



BRAND & DESIGN GUIDELINES

Everything you need to build with us

The voice, colors, type and shapes that make Halentra
recognizable — one partner, one system, one look.

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One partner for the whole stack

Halentra is an IT solutions distributor for modern IT businesses — MSPs and internal IT teams. Beyond licensing best-in-class software, we deliver the integrations, implementation and expert services that make it all work together.

Distribute

Licensing for Halo, NinjaOne, CIPP, Hudu, Rewst, Pennylane and Lemlist.

Integrate

Custom integrations and implementation that connect the tools into one stack.

Advise

Business strategy, consulting, training and managed services from real experts.

THE PROMISE

One partner, one invoice, one point of contact.

This line is the spine of the brand. Everything we say should make the stack feel simpler, never more complex.

Clear, confident, plain-spoken

We sell simplicity, so we write simply. No hype, no acronym soup, no exclamation marks doing the work that a good sentence should.

Person

Address the reader as **you**. We are **we** or **Halentra** — never "the company" or third person.

Casing

Sentence case everywhere, including headings. The only uppercase is eyebrows and small labels, set with wide 0.16em tracking.

Jargon

Avoid MSP acronyms in customer-facing copy. We deliberately renamed "Strategic Advisory" to "Business Strategy" — pick the plainer word every time.

Emoji

Not used in marketing or body copy. The only exception is flag glyphs in the language selector (GB FR). Never add decorative emoji.

Say it, then underline it

Halentra headlines pair a plain statement with exactly one accented word — the word that carries the squiggle.

HEADLINE PATTERN

Everything you need to write about us
The latest announcements

One accent per heading. Never two. The squiggle lands on the noun that matters, not on a verb or a filler word.



Write this

"Everything you need, from one partner."

"Jun 2026 · 9 min read"

"Get a demo"



Not this

"Unlock Next-Gen MSP Synergy!"

"JUNE 2026 | 9 MINUTE READ"

"Click Here To Learn More"

Meta text — dates, read times, counts — uses a tertiary ink and a middot separator: Jun 2026 · 9 min read. Use em-dashes for asides, and let sentences end quietly.

Two versions, nothing else

The wordmark is the whole identity — there is no separate symbol or monogram. Use the dark mark on light surfaces and the light mark on deep green.



DARK — ON MINT & WHITE



LIGHT — ON DEEP GREEN

Clearspace

Keep free space equal to the height of the "H" on all four sides.



Minimum size

120px wide on screen, 28mm in print. Below that the wordmark stops being legible.



Don't touch it

The wordmark ships as an SVG at fixed proportions. Scale it, place it on one of the two approved backgrounds, and leave everything else alone.



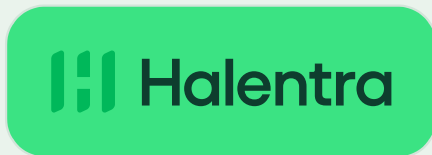
✗ Never stretch



✗ Never rotate



✗ No off-brand color



✗ Not on bright green



✗ No shadows or effects



✗ No low contrast

COLOR

A green world

Deep forest green is both our ink and our dark surface. Two accent greens do the highlighting — one for light backgrounds, one for dark.

Green 900
#0A2E22

Green 800 · primary
#0E3D2E

Green 700
#12513C

Green 500 · accent
#00B85A

Green 400 · on dark
#3BE383

Mint 100 · page
#EAF3EC

Green 800	Primary text, dark surfaces, primary button fill	--green-800
Green 900	Footer, deepest panels	--green-900
Green 700	Primary button hover only	--green-700
Green 500	Links, squiggle, highlights on light	--green-500
Green 400	Accents and eyebrows on dark	--green-400

COLOR

No grey, ever

Every neutral is mint-tinted and every ink leans green. Pure grey and pure black are off-brand — even our shadows carry a green tint.

Mint 050 • card

#FFFFFF

Mint 100 • page

#EAF3EC

Mint 200 • pill fill

#DCEFE0

Mint 300 • hairline

#D3E4D9

Mint 400 • on green

#C7DED2

Mint 500 • footer body

#A3CBB2

Ink

Ink 900 • primary

#0E3D2E

Ink 600 • secondary

#5B6B60

Ink 500 • tertiary

#7A8C81

Body copy sits in Ink 600, not the primary ink — it keeps long paragraphs soft against mint. Reserve Ink 900 for headings and emphasis.

COLOR

Two backgrounds, max

A page alternates mint and white, section to section. Deep green is a punctuation mark — feature panels, CTA bands and the footer only.

SECTION · MINT 100

SECTION · WHITE

SECTION · MINT 100

FEATURE PANEL · GREEN 800

FOOTER · GREEN 900



Do

Let white cards sit on mint. Use one deep-green band per page for emphasis. Put accent green only on links, the squiggle and small highlights.



Don't

Introduce a third background color, fill large areas with accent green, or use gradients. The brand has no gradient.

Instrument Sans, almost always

One family carries the entire brand, weights 400–700. Instrument Serif exists for occasional display moments but the system leans on the sans.

DISPLAY · 54 / 600 / -0.03EM

One partner

H1 · 42 / 600 / -0.02EM

Built for modern IT

H2 · 30 / 600

Integrations that hold

H3 · 21 / 600

Managed services

LEAD · 18 / 400 / 1.55

Everything you need, from one partner.

BODY · 16 / 400 / 1.6

Licensing, implementation and expert services as one coherent stack.

EYEBROW · 12 / 700 / 0.16EM / UPPERCASE

WHY HALENTA

Tight heads, soft body

Headings run tight and dark; body runs loose and secondary. That contrast is what makes a Halentra page feel calm.

OUR SERVICES

Expertise where the stack meets the business

From service desk to accounting, our consultants implement and integrate the tools your team already relies on — then stay on to make them work harder.

Get a demo

See services

Heading tracking	Tight — pulls letters together	-0.02 / -0.03em
Heading leading	Near-solid on display sizes	1.06 - 1.25
Body leading	Generous, for long reads	1.6
Eyebrow tracking	Wide, uppercase, accent green	0.16em
Measure	Cap line length for readability	~52 - 56ch

The squiggle

A hand-drawn underline beneath one accent word per heading. It is the single most recognizable Halentra element — the one thing that makes a layout ours at a glance.

ON LIGHT

write about us

stroke #00B85A

ON DARK

the right person

stroke #3BE383

Rules

One squiggle per heading, on the noun that matters. Stroke width 5 on a 120×14 viewBox, round caps, scaled to the width of the word. Never on body copy, never on buttons, never two in the same headline. It ships as the `--squiggle-accent` token.

Round, and rounder

Generous rounding everywhere, and full pills for anything you can click. Elevation is always green-tinted, never neutral grey.

Radii

Icon tiles	11px
Cards	20px
Panels, menus	24px
Buttons, tags	99px

Buttons are pills

Primary

Primary · hover

Secondary

Ghost · nav

Hover shifts color. It never shrinks or bounces.

Cards

White fill, 1px mint hairline, 20px radius, and a two-part green-tinted shadow: $0\ 1px\ 2px\ \text{rgba}(7,39,29,.05)$, $0\ 12px\ 30px\ \text{rgba}(7,39,29,.05)$. On hover the card lifts **translateY(-4px)** into a deeper shadow, eased **cubic-bezier(.2,.7,.3,1)**.

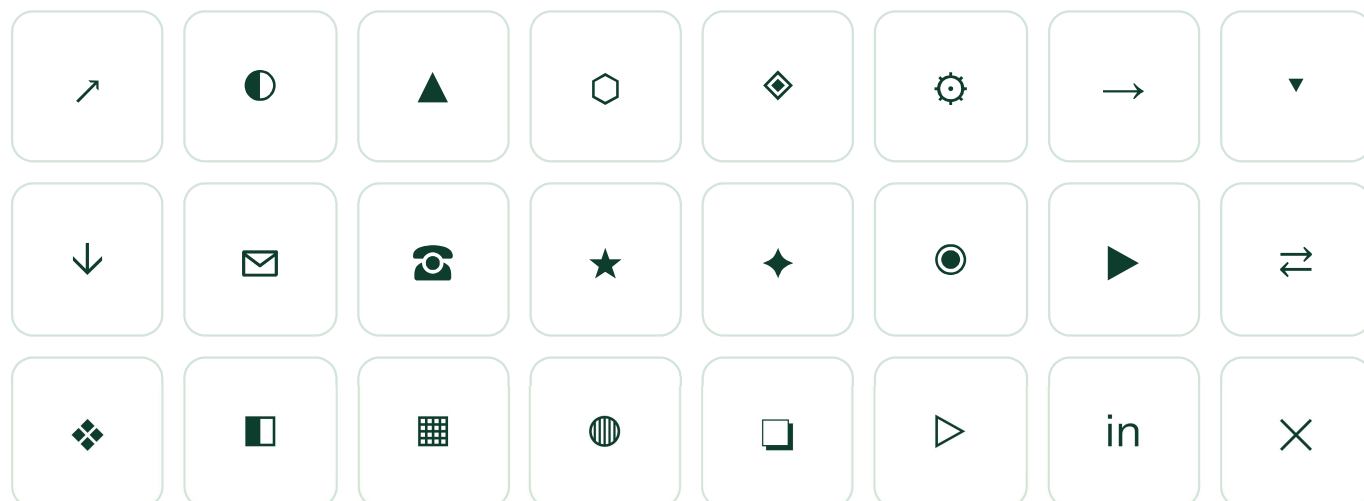
REST

HOVER

MENU

Glyphs, not an icon library

Halentra uses Unicode glyphs as lightweight icons. There is no bundled icon font and no illustration set — the type does the work.



How to use them

Set glyphs in the primary green at the size of the surrounding text, or centered in an 11px-radius white tile. Social marks are text too — "in" for LinkedIn, "▶" for YouTube.

If you need more

Substitute **Lucide** — its thin rounded strokes match the brand — and flag the addition. Never mix two icon systems on one page, and never use emoji as an icon.

Calm motion, one column

Motion

Entrances	fade-up, staggered 0.1s	0.8s
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Mega-menus	menuIn	0.24s
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Easing	spring-ish, one curve .2, .7, .3, 1	
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Reveal	IntersectionObserver	once
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No bounces. No parallax. No looping animation.

Layout

Content column	centered	1200px
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Gutter	horizontal	24px
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Section rhythm	vertical	88–92px
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Hero measure	centered copy	~900px
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The header is full-bleed; its contents align to the 1200px column.

Transparency & blur

The header starts transparent and becomes `rgba(255, 255, 255, .94)` with `blur(12px)` once the page scrolls. On deep green, subtle fills use white at 6–12% opacity. Blur appears nowhere else.

Section seams

Sections never butt with a flat rule. Each carries a stitched top-border mask (`assets/section-border-pattern.png`) tinted to the incoming section color.

Questions about the brand?

The living version of this guide — tokens, components and full UI kits — sits in the Halentra design system. Start there, and this document stays the summary.