



BRAND GUIDELINES / 02 FIT

Work, moving.

A flexible work platform. An
identity that fits.

Version 2.0

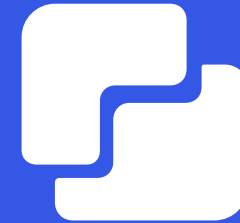
September 2026



THE IDEA

A platform with room to grow.

Turn what you need to track into a workspace you can understand and change.



Start with what you need. Keep shaping it as you go.

The category

An adaptable work platform.

The positioning

For individuals and teams who need more than a list and less setup than a complex system.

The difference

Editable sheets, connected records, and AI proposals people can review before applying.

Show the sequence: request → proposal → workspace → useful change. Intelligence should be evident in the result, without taking over the interface.

EQUAL ROOM FOR EVERY KIND OF WORK

For me. For us. For the business.

Personal work is a real use case. Team coordination is a natural next step. Business operations are an extension of the same approachable product.

01

Individuals

Learning plans, applications, reading lists, and personal projects. Start with one useful tracker.

02

Teams

Product plans and content calendars. Give owners, dates, discussions, and related work a shared home.

03

Small businesses

Customer follow-ups, requests, and operational records. Add structure as the work becomes more connected.

PRODUCT

Track requests, priorities, owners, and delivery stages.

CONTENT

Connect ideas, publish dates, notes, and owners.

CRM

Keep customer records, opportunities, and follow-ups together.

OPERATIONS

Track requests and operational records with formulas and helpers.

SOUND LIKE A CAPABLE COLLEAGUE

Direct. Upbeat. Never overblown.

Boldness belongs in the headline and hierarchy. Trust comes from precise language and an honest next step.

Capable	Direct	Upbeat	Composed
Demonstrate a real action. Skip claims of magic.	Name the thing and the action. Use familiar words.	Make progress feel possible. Avoid forced enthusiasm.	Explain limitations and errors without alarm or filler.
USE		AVOID	
What would you like to keep track of?		Configure your intelligent operational database.	
Review 4 new columns before adding them.		Your workspace has been magically optimized.	
Added Publish date. Undo		Everything is perfectly organized!	

THE RECOMMENDED LAUNCH EXPRESSION

Big plans. Find your fit.



A flexible workspace for projects, ideas, customers, and everything connected to them. Tell Ralti what you need, review its suggestions, and shape the work as you go.

[Explore Ralti](#)

A FIRST LOOK AT RALTI

Why it works: ambition meets adaptability. The supporting copy makes “fit” mean a flexible workspace. Fit is the identity concept; the product is Ralti.

ONE STORY, FOUR PROOFS

Make the promise specific.

01	Start simply	Describe the work. Build from there.	Show a request creating a tracker or connected workbook.
02	Adapt visibly	Change the structure as work changes.	Show editable fields, linked records, formulas, or views.
03	Connect context	Give the details a place to belong.	Show notes, attachments, assignments, and discussions.
04	Stay in control	Review the next proposed change.	Show chat review/apply; explain automation modes separately.

Product language: workspace → workbook → sheet. Use Ask Ralti for the assistant; distinguish configured automations from reasoning agents.

ONE RECOGNIZABLE SIGNATURE

**A clear mark.
A confident name.**



The wordmark

Use lowercase ralti only in the visual wordmark. In prose, headings, app titles, and accessibility labels, write Ralti.



The symbol

Exactly two asymmetric modules form a compact square with a stepped negative seam. Preserve both parts and use the supplied vector.

PROTECT THE SILHOUETTE

Let the mark breathe.



272 × 260 master artboard

Clear space

Keep at least $\frac{1}{4}$ of the symbol width clear on every side. Measure W using the master artboard width. Keep the stepped seam open and both modules intact.

Minimum size

Symbol: 20px minimum; 24px preferred in UI. Full lockup: 100px minimum width. Check the smallest actual placement.

Keep it intact

Preserve both master paths and their proportions. Do not change the seam, separate the mark into extra pieces, stretch it, or add effects.

This is an original design output, not legal trademark clearance or a claim of exclusive rights.

FOCUSED, UNMISTAKABLE COLOR

Clarity first. Energy where it counts.

Midnight

#17233F

Cobalt

#3457E6

White

#FFFFFF

Mint

#BAF2CF

Cloud

#F4F7FC

Slate

#5C6780

White and Cloud lead. Midnight creates hierarchy. Cobalt signals primary action. Mint supports confirmed completion. Pair it with a clear label or checkmark.

CALCULATE, THEN DESIGN

Contrast is part of the identity.

FOREGROUND / BACKGROUND	RATIO	USE
Midnight / white	15.57:1	All text
Midnight / cloud	14.50:1	All text
Slate / white	5.67:1	Supporting text
Slate / cloud	5.28:1	Supporting text
White / cobalt	5.75:1	Buttons and panels
Cobalt / cloud	5.36:1	Links and emphasis
Midnight / mint	12.38:1	Accent panels
Cobalt / mint	4.57:1	Normal text, sparingly

Avoid White/Mint (1.26:1), Slate/Cobalt (1.02:1), and Midnight/Cobalt (2.71:1). Cloud/white is only 1.07:1: add a clear control boundary.

WCAG AA: 4.5:1 normal text; 3:1 large text and essential non-text cues. Solid colors; no opacity.

DISTINCTIVE HEADLINES. EFFORTLESS READING.

Inter Tight meets Inter.

Use Inter Tight for expressive display headings. Use Inter for body copy, navigation, controls, and product data.

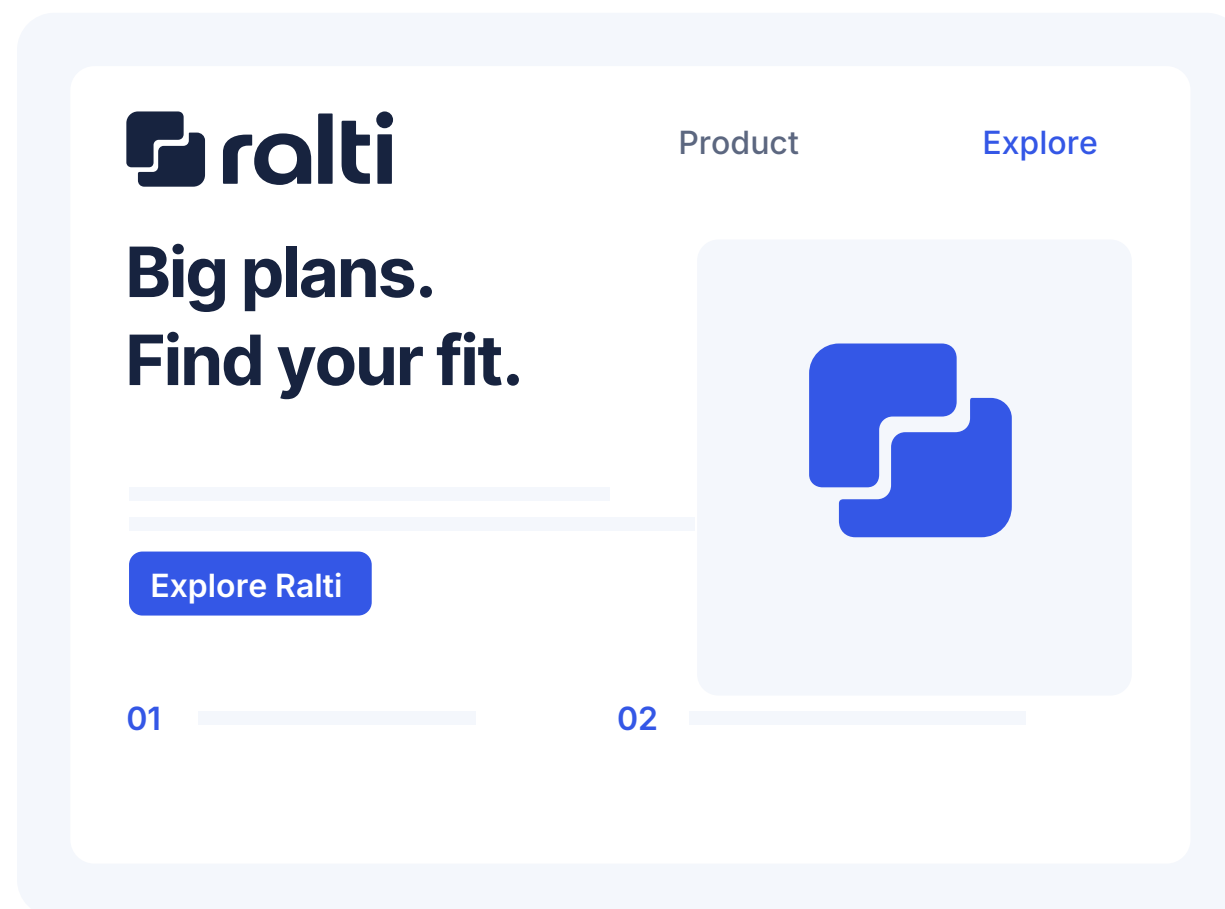


Display	80-96px desktop / 44-56px mobile	1.0-1.1 line height; about -0.03em tracking
Section	36-48px desktop / 30-36px mobile	Weight 600-700; clear line breaks
Body	16-18px	Weight 400-500; 1.5-1.65 line height
Labels / secondary	14px regular / 12px minimum	Normal tracking; high contrast

Both families use the SIL Open Font License. Retain font license files with distributed assets. Do not compress type or use long all-caps paragraphs.

STRONG HIERARCHY, USEFUL SPACE

Give every section one job.



Illustrative layout, not a live application.

Spacing

Build from 4px: 8, 12, 16, 24, 32, 48, 64, 96. Use whitespace to group content before adding another card.

Grid and measure

Use a 1200-1280px content area and roughly 24px mobile gutters. Keep paragraphs around 55-70 characters.

Controls and surfaces

Cards: 12-16px corners. Controls: 8-10px. Favor hit areas at least 44px high and visible keyboard focus.

A SENSE OF CONNECTION

Show the work. Use art with purpose.



Campaign artwork is brand expression, not a product screenshot.

Product first

Show readable workspaces and real requests. Label illustrative screens. Keep example data fictional and coherent.

Photography

Use real work, natural light, and useful context. Avoid staged scenes and stock people presented as customers.

Motion

Let two pieces settle together. Keep review/apply transitions causal and reading still. Respect reduced motion. Provide pause for continuous decoration.

ONE IDENTITY, SEVERAL EXPRESSIONS

Recognizable at every scale.



**Good work.
Better together.**

[Explore Ralti](#)

Application icon

One symbol. No tiny wordmark. Test the smallest displayed size.



Work, moving.

Social: one headline and one action. Presentations: a simple lockup. Small surfaces: the symbol alone. These are illustrative applications, not release announcements.

CONFIDENCE NEEDS EVIDENCE

Say what Ralti can actually do.

Supported story

Editable sheets and boards. Connected records, formulas, rollups, and saved views. Reviewed chat proposals. Team roles, assignments, and discussions. Configured automations and agents. CSV/TSV import and CSV export.

AI requires a provider. Scheduled helpers require the server. Microsoft email needs configuration and consent. Current team, workbook, and email management is web-only.

Claims to avoid

A live public service before deployment. App Store availability. Enterprise ERP parity. SOC 2 or HIPAA claims. Unlimited scale. External CRM sync. Realtime cursor coauthoring. Native Excel import. "All data stays on-device."

No invented customers, testimonials, logos, ratings, savings percentages, uptime guarantees, or nonfunctional sign-up promises.

The current source of truth is the working product, not an earlier vision document. Label illustrative screens "Product preview". Configured automations may run automatically; chat proposals have explicit review.

THE FINAL PASS

Make the next step clear.

- | | | |
|----|-------------------|--|
| 01 | Identity | Ralti in prose. Approved lowercase wordmark and symbol. Correct colors and proportions. |
| 02 | Experience | Readable contrast, mobile layout, keyboard operation, reduced motion, and a working CTA. |
| 03 | Evidence | Current capabilities, honest preview labels, real demonstrations, and no invented proof. |
| 04 | Message | One clear promise. One useful next action. A voice that sounds capable and human. |

REFERENCE NOTES

Contrast: W3C WCAG 2.2, Understanding 1.4.3 and 1.4.11. Ratios use sRGB relative luminance and $(L_{\text{light}} + 0.05) / (L_{\text{dark}} + 0.05)$. Font licenses: rsms/inter and google/fonts (Inter Tight). No brand, slogan, or logo legal clearance is implied.