



Digital design guidelines

Version 0.8

22nd April 2025

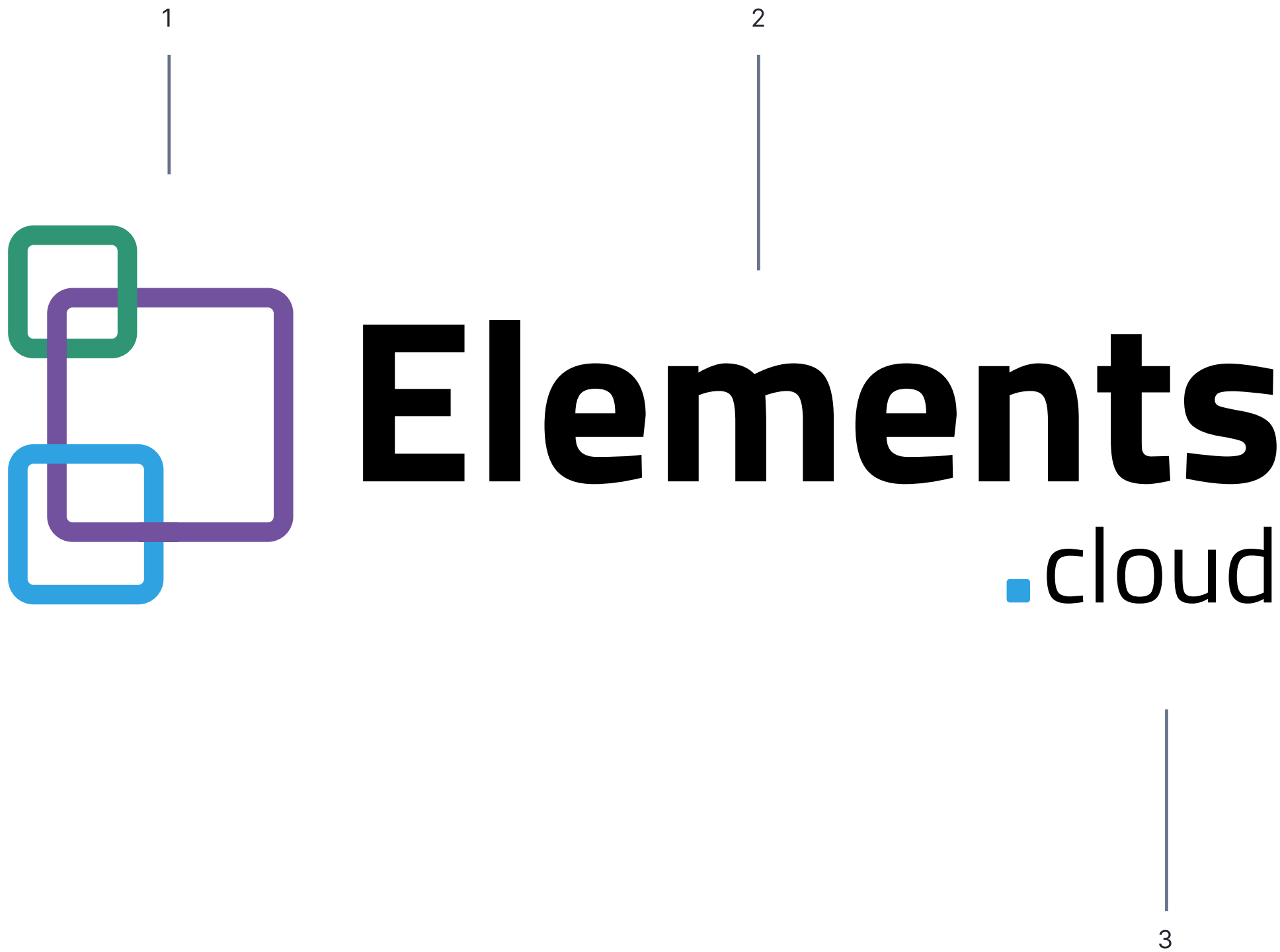
Branding

The Elements logotype,
or wordmark, represents the distilled essence of our brand.

It must always be used with the utmost respect and should
always be reproduced using the logotype artwork provided.

The logotype consists of three parts and should appear
together for most branded applications.

The icon may be used singularly, purely to show detail. The
wordmark must never appear on its own.



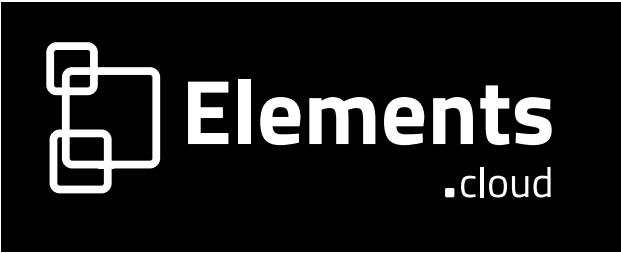
The Elements logo type will primarily be used in colour.

Two special use cases are available. These are white and
black.

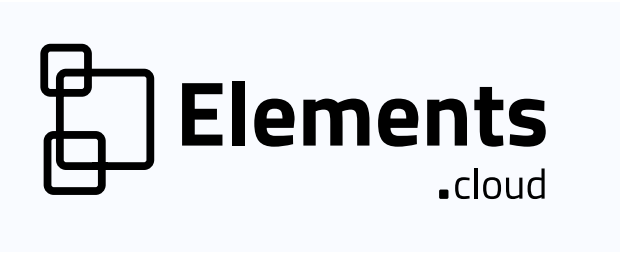
Use special white when on dark backgrounds, including
gradients, images and textures.



Primary full colour



Special use white



Special use black

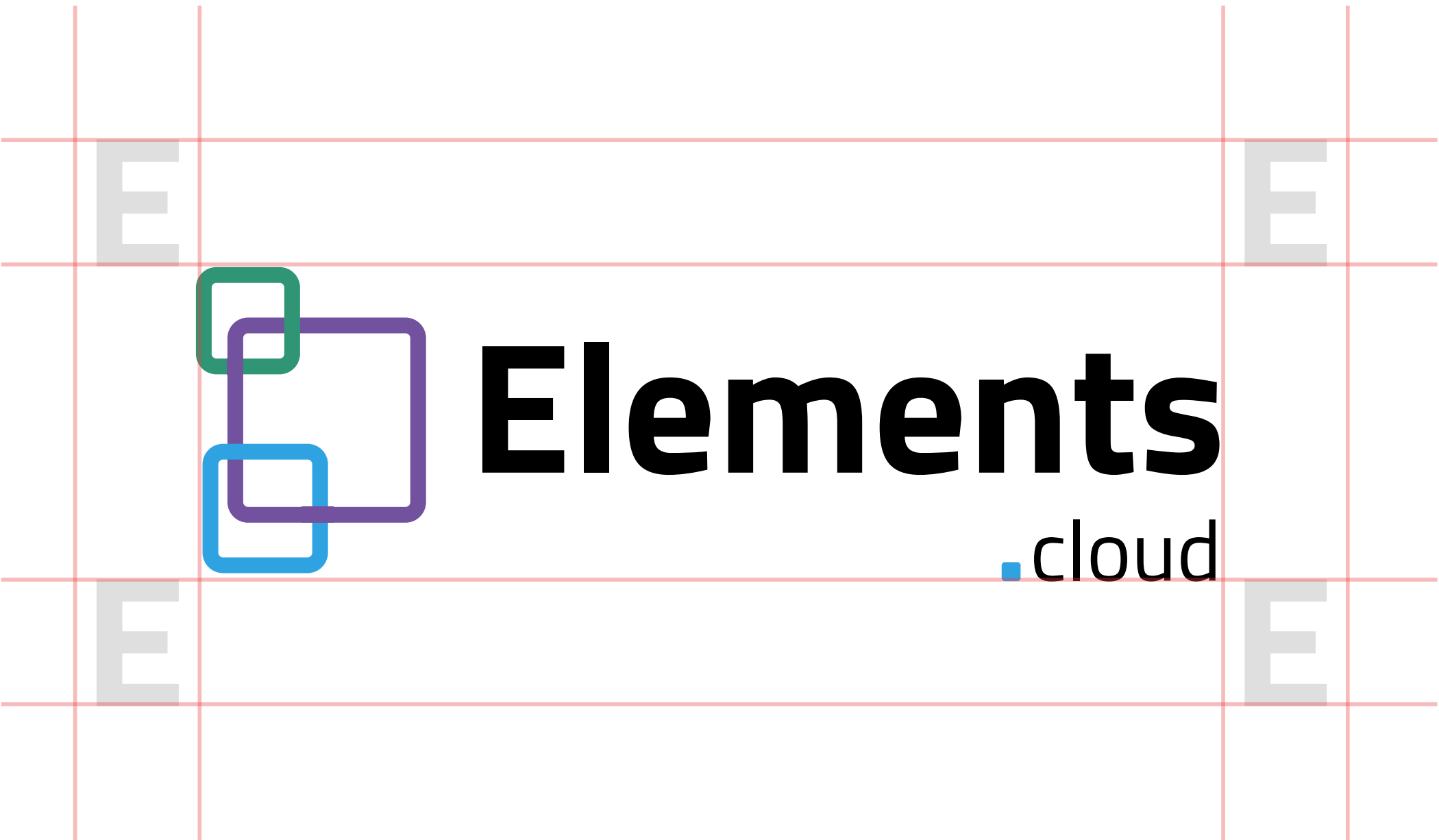
Branding - Logotype application

The logotype should always be legible and unobstructed by other elements.

By surrounding the logotype with clearspace it ensures prominence wherever the logotype is applied.

The minimum recommended size for the clearspace is demonstrated in this diagram by the red dotted line. As shown, no imagery, type or graphic elements can encroach on this space when aligned to the logotype.

The clearspace has been created to be proportional to the logotype artwork being reproduced. For this purpose, the cap height of the letter ‘E’ has been used to create a minimum clearspace of sufficient height and width.






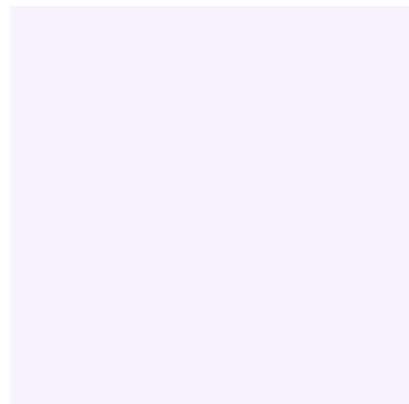
The area of clearspace shown here is a minimum and should be increased wherever possible.

Colours

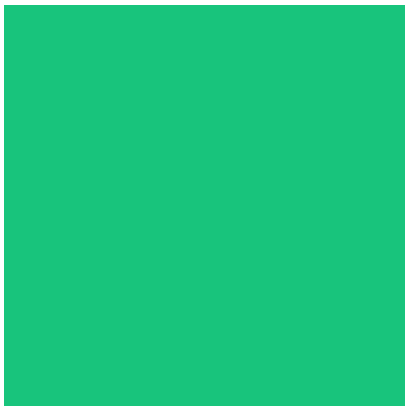
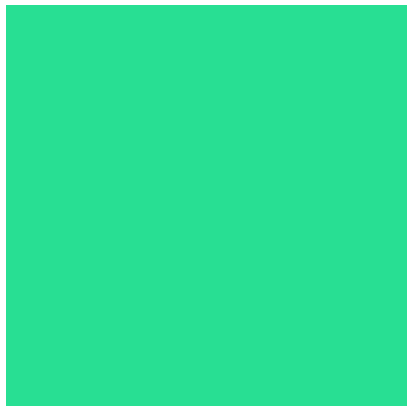
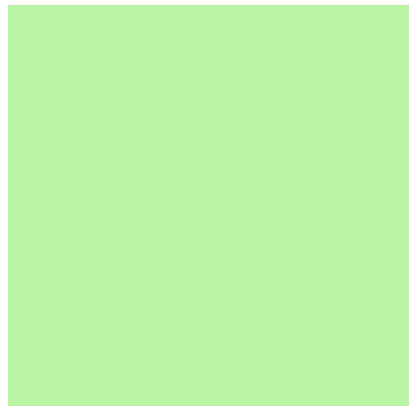

Below is the initial version of the new elements design guidelines for use with the new brand colours and typography.

Key colours

Purples

			
Dark purple	Purple	Faded purple	Pale purple
Colour	Accent	Highlight	Backgrounds
#622B97	#7D3FB8	#C7ADFF	#F8F3FF

Greens

			
Dark green	Green	Faded green	Pale green
Colour	Accent	Highlight	Backgrounds
#19C57D	#29DF93	#B9F4A4	#E3FFED

Blues

			
Dark blue	Blue	Faded blue	Pale blue
Colour	Accent	Highlight	Backgrounds
#0194D1	#00A4E9	#64CBF6	#DCF0FF

Text colours

		
Titles	Text	Placeholder
#2C1A4F	#1B2330	#596578

Colour use

- Below are some notes on how colours are selected and used.
- ✓ **Each colour has a main accent colour**

These are used for buttons, links that are an action or need to get attention.
 - ✓ **Highlight colours**

As the name suggests these are used for the highlights behind words on the site and for non-interactive elements like the arrows and some borders.
 - ✓ **Pale colours**

The pale colours like pale purple are used primarily for the backgrounds for pages and blocks.
 - ✓ **Titles and text**

Unlike the old system all titles and text are one colour each, with only exceptions for eyebrows (when we use them) and on inverted sections where the text needs to be solid white.

Typography

Note these sizes are for the website and only a guideline for other media, they might be too large for presentations (separate sizing guides will be provided).

Headings

H1

Funnel Display 76pt / 86

H2 - lg

Funnel Display 64pt / 76

H2 - md

Funnel Display 48pt / 58

H3

Funnel Display 38pt / 46

H4 (Large)

Funnel Display 30pt / 38

H4 (Medium)

Funnel Display 26pt / 34

H5

Funnel Display 22pt / 30

H6

Funnel Display 18pt / 24

Body styles

Body extra large

Funnel Sans 21pt / 31

Body large

Funnel Sans 18pt / 27

Body medium

Funnel Sans 16pt / 23

Body small

Funnel Sans 14pt / 21

Colour use

Each size is listed as size in pt and the line-height after the / slash.

The website has multiple sizes for H2 and H4 for flexibility in the layouts, most apps will only give you the option for one size.

Download fonts

Both fonts are available on Google fonts



[Download Funnel Display](#)



[Download Funnel Sans](#)

Icons

Icons follow an 8-point grid system to maintain visual consistency across the brand. The primary icon size is 24x24 pixels, and all other sizes should adhere to multiples of 8 (e.g., 8, 16, 24, 32, 48).

All icons are line-based, featuring no solid fills, and use a 1.5px stroke width at 24px size. This proportion should scale accordingly at other sizes to maintain clarity and consistency.



When designing charts and other visual elements, aim for a bold, impactful style. Use pastel backgrounds to provide a soft base, contrasted by strong, 2px-thick lines for emphasis and readability.

Charts can incorporate solid, deep colours and may also be presented in inverted styles—with dark backgrounds and light content—to create visual contrast. However, avoid large expanses of dark colour, as they can feel heavy and reduce overall clarity.

Block

Block

Block

Block

Block

Block

Block

Block

Block

Page Title

Page Title

Page Title

Label

Label

Label

Label

Label

Label

Options

Options

Options

Options

Options

Options

Modal

Modal

Modal

Modal

Modal

Modal

Modal

Modal

Modal

✓

✓

✓

✗

✗

✗

✓ Reduce errors

✓ Reduce errors

✓ Reduce errors

✓ Reduce errors

✓ Reduce errors

✓ Reduce errors

Title

Title

Title

Page Title

Compare permission access: Custom: Sales Profile

This heatmap shows similarity between listed profiles/permission sets below and Custom: Sales Profile. Click on a single cell or first column cell to open up the detailed reports. You can select nodes by clicking on the corresponding header of the column to create a story for current and selected nodes.

Similarities	Contract Manager	Custom: Support Pr...	Identity User	Marketing User
fieldPermissions	91% (67/794)	99% (3/728)	98% (9/731)	91% (67/794)
flowAccesses				
layoutAssignments	98% (5/292)	97% (6/292)	97% (8/292)	98% (5/292)
loginFlows				
loginHours				
loginIpRanges				
objectPermissions	18% (60/74)	88% (2/17)	0%	20% (59/74)
pageAccesses				
recordTypeVisibilities	100% (0/12)	85% (2/14)	83% (2/12)	100% (0/12)

EXPORT TO CSVBackCreate story(1)

Page Title

Compare permission access: Custom: Sales Profile

This heatmap shows similarity between listed profiles/permission sets below and Custom: Sales Profile. Click on a single cell or first column cell to open up the detailed reports. You can select nodes by clicking on the corresponding header of the column to create a story for current and selected nodes.

Similarities	Contract Manager	Custom: Support Pr...	Identity User	Marketing User
fieldPermissions	91% (67/794)	99% (3/728)	98% (9/731)	91% (67/794)
flowAccesses				
layoutAssignments	98% (5/292)	97% (6/292)	97% (8/292)	98% (5/292)
loginFlows				
loginHours				
loginIpRanges				
objectPermissions	18% (60/74)	88% (2/17)	0%	20% (59/74)
pageAccesses				
recordTypeVisibilities	100% (0/12)	85% (2/14)	83% (2/12)	100% (0/12)

EXPORT TO CSVBackCreate story(1)