

SaaSier Inc. - Brand Guidelines

1. Brand Identity & Voice

SaaSier Inc represents innovation, professionalism, and forward-thinking technology. Our brand voice is confident, clear, and inclusive. We communicate complex technological concepts in an accessible, premium tone.

2. Color Palette

Our color palette reflects a modern, enterprise-grade aesthetic with high contrast and trustworthiness.

- **Primary Slate (Deep Dark Blue):** #0f172a
 - *Usage:* Main text, backgrounds, footers, headers.
- **Dynamic Blue (Bright Accent):** #3b82f6
 - *Usage:* Call-to-action buttons, links, active states, hover effects.
- **Secondary Slate:** #64748b
 - *Usage:* Secondary text, borders, subtle UI elements.
- **Crisp White / Light Grays:** #ffffff, #f8fadc, #eff6ff
 - *Usage:* Backgrounds, cards, text on dark backgrounds.

3. Typography

We utilize clean, highly legible fonts to establish a modern, trustworthy feel.

- **Headings (Playfair Display):** Used for h1, h2, and primary section titles to give a premium, slightly editorial feel.
 - *Weights:* Semi-bold (600), Bold (700)
- **Body & UI (Inter):** Used for all body copy, buttons, and navigation for maximum readability.
 - *Weights:* Light (300), Regular (400), Medium (500)

4. Logo Usage

- **Clear Space:** Always maintain a clear space around the logo equal to the height of the letter "S" in the logo.
- **Minimum Size:** Do not reproduce the logo smaller than 30px in height to ensure legibility.
- **Do Not:** Stretch, distort, or change the colors of the logo. Do not place the dark logo on dark backgrounds without sufficient contrast.

5. Visual Language (Glassmorphism)

Our primary visual language includes "Glassmorphism" — elements that appear frosted and slightly transparent over a background.

- UI Cards should use semi-transparent white backgrounds (`rgba(255, 255, 255, 0.9)`) with a subtle backdrop filter (`blur(16px)`).
- Hover states should include a soft lift (`translateY`) and a bright, subtle glow (`box-shadow: 0 0 24px rgba(59, 130, 246, 0.4)`).