pageloop

Brand Guidelines

These guidelines establish the visual foundations of the Pageloop brand. They define how our identity comes together across different platforms and applications.

Use them as a reference to maintain a consistent and recognisable brand experience.

Index

- Logo Guide
- Colour Palette
- Typography
- The Brand Idea
- Iconography
- Brand Assets
- Applications

Logo Guide



The Pageloop logo represents the continuous flow of information.

Its visual language takes inspiration from turning pages, bringing movement and connection into a simple, recognisable identity.

Primary logo

pageloop

Logomark

The Pageloop identity includes multiple logo variations designed to adapt to different layouts, platforms and applications.
Each variation maintains consistency across different layouts, applications and formats.

*The version used in white on blue or any darker background should be used in the same format given. Since viusally white logo should be slightly thinner.

Secondary logo

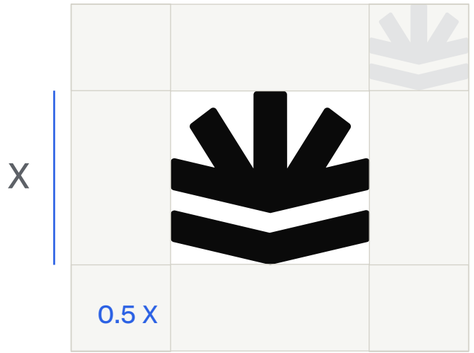
pageloop

Favicon

Wordmark

pageloop

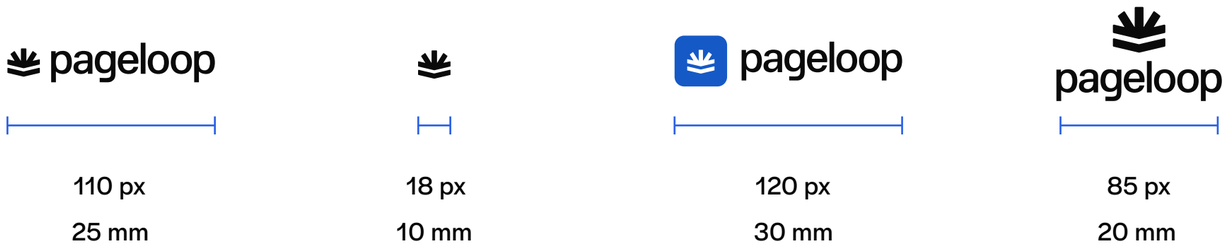


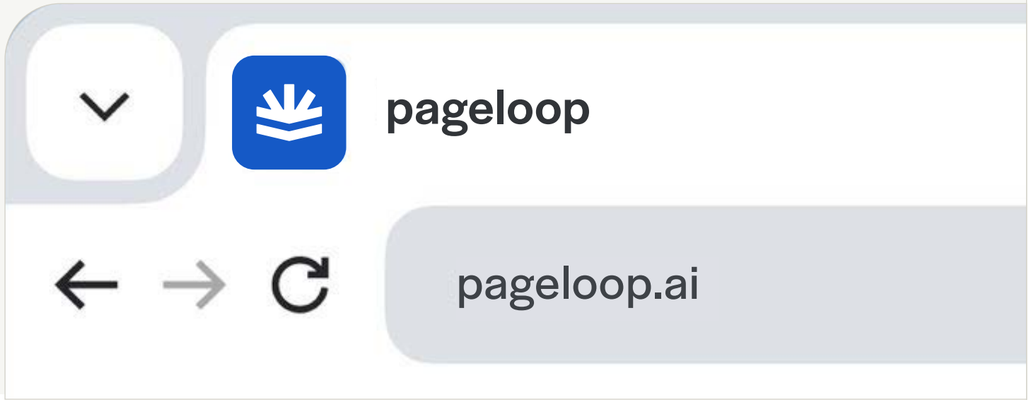




Maintaining clear space around the Pageloop logo ensures visibility and prevents surrounding elements from interfering with its appearance.

The defined clear space is measured using the logo's designated unit (X) and must remain free of text, graphics or other visual elements.



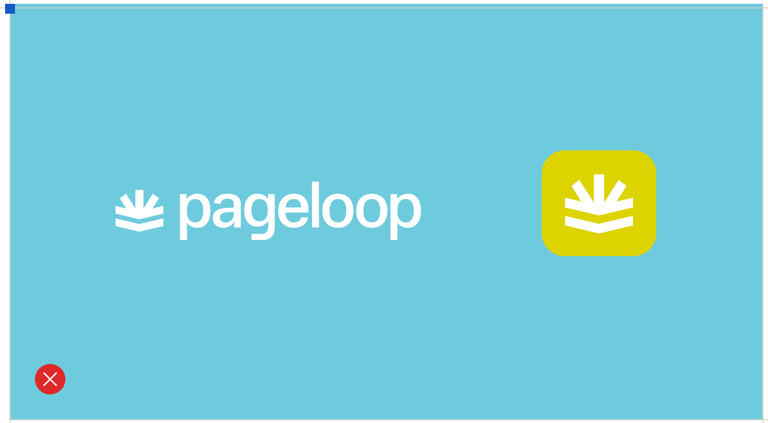


The Pageloop logo is available in four approved configurations, each designed to maintain clarity and visual consistency across different applications.

Always follow the specified minimum dimensions to ensure legibility and preserve the integrity of the brand mark.

Digital- px | Print- mm

Logo misuse













- Do not use color combinations that make the logomark illegible.
- Do not use different colors for the logotype and the symbol.
- Do not disproportionately stretch or warp the logo.
- Do not stylize or alter the logo including outlining it, adding a drop shadow or bevel, or any stylistic effect.
- Do not scale, reposition or modify the logo in any way.
- Do not place the logo over images which make the logomark illegible or use in any color other than white or black when being placed on top of an image.

Colour Palette

#000000

C: 0
M: 0
Y: 0
k: 0

#f6f6f3

C: 2
M: 1
Y: 3
k: 0

#f6dd78

C: 2
M: 11
Y: 72
k: 0

#2b58bf

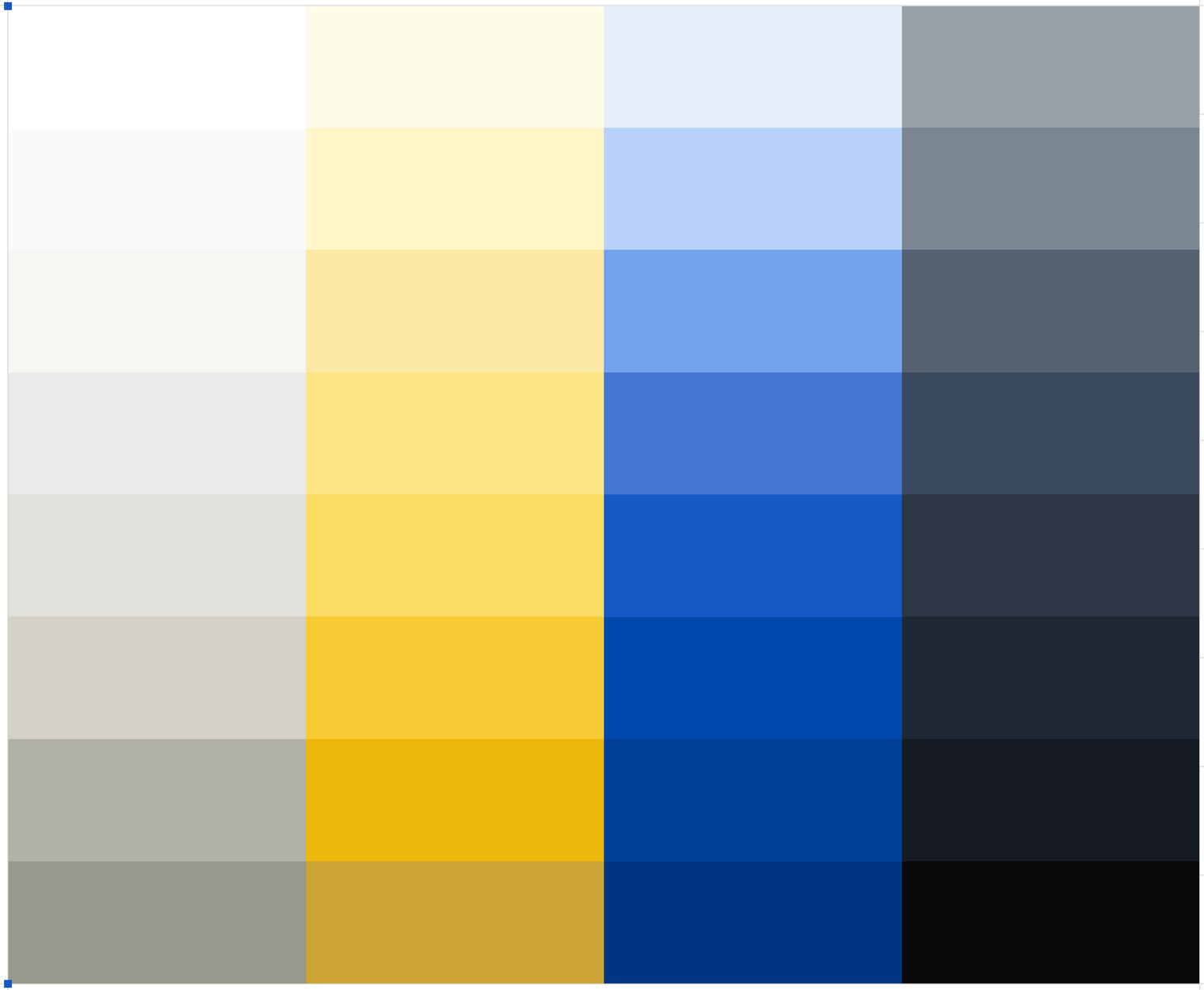
C: 88
M: 69
Y: 0
k: 0

#0A0A0A

C: 74
M: 67
Y: 66
k: 89

Our colour palette creates a balance between clarity, energy and approachability.

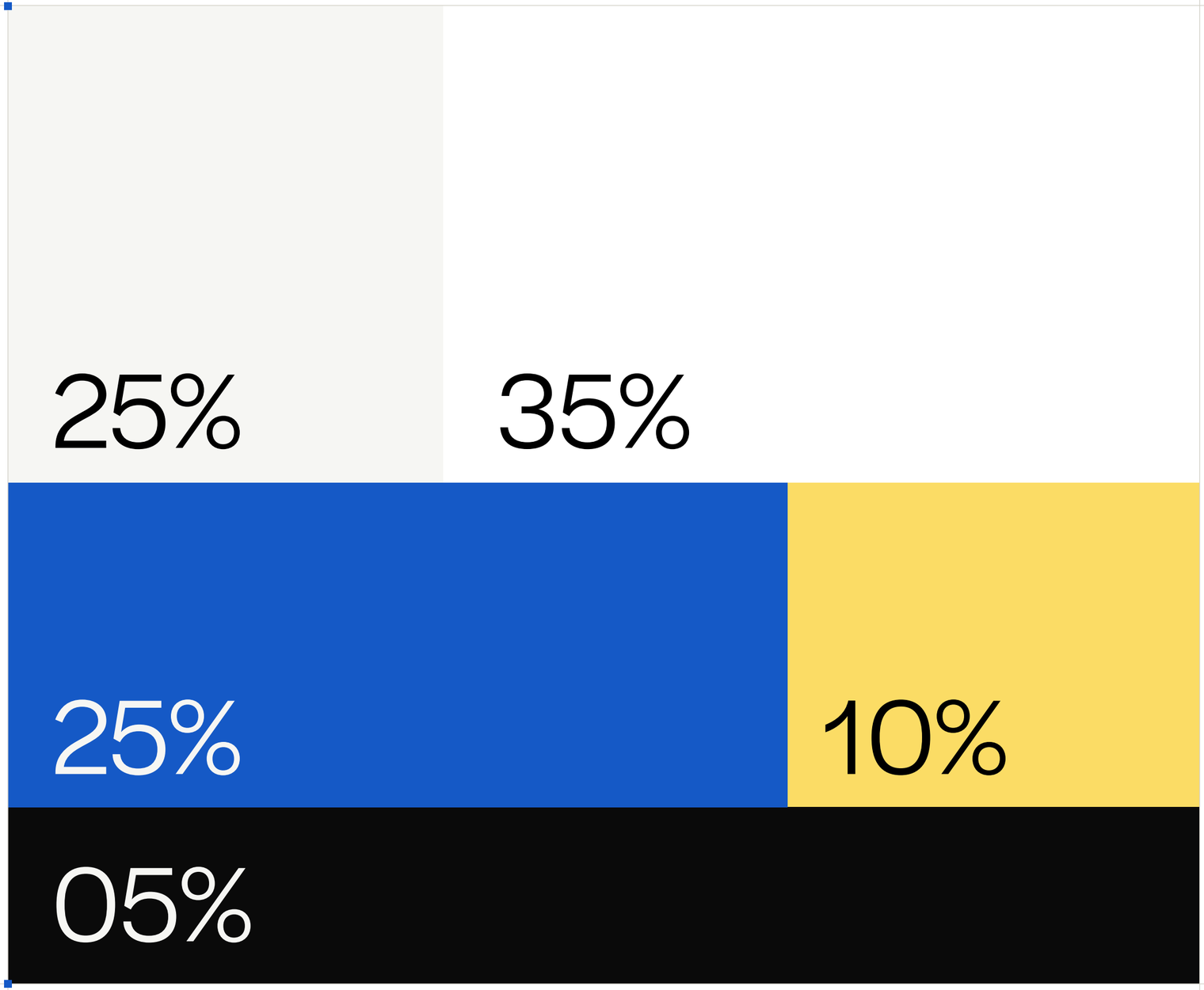
The primary palette establishes the foundation of the Pageloop identity. These colours should lead most brand communications and create immediate recognition.



Each brand colour is supported by a range of shades, offering flexibility across different applications.

These shades can be used individually or combined to create smooth gradients, adding depth, contrast and visual interest while maintaining colour consistency across the brand.

Colour Usage Percentage



Our colour palette creates a balance between clarity, energy and approachability.

The primary palette establishes the foundation of the Pageloop identity. These colours should lead most brand communications and create immediate recognition.

#113a9b

#2f5bbb

#5986d6

#a8bfea

#000000





The brand gradient can be used as a standalone background to bring depth and visual interest to layouts.

Keep compositions minimal, allowing the colour transition to create the visual focus while ensuring sufficient contrast for text and graphic elements.



Our secondary colour palette introduces variety and flexibility to the Pageloop identity. Comprising six colour families, these shades support visual communication, highlight important elements and bring distinction to different brand applications.

Each colour family includes lighter, mid and darker shades, allowing for flexible use across backgrounds, graphics, illustrations and product interfaces.



The Pageloop logo is available in colour variations designed to work across different backgrounds and applications. Use the appropriate version to maintain strong contrast, clarity and consistency across the brand.

pageloop

Typography

Halyard Display

01

Book **Regular** **Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$"%^&* ;./{}[]()?!

Halyard Display is the primary typeface of Pageloop, bringing a clean and contemporary character to the brand.

It is used for headlines and prominent messaging, establishing a distinctive and consistent visual identity.

Inter

Light
Italic

Regular
Italic

Medium
Italic

SemiBold
Italic

Bold
Italic

Black
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$"%^&* ;./{}[]()?!

Inter complements Halyard Display with its clear and highly legible design.

It is used for body copy, supporting information and product interfaces, ensuring readability and consistency across digital applications.

THIS IS A TITLE — Halyard Display Regular (Full Caps)

This is a header — Halyard Display Regular (-2 Kerning)

This is a sub-heading — Inter Display Medium

This is bodycopy regular. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy — Inter Display Regular

This is bodycopy light. Nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation — Inter Display Light

This is button — Inter Display medium (-2 Kerning)

Halyard Display and Inter work together to create a balanced typographic system.

Halyard Display leads the visual identity, while Inter supports readability across functional and information-heavy content.

*Font pairings are flexible and may vary depending on the application, layout and content. Adapt them to suit different mediums while maintaining consistency, hierarchy and readability.

75%

Primary Typeface

Halyard Display

Book | Regular

Secondary Typeface

Inter Display

Light | Regular | Medium | Italic

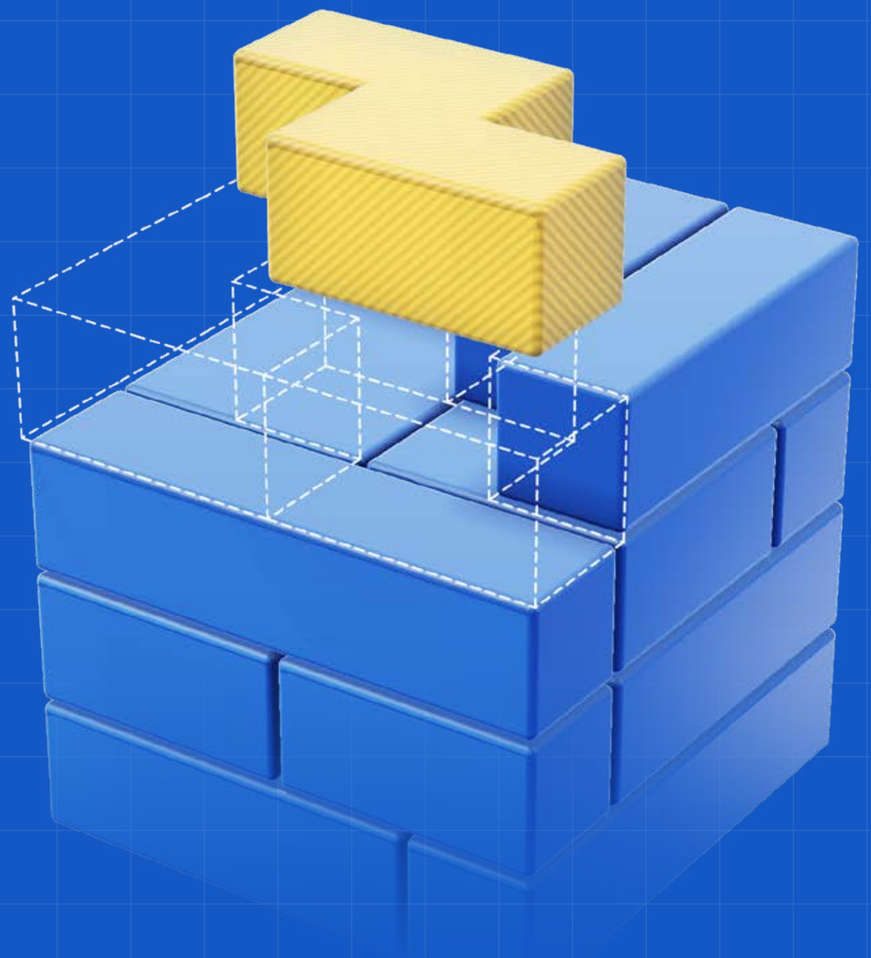
25%

The suggested 75:25 ratio establishes a visual balance between the two typefaces. Halyard Display should dominate the overall composition, while Inter provides functional support and readability.

*The ratio is a visual guideline, not a fixed rule. Typeface proportions may vary depending on the layout, content hierarchy and design requirements. Prioritise visual balance and readability over strict percentages.

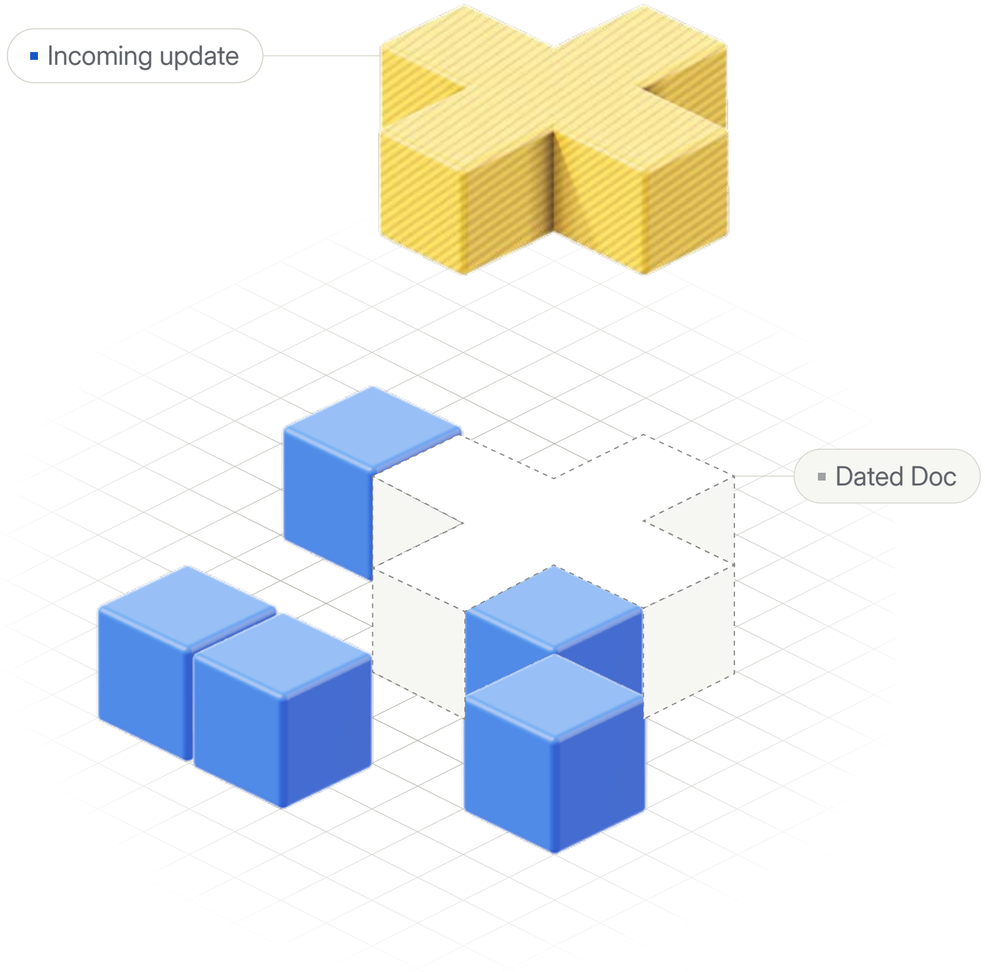
The Brand Idea

Where every piece



falls into place.

The Brand Idea Inspired by the mechanics of Tetris.



Building completeness, one block at a time.

- Blocks: Individual pieces of documentation and knowledge.
- Gaps: Missing, outdated or disconnected information.
- Fitting together: Pageloop bringing information into place.
- Evolving structures: Documentation continuously adapting to product changes.

The Tetris block becomes the foundation of Pageloop's visual identity. It represents individual pieces of information coming together, gaps being filled and documentation taking shape as products evolve.



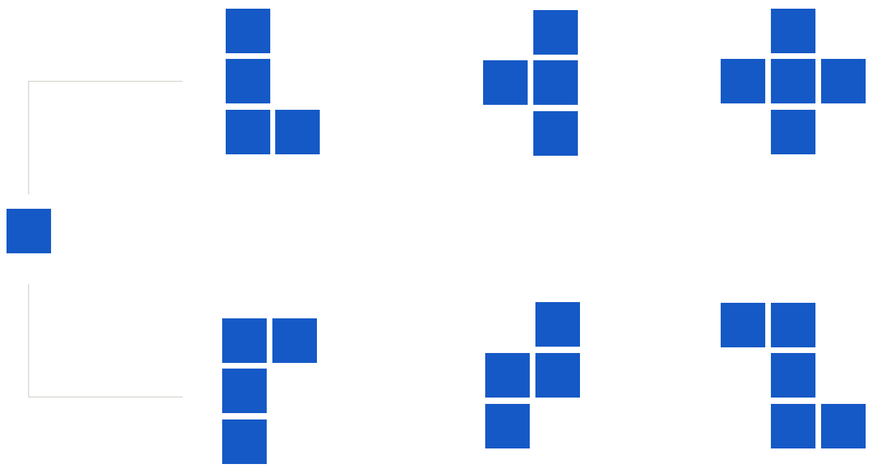
Every release leaves a gap. Pageloop fills it.

Tetris is built on a simple idea: individual blocks come together to complete a larger structure. This becomes a natural metaphor for Pageloop's approach to documentation.

Every block represents a piece of information. Some are already in place, while others are missing, outdated or need to be rearranged. Pageloop helps identify these gaps and bring the right pieces together.

The result is a visual concept that represents documentation as something continuously built, updated and made complete.

Iconography

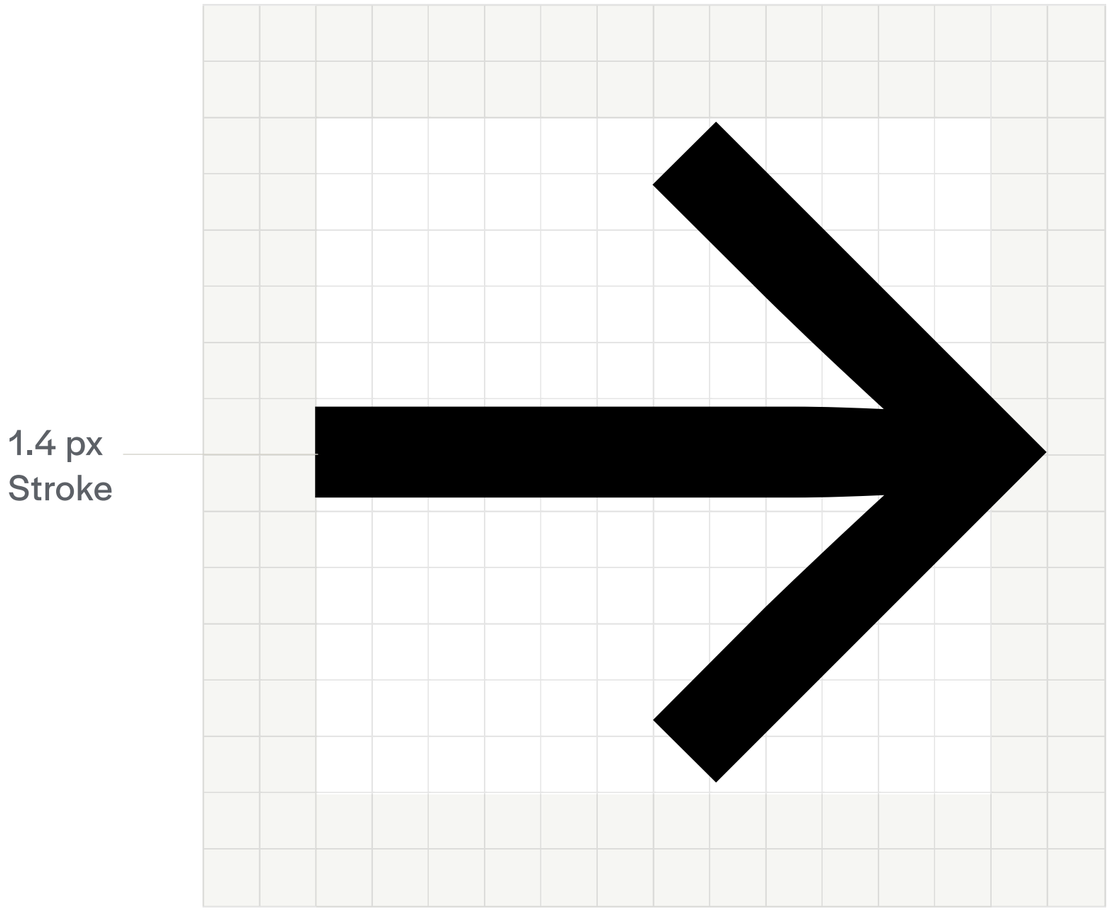


The Tetris icon set uses solid geometric shapes built from square blocks inspired from the brand concept. Maintain consistent proportions, alignment and spacing when creating or adding icons to the set.

Usage

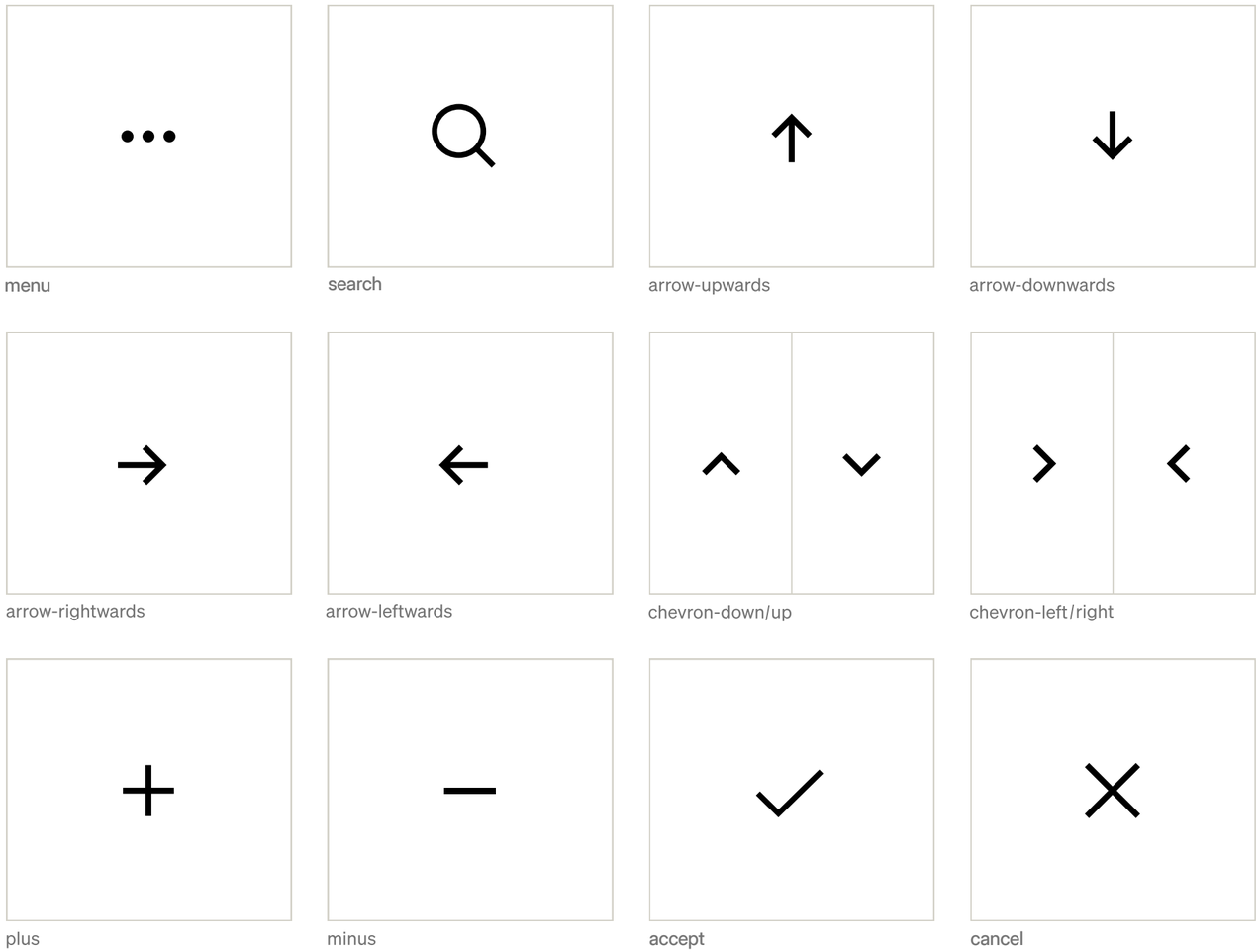
TITLE GOES HERE

TITLE GOES HERE



The line icon set uses simple outlines with consistent stroke weights and proportions. Follow the defined grid and stroke specifications to ensure uniformity across all icons.

Scale icons proportionally while maintaining the specified stroke weight and original proportions.



Icons should be used consistently across product interfaces and brand communications. Select the appropriate icon style based on the context, ensuring clarity, legibility and visual consistency.

*Choose between solid Tetris icons and line icons based on the application. Avoid mixing styles within the same component or interface group.



Buttons follow a consistent visual language through defined corner radii, shadows and subtle glow effects.

Use the appropriate button variation based on the background and interaction, ensuring clear hierarchy, accessibility and visual consistency across digital touchpoints.

Light background

Title goes here

Title goes here

Title goes here

Title goes here

Dark background

Title goes here

Title goes here



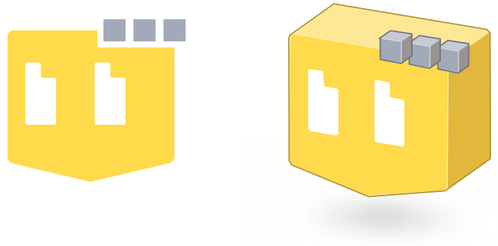
Meet the friendly face behind Pageloop's AI Agent. Designed to bring a little personality to the technology, the mascot adds a playful, human touch to the product experience. It's a small Easter egg that makes interacting with AI feel more familiar, approachable and engaging.



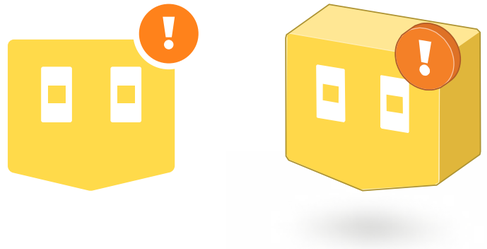
Flat

Isometric

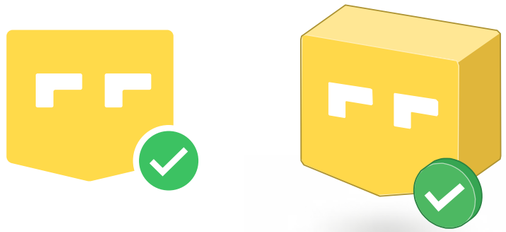
Thinking



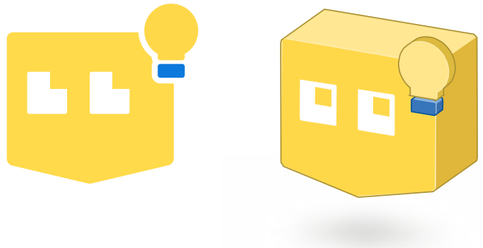
Alert



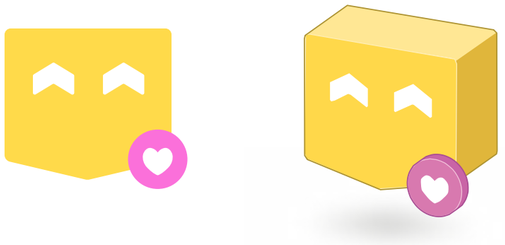
Done



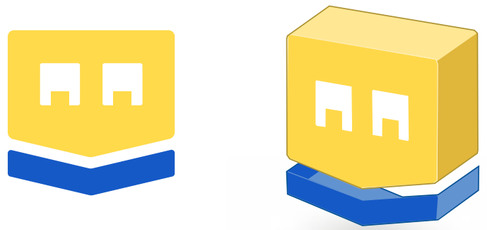
Suggestion



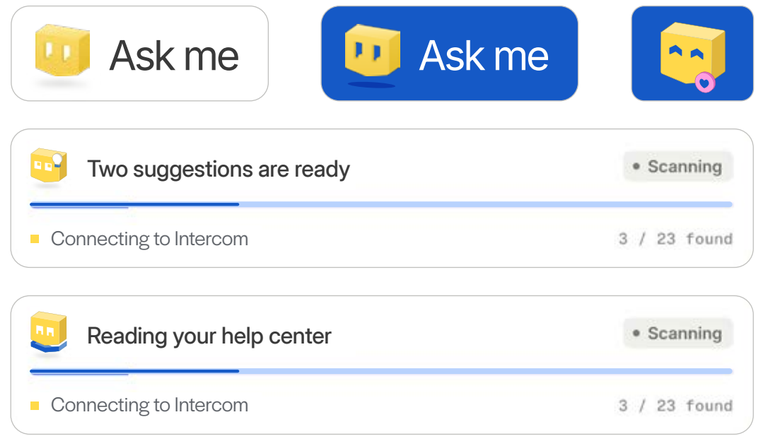
Thanks



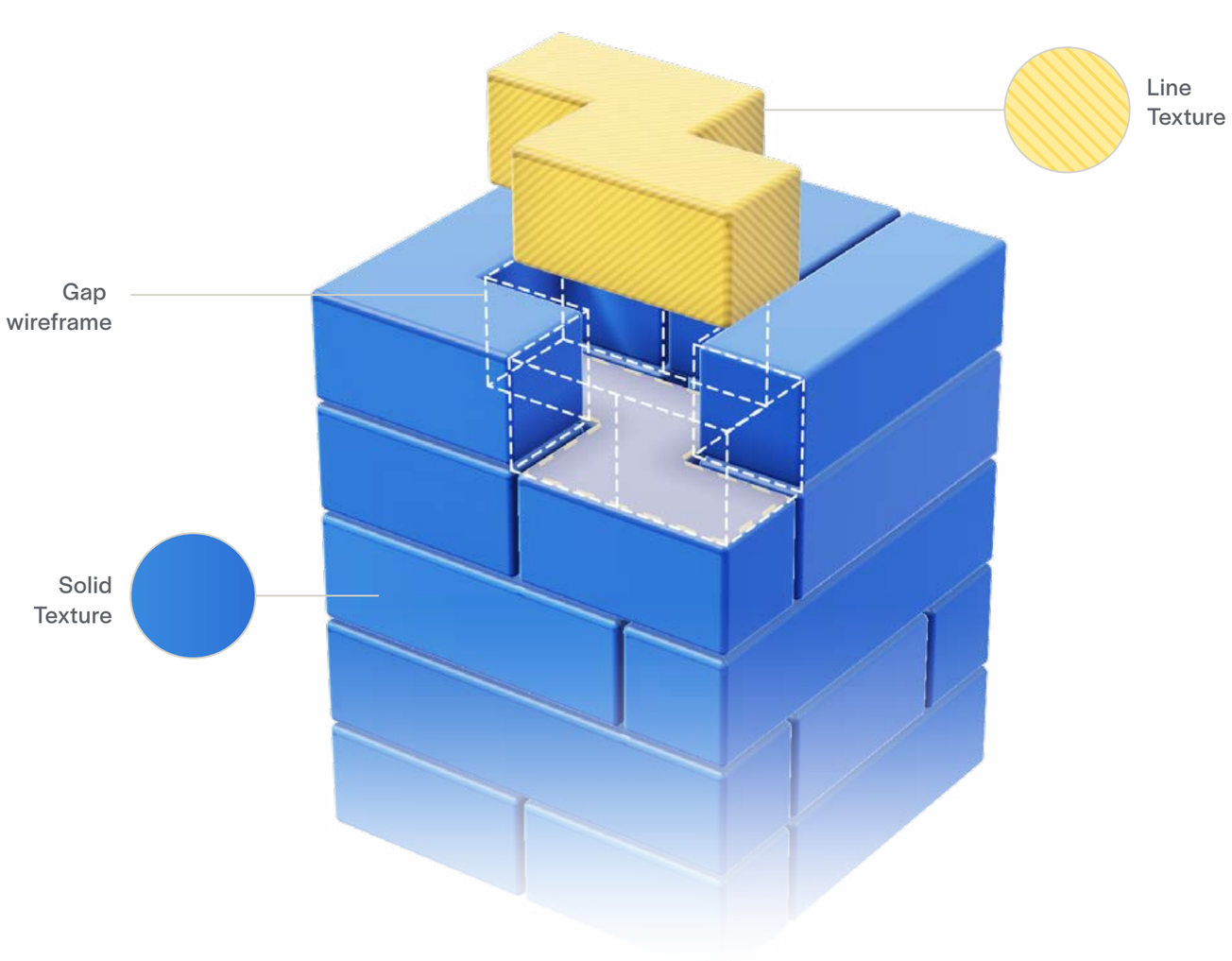
Reading



Use the mascot across product touchpoints to make interactions feel more human, engaging and approachable. It can appear in loading states, notifications, empty states, AI suggestions and task confirmations.

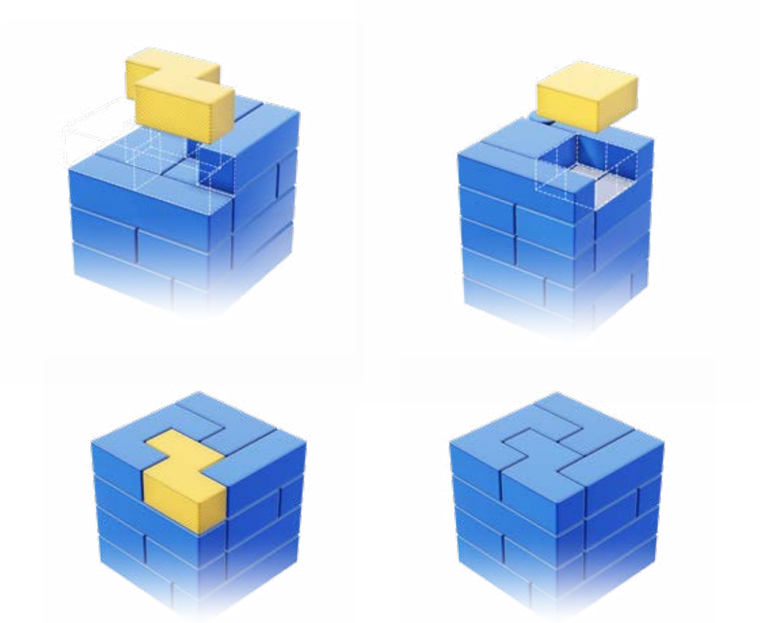


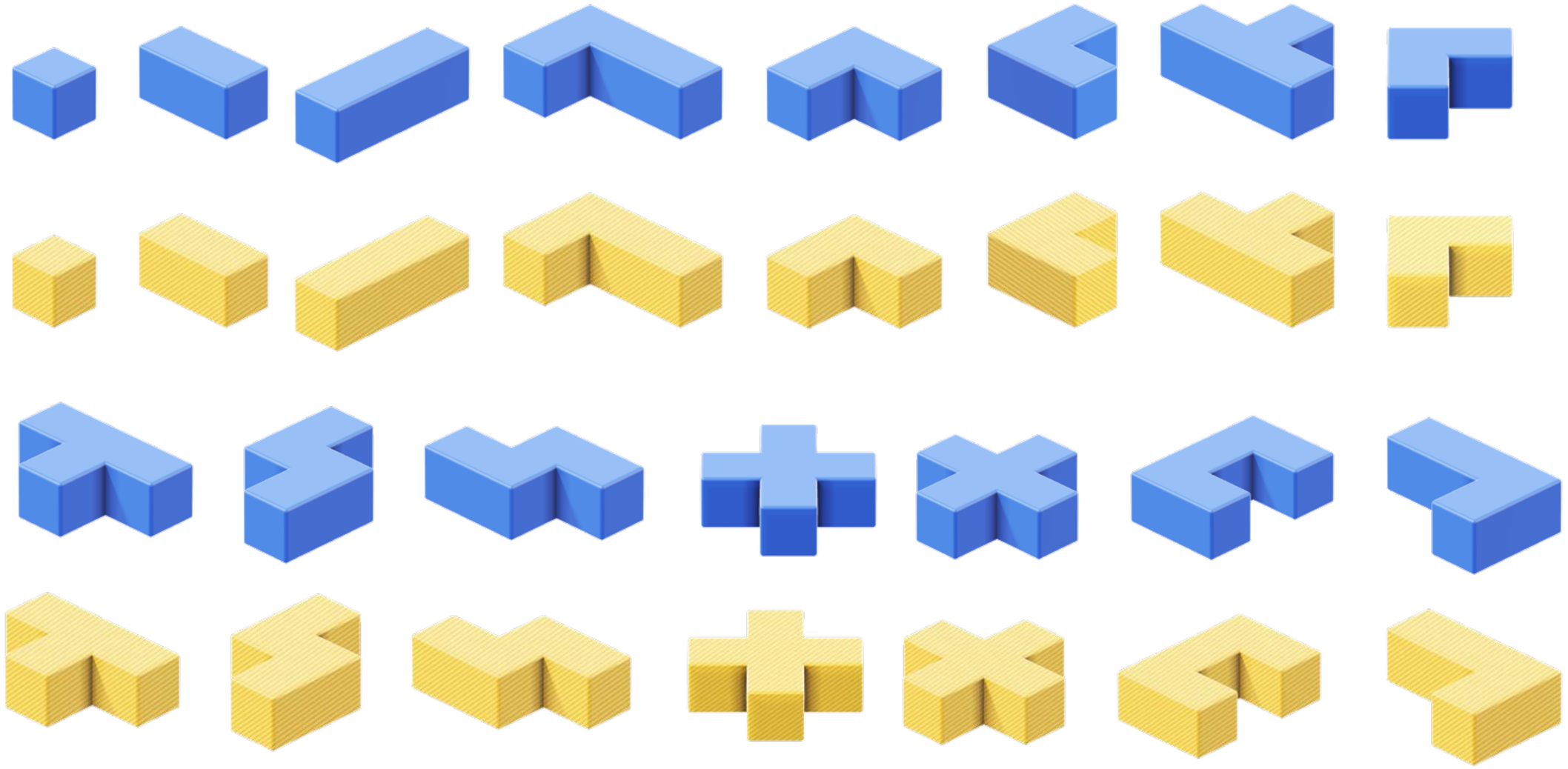
Brand Assets

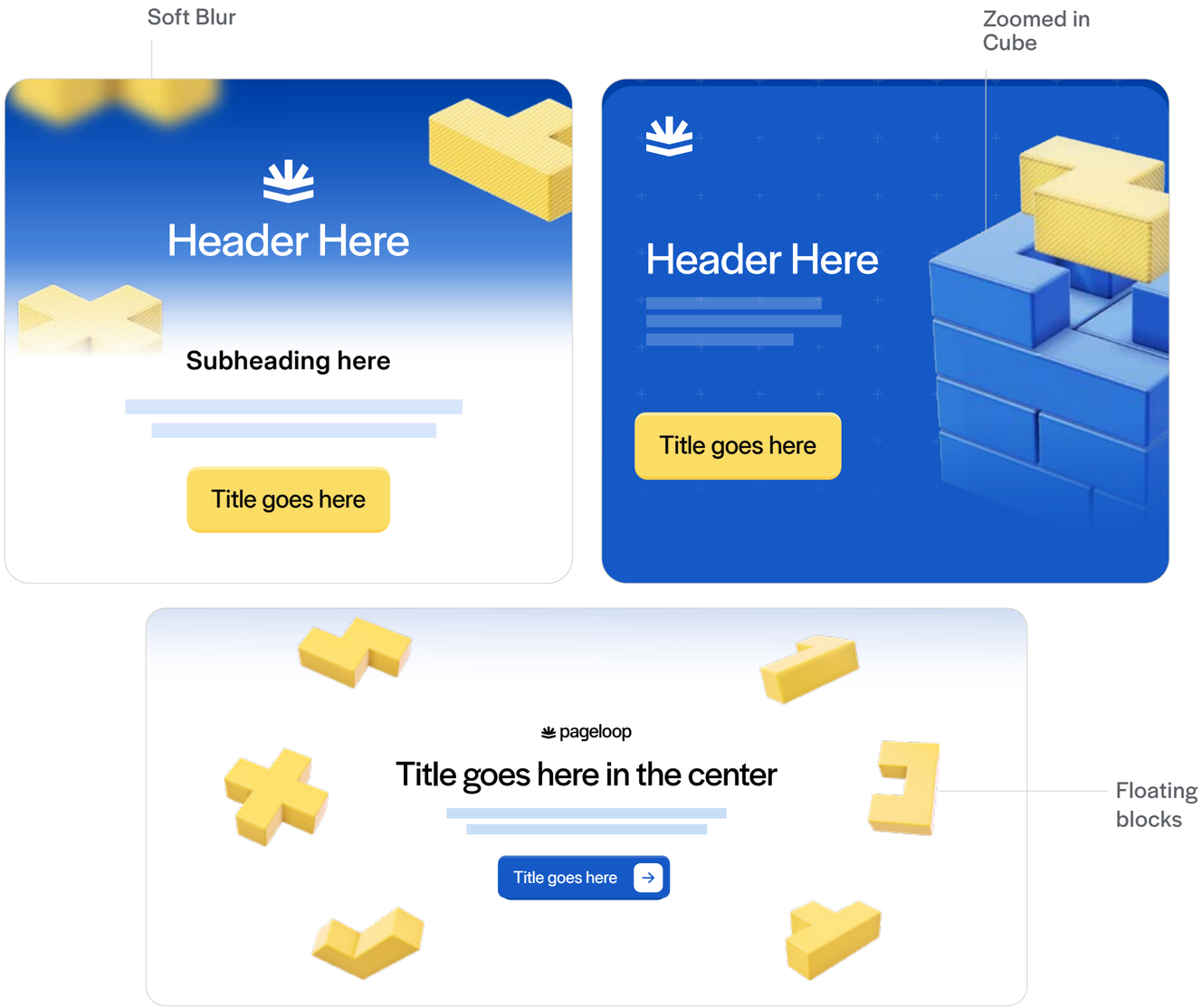


The Tetris cube is a key visual asset of the brand, combining solid blue surfaces with yellow line textures to create depth and dimension.

*The variations shown explore different block arrangements, textures and colour combinations that can be adapted to suit different communication needs.





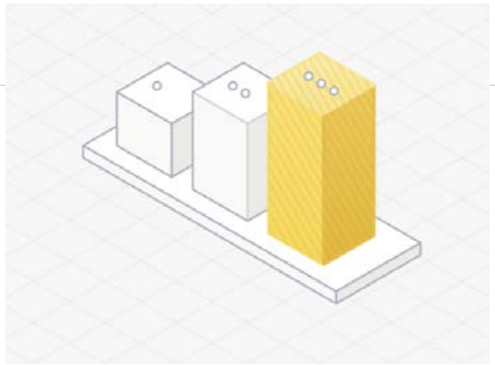


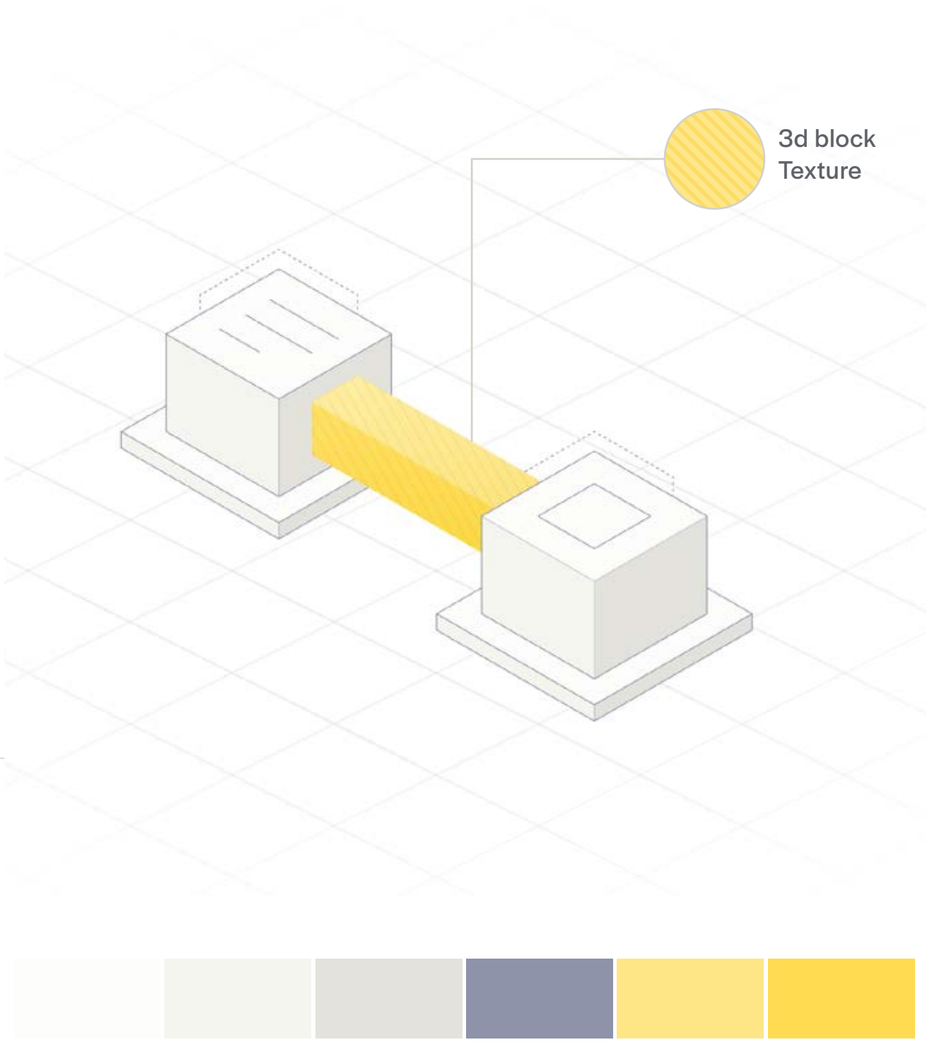
Tetris elements can be used as prominent visuals, cropped compositions or subtle background details across digital and brand communications.

Maintain balance between the visuals and content for clear communication.





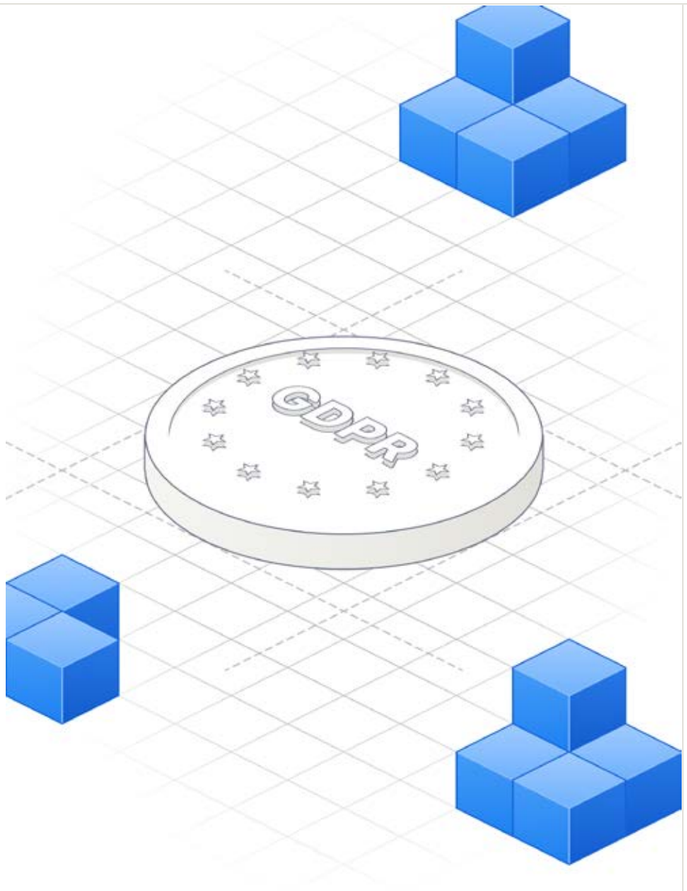


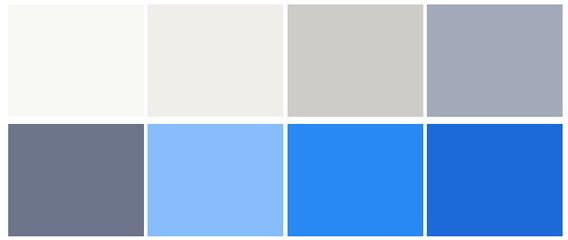


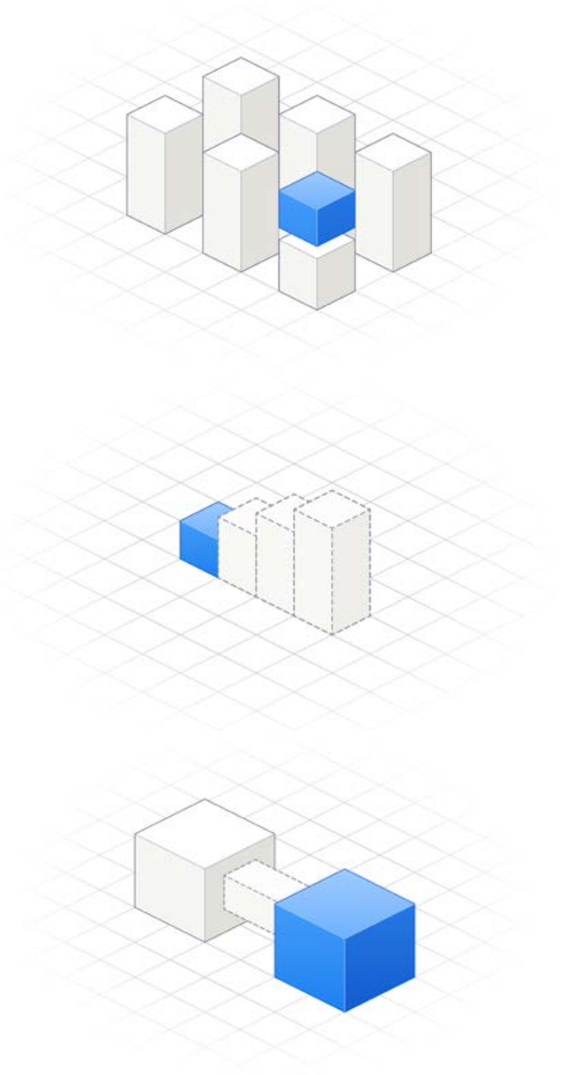
YELLOW THEME

Subtle. Focused. Considered.

The yellow illustration style uses subtle colour highlights and neutral tones to create a calm, minimal experience. Use it across product interfaces to support functionality without distracting from the user experience.



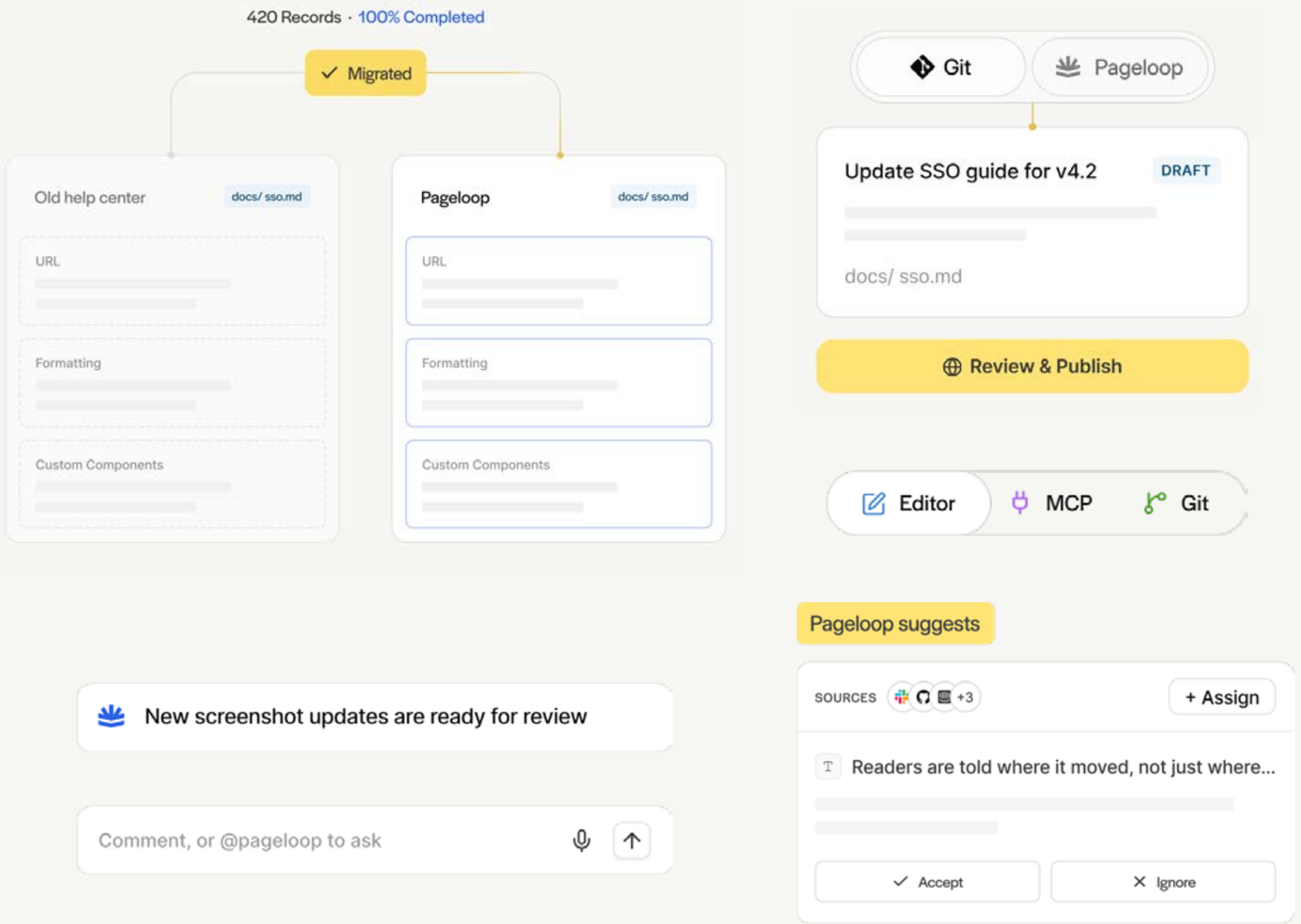




BLUE THEME

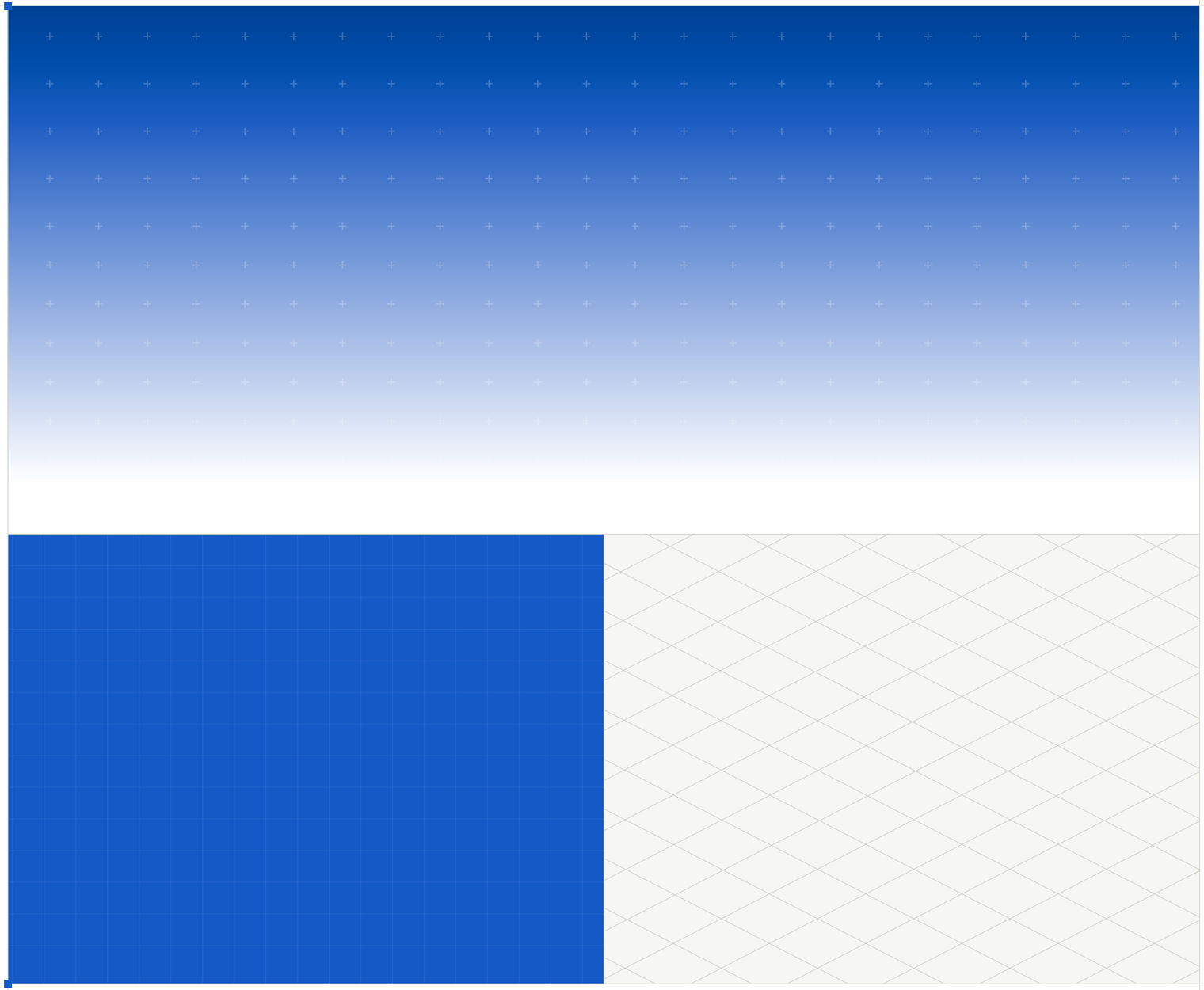
Expressive. Engaging. Distinctive.

The blue illustration style uses bold geometric forms and vibrant tones to bring energy and personality to the brand. Use it across the website, social media and marketing communications to create engaging, expressive visuals.



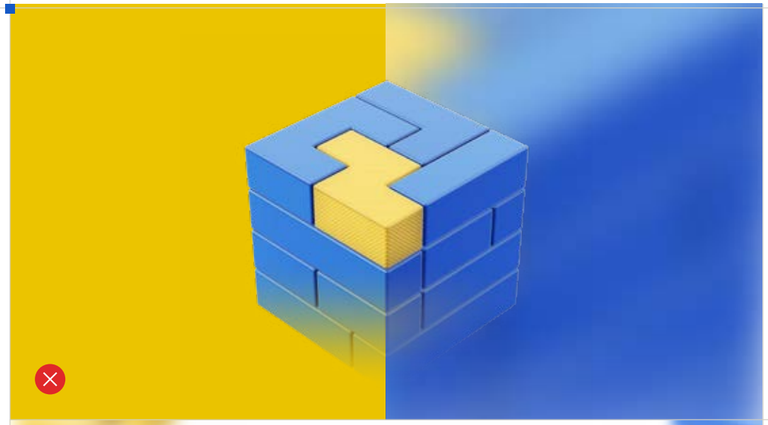
Wireframe creatives use simplified interface elements, fine outlines and selective yellow highlights to communicate product features and workflows.

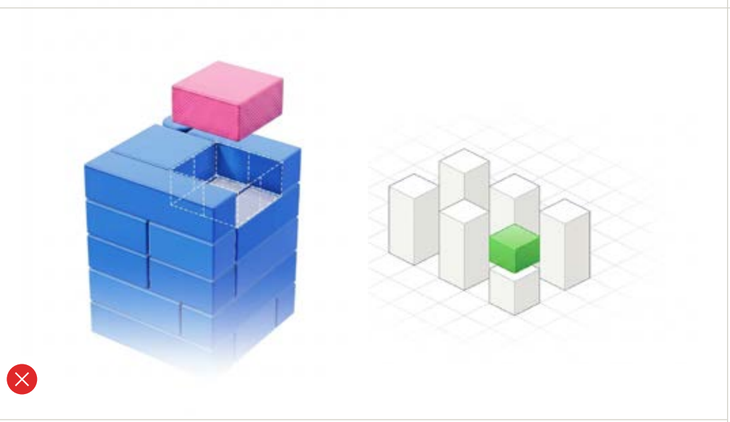
Ideal for product updates, feature announcements and educational content.

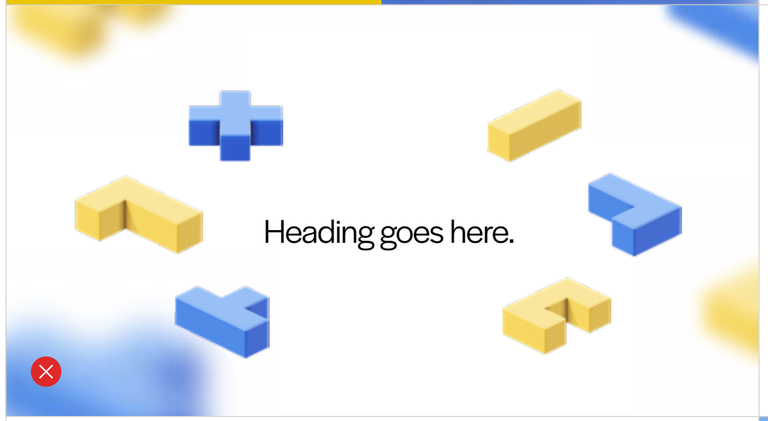


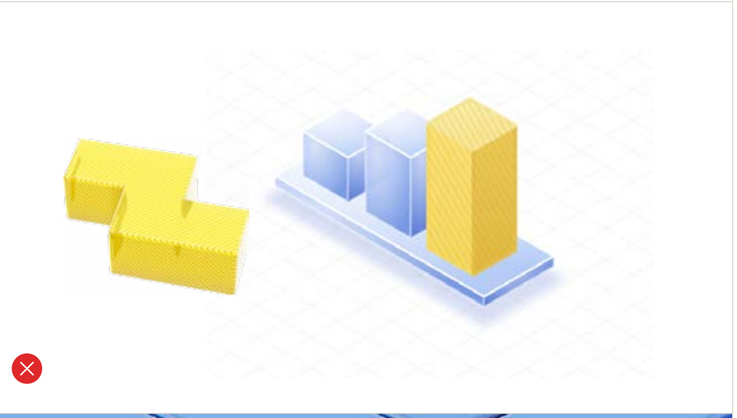
Subtle grids, repeated symbols and gradient transitions add texture and depth to the brand's visual language.

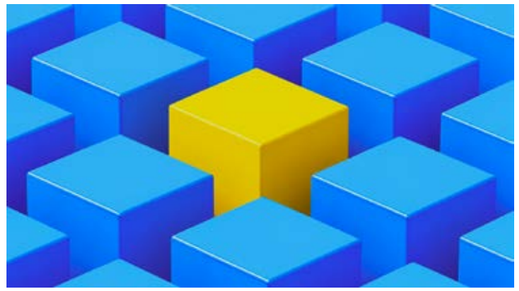
Use these patterns across digital platforms and brand communications without overpowering the content.













- Do not use the cube on random backgrounds, use brand colour and given brand backgrounds.
- Do not change the colour of the main block, it should be either yellow or blue depending on the context.
- Do not add too many colourful blocks in one frame.
- Do not stylize or alter the texture of the materials.
- Do not change the hue, saturation or edit the visuals.
- Do not place logo on top of visuals or treat the cube as background.

Applications



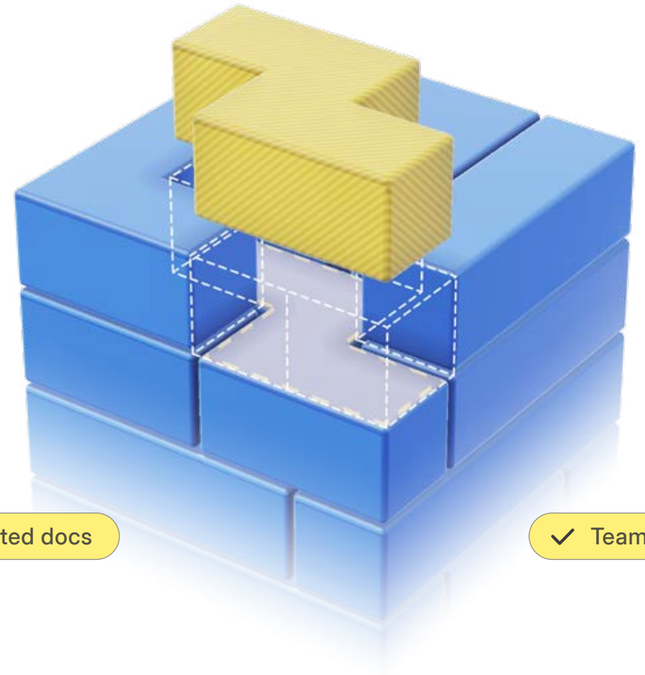

2
Pageloop
Camera
Clock
ChatGPT

pageloop

Draft updates

Product changes

Detect changes



Your knowledge lives everywhere

Bring it together with pageloop

Outdated docs

Team Reviews

pageloop.ai

Features • Workflows • Screenshots • Knowledge



Pageloop

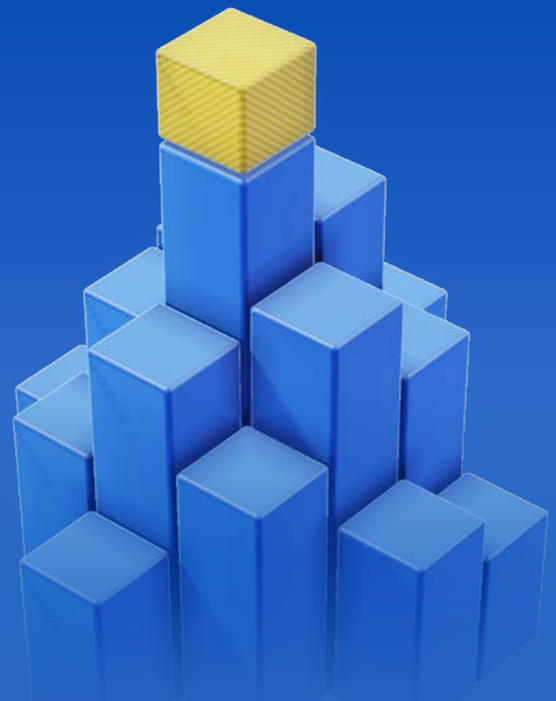
@officialpageloop

Follow

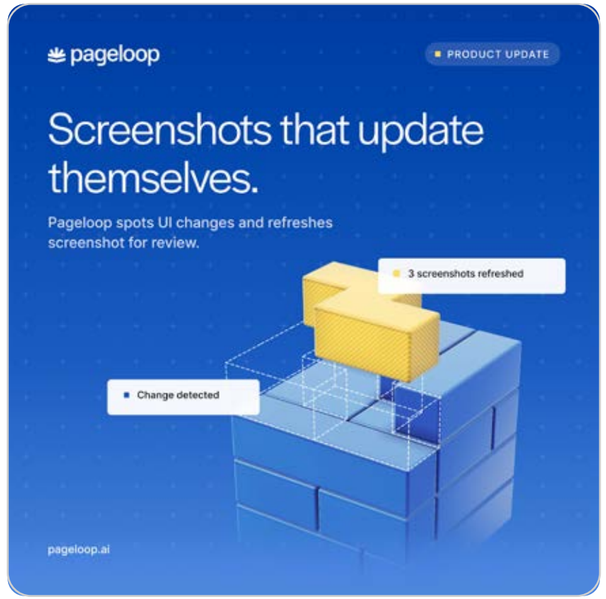
AI-powered documentation.
Human-approved updates.

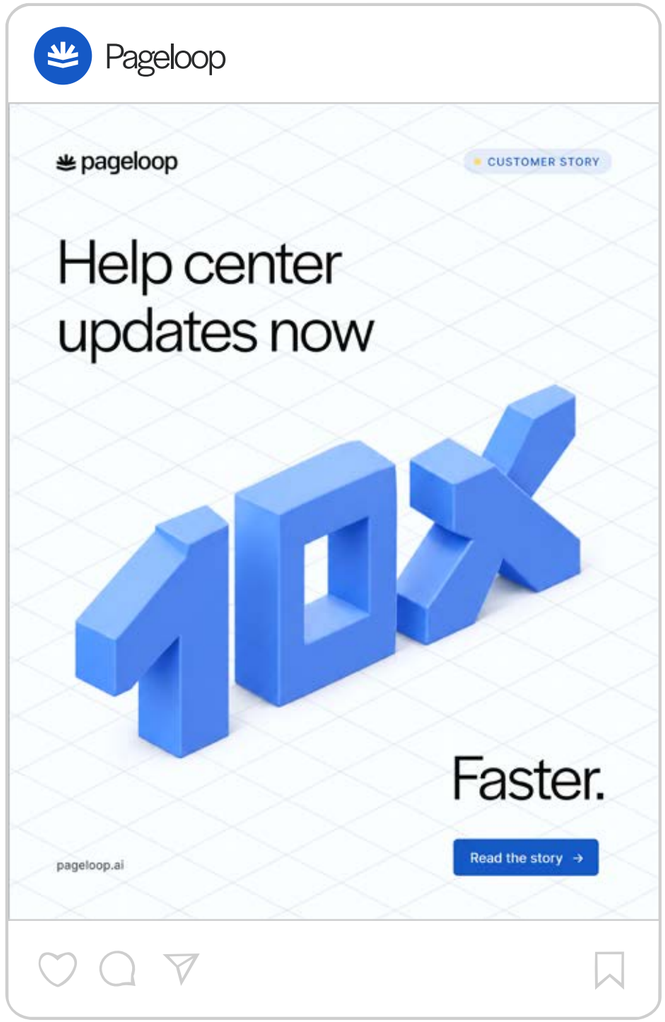
pageloop

Your product
moves forward



Your docs follow.


pageloop
PRODUCT UPDATE
Screenshots that update themselves.
Pageloop spots UI changes and refreshes screenshot for review.
3 screenshots refreshed
Change detected
pageloop.ai

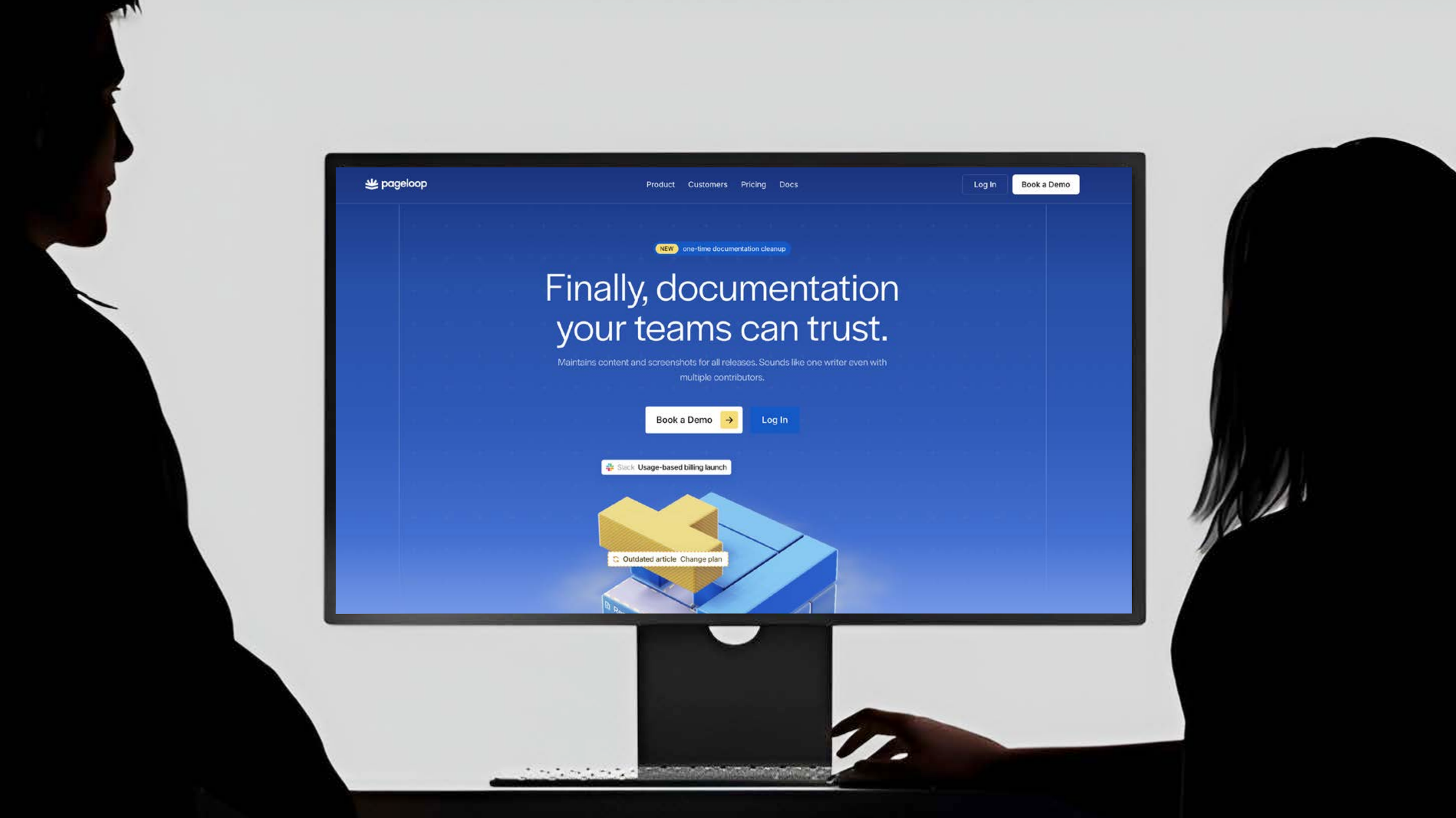

Pageloop
pageloop
CUSTOMER STORY
Help center updates now
10x
Faster.
pageloop.ai
Read the story →


pageloop
BY THE NUMBERS
900%
more knowledge base updates, with no extra headcount.
Air · Customer Support
pageloop.ai


pageloop
Nivedha Vijay
Co-founder & CEO
+0000000000
nivedha@pageloop.ai
Delhi, India.
pageloop.ai


Meeting
Room


pageloop


pageloop
Product
Customers
Pricing
Docs
Log In
Book a Demo
NEW
one-time documentation cleanup
Finally, documentation your teams can trust.
Maintains content and screenshots for all releases. Sounds like one writer even with multiple contributors.
Book a Demo
Log In
Slack
Usage-based billing launch
Outdated article
Change plan

pageloop

End.

*These guidelines serve as a reference for maintaining consistency across all Pageloop brand communications. Follow the established principles while allowing flexibility to adapt them across different applications and touchpoints.