

# Complyre — Logo and Mark Brief

## About the company

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Complyre is an asset management platform for life-sciences companies. It gives lab operations, IT, and quality teams one place to track every asset they own (lab instruments, IT hardware, lab automation, manufacturing equipment, and software licences), how those assets relate to each other, and a permanent record of every change ever made to them.

It is built by Systera Solutions LLC, a life-sciences consulting firm. Complyre is a product of the same company and should look like a sibling of the Systera brand: same family, its own face. It must also stand entirely on its own with no Systera reference present.

The name is pronounced "com-PLY-er."

## Who will see this logo

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Buyers are quality, validation, IT, and lab-operations professionals in biotech. They are technical, skeptical, and dislike anything that looks like marketing. The logo will appear in a software interface, in a browser tab, on printed validation documents that get photocopied in greyscale, and on company letterhead.

A regulated-industry buyer must not think "startup toy." A fast-growing biotech must not think "enterprise dinosaur." The target feeling is precise, engineered, and trustworthy.

## The idea the mark should carry

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Pick one of these and make it the whole story. The founder needs to be able to explain the mark in one sentence on a sales call.

1. **Connection.** Things that were tracked separately are now one system. If one breaks, you can see what else breaks.
2. **Clarity from complexity.** Several messy sources resolved into one legible structure.
3. **Permanence.** The record cannot be altered. Once written, always there.

Connection is the most important. A mark that carries connection and one of the other two is ideal.

## Two directions we want to see

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### Direction A — A structure of connected, different things.

The current placeholder mark is a generic three-node network icon (see attached). The idea is right; the execution is stock. Make it specific: the nodes are visibly different kinds of things held in one structure, and the connections are the point. Asymmetry, differentiated node weights, or a link the eye can trace around are all welcome. Keep an A-frame or triangular silhouette if it survives scrutiny; there is some recognition in the browser tab already.

### Direction B — A seam that has been closed.

Two planes or surfaces meeting in a joint that reads as deliberate and load-bearing. This is the founder's own metaphor for the product (it manages the gaps between systems), and nobody else in the category owns it. It is the harder direction and the more valuable one if it lands.

Typography-only wordmarks with a strong structural idea in the letterforms are welcome and will be judged on equal footing.

# Hard constraints

**Colour.** Teal is the only brand colour. Do not introduce a second hue.

| Role                      | Hex     |
|---------------------------|---------|
| Primary, deep petrol teal | #10484C |
| Accent, bright teal       | #00A897 |
| Accent, bright (graph)    | #00CCB8 |
| Near-black (warm stone)   | #0C0A09 |
| Neutral surface           | #F5F5F4 |

Tonal steps within the teal ramp are fine. Gradients, spectra, and any second hue are not.

**Design in black first.** Every submission must be shown in pure black on white before any colour is applied. If it does not work in one colour, it does not work.

**Sizes.** Must work at 16 px (browser tab), 32 px, 180 px, and at poster size.

**Container.** Must work both free-standing and inside a rounded-square app icon (corner radius about 22% of the side).

**Typography.** The product interface uses Space Grotesk (headings, current wordmark, Bold, tight tracking) and Inter (body). You may set the wordmark in Space Grotesk, propose a custom-drawn wordmark, or propose another typeface, as long as it sits comfortably next to Space Grotesk and Inter in the interface. Treat "Complyre" as one word. Do not split it into two colours, two weights, or two cases.

**Format.** The final mark will be used as inline SVG in a web application, tinted by code. Keep the path count low, use a single fill colour, and use no gradients, filters, or effects.

**Naming.** The wordmark reads "Complyre" and nothing else. Separately, show one example of how a product-line name could attach later, using the placeholder "Complyre Module" in a lighter weight. This is an example lockup only.

## Do not use

Shields, tick-in-a-circle, clipboards, checklists, gears, padlocks, documents with padlocks, DNA helices, pill capsules, ball-and-stick molecules, microscopes, flasks, pipettes, medical crosses, globes, swooshes, hexagon network patterns, blue-to-indigo gradients, rainbow spectra, and the stock "share" or "network" icon shape (three dots joined by two lines). Node structures are welcome in Direction A as long as the nodes are visibly different and the structure is specific, not the generic icon.

Anything resembling a lyre or a musical instrument.

## How entries will be judged

1. Shown at 16 px: is it still legible and recognisable?
2. Printed in black on plain paper and photocopied: does it hold?
3. Placed next to the Systera logo: same company, clearly different product?
4. Placed next to three competitor logos: is it the serious one?
5. Can the idea be explained in one sentence?

6. Is it clearly original, not adapted from an icon library?

## Deliverables from the winner

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- Vector source files (AI and SVG)
- Primary lockup, horizontal and stacked
- Standalone mark and app icon at 16, 32, 180, and 512 px
- Single-colour, reversed (white on #10484C ), and pure black versions
- One example "Complyre Module" lockup
- Clear space and minimum size rules, with two or three misuse examples
- Hex values, and the typeface name if a licensed face is used
- A one-sentence rationale for the mark
- Written confirmation that the work is original and a full assignment of all rights to Systera Solutions LLC

## Attachments (to add before launch)

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- Systera Solutions logo
- Current Complyre placeholder mark (the one to replace)
- Cropped screenshot of the product header showing where the mark lives