

SUPRA.
E N V I S I O N

BRAND GUIDELINES · V1.0

RUN AHEAD.

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One system for every SUPRA ENVISION touchpoint: the website, proposals, social, events and the work itself. When in doubt, choose restraint, contrast and the violet dot.

WE SHOW YOU THE RESULT BEFORE IT EXISTS.

Who we are

SUPRA ENVISION is the design and technology studio of Supra Connect. We design websites, build AI automation and lead digital transformation for companies that want to move first.

What we promise

Clients see a working preview of the outcome before they commit. No decks full of maybes: a site you can click, a workflow you can run, a dashboard you can read.

Why it matters

Most change stalls in imagination. We remove the leap of faith, so decisions get made in days and the business runs ahead of its market.

THREE DISCIPLINES. ONE STUDIO.

A

Web design

Cinematic websites that turn visitors into enquiries. Brand-led art direction, motion where it earns attention, fast on every phone.

B

AI automation

The repetitive work, handled around the clock. AI that answers, scores and follows up across WhatsApp, email and the CRM.

C

Digital transformation

From spreadsheets and paper to systems that run themselves. Processes mapped, dashboards the team checks daily, training until it sticks.

CONFIDENT. PLAIN. VISUAL.

Lead with the outcome

Say what changes for the client, then how.
Short sentences, active verbs, no jargon.

Show, don't claim

Swap adjectives for evidence: a preview, a number, a before and after.

Calm authority

Premium, never loud. One idea per line, one exclamation mark per year.

WE SAY

"See your new site working before you sign."
"Every enquiry answered in under a minute."
"Your move starts here."

WE DON'T SAY

~~"Leveraging synergistic AI-powered solutions."~~
~~"World class, best-in-class, cutting edge."~~
~~"Unlock your potential!!!"~~

THE LOCKUP.

SUPRA.
E N V I S I O N

SUPRA in Montserrat ExtraBold, ENVISION in Montserrat Bold justified to SUPRA's width, and the violet dot. It shares its construction with the Supra Connect mark; only the second word and the dot colour change.

CONSTRUCTION.

SUPRA.
ENVISION

x = cap

0.31x

0.29x

DOT

Diameter 0.43x, sitting on the baseline 0.22x after the A.

GAP

0.31x between SUPRA's baseline and ENVISION's cap line.

ENVISION

Bold, cap height 0.29x, letters spread ink-to-ink across SUPRA.

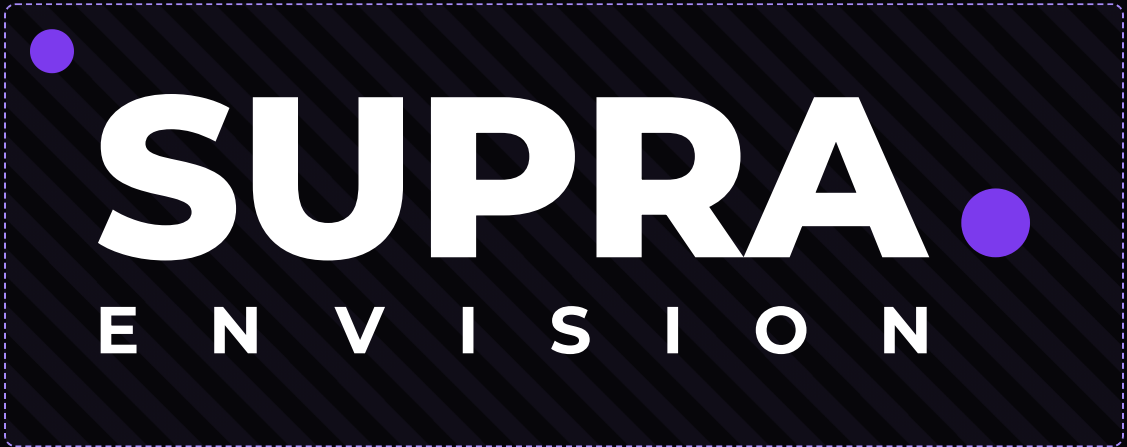
VERSIONS.



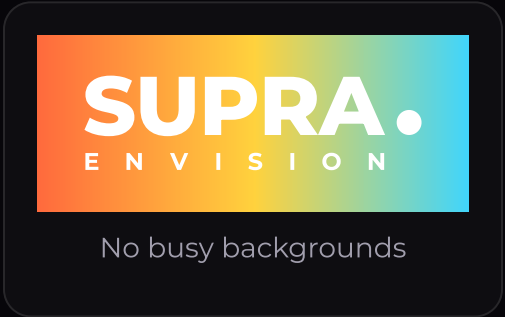
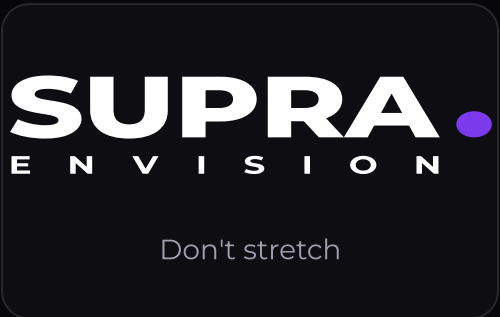
Which one

Primary dark on paper, primary white on ink.
Reverse for violet fields. Mono only where one
colour is all the medium allows.

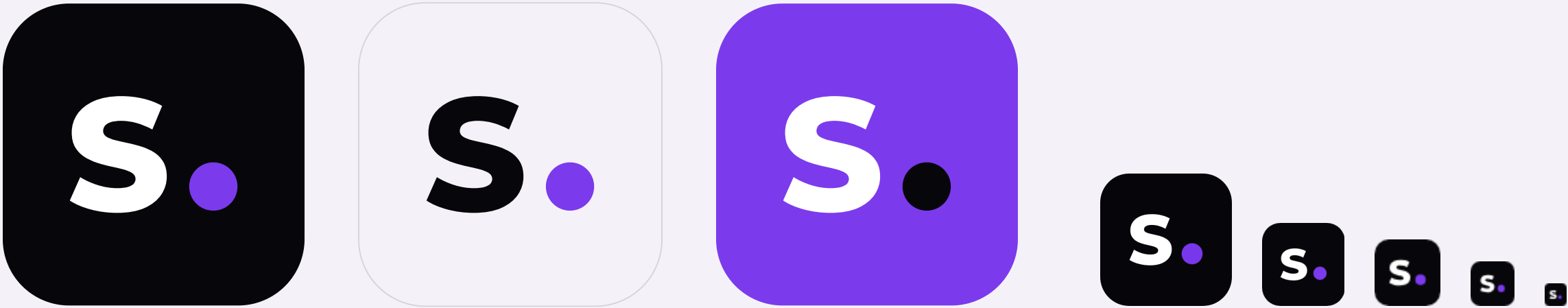
SPACE AND CARE.



Keep clear space of one dot diameter on every side.
Minimum size: 120 px wide on screen, 30 mm in print.
Below that, use the icon.

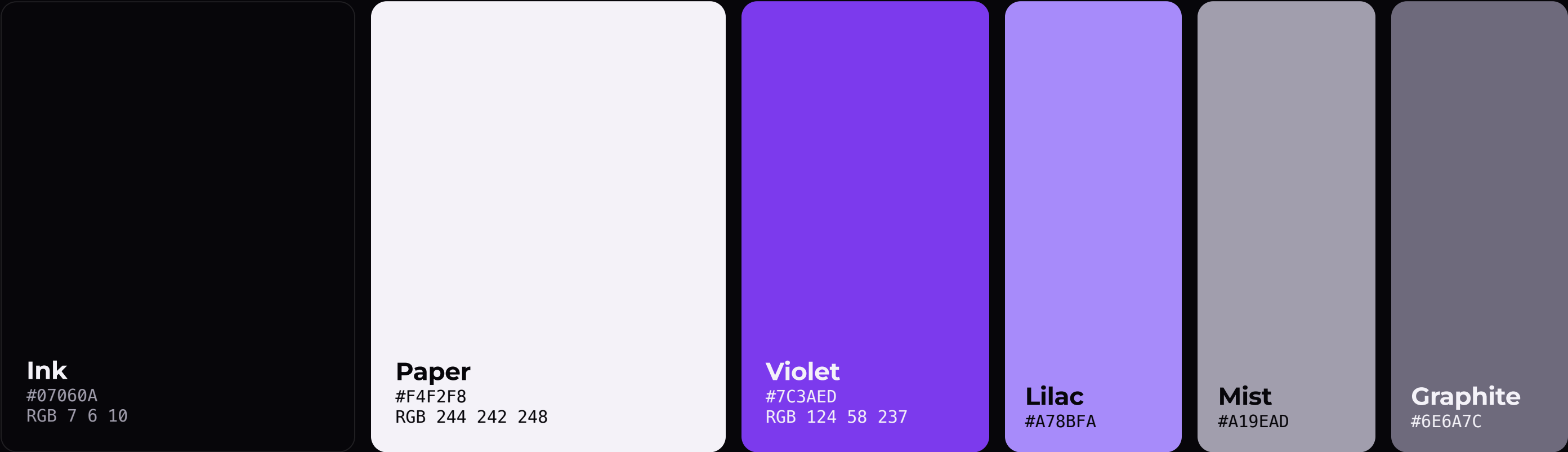


THE S.



The S and the dot from the lockup, on a 22% rounded square. Dark is the default and the website favicon; light for light interfaces; violet for social avatars and stickers. Supplied as SVG, ICO (16, 32, 48) and PNG (180 Apple touch, 192 and 512 for Android).

INK, PAPER, VIOLET.



Proportion: 70 ink · 18 paper · 8 violet · 4 lilac. Violet is an accent, never a flood, except on reverse moments.

PAIRINGS THAT PASS.

Aa Paper on ink · 18.2:1 · AAA	Aa Mist on ink · 7.7:1 · AAA	Aa Lilac on ink · 7.4:1 · AAA	Aa White on violet · 5.7:1 · AA
Aa Ink on paper · 18.2:1 · AAA	Aa Violet on paper · 5.1:1 · AA	Aa Violet on ink · 3.5:1 · large only	Aa Graphite on ink · 3.9:1 · captions

Body text uses paper or mist on ink. Violet text on ink is for headlines and the dot only; use lilac for violet-tinted small text.

Aa

Montserrat

One family, free under the SIL Open Font License, on Google Fonts.
Weights 300 to 800 on screen; 800, 700 and 500 in print.

Display · 800 · uppercase · -0.04em

RUN AHEAD.

Heading · 700 · -0.02em

Three disciplines. One studio.

Body · 400 · 17–20 px · 1.55

Tell us where your business is today. We will show you what it could look like, before you commit to anything.

Label · 700 · uppercase · +0.18em

WEB DESIGN · AI AUTOMATION

HOUSE RULES.

The violet full stop

Big statements end with the dot, not a black period. One dot per composition.

Two lines, maximum three

Headlines break on meaning: "Your move / starts here." Never widow a single word.

Sentence case for prose

Uppercase is for display and labels only. Buttons and links are sentence case.

Tight, then loose

Display type tracks in (-0.03 to -0.045em). Labels track out (+0.14 to +0.3em). Body stays at 0.

Centre on the letters

When a line is centred, the dot hangs outside the measure so the words, not the punctuation, sit on the axis.

Numbers in tabular figures

Dashboards, prices and stats use tabular numerals so columns line up and counters don't jitter.

BUILT PARTS.

Primary action

Start a project →

Text plus the dot, which carries the arrow. On hover the arrow slides through the dot.

Link

Services

Mist at rest; paper with a 1 px underline drawing from the left on hover.

Surface



Ink page, 4% white cards, 10% white hairlines, radius 8–14 px, a fine film grain over the page.

Spacing

4 px base. Section rhythm 96 / 128 / 160 px. Page gutters 20 px on phones, 32 px on desktop.

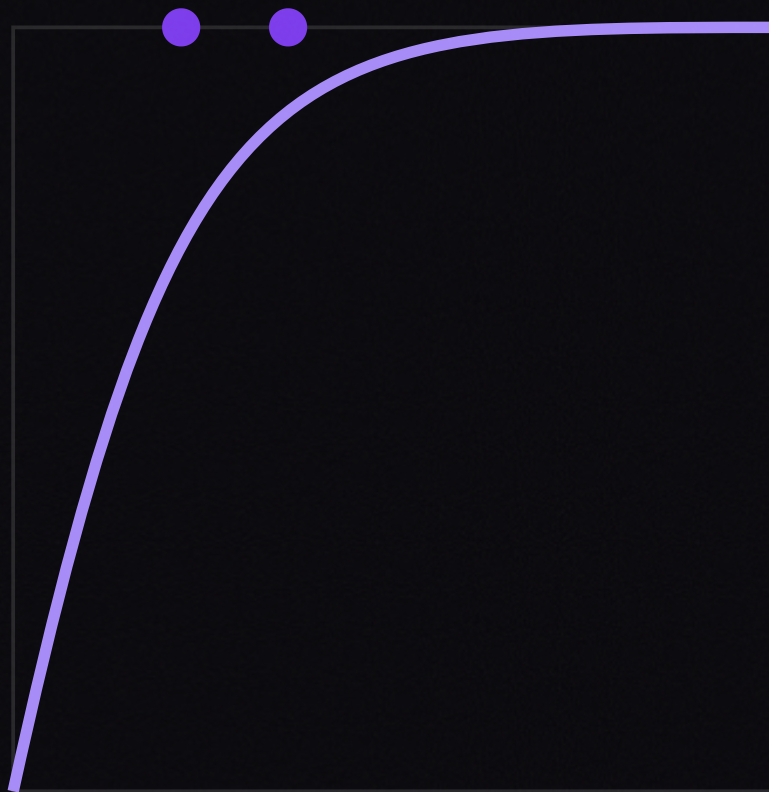
Icons

Lucide line icons, 1.75 px stroke, mist or lilac. Never filled, never multicolour.

Imagery

Real product UI and working demos over stock photos. Dark, high-contrast, a single violet light source.

ARRIVE, THEN SETTLE.



`cubic-bezier(0.22, 1, 0.36, 1)`

One curve

A fast start and a long, soft landing. Used for every entrance, reveal and slide.

Timing

Hover 300–450 ms. Word swaps 500 ms. Reveals 1–1.4 s. Hero words hold 2 s.

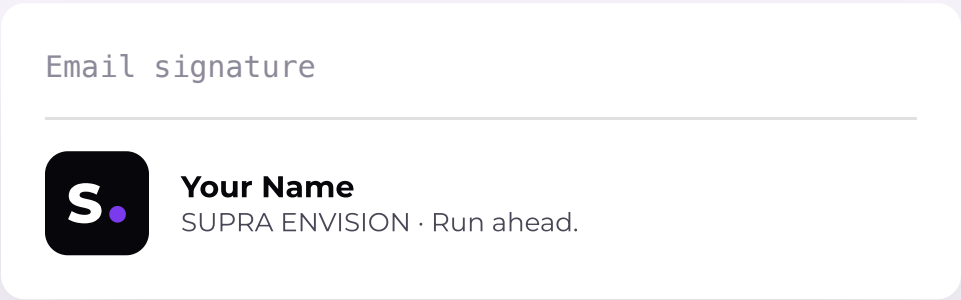
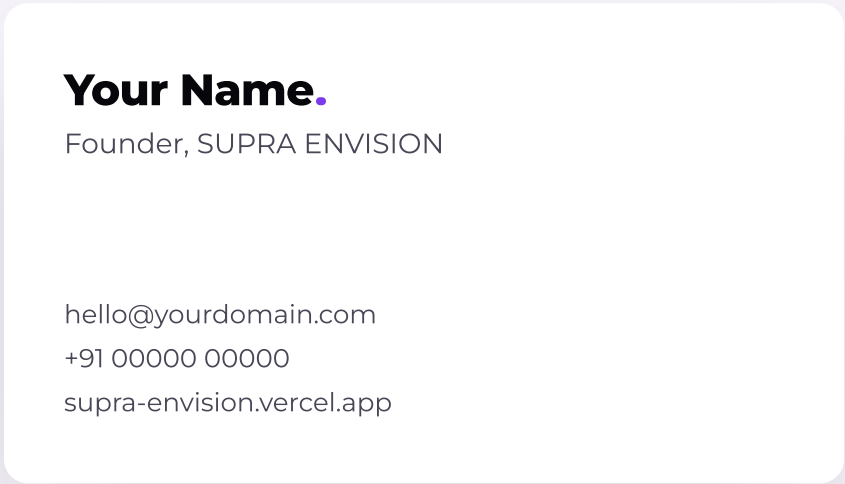
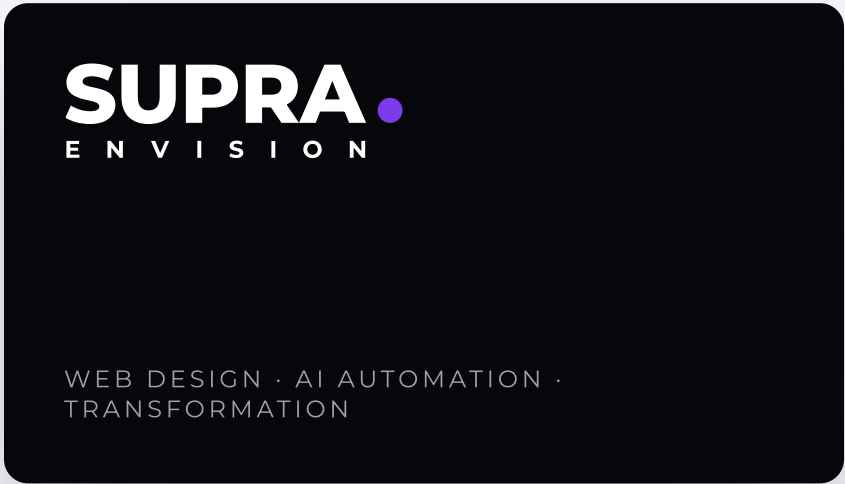
Signature moves

Focus pull (blur to sharp on arrival), word roll through a mask, lines rising in sequence, the dot pulsing like a light.

Respect the reader

With reduced motion on, everything appears in place: no sweeps, loops or parallax.

IN HAND.



Business card: 85 × 55 mm, ink front with the white lockup, paper back with name, role and contact. The violet appears only as the dot.

ON SCREEN.



SEE IT
BEFORE IT
EXISTS.

CASE STUDY · TEMPLATE

0.0x

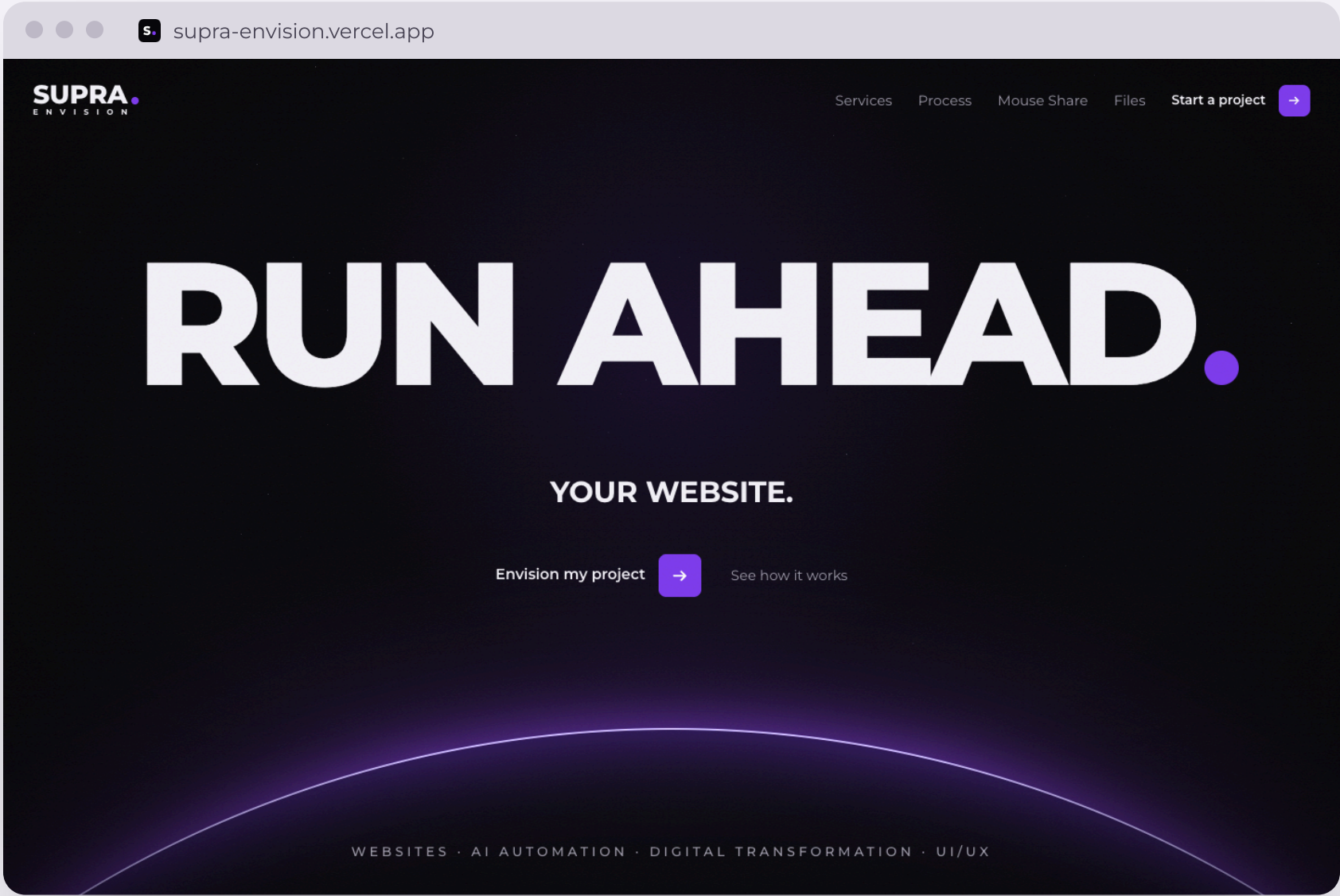
One verified client result, one line
of context.

SUPRA.
E N V I S I O N

Websites, AI automation and digital
transformation.

Square posts at 1080 × 1080, one idea per post. LinkedIn banner at 1584 × 396
with the lockup left and a single line of positioning. Avatar: the violet or dark
icon, never the full lockup.

THE FLAGSHIP.



The website is the brand at full volume: ink canvas, the S favicon, a focus-pull hero that rolls through Dream, Define, Design and Drive, and working demos of every service.

Every new page starts from the same tokens, type scale and motion curve set out here.



**YOUR MOVE
STARTS HERE.**