PIVALE

Brand guidelines

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1. The brand

Pivot. Scale. Prevail.

Pivale is a UK enterprise Drupal and digital consultancy, trading since 2007. The name joins two words, pivot and scale, and sounds a bit like prevail, which is what we help organisations do.

Large organisations come to us when they need to change direction or grow, and want their websites and systems to help rather than hold them back. Our aim is to take what's tangled and put it in order. You see it in the homepage graphic, where scattered business systems settle into one connected platform, and in the strict grid every page sits on.

It's dark, flat and architectural. Big condensed type, a visible grid, square corners and one teal accent, used sparingly. The footer carries the line that sums it up: **Tame chaos. Align teams. Lead change.**

2. Logo

The wordmark.

The Pivale wordmark is the logo. It's never redrawn, recoloured or rearranged: use the files from the downloads, or the SVG on this site.

Off-white on Pivale black The main version, used everywhere on the site.

Pivale black on white For light backgrounds and print on paper.

Pivale black on teal Only on a teal area, such as a poster or a slide.

Clear space. Keep clear space around the logo equal to half its height on every side. Nothing else goes in it: no text, edges or other logos.

PIVALE 80px · 25mm

Minimum size. On screen, don't show the logo narrower than 80px (the header uses 104px). In print, keep it at least 25mm wide.

P

Icon. The "P" of the wordmark in teal on Pivale black is the app and browser icon. Use it where the full logo won't fit, never as a replacement for the logo in a layout.

2. Logo (continued)

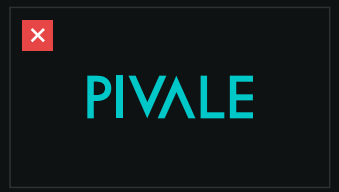
Don’t

Stretch, squash or skew it.

Rotate or tilt it.

Crop it or let part of it run off the edge.

Change the letters, spacing or proportions.



Colour it teal or any colour outside the colourways.

Add outlines, shadows, glows or gradients.

Put it on a busy photo or a background without enough contrast.

Lock it up with other words or logos, except in a partner lock-up we’ve agreed.

Logo files: Logos (RGB) · Logos (CMYK)

3. Colour

Black, off-white and one teal.

Two neutrals and one accent. Every other colour on the site is a tint of off-white or teal over Pivale black.

Pivale black
#0F1212 · RGB 15 18 18
--color-bg
The page. Almost every surface is this colour.

Off-white
#F0F3F3 · RGB 240 243 243
--color-text
Headlines, body text and the logo.

Teal
#00C8C8 · RGB 0 200 200
--color-accent
The one accent: primary buttons, one emphasis word, active states. Text on teal is Pivale black.

- The brand is dark: Pivale black with off-white text. Use black on white only where dark isn't possible, such as print on paper.
- Teal is the only accent, and it's used sparingly: primary buttons, a single emphasis word in a headline, active and focus states, small markers.
- Teal fills a whole area only for a statement that has to stop the reader, such as the "Honest about fit" poster and the case-study quote band.
- Text on teal is always Pivale black, never white.
- Tints of off-white make the hierarchy. Don't add greys, colours or gradients of your own.
- Teal on Pivale black and Pivale black on teal both have a contrast ratio of 9:1, and off-white on Pivale black 16.9:1, well above the 4.5:1 that WCAG AA asks for.

3. Colour (continued)

Supporting colour	Value	Use	Contrast on black
Surface	#171B1B --color-surface	Raised panels: code blocks, notices, image placeholders.	–
Surface 2	#1B1F1F --color-surface-2	A second step up, used sparingly.	–
Light teal	#40D6D6 --color-accent-hover	Teal buttons on hover.	10.6:1
Teal tint	Teal at 6% (#0E1D1D) --color-accent-tint	The one tinted surface: the booking form and the problem shortlist that leads to it, blog callout quotes, ticked problems and the chosen support plan. Always with a teal edge or border.	–
Soft text	Off-white at 82% (#C7CBCB) --color-text-soft	Longer body text.	11.5:1
Muted text	Off-white at 72% (#B1B4B4) --color-text-muted	Supporting text and summaries.	9:1
Subtle text	Off-white at 55% (#A1A4A4) --color-text-subtle	Row numbers and secondary labels.	7.5:1
Rule	Off-white at 40% (#696C6C) --color-rule	The 2px rule between sections.	–
Line	Off-white at 14% (#2F3232) --color-line	The 1px lines between rows and cells.	–

4. Typography

Archivo, big and condensed.

Archivo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 £&@%?!()

A variable font: weights 400 to 800 and widths 75 to 100 on the site. Archivo is free and open source (SIL Open Font License), from Google Fonts. The site uses a trimmed, self-hosted copy.

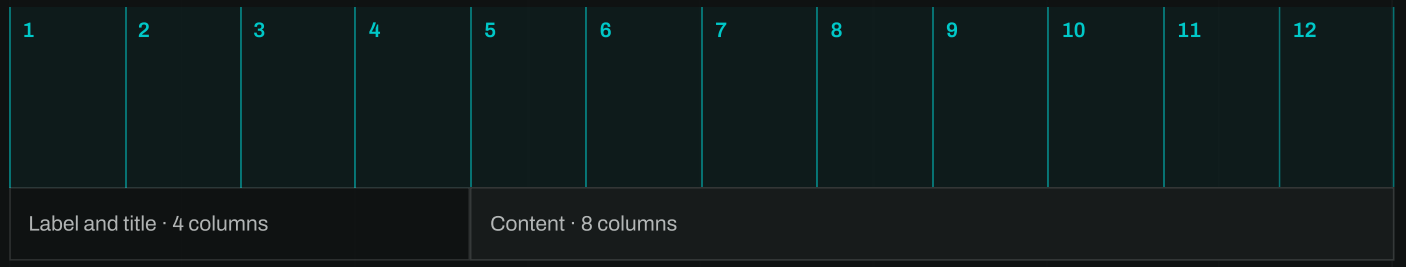
400 500 600 700 800 Width 75 Width 80 Width 85 Width 100

- Headlines are big, condensed (width 78 to 85) and tightly tracked, from −0.035em to −0.015em. Body text uses the normal width and tracking.
- Write headlines in sentence case. Statement headlines end with a full stop: “Too many moving parts.”
- One word of a headline may be teal for emphasis, never more.
- Labels and kickers are sentence case, 600 weight, with barely any letter-spacing (0.01em). Never set them in capitals: long runs of capitals are hard to read.
- Nothing is smaller than 14px. Text that tells people what to do uses the Instruction style, not a small label.
- Keep running text to a comfortable measure (the site caps it at 720px). Align text left; never justify it.
- In documents and slides without the font installed, use Archivo from Google Fonts, then the system sans-serif.

Display 54–196px · 700 --fs-display-xl	The homepage headline.
Section headline 44–104px · 700 --fs-h2	Page heroes and big statements.
Chapter title 44–84px · 700 --fs-chapter	Numbered chapters.
Statement 28–56px · 500 --fs-scrub	The opening line of a chapter.
Card title 22–30px · 700 --fs-card	Rows, cards and list titles.
Instruction 18–22px · 600 --fs-instruction	Telling people what to do.
Lead 17–20px · 400 --fs-lead	Summaries under a headline.
Body 16px · 400 --fs-body	Running text.
Label 16px, sentence case · 600 --fs-label	Chapter 1
Small 14px · 400 --fs-small	The smallest text anywhere.

5. Layout

Everything on the grid.



The 12-column grid with no gutters, and the chapter split this page uses: 4 columns and 8.

2px rule: between sections

1px line: between rows and cells

- Everything sits on a visible 12-column grid with no gutters. Text blocks, images and cards start (and where possible end) on a column line.
- Space goes inside cells as padding, never as gaps between columns.
- Split layouts use whole fractions of the grid: 4 and 8, or 8 and 4 columns. An inner grid divides its parent: 1, 2, 4 or 8 columns inside 8.
- Corners are square. Nothing has a border radius.
- No shadows. Depth comes from the surface colours and rules.
- Sections are divided by a 2px rule; rows and cells inside them by a 1px line.
- Pages read as numbered chapters: a label and title in columns 1 to 4, the content in columns 5 to 12.

6. Components

Built from a few parts.

Buttons

Book a call →

See our work →

Links and tags

Read the case study →

Multisite

Integrations

Labels

Chapter 1 ■ Digital consultancy

Instruction

Tick the problems you recognise to see how we fix each one.

- Links and text buttons turn teal on hover.
- Primary buttons are teal with the label on the left and an arrow on the right. Secondary buttons have a 2px outline.
- Keyboard focus is a 2px teal outline, 2px away from the element.
- Rows in a list get a faint background wash on hover and nothing else: no movement, no layout shift.

7. Imagery

People in black and white, work in colour.

Photos of people: black and white.

Our work: in colour, as it is.

Balfour Beatty | drainfast | M&S EST. 1884 | PEUGEOT | SONY | Virgin

- Photos are shown in black and white: people, places and events.
- Client logos are shown in white, sized optically so no brand shouts louder than another.
- Every image has alt text that describes it, and a recorded licence. Images that need it carry a credit line.
- Screenshots, mockups and diagrams of our work stay in colour, so the work is shown as it is.
- Team photos are square, black and white portraits.
- AI-generated images are allowed for blog illustrations, and say so in their credit line.

8. Motion

Movement with a purpose.

- Motion explains, it doesn’t decorate: headlines rise into place, sections fade up as they arrive, numbers count up once.
- Easing is a soft ease-out. Movements are short: most take 0.2 to 1.1 seconds.
- Pages change with the new page rising into place column by column along the grid.
- When someone asks their device for reduced motion, everything appears in its final state with no movement.

9. The website

Rules the website keeps.

Every screen

Every page works from a small phone to a wide desktop. Below 900px, split layouts stack into one column.

Accessible

WCAG 2.1 AA as a minimum: keyboard access, visible focus, alt text, 14px minimum text, reduced motion and enough contrast everywhere.

Fast

Static pages, self-hosted fonts and responsive images. Nothing loads that the page doesn't need.

Honest

Figures, client names and claims come from a real source. No invented numbers.

Clear links

Links to other websites open in a new tab and show an icon saying so. Downloads show a download icon.

Consistent

Every component lives in the styleguide, and every new one is added to it.

See every component in the styleguide, and how we test accessibility in our accessibility statement.

10. Tone of voice

Say the concrete thing.

Direct and active

Name who does what. Short sentences and plain verbs.

No jargon

If a term needs explaining, use the explanation. Technical names are fine where the reader needs them.

Concrete, not abstract

Say the actual thing. Vague nouns such as “clarity”, “transformation” and “journey” are out.

About the reader

Lead with their situation and what changes for them. “You” more than “we”.

Facts only

Every figure, name and claim comes from a real source. Where there’s no proof, say what changes without a number.

British English

Organise, colour, programme. Dates as 28 October 2026. Prices with “+ VAT”.

10. Tone of voice (continued)

Instead of	Write
~~Clarity that converts~~	**Design that converts**
~~Credibility through clarity~~	**Reports investors can find**
~~Adelco, which makes printing equipment~~	**Adelco, who makes printing equipment**
~~The result? Fewer websites.~~	**The result was fewer websites.**
~~We seamlessly empower your digital journey~~	**We make your websites easier to run**

- Treat a business as a person: “who”, not “which”, and “they”, not “it”.
- No reveal questions such as “The result?” Say it straight.
- Prefer two items to three. Use three only when there really are three things.
- Never edit a client’s quote. Testimonials are word for word.
- No em dashes. Use commas, full stops or colons.
- Cut adverbs unless the meaning changes without them.
- Banned words: clarity, insight, seamless, robust, tailored, enhanced, ensure, empower, elevate, journey, quiet and quietly.
- Blog posts keep their author’s own voice.

A product with its own mark.

DayOne Digital™

- DayOne Digital™ is Pivale's ready-built Drupal website for growing companies. Write "DayOne" as one word, followed by "Digital™" with the trademark symbol.
- Its logo has its own teal gradient. Use it only for DayOne Digital™, and never recolour it.
- The product appears with its software box and in the Pivale layout, type and colours.

Questions about the brand?

Email hello@pivale.co

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