Brand guidelines

How Peperossa looks and sounds: the logo, the colours, the type and the voice, and the files to use them. Everything here is made from one file, **tokens.json**, so the website, the documentation and the product stay in step.

Precise, plain, warm

Precise

Peperossa is a print tool. Say exact things: sizes, colours, what passes preflight. Show the real product.

Plain

Say what it does in words a buyer and a developer both understand. No buzzwords, no hype.

Warm

Paper, ink and spice: warm neutrals, one red, and room to breathe. Friendly, never cute.

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The logo

The logo is a sweet red pepper and the name on two lines, **pepe** in ink over **rossa** in pepper red, in lower case, set in Montserrat SemiBold and drawn as outlines; the pepper's body is as tall as the two lines. Use it as it comes from the logo pack: never retype the name.



Full colour



Full colour on dark



Reversed



One colour



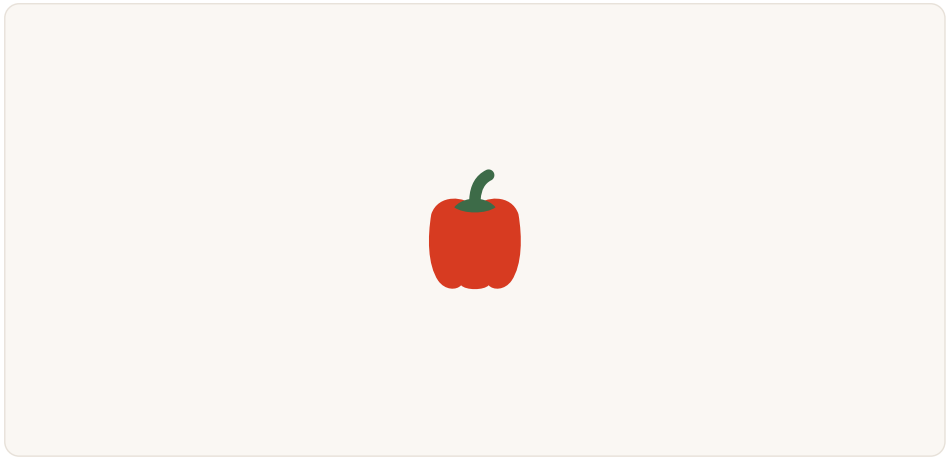
Print: Peperossa Red only

Full colour on paper is the logo. Use full colour on dark on ink and dark photos, reversed on pepper red, one colour where only black prints, and the Peperossa Red version for one-ink print jobs. One-colour versions keep a gap between the calyx and the pod, so the background shows through.

The symbol and its space

The symbol

The pepper on its own is for small spaces: the browser tab, app icons, a social avatar. Next to other logos, use the full logo.



Clear space and size

Keep clear space as tall as the wordmark's x-height (the height of the **a**) on every side. On screen the logo is at least 40 px tall and the symbol at least 16 px; in print the logo is at least 12 mm tall and the symbol 5 mm.



Don’t



× Don’t stretch or squash it



× Don’t recolour it



× Don’t rotate it



× Don’t add effects



× Don’t rearrange it



× Don’t set it on red-like or busy colours

Colour

Pepper red is the brand. It is the one colour for actions: buttons and the main link of a page. Deep red takes its place for red text on light backgrounds and light red on dark ones, where pepper red itself is too weak for small text. Stem green and saffron are supporting colours for accents, charts and illustrations; saffron is never text on white.

Peperossa Red

Peperossa Red

Pepper red, the main colour: logo, buttons, the one action colour.

HEX	#D73A21
RGB	215 58 33
CMYK	0 86 90 9
Lab	49.8 60.7 51.6
Pantone	PANTONE 485 C
Spot	Peperossa Red

Deep red

The darker shade, for red text and links on light backgrounds.

HEX	#B3261E
RGB	179 38 30
CMYK	0 92 86 28
Lab	40.4 55.7 42

Light red

The lighter shade, for red text and links on dark backgrounds.

HEX	#F47454
RGB	244 116 84
CMYK	0 66 68 0
Lab	64.3 48.6 41.9

Stem green

Stem green: the logo's stem, secondary accents and success.

HEX	#3E6B48
RGB	62 107 72
CMYK	64 11 66 51
Lab	41.2 -22.5 14.6

Saffron

Saffron: highlights and illustrations; never text on white.

HEX	#E8A33D
RGB	232 163 61
CMYK	2 38 81 7
Lab	72.6 19.9 60.8

NEUTRALS



50	100	200	300	400	500	600	700	800	900
#FAF7F4	#F3EEE9	#E7E0D9	#D2C7BD	#ADA096	#8A7C72	#6B5E55	#514740	#362F2A	#1F1A17

CMYK values are calculated for FOGRA39 (coated offset), Peperossa's own printing condition; Lab values under D50. PANTONE 485 C is the nearest Pantone colour to pepper red by calculation (ΔE 2000 2.1): check it against a printed Pantone guide before printing. In Peperossa templates and our print files pepper red is the spot colour **Peperossa Red**, printed as CMYK 0 86 90 9 where spots aren't used.

Type

Montserrat SemiBold

Headings and the wordmark. Bold for the hero headline only.

Inter Regular and Medium

Body text and the interface. Medium for labels and buttons.

One scale for screen and print, each step 1.25 times the last: 16 px on screen and 10 pt in print are the body size. Body text has a line height of 1.5, headings 1.15. Both fonts come with Peperossa and are free to use (SIL Open Font License).

STEP	SCREEN	PRINT	SAMPLE
xs	13 px	8 pt	Peperossa
base	16 px	10 pt	Peperossa
lg	20 px	12.5 pt	Peperossa
xl	25 px	15.6 pt	Peperossa
2xl	31 px	19.5 pt	Peperossa
3xl	39 px	24.4 pt	Peperossa
4xl	49 px	30.5 pt	Peperossa

Voice

Plain, precise, confident without hype. Say what Peperossa does and give real numbers. Talk to the reader as **you**. Write British English: colour, licence, organise, centre.

DO
Prints with spot colours and passes PDF/X-4 preflight.

DON'T
Revolutionary, AI-powered document magic.

DO
The text shrinks to fit its frame, down to 70 %.

DON'T
Seamlessly optimise your content experience.

DO
You publish a template, then render it through the API.

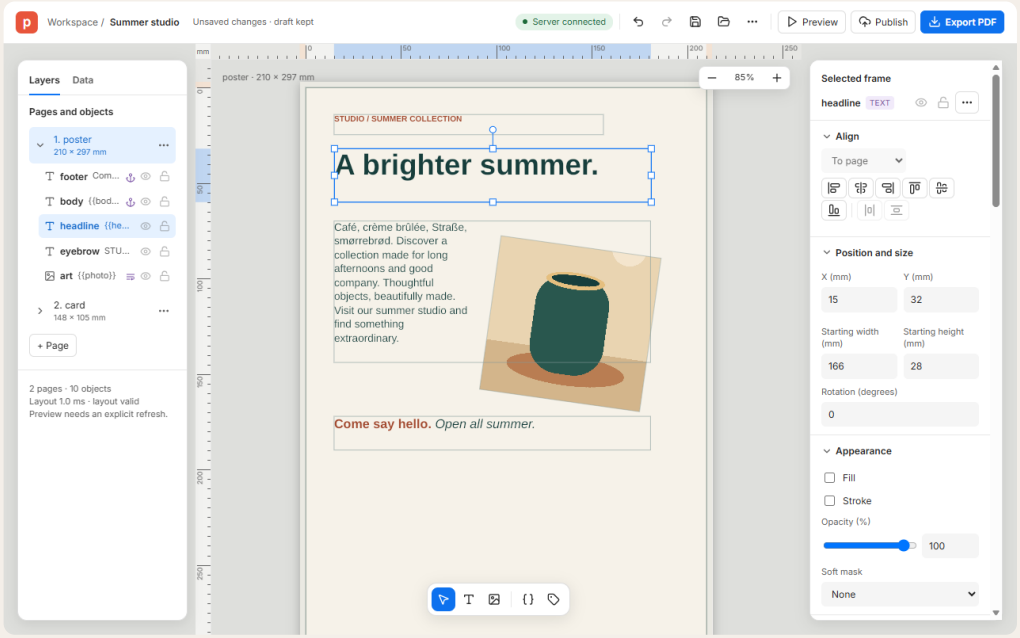
DON'T
Users can leverage our API to unlock value.

DO
Request early access. We reply within two working days.

DON'T
Join the waitlist for the future of documents!

Imagery and examples

Show the real product. Screenshots are made by our checks from showcase templates, so they never go out of date; frame them on paper with a soft shadow and rounded corners. No stock photos and no made-up screens.



pepe rossa

Brand-safe documents from your data.

Design a template once, then print-ready PDFs from it, as many as you need.

Request early access

A page header and hero

pepe rossa

Print-ready PDFs from your templates and your data.

A link preview card, 1200 × 630

Downloads

Everything here, and this guide, is on Peperossa's brand page: **peperossa.com/brand/**

Logo pack

ZIP

36 files, every version as SVG and PNG, favicons, app icons, and **peperossa-logo-print.pdf** (PDF/X-4) with the logo and the symbol in the spot colour Peperossa Red, for printers.

Brand guidelines

PDF

These guidelines as a PDF, made as a Peperossa template from the brand kit and rendered through Peperossa's API.

Design tokens

JSON

Design Tokens Community Group format, and the same as CSS variables in **tokens.css**.