Click2Send

Brand Guidelines

Version 1.0 | November 2026

Confidential

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01

Logo Variants

Our logo consists of the wordmark "Click2Send" with the "2" stylised as a distinctive brand element.

Click2Send

Primary - Light Background

"Click" in Charcoal, "2Send" in Orange

File: Logo-1.svg



Primary - Dark Background

"Click" in White, "2Send" in Orange

File: Logo-2.svg



Reversed - Brand Background

"Click" in Dark, "2Send" in White

File: Logo-3.svg

Click2Send

Mono - Dark

Single-colour dark version

File: Logo-4.svg



Mono - White

File: Logo-5.svg

Single-colour white version

02

Colour Palette

Our brand palette is built around a vibrant orange primary colour, supported by neutral tones and functional UI colours.

Primary Brand Colours

Click2Send Orange
#FF7C2A
Primary brand. Buttons, accents, CTAs.

Orange Dark
#E86A1A
Hover states, pressed buttons.

Orange Light
#FFF0E6
Soft backgrounds, badges.

Neutral Colours

Ink Black
#191919
Headings, dark backgrounds.

Charcoal
#353333
Logo "Click" text.

Gray 700
#374151
Body text, paragraphs.

Gray 500
#6B7280
Secondary text, labels.

Gray 400
#9CA3AF
Muted text, timestamps.

Gray 200
#E5E7EB
Borders, dividers.

Gray 100
#F3F4F6
Table stripes, subtle fills.

White
#FFFFFF
Backgrounds, cards, inputs.

Functional / UI Colours

Success Green
#22C55E
Delivered, success alerts.

Error Red
#EF4444
Errors, destructive actions.

Warning Amber
#F59E0B
Warnings, pending states.

Info Blue
#3B82F6
Links, in-transit status.

Purple
#8B5CF6
Premium features, badges.

03

Typography

Inter is our primary typeface across all digital touchpoints, providing excellent readability and a clean, modern aesthetic.

DISPLAY	48px / Extra-Bold (800)	**Click2Send**
HEADING 1	32px / Bold (700)	**Ship Smarter, Globally**
HEADING 2	24px / Semi-Bold (600)	**Parcel Management**
HEADING 3	18px / Semi-Bold (600)	**Rate Card Overview**
BODY	14px / Regular (400)	Our platform streamlines global shipping.
SMALL / CAPTION	12px / Medium (500)	Last updated 24 Feb 2026 at 12:55

Font Details

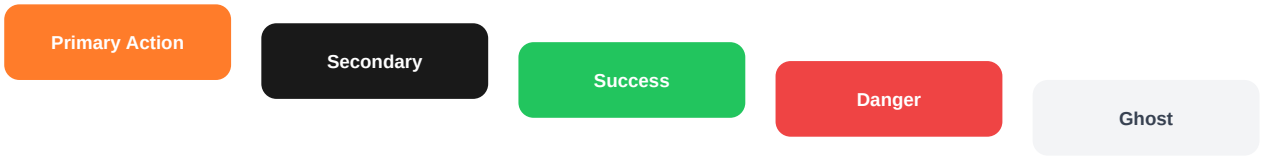
Source	Google Fonts: Inter
Weights	300 Light, 400 Regular, 500 Medium, 600 Semi-Bold, 700 Bold, 800 Extra-Bold
Fallback	Inter, -apple-system, BlinkMacSystemFont, 'Segoe UI', Roboto, Arial, sans-serif

04

UI Components

Standard treatments for buttons, cards, and interactive elements across the platform.

Buttons



Design Tokens

Border Radius

Buttons: 8px | Cards: 12px | Inputs: 6px | Badges: pill (9999px)

Shadows

Cards: 0 1px 3px rgba(0,0,0,0.08) | Elevated: 0 4px 12px rgba(0,0,0,0.12)

Spacing

Based on 4px increments: 4, 8, 12, 16, 24, 32, 40, 48, 64px

05

Logo Usage Rules

Follow these guidelines to ensure consistent and respectful use of the Click2Send brand.

Do

- ✔ Use the full-colour logo on light backgrounds as the default
- ✔ Use the reversed logo (white) on dark or busy backgrounds
- ✔ Maintain clear space around the logo (minimum equal to the height of the "2")
- ✔ Use SVG format for digital and PDF for print
- ✔ Scale proportionally - never stretch or distort
- ✔ Use the mono version when colour printing is unavailable

Don't

- ✘ Alter the logo colours outside approved palette
- ✘ Add drop shadows, outlines, or effects to the logo
- ✘ Place the logo on busy or low-contrast backgrounds
- ✘ Rotate, skew, or reposition elements of the logo
- ✘ Use the logo smaller than 100px wide on screen
- ✘ Re-create or modify the "2" character

06

Brand Voice

How we communicate across all channels.

Professional

We speak with authority on logistics. Our language is clear, precise, and knowledgeable without being overly technical.

Approachable

We make complex shipping simple. Our tone is warm, helpful, and encouraging - never condescending.

Efficient

We respect our users' time. Messaging is concise, action-oriented, and gets straight to the point.

Global

We serve an international audience. Language is inclusive, culturally sensitive, and avoids regional idioms.

Click2Send

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