



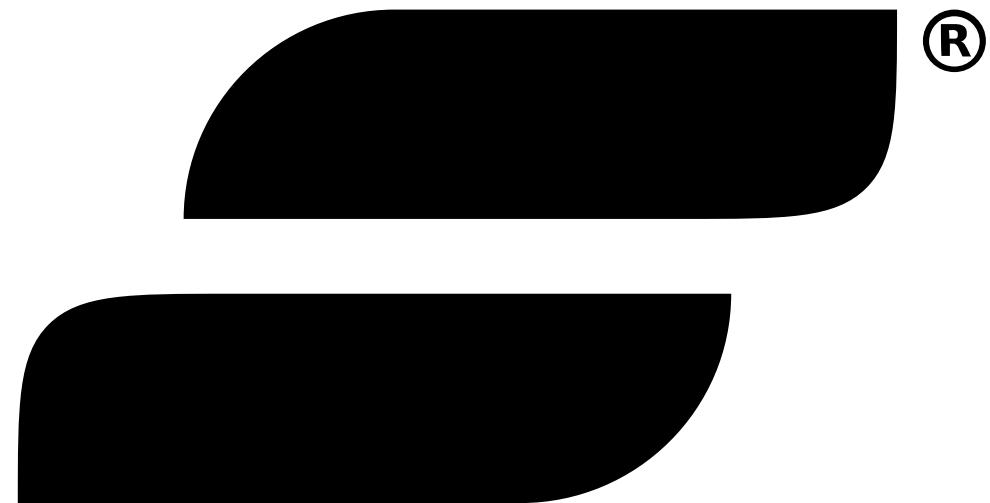
# Brand Guidelines

---

# Main Logo

---





# Color Logo

---



# Color Usage



# Logo Misuse



# Product Logos



**seekrFlow™**

**seekrAlign™**

# Product Logos Misuse



 **seekr**Flow™



**seekr** Flow™



**seekr**  
Flow™



 **seekr**Align™



**seekr** Align™



**seekr**  
Align™





# Color Palette



## Neutral

20.31 w 1.03 b	19.41 w 1.08 b	17.69 w 1.18 b	15.62 w 1.34 b	13.17 w 1.59 b	10.64 w 1.97 b	7.24 w 2.89 b	4.97 w 4.21 b	3.55 w 5.91 b	
#01060D GreyCool900	#050E1A GreyCool800	#0F1926 GreyCool700	#1A2433 GreyCool600	#263140 GreyCool500	#363F4D GreyCool400	#4E5866 GreyCool300	#667180 GreyCool200	#7D8999 GreyCool100	
2.59 w 8.09 b	2.2 w 9.52 b	1.88 w 11.14 b	1.61 w 12.96 b	1.39 w 15.02 b	1.24 w 16.93 b	1.15 w 18.21 b	1.08 w 19.29 b	1.05 w 19.99 b	1.01 w 20.71 b
#96A2B2 GreyCool90	#A4B0BF GreyCool80	#B4BECC GreyCool70	#C3CCD9 GreyCool60	#D3DBE5 GreyCool50	#E1E7F0 GreyCool40	#EBEFF5 GreyCool30	#F2F6FA GreyCool20	#F7FAFC GreyCool10	#FAFBFC GreyCool5

# Gradient



## Brand



# Headline



**Bold** Medium Regular

# Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Rr Ss Tt Uu Vv Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 , . ; “ ’ / ? < >



**Bold** Regular

# Open Sans


























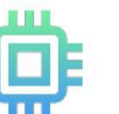


























Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Rr Ss Tt Uu Vv Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 , . ; " ' / ? < >

# Icons



 Finance	 Healthcare	 Media	 Advertising	 Hospitality	 Retail / E-commerce	 Real Estate	 Checkmark	 AI	 Cloud	 Automation	 Detection	 Web
 Reduce	 Pricing	 Analyze	 Scoring	 Risk	 Systems	 Communication	 Segment	 Realtime	 Optimize	 Database	 Tracking	 Chip
 Publish	 Marketplace	 Grow	 Government	 Secure	 Team	 Develop	 Timeline	 Customer	 Support	 Research	 Deploy	 Monitor
 Accurate	 Transparent	 Website	 Documents	 Audio	 Video	 Podcasts	 Images	 Text	 Pie Chart	 Data	 Test	 Payment

# Icon Gradient



# Illustrations

