



Brand Guidelines

The complete identity system: mark, colour, type, layout and application. Everything needed to make something that looks like Patrimoine 365 — and nothing that doesn't.

What is in here

Twelve sections. The rules that matter most are on pages 13, 16 and 24 — the mint rule, the contrast ledger, and the balance between green and accent.

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The brand in one page

Patrimoine 365 keeps a record. Properties, leases, tenants, payments — held accurately, in one place, for whoever needs to see them.

That is what the identity has to carry: a business where being right matters more than being loud. The deep green does the carrying. It is serious without being severe, and it holds a page on its own.

The mint stops it from becoming an accounting ledger. It appears rarely and always deliberately — on the 365, on what is active, on what has been paid. Used at that volume it is a signature. Used everywhere it is another mint fintech.

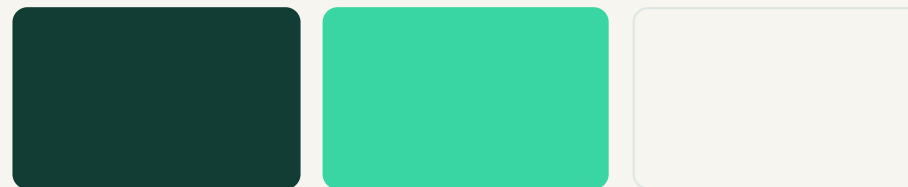
POSITIONING LINE

Balanced by design.
Built for growth.

ATTRIBUTES

- **Consistent.** The same figure means the same thing on every screen and every document.
- **Modern.** Current, not fashionable. Nothing here should need redrawing in two years.
- **Trustworthy.** Legible before it is beautiful. Clear numbers, honest states, no decoration over data.

THE THREE COLOURS PEOPLE SHOULD RECOGNISE



If you remember one thing: the green carries the identity, the mint provides the spark, and the ivory is what makes a page feel like Patrimoine rather than like software.

The mark

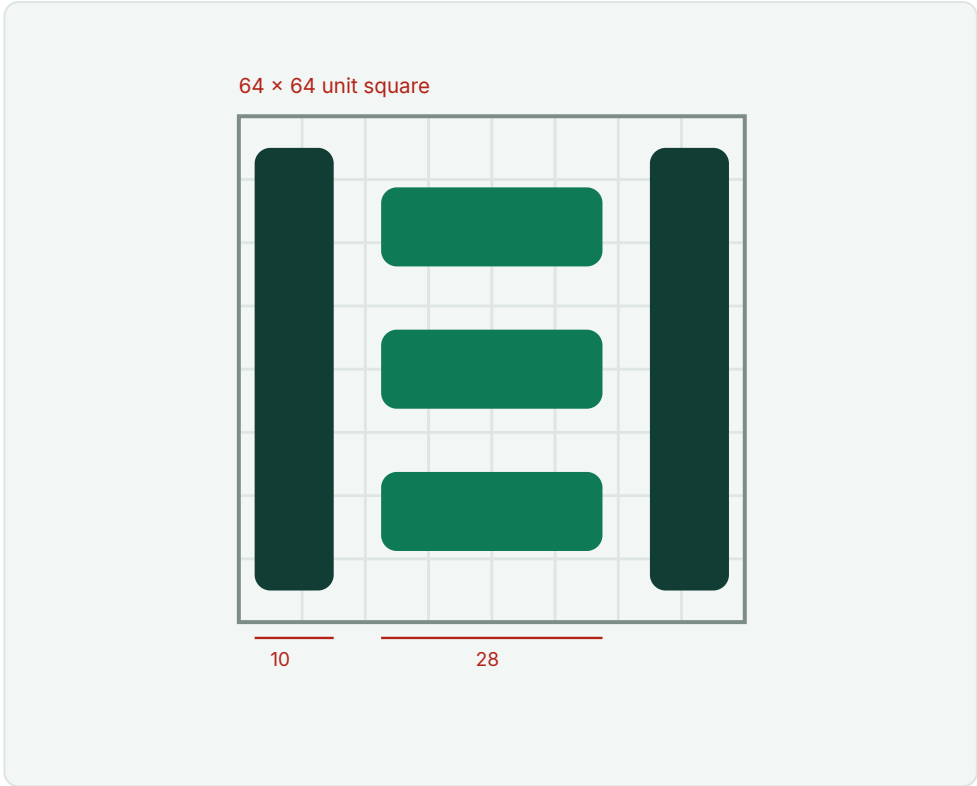
Two pillars hold three bars. The pillars are the property; the bars are the records kept against it. The form is symmetrical because the product's job is to make two sides agree.

CONSTRUCTION

Drawn on a 64-unit square. Every edge lands on a whole unit — the mark can be rebuilt exactly from the table below without reference to the artwork.

ELEMENT	X	Y	W	H	R
Pillar, left	2	4	10	56	2
Pillar, right	52	4	10	56	2
Bar, upper	18	9	28	10	2
Bar, middle	18	27	28	10	2
Bar, lower	18	45	28	10	2

Bar gap 8 units — 80% of bar height. Never let it fall below 50%: the bars merge into a block when printed small or reproduced at low resolution.



The mark on its grid

The proportion 10 : 6 : 28 : 6 : 10 across, and 5 : 10 : 8 : 10 : 8 : 10 : 5 down, is the mark. Everything else is a rendering of it.

The lockups

Five approved forms. The horizontal lockup is the default and should be the first choice in every situation where it fits.



Horizontal, light

The default. White, Warm Ivory and Mist grounds.



Horizontal, reverse

Green, Ink and Night grounds. The brand at full strength.



Monochrome

One-colour print, engraving, fax, stamps, partner sheets.



Stacked

Narrow columns, square formats, merchandise. Not in application headers.



Mark alone

Only where the name is already present: app icon, avatar, favicon, loading state.



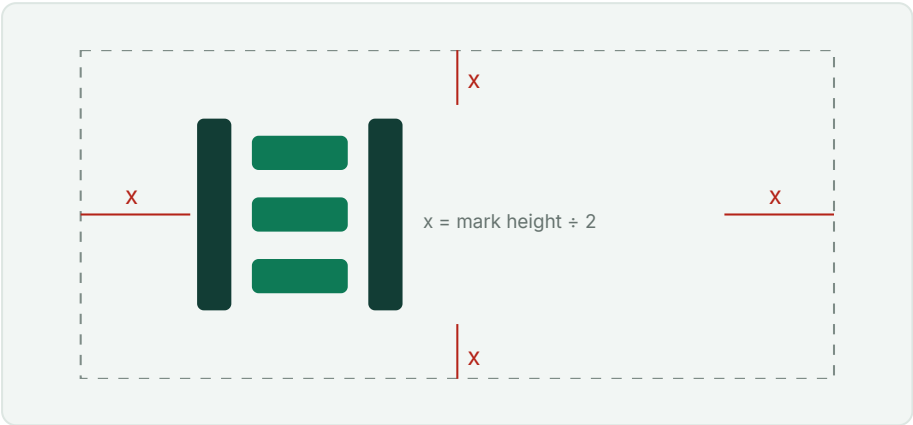
Tile and avatar

22% corner radius on the tile. The circle is masked, never redrawn.

Clearspace and minimum size

CLEARSPACE

Keep clear on all four sides a margin equal to **half the mark's height** — 32 units, marked x below. Nothing enters that space: no type, no rule, no image edge, no other logo. Where the layout allows it, give more.



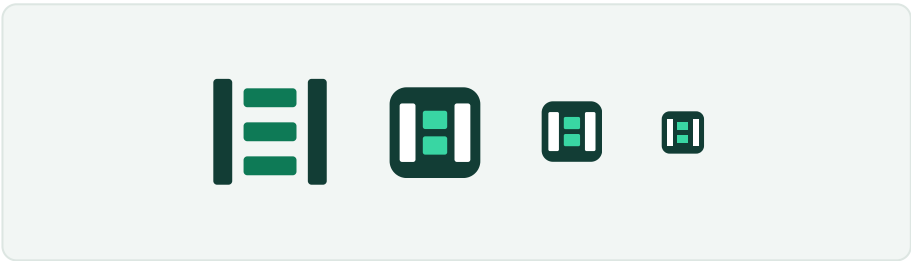
MINIMUM SIZE

Below these sizes the bar gaps close and the mark reads as a solid block. There is no situation in which going smaller is better than dropping to the next form down.

FORM	SCREEN	PRINT
Horizontal lockup	24 px high	8 mm high
Stacked lockup	32 px high	11 mm high
Mark, three bars	24 px	7 mm
Mark, two bars	16 px	5 mm

BELOW 24 PX THE MARK DROPS A BAR

A dedicated two-bar mark exists for favicons and small tiles, with thicker strokes and wider gaps. At 16 px use the pixel-snapped file, which is drawn on a 16-unit grid so every edge lands on a whole pixel.



Three-bar mark · two-bar mark at 48 px, 32 px · pixel-snapped 16 px file.

Logo colour by ground

The lockup is coloured by the ground it sits on, not by preference. The mark and the 365 carry brand colour; **the word Patrimoine takes the primary text colour of the ground** — Ink on light, Mist on dark — which is why the lockup sits correctly inside a page of running text.

GROUND	PILLARS	LEDGER BARS	PATRIMOINE	365	FILE
White, Warm Ivory, Mist	#123D35	#0E7A56	#17201E	#0B6449	logo - light
Patrimoine Green, Ink, Night	#FFFFFF	#39D6A3	#F2F6F4	#39D6A3	logo - reverse
One-colour, light	#123D35 throughout				logo - mono - green
One-colour, dark or photographic	#FFFFFF throughout				logo - mono - white
Black-only print	#17201E throughout				logo - mono - black



The 365 in #0B6449 — 7.2:1
Reads as the brand green, and survives print, projection and small sizes. #39D6A3 does none of those things on a light ground.



Full-strength Mint on light — 1.9:1
Supplied in 02 - Logo/alternates because it was originally specified. It fails every contrast threshold and disappears in print. Do not use it.

Logo misuse

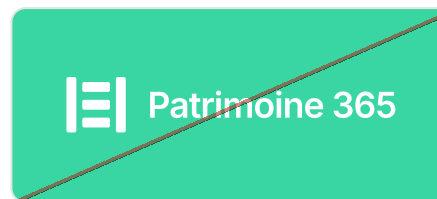
The lockup is a fixed asset. It is placed, scaled and coloured according to the rules on the previous pages, and it is never rebuilt.



Never stretch or condense.



Never recolour outside the approved set.



Never place white on Mint. 1.9:1.



Never add shadow, glow or outline.



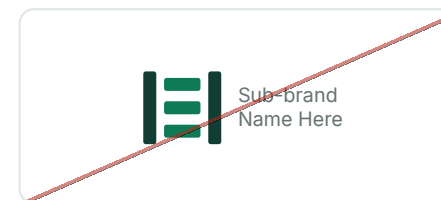
Never rotate or set on an angle.



Never use the light lockup on a dark ground.



Never retype the wordmark. The lockup has fixed spacing.



Never lock the mark to other names or create sub-brands.

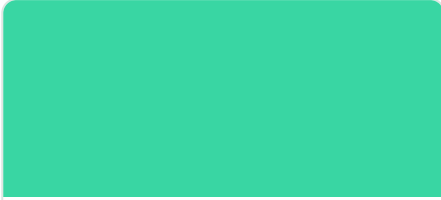
The eight identity colours

Three brand colours people should come to recognise, and five neutrals that do the work. Every other value in this document is a tint, a shade or a state of one of these eight.



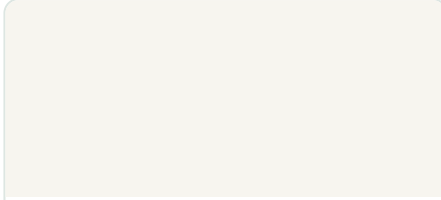
Patrimoine Green
#123D35 · 18 61 53

Dominant. Navigation, headings, primary fills, dark bands, logo pillars.



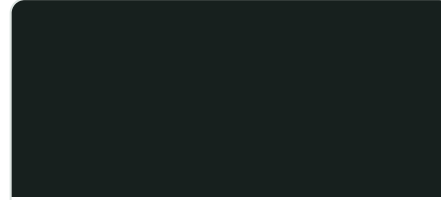
Patrimoine Mint
#39D6A3 · 57 214 163

Accent. Dark grounds and fills only — never text or an icon on light.



Warm Ivory
#F7F5EF · 247 245 239

Brand ground. Marketing, documents, email, print. Not inside the product.



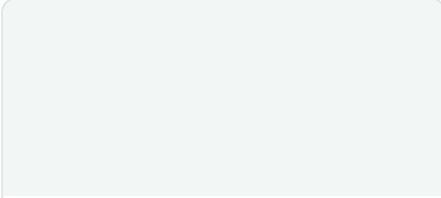
Ink
#17201E · 23 32 30

Body text. Also the card surface in dark mode.



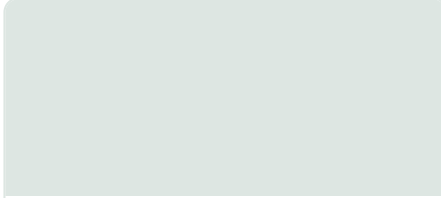
Slate
#66736F · 102 115 111

Secondary text and captions, 15 px and above. Never on green.



Mist
#F2F6F4 · 242 246 244

UI ground and recessed surfaces. Primary text colour in dark mode.



Border
#DDE6E2 · 221 230 226

Dividers and card edges. Not strong enough for control outlines.



White
#FFFFFF · 255 255 255

Cards and data surfaces. The clean ground inside the product.

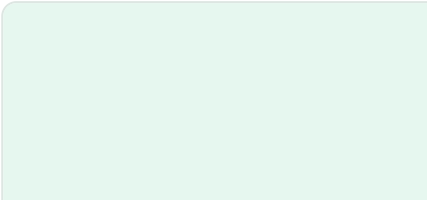
The extended system

Eight flat values cannot express a hover, a focus ring, a selected row or a dark theme. These five are added for that — all of them tints, shades or grounds of colours already in the identity. Nobody is asked to recognise thirteen colours; they are asked to recognise three.



Mint Deep
#0E7A56

Mint that survives light grounds — 5.3:1 on white. Links, focus rings, active icons, the 365 on light.



Mint Wash
#E6F7EF

Selected rows, active navigation fill, positive badges.



Border Strong
#7E8C87

Input outlines, checkbox and radio edges — 3.5:1, the minimum for a control boundary.



Night
#0E1614

Dark-mode page ground, one step below Ink so Ink can be the card above it.



Night Border
#2C3936

Dark-mode dividers. Border #DDE6E2 is far too bright to invert.



Night Text 2
#A7B4B0

Dark-mode secondary text. Slate on green is 2.4:1 and unreadable.

WHY BORDER STAYS IN THE OFFICIAL EIGHT

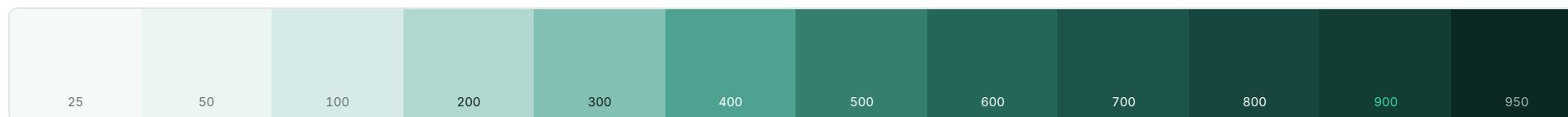
#DDE6E2 remains part of the identity — it is the hairline that makes a card feel drawn rather than floated. What changes is its scope. It divides; it does not enclose a control. At 1.3:1 against white and 1.2:1 against Mist, an input outlined in Border is an input nobody can find.

Rule. Border for dividers and card edges. Border Strong for anything a person is meant to click, type into or tick.

Tint and shade ramps

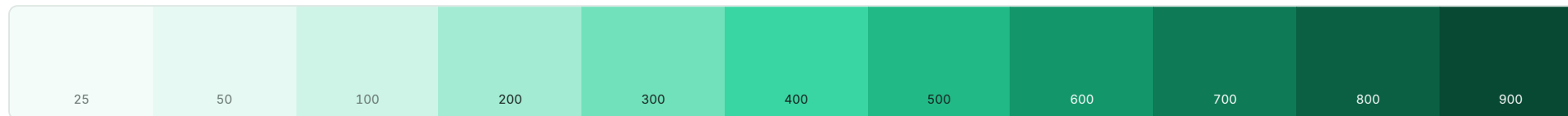
Two ramps, anchored on the brand colours: Green 900 is Patrimoine Green and Mint 400 is Patrimoine Mint. Use them for hover and pressed states, chart fills, washes and dividers — not to introduce new brand colours by the back door.

GREEN — HUE 168°, ANCHORED AT 900



F5FAF9 · EBF5F3 · D6EBE7 · B0D8D0 · 82C0B3 · 4EA291 · 347F70 · 246659 · 1C544A · 16463D · **123D35** · 0B2823

MINT — HUE 160°, ANCHORED AT 400 AND 700



F3FCF9 · E6F9F3 · CDF4E7 · A3EBD3 · 70E1BB · **39D6A3** · 21BA87 · 13966A · **0E7A56** · 0B6044 · 084934

Where the ramps are allowed. Hover and pressed states, chart fills, washes behind quiet sections, dividers on coloured grounds, and the 25–100 steps as page tints.

Where they are not. As a second brand colour. Green 400 is not "the lighter Patrimoine green" — it is a state. A page led by Green 400 is not on brand.

The contrast ledger

Every pairing the identity implies, measured against WCAG 2.1. AA needs 4.5:1 for body text, 3:1 for large text and control boundaries. What fails here fails on screen and in print too — these are not preferences.

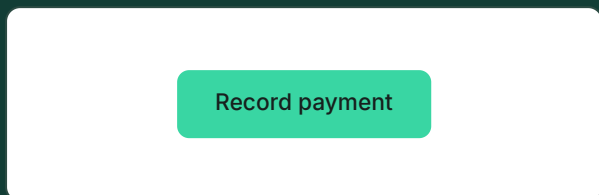
PAIRING	RATIO	VERDICT	SAMPLE
Ink on White	16.6:1	AAA	Lease renewed
Ink on Warm Ivory	15.3:1	AAA	Lease renewed
Green on White	12.0:1	AAA	Lease renewed
White on Green	12.0:1	AAA	Lease renewed
Mint on Night	9.9:1	AAA	Lease renewed
Mint on Ink	9.0:1	AAA	Lease renewed
Ink on Mint	9.0:1	AAA	Lease renewed
Mint on Green	6.5:1	AA	Lease renewed
Mint Deep on White	5.3:1	AA	Lease renewed

PAIRING	RATIO	VERDICT	SAMPLE
Slate on White	4.9:1	AA only	Lease renewed
Slate on Ivory / Mist	4.5:1	AA edge	Lease renewed
Border Strong on White	3.5:1	Control	Input field
Slate on Green	2.4:1	Fail	Lease renewed
Mint on White	1.9:1	Fail	Lease renewed
White on Mint	1.9:1	Fail	Lease renewed
Mint on Warm Ivory	1.7:1	Fail	Lease renewed
Border on White	1.3:1	Divider only	Input field
Border on Mist	1.2:1	Divider only	Input field

The full table, including dark-mode and status pairings, is in 03-Color/contrast-ledger.csv.

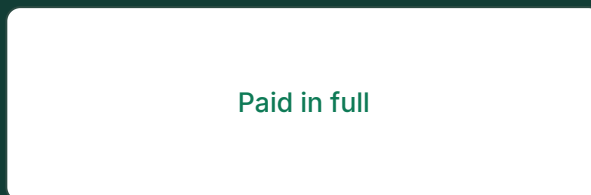
The mint rule

Mint is a **surface** colour on light grounds and an **ink** colour on dark ones.



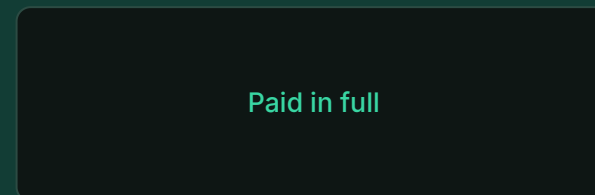
Mint as a fill

The label on it is Ink. 9.0:1. Never white — that is 1.9:1.



Mint as text on light

Becomes Mint Deep #0E7A56. 5.3:1. Still reads as mint.



Mint as text on dark

Full strength. 9.9:1 on Night, 9.0:1 on Ink.

WHERE MINT IS ALLOWED IN THE PRODUCT

- The active navigation item
- The focus ring
- The selected row or card
- Positive figures and paid states
- The logo

That list is the entire budget. Anything added to it comes out of something already on it.

WHY THE DISCIPLINE MATTERS

A bright mint on every button, badge, chart and icon is the single fastest way to make this look like every other fintech product. It also destroys the signal: if everything is highlighted, nothing is.

The deep green is what people should recognise. The mint is what tells them where to look.

Status colour

A product about rent that is late, deposits that are held and payments that failed needs a way to say so. Positive uses the mint family, so the brand stays coherent. The other three deliberately leave the green world — a warning must never be mistaken for a brand element.

Paid		Due in 3 days		Overdue		Under review	
Text	#0E7A56	Text	#B45309	Text	#B42318	Text	#175CD3
Surface	#E6F7EF	Surface	#FEF6E7	Surface	#FEF3F2	Surface	#EFF6FF
Border	#A8E3CA	Border	#F0D391	Border	#FCC9C4	Border	#B7DCFF
Paid, active, completed, verified.		Due soon, pending, needs attention.		Overdue, failed, destructive.		Informational, in progress, neutral.	

Colour is never the only signal. Every status carries a word. A green dot and a red dot are the same dot to eight per cent of men.

Status colour is not brand colour. Do not use Danger red as a decorative accent, and do not use Patrimoine Green to mean "success" — it is the navigation, and the two would become indistinguishable.

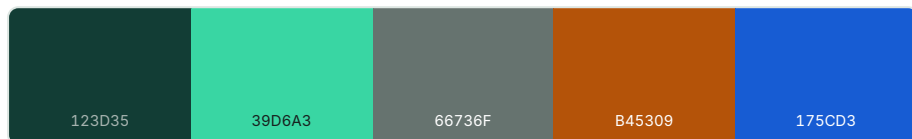
Chart colour

SEQUENTIAL — ONE MEASURE, VARYING IN INTENSITY



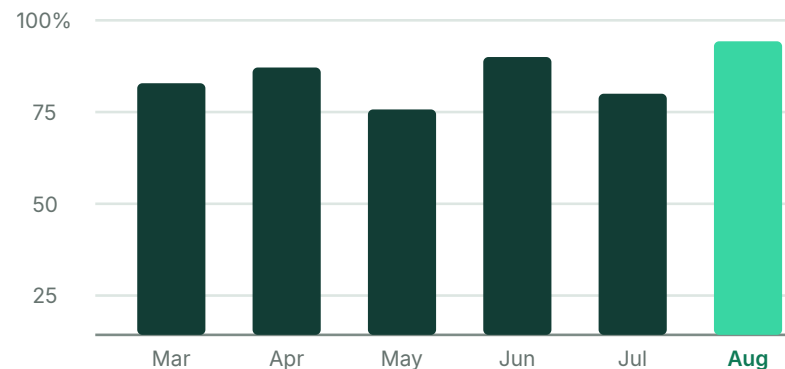
Occupancy heat, collection rate over time, arrears ageing. Dark is low, mint is high — keep that direction consistent everywhere so the reading is learned once.

CATEGORICAL — SERIES THAT MUST NEVER BE CONFUSED



Five is the ceiling. Beyond five, split the chart — a sixth colour in a green-led palette collides either with the brand or with a status.

COLLECTIONS, LAST SIX MONTHS



One series, one colour. Mint marks the endpoint — the bar the reader is actually being asked to look at — and nothing else on the chart competes with it.

Never distinguish two series by Mint and Mint Deep alone. The difference survives a screen and disappears on a projector, in greyscale and in print.

Dark mode

The palette inverts on itself. Ink becomes the card, Mist becomes the text, and mint finally runs at full strength. Only four values are new, and Warm Ivory sits it out entirely.

ROLE	LIGHT	DARK
Page ground	#F2F6F4 Mist	#0E1614 Night
Card surface	#FFFFFF White	#17201E Ink
Raised surface	#FFFFFF + shadow	#1E2926
Primary text	#17201E Ink	#F2F6F4 Mist
Secondary text	#66736F Slate	#A7B4B0
Divider	#DDE6E2	#2C3936
Control outline	#7E8C87	#55635E
Brand / heading	#123D35	#39D6A3
Accent, safe for text	#0E7A56	#39D6A3
Selected fill	#E6F7EF	#14312A

OUTSTANDING

18,420.00

4 paid

2 overdue

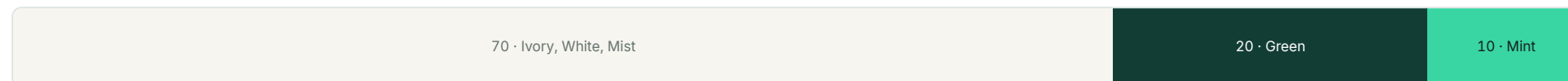
Deep green is not the dark background. It stays the brand colour in both themes. On Night it becomes a band, a header, a filled button — a shape on the page, not the page.

Warm Ivory has no dark equivalent and does not need one. It is a brand surface for marketing, documents and email, none of which invert. Looking for a "dark ivory" is how a palette loses its warm-and-cool split.

Colour balance

The ratio is not the same everywhere. A marketing page is looked at for six seconds; the product is looked at for six hours. The instinct behind both numbers is the same — the green carries it, the mint sparks it.

MARKETING, PRINT, EMAIL — 70 / 20 / 10

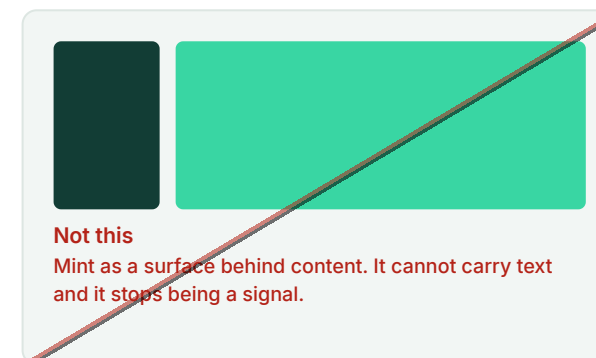
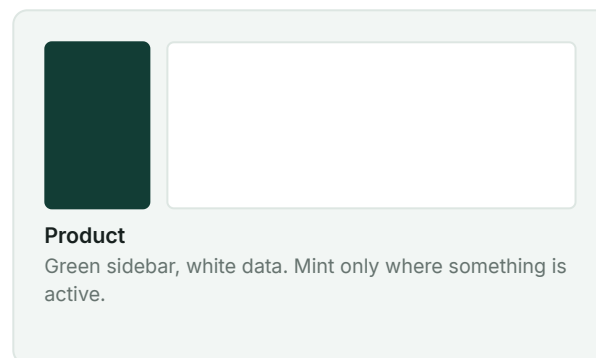
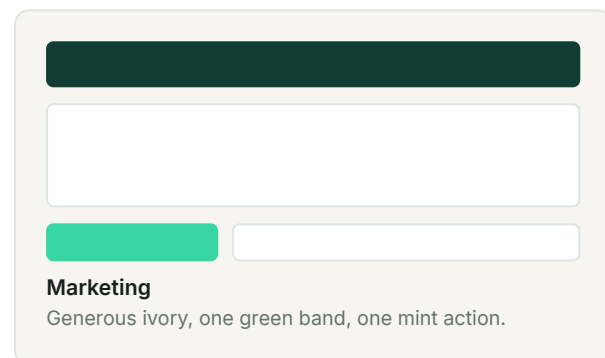


Green carries whole bands, the footer and the CTA. Mint appears in the wordmark, one call to action and the graphic elements.

PRODUCT INTERFACE — 85 / 12 / 3



Green is the sidebar and the primary button — nothing else. Mint is the active indicator and positive figures. At 20% green a dashboard of leases and payments becomes a green wall, and colour stops meaning anything because everything has it.



Inter

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 €£\$¢&@()[]{}/?!
àâçéêëëïîôûüÿœæ

WHY INTER

A neutral grotesque drawn for screens: tall x-height, open apertures, and figures that stay distinct at the sizes a table of rent actually gets read at. It carries the whole system on its own — headings, interface and every amount — so nothing here depends on a second family being installed. Licensed under the SIL Open Font License, so it ships in the app, on the site, in documents and in email with no per-seat cost.

THREE WEIGHTS, NO MORE

WEIGHT	USE
Regular 400	Body copy and long-form reading.
Medium 500	The interface: buttons, labels, nav, table headers.
SemiBold 600	Headings and the wordmark.

Medium is the most-used weight in the product and the easiest to forget. Bold 700 and above are not part of the system; if something needs more emphasis than SemiBold, it needs to be bigger or to have more space around it.

Fallback stack. Inter, ui-sans-serif, system-ui, -apple-system, "Segoe UI", sans-serif — never a bare sans-serif, which resolves to Times on some Windows configurations.

The type scale

Eleven steps. Anything not on this list is off the system — including "just a bit bigger".

Display 56 / 60 · 600 -0.025em	Every lease, accounted for
H1 40 / 48 · 600 -0.02em	Portfolio overview
H2 32 / 40 · 600 -0.015em	Outstanding balances
H3 24 / 32 · 600 -0.01em	Maple Court, Unit 12
H4 20 / 28 · 600	Recent transactions
Body large 18 / 28 · 400	Lead paragraphs and marketing body copy.
Body 16 / 24 · 400 max 70 char	The security deposit is held against the lease and released after the final inspection.
Label 14 / 20 · 500 +0.005em	Payment method · Due date · Tenant · Property
Caption 12 / 12 · 500	Updated 30 August 2026 at 14:02
Micro 10 / 12 · 500	OVERDUE · TABLE HEADER · EYEBROW

Numerals and figures

This is a product that displays money. A column of amounts that does not align reads as a broken system before anyone has read a single figure.

TABULAR NUMERALS ARE MANDATORY

PROPORTIONAL	TABULAR
1,250.00	1,250.00
18,420.00	18,420.00
960.50	960.50
125,560.00	125,560.00
Ragged. Unreadable as a column.	Decimal points align. Totals check by eye.

Applies to every amount column, every total, every date in a table, and every figure in a chart axis — in the interface, in PDFs and in email.

CODES AND REFERENCES

There is no monospace in this system. Anything a person will read aloud, dictate or type back in is set in Inter with tabular figures, a little extra tracking, and Inter's ss02 Disambiguation set, which slashes the zero and puts a tail on the lowercase l. That is what stops a code being misheard — not a second typeface.

PM-F1040

font-feature-settings: "ss02" — so this cannot be read back as PM-F104O, and 0 never has to be spelled out as "zero".

APPLIES TO

- Amounts, balances and totals
- Reference numbers — invoices, leases, receipts
- Error codes
- Dates and timestamps inside tables

CURRENCY

Symbol before the figure, no space: ₺1,250.00. Thousands separated by a comma in English and by a narrow space in French — 1 250,00 FCFA — with the code after the figure where the currency has no symbol.

Never right-align a currency column on the symbol. Align on the decimal point and let the symbol sit flush left in its own column.

Typographic rules

MEASURE

Body copy stays between 60 and 70 characters per line. Below 45 the eye jumps; above 80 it loses the return. In a two-column layout, set the column, not the page.

ALIGNMENT

Ranged left, ragged right. Never justified — justification in a language with long compound words opens rivers, and French makes it worse.

CASE

Sentence case for headings, buttons and labels. Uppercase only at Micro size with +0.06em tracking. Never uppercase a whole heading, and never a whole sentence.

FRENCH RUNS 15–20% LONGER

Every button, tab and navigation label is designed against its French string, not its English one. If it only fits in English, it does not fit.



FRENCH PUNCTUATION

A narrow non-breaking space before : ; ? ! and inside « ». Not a plain space — it breaks at the wrong place and leaves the colon stranded at the start of a line.

HEADINGS

Balance the rag on anything over two lines. Never let a heading end on a single orphaned word, and never hyphenate one.

EMPHASIS

Weight, not italic. Inter's italics exist but the system does not use them for emphasis in the interface — an italic amount is harder to read and an italic label looks like an error.

LINKS

Mint Deep #0E7A56 with an underline in body copy; colour alone is never the only cue. Inside dense tables, links may drop the underline provided they carry an icon or sit in a column that is entirely links.

Grid, space and elevation

SPACING — 4 PX BASE



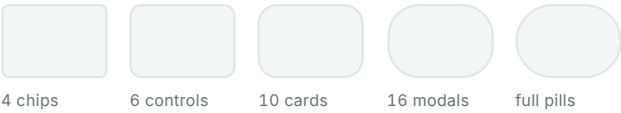
4 · 8 · 12 · 16 · 24 · 32 · 48 · 64 · 96 · 128. Nothing off the scale, ever. A 15 px gap is not a decision, it is a mistake that survived review.

GRID

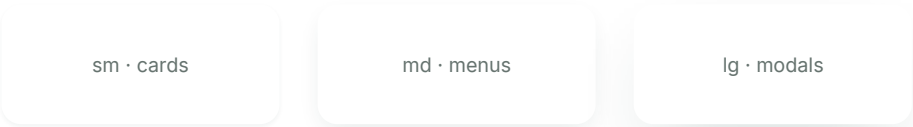
BREAKPOINT	COLUMNS	GUTTER	MARGIN
Desktop ≥1280	12	24	64
Laptop ≥1024	12	24	48
Tablet ≥768	8	16	32
Mobile <768	4	16	16
Print A4	12	5 mm	20 mm

Maximum content width 1280 px; long-form text never exceeds 720 px regardless of viewport.

RADIUS



ELEVATION — GREEN-TINTED, NEVER BLACK



Shadows carry the brand hue. A pure black shadow over a green-neutral ground reads as dirt.

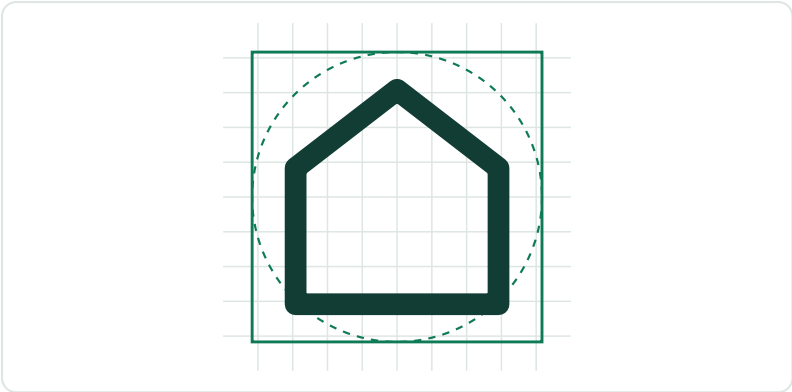
MOTION

TOKEN	DURATION	APPLIES TO
fast	120 ms	Hover, focus, checkbox
base	200 ms	Dropdowns, tabs, toasts
slow	320 ms	Modals, drawers

Easing cubic-bezier(.2, 0, 0, 1). Nothing animates longer than 320 ms, and everything respects prefers-reduced-motion.

Iconography

CONSTRUCTION



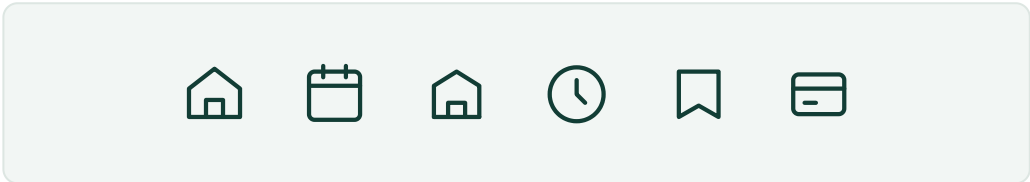
Grid	24 × 24
Live area	20 × 20
Stroke	1.5 px
Corner radius	2 px
Cap and join	round

RULES

- **One stroke weight across the whole set.** At 16 px the stroke stays 1.5 px — it does not scale down with the icon.
- **Outline, not filled.** A filled icon is reserved for the selected state in navigation, and nowhere else.
- **Single colour.** Icons take the colour of the text beside them. Mint icons only on dark grounds, or Mint Deep on light.
- **No icon-only destructive actions.** Delete, archive and cancel always carry a word.
- **Never the logo mark as an icon.** It is a logo. It does not belong in a list of features or beside a menu item.

OPTICAL SIZING

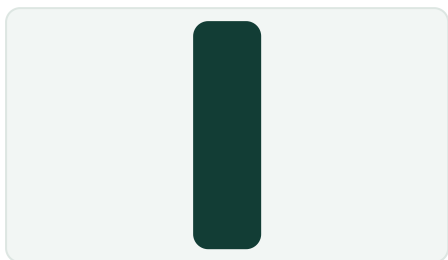
Circular forms are drawn 1–2 units larger than square ones so they read the same size. A 20-unit circle next to a 20-unit square looks smaller than it is.



Property · Calendar · Portfolio · Pending · Document · Payment. The circle in "Pending" is drawn to r 9.5 rather than 9 so it matches the squares beside it.

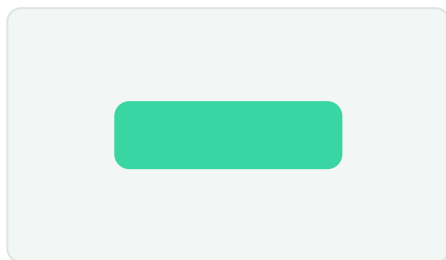
Graphic elements

Five forms, all taken from the mark. They exist so a layout can feel like Patrimoine 365 without putting the logo on it four times.



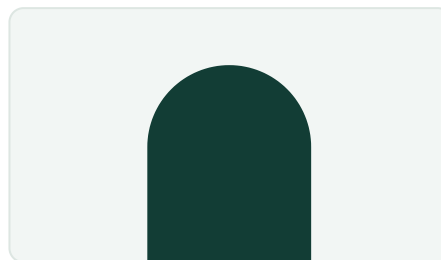
Pillar

Full-bleed column, sidebar, image mask, cover spine.



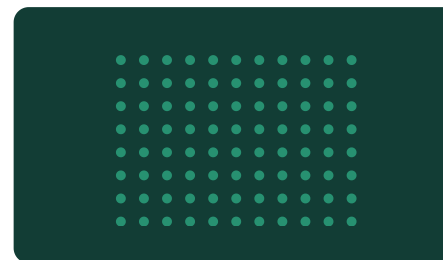
Ledger bar

Rule, highlight, chart element, section marker.



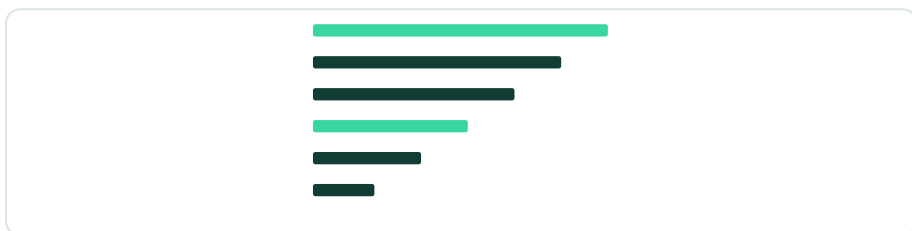
Arch

Doorway form. Image masks, card headers, section tops.



Dot grid

Ambient texture on dark bands, at 10–16% opacity. Never behind text.



Ledger stack

Decorative record motif for covers, empty states and loading screens. One mint bar per stack — no more.

RULES

- Elements are shapes, not containers. Do not set body copy inside an arch or on a dot grid.
- One element per view. Two competing motifs on one screen is decoration, not identity.
- Mint elements only on Green, Ink or Night. On light grounds they become Mint Deep or Green.
- The corner radius on every element is 2 units at the mark's scale — the same radius as the bars.

Interface components

BUTTONS

Save changes

Primary

Cancel

Secondary

Mark as paid

Accent — Ink label

Delete lease

Destructive

Save changes

Disabled

Height 40 px, radius 6, padding 20 px, label Medium 500.
One primary button per view. Hover darkens by one ramp step; pressed by two.

INPUTS

Monthly rent

1,250.00

Focused

1,250.00

Error

0.00

Enter an amount above zero.

Outline Border Strong at rest — 3.5:1, the minimum for a control boundary. The focus ring is 2 px Mint Deep with a 2 px offset, and it is never removed.

TABLE

TENANT	STATUS	AMOUNT
A. Mensah	Paid	1,250.00
K. Owusu	Overdue	960.50
S. Adjei	Due	1,410.00

Column heads in Micro caps. Amounts right-aligned with tabular figures. The selected row takes Mint Wash — the one place mint appears in a table.

Stationery



Card, front

Green bleed edge, white face.

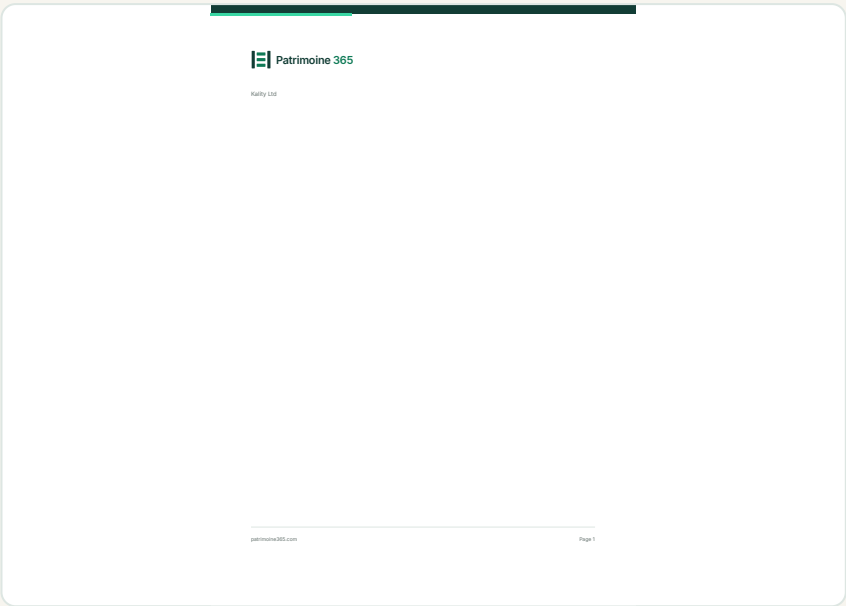


Card, back

Warm Ivory face, details left-ranged.

ITEM	TRIM	STOCK	FINISH
Business card	85 × 55 mm	400 gsm	Uncoated, matt
Letterhead	A4	120 gsm	Uncoated
Compliment slip	210 × 99 mm	120 gsm	Uncoated
Folder	A4 +	300 gsm	Matt laminate, spot UV on mark

Bleed 3 mm on every printed item. Uncoated stock throughout — a gloss finish shifts the green towards blue and the whole palette follows it.



A4 letterhead

20 mm margins, live area 170 × 190 mm. The green header rule is 4 mm with a 70 mm mint lead-in beneath it — the ledger bar, at document scale.

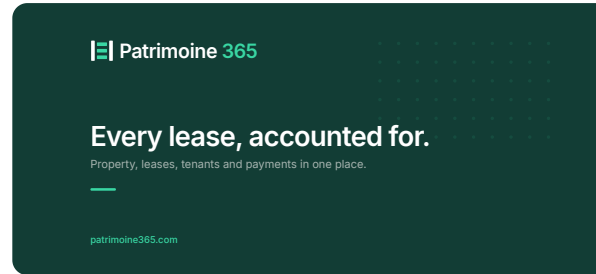
Print colour. Patrimoine Green converts to roughly 70 / 0 / 13 / 76 arithmetically and to 91 / 43 / 69 / 57 through a US Web Coated profile — press-dependent, so proof on the actual stock and record what comes back. **Mint is outside the CMYK gamut** and prints duller than it appears on screen; specify a spot colour where it has to be right. No Pantone reference is given until one has been matched against a physical guide.

Digital applications



App icon and favicon

1024 px master, 22% radius. iOS masks the square file; Android uses the square with its own adaptive mask. Below 24 px the two-bar mark takes over.



Share card

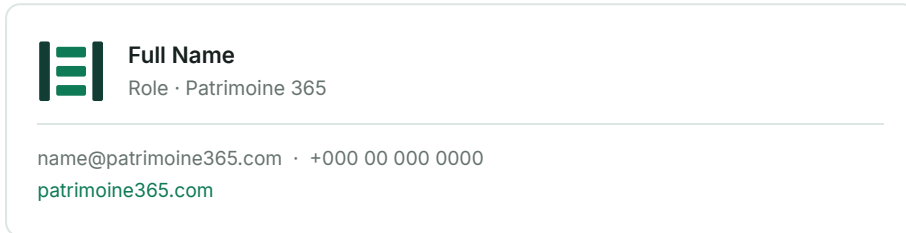
1200 × 630. Reverse lockup on Green with the dot grid at 10%. One line of message, one rule, one URL — it is read at thumbnail size.



Presentation

16:9, Warm Ivory ground, 14 px green header rule. Body slides use White; only the title and section slides use Ivory.

EMAIL



Signature width 380 px. No image-only signatures, no social icon rows, no quotation. The mark is a PNG at 2× with alt text; everything else is live text so it survives dark mode in the recipient's client.

TRANSACTIONAL EMAIL AND PDFS

- Warm Ivory ground, white content card, 16 px body, 600 px maximum width.
- Amounts set with tabular figures — the same as in the interface.
- One green button per message. Never a mint button in email: many clients strip the text colour and leave white on mint.
- Every document carries its reference in the header and the error-code reference in the footer where one applies.
- Dark-mode email is unreliable across clients. Design for light, and set explicit background colours on every table cell rather than relying on inheritance.

Voice and words

The product handles other people's money and other people's homes. The voice that suits it is plain, specific and calm — closer to a good statement of account than to a marketing campaign.

WE SOUND LIKE

- Direct. The subject first, the qualification after.
- Specific. "Due 5 September", not "due soon".
- Calm. No urgency that the situation does not carry.
- Bilingual by default. Nothing is written in English and translated later as an afterthought.

WE DO NOT SOUND LIKE

- Enthusiastic about admin. Nothing is "exciting".
- Apologetic. An error explains and moves on; it does not say sorry twice.
- Clever. No puns on rent, property or the word "365".
- Technical at the user. A person manages notifications, not webhook configuration.

NAMING

Product	Patrimoine 365
Short form	Patrimoine
Never	P365, Patrimoine365, PAT365
Company	Kality Ltd

One space between the word and the number, always. The 365 is part of the name, not a version number.

ERRORS

This payment is dated before the lease started.

Choose a date on or after 1 March 2026.

PM-F1040

What went wrong, then how to fix it, then the code.

BUTTONS

A control says what happens: **Record payment**, then a confirmation that says **Payment recorded**. Never "Submit", never "OK", and never a verb that does not match the toast that follows it.

EMPTY STATES

Say what will appear here and how to make the first one. An empty table is not an opportunity for a joke or an illustration of a person holding a magnifying glass.

Accessibility

The target is WCAG 2.1 level AA, everywhere — the product, the marketing site, the documents and the email. These are not aspirations; a design that misses them is not finished.

COLOUR

- Body text 4.5:1 minimum, large text and control boundaries 3:1.
- Colour is never the only carrier of meaning: every status has a word.
- The palette is tested in greyscale and against deuteranopia — the green-and-mint pair is the one at risk, which is why they are never the only difference between two things.
- Mint never carries text on a light ground. That is the rule this whole system is built around.

INTERACTION

- Every interactive element has a visible focus state, and the ring is never removed.
- Touch targets 44 × 44 px minimum, including in dense tables.
- Full keyboard operation. Nothing is reachable by hover alone.
- Motion respects prefers-reduced-motion; nothing auto-plays or auto-scrolls.

CONTENT

- Body text never below 14 px; secondary text never below 13 px.
- Text resizes to 200% without loss of content or function.
- Every image carries alt text; decorative elements are hidden from assistive technology.
- Both languages are held to the same standard — a French string that overflows is a defect, not a translation issue.

The ledger is the test. Any new colour pairing is measured before it ships, and the result goes into 03-Color/contrast-ledger.csv. If a pairing is not in that file, it has not been checked.

Asset index and naming

THE PACKAGE

FOLDER	CONTAINS
01 - Guidelines	This document, PDF and HTML source.
02 - Logo	SVG masters, PNG exports, favicon set, non-compliant alternate.
03 - Color	ASE, ACO, GPL, Sketch, JSON swatches and the contrast ledger.
04 - Typography	Inter — TTF and web, four weights, with the OFL licence.
05 - Tokens	JSON, CSS, Sass and Tailwind exports for developer handoff.
06 - Graphic-Elements	Pillar, bar, arch, dot grid, ledger stack, icon grid.
07 - Templates	Stationery, document, share card and slide artwork.

NAMING

patrimoine365 - logo - light.svg
patrimoine365 - logo - reverse@1600.png
patrimoine365 - mark - light@512.png
patrimoine365 - app - tile@1024.png

Lower case, hyphen separated, @size suffix on raster exports. Never rename a supplied file; if a new variant is needed, it is added to the package rather than edited in place.

WHICH FILE, WHEN

SITUATION	FILE
Web, app, anything vector	svg/*.svg
Slides, documents, partners	png/*@800.png
App stores, large print	png/*@1024.png
Browser tab	png/favicon.ico
iOS home screen	png/apple-touch-icon-180.png
Android	png/android-chrome-512.png
Social avatar	png/patrimoine365 - avatar - circle@512.png

The SVG masters are the source. Every PNG in the package is generated from them. If a logo needs to change, it changes in the SVG and the raster set is regenerated — never the other way round.

One file in this package must not be used. 02 - Logo/alternates/patrimoine365 - logo - light - brightmint.svg is supplied for reference only. It is the originally specified colouring and it fails contrast at 1.9:1.

Consistent. Modern. Trustworthy.

Questions about applying this system, or a case it does not cover, go to the brand owner before anything ships. A rule that turns out to be wrong gets changed here first — not worked around in one layout.