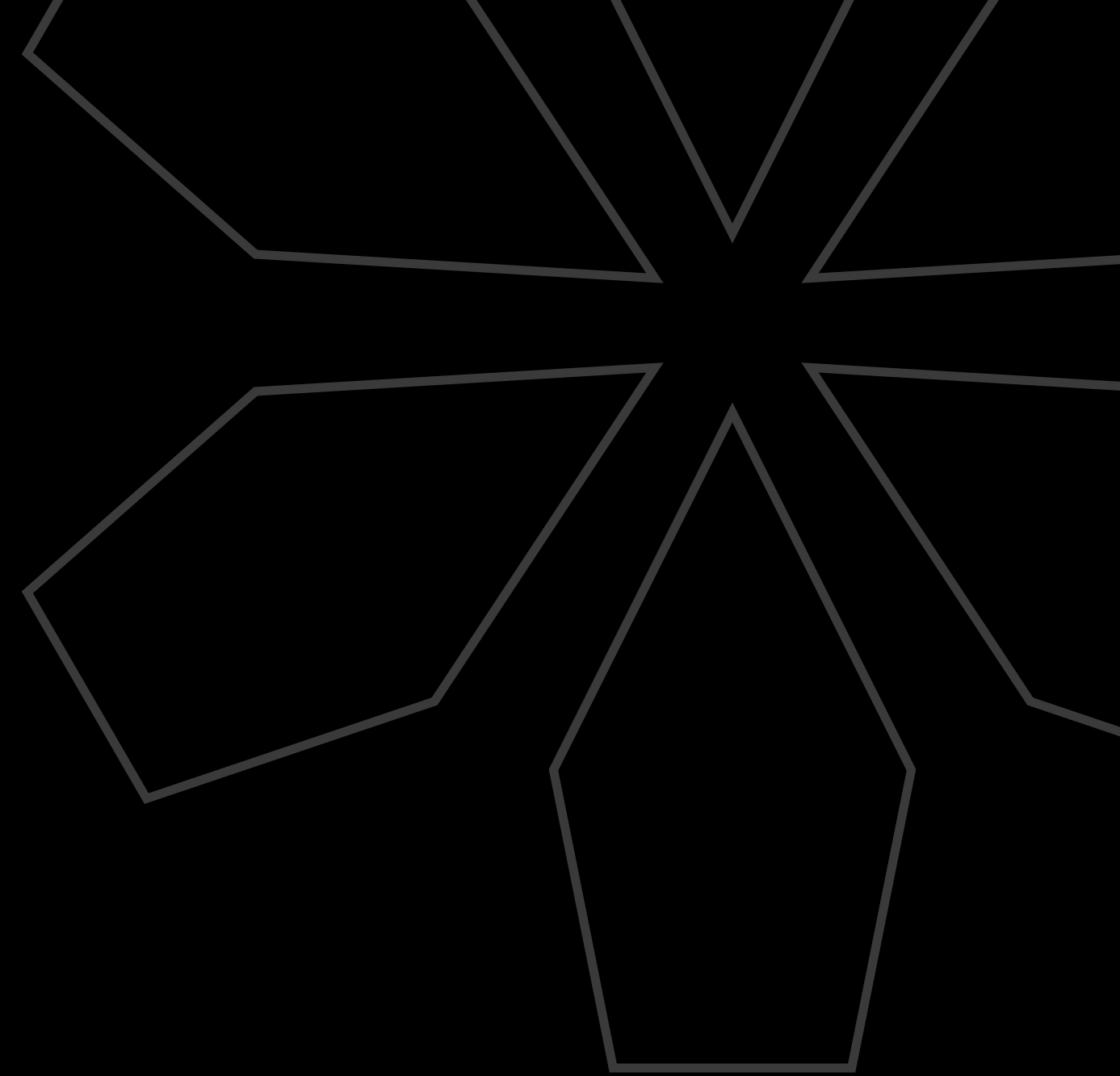


Brand Guidelines





Overview

This document sets out the principles behind how Lucid Signing looks and sounds. Following it closely keeps our design and messaging consistent, protects the logo, and helps every message land clearly wherever it appears.

It contains everything you need: the logo and its variations, how to use them, our colours and typeface, the backgrounds and patterns, and examples of the brand at work.



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The Brand

- Mission
- Vision
- Values



MISSION STATEMENT

Lucid Signing makes every agreement fast to send,
simple to sign and impossible to dispute, so business
never waits on paper.



VISION STATEMENT

A world where anyone can sign anything, from
anywhere, with the same confidence as ink on paper,
and keep the proof for good.



01

Trust

Every signature is verified, sealed and recorded. People rely on the result, so we earn it in every detail.

02

Clarity

Lucid means clear. Documents, steps and records that anyone can understand at a glance, with nothing hidden.

03

Speed

Agreements in minutes, not days. Sending, signing and filing without printing, scanning or chasing.

04

Simplicity

The fewest steps between a document and a signature. Effortless on any device, for any signer.



Our Logo

Primary Lockup

Alternative Lockups

Logo Construction

Clear Space

Correct Logo Usage

Incorrect Logo Usage



Primary Lockup

These are the go-to logos for all brand communications, and the quickest way for anyone to recognise Lucid Signing. Always apply the logo with the standards on the following pages.



Light Background



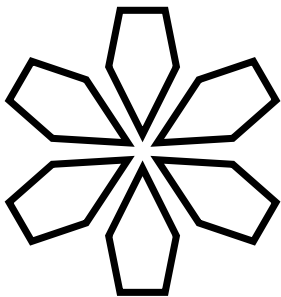
Dark Background



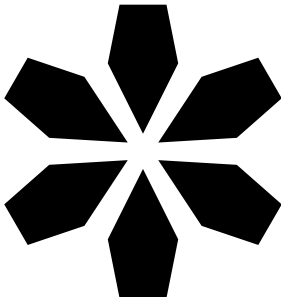
Alternative Lockups

Choose the file format for the medium (print or digital) and the version that works with the background (light or dark).

NOTE: These alternative lockups support different creative needs. Whenever possible, use the primary horizontal lockup.



Outlined Logo Mark



Logo Mark



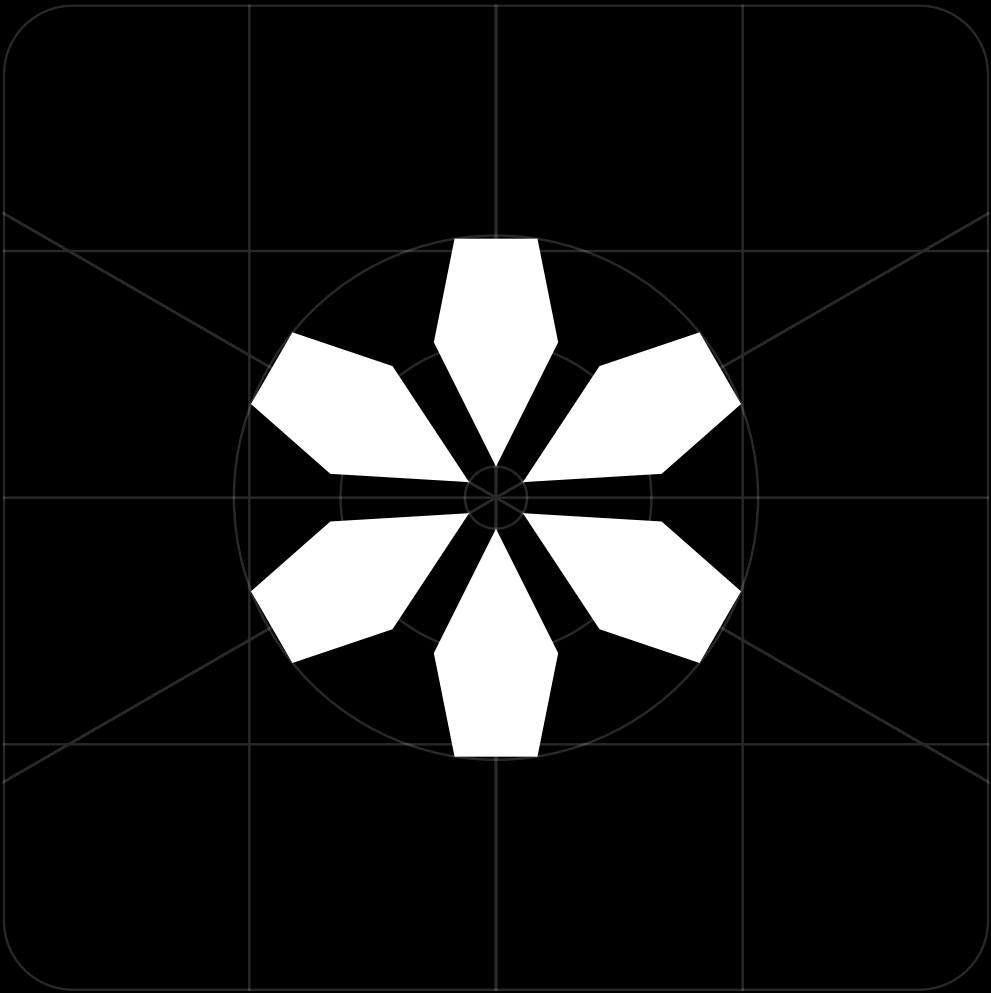
Lucid Signing

Stacked Lockup



Logo Construction

Here is how the Signatories mark is built and the thinking behind it. The diagram shows its axes, circles and grid: one nib, turned six times around a single point.



Pen nib

+



Six parties

+



One point



Clear Space

To keep the logo clear and effective, every version needs a designated amount of clear space on all sides, free of other elements.

The "X" unit is the gap between the mark and the wordmark. Use the same logic for clear space in the alternative lockups and variations.





Correct Logo Usage

The logo can sit on a solid ground or on one of our backgrounds, in white, black or lime. Here are examples of the logo applied in these instances.

For legibility and contrast, use the black logo on light grounds and the white or lime logo on dark grounds.





Incorrect Logo Usage

To represent the brand consistently, never use the logo in unapproved ways. The Lucid Signing logo should not be adjusted or edited in any way.

Follow these rules so the logo is always clear and consistent across every touchpoint. Here are some examples of what not to do:



Do not rotate the logo



Do not stretch or distort the logo



Do not use off-brand colours



Do not use drop shadow or other effects



Do not outline the logo while filled



Do not reduce the opacity of the logo



Do not add a box around the logo



Do not use colours with low contrast



Do not use the logo on a busy background



Colours

Colour Palette

03



Colour Palette

The palette is black and white with a single signal colour: lime marks the one thing that matters most, and only ever sits on black.

NOTE: If you're unsure which colour to choose, choose black. Never use lime for text on a light ground.

Lime		Black		Charcoal		Silver		White	
HEX	#AEFA16	HEX	#000000	HEX	#262626	HEX	#F3F3F3	HEX	#FFFFFF
RGB	174 / 250 / 22	RGB	0 / 0 / 0	RGB	38 / 38 / 38	RGB	243 / 243 / 243	RGB	255 / 255 / 255
CMYK	30 / 0 / 91 / 2	CMYK	0 / 0 / 0 / 100	CMYK	0 / 0 / 0 / 85	CMYK	0 / 0 / 0 / 5	CMYK	0 / 0 / 0 / 0



Typography

Brand Typeface

Typographic Hierarchy

04



Brand Typeface

Inter is a neo-grotesque designed for screens, with the clarity of a display face. Its open shapes and even rhythm read cleanly from a 12-pixel label to a billboard.

It comes in a full range of weights with matching italics, tabular figures and case-sensitive punctuation. It is free and open source, so everyone working with the brand can use it.

rsms.me/inter

Font Family

Inter

Light

Regular

Medium

Bold

Lowercase

abcdefghijklmno
pqrstuvwxyz

All caps

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

Numbers & characters

1234567890
{!@#\$%^&*()+=<~}



Typographic Hierarchy

Typographic hierarchy organises type in order of importance, so a reader finds what they are looking for at a glance.

NOTE: Not every level is needed in every piece, but each one plays its part in keeping writing clear and readable.

Eyebrow

Inter Medium | 16pt | Height: Auto | Spacing: 0% | ALL CAPS

Headline

Inter Medium | 60pt | Height: 60pt | Spacing: -3%

Subhead

Inter Medium | 30pt | Height: 32pt | Spacing: -2%

Paragraph

Inter Regular | 21pt | Height: Auto | Spacing: 0%

CTA

Inter Medium | 16pt | Height: Auto | Spacing: 0% | ALL CAPS

WHAT WE DO

Agreements, signed in minutes

Trusted by teams across South Africa

Lucid Signing sends, signs and seals documents online, with an audit trail on every signature.

GET STARTED



Brand Visuals

Backgrounds

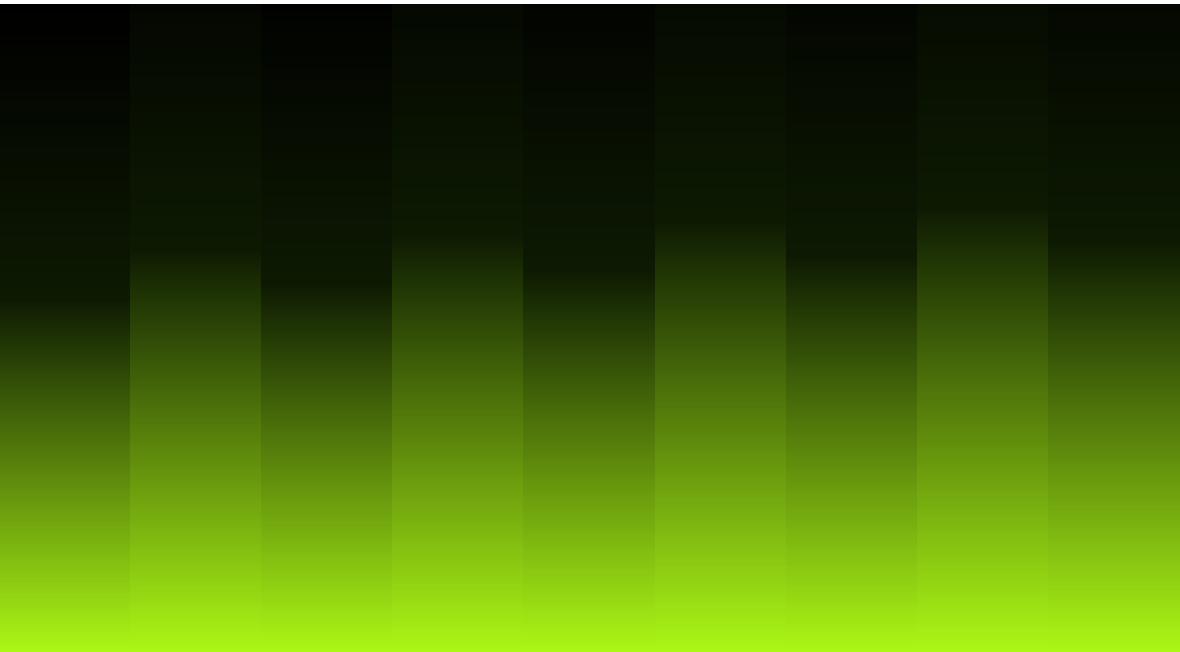
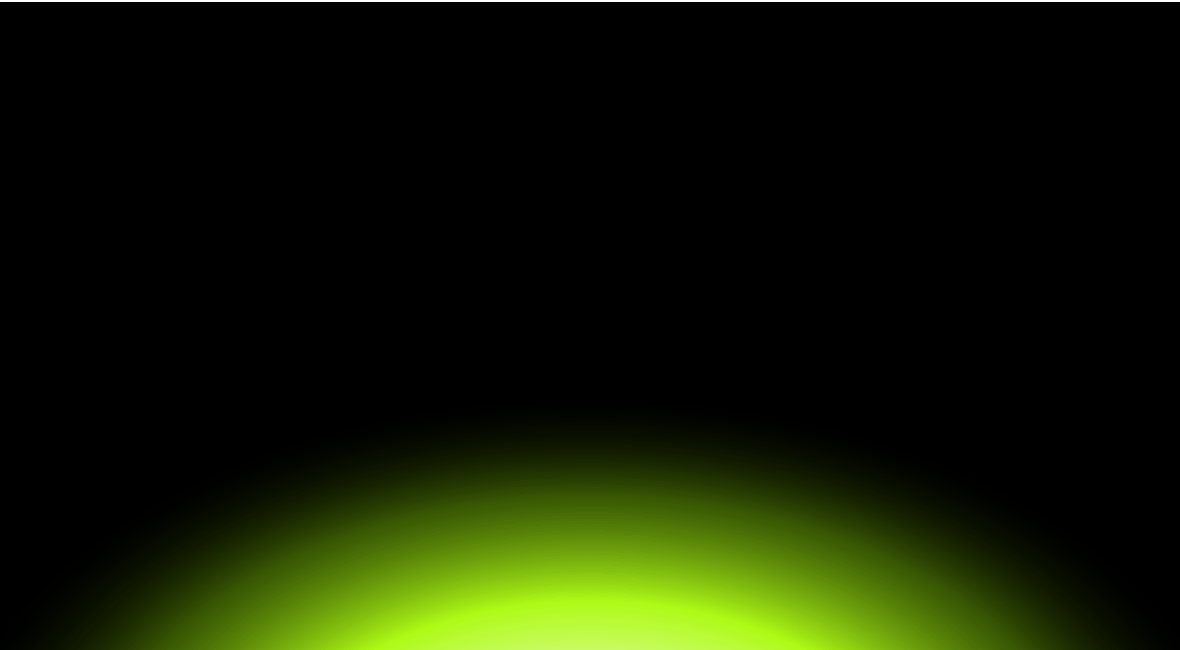
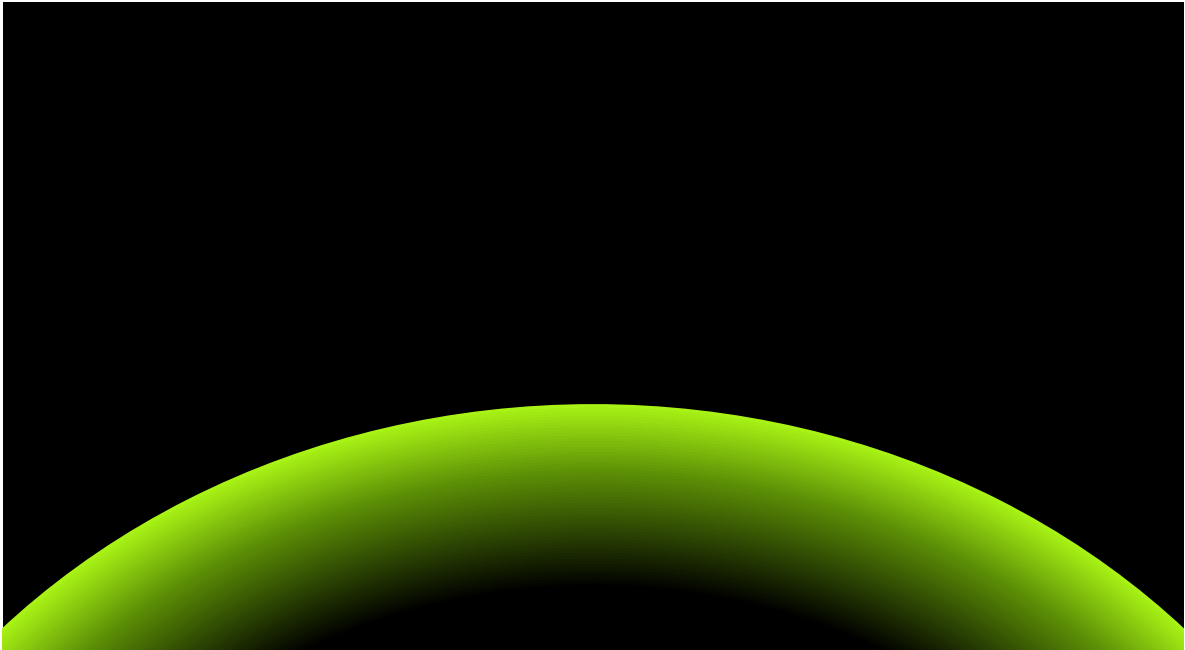
Pattern

05



Backgrounds

Our backgrounds carry the brand where there is no logo to do it: glows, gradients, bands and lines, all in lime, black and white. The full library of 91 is at lucidsigning.com/brand/backgrounds.

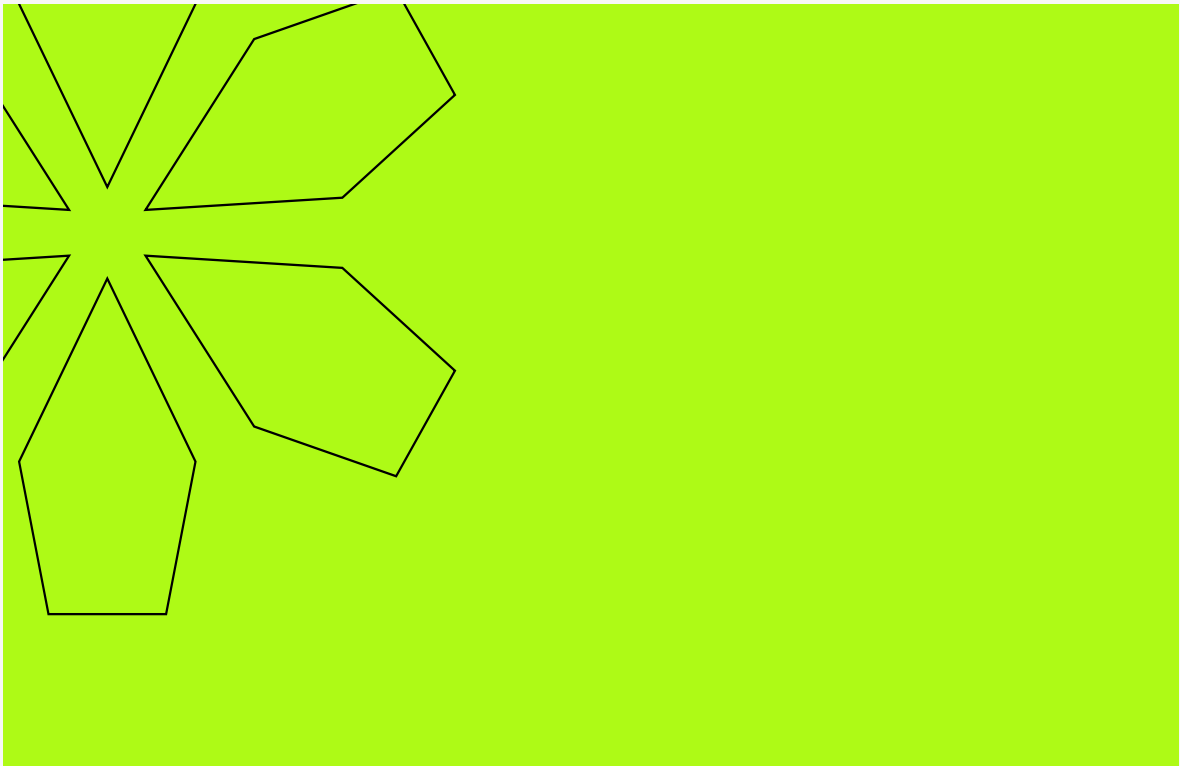
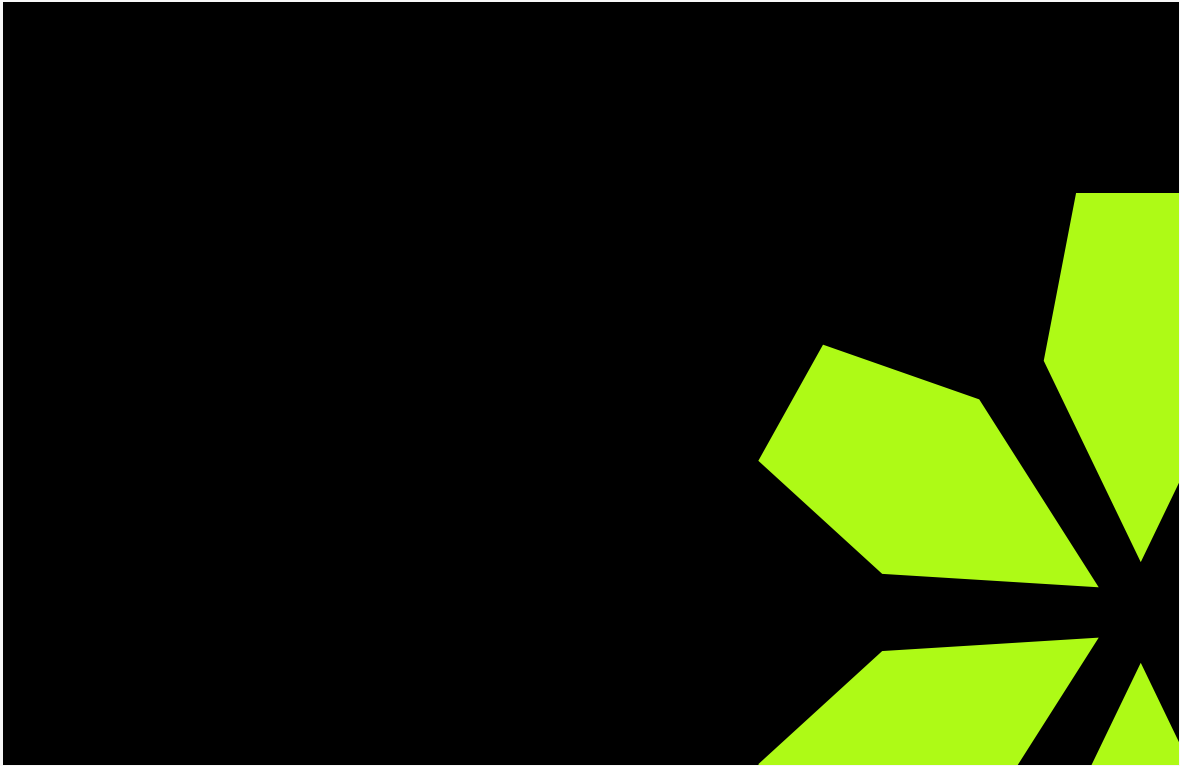




Pattern

Our patterns are built from the mark itself, filled or outlined. Use them selectively, in brand colours only.

NOTE: Patterns should add impact without competing with the content. They reinforce the brand quietly.





Applications

Business Cards

Letterhead

OOH Advertising

App Icon

Favicon

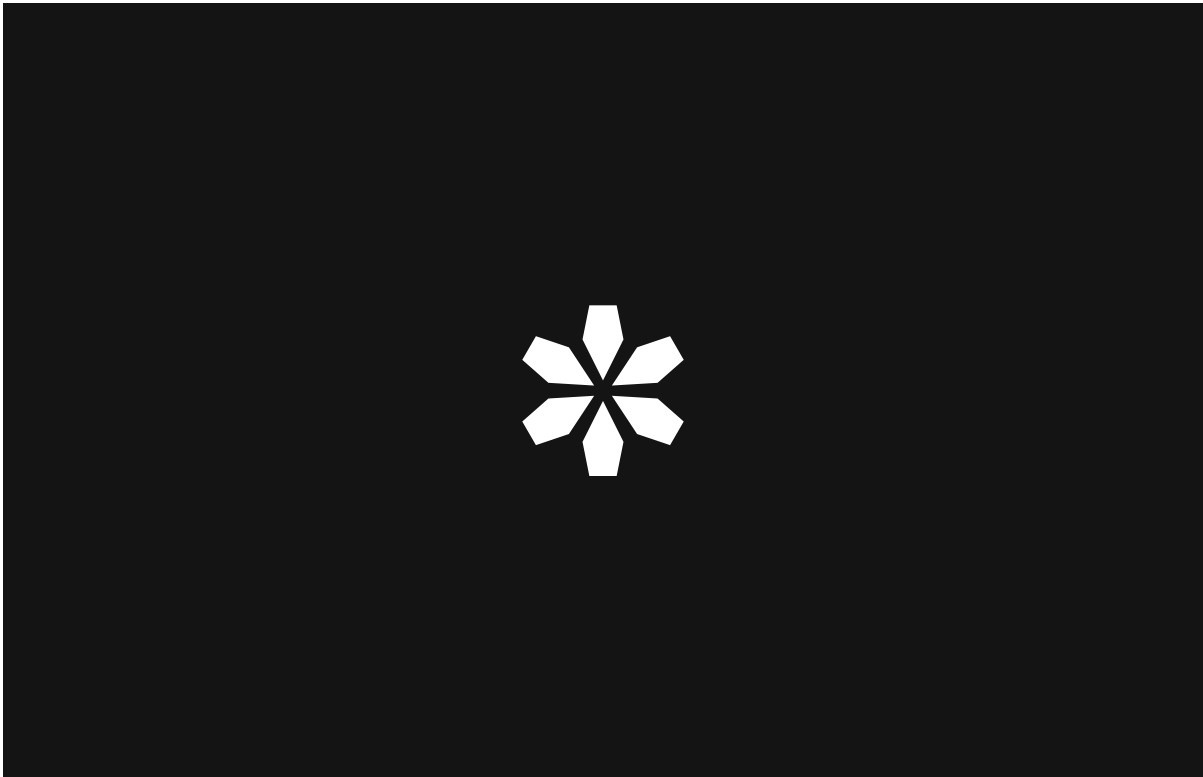
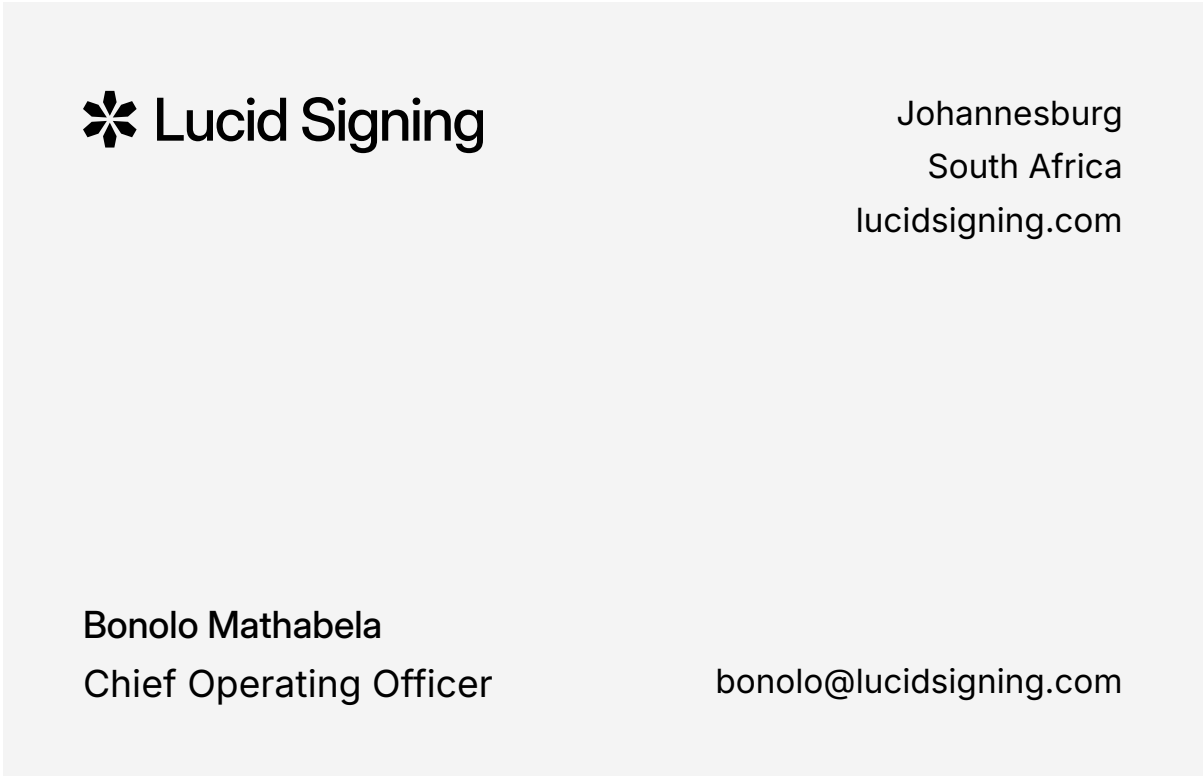
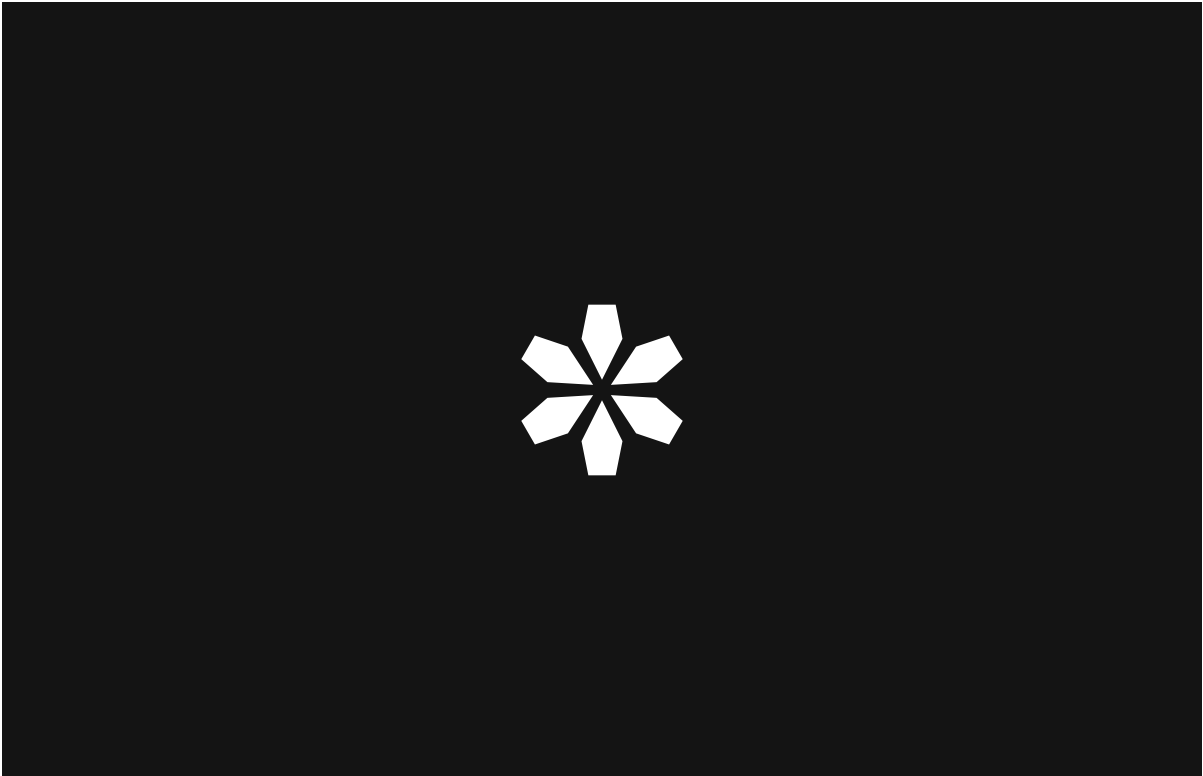
Digital Examples

06



Business Cards

Our business card, and the grid that sets its layout. We use the standard international size, 85 x 55 mm.





Letterhead

Our letterhead, and the grid that structures every letter. We use the standard A4 size, 210 x 297 mm.



Bonang Technologies
Johannesburg
South Africa

info@lucidsigning.com
lucidsigning.com

Date:

1 October 2026

Dear Client,

Thank you for choosing Lucid Signing for your agreements. Your account is ready: documents you send are delivered by email and SMS, signed from any device, and sealed with a complete audit trail the moment the last party signs.

Every signature is verified with a one-time code, and every completed document carries a certificate that records who signed, when and from where. Your records stay available to you for as long as you need them.

If you have any questions as you get started, reply to this letter or write to us at info@lucidsigning.com. We look forward to working with you.

Sincerely,

Angel Maile
Chief Technology Officer

Page 1 of 1

	 Bonang Technologies Johannesburg South Africa info@lucidsigning.com lucidsigning.com	
	Date: 1 October 2026 Dear Client, Thank you for choosing Lucid Signing for your agreements. Your account is ready: documents you send are delivered by email and SMS, signed from any device, and sealed with a complete audit trail the moment the last party signs. Every signature is verified with a one-time code, and every completed document carries a certificate that records who signed, when and from where. Your records stay available to you for as long as you need them. If you have any questions as you get started, reply to this letter or write to us at info@lucidsigning.com. We look forward to working with you. Sincerely, James Mthethwa Chief Information Officer	
	Page 1 of 1	



OOH Advertising

Out-of-home posters for decision makers on the move. Follow the colour and logo rules in every new campaign so the message reads at any distance.

Contracts signed
while you fly.

Sign up at
lucidsigning.com

 Lucid Signing

Contracts signed
while you sleep.

Sign up at
lucidsigning.com

 Lucid Signing

Contracts signed
while you surf.

Sign up at
lucidsigning.com

 Lucid Signing

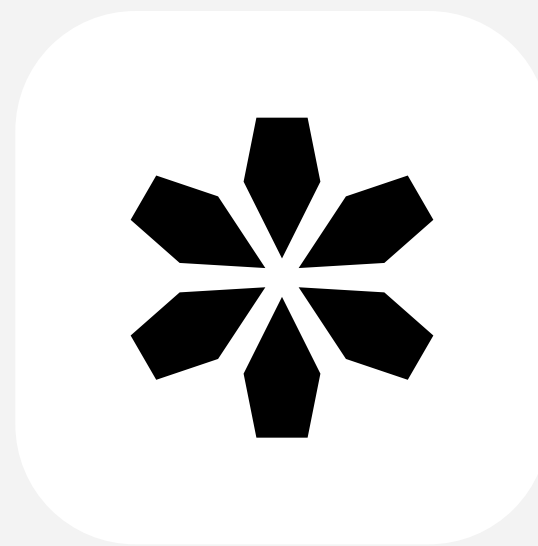


App Icon

Our app icon comes in light and dark versions, with the mark aligned to the iOS icon grid. The lime version is for app stores and marketing.



Icon Grid



Light Version



Dark Version

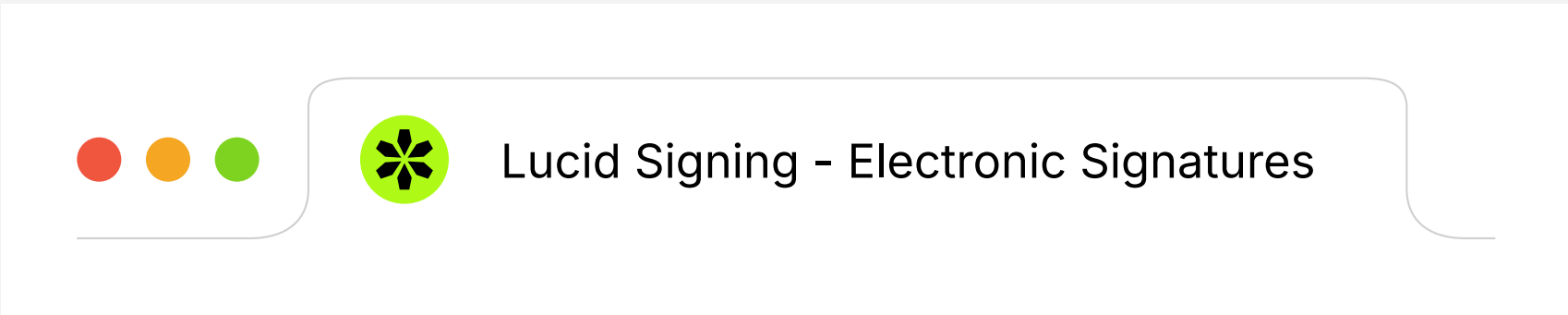


Lime Version

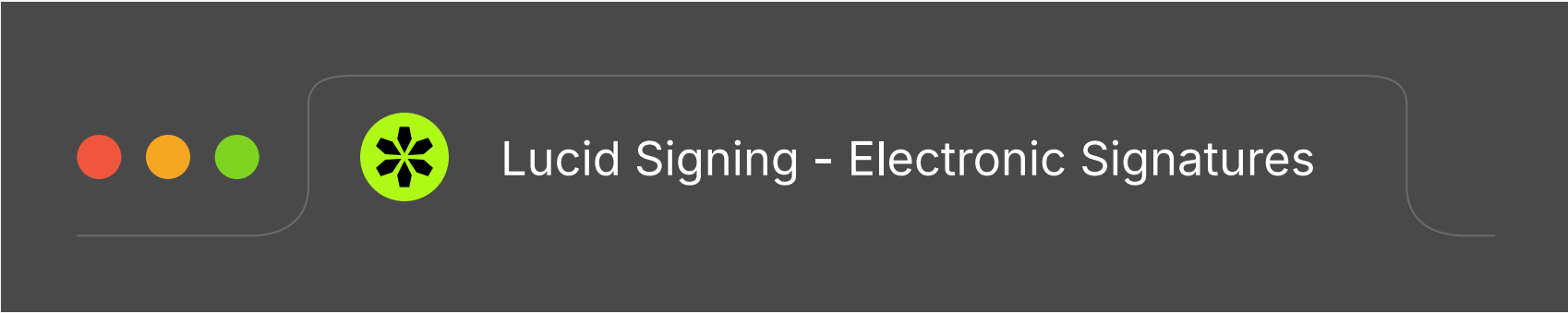


Favicon

Our favicon stays bold and recognisable at its smallest size, 16 x 16 px, and the same icon works in the browser's light and dark modes.



Light Version



Dark Version



Digital Examples

The logo and backgrounds at work where most people meet us: social posts, and the signing requests that land in their inbox.



Signed, sealed and sent.

 Lucid Signing

 Lucid Signing

You have a document to sign

Bonolo Mathabela sent you a service agreement to review and sign. It takes about two minutes, from any device.

REVIEW AND SIGN

Secured by Lucid Signing. Every signature is verified and sealed.



Contact

Angel Maile

Chief Technology Officer

angel@lucidsigning.com

lucidsigning.com/brand



Thank You!