deflation

DEFLATION / BRAND GUIDELINES

A clear identity. Built to repeat.

Use this kit for proposals, PDFs, presentations and public communication. It extends the existing website identity; it does not introduce a second visual style.

Marketing & custom software

Hands-on work with Harry Trippel. Start with a focused three-month growth pilot. Agree scope and budget together.



Logos · Colours · Public Sans
Document and slide templates

The logo









Keep clear space of at least one quarter of the symbol width. Minimum horizontal logo: 140 px on screen or 36 mm in print. Minimum symbol: 24 px or 6 mm.

d. deflation

Colour with a purpose

Paper
#F6F6F4
Main page & paper

Ink
#20251E
Text & monochrome

Orange
#F5662C
Calls to action

Yellow
#F2EC71
Software accent

Sage
#DCE5D5
Supporting surfaces

Growth Green
#23854D
Positive data

Growth Tint
#E0EFDF
Chart area fill

Forest
#163B2B
Dark backgrounds

Keep most of the canvas neutral. Use orange and yellow as small accents. Use ink on orange/yellow/sage; white on forest. White text on orange is unsuitable for normal body copy. All screen colours are sRGB; use a printer profile for CMYK.

Public Sans. One family.

Let’s grow your business.

Plain language. Clear hierarchy. Comfortable line spacing. Use regular for body text and semibold or bold for headings.

Website	Shared responsive tokens	16–18 px body / 1.55 line height
A4 documents	32 pt title / 20 pt heading	11 pt body / 16 pt line height
16:9 slides	48 pt title / 32 pt heading	20 pt body / 28 pt line height

Install the included TTF files before editing documents or slides. The variable WOFF2 is for websites. Public Sans is supplied under SIL OFL 1.1; keep OFL.txt with redistributed fonts. Logo SVGs contain outlines and need no installed font.

Spacing, charts and voice

A shared spacing scale

Use 4, 8, 12, 16, 24, 32, 48, 64, 96 and 128 units. On the website, use the CSS tokens. Use 24 mm margins for A4 and 64 px safe margins for 1280 × 720 slides.

Numbers need context

Use green for positive movement. Label the metric, units, period and source. Keep charts inside their frames. Label illustrations clearly. Never turn an example into a client result.

Speak like a practical partner

Explain the business outcome and the work involved. Lead with a focused pilot. Avoid guaranteed revenue, indefinite commitments and technical jargon without a business purpose.

Currency and evidence

English examples use USD with the original round figures, without exchange-rate conversion. German examples use EUR. Actual client results keep their factual units; use a currency-free growth ratio when needed.

Templates for everyday work

A4 letterhead

Open templates/letterhead.html in a browser, edit the text and print to A4 PDF. The companion PDF is a visual reference. Keep the logo in the header and the contact details in the footer.

Editable presentation

Open templates/deflation-presentation.pptx in PowerPoint or import it into Google Slides. Duplicate the cover, content and next-step layouts. Install Public Sans first and review after import.

For designers and developers

Use outlined SVG logos for scalable artwork and transparent PNG for slide tools. Import the ASE palette into Adobe tools, GPL into compatible design tools, and CSS/JSON tokens into digital projects.

Keep proportions, colours and clear space. Do not stretch, rotate, add effects or put the logo on busy images. Brand assets identify Deflation; their availability does not imply endorsement.