Everything you need to reproduce Pulse.

The short version of BRAND.html, the canonical spec. When in doubt, ask first.

2	6	0
lockups: the wordmark and p.	colors, all flat, no gradients	symbols: the mark slot waits

Contact: hello@pulsecorp.co · approval by Ishan, Founder and CEO · Pulse is a product of Bougainvillea Technologies LLP, India.

01 · ONE IDENTITY, TWO LOCKUPS

pulse. wordmark · the default everywhere

p. primary · Ink Navy on white

p. alternate · favicon default

1.1 Use the outlined SVG masters in this kit. Never retype the wordmark in a font.

1.2 Clear space: keep the wordmark's x-height clear on all sides of either lockup.

1.3 Minimum wordmark width: 96px digital, 25mm print. Below that, use p.

1.4 Use p. only where the wordmark cannot survive: favicon, tab, app icon, avatar.

1.5 The mark slot is deliberately empty. Pulse has no symbol yet, on purpose.

02 · DO AND DON'T

Do

2.1 Use the supplied outlined SVG lockups at their drawn proportions.

2.2 Keep the ground white and the layout flat.

2.3 Set links and normal-size blue text in Deep Blue.

2.4 Use Ink Navy wherever black is called for.

2.5 Send every proposed use to Pulse for approval before it ships.

Don't

2.6 Never invent a mark, icon, or symbol.

2.7 No retired motifs: no ECG, heartbeat, waveform, ripple, or sonar shapes.

2.8 No gradients. No pure black, ever.

2.9 No blue-on-blue lockups or co-branding.

2.10 No AI-generated imagery of any kind.

2.11 No handwriting fonts. Only real scanned ink.

2.12 Never ship a Pulse Blue surface without the wordmark, a graded photo, or real ink.

03 · COLOR

Ground White	Pulse Blue	Deep Blue	Ink Navy	Card	Blue Wash
#FFFFFF	#1D9BF0	#0B6BAD	#101A23	#F7F9F9	#E8F1FB
The constant ground.	Display accents, the period.	Links and CTA fills.	All text, Pulse's black.	Card and panel fills.	Quotes and callouts.

3.1 Ink Navy is Pulse's black. Pure black #000000 is banned on every surface, digital and print.

3.2 Print solids use the navy rich black C70 M50 Y30 K100, with plain K for small text only. Spot color and garments use Pantone Black 6 C.

3.3 Links and normal-size blue text use Deep Blue. Pulse Blue is only for large or bold display accents (19px bold and up), the period, and non-text elements.

3.4 Partner lockups sit in Ink Navy on white, never blue on blue.

3.5 The brand ships light-only. In forced-dark contexts, place Pulse on a white card on the host's ground.

04 · TYPE

OPEN SANS 700	**Headlines carry the voice.**
OPEN SANS 400/600	Body and interface text, with 600 for emphasis.
IBM PLEX MONO	`Data, timestamps, eyebrows`
SOURCE SERIF 4	Long-report bodies read in serif.

4.1 The stack is fixed: Open Sans for headlines and body, IBM Plex Mono for data, Source Serif 4 for long-report bodies.

4.2 Devanagari text uses the Noto Sans and Noto Serif Devanagari files in this kit. Never tofu, never a handwriting font.

05 · GEOMETRY

Pill CTA | Ink Navy pill | Card · 16px radius | Input · 12px radius

5.1 CTAs are full pills: border-radius 999px, filled Deep Blue or Ink Navy, never Pulse Blue.

5.2 One primary CTA per view. Every fill is flat.

06 · APPROVAL

6.1 Every proposed use goes to Pulse before it ships. Write to hello@pulsecorp.co. Ishan, Founder and CEO, approves each use.

BRAND.html is the canonical spec. This sheet summarizes it and never overrides it.