



Let AI in.
Keep control.



Brand guide

The chamber / Identity, colour and motion

Built around controlled passage.

Sluis is Dutch for waterlock. The identity makes that relationship visible.

The core message

Let AI in. Keep control.

Secure, enterprise-ready AI chat for your whole team.

A security gateway for your apps and agents.

Every AI request passes through Sluis.

One brand. Two product contexts.

Sluis Chat

Team-facing AI chat.

Sluis Gateway

The security gateway for apps and agents.

The same Chamber mark represents both. Use product names as text labels, not separate logo designs.

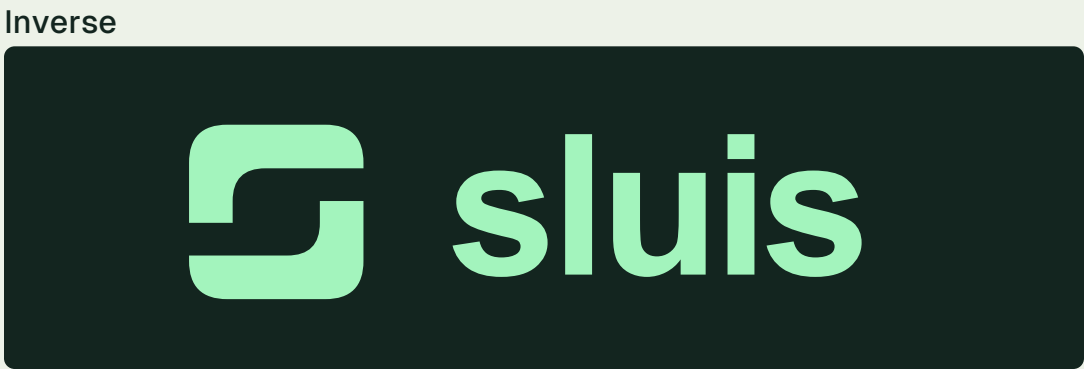
Inside: logo 03-05 / colour 06-08 / type 09-10 / layout 11 / voice 12 / motion 13 / applications 14 / delivery 15-16.

The chamber.

Two interlocking banks leave a stepped channel in negative space. Keep this exact geometry.



Primary Green mark + Ink wordmark



Inverse



Symbol

Mint on Ink for dark surfaces.
The symbol can stand alone where
the Sluis name is already present.

Give the mark room.

The spacing rule is tied to the bank thickness, so it scales with the artwork.



Visible mark: 64 units

x = 16 units = one bank thickness

Leave at least x of clear space beyond every visible edge of the symbol or full logo. The visible symbol is 4x high.

Digital minimums

Full SVG logo: 120 CSS px wide.

Standalone SVG: 24 CSS px square.

Favicons only: use the supplied 16 px export.

Print starting points

Full logo: 30 mm wide. Symbol: 6 mm square. Check the final process and stock at actual size.

Keep the channel open.

For static placements, use the provided asset for the background and preserve its geometry.



Primary on Paper



Mint on Ink



Ink on Mint

Preserve the shape

No stretching, rotation or redrawing.

Preserve the opening

Do not close, fill or narrow the channel.

Preserve the signature

Do not retype or rearrange the wordmark.

Use solid colours

No gradients, outlines or effects on the logo.

Protect contrast

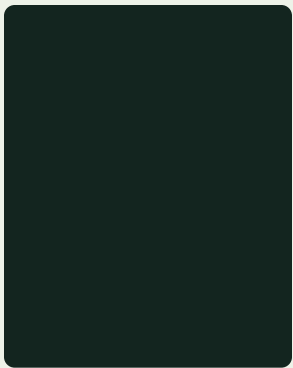
Use a solid panel over busy imagery.

Use approved exports

Do not substitute a padlock or shield.

The primary palette.

HEX is the digital source of truth. All values below refer to opaque, solid colours.



Ink

#13251F

RGB 19, 37, 31
HSL 160 / 32% / 11%
CMYK 49 / 0 / 16 / 85 %

Primary text, primary buttons and dark brand surfaces.

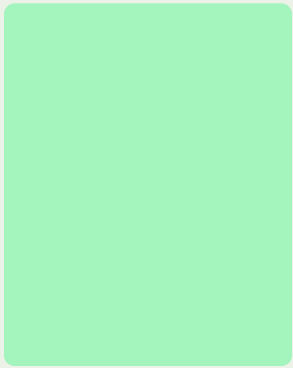


Green

#087C55

RGB 8, 124, 85
HSL 160 / 88% / 26%
CMYK 94 / 0 / 31 / 51 %

Signature mark, selected states and deliberate emphasis.

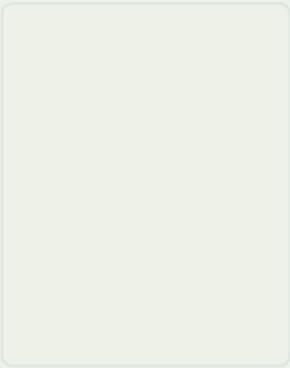


Mint

#A3F4BD

RGB 163, 244, 189
HSL 139 / 79% / 80%
CMYK 33 / 0 / 23 / 4 %

Inverse logos, highlights and app-icon backgrounds.



Paper

#EDF2E8

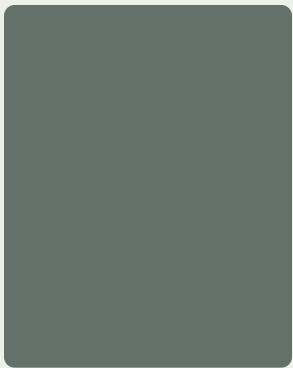
RGB 237, 242, 232
HSL 90 / 28% / 93%
CMYK 2 / 0 / 4 / 5 %

Primary light brand surface and editorial backgrounds.

CMYK values are approximate process conversions, not ICC-profile or Pantone matches. For print, proof with the printer's profile and paper stock. Preserve the HEX values for web and screen assets.

The supporting palette.

HEX is the digital source of truth. All values below refer to opaque, solid colours.

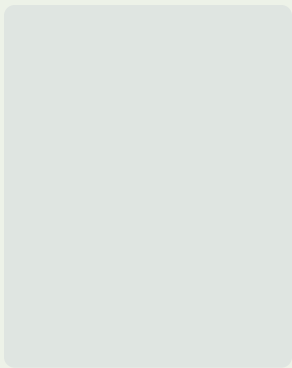


Muted

#64706A

RGB 100, 112, 106
HSL 150 / 6% / 42%
CMYK 11 / 0 / 5 / 56 %

Secondary text on Paper; functional outlines on light surfaces.

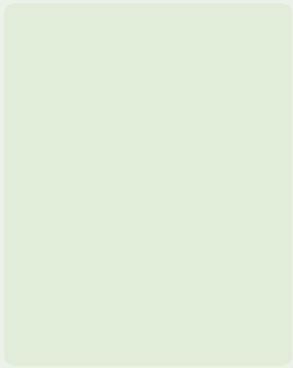


Line

#DFE5E1

RGB 223, 229, 225
HSL 140 / 10% / 89%
CMYK 3 / 0 / 2 / 10 %

Quiet dividers and decorative borders, not essential control boundaries.

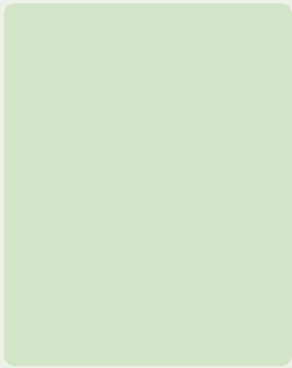


Soft

#E1EDD8

RGB 225, 237, 216
HSL 94 / 37% / 89%
CMYK 5 / 0 / 9 / 7 %

Secondary panels and gentle sections with Ink text.



Sage

#D2E5C8

RGB 210, 229, 200
HSL 99 / 36% / 84%
CMYK 8 / 0 / 13 / 10 %

Tertiary blocks, diagrams and quiet large background areas.

CMYK values are approximate process conversions, not ICC-profile or Pantone matches. For print, proof with the printer's profile and paper stock. Preserve the HEX values for web and screen assets.

Colour needs a clear job.

These text/background pairs are calculated from the exact sRGB values in this guide.

Text / background	Preview	Ratio	Normal text	Large text
Ink / Paper	Let AI in.	14.07:1	Pass	Pass
Muted / Paper	Let AI in.	4.54:1	Pass	Pass
Green / Paper	Let AI in.	4.59:1	Pass	Pass
Ink / Mint	Let AI in.	12.37:1	Pass	Pass
Mint / Ink	Let AI in.	12.37:1	Pass	Pass
Paper / Green	Let AI in.	4.59:1	Pass	Pass
Green / Mint	Let AI in.	4.03:1	Avoid	Pass
Muted / Soft	Let AI in.	4.25:1	Avoid	Pass
Line / Paper	Let AI in.	1.12:1	Avoid	Avoid

Normal text: 4.5:1 minimum. Large text: 3:1, at least 24 CSS px regular or 18.67 CSS px bold.
Green on Mint is for large text only. Use Ink on Mint for body copy. Muted body copy belongs on Paper.
Line is decorative; use a stronger colour for essential boundaries. Never rely on colour alone for status.

Reference: WCAG 2.2, contrast minimum

Clear type. Fixed lettering.

Use the type families already present in the Sluis website. The logo remains an outlined asset.

Geist

Aa Bb Cc 0123456789

Headlines, body copy, interface labels and presentations.
400 Regular / 500 Medium / 600 Semibold / 700 Bold.

Geist: font source and SIL Open Font License

Geist Mono

`request_id: sluis`

Use for code, IDs, technical values and small specifications. Keep it out of general body copy.



Logo lettering: supplied vector paths.
Do not typeset a replacement.

A practical type scale.

Sizes below are CSS pixels. Treat this as the starting system for new Sluis surfaces.

Let AI in.
Keep control.

Secure, enterprise-ready AI chat for your whole team.

Use sentence case, direct headings and short paragraphs. Leave long body copy at normal tracking.

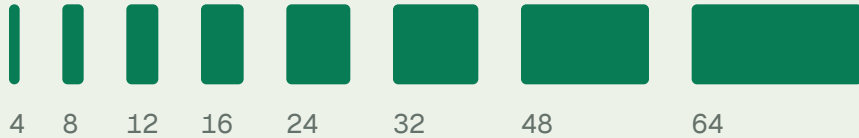
Small screens: display 40 / 44, page title 32 / 38. Keep body copy at 16 / 26.
Aim for 55-70 characters per body line; allow headings to wrap naturally.

Role	Size / line	Weight	Tracking
Display	64 / 66	600	-0.03em
Page title	48 / 52	600	-0.03em
Section	32 / 38	600	-0.02em
Subheading	24 / 30	600	-0.02em
Body	16 / 26	400	0
Label	14 / 20	500	0
Caption	12 / 18	400	0
Technical	13 / 20	400	0

Order, with breathing room.

Let precise geometry carry the brand. Give useful content room to lead.

A 4 px spacing base



Spacing: 4, 8, 12, 16, 24, 32, 48, 64 and 96 px.

Use 24 px mobile gutters, 48 px desktop gutters and 64-96 px between major editorial sections.

A restrained shape language

Controls: 6 px corners. Panels: 12 px corners.

Dividers: 1 px Line. Icons: 24 px with a 2 px stroke.

App-icon tiles keep the supplied rounded-square mask.

Illustration and photography

Draw from real waterlocks, channels, gates and calm engineered spaces. Use simple, readable geometry for diagrams.

Keep illustrative light soft and materials pale, with restrained green accents. Show controlled passage clearly.

Avoid generic glowing brains, neon circuitry, stock padlocks and decoration that competes with the logo.

Say what Sluis does.

Calm, direct and precise. Name the benefit and explain the mechanism.

Let AI in. Keep control.

Secure, enterprise-ready AI chat for your whole team.

A security gateway for your apps and agents.

Every AI request passes through Sluis.

Lead with control

Use concrete terms: team, request, gateway, apps and agents.

Make actions specific

Use labels such as Explore Sluis Chat and Explore Gateway.

Keep claims exact

Security, routing and compliance claims should match the actual product.

Use one spelling

Sluis in prose. Sluis Chat and Sluis Gateway for product names. The logo artwork stays lowercase.

Lock cycle. Open, pause, close.

The selected animation opens the channel, holds briefly, then closes into the Chamber. The wordmark stays fully visible and still.



0.0 s



0.9 s



2.0 s

Selected: Lock cycle

Upper hold: 560-1160 ms.

Lower hold: 640-1200 ms.

Closed at 0 and 2000 ms.

One iteration; final frame held.

Easing: cubic-bezier(.65, 0, .35, 1).

The banks move without fading. The wordmark never moves.

No loops, hover replays or scroll triggers.

Reduced motion shows the static logo immediately. The same mounted SVG stays still during client-side navigation.

Ready to use

`animated/
sluis-logo-animated.svg`

Open [animated/preview.html](#) to preview Lock cycle and choose a colour variant.

One identity across surfaces.

Illustrative compositions using the supplied brand copy and approved assets.

 Chat Gateway Security

Let AI in. Keep control.

Secure, enterprise-ready AI chat
for your whole team.

Explore Sluis Chat



Website composition



Let AI in. Keep control.

Every AI request
passes through Sluis.

Social / presentation composition

Built to be used.

Use the editable vectors as the source for new placements and exports.

sluis-logo.svg	Primary horizontal signature.
sluis-symbol.svg	Standalone green Chamber mark.
svg/	Ink, Green, Mint and Paper variants.
png/	Transparent raster exports in multiple sizes.
icons/	App icons, SVG favicon and multi-size ICO.
animated/	One-shot motion, preview and embed example.
brandguide/	Guide source, colour tables, tokens and fonts.

Web tokens

Import `brandguide/brand-tokens.css`. The `fonts/` paths resolve beside that stylesheet. JSON and CSV copies carry the same exact colour values for design and development.

The system, at a glance.

A compact checklist for every new Sluis asset.



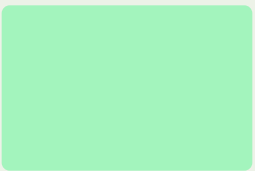
Ink

#13251F



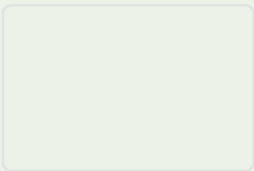
Green

#087C55



Mint

#A3F4BD



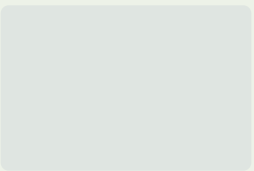
Paper

#EDF2E8



Muted

#64706A



Line

#DFE5E1



Soft

#E1EDD8



Sage

#D2E5C8

Logo

The chamber. Use the supplied vector; keep the stepped passage open.

Type

Geist for words. Geist Mono for code. The outlined logo is fixed.

Colour

Ink and Paper lead. Green identifies. Mint highlights. Use the contrast table.

Motion

Lock cycle: open, pause, close. Two seconds, one play. Static with reduced motion.

Font: vercel/geist-font

Contrast: WCAG 2.2

Motion: web.dev guidance