photoproof.io

Brand guidelines

Logo, colour, typography, the selection circle, imagery, voice and applications.

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Contents

About the brand 03

Name, lines and values 04

Logo 05

Clear space and sizes 06

Logo misuse 07

Colour 08

Colour rules and contrast 09

Typography 10

The selection circle and photo states 11

Buttons, focus and icons 12

Imagery 13

Voice and tone 14

Applications 15

Downloads and contact 17

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01

photoproof.io is the modern contact sheet.

For about a century, photographers picked frames by circling them on a contact sheet with a china marker. photoproof.io does that same job online: a client circles the keepers, signs off, and you deliver. Nothing else in the way.

The brand borrows that ritual and nothing more. Black and grey for the film rebate and the paper. One marker colour, used only for the circle. Frame numbers in a monospaced face. The rest gets out of the way of the photos.

On the contact sheet	In photoproof.io	How it looks
Circling a frame	**Select**	The hand-drawn lime circle
Crossing a frame out	**Reject**	A grey ✕ and a faded frame
A note in the margin	**Comment**	A graphite note on the frame
Signing the sheet	**Confirm**	The selection locks, with a timestamp
The number on the film edge	Photo code	`LO_2041` in JetBrains Mono

Describing photoproof.io

> photoproof.io is online photo proofing software for photographers: share one link, and clients select, reject or comment on each photo and confirm their picks without creating an account, then you deliver the full-resolution finals from the same gallery.

Use word for word in listings, directories and press.

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01

Name, lines and values

Slogan

Send galleries. Get picks. Done.

Campaign lines

Circle the keepers.
Mark it. Confirm it. Done.

Writing the name

Always **photoproof.io**: lowercase, one word, with ".io", even at the start of a sentence.

Never "PhotoProof", "Photo Proof", "Photoproof" or "PP".

Short description (under 160 characters)

Photo proofing software for photographers. Share one link: clients select, reject, comment and confirm. Then deliver the finals. No client logins.

What we stand for

01

Focused

Two jobs done well: proofing and delivery. We say clearly what we don't do.

02

Clear decisions

A circle for every Select, a live counter, a grey ✕ to Reject, and Confirm signs off the sheet.

03

Zero friction for clients

One link, no account, works on a phone.

04

Safe proofs

Password, watermark, download lock, view and download tracking.

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Logo

Two parts, used together or on their own: the wordmark and the icon. Always use the supplied artwork.

Wordmark

“photoproof” in Geologica SemiBold, “.io” in graphite on light and grey on dark.

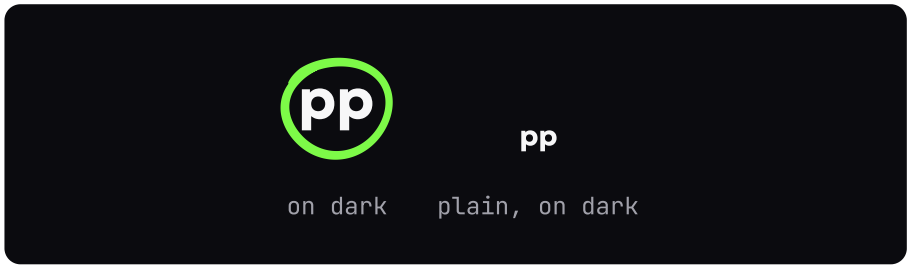
photoproof.io

photoproof.io

Icon

A lowercase “pp” in paper on an ink rounded square, with one open, hand-drawn lime circle. The square is always ink.





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Clear space, sizes and the circle wordmark

Clear space

At least 25% of the icon's size free on every side.



Minimum sizes

Icon with circle: **40 px** and up

Plain icon: **16–32 px** (favicons, tabs)

photoproof.io Wordmark: **80 px** wide

Wordmark with circle: **160 px** wide

At 32 px and below the circle would blur, so use the plain icon.

Wordmark with circle

For large hero, social and print uses only. Never in navigation bars. No outline on the circle.

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Rules

- ✓ Use only one circle per composition.
- ✓ The circle is never used on its own as a logo. It always goes with the "pp" monogram or the wordmark.
- ✓ The two p's always sit side by side with a visible gap.
- ✓ Use ™ where a mark symbol is needed; never ®.

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Logo misuse

These examples are deliberately wrong.



× Don’t outline the lime circle. It never has an ink or black border, on light or dark.



× Don’t fill the circle. It is always an open, hand-drawn loop.



× Don’t recolour the circle or the monogram.



× Don’t change the colour of the icon square. It is always ink.



× Don’t stretch, squash, rotate or change the corner radius.



× Don’t add shadows, glows or other effects.



× Don’t use the circle as decoration: no circled headings, underlines, bullets or backgrounds.

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× Don’t set the wordmark in another font or weight, or retype it.

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Colour

Black, greys and paper, with one neon lime that only ever means “selected” or “focused”.

Ink

`#0B0B0F · RGB 11, 11, 15`

Primary text, all buttons on light, the icon square, dark surfaces.

Dark grey

`#2A2A30 · RGB 42, 42, 48`

Raised dark surfaces, button hover, notice border.

Graphite

`#5B5B61 · RGB 91, 91, 97`

Secondary text, the Reject ×, notes, “.io” on light, frame numbers on light.

Light grey

`#E4E4E7 · RGB 228, 228, 231`

Reject × and labels on dark surfaces.

Paper

`#F7F7F8 · RGB 247, 247, 248`

Page background, the “pp” monogram, text on ink.



Marker lime

`#7DFA48 · RGB 125, 250, 72`

Only three uses: the selection circle, the focus ring and the circle in the icon. Never text, a button, a fill or a background.

White

`#FFFFFF · RGB 255, 255, 255`

Cards, photo mats, screenshots.

Frame grey

`#A1A1AA · RGB 161, 161, 170`

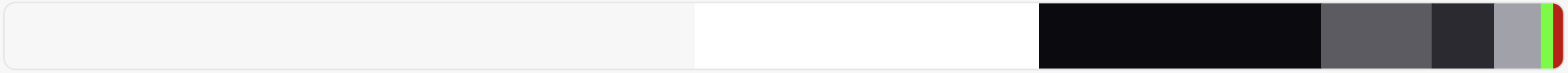
Frame numbers and photo codes on dark (JetBrains Mono).

Error red

`#B42318 · RGB 180, 35, 24`

Only for errors and Delete, always with an icon and text.

Proportion



Indicative share in a typical layout: paper and white dominate, ink carries text and buttons, lime and red are tiny by design.

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Colour rules and contrast

Rules

- ✓ Lime appears in exactly three places: the selection circle, the focus ring and the circle in the icon.
- ✓ All buttons are ink on light backgrounds, and paper with ink text on dark.
- ✓ Red #B42318 is only for errors and Delete, always with an icon and words.
- ✓ Reject is always a grey ×, never red and never lime.
- ✓ Never rely on colour alone: every state also has an icon, text or an accessible label.

Never

- × Lime as text, a button, a badge, an underline or a background.
- × Lime pages, cards, bands or hero areas.
- × Yellow or gold accents, or blue near the mark.
- × Gradients or tints of the lime.

	Pair	Text / background	Contrast
Aa	Ink on paper	#0B0B0F / #F7F7F8	18.35:1
Aa	Ink on white	#0B0B0F / #FFFFFF	19.64:1
Aa	Graphite on paper	#5B5B61 / #F7F7F8	6.30:1
Aa	Graphite on white	#5B5B61 / #FFFFFF	6.74:1
Aa	Paper on ink	#F7F7F8 / #0B0B0F	18.35:1
Aa	Paper on dark grey	#F7F7F8 / #2A2A30	13.32:1
Aa	Frame grey on ink	#A1A1AA / #0B0B0F	7.66:1
Aa	Frame grey on dark grey	#A1A1AA / #2A2A30	5.57:1
Aa	Light grey on dark grey	#E4E4E7 / #2A2A30	11.24:1
Aa	Error red on white	#B42318 / #FFFFFF	6.57:1
Aa	Paper on error red (Delete on dark)	#F7F7F8 / #B42318	6.14:1

Every text pair meets WCAG AA (4.5:1).

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05

Typography

Geologica for headlines, Inter for reading, JetBrains Mono for numbers. All open source (SIL OFL), all with Latin and Greek.

Geologica SemiBold 600 · headlines, wordmark, monogram

Circle the keepers. Κυκλώστε τις καλύτερες.

Inter 400 / 500 / 600 · interface and body

Clients select, reject or comment on each photo, then confirm. Οι πελάτες επιλέγουν, απορρίπτουν ή σχολιάζουν κάθε φωτογραφία.

JetBrains Mono 400 / 500 · codes, counters, timestamps

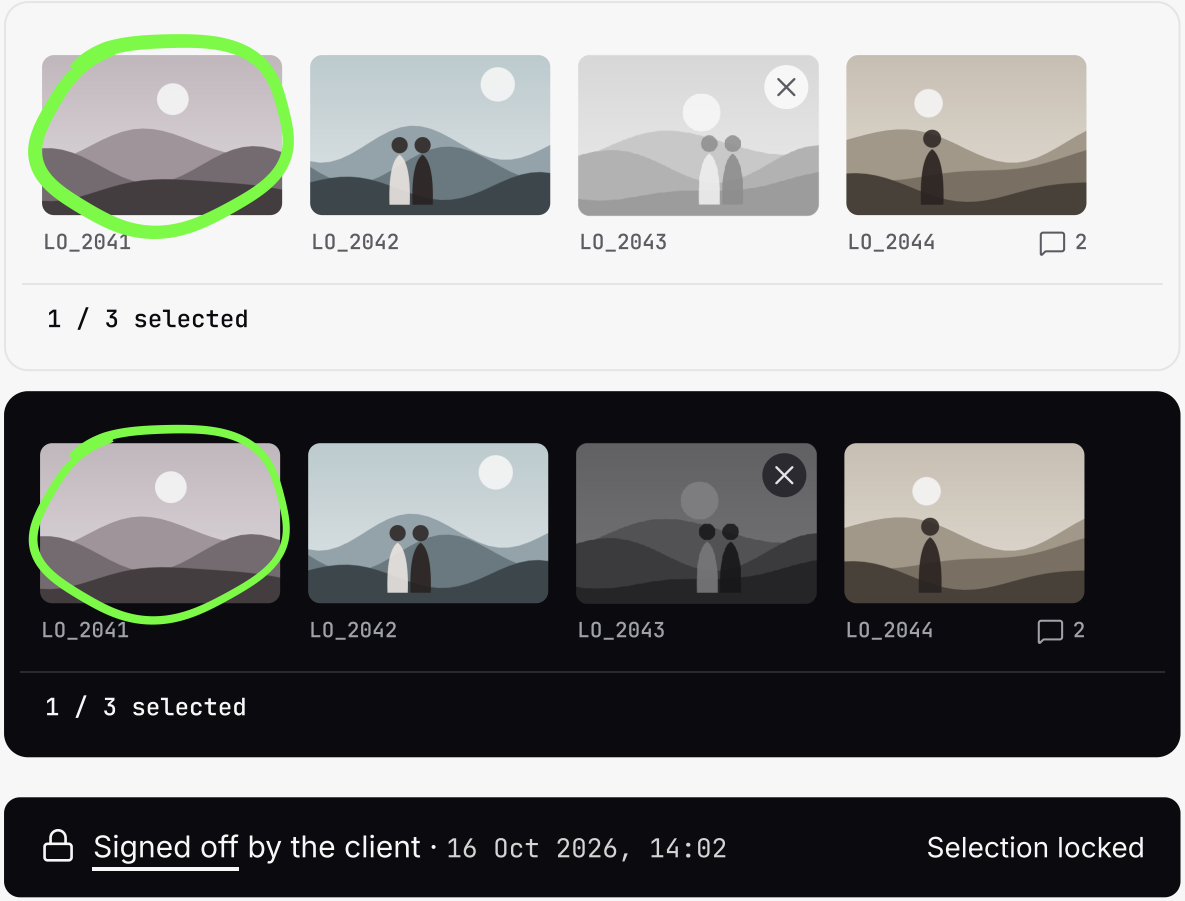
`LO_2041 · 3 / 40 selected · 16 Oct 2026, 14:02`

Style	Specification
H1	Geologica 600, 48 → 60 px, line-height 1.0, tracking −0.03em
H2	Geologica 600, 30 / 24 px, tracking −0.02em
Lead	Inter 400, 18 px, graphite
Body	Inter 400, 16 px / 1.5 (long text 1.7, max 72 characters)
Small	Inter, 14 / 12 px
Codes	JetBrains Mono, 13–14 px

- ✓ Self-host as WOFF2 (Latin, Latin Extended, Greek) on the web.
- ✓ Fallbacks: Geologica → Inter → system sans; JetBrains Mono → system monospace.
- ✓ Sentence case. No ALL CAPS in body text.

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The selection circle and photo states



States

- ✓ **Selected:** full colour plus the hand-drawn lime circle. 6.4 px on light, 4 px on dark. Never filled, no outline.
- ✓ **Rejected:** a grey × and the photo greyed out. Never red, never lime.
- ✓ **Comment:** a graphite note icon with a count.
- ✓ **Counter:** JetBrains Mono, “3 / 40 selected”.
- ✓ **Confirmed:** an ink strip with a lock, “Signed off” and a timestamp.

Rules

- ✓ No “Selected” or “Rejected” labels or pills on photos.
- ✓ Screen readers get each state from the markup.
- ✓ The selected count is always visible as text.
- ✓ The circle may draw in on Select (≤ 250 ms).
- ✓ The circle is never page decoration.

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Buttons, focus, messages and icons

On light

Start free | Log in | ✓ Confirm 3 picks

Delete gallery

Every button is ink. Delete: red text and border with the trash icon.

On dark

Start free | Log in | ✓ Confirm 3 picks

Delete gallery

The main button is paper with ink text. Delete is a red fill with paper text.

Focus ring

Focused on light

Focused on dark

Light: 2 px ink plus a 2 px lime outer ring. Dark: 2 px lime. 2 px offset, rectangular, so focus never looks like the circle.

Messages

⚠ **LO_2077.jpg is not in the signed-off picks.** It will not be delivered.

✓ Gallery link copied

> Notice: white, dark grey left border.

Icons: Lucide outline, 24 px grid, 1.75–2 px stroke, ink or graphite, never lime

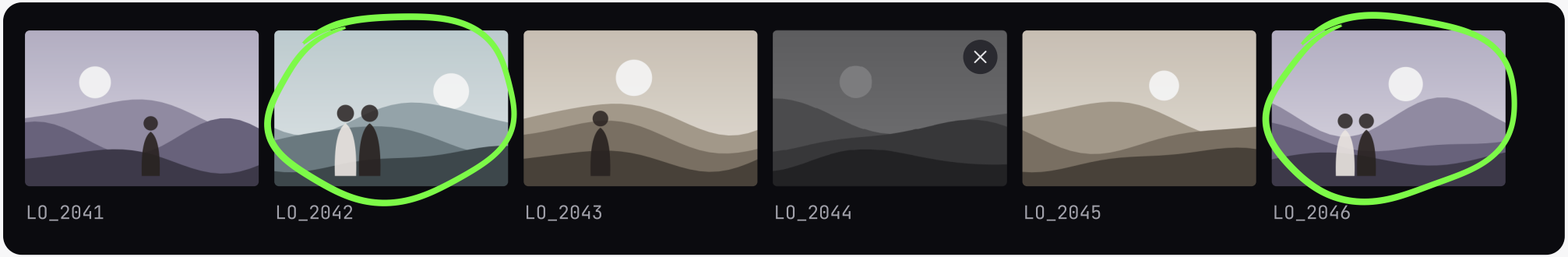
check	x	message-square	lock	trash-2	triangle-alert	upload	send	eye	download	mail	clock

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09

Imagery

Real photographs, shown the way a photographer sees them: framed, numbered and ready to choose.



Illustrative placeholder frames.

Do

- ✓ Photos in frames: ink rebates on dark, white mats on light.
- ✓ Show choice: sequences, near-duplicates, angles of one product.
- ✓ True-to-life colour, natural or softbox light.
- ✓ Only the brand’s own marks on photos: circle, grey ×, note, signed-off strip.
- ✓ Alt text that says what is shown, including which frames are circled.

Avoid

- × Generic stock, or a camera as the hero image.
- × AI-generated people.
- × Heavy filters, HDR, vignettes, fake grain or light leaks.
- × Identifiable people or property without releases; client work without written consent.

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Voice and tone

Plain, short, practical and honest, with a photographer’s vocabulary. A competent colleague, not a hype marketer.

Do	Don’t
✓ Short, declarative sentences: “Circle the keepers.” “Mark it. Confirm it. Done.”	× Hype: “revolutionary”, “game-changing”, “AI-powered”.
✓ Craft words used naturally: frame, sheet, keepers, finals, sign off.	× Overdoing the metaphor (“analog magic”, “film vibes”) or explaining contact sheets every time.
✓ Say what we don’t do: “To be upfront: photoproof.io has no print or digital store.”	× Implying features we don’t have.
✓ Concrete numbers: “2 GB free”, “ZIP parts of about 2 GB”.	× Vague claims: “tons of storage”, “lightning fast”.
✓ Name client actions exactly: Select, Reject, Comment, Confirm.	× Mixing verbs for the same action: tick, star, like, heart, approve.
✓ Capitalise UI actions as they appear on screen: **Confirm**, **Deliver finals**.	× ALL CAPS or exclamation marks in body copy.

Sample lines

Circle the keepers.

Mark it. Confirm it. Done.

Every pick, on the record.

3 of 40 circled.

The four client actions

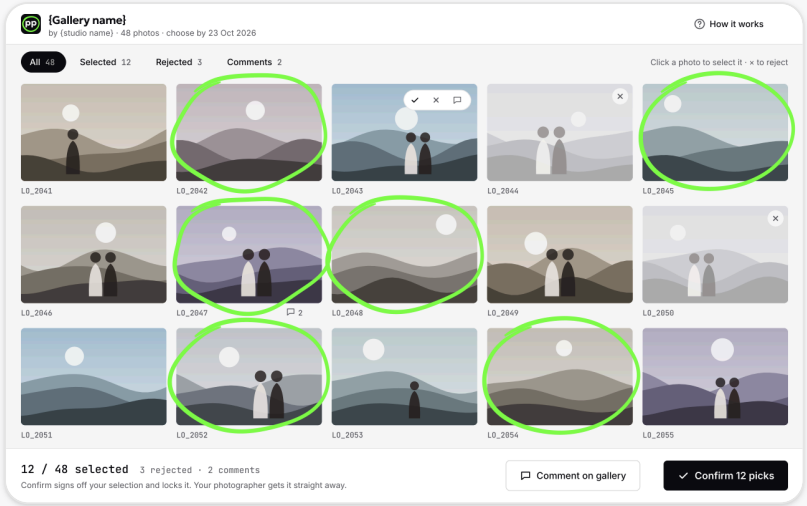
`Select` `Reject` `Comment` `Confirm`

The button is always Select. Never “tick”, “star”, “favourite”, “like” or “approve”. British-leaning spelling.

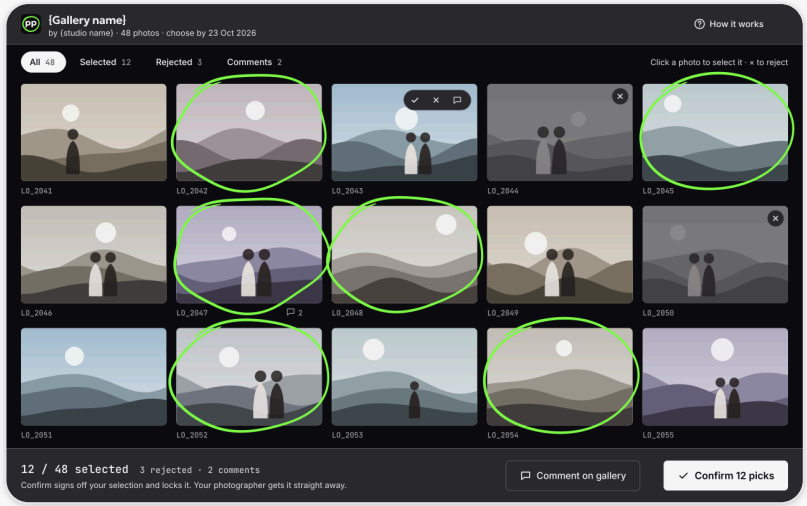
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Applications: product and social

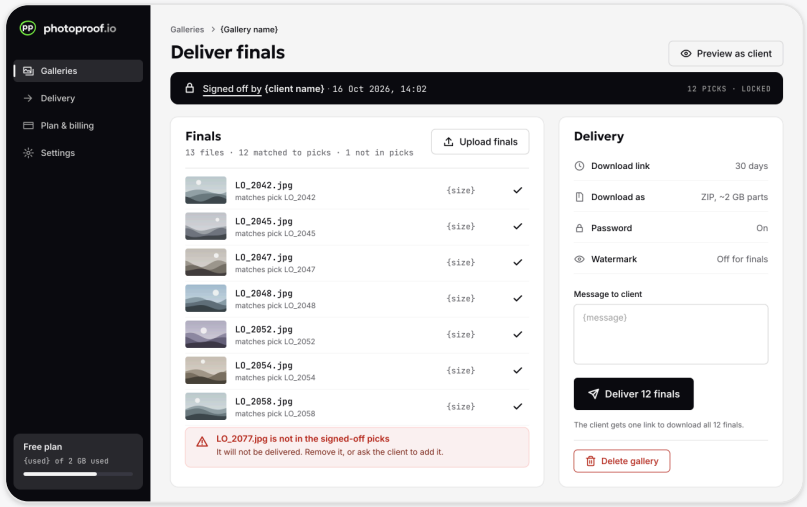
Examples. Product screens use a demo account with placeholder images.



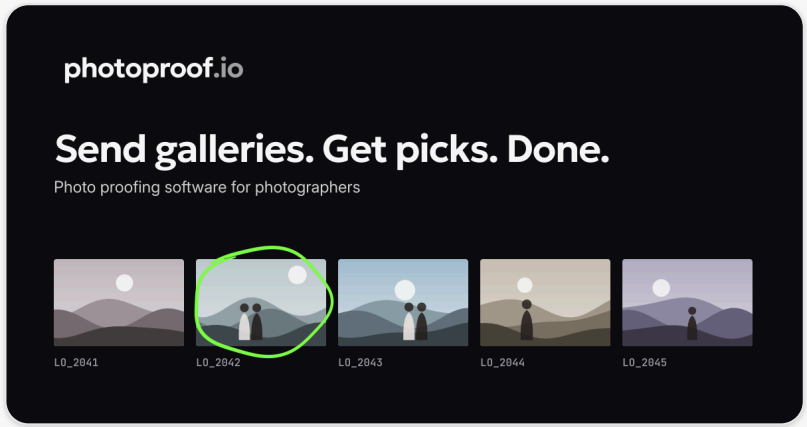
Example **Client gallery, light.** Lime only on the circles.



Example **Client gallery, dark.** The main button turns paper.



Example **Deliver finals.** Red only on the error and Delete.



Example **Social card, 1200 × 630.**

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Applications: icon, email, print and slides

Examples. Placeholders are shown in braces.



Example **App icon on a home screen.**

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{Studio name} shared a gallery with you

Open the link, select the photos you want and confirm your picks. No account needed.

Open gallery

48 photos · choose by 23 Oct 2026

Proofing by photoproof.io

Thanks, talk soon.

{Your name}
{Role} · photoproof.io
hello@photoproof.io · photoproof.io

Example **Email and signature.**



{Name}
{Role}

hello@photoproof.io
photoproof.io
Send galleries. Get picks. Done.

Example **Business card, 85 × 55 mm.**

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{Presentation title}

{Subtitle or speaker}

16 Oct 2026

photoproof.io

Example **Slide cover, 16:9.**

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Downloads

Logo pack (SVG + PNG) and this PDF:

photoproof.io/brand

photoproof-icon.svg

photoproof-icon-plain.svg

photoproof-icon-512.png

photoproof-icon-192.png

photoproof-icon-180.png

photoproof-icon-32.png

photoproof-icon-16.png

photoproof-wordmark-on-light.svg

photoproof-wordmark-on-light.png

photoproof-wordmark-on-dark.svg

photoproof-wordmark-on-dark.png

photoproof-wordmark-circle-on-light.svg

photoproof-wordmark-circle-on-dark.svg

photoproof-wordmark-circle-on-light.png

photoproof-wordmark-circle-on-dark.png

Press and brand questions

Need a format that isn't here, or want to check a use of the logo?

hello@photoproof.io

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