

Brand Guidelines

LeakIQ | Version 1.0 | August 2026

The brand in brief

LeakIQ reads a finance team's own billing, payment and accounting data and finds the revenue they have earned but never collected. The brand feels the way the product does: calm, exact, and honest about what it is.

The logo

The symbol is a comet: a signal tracing from where revenue leaks to where it is recovered.

Always keep it inside its rounded blue tile.

Wordmark: Leak in ink, IQ in brand blue (#155CFF). Keep those two colours and never restyle the name any other way.

Do not stretch, rotate, recolour, add effects, or change the IQ blue.

Minimum size 24px on screen, 10mm in print. Prefer SVG; PNG where SVG is not supported.

Colour

Brand Blue #155CFF Primary: actions, links, the symbol tile.

Sky #4EA1FF Emphasis on dark navy grounds.

Comet Trail #ADC6FF Secondary accent and gradients.

Navy 800 #0C1D38 Primary dark ground.

Navy 900 #0A1428 Deepest ground, footers.

Ink #111827 Primary text.

Slate #64748B Secondary text.

Line #E2E8F0 Surface #F8FAFC Blue wash #EAF0FF

Semantic: Recovered #059669, Attention #F59E0B, At risk #DC2626, Information #155CFF.

Recovered money is emerald, never blue. Keep semantic colour on small marks, not fills.

Typography

One clean humanist sans. The product renders in the native system sans stack; for collateral, Inter is the recommended match. Hierarchy comes from weight and size, never from extra typefaces. Align numerals in tables with tabular figures.

Voice and tone

Money first: lead with the figure and where it sits. Show each currency in its own terms, never a blended total.

Honest: detection is deterministic, not a model inventing numbers. Never claim customers we do not have. Concede limits before we are asked.

Safe by design: read-only, finds the money, never moves it. A person approves every recovery.

Say: Finds the revenue you have earned but never collected.

Do not say: AI-powered recovery that fixes leaks automatically.

Mechanics: UK spelling. No em or en dashes. Sentence case for most headings.

Applications and legal

Product UI: surface and white grounds, ink text, brand blue for actions, emerald for recovered money, red for at-risk.

Email: blue hero, ink body on white, team sign-off, currency-aware figures.

Ads and LinkedIn: navy gradient ground, comet arcs, symbol top-left, one honest message.

Company: LeakIQ Ltd, registered in England and Wales.

Trade mark: LeakIQ, UK application UK00004428169, classes 9 and 42. Accepted, in the opposition period. Use (TM) until registration completes.

Name: always one word, LeakIQ. Contact: hello@leakiq.io