



Brand guidelines

How CentreCareOS looks, sounds, and moves. Drawn from the live website, the product, and the decisions already approved in DESIGN.md.



Contents

1	Logo	4
	Primary logo · Logo versions · Clear space and minimum size · Logo misuse	
3	Color	12
	Core palette · Supporting colors · Light and dark · Color in use	
5	Iconography	20
	Icons	
7	Product imagery	25
	Showing the product	

2	The ring	9
	Ring geometry · The ring in motion	
4	Typography	17
	Typefaces · Type scale	
6	Shape and components	22
	Corners, lines, and depth · Components	
8	Voice and writing	27
	How we write · The name · Brand housekeeping	

Every part of the day, quietly handled.

CentreCareOS runs the busywork of a childcare center: tuition, check-in, meals, naps, reports, pickup. The brand exists to make that feel calm. It should read like a well-run room, not like software shouting for attention.

Calm

Quiet surfaces, one accent color, motion that turns slowly. Nothing flashes or competes.

Present

The product is for people looking after children. The work recedes so the people in the room stay in view.

Plain-spoken

Short sentences, real words, outcomes over mechanics. No hype, no invented numbers.

Precise

Exact times, exact amounts, consistent shapes. Trust comes from details that always line up.

Logo

One mark: the ring of five segments, beside the wordmark.
Everything else is a version of it.





Primary logo

The ring sits to the left of the wordmark and shares its height. Its five segments alternate bright and deep teal, and the wordmark runs from bright teal into the muted teal of "OS".

- Ring and "Centre": #12AE9D
- Deep segment: #37706F
- Muted segment and "OS": #489291

Master file: `public/images/logo.png` (729 by 250). Use the file; do not rebuild the lockup from type.

Logo versions

Four versions cover every surface. Pick by size and background, never by taste.



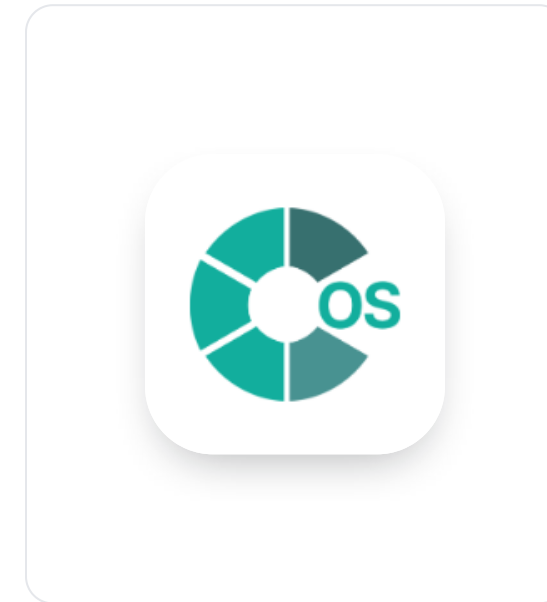
Full color on light

Website header, documents, email headers, anything white or near white.



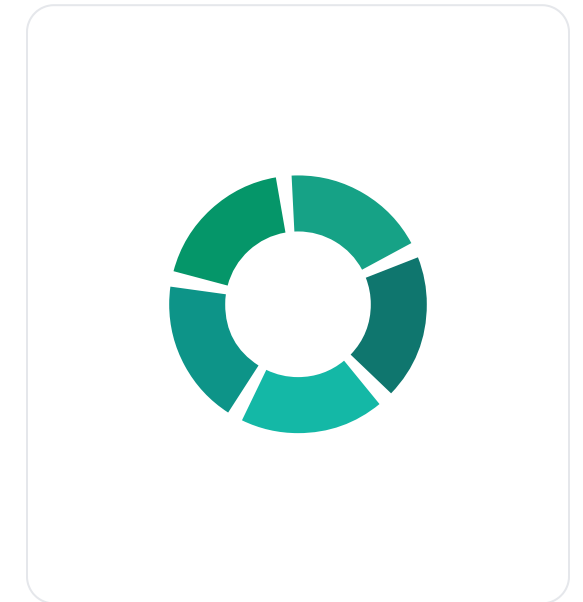
Full color on navy

The same artwork on navy or the dark theme. The teals hold their contrast; no white version is needed.



App icon

The ring with "OS" in its opening. Favicons, home screen, app stores.



The ring

The symbol alone, drawn in code. Inside the product, where the name is already clear.



Clear space and minimum size

Clear space. Keep an empty margin of **x** on every side, where **x** is the thickness of one ring segment. No text, edges, or other marks inside it.



Lockup: 120 px wide minimum



Ring: 20 px minimum

Below 20 px the gaps between segments close up and the ring reads as a blob. Use 28 to 32 px beside a label, 64 to 72 px as the lead graphic of a moment.

Don't change the mark

Every one of these has happened somewhere in software. None is allowed here.



✗ Stretch or squash it



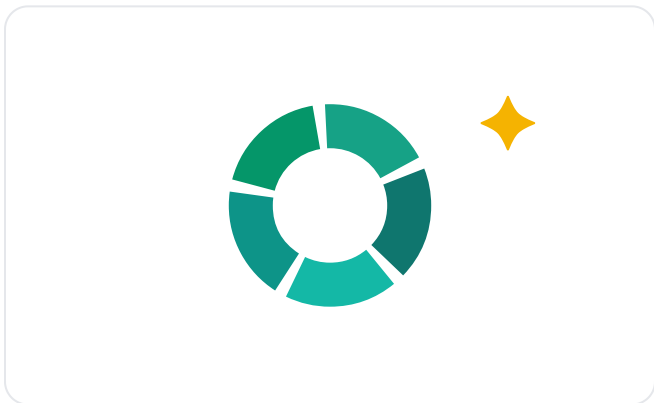
✗ Recolor it



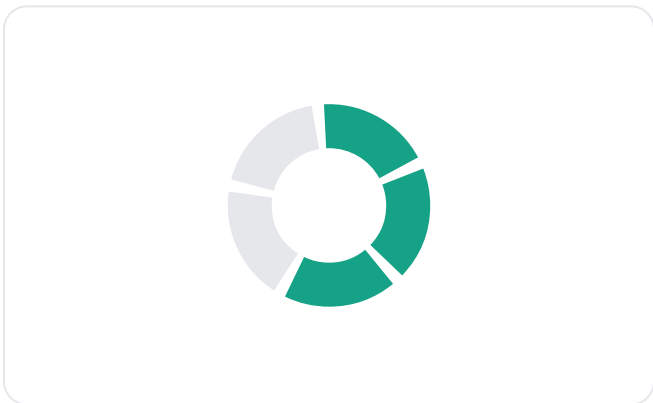
✗ Rotate the lockup



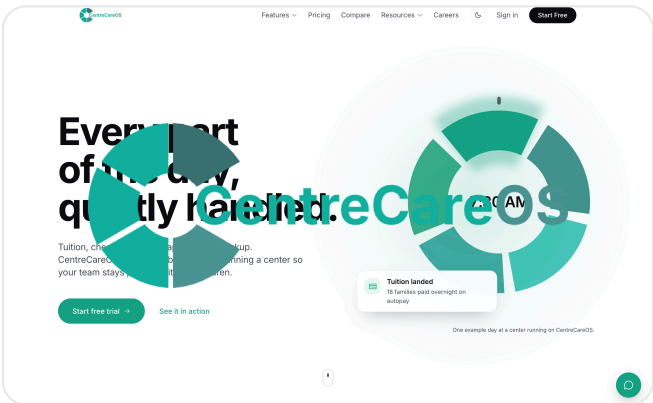
✗ Add glows, shadows, or outlines



✗ Pair the ring with sparkles or "magic"



✗ Use it as a progress ring



✗ Place it on busy imagery

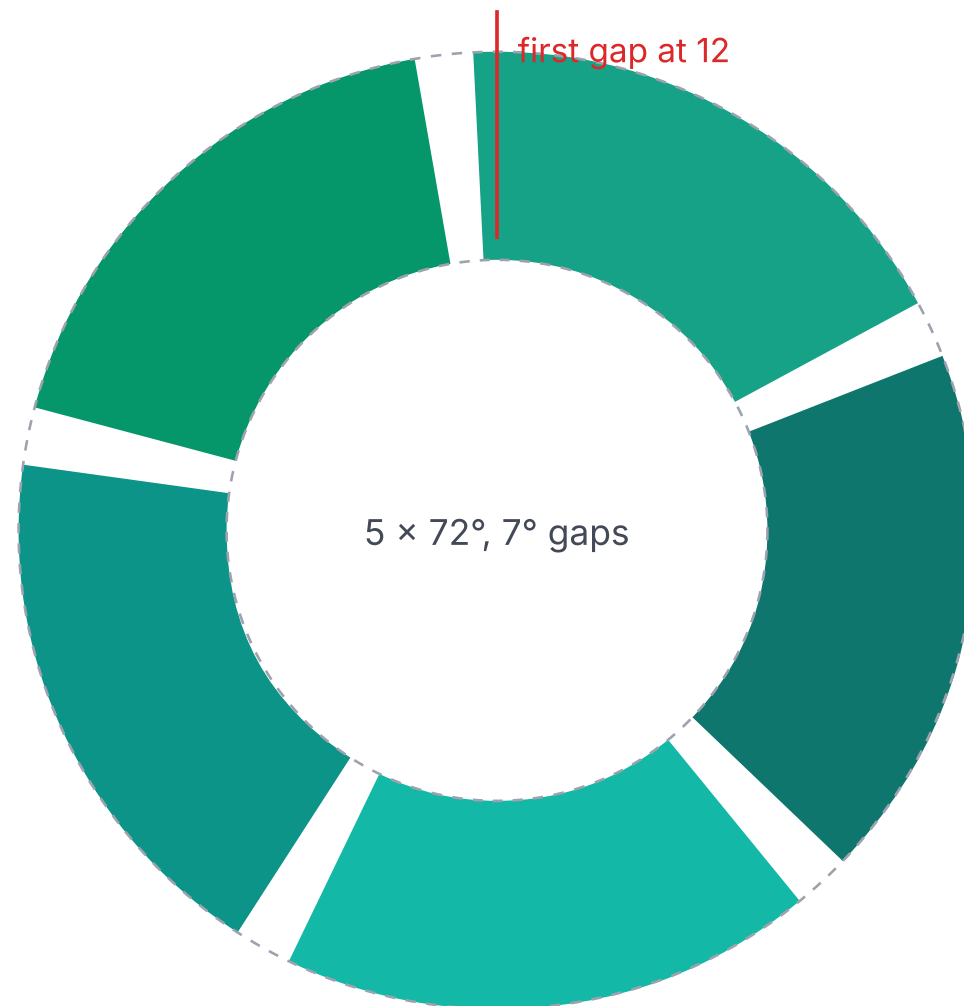


✗ Retype the wordmark

The ring

Five parts of a day, held together. The ring is the product's symbol at UI scale, and its only animated form.





Geometry

Drawn from the logo's proportions and kept exact, so the static mark and every animation match. Source: `components/brand/brand-ring.tsx`.

Segments	5, each 72°
Gap	7° between segments
First gap	Centered at 12 o'clock
Stroke	About 28% of the diameter (20 on a 72 radius, in a 100 unit box)
Tones, clockwise	Primary, teal 700, teal 500, teal 600, emerald 600

Use it for welcome and finish moments, empty states, loading marks, and the header of any guided flow: anywhere that needs to say "this is CentreCareOS" without the wordmark.

The ring in motion

The homepage hero is the approved way to animate the mark. It reads as a clock, not a spinner.

Draw in

Segments sweep into place in order: 0.9 s each, 0.16 s apart, exponential ease-out. The only entrance it gets; never fade or scale it in.

Turn

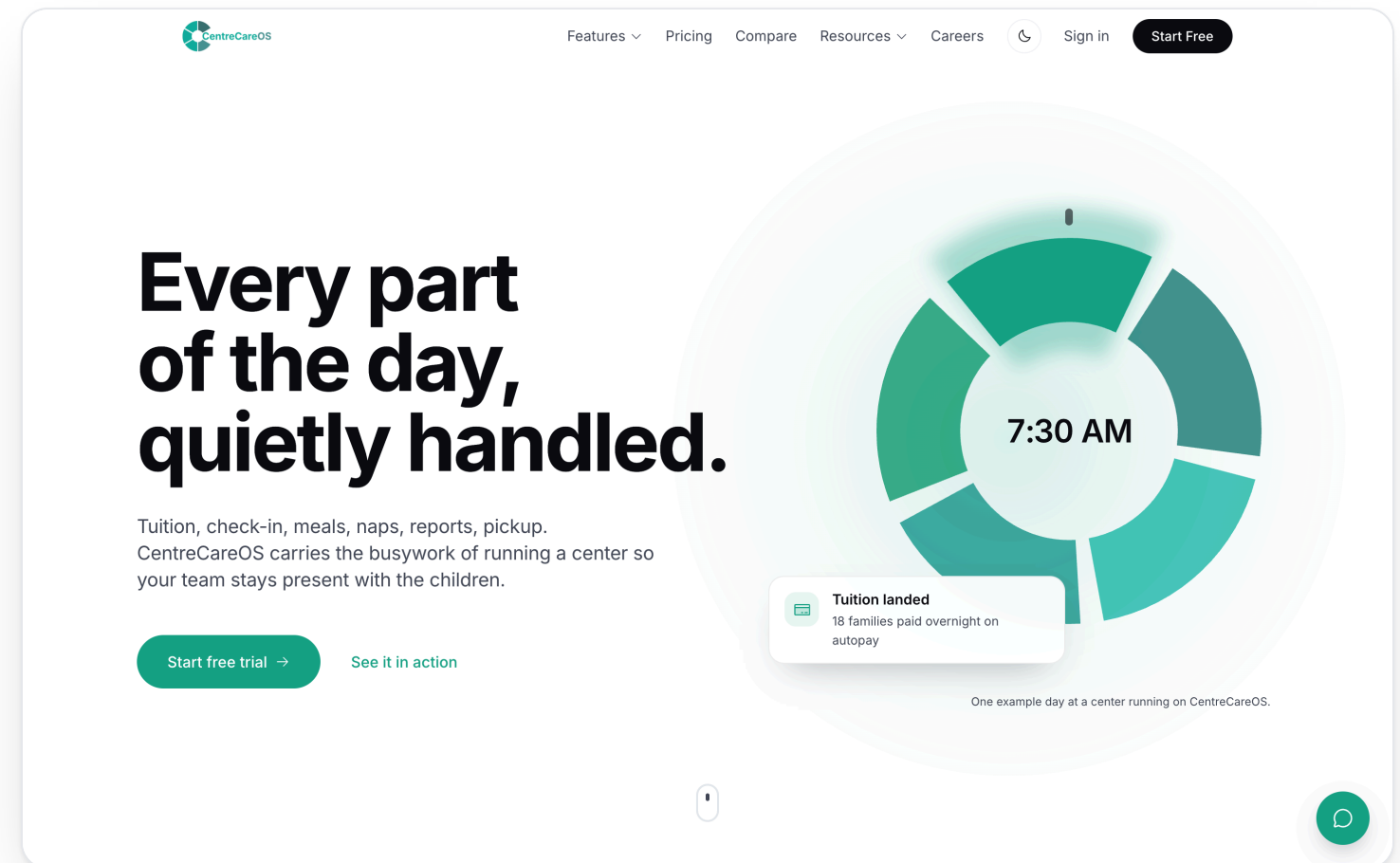
Continuous, clockwise, linear, one turn every 20 to 25 s. The segment at twelve is "now" and wears a soft halo; the rest sit at 78% opacity.

Mean something

What the ring narrates changes in step with the segment at twelve, never on a separate timer.

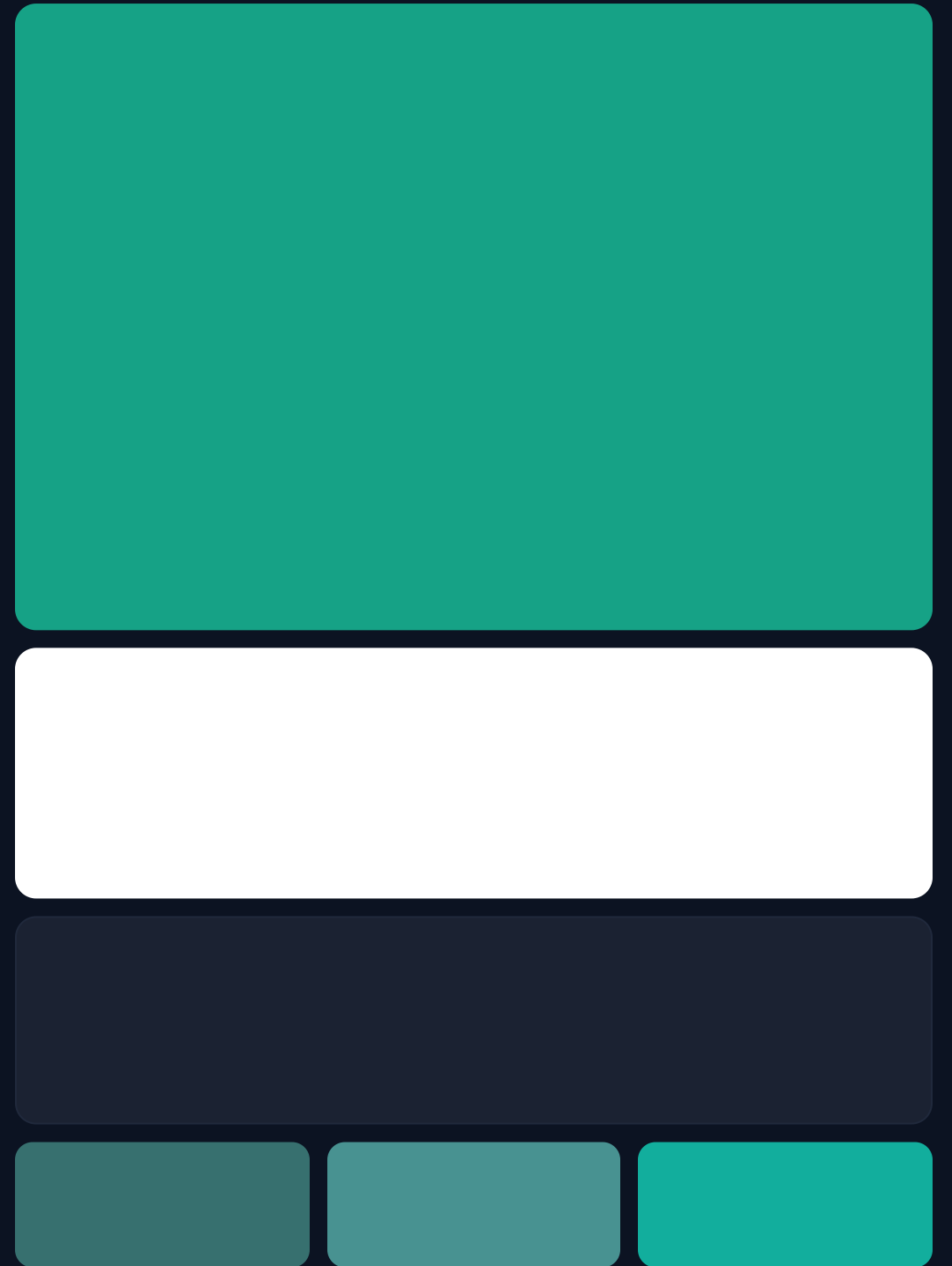
Rest

It pauses offscreen and in hidden tabs. With reduced motion turned on, it holds still and only opacity changes.



Color

One teal, carried by navy and white. Every value here is read from the live site.



Core palette

Four colors do almost all the work. Teal is the only accent: actions, focus, the active item, the brand.

Teal

Primary

HEX #16A286 · HSL 168 76% 36%

RGB 22 162 134

Buttons, links, focus rings, active navigation, charts. In dark mode it lifts to #1ABC9C.

Navy

Orientation

HEX #0C1322 · HSL 220 46% 9%

The sidebar and any pane that carries navigation. Text on it is white.

Ink

Text

HEX #0B0E13 · HSL 220 25% 6%

Headlines and body text on light surfaces.

White

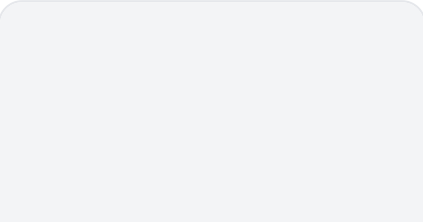
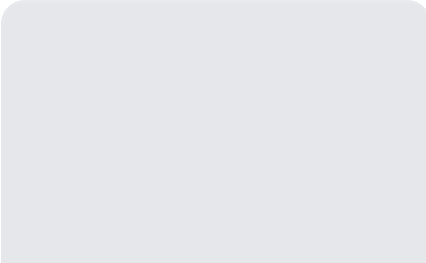
Canvas

HEX #FFFFFF

Page, cards, and dialogs in light mode.

Supporting colors

Neutrals carry structure; status colors carry meaning and nothing else. Never use red, amber, or green for decoration.

 Mist #F3F4F6 Muted fills, hover, secondary buttons	 Line #E5E7EB Borders, dividers, inputs	 Slate #434956 Secondary text on light	 Red #DC2828 Errors, destructive actions, unread counts	 Amber #F59E0B Needs attention: unpaid, pending	 Emerald #059669 Done, paid, present
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Brand teals



Teal 400 to emerald 500, used only inside the ring and the accent strip.

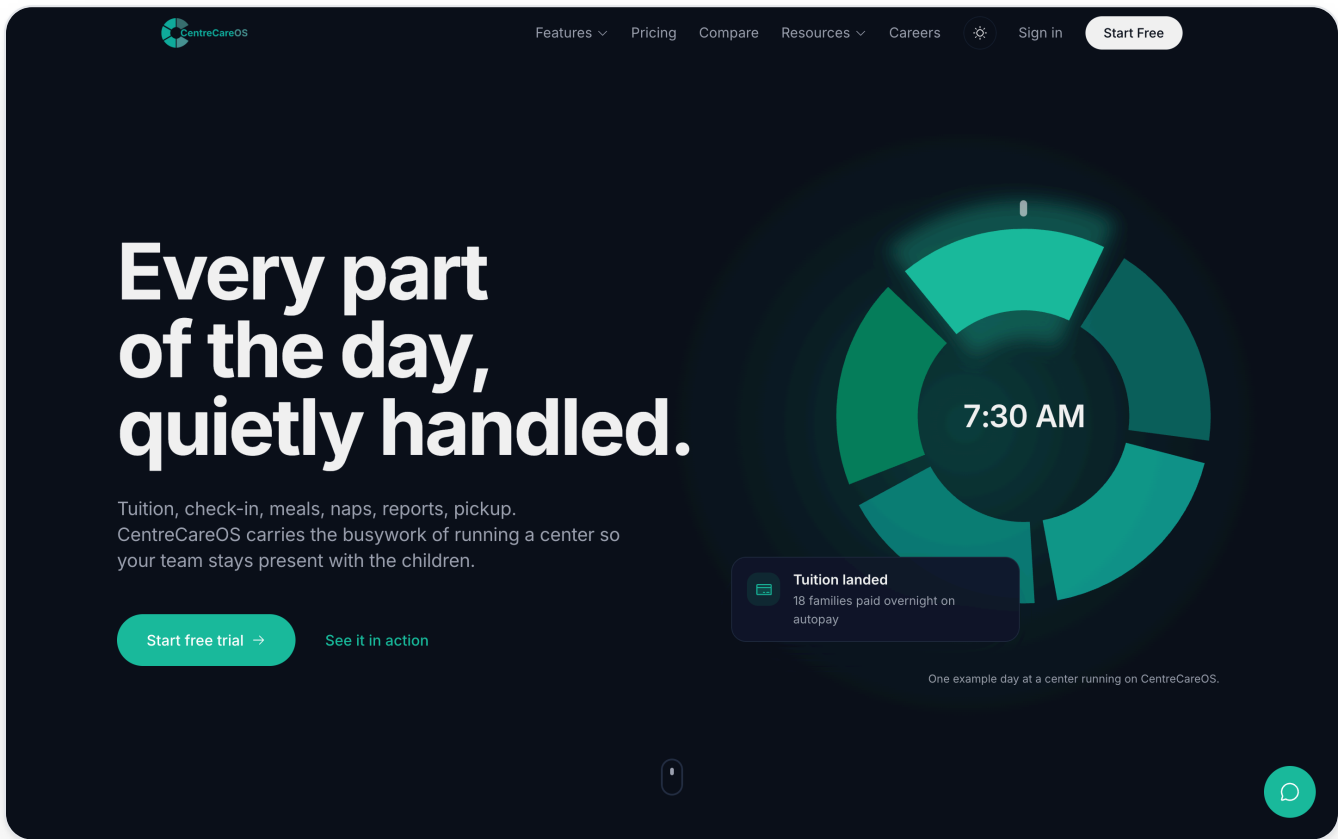
Accent strip



Primary to teal 400 to emerald 500, 4 px wide, square ends.

Light and dark

Dark mode is navy, not black. It shares the sidebar's hue so the product feels like one room at night.



Night

Background

#0A0F1A · HSL 220 46% 7%

Night card

Cards and dialogs

#0F1829 · HSL 220 46% 11%

Teal, dark

Primary in dark

#1ABC9C · HSL 168 76% 42%

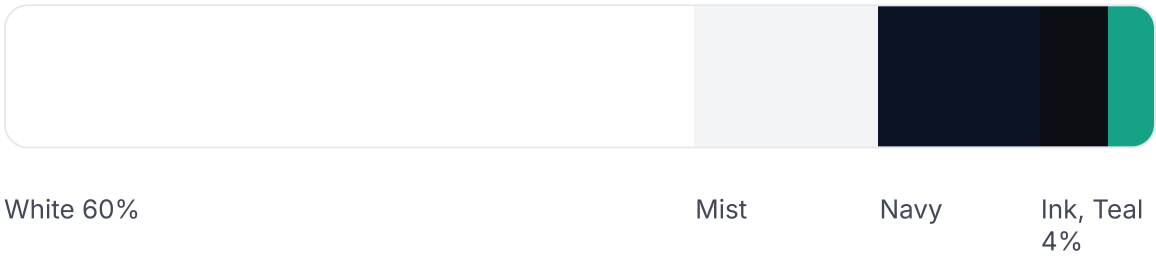
Paper

Text in dark

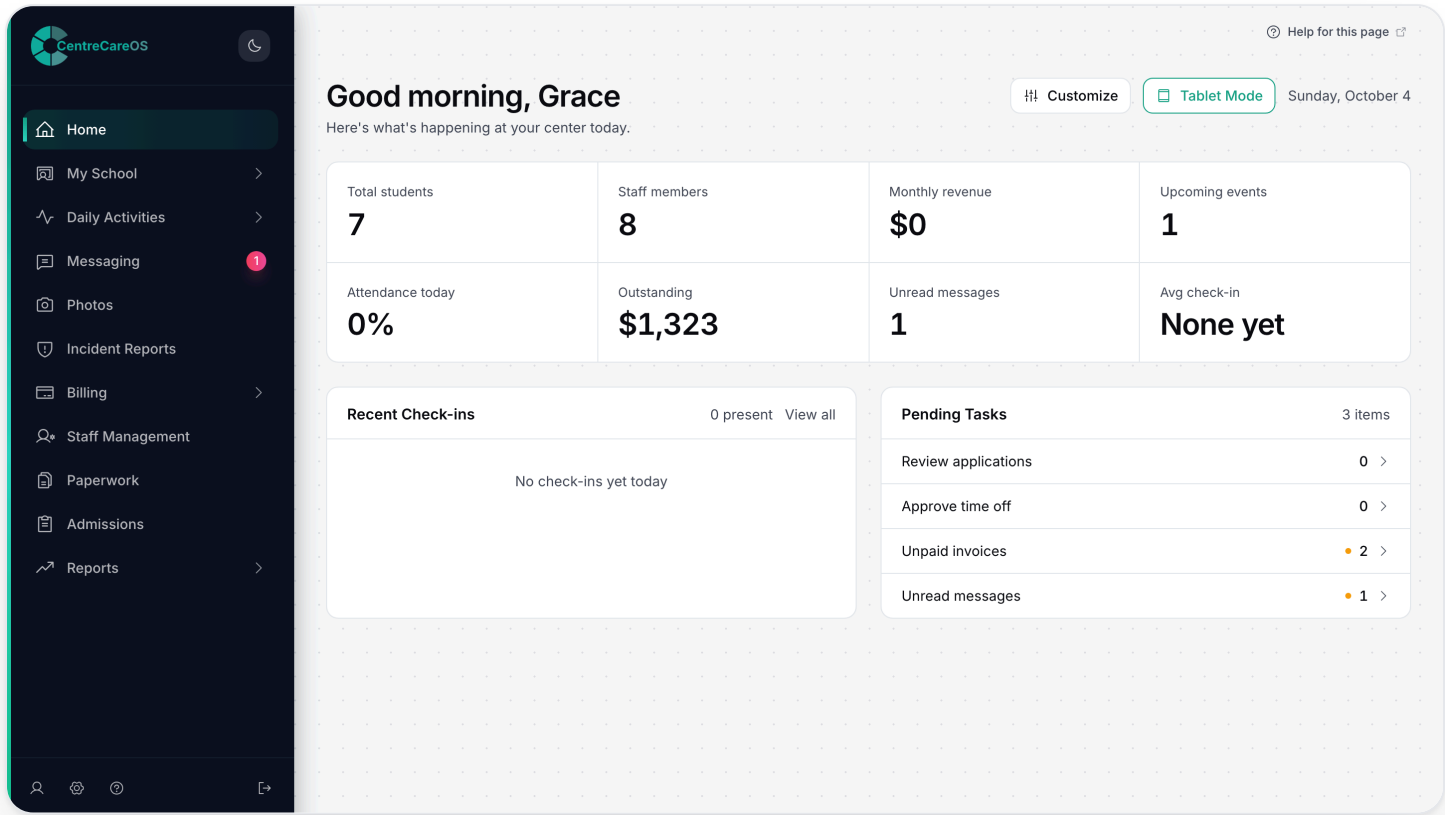
#F0F1F4 · HSL 220 10% 95%

How much of each

White and mist make the room. Navy holds the edges. Teal is a small, decisive amount: if a screen looks teal, there is too much.



Contrast: ink on white 19.5:1, slate on white 9.2:1, white on navy 18.6:1, white on teal 3.4:1. White on teal passes for buttons and large text only, so button labels stay 14 px medium or larger.



Aa

Typography

Inter, everywhere. Hierarchy comes from size and weight, never from a second display face.

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$ % & @ ? !

Regular Medium Semibold **Bold**

Inter for everything

Loaded with next/font (Latin subset), with Apple's SF fonts and the system UI font as fallbacks. Free, open source, and drawn for screens.

Geist Mono for data only

Code samples, API keys, IDs, and the developer pages. Never as decoration.

```
X-CentreCare-Key-Id: ccpk_live_3f9a...
```

Numbers in tables, totals, and times use tabular figures so columns line up.

Type scale

Display

Bold 700 · tracking −3% · leading 1.02
Website heroes, 60 to 96 px

Run your center calmly.

Headline

Bold 700 · tracking −3% · leading 1.05
Section titles, 36 to 60 px

Billing that pays itself

Subheadline

Semibold 600 · tracking −2% · leading 1.1
Page titles in the app, 24 to 36 px

Good morning, Grace

Body large

Regular 400 · leading 1.6
Marketing paragraphs, 18 to 20 px

Tuition, check-in, meals, naps, reports, pickup. CentreCareOS carries the busywork so your team stays present with the children.

Body and UI

Regular 400, Medium 500
The app, 14 to 16 px

Lily Parker · Sunflower Room · Not checked in yet

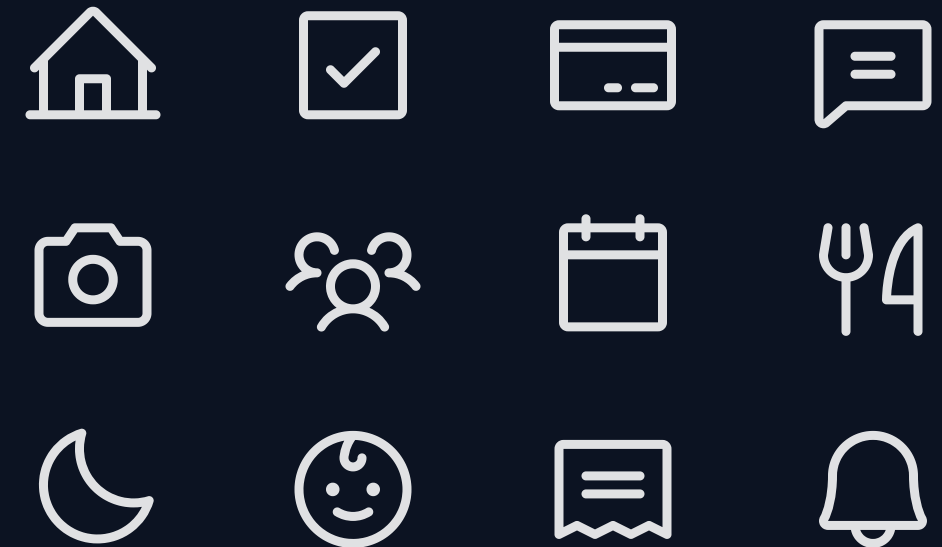
Label

Medium 500 · uppercase · widest tracking
Used on the website above feature blocks, 14 px

BILLING & INVOICING

Iconography

One library, Phosphor, drawn in one stroke. Icons name things; they never decorate.



Icons

The product uses **Phosphor Icons** throughout (about 200 files, no second library). Regular weight is the default.

- Regular Navigation, buttons, lists. The default.
- Fill Selected or active state only
- Duotone Empty states and feature illustrations
- Bold Tiny sizes (12 to 14 px) where regular thins out

Sizes: 16 px inline with text, 20 px in navigation, 24 px in buttons and headers. Icons take the text color beside them, or teal when they mark an action. Never use emoji or text symbols in place of an icon.

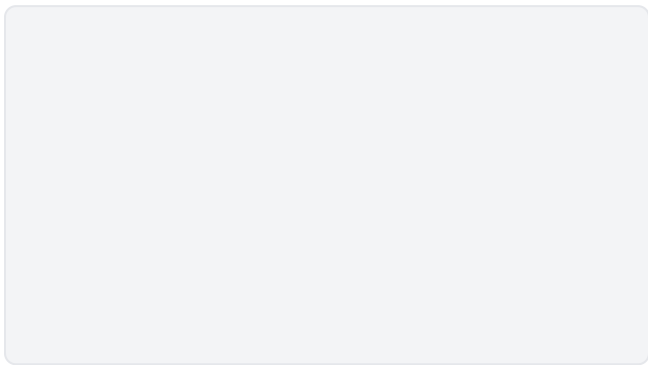
					
					
					
 Regular	 Fill	 Duotone	 Bold		

Shape and components

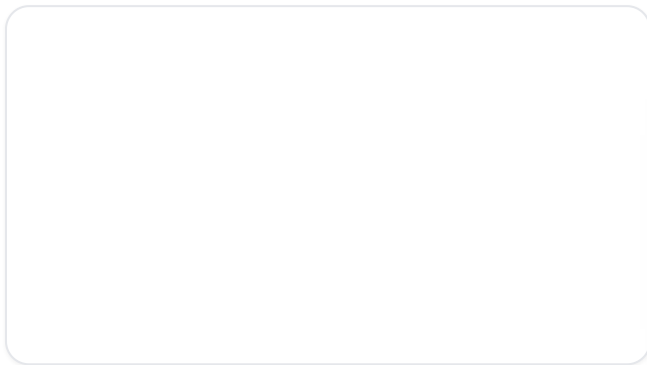
Soft corners, thin lines, soft shadows. The same few shapes, used the same way everywhere.

Start free trial →

Corners, lines, and depth



6 px
App buttons, inputs, small controls



12 px
Cards and panels: the base radius of the system



16 px
Dialogs and sheets, with a soft offset shadow



Pill
Website calls to action, badges, avatars

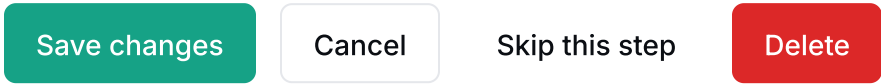
Lines
One-pixel borders in Line (#E5E7EB) separate things. Rows divide with a rule, not a box. Nested cards are never used.

Shadows
Shadows always have an offset and a wide, soft blur. No hard block shadows, no colored glows around cards.

Accent strip
Full height only on square-cornered edges like the sidebar. Inside a rounded container it stops one radius short of each end, with square ends. Never round it.

Components

Buttons



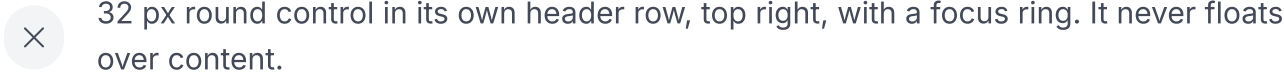
One primary button per screen. Labels say what happens: "Save changes", "Record payment", not "OK" or "Submit".

Status badges

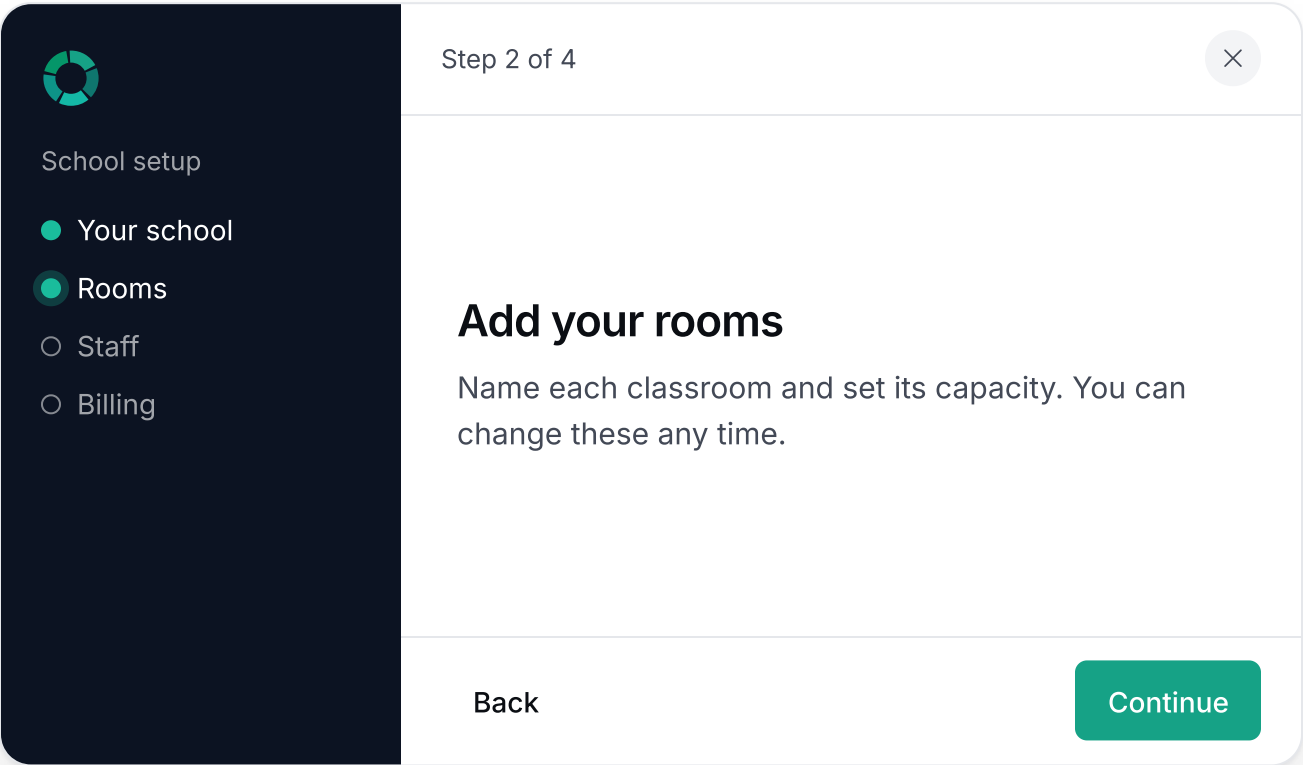


Tinted fill, darker text of the same hue. The color matches the status color's meaning.

Dialog close control



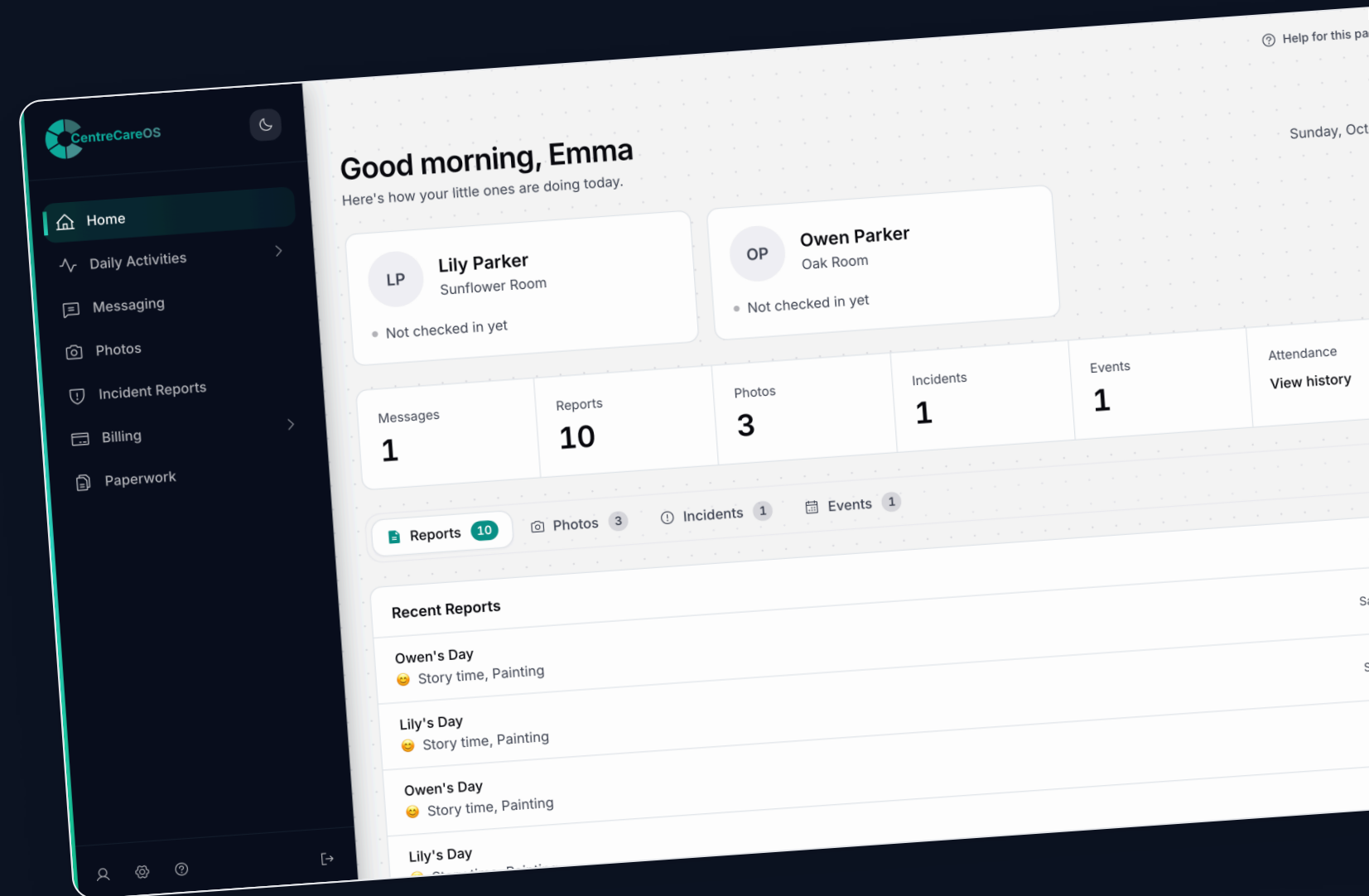
32 px round control in its own header row, top right, with a focus ring. It never floats over content.

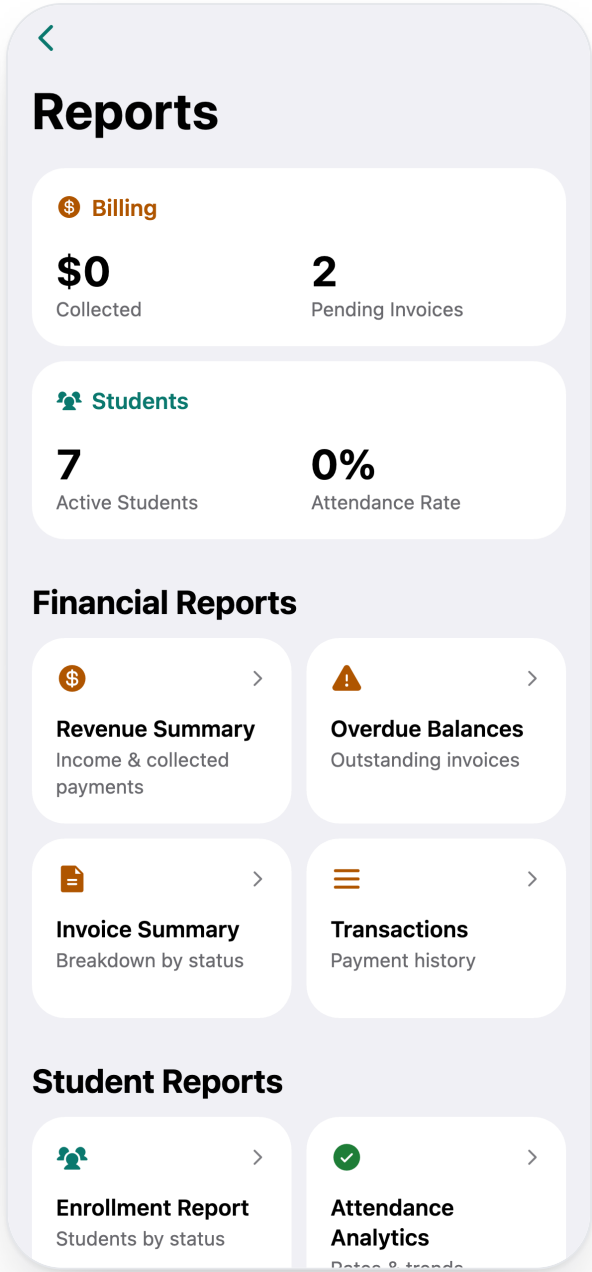
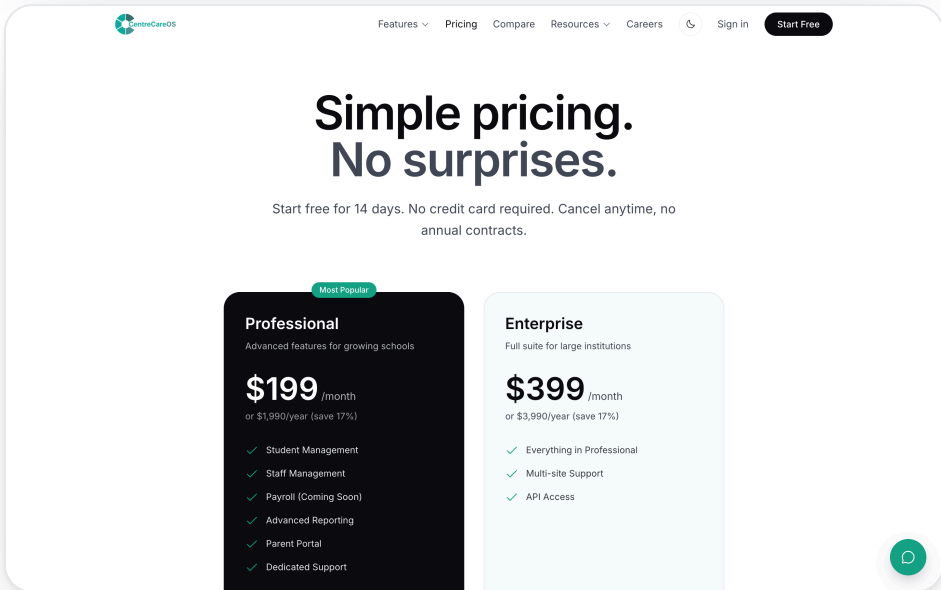
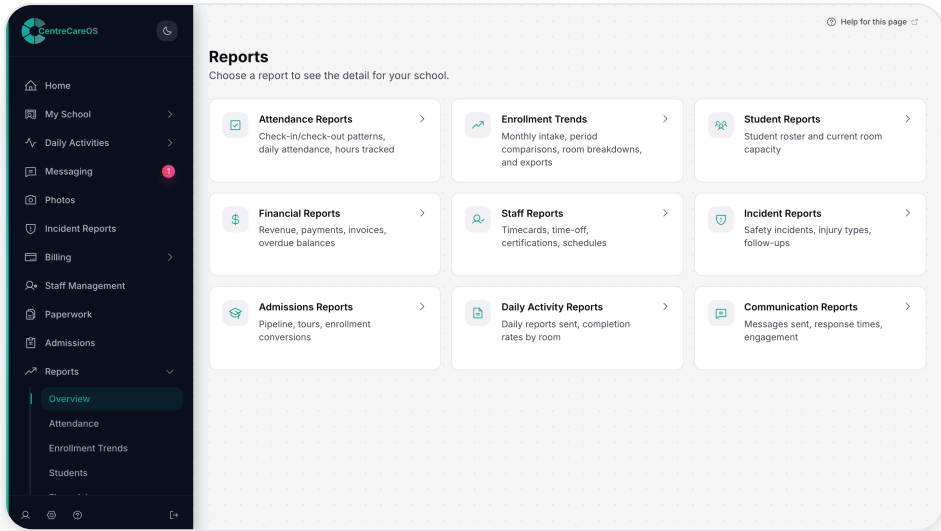


The guided dialog pattern from DESIGN.md: navy rail with the stages, a content pane with a header row, a body, and a footer that owns the actions.

Product imagery

Show the product itself, with realistic data. The interface is the photograph.





Showing the product

Use real screens from the current release, in light or dark, at full resolution.

- ✓ Realistic names, rooms, and amounts that add up
- ✓ A soft shadow and a 14 px corner around desktop screens
- ✓ Phone screens at true proportions, not stretched
- ✗ Mock data that could not happen (100% of everything)
- ✗ Real children's names or photos without consent
- ✗ Stock photos of laughing people at laptops

Where a photograph is needed, show real centers and real moments, with written consent from every family pictured.

Voice and writing

Talk like a capable center director: warm, direct, and specific. Say what happened and what to do next.

How we write

Lead with the outcome

"Tuition landed. 18 families paid overnight on autopay." Not how the system did it.

Plain words, short sentences

Write for a director between two other tasks. If a word needs explaining, use a simpler one.

Name the action

Buttons and links say what happens: "Record payment", "Send reminder", "See it in action".

Errors say what went wrong and what to do

"That card was declined. Try another card or pay by bank transfer."

No em dashes

A product-wide rule. Use a period, a comma, a colon, or parentheses.



Do

Every part of the day, quietly handled.



Don't

Revolutionize your childcare operations with our AI-powered, all-in-one platform!



Do

Password changed. Other devices have been signed out.



Don't

Your request was processed successfully by our secure servers.



Don't

Trusted by thousands of centers, with 98% parent satisfaction.

Never publish a number we cannot prove.

CentreCareOS

One word. Capital C, capital C, capital O and S. "Centre" is spelled the British way because it is a name; in running copy for US customers, a building is a "center".

- ✓ CentreCareOS
- ✓ Run your center on CentreCareOS.

-
- ✗ Centre Care OS
 - ✗ CenterCareOS
 - ✗ Centrecare OS, CENTRECAREOS
 - ✗ CCOS (fine internally, never in customer copy)

Legal pages name the company as CentreCareOS, Massachusetts, United States.

Housekeeping

Building this book turned up a few places where the codebase drifts from the brand. None is visible to customers today, but each is worth tidying.

Template icons left in the repo

`public/icon.svg` and `public/apple-icon.png` are the v0 starter logo. The site serves the correct ring icons, so these are unused; delete them.

Social share image is out of date

`public/images/og-image.png` shows the old dark "Run your center. Not around in circles." hero, with an em dash in its copy. Recapture it from the current homepage.

Two sets of logo teals

The logo file uses #12AE9D, #37706F and #489291; the ring in code uses the Tailwind teal scale. Close, not identical. The file is the master; align the code tones when the ring is next touched.

Unused starter stylesheet

`styles/globals.css` holds gray template tokens that nothing loads. The live tokens are in `app/globals.css`; delete the old file to avoid confusion.



Questions about the brand: support@centrecareos.com