

Invoicey

Structured confidence.

A precise, dark-first identity for Czech-first invoice automation. The product feels calm, exact, and ready for serious financial work; orange marks only the point of action.



invoicey.ditrich.me/brand

One name. Two deliberate signatures.

Use the wordmark when the brand can speak. Use the monogram when the product must be recognized in a compact square or system surface.

FULL WORDMARK

The word "Invoicey" is written in a white, sans-serif font on a dark background. The dot above the second 'i' is replaced by a small orange square.

Navigation · auth · docs · expanded sidebars · README · presentations

COMPACT MONOGRAM



Favicon · app icon · menu bar · collapsed navigation · provider avatars

The orange dot replaces the dot above the second i in Invoicey.

Never add a second dot. Never move the accent to another letter.

Dark by default. Orange with purpose.

Graphite creates a quiet operating surface. Warm white carries information. Orange is the signal for action, focus, and the brand endpoint—not a wash across the interface.

Graphite

#0B0B0C

Panel

#151517

Signal orange

#F97316

Warm white

#F5F5F4

Quiet gray

#A1A1AA

TYPOGRAPHY

Geist Sans

Calm hierarchy, tight display tracking, tabular financial data.

ORANGE BUDGET

≤ 10% of routine app chrome

The right asset, already prepared.

Keep one visual system while respecting each platform's crop, rendering, and ownership model.

SURFACE	IDENTITY	FORMAT	ACTION
Web + PWA	Monogram	SVG · 16–512 px	Deploys with app
macOS	Monogram	ICNS + menu-bar glyph	Ships in companion repo
Slack	Monogram	512 × 512 PNG	Upload in Slack app settings
Google OAuth	Monogram	120 × 120 PNG	Upload in Auth branding
GitHub OAuth	Monogram	200 × 200 PNG	Upload in OAuth App
README + docs	Wordmark	Dark + light SVG	References repository assets
Social preview	Composed	1200 × 630 PNG	Deploys with metadata

[DOWNLOAD](#)invoicey.ditrich.me/brand[Source SVGs](#) · [provider PNGs](#) · [this manual](#)

Consistency is the premium feature.

Treat the repository assets as the source of truth. Provider consoles are deployment steps, not alternate design systems.

DO

- Use wordmark on branded, horizontal surfaces.
- Use monogram for square and compact placements.
- Keep the graphite, warm-white, and orange relationship.
- Respect clear space and platform crop guidance.

DON'T

- Do not restore the document/check product logo.
- Do not add a second orange dot to the wordmark.
- Do not stretch, recolor, shadow, or redraw assets.
- Do not overwrite customer workspace/issuer logos.

Release sequence

1 Deploy web 2 Publish CLI/Mac releases 3 Update OAuth + Slack consoles 4 Review caches