

LODOL BRAND GUIDELINES

2026

OVERVIEW

Lodol creates automation systems that function as a reliable teammate. They are competent, efficient, and always adaptable to your work style.

This guide covers everything that creates Lodol's look and feel: our visual language, typography, palette, composition, illustrations, and communication style.

**Together, these elements
ensure the clarity, confidence,
and consistency of our brand.**

TABLE OF CONTENTS

01	Vision	04
02	Messaging	07
03	Colors	11
04	Logo	17
05	Typography	23
06	Graphics	27
07	Brand Applications	30

01

VISION

MISSION

Good coworkers follow instructions, apply judgment, and own the details.

We're building automation that does the same work reliably, transparently, and effortlessly.

VISION

To make tedious work easier or obsolete so teams can focus entirely on high-value human creative work.

LODOL IS:



02

MESSAGING

TONE OF VOICE

01

Warm, welcoming, and clear.

We speak like a helpful teammate who explains things plainly.

02

Empathetic, Not Overly Emotional:

We understand daily work frustrations and focus on making life easier for our users.

03

Confident, Not Arrogant:

Secure in our technology's value, but always focused on supporting expertise rather than showing off.

MESSAGING GUARDRAILS

	INSTEAD OF THIS	SAY THIS
On Idea	Foolproof fault-tolerant algorithmic execution engines	Workflows you can rely on every single day
On Ease of Use	Connect any app instantly with easy AI triggers	Connect your favorite tools effortlessly, built to run smoothly.
On Automation Purpose	Replace manual tasks with total automated workforce takeover.	Save time by optimizing repetitive busywork so you can focus on creativity.
On Maintenance	Low maintenance costs with high uptime.	Set it up once and forget about it, no constant tweaking required.
On Dev Experience	Complex custom JSON payloads required for advanced logic handling.	Built for developers to extend easily: clean APIs, versioning, audit logs, and full observability.

SUPPORTING PROOF POINTS

01

Breadth Without the Fragility:

Hundreds of native integrations built for depth, so your data syncs reliably without missing fields or dropping events.

02

Developer Friendliness:

Clean documentation, clear execution logs, and full control when you want to setup custom logic or connect custom endpoints.

03

Low-Maintenance:

Extensible for technical teams without adding technical debt or maintenance overhead.

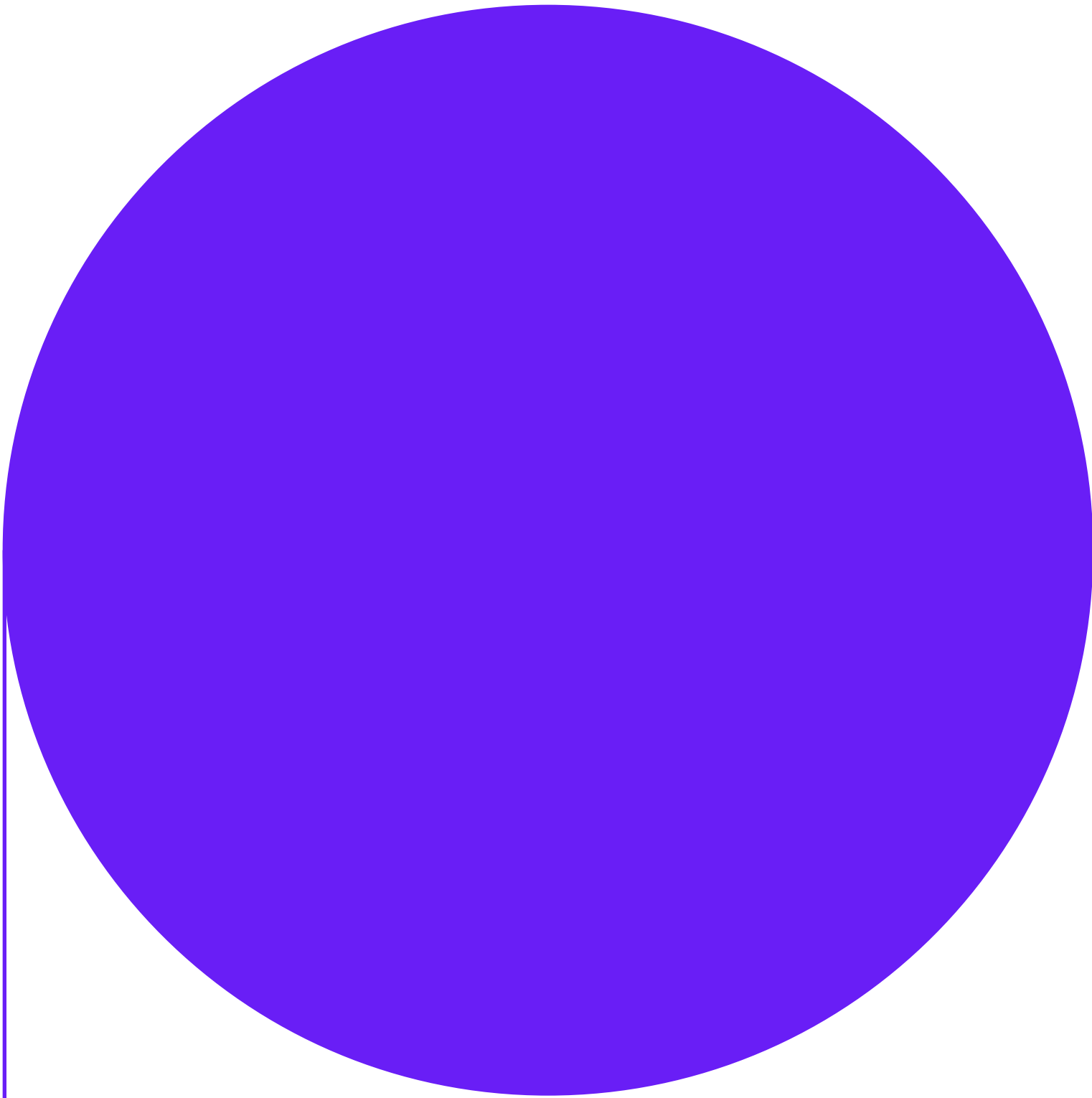
03

COLORS

COLOR PALETTE

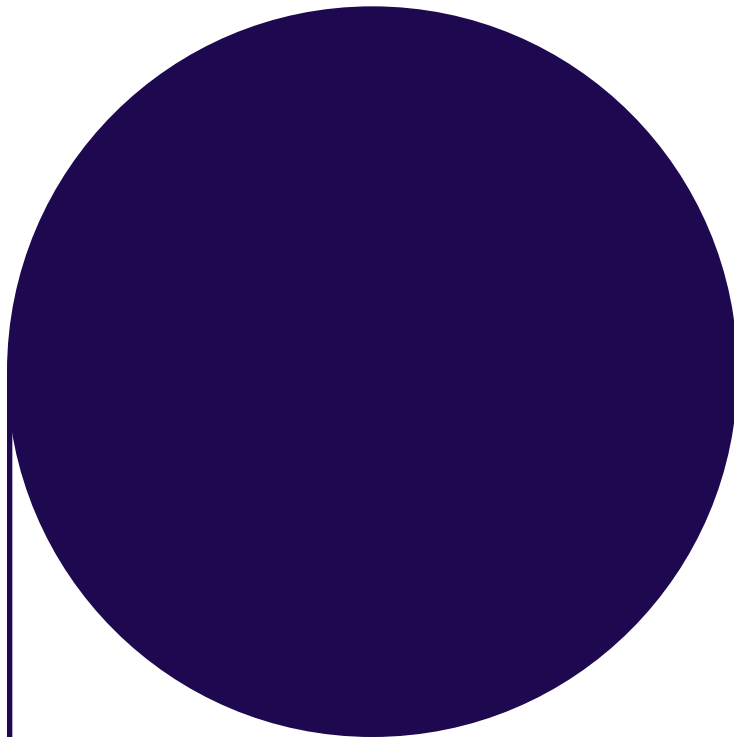
We use high contrast and balance to create a distinct, modern look. Electric Indigo is used as the primary brand color, to bring energy, innovation, and strong presence across main interface elements and brand accents.

Pale Lavender acts as its tonal complement, provides a soft background tint and surface balance that keeps layouts coherent and readable.



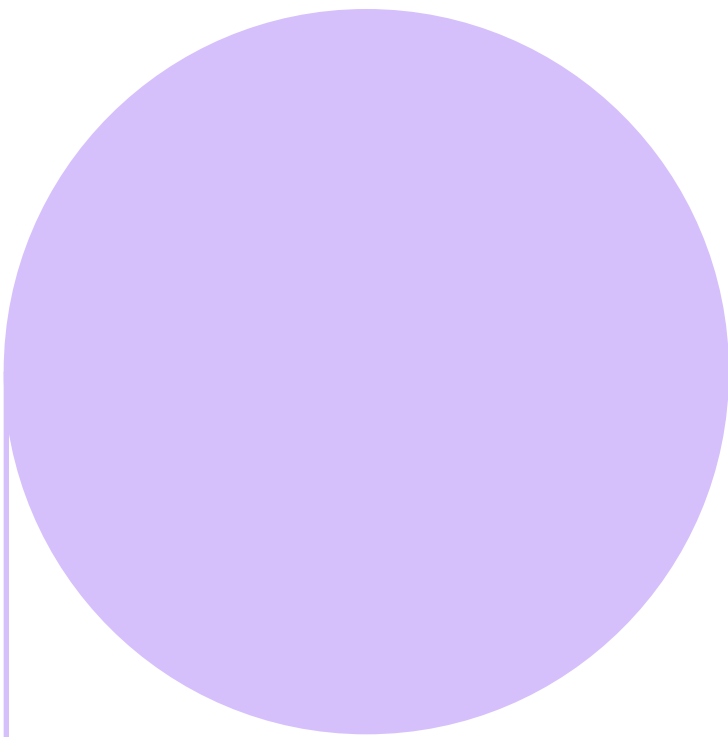
Electric Indigo

HEX: #691EF6
RGB: 105, 30, 246
CMYK: 57, 88, 0, 4



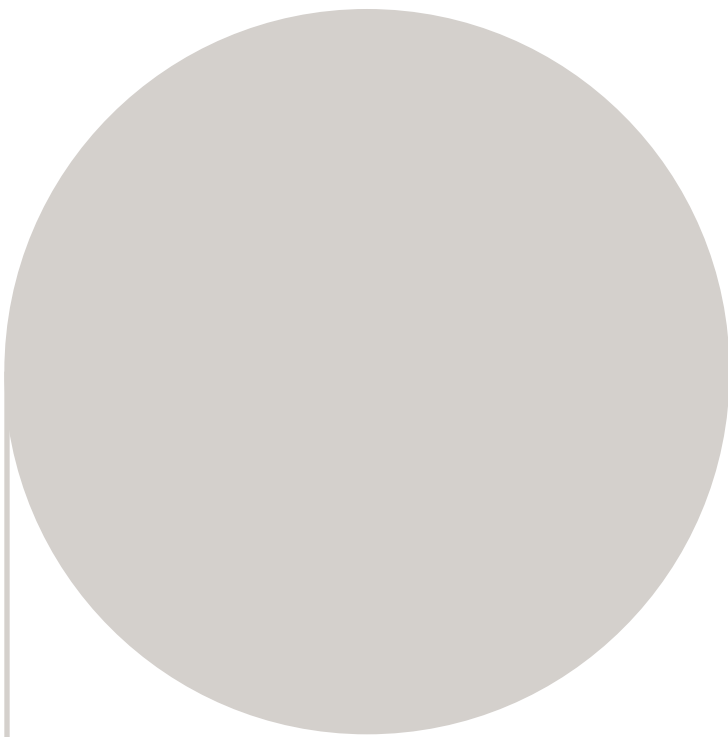
Deep Indigo

HEX: #1E0850
RGB: 30, 8, 80
CMYK: 62, 90, 0, 69



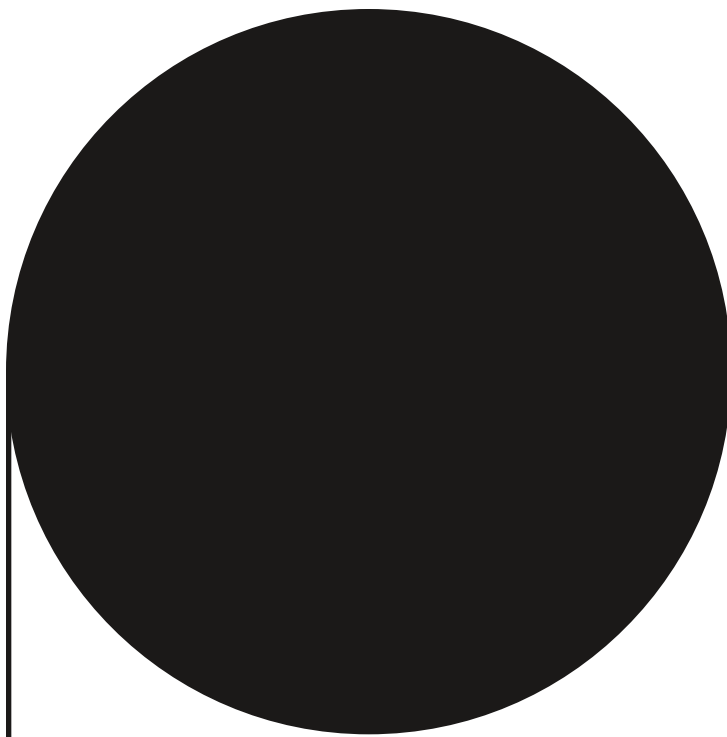
Pale Lavender

HEX: #D5C0FC
RGB: 213, 192, 252
CMYK: 15, 24, 0, 1



Warm Gray

HEX: #D4D0CC
RGB: 212, 208, 204
CMYK: 0, 2, 4, 17



Charcoal Black

HEX: #0E0DOC
RGB: 14, 13, 12
CMYK: 0, 7, 14, 95

GRADIENT

Usage:

Best used for visual accents that need to pop, hero sections or interactive states, backgrounds for main sections, interactive interface states, or to highlight key features. Try to not place long blocks of text across the gradient background keeping things readable is the goal here.

Visual Direction:

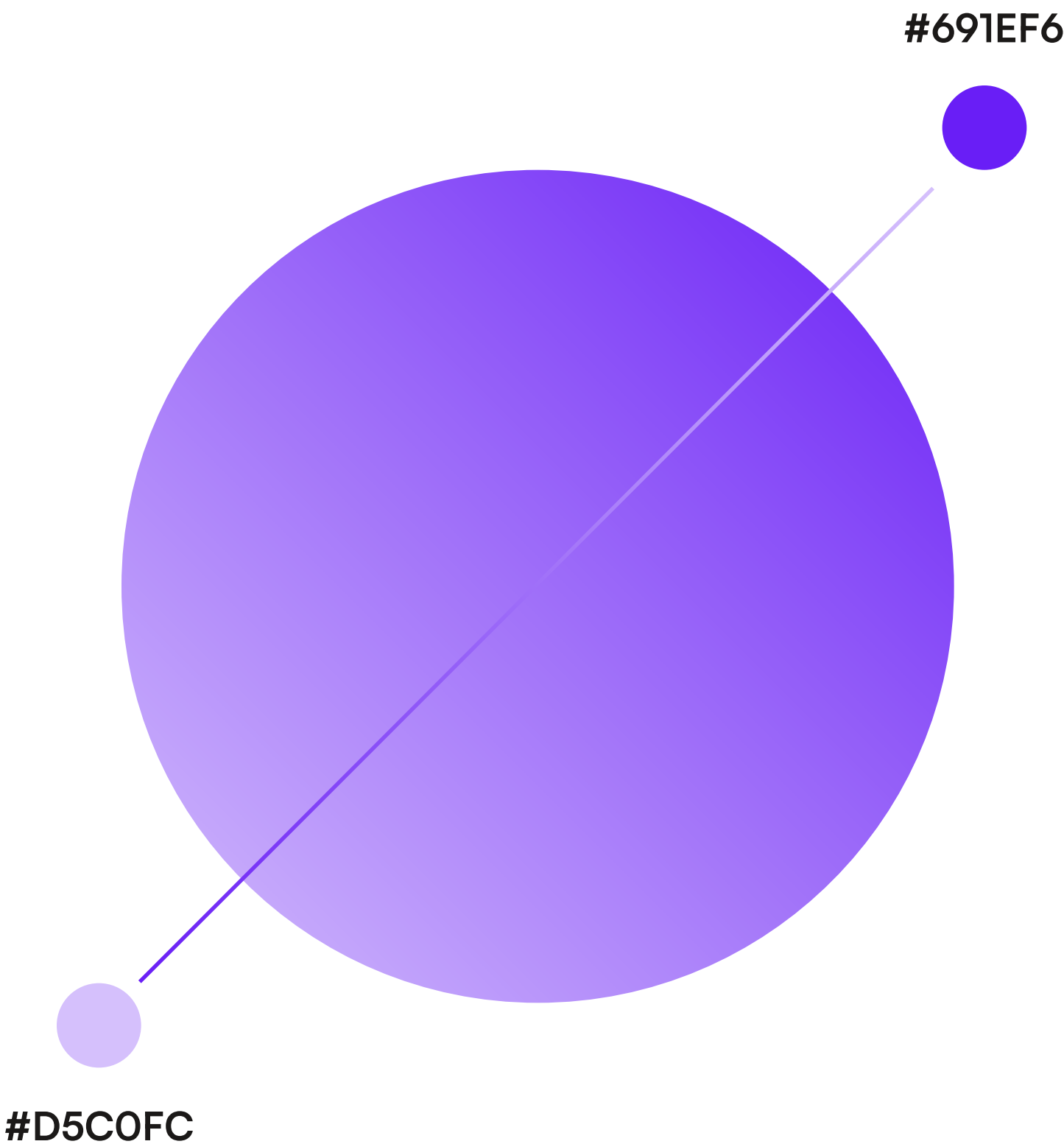
It's a diagonal gradient, going from bottom-left to top-right at 45° — pretty classic direction for this kind of look.

Color stops:

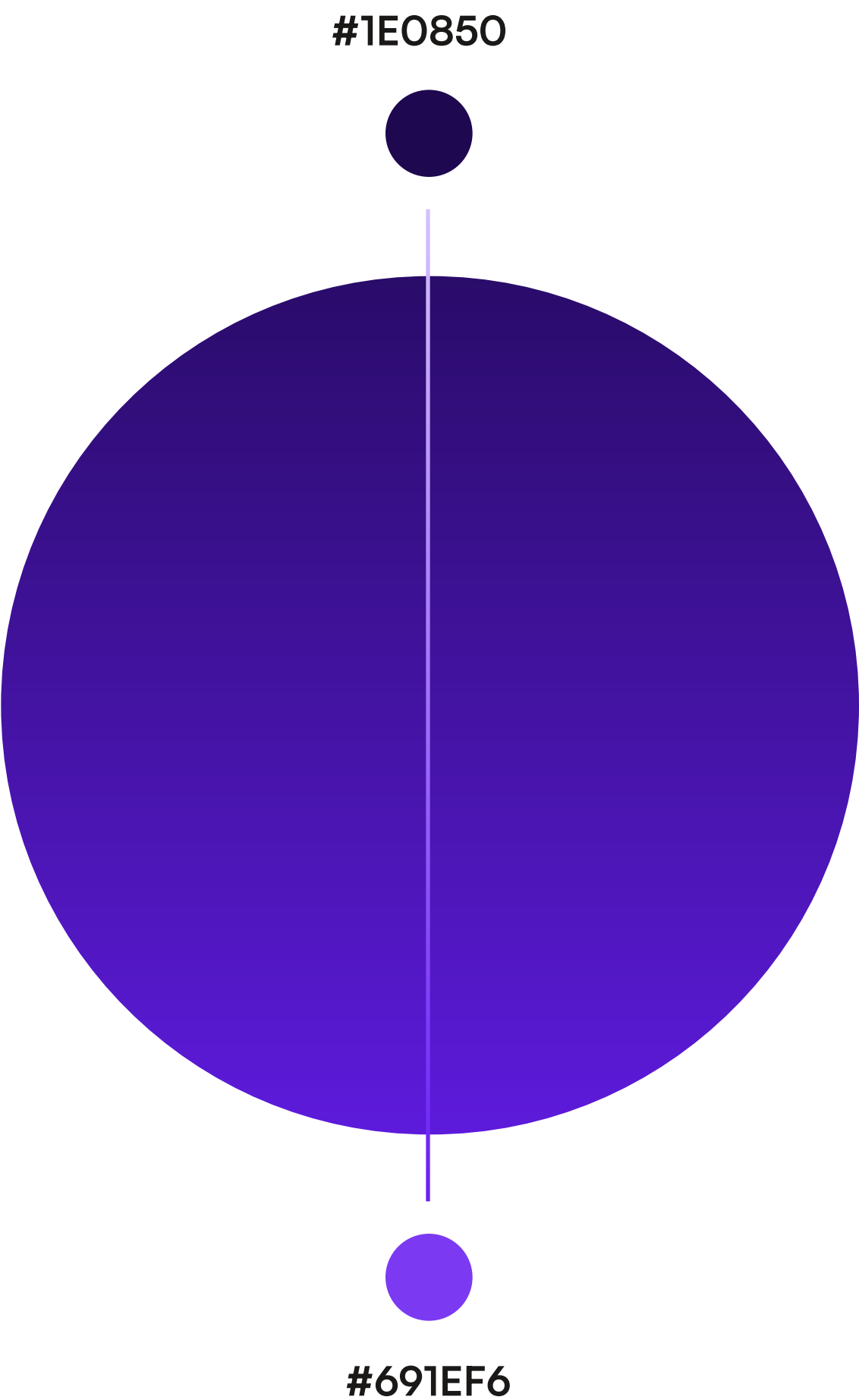
Start color (lower-left corner):
Pale Lavender (#D5C0FC)

End color (upper-right corner):
Electric Indigo (#691EF6)

45 ° angle



90 ° angle



RADIAL GRADIENT

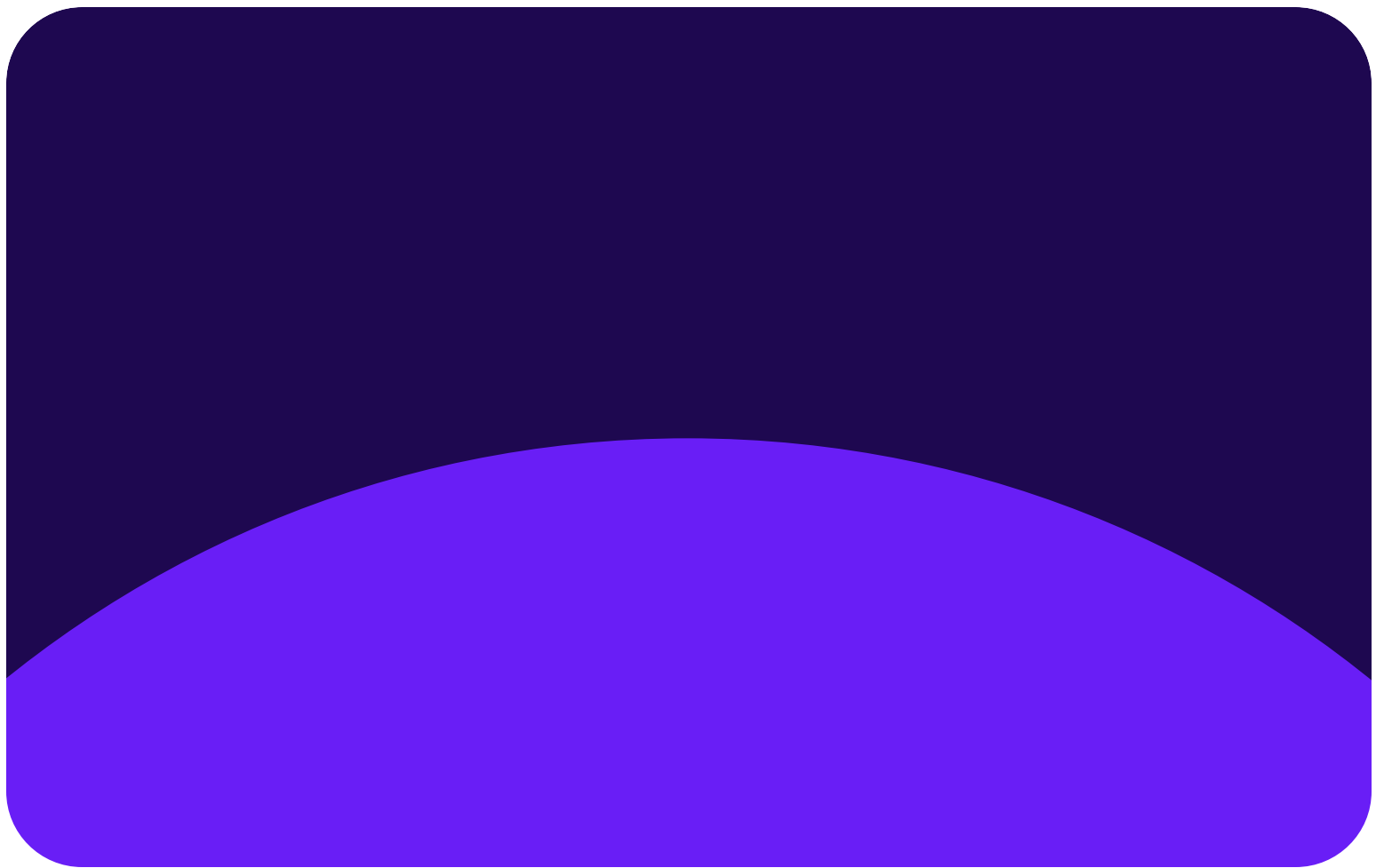
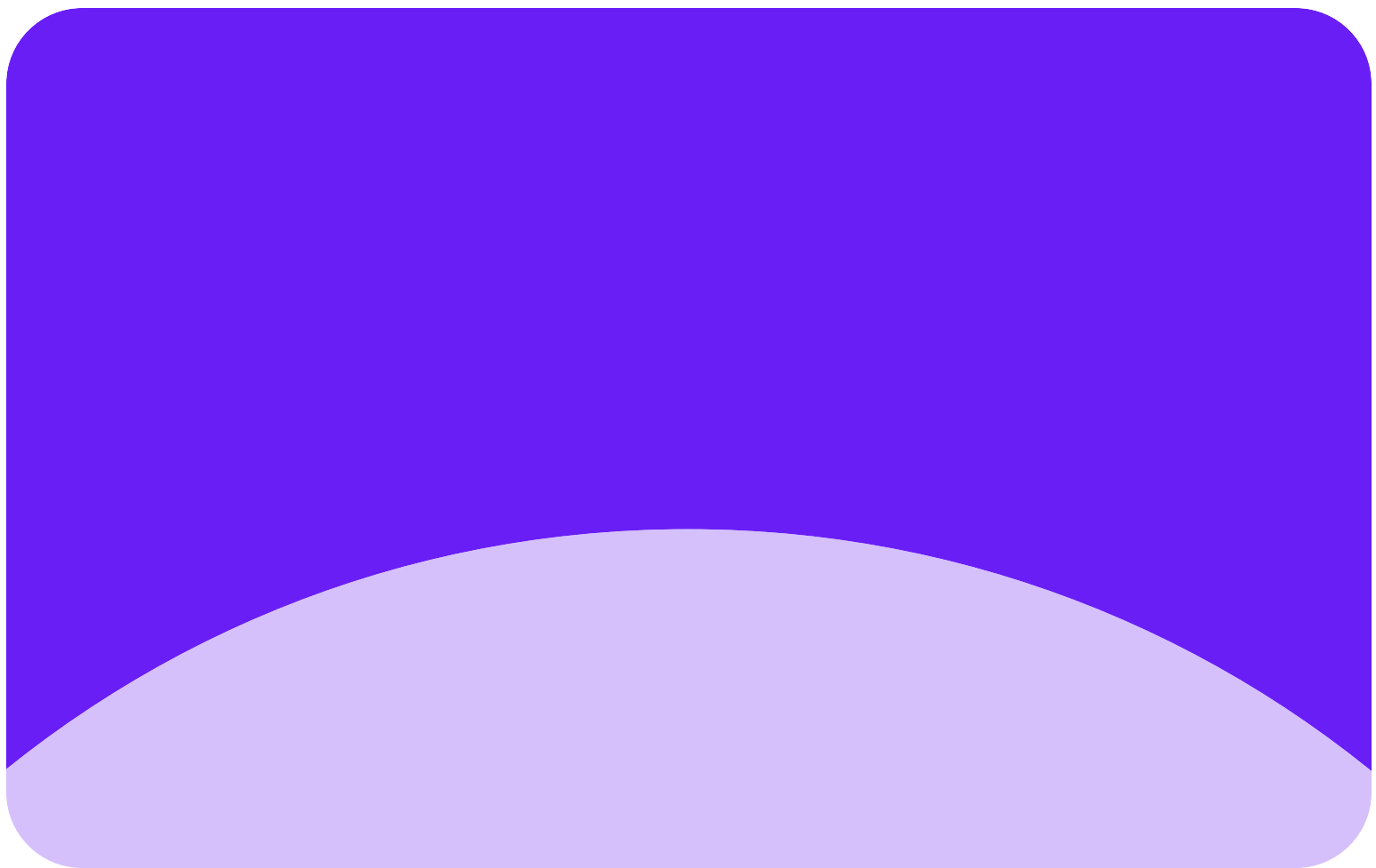
Design:

Combine “Deep Indigo” (#1E0850) with “Electric Indigo” (#691EF6), or soften it with “Lavender” for light surfaces.

Use radial gradients on large areas, main screens, backgrounds, and illustrations.

Do not use gradients on buttons, icons, or small interface elements.

Transitions should be long and smooth. If you see a sharp edge, it means the gradient is too short.



NEUTRALS

Dark Neutrals

(#0E0DOC — #4D4640):

We apply it primarily to primary text, headings, dark surfaces, and structural UI containers. #0E0DOC serves as our primary dark tone for crisp contrast.

Mid-Tone Grays

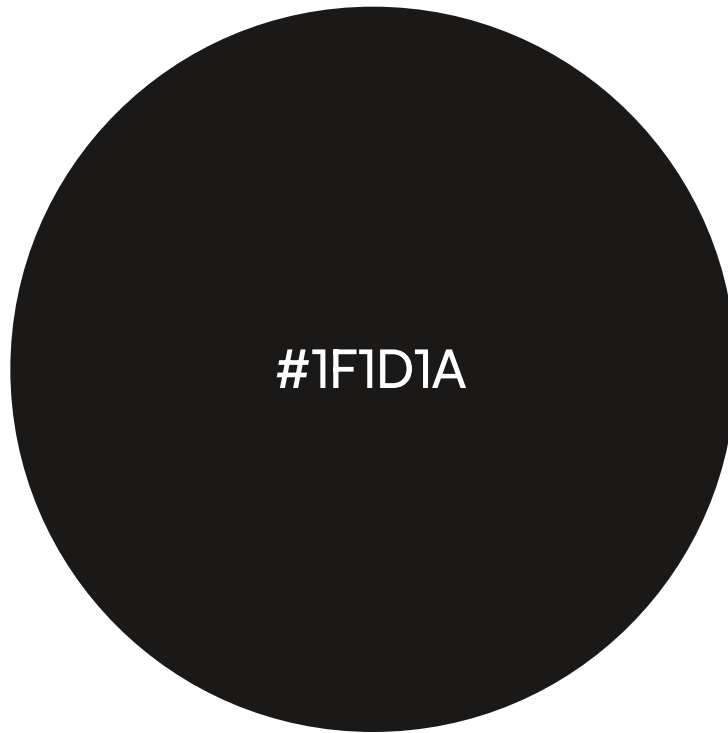
(#585550 — #878280):

Reserve it for secondary body text, inactive UI states, icons, borders, and divider lines.

Light Neutrals

(#D4DOCC & #EFEEEC):

Used for light backgrounds, card surfaces, table rows, and soft content separation.



COLOR COMBINATIONS

When applying brand colors, consider how they sit next to each other; you want enough contrast to ensure colors are readable.

Recommended Pairings (Use):

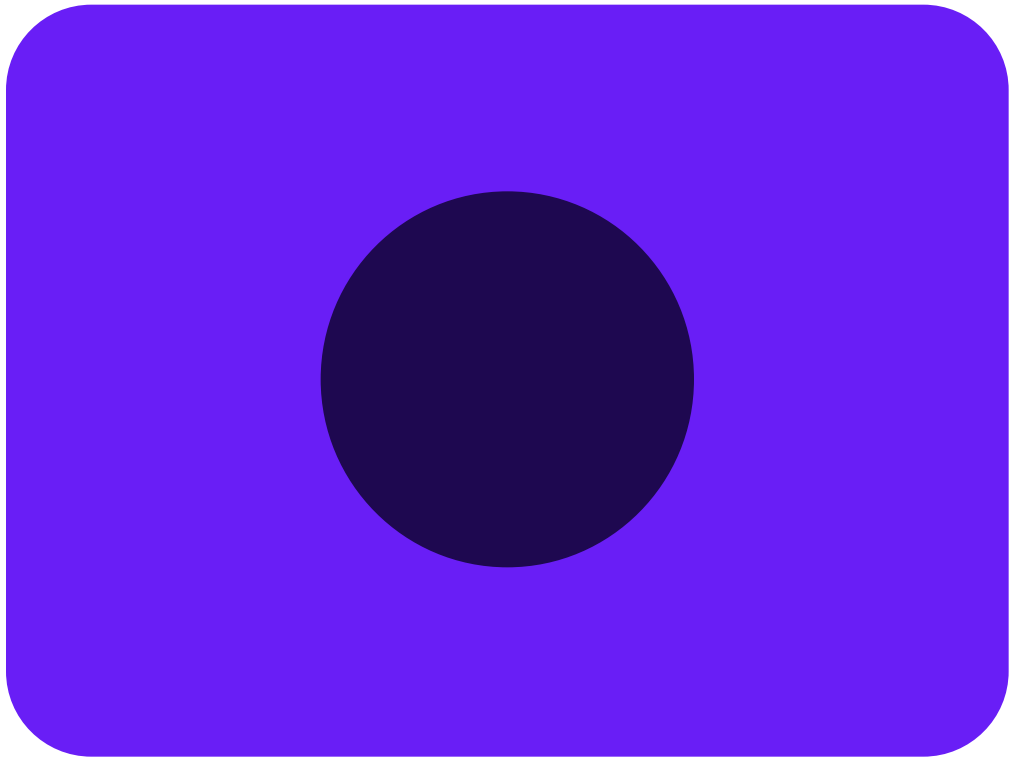
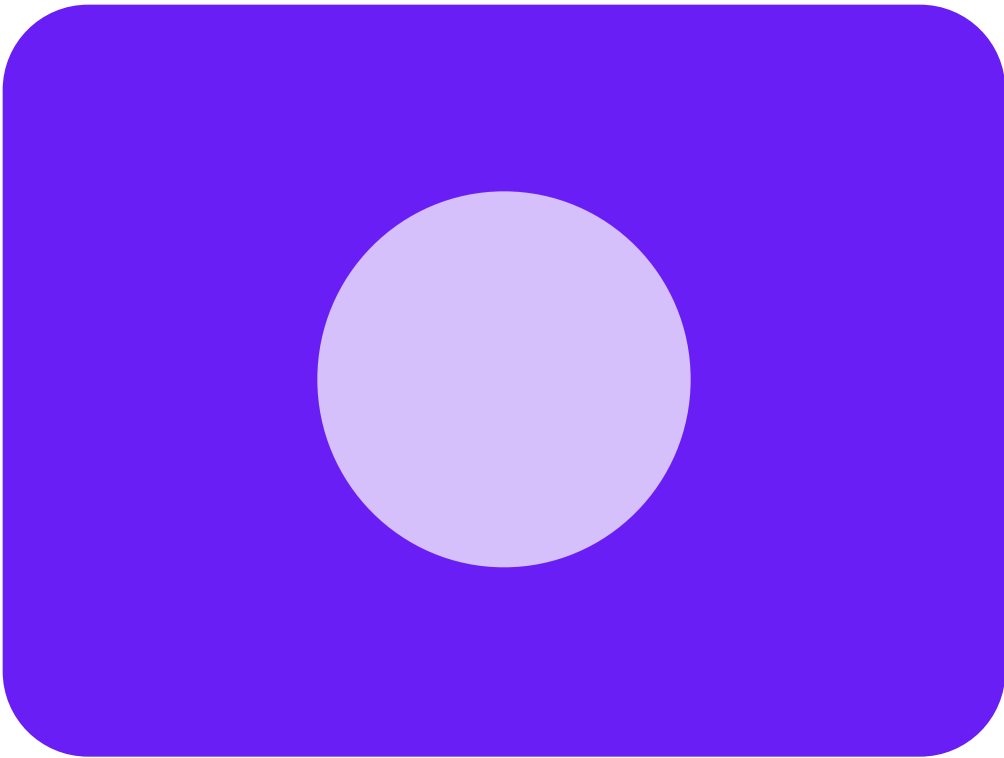
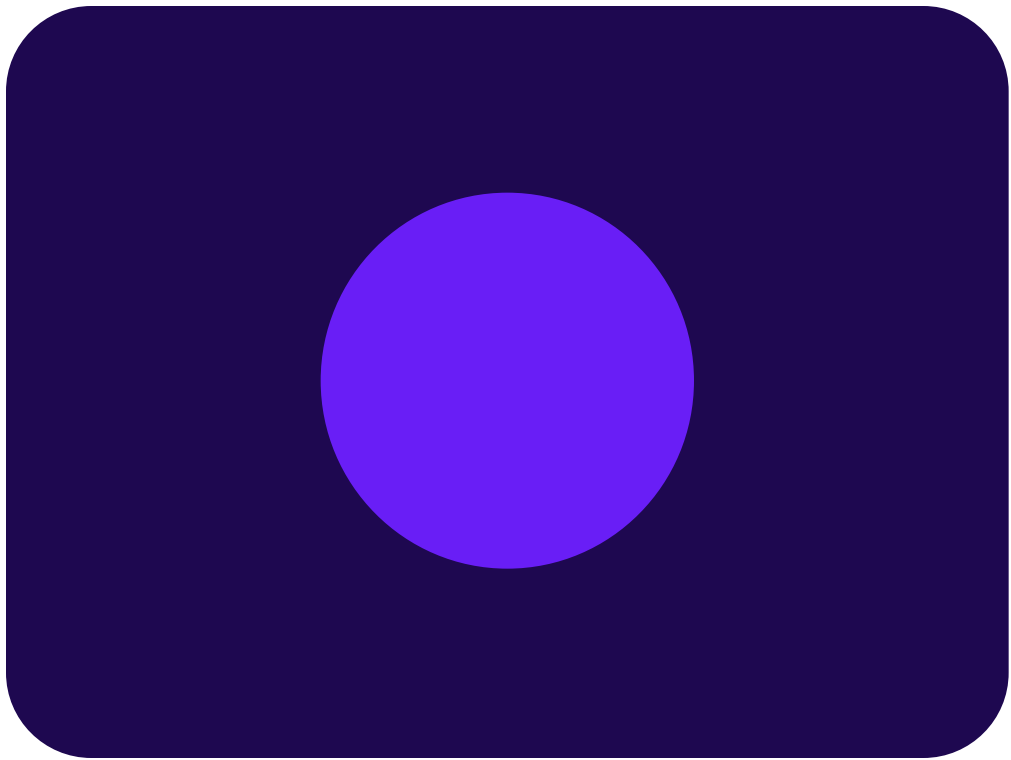
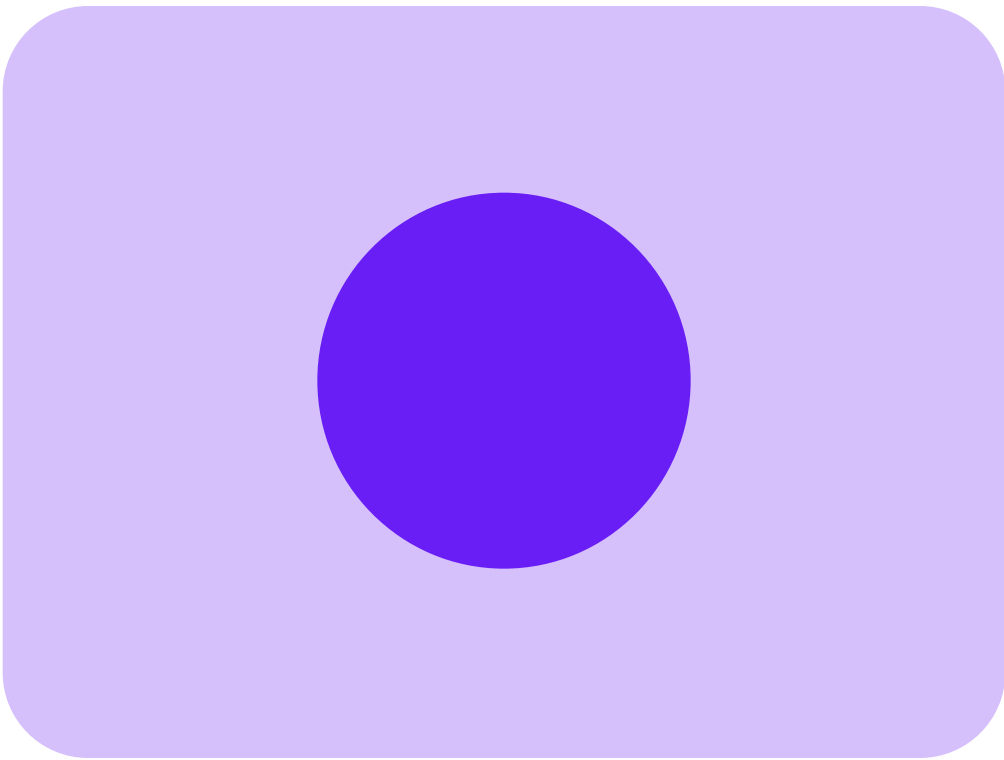
Pair Electric Indigo directly with Pale Lavender for main surfaces, badges, and primary buttons.

Use Pale Lavender as a soft background behind solid Electric Indigo elements to maintain strong contrast.

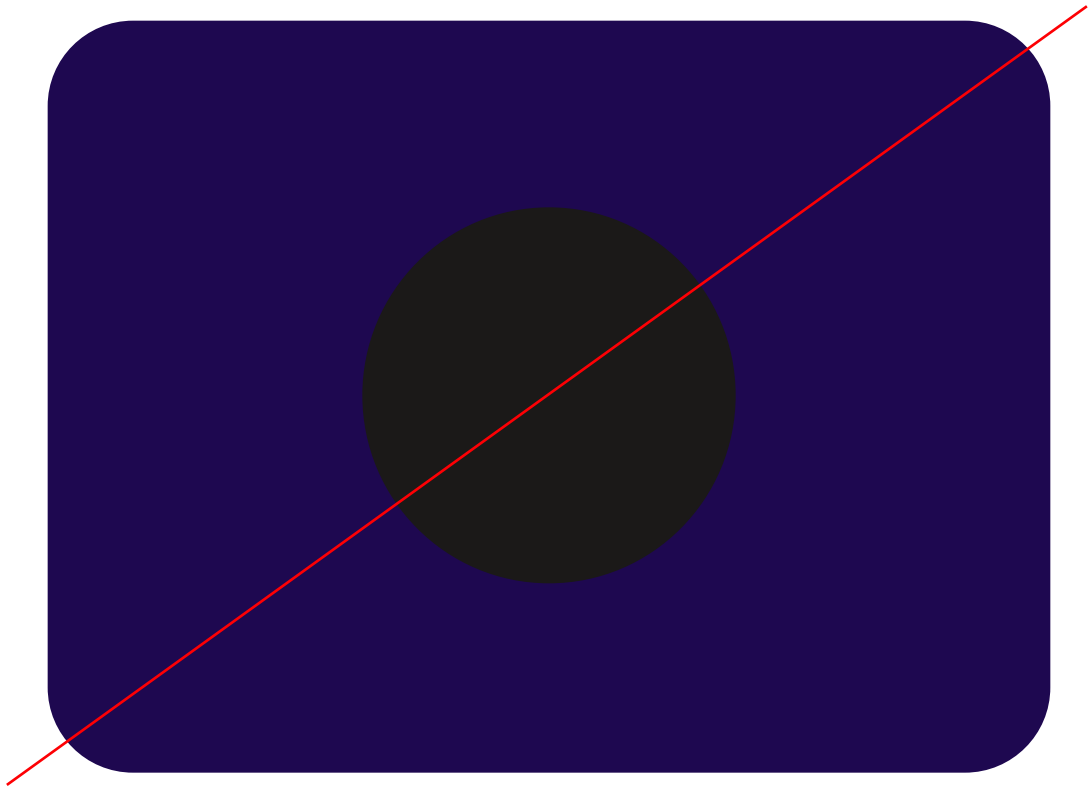
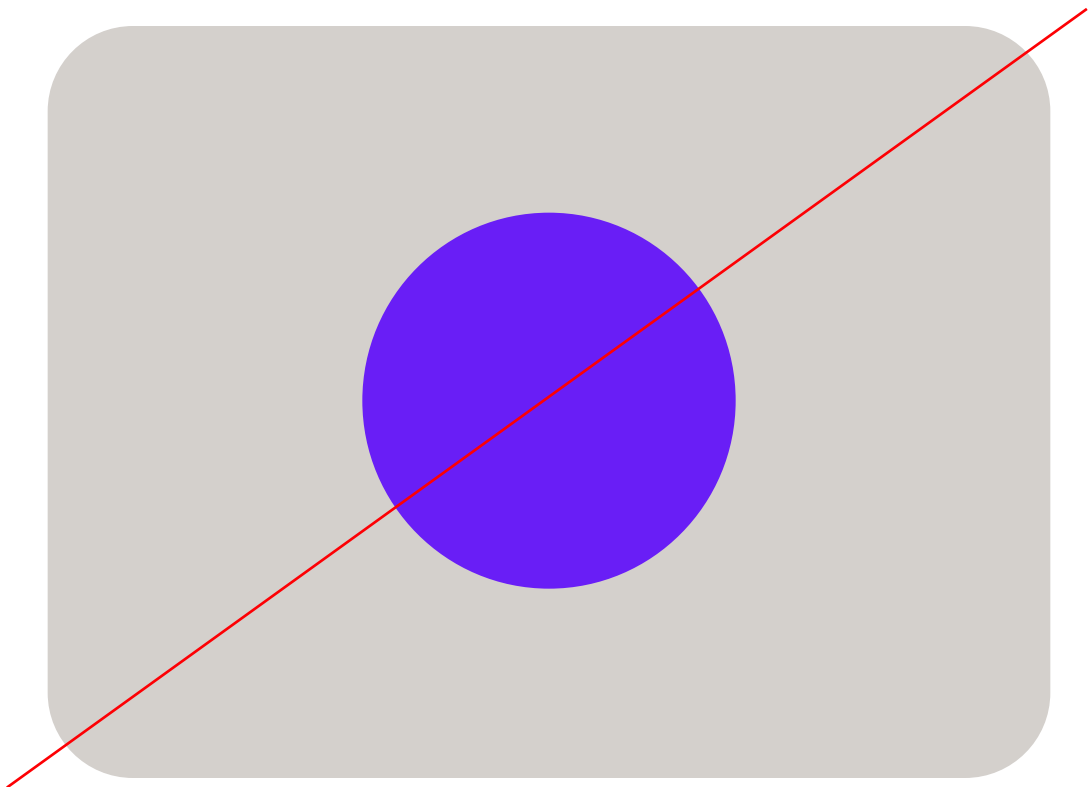
Incorrect Pairings (Do Not Use):

Avoid placing Electric Indigo on neutral grey backgrounds without proper contrast, or placing dark elements on top of Deep Indigo.

Use



Do not use



04

LOGO

LOGO LOCKUP

Lockup Formats:

Brand Mark (Standalone):

We reserve brand mark for elements such as avatars, favicons, app icons, and compact UI elements where the full wordmark is not needed.

Horizontal Combination Mark:

The primary lockup combining the symbol and wordmark for general marketing, website headers, and presentation titles.

Symbol



Logo Lockup

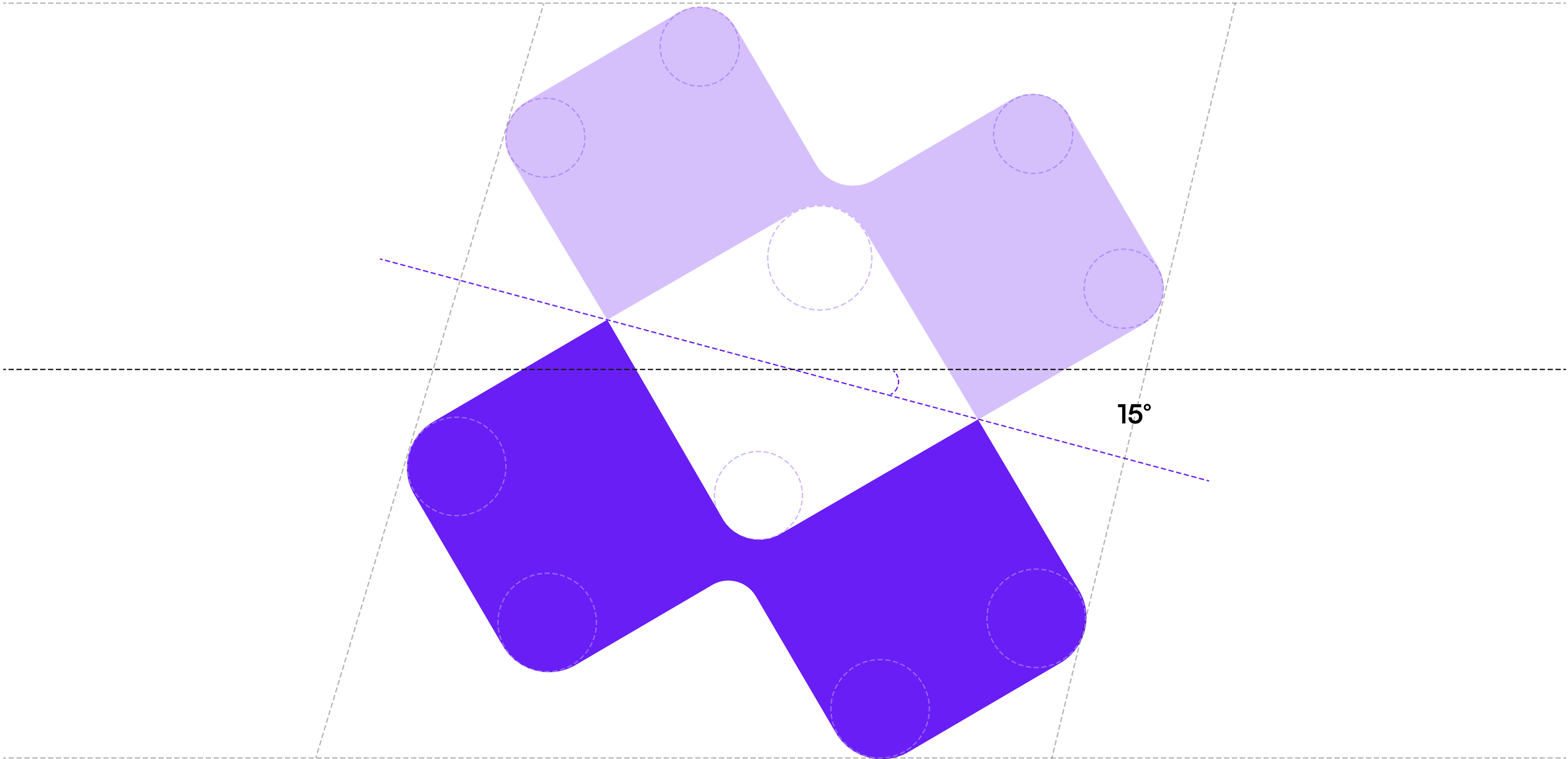


Lodol

LOGO LOCKUP

Our logo pairs dynamic, merging arrows to represent direction and momentum.

Its intersecting design reflects collaboration, forward movement, and interconnected workflows.



SAFE AREA

To ensure maximum visual impact, both the combination lockup and standalone symbol must always maintain a minimum clear space. This prevents competing graphics, text, or page edges from encroaching on the logo.

Clear Space Specifications

Logo Lockup:

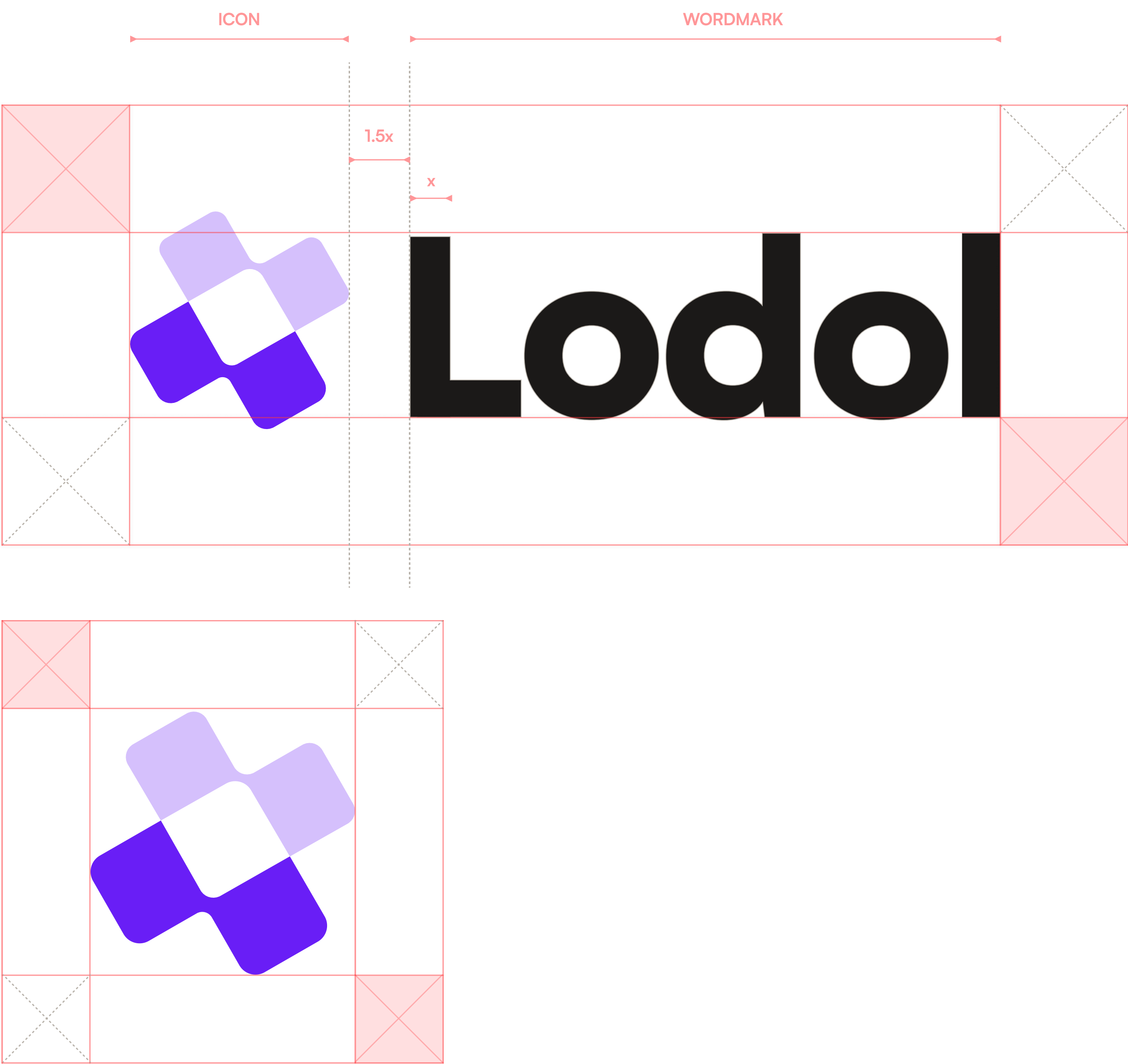
The clear area around the full logo is determined by the height of the letter "o" in the logotype. Maintain this minimum spacing on all four sides. Spacing between symbol and wordmark is 1.5x of symbol weight.

Standalone Symbol:

The safe area around the isolated mark is defined by the length of one side of its individual geometric block component.

Application:

Keep this buffer region entirely free of secondary text, imagery, patterns, or screen boundaries across all print and digital layouts.



USAGE RULES

We ensure high contrast, legibility, and brand consistency across applications, ensure using the logo and brand mark variations according to the background color.

Background Applications

Light Backgrounds:

Use the primary combination lockup or standalone mark with Charcoal Black typography and the standard Electric Indigo / Pale Lavender symbol.

Brand Electric Indigo Background:

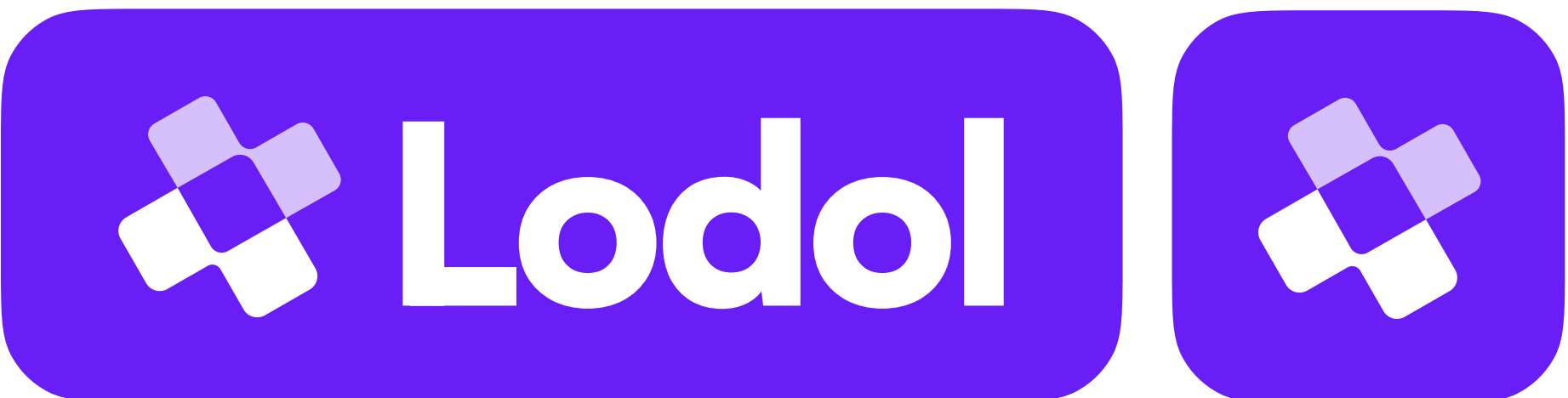
Switch the logotype to pure white and use the inverted symbol variant (white and light lavender) for optimal contrast against Electric Indigo.

Dark Backgrounds:

Use the pure white logotype paired with the standard Electric Indigo / Pale Lavender symbol to maintain vibrant brand identification on dark surfaces.

Colored Background:

Use the monochrome symbol variant (solid white or single-tone) alongside white typography to preserve visual clarity, prevent color clashing, and guarantee high contrast.



WHAT TO AVOID

Do Not Alter Colors:

Do not swap, modify, or use unapproved color combinations on the symbol or logotype outside of the preserved light, dark, and monochrome palettes.

Do Not Distort or Skew:

Never stretch, skew, rotate, or alter the proportions of the mark or logotype. Always scale the logo uniformly.

Do Not Change Elements Arrangement:

Never alter the relative positioning, spacing, or scale between the symbol and the logotype in the combination mark.

Do Not Violate Safe Area:

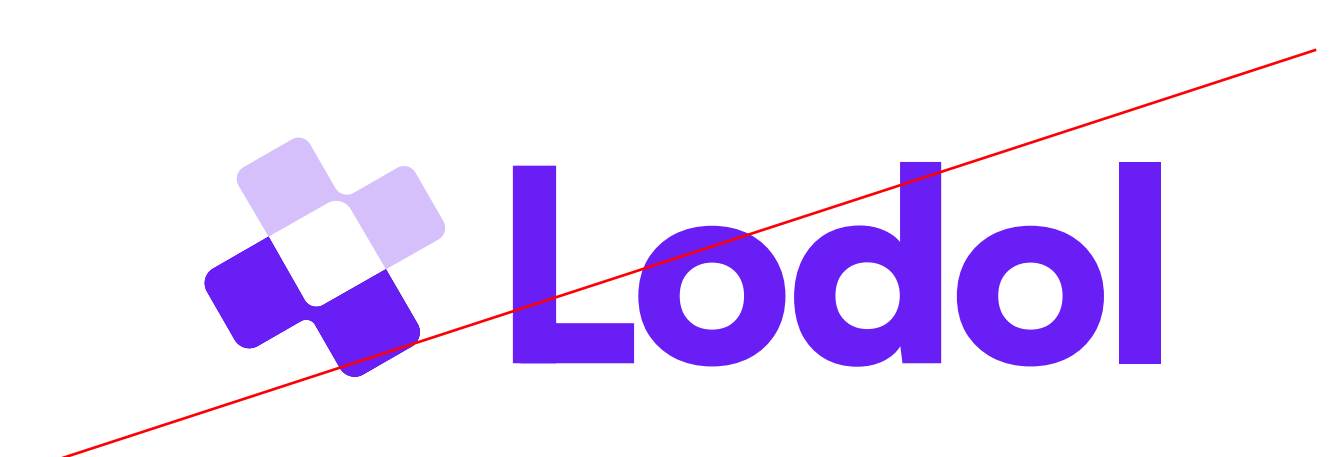
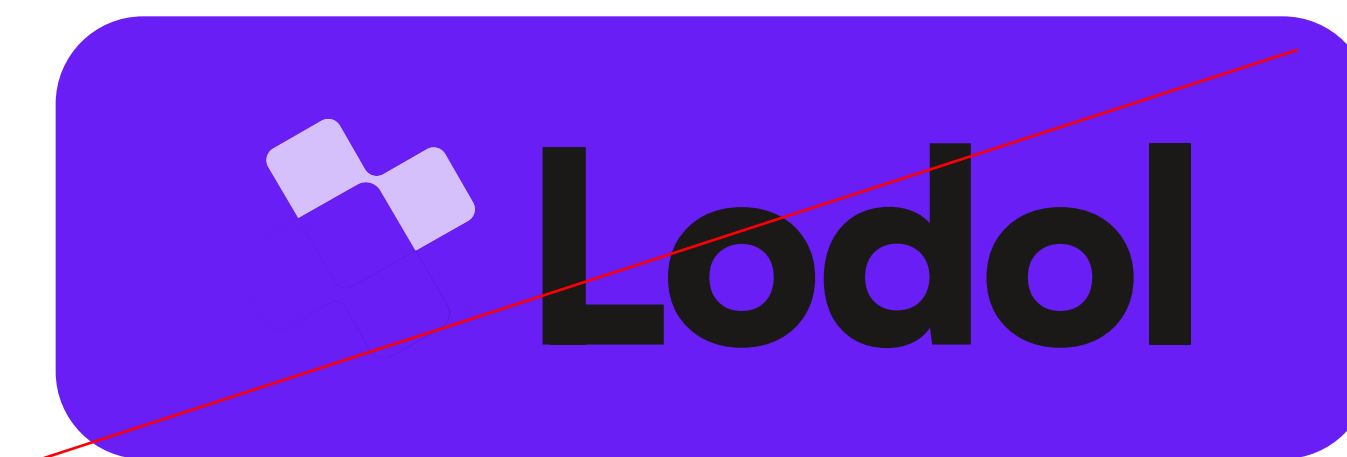
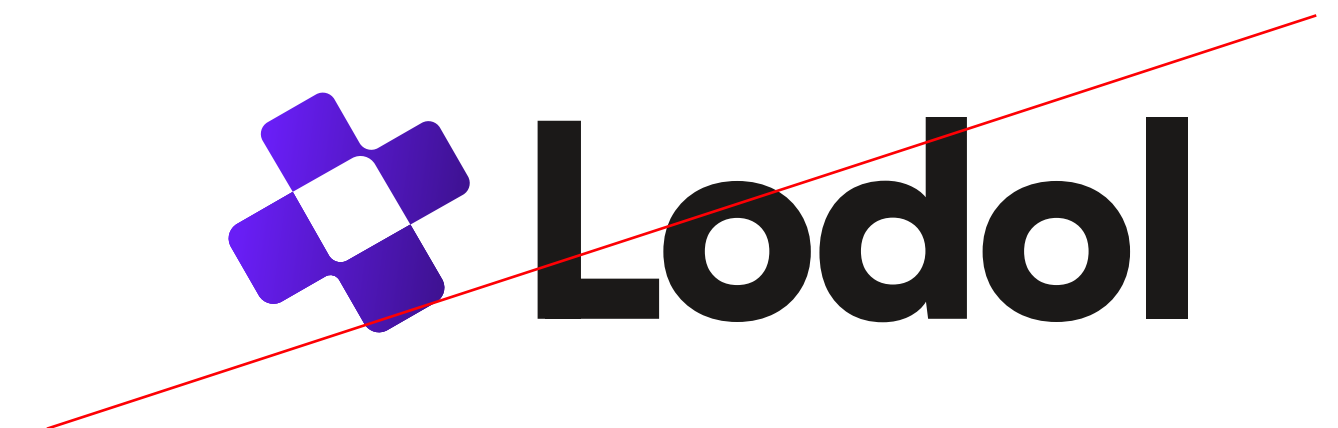
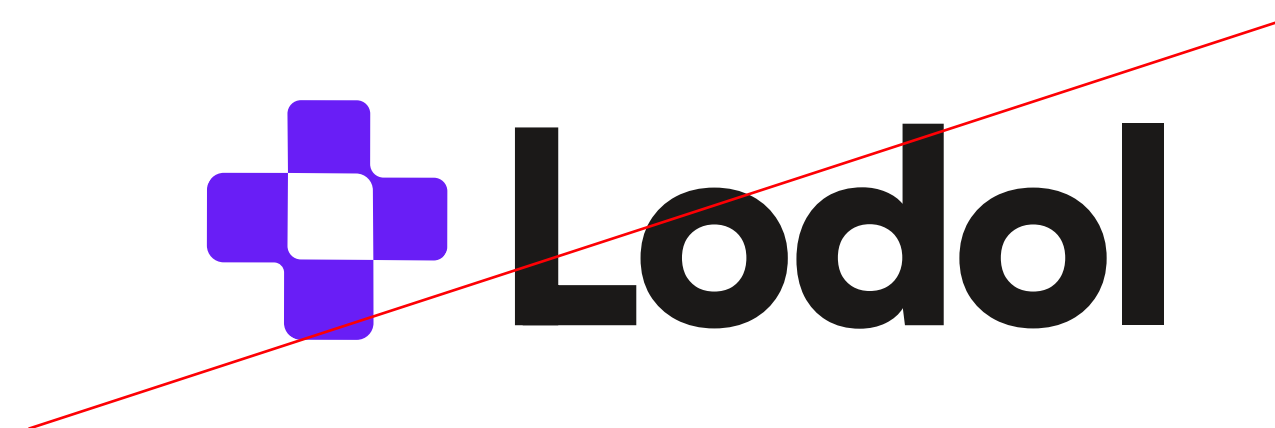
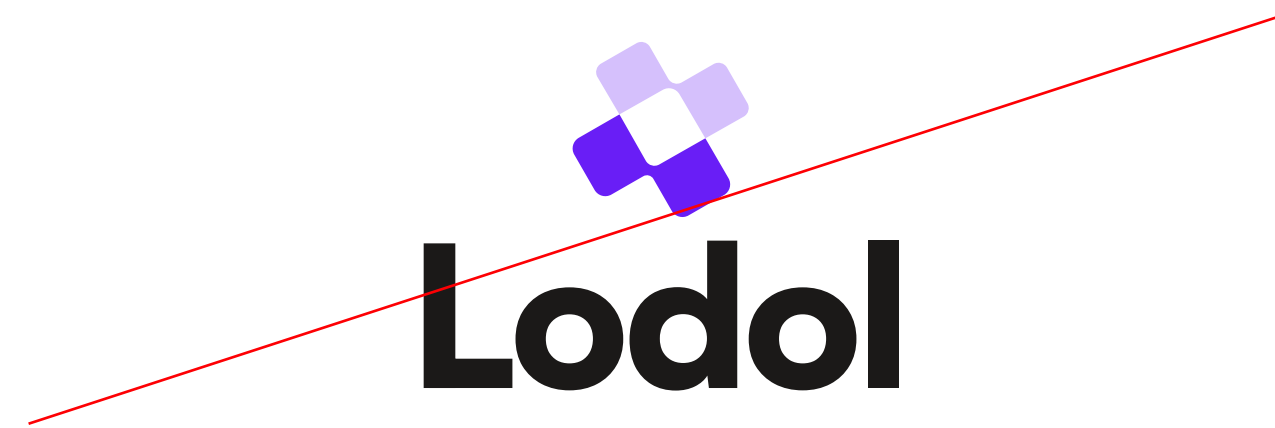
Never place secondary text, graphics, or layout edges within the reserved "height of 'o'" or block-side clear space buffer.

Do Not Add Unapproved Effects:

Do not apply drop shadows, glows, gradients, outlines, or stroke effects to the logo or wordmark.

Do Not Place on Low-Contrast

Backgrounds: Do not position full-color logo variants over busy patterns or non-brand background colors that compromise contrast.



05

TYPOGRAPHY

FONTS IN USE

Display Font — New Amsterdam

Role:
Main headings, large feature titles, and impactful brand statements.

Style:
All-caps condensed geometry for high impact copy. Never use for continuous body copy or long paragraphs.

Download Link:
[New Amsterdam on Google Fonts](#)

Primary Font — Satoshi

Role:
Applied to all body text, lower level headings, UI copy, and secondary elements.

Style:
Modern, sans-serif offering legibility across all font weights and display sizes.

Download Link:
[Satoshi on Fontshare](#)

DISPLAY FONT – NEW AMSTERDAM

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PRIMARY FONT — SATOSHI

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

EXAMPLE OF USE

DESCRIBE AN AUTOMATION.
WATCH IT BUILD ITSELF.

Apply **+2%** letter spacing and **90—100%** line height for New Amsterdam display titles to maintain balance.

Customer Experience

Bring in your existing routing and resolution flows and resolve tickets faster, with controls your team can trust.

Use **0% letter spacing** and **130—150%** line height for Satoshi body copy to ensure readability.

TYPE HIERARCHY

Satoshi Regular Effortless Automation

New Amsterdam

DESCRIBE AN AUTOMATION.
WATCH IT BUILD ITSELF.

Satoshi Regular Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Curabitur pretium tincidunt lacus.

Satoshi Bold

Start Now

06

GRAPHICS

BACKGROUND GRAPHICS

**DESCRIBE AN AUTOMATION.
WATCH IT BUILD ITSELF.**

**DESCRIBE AN AUTOMATION.
WATCH IT BUILD ITSELF.**

ICONS & ILLUSTRATIONS

Our visual language uses tactile 3D elements with soft textures to humanize the interface.

3D Iconography:

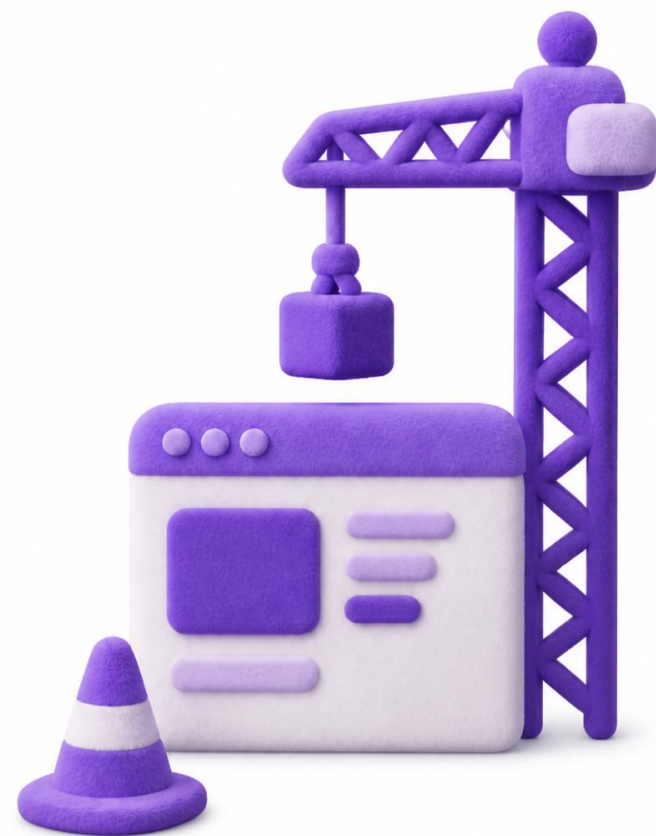
We use soft-textured 3D icons for features, callouts, navigation anchors, and empty states. The tactile finish softens technical concepts and adds a sense of approachable depth.

Accent & UI Integration:

We reserve full 3D illustrations for accent backgrounds, marketing page footers, and high-impact UI touchpoints to avoid cluttering core user workflows.

Alignment of the palette:

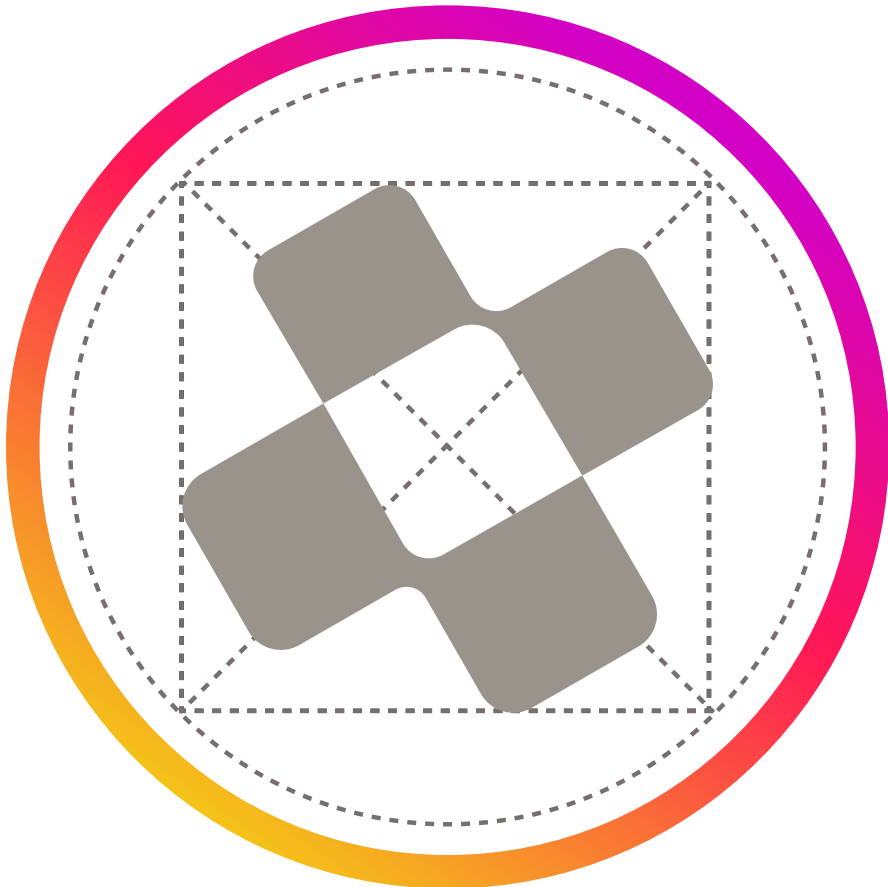
All 3D assets must rely on our primary color spectrum, utilize Electric Indigo for primary structures and Pale Lavender for supporting elements.



07 BRAND APPLICATION

SOCIAL MEDIA ICONS

Wireframe



Light BG



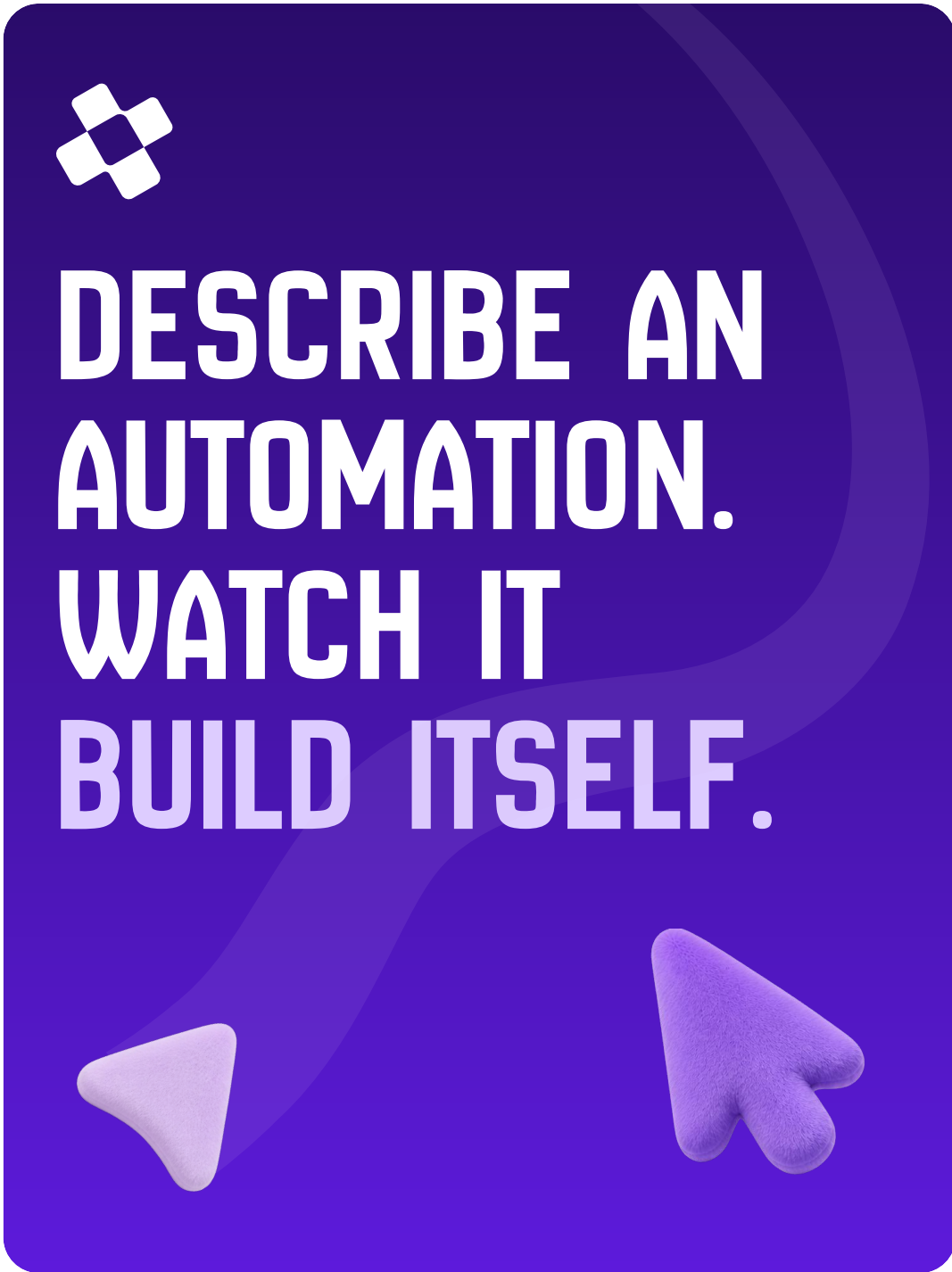
Colored BG



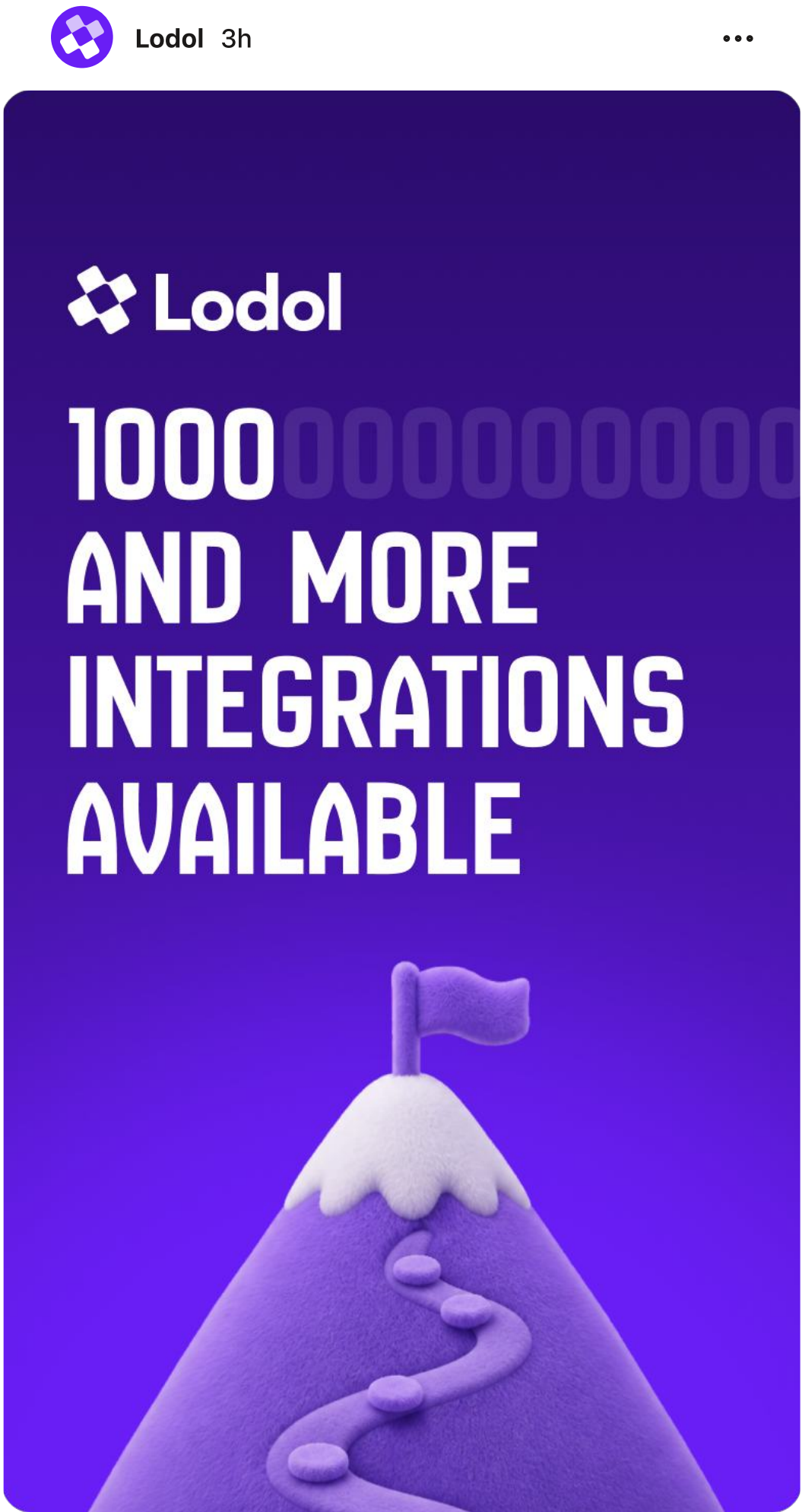
Dark BG



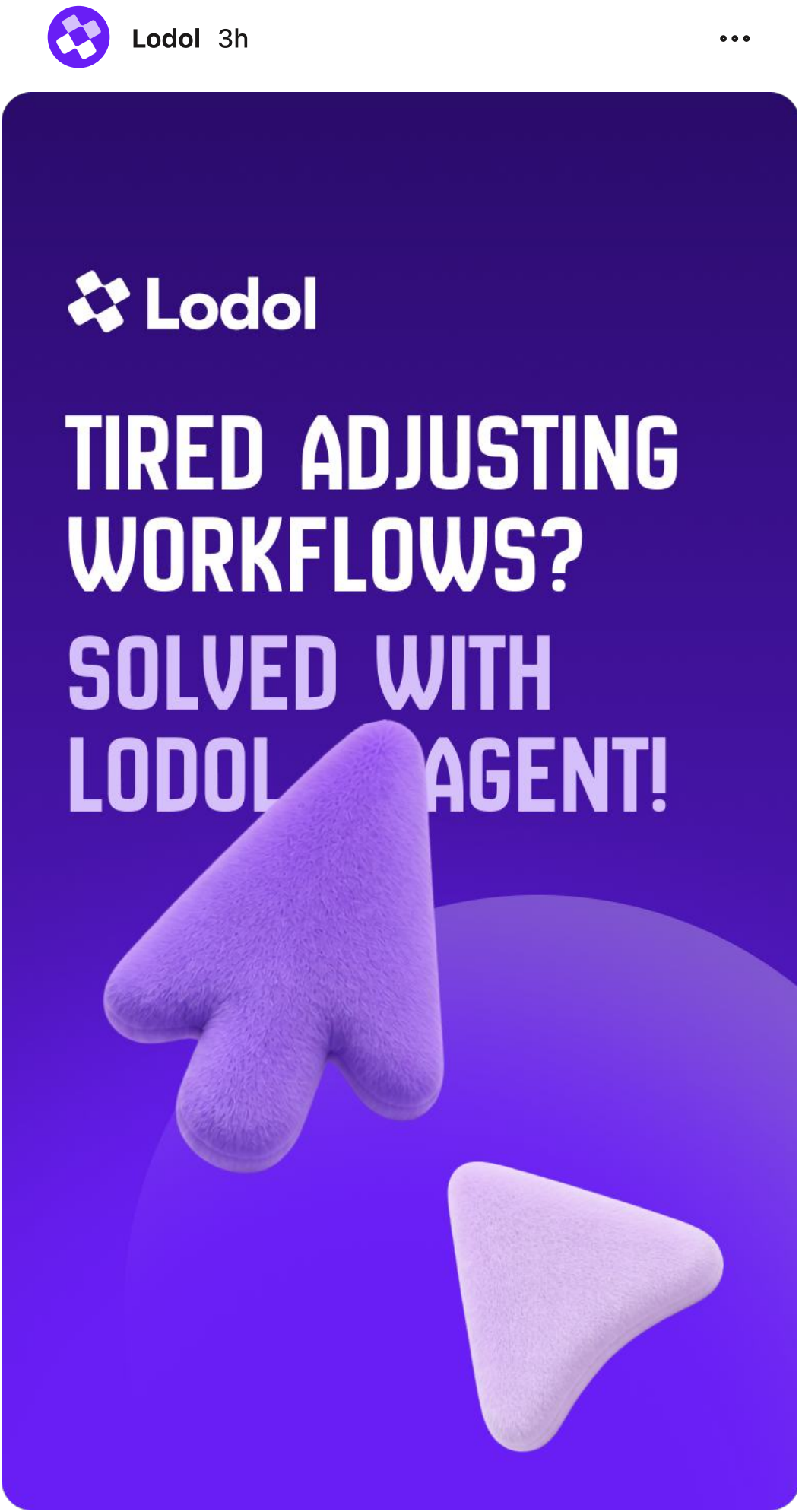
SOCIAL MEDIA TEMPLATES



1440px x 1080px



1920px x 1080px

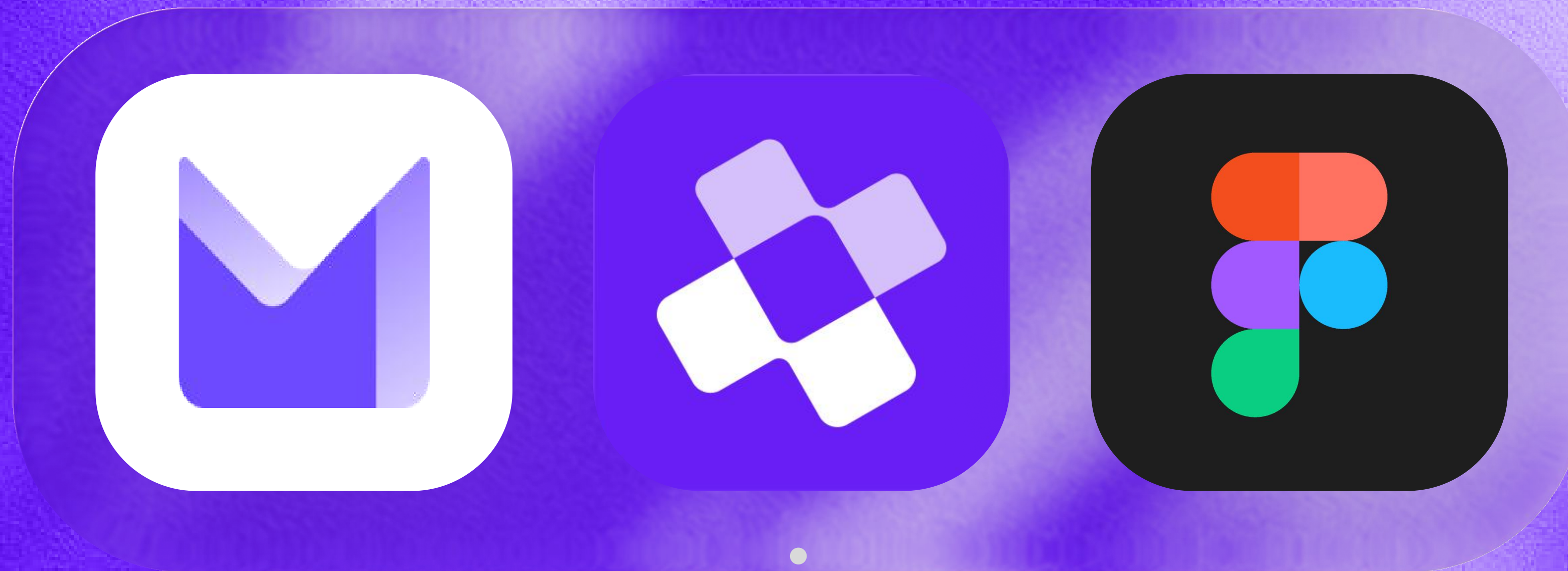


1920px x 1080px

LINKEDIN BANNER



APP ICON

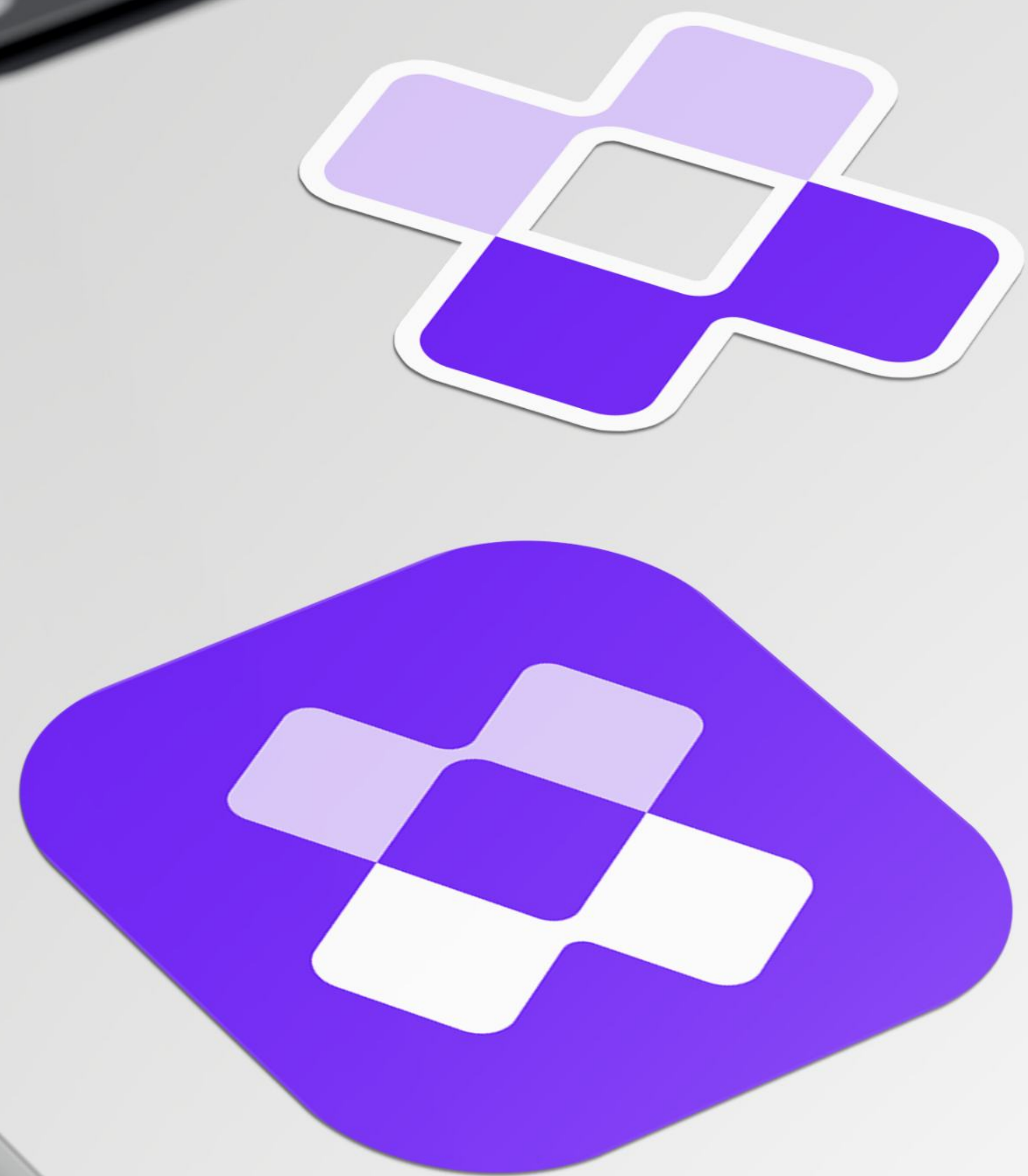


APP ICON





APPAREL



APPAREL

**DESCRIBE AN AUTOMATION.
WATCH IT BUILD ITSELF.**



APPAREL



APPAREL



THANK YOU