



Brand Guidelines

You migrate, we navigate.

Logo, colour, typography, voice and applications
Version 1.0 · October 2026



We help migrants move to Germany, settle in, and build their own business.

STEP 1

Move

Visas, relocation and paperwork, before and after you arrive.

STEP 2

Settle

Anmeldung, housing, bank, insurance and tax ID. Finding your feet.

STEP 3

Build

Company formation, Gewerbe, Notar and accounting. Your own business.

BRAND ESSENCE

A trusted pal who knows the system.

Reliable like an advisor, warm like a friend.

Dependable

We know the rules
and meet every
deadline.

Warm

We treat every
client as a person,
not a case.

Clear

Plain words, one
step at a time.

Encouraging

We believe in the
future our clients
are building.

Practical

Every message
ends with the next
step.

We are never bureaucratic, salesy or cute.

SECTION 2

The logo

One line, three steps: move, settle, build.



One continuous journey



- 1 First arch: Move**
Leaving one country for another. Also a bridge between where you come from and where you're going.
- 2 Second arch: Settle**
Finding a home, registering, opening accounts, starting to belong.
- 3 The marigold dot: Build**
The destination: your own business and an independent future in Germany.
- 4 The gap before the dot**
We carry you most of the way. The last step, and the future you build, are yours.

Pick the version that suits the background



Primary

The default. Use on white and light backgrounds.



Reversed

For navy, blue and dark photos. The dot stays marigold.



Single colour

All navy. For marigold, mid-tones and one-colour print.



App icon

App icons, favicons and social profile pictures.

Give the logo room to breathe



Each marigold circle = X, the diameter of the logo's dot.

Clear space: 2X on every side

Keep this area free of text, images, edges and other logos. It applies to the mark and the full logo.

Minimum size	Screen	Print
Full logo	96px wide	25mm wide
Mark only	20px	6mm
Favicon	16px, app icon	n/a

Below these sizes, use the mark on its own or the app icon.

Never change the logo



Don't recolour it



Don't rotate or stretch it



Don't use low-contrast backgrounds



Don't close the gap or move the dot



Don't add boxes, outlines or shadows



Don't retype the wordmark

COLOUR

Blue for trust, marigold for warmth

Navy

#0B2A5B

RGB 11 42 91

Wordmark, headlines, dark
grounds

Trust blue

#2459E0

RGB 36 89 224

The mark, buttons, links

Marigold

#F5A524

RGB 245 165 36

The dot, small highlights

Blue tint

#E3EBFC

Marigold tint

#FDEFD3

Paper

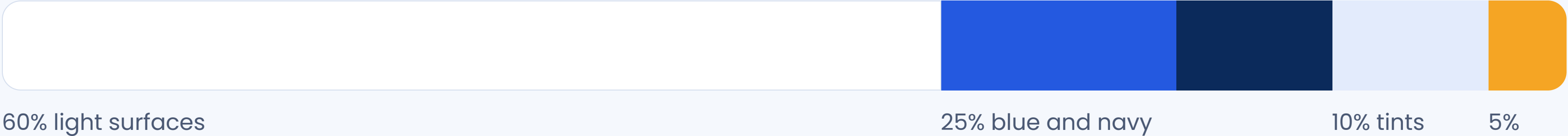
#F5F8FD / #FFFFFF

Slate text

#4A5873

USING COLOUR

Mostly light, a lot of blue, a touch of marigold



Book a call

Pass. White on trust blue, 5.9:1

Settle in

Pass. Navy on white, for all text

Build

Pass. Marigold on navy, for highlights

Build

Fails. Never marigold text on light

One typeface: Poppins

Aa

Poppins Bold

Headlines and the wordmark.
SemiBold 600 for sub-headings.

Aa

Poppins Regular

Body text, UI and documents.
Regular 400, Medium 500 for
emphasis.

WEB SCALE

Display 64

Heading 32 / 24

Body 18 / 16

Caption 13 · Label 12

Sizes in px. Print body text: 10–11pt.

The journey line leads to the goal



Move. Settle. Build.

One team for your whole journey to Germany,
from visa to your own business.



The logo's line can run through a page, a slide or a post.

- Use one route per layout.
- It always ends in the marigold dot.
- The dot marks the goal: a button, a price or the final step.
- Thin on large layouts; animate it once at most.

Simple lines, real people

Icons



- Line icons with rounded ends, 2px stroke on a 24px grid.
- Navy or blue. Marigold for one highlight per view.
- No emoji in brand materials.

Photography

Use

Real moments: unpacking, signing a lease, opening a shop, a first day at work. Diverse people, natural light.

Avoid

Suitcases on maps, fanned-out passports, flags, handshakes in front of skylines.

Calm, clear and on your side

Clear first

Short sentences and common words.

Warm

Friendly and human, without slang.

Honest

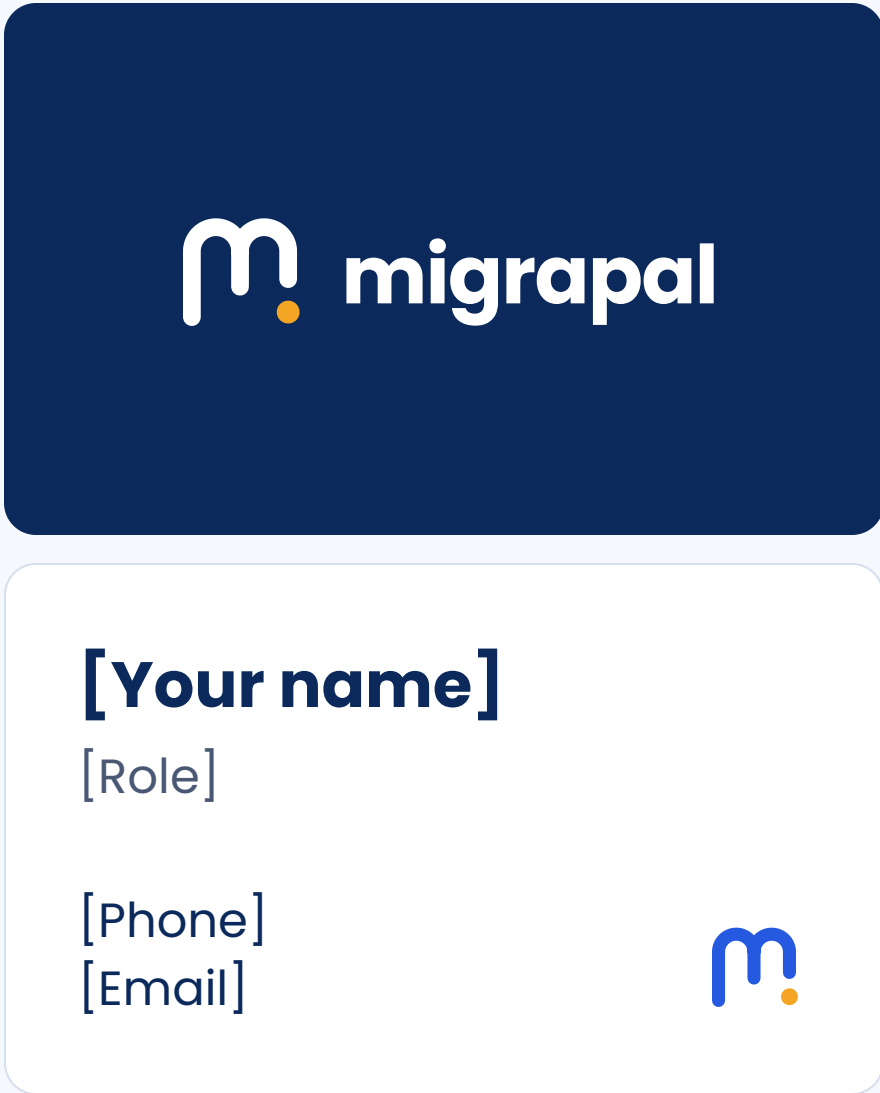
Say what takes time and what it costs.

Practical

End with the next step.

Moment	How we say it
Marketing	"Move, settle and build your business in Germany, with one team the whole way."
Deadlines	"Your Anmeldung is due by 22 October. Book a slot this week; we'll bring the forms."
Avoid	Hassle-free, seamless, guaranteed, dream life, expat lifestyle.

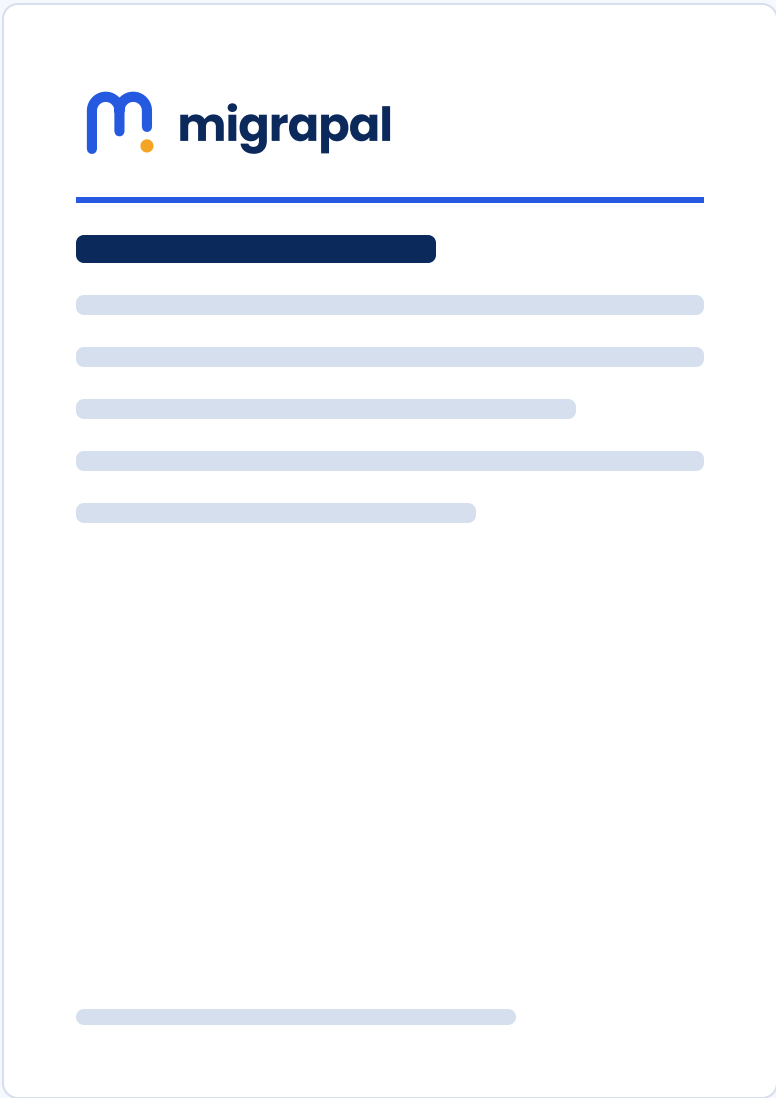
The brand in use



Business card, front and back



Social post



Letterhead and invoices



Everything you need is in the Migrapal design system

Logo files, colour values, type styles and components.
Questions about the brand: [brand contact email]