

## COLOR PALETTE

<b>Primary</b> #0A9169 Emerald 600 · CTAs, logo, links	<b>Accent</b> #14B382 Emerald 500 · highlights	<b>Deep</b> #0A7357 Emerald 700 · hover, headings	<b>Ink</b> #064E3B Emerald 900 · dark sections	<b>Mist</b> #ECFDF5 Emerald 50 · tinted backgrounds
--	--	---	--	---

Neutrals: Slate 50 #F8FAFC · Slate 500 #64748B · Slate 900 #0F172A | Accent: Amber 500 #F59E0B (use sparingly — warnings & emphasis)

## TYPOGRAPHY

<b>Plus Jakarta Sans</b> Display · Hero & feature headings (700/800) Headings that carry weight.	<b>Inter</b> Body · UI & long-form text (400/500/600) Clear, neutral, work-ready.	<b>JetBrains Mono</b> Code · inline & block code snippets const municipality = "Kelowna";
--	---	---

## BRAND VOICE

- Direct
- Empathetic
- Confident, not hype
- Specific
- Transparent about AI

- **Direct.** Short sentences. Active voice. Lead with the point.
- **Empathetic to staff.** We write for the people doing the work — not the procurement officer.
- **Specific.** Numbers, dates, and named workflows over adjectives.
- **Transparent about AI.** Every AI output shows confidence and reasoning. Say so.

## WRITING CONVENTIONS

- **Headings:** H1/H2 Title Case. H3+ and CTAs sentence case.
- **Numbers:** spell out *one–nine* in prose; numerals in UI and stats.
- **Product name:** **Civaptic LPI** — not "the Civaptic platform" on first mention.
- **Signature pattern:** "Today / With Civaptic" — use for before/after framing.

## LOGO USAGE

- Default: **wordmark-with-name** (SVG) on light backgrounds.
- Dark backgrounds: use the **dark-background** variant.
- Single color contexts: use **monochrome** variant.
- Icon-only: social avatars, favicons, app tiles.
- Minimum clear space = height of the "c" in the wordmark.
- Minimum size: 24 px (digital) / 0.5 in (print).

## DO & DON'T

### Do

- Use Emerald 600 as the primary brand color.
- Pair Plus Jakarta Sans (display) with Inter (body).
- Show AI confidence & reasoning in product UI.

### Don't

- Stretch, recolor, or rotate the logo.
- Use Comic Sans, Times, or serifs for headlines.
- Describe AI outputs without confidence context.