark` (and `--sc-surface-dark-strong`) in the design system.

- | | |
|--|--|
| ✓ Glows anchored off-center, near opposite corners | ✗ Linear or hard-edged gradients as page backgrounds |
| ✓ Glass cards and white text sitting on top | ✗ Raising opacity past .25, or adding a third color |
| ✓ Light Paper pages between dark ones, for rhythm | ✗ Body text below #A4AABE on the dark surface |

Glass, pills, and thin strokes.

BUTTONS

[Book a demo →](#)[● See it in action](#)

Radius 999 · Poppins 600 · 14 px · pad 12/24

GLASS CARD

DATA ON DEMAND

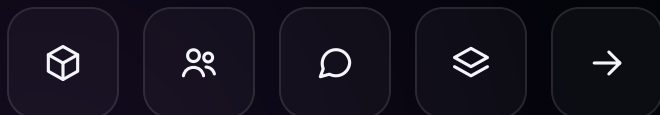
**Click any element. See the data
behind it.**

Fill `rgba(255,255,255,.05)` · border
`rgba(255,255,255,.10)` · blur 22 · radius 24.

CHIPS & STATUS

- ✓ No extra Revit seats
- ✓ Local-first processing
- Live session · 12 people

ICONOGRAPHY



24 px grid · 1.7 px stroke · round caps and joins · outline only, no fills · drawn in `currentColor` so icons inherit text color.

The brand on one page.

For partners, vendors, and anyone shipping something with our name on it. When in doubt, this page is enough.

LOGO



Black wordmark on light, white on dark. Clear space: the "S" cap height. Minimum 140 px / 32 mm wide. Never recolor, distort, or re-set the type.

TYPE

MICHROMA

Labels and eyebrows only. Uppercase, tracking .16em to .34em.

Poppins 400 to 800

Everything else: headings tight (-0.02em), body loose (1.55 to 1.7).

COLOR



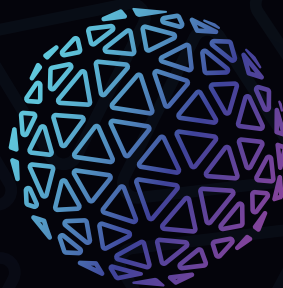
Neutral surfaces carry the design. The gradient is an accent: key words, hairlines, one hero element. Never body text, never below 24 px.

FIVE RULES

- 1 Use provided logo files only, on calm backgrounds
- 2 Ink text on light, white text on dark, AA contrast minimum
- 3 Michroma for labels, Poppins for everything else
- 4 One gradient accent per composition, at 95°
- 5 Write plainly: short sentences, no hype

ASSETS & QUESTIONS

Logo files, fonts, and templates ship in the brand kit. Anything unclear, or a use case this page doesn't cover: marketing@spatialconstrux.com



SPATIAL
CONSTRUX

Questions about the brand, or need source files?
marketing@spatialconstrux.com