Perle

# Website Color & Typography Guidance

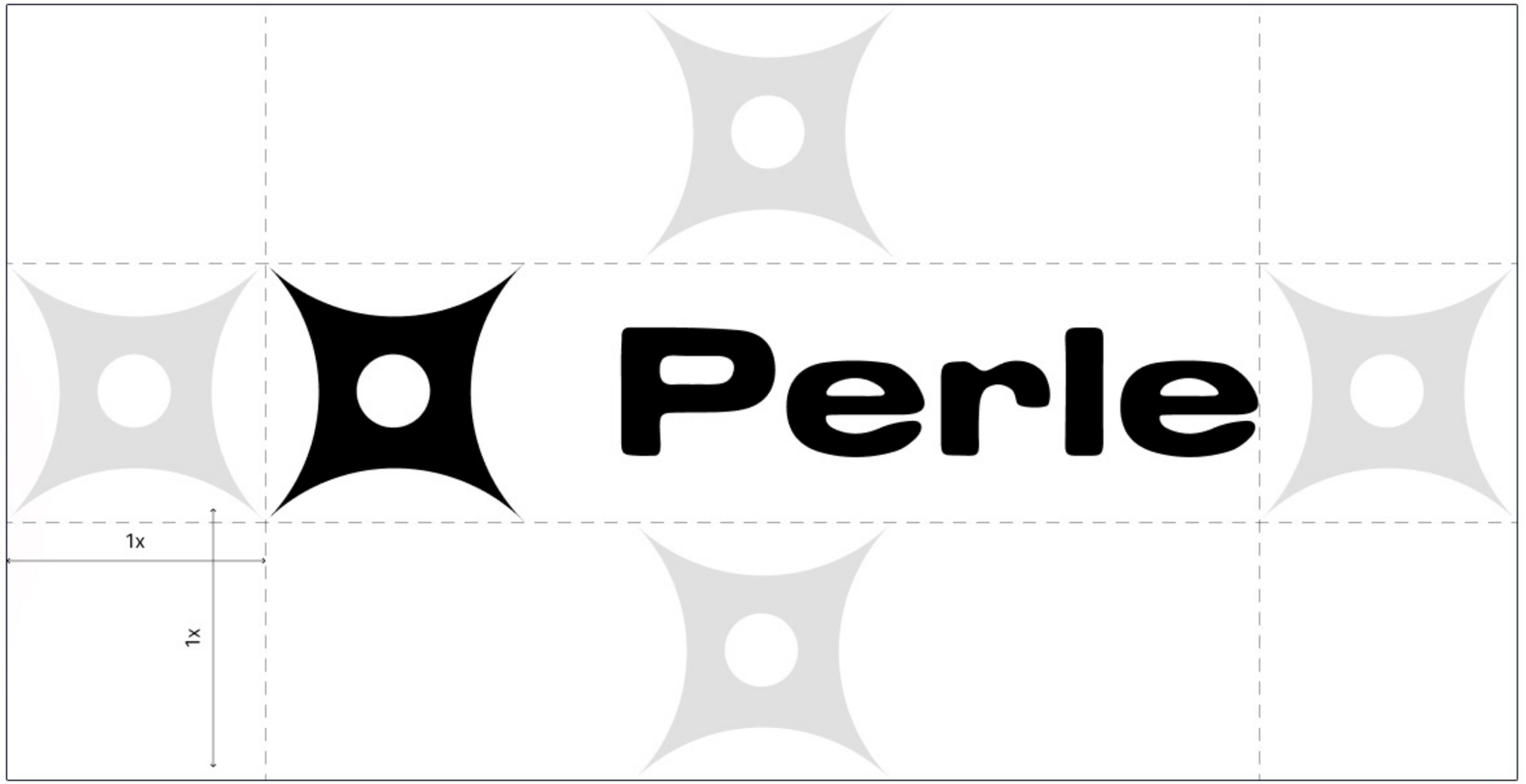
The sovereign intelligence layer for AI

Design System v1.0 / 2026

# Logo Guidelines

## Clearspace

The clearspace is defined by the icon symbol from the logo mark. A minimum distance of **1x** must be maintained on all four sides of the logo. Ensure the background within the clearspace is clean and uncluttered.



# Logo Usage

## Colors

The Perle logo is designed to be versatile across various media. Consistency in color application ensures brand recognition and legibility. Always ensure a high level of contrast between the logo and the background; avoid busy textures within the clearspace.

Download the logo

Mango

FF7F33 FF4E33 FE7000

Black

000000

White

FFFFFF

# Logo Perle Labs

## Colors

The Perle logo is designed to be versatile across various media. Consistency in color application ensures brand recognition and legibility. Always ensure a high level of contrast between the logo and the background; avoid busy textures within the clearspace.

Download the logo

Black

000000

White

FFFFFF

# Typography Guidelines

H1 / 90

Our visual identity relies on **Inter**, a high-performance neo-grotesque font that reflects our commitment to clarity and modern design.

Hierarchy:

- Headings & Subheaders:
  **Inter SemiBold/ Bold** (for emphasis)
  LH 1.2, LS 0.3px
- Body & Interface Font:
  Inter Regular (Inter Medium for buttons)
  LH 1.4, LS 0.3px

**Heading H2 / 54**

**Power AI with your Expertise.**

**Subheader H1 / 40**

**Power AI with your Expertise.**

Body Text / 24

Full visibility and scalable delivery at the speed you need.

# Color Guidelines

## Primary Color

Solar Orange is the primary website color. It represents speed, efficiency, and high-performance data delivery.

F59E0B
245 158 11

## Secondary Colors

Functional accents for data visualization, system status, and interface depth. Used for interactive elements and highlights to anchor the technical side of the platform.

EF4444
239 68 68

DA5597
218 85 151

FF2E97
255 46 151

# Gradients Guidelines

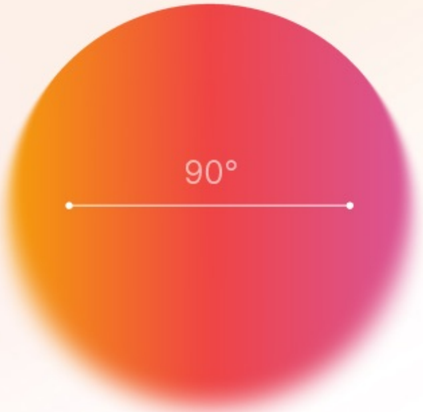
Use **vibrant, contrasting gradients** for UI elements, highlights, and icon outlines, while applying **muted, subtle and blurred gradients** for backgrounds and icon fills to maintain visual balance.

vibrant

0% - FF1405

20% - FC4447

100% - FE7000




0% - F59E0B

50% - EF4444

100% - DA5597

muted

# Gradients Guidelines

## Gradients Do’s & Don’ts

### ✓ Do’s

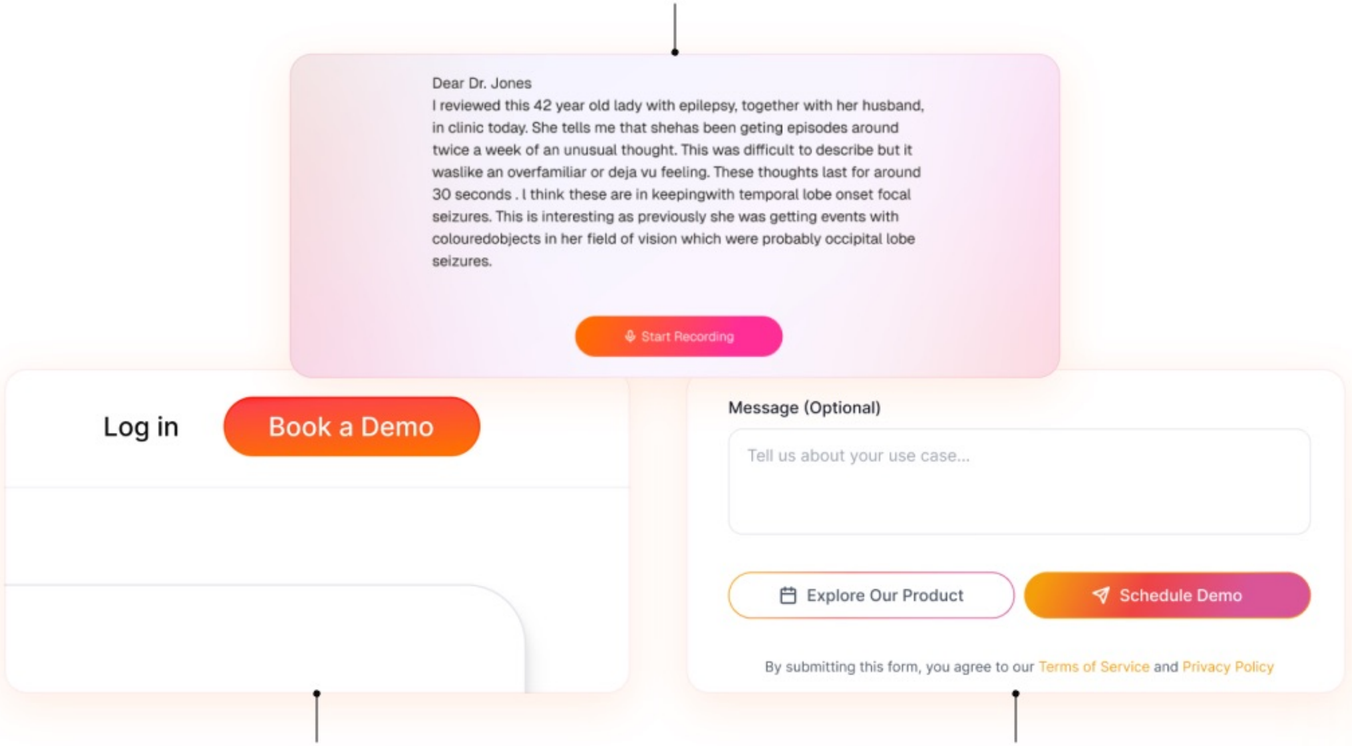
- **Full Gradient** - only for large headlines and hero sections;
- Gradient Stroke - to keep the interface clean and technical;
- Contrast over Vibrancy - legible white text;
- Adjustable Luminance - allow gradients to be lightened for better contrast with dark body text.

### ✕ Don’ts

- ~~Gradients on small text~~
- Gradient Overload - no more than two gradient types on a single screen;
- - no complex gradients on small Icons to prevents loss of detail and visual blurring;
- Dark on Vibrant Gradient - no dark tones over saturated areas to avoid a "dirty" visual.

# Gradients Usage

Visual Depth: Soft shadows, subtle gradients, and **blurred background** elements are used to separate content layers and provide a modern, airy feel.

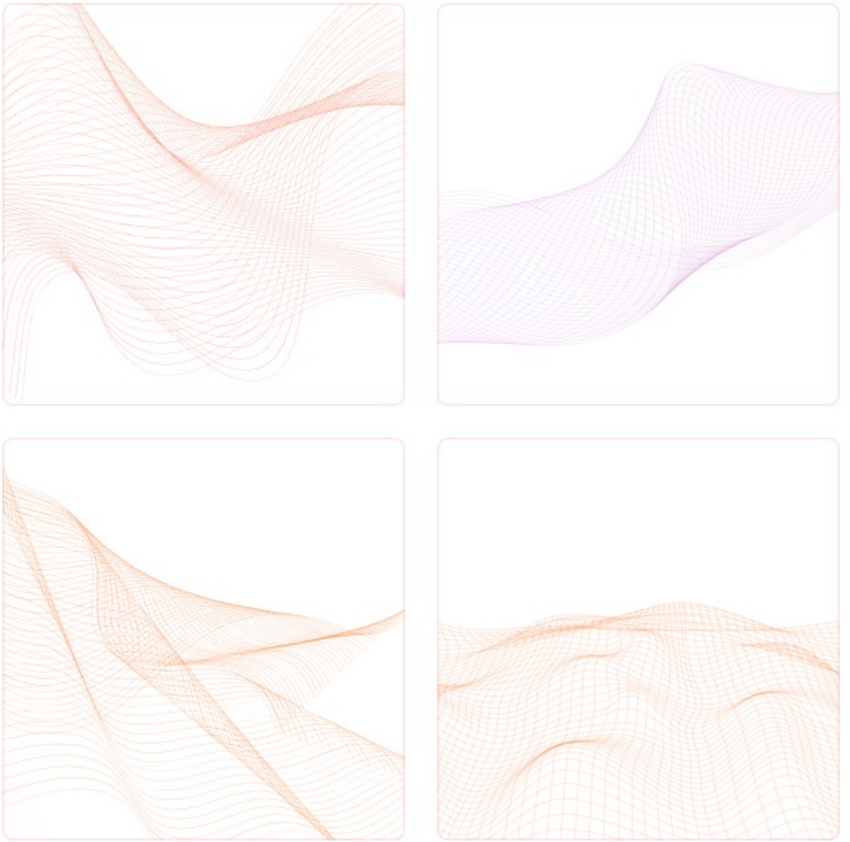



Action Elements: Primary buttons **(CTAs)** use vibrant gradients to drive engagement and highlight key paths.
Clarity: Functional elements like **input fields and secondary buttons** maintain high contrast for better accessibility and focus.

# Background Guidelines

## Data Flow Patterns

Abstract **mesh lines** are used to create visual interest and a sense of motion. These patterns should be applied with low opacity and soft gradients, seamlessly blending into the background to enhance the overall brand depth.



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New Task Drop

# Clinical Documentation Error Detection Quest

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Total Raised

# $17.5M

Led by Framework

Previous Round Include

CoinFund · PROTAGONIST · HASHKEY CAPITAL · PEER VC · ACTAI VENTURES

BREED · paper. · FORESIGHT VENTURES · NGC Ventures

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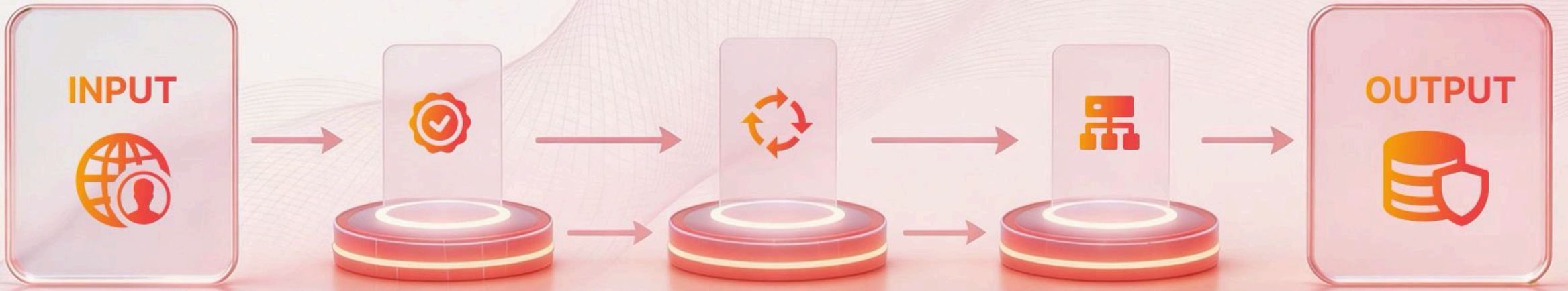
# Bridging the AI Trust Gap




Human + real-world data signals

Expert Anchoring

Closing the Data Flywheel

Decentrali zed Wisdom

Verified / provenance-controlled training dataset