OpSolv®

BRAND GUIDELINES · VERSION 1.0

Brand Guidelines.

How we present **OpSolv** and the **OpSolv Solutions** family: **AXIS and PRISM.**

AXIS | PRISM

November 2026 · OpSolv Ltd



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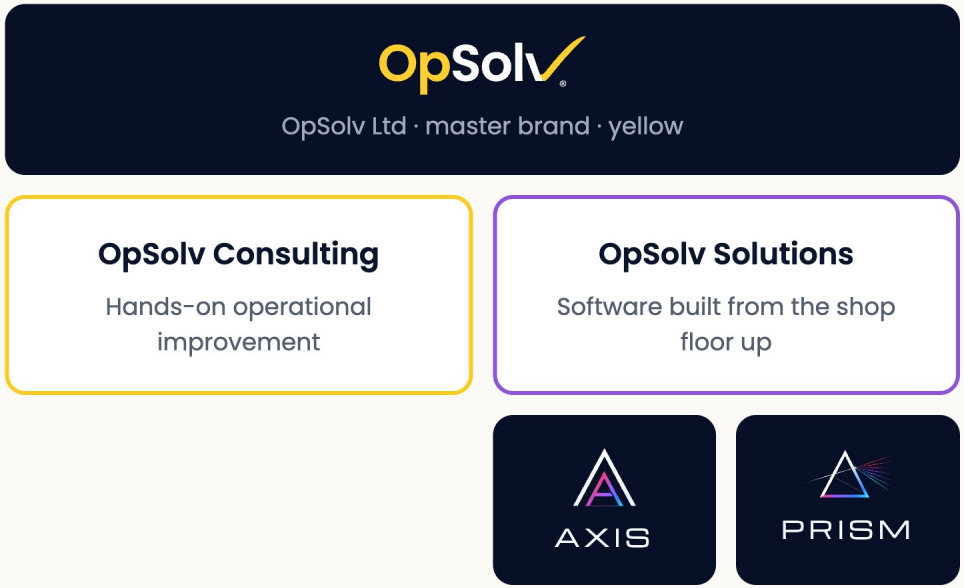
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Colours, type and UI values in this guide are taken from the live site (opsolv.co.uk) and the AXIS newsletter adverts, so the guide, the website and the campaigns stay in step.

BRAND ARCHITECTURE

One company, two ways of working.

OpSolv is the master brand. It trades as OpSolv Consulting (people on the ground) and OpSolv Solutions (software built from that experience). AXIS and PRISM are OpSolv Solutions products: each has its own mark, but OpSolv always endorses them.



01

SECTION 01 · MASTER BRAND

Operational problems, Solved!

Over 30 years of solving operational problems on real sites. The master brand is confident, plain-spoken and yellow.

OpSolv®

WHO WE ARE

Find what will go wrong before it does.

OpSolv helps organisations see what's going wrong early, and fix it properly. We do it in two ways: hands-on consulting, and software built from that consulting experience.

Our people are engineers and operators who have done the work themselves, on construction, manufacturing, infrastructure and airport programmes. We work through Lean, Quality, Risk and Collaborative planning.

Lean · Quality · Risk · Collaborative planning

THE OPSOLV METHOD

Our name spells our method. Six dimensions, used on every engagement and built into every product. When you list them, keep this order and the bold initial letter.

O

Observe

See how the work really happens

P

Plan

Plan collaboratively with the people who deliver

S

Solutions

Fix root causes, not symptoms

O

Optimise

Remove waste, improve flow

L

Learn

Build capability that stays

V

Verify

Prove the result with data

VOICE & TONE

Most problems are visible long before they bite. We just don't look.

We sound like the senior engineer you trust on site: plain, specific and a little blunt. We talk about failure openly because finding it early is the whole point.

Direct

Say the problem out loud. Short sentences. No hedging.

Pragmatic

Implementation over reports. Talk about what changes on site on Monday.

Collaborative

'We' and 'your team'. Calm, honest partners, never heroes.

WRITING RULES

- British English: organisations, optimise, programme, colour.
- Headlines in sentence case and end with a full stop. Our tagline keeps its exclamation mark: "Operational problems, Solved!"
- Highlight one key phrase per headline (yellow on OpSolv, spectrum on AXIS and PRISM). Never more than one.
- Lead with the reader's problem, then our answer. Use real numbers and name the source.
- Product names are always in capitals: AXIS, PRISM. The company is always OpSolv, never OPSOLV, Opsolv or Op-Solv.

Say Projects slip a task, a day and a week at a time.	**Avoid** Leveraging synergies to drive holistic delivery excellence.
Say Let's prove it on one of your projects: 12 weeks.	**Avoid** Book a no-obligation discovery call today!!
Say Your team starts from a complete first draft, not a blank page.	**Avoid** Our revolutionary AI transforms risk forever.

LOGO

The tick says it all.

The wordmark pairs a heavy ‘Op’ with a light ‘Solv’ and a hand-drawn tick: the problem, solved. Always use the supplied artwork; never retype or redraw it.



Primary · yellow & white

Default on Navy and dark photography. Our website header logo.



Primary · yellow & black

Default on white and Paper. Use on light documents and slides.



Mono · white

Single-colour dark use, and over busy imagery with a scrim.



Mono · black

Single-colour light use, including on OpSolv Yellow, fax and stamps.



With tagline · yellow & black

Covers, signage and first-impression moments where there's room.



With tagline · white

Dark covers and video end frames.



With tagline · black

Mono print and low-ink documents.

CLEAR SPACE



Keep clear space of **x** on every side, where x is half the height of the 'O'. Nothing else (text, edges, other logos) enters this zone.

MINIMUM SIZE

OpSolv

No tagline: 25 mm / 96 px wide

OpSolv
Operational problems, Solved!

With tagline: 40 mm / 150 px wide

Below these sizes the tagline and the tick lose definition: use the version without tagline.

DON'T



Stretch or squash the logo



Rotate or set it at an angle



Recolour it outside the four versions



Add shadows, glows or outlines



Use yellow & black on dark backgrounds



Place it on busy imagery without a scrim

Product marks (AXIS, PRISM) are never combined into the OpSolv wordmark. When they appear together, separate them with a hairline divider, as in the founder chip on page 18.

COLOUR

Navy to work in. Yellow to act on.

Navy carries the brand; yellow is the signal: the CTA, the highlight, the tick. Keep yellow to roughly 10% of any layout so it keeps its pull.

RGB 249 204 33

OpSolv Yellow
#F9CC21
Primary accent: CTAs, highlights, tick, focus ring. Logo artwork uses #FFCF2F.

RGB 14 29 64

Navy
#0E1D40
Brand surfaces, section backgrounds.

RGB 7 16 39

Navy Deep
#071027
Default dark background. Browser theme colour.

RGB 5 8 21

Ink
#050815
Deepest shade: shadows, gradient ends, header.

Navy Text
#0B152C
Body text and headings on light.

Slate
#545E6F
Secondary text on light.

Mist
#A1ABBE
Secondary text on dark.

Line
#DADEE5
Borders, rules, inputs.

Cloud
#EBEFF4
Muted fills, chips, table stripes.

Paper
#FBFAF7
Default light page background.

Accessible pairs: Navy Text on Yellow · Yellow on Navy Deep · Navy Text or Slate on Paper · Mist on Navy Deep.

Never: yellow text on white or Paper (fails contrast). Use a yellow underline bar instead, as in these headings.

TYPEFACE

Aa

Poppins

One family for everything at OpSolv: geometric, friendly and very legible on site screens. Free from Google Fonts. Use Regular 400, Medium 500, SemiBold 600 and Bold 700.

Regular **Medium** **SemiBold** **Bold**

AXIS · PRISM

Michroma is reserved for the product wordmarks and is already inside the logo artwork. Don't set copy in it.

Fallback: system-ui, sans-serif (Arial in Office documents).

Display Bold 700 · 64/1.05 · -2%	**Find what will go wrong before it does.**
Heading SemiBold 600 · 32/1.15 · -1%	**Software built from the shop floor up.**
Subheading SemiBold 600 · 20/1.3	**Hands-on operational improvement**
Eyebrow SemiBold 600 · 12–13 · caps · +6–10% · Slate on light, Mist 75% on dark	30+ YEARS SOLVING OPERATIONAL PROBLEMS
Body Regular 400 · 16–18/1.6	OpSolv helps organisations see what's going wrong early, and fix it properly. Today, we do it in two ways.
Stat Bold 700 · 120+ · 0.88 · -3%	**40%**
Small / caption Regular 400 · 12–13	Registered in England & Wales · Company no. 17544972

HEADLINES

One headline, one accent.

Every headline is Poppins Bold, sentence case, ending in a full stop. Pick one treatment from the six below and accent one phrase only: usually the outcome at the end.

OPSOLV · CONSULTING

Find what will go wrong before it does.

1 · Navy, white text, yellow accent

Our signature. Website hero, covers, dark slides, adverts.

OPSOLV · CONSULTING

Find what will go wrong before it does.

2 · White, navy text, yellow highlight

Default on light pages, documents and reports. The marker bar keeps the text readable.

DISPLAY ONLY

OPSOLV · CONSULTING

Find what will go wrong before it does.

3 · White, navy text, yellow accent

Display sizes only (40 px / 30 pt and up) and never for small copy: yellow on white is low contrast. Prefer option 2 where possible.

OPSOLV · CONSULTING

Got an operational problem? Let's solve it.

4 · Yellow, navy text, white highlight

Call-to-action panels, end slides, event banners. Use sparingly: one yellow block per piece.

OPSOLV SOLUTIONS · AXIS & PRISM

Know where your projects will really land.

5 · Navy, white text, spectrum accent

The product equivalent of option 1. AXIS and PRISM adverts, product pages, app sign-in.

OPSOLV SOLUTIONS · AXIS & PRISM

Proactive Risk Management.

6 · White, navy text, spectrum accent

Product content on light pages. Keep the spectrum phrase at 30 px and up so it stays legible.

GRAPHIC & UI ELEMENTS

Built from a few simple parts.

BUTTONS

Get in touch

All solutions →

Primary: Yellow fill, Navy Text label, 6 px radius, 48–52 px tall. One primary per view. Secondary: outline or ghost.

01 · CONSULTING

Hands-on operational improvement

02 · SOLUTIONS

Software built from the shop floor up

Cards: 8–14 px radius, soft navy shadow. A 3 px top rule codes the offer: **yellow = Consulting**, **spectrum = Solutions**.

Slanted section edge (4 rem)

Icons: 2 px stroke, rounded joins (Lucide style), in a 44 px tinted tile.

Photography: real sites and real teams (viaducts, cranes, site offices), cool and slightly darkened, faded into Navy from the text side. No staged stock smiles.

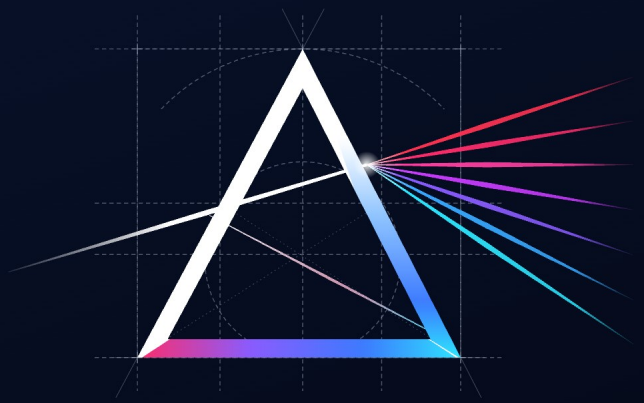
02

SECTION 02 · OPSOLV SOLUTIONS

Software built from the shop floor up.

AI-assisted tools that bring risk and delivery into one view. Two products, AXIS and PRISM, share one visual system: the spectrum and the blueprint triangle.





ONE FAMILY

Same blueprint, different light.

Both marks are a white triangle drawn over engineering guide lines. AXIS nests a spectrum ‘A’ inside; PRISM splits a beam of light into the spectrum. The product marks are white artwork: always place them on Navy Deep or Ink.



AXIS · mark

App icons, favicons, avatars, small sizes.



AXIS · mark + lines

Hero art, covers, banners.



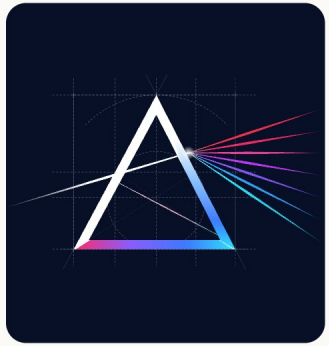
AXIS · full lockup

Primary logo for AXIS.



PRISM · mark

App icons, favicons, small sizes.



PRISM · mark + lines

Hero art, covers, banners.



PRISM · full lockup

Primary logo for PRISM.

Endorsement

Every product piece carries OpSolv: an ‘OpSolv Solutions’ eyebrow above the headline, or the founder chip with the OpSolv logo in the footer. OpSolv stays smaller than the product mark.

Guide lines

Use the lines versions only at 120 px tall or larger; below that the lines turn to noise. Never add, remove or recolour lines.

Wordmarks

The AXIS and PRISM wordmarks are drawn in Michroma with wide tracking. Use the supplied lockups; never set the names in Michroma yourself in running copy.

THE SPECTRUM

Light through the prism.

The Solutions spectrum runs pink to cyan, always in this order and always left to right (or 135°). It sits on the same Navy and Yellow as the master brand, so products still feel like OpSolv.

Spectrum Pink
#F74180
Start

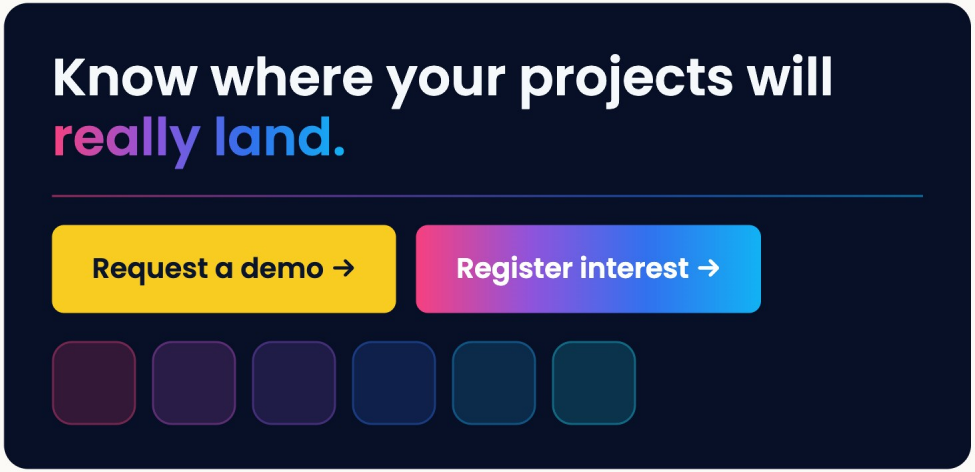
Spectrum Violet
#8F54DC

Spectrum Blue
#3271EE

Spectrum Cyan
#12B2F4
End

```
linear-gradient(90deg, #F74180, #8F54DC, #3271EE, #12B2F4)
```

USING THE SPECTRUM



- **Gradient text** for one key phrase per headline, eyebrows and big stats, at 20 px+ (on light backgrounds keep it to large display type).
- **Hairline dividers** and card top rules at 60% opacity.
- **Yellow stays the primary CTA** (“Request a demo”). The spectrum button is for pre-launch actions such as “Register interest”.
- **Icon tiles** step through the spectrum at 16–18% fill, stroke in the full colour.
- Never flood a whole background with the spectrum or use it as body text.



COLLABORATIVE PLANNING & PRODUCTION CONTROL

Made Digital. Made Live. Made to Deliver.

AXIS is the planning platform that gets everyone planning the weeks ahead together and formally committing to delivery, so you can see who's keeping their promises and where problems are emerging, in real time.

- **Plan together,** commit to delivery.
- **Record roadblocks** as they happen.
- **See who keeps promises** and where problems emerge.
- **Real-time visibility.** Less chasing, more delivering.
- **Know with confidence** where projects will really land.
- **Report status** to stakeholders with confidence.

Lead message

"How confident are you that your projects will deliver on time, on budget and to the required quality?" Support it with: around 40% of projects miss at least one of those targets, typically with a 20% cost overrun.

Offer & proof

"12 weeks, with reliability measured from week one." Show the real product: master programme, fever chart, My Tasks on a phone. Address: opsolv.co.uk/axis.

INSIDE THE APP

A calm workspace, one brand violet.

Marketing for AXIS lives on Navy and the spectrum. The app itself is light and quiet so programmes stay readable all day. These are its tokens.

AXIS Violet
#6A2FD1
Brand colour in the app: selection, active, links.

App Ink
#0B0E14
Headings, bars.

App Text
#29384B
Body text.

App Muted
#5F7186
Labels, meta.

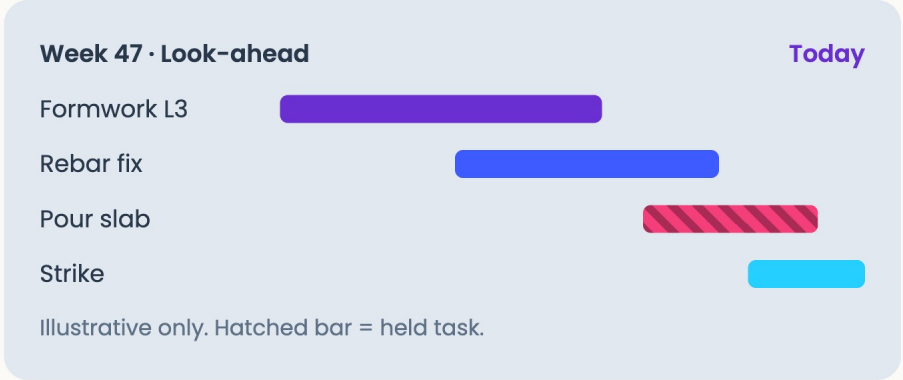
App Ground
#E2E8F0
App background.

Today
#F3EDFD
Today column on the programme.

AXIS gradient (in app)

```
linear-gradient(135deg, #F43F7B 0%, #B846E8 35%, #7B3FE4 55%, #3D5BFF 78%, #25CFFF 100%)
```

Use it for the app's hero moments (sign-in, empty states). Held or blocked tasks use a 45° hatch over the bar colour.



OPSOLV SOLUTIONS · RISK & DELIVERY

Proactive Risk Management.

PRISM applies AI-accelerated cause analysis to the risks that matter most to your organisation. Your team starts from a complete first draft, not a blank page.

What PRISM is

A browser-based FMEA (failure mode and effects analysis) tool for infrastructure, highways and regulated sectors. It brings risk and delivery into one view.

How we talk about it

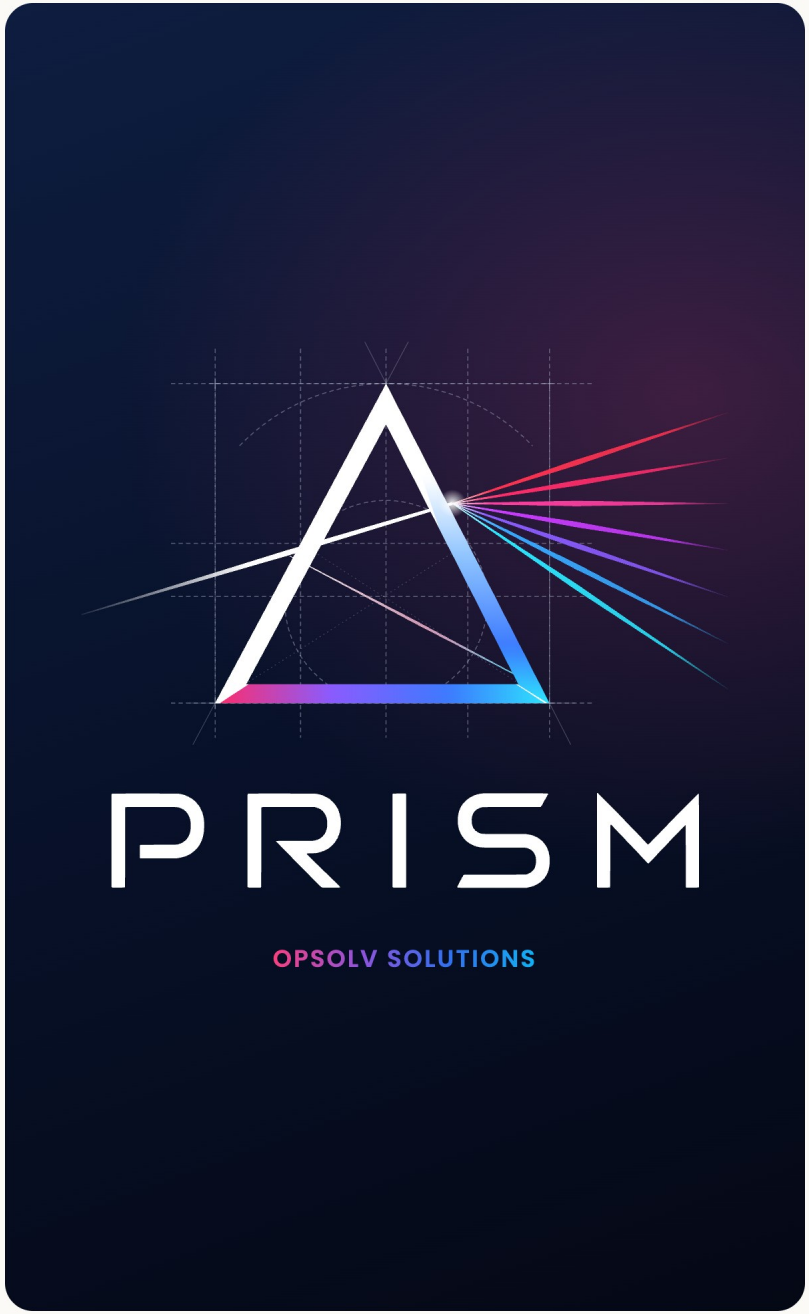
Lead with the outcome (risks found earlier, workshops that start from a draft), then the method. Say ‘AI-accelerated’ or ‘AI-assisted’, never ‘AI-powered’ or ‘automated’: people stay in charge of the analysis.

Trust line

“Working towards ISO 27001 & Cyber Essentials.” Use these exact words until certification is awarded. UK data storage can be stated; avoid absolute security claims.

Status

In active development and testing. Pre-launch CTA: “Register interest” (spectrum button), with a yellow secondary to “All solutions”.

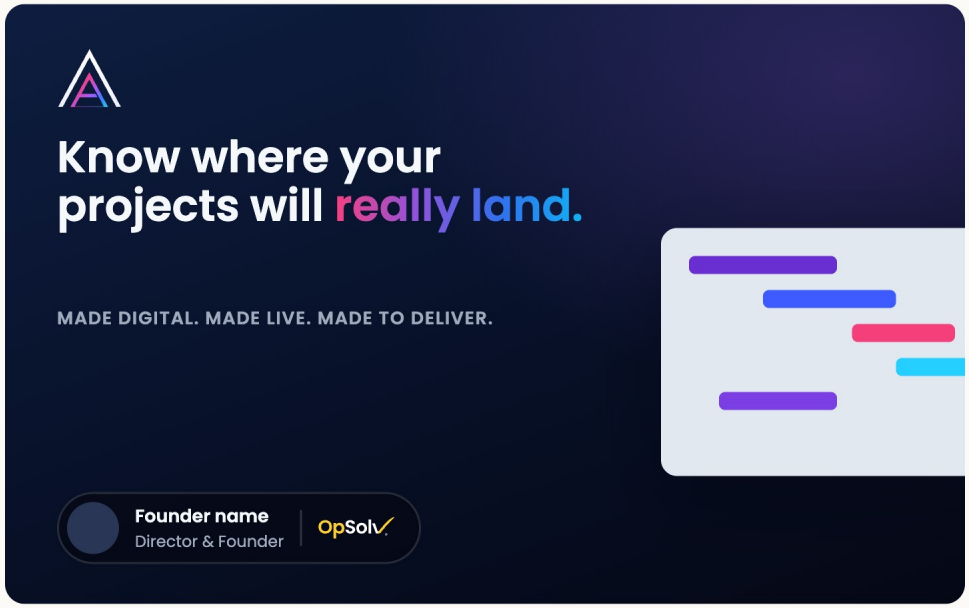


Register interest →

All solutions →

NEWSLETTER ADVERTS & EMAIL HEADERS

Every campaign piece, the same anatomy.



Layout diagram based on the AXIS newsletter banners (banner A). Use real product screenshots and the founder's photo in production.

1. **Background:** Navy → Navy Deep → Ink at 160°, with a soft violet glow top-right.
2. **Product mark** top-left at 34–64 px, 64 px from the edges.
3. **Headline** Poppins SemiBold 44 px, one spectrum phrase. Under it, the tagline as a Mist eyebrow.
4. **Proof:** real screenshots in a browser frame or phone, 12 px radius, deep shadow; or a stat (40%) in gradient Bold 168 px.
5. **Founder chip** bottom-left: photo, name, role, hairline, OpSolv logo. This is the OpSolv endorsement.
6. **CTA** in Yellow ("Request a demo →") with the short URL beside it. Offers and key numbers can use Yellow text on dark.

1200 × 752	1200 × 600	1080 × 1080	1200 × 2000
Newsletter banner	Email header 2:1	Social / mobile	Full advert

OpSolv®

Operational problems, Solved!

Got an operational problem? Let's solve it.

opsolv.co.uk linkedin.com/company/opsolv opsolv.co.uk/axis





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Brand questions and logo files: contact the OpSolv team. Version 1.0 · November 2026.