



SETTLI

Brand Guidelines

How to use the Settli logo, colors, typography and voice with care — so the brand stays calm, premium and trustworthy in every context.

Logo

The Settli mark is a rounded square with a stylized 'S'. Keep ample clear space around it — at least the height of the 'S' on all sides. Never stretch, recolor outside approved palettes, add effects, or place on busy imagery without contrast.



Primary

Brand blue on light backgrounds.

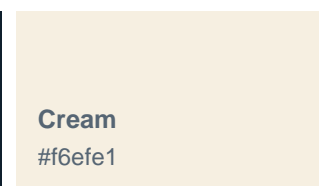
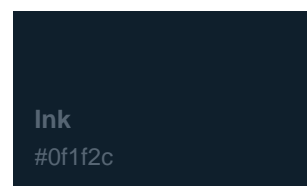
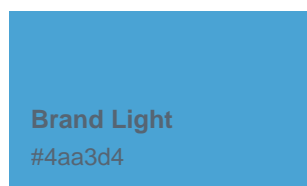
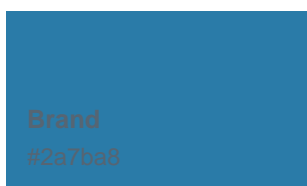
Monochrome

Ink on light, or reversed on dark.

Incorrect usage

- Don't rotate, stretch or skew the mark.
- Don't recolor with non-brand hues.
- Don't add shadows, glows or 3D effects.
- Don't place on low-contrast or chaotic imagery.
- Don't crop the rounded square or remove the 'S'.

Color system



Brand blue leads. Ink is for body text. Cream is the warm counterweight used sparingly for highlights. Backgrounds favor soft tints over saturated fills.

Typography

Display: Inter / Geist / Söhne-like sans for headlines.

Body: System sans, optimized for multilingual legibility.

Numbers and labels: tabular figures where possible.

Iconography

Use Lucide-style line icons at 1.5–2px stroke. Rounded corners, generous padding, no filled glyphs in primary surfaces. Icons support meaning — never decorate.

Imagery

Use real, calm photography of Dutch daily life — streets, homes, families, work, nature. Avoid stock clichés, staged smiles or government-aesthetic visuals. Prefer soft natural light and human moments.

Tone of voice

- Calm, clear, never condescending.
- Warm but precise — short sentences, plain words.
- Honest about uncertainty; point to official sources.
- Multilingual-friendly: avoid idioms and slang.
- Empowering, not alarming. Practical, not bureaucratic.

CTA & UI principles

- Primary CTAs use brand blue with white text and soft shadow.
- Secondary CTAs are quiet outlines on cream or white.
- Surfaces breathe — generous spacing, soft borders, no harsh dividers.
- Motion is gentle: fades and small translations, never bouncy.
- Accessibility first: WCAG AA contrast, focus rings, keyboard support.

Favicon & app icon

Use the brand mark on the rounded square. Maintain the gradient (Brand Light → Brand) for color use; the monochrome variant is reserved for system contexts.

Contact for brand use

Brand questions: brand@setli.nl

We typically respond within 2 business days.