P26

CASE STUDY · BRAND IDENTITY

A brand that compounds.

How we built the P26 identity as one system: the idea, the mark, colour, type, print, office files and social.



A logo is one file. A brand is how every file looks the same.

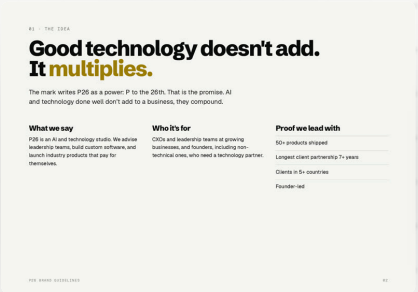
Most small firms start with a logo and stop there. Then every new deck, card and post is made from scratch, and the look drifts a little each time. A system gives the team the parts and the rules, so the hundredth piece looks like the first.

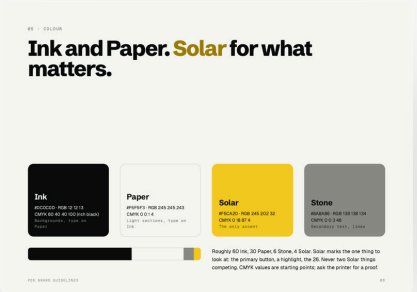
Without a system

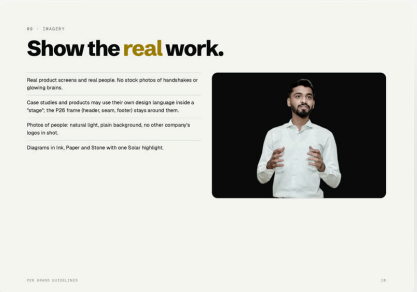
- Logo from a template
- Five different blues
- A new font on every deck
- Cards that don't match the website
- No rules for the team

With a system

- One mark, drawn for you
- Four colours, each with a job
- Two type families and a label face
- Cards, office files and social from one kit
- Guidelines anyone can follow







PAGES FROM THE P26 BRAND GUIDELINES

Show the work, not the technology.

P26 advises leadership teams and builds software. A buyer looking at the logo is asking one question: can these people get results for me? So the mark had to say something about how we work, not which technology we use.



Measure

Start from a number the business already cares about.

Focus

Cut to the one thing that moves that number.

Compound

Let each result build on the last one.

What we kept out

- Literal AI imagery: sparkles, brains, circuits. Every AI startup uses it, and it dates fast.
- Charts going up. Every finance and growth brand has one.
- Gears, lightbulbs and puzzle pieces, which read as a generic consultancy.

The line that came out of it: Results that compound.

Seven directions. Three redraws. One goes forward.



A MIRRORED WORDMARK



B DOT GRID



C GAUGE ARC



D EXPONENT



E RULER



F IN FOCUS



G DATA POINT

D WON.
IT SAYS COMPOUNDING
AND HOLDS UP SMALL.

We put seven directions on paper, each built around the work: measuring, focusing, compounding. The exponent direction won. We then redrew it three ways, from calm to energetic, and tested each one at small sizes.



00 ROUND 1



01 V1 REFINED · CALM



02 V2 FORWARD · CHOSEN



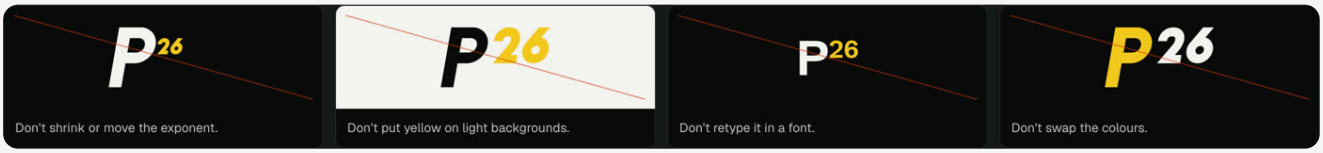
03 V3 RISING · MOST ENERGETIC

Drawn, not typed.



- The whole mark leans 10° forward.
- The 26 sits exactly on the bottom of the P's bowl.
- The 2's diagonal and the 6's tail run parallel.
- Clear space equals the height of the 26.
- At least 24 px tall on screen, 8 mm in print.
- Yellow 26 only on Ink. On Paper or Solar, all Ink.

MISUSE: WHAT THE GUIDELINES RULE OUT



Ink and Paper. Solar for what matters.

Ink
#0C0C0D
RGB 12 12 13
CMYK 60 40 40 100

Paper
#F5F5F3
RGB 245 245 243
CMYK 0 0 1 4

Solar
#F5CA20
RGB 245 202 32
CMYK 0 18 87 4

Stone
#8A8A86
RGB 138 138 134
CMYK 0 0 3 46



Roughly 60 Ink, 30 Paper, 6 Stone, 4 Solar. Solar marks the one thing to look at: the primary button, a highlight, the 26.

Aa

Schibsted Grotesk
Headlines and display.
ExtraBold 800, tight tracking.

Aa

Geist
Body and interface. Regular and Medium.

Aa

Geist Mono
Labels and eyebrows only.
Uppercase, wide tracking.

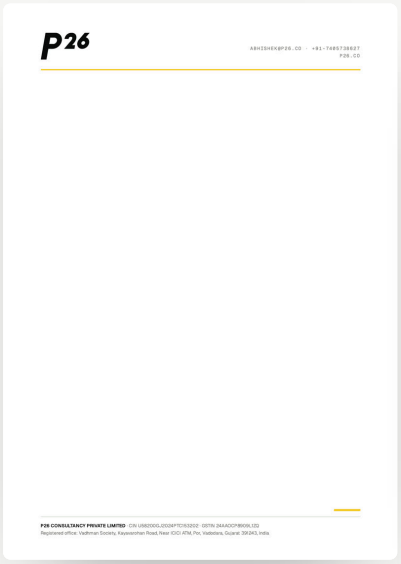
The 10° lean

The logo's slant is the system's signature. Things enter as if moving forward along it, then settle. It shapes the short Solar rules, section seams and the forward arrow. Never body text.

Cards in three colours. Office files that match.



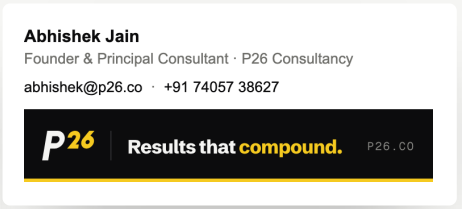
CARDS INK, SOLAR, PAPER · FRONT AND BACK · PRINT-READY PDF



LETTERHEAD · WORD + PDF



PROPOSAL · WORD



EMAIL SIGNATURES · 3 STYLES

Five networks. Three variants.

Profile pictures and covers for X, LinkedIn, YouTube, Facebook and Instagram, each in Ink, Solar and Paper, plus founder banners.

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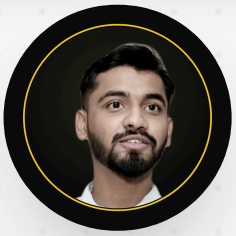
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Results that compound.

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Brand identity for founders and small firms.

1 **Brief**
Your business, your buyers and the number you care about.

2 **Directions**
Several logo directions on paper, each with what it says and where it is weak.

3 **Redraw**
The chosen route redrawn as outlines and tested at small sizes.

4 **System**
Colour, type, motion and voice, with rules your team can follow.

5 **Kit**
Every file you need, print-ready and editable.

What you get

- Logo and icon (SVG, PNG)
- Palette with HEX, RGB and CMYK
- Type pairing
- Business cards, print-ready
- Letterhead and proposal (Word)
- Email signatures
- Social profiles and covers
- Brand guidelines and press kit (PDF)

What we need from you

- Your story and who you sell to
- One person who can say yes
- Anything you use today

P26

Book a free 30-minute call.

Brand identity for founders and small firms. Ask for a quote.

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