emermark

Brand Guidelines

09/26/2026

Introduction

Emermark designs, builds, secures and supports the technology businesses run on.

This is how Emermark looks, wherever you find us.

Our Story

Emermark comes from emerge.

A steady frame, an open corner, and a block stepping out into what comes next.

A calm, steady hand behind every step out of the box.

The name

emerge

emermark

The mark



Slogan & Line

One promise, and three words that carry it.

Slogan

Build with certainty.

Line

Emerge. Command. Evolve.

Emerge.

New websites, applications and AI systems, built and launched.

- Web design
- Web applications
- Mobile
- AI

Command.

Your systems, secured, visible and in your hands.

- Cybersecurity

Evolve.

Managed IT that keeps everything current and moving forward.

- IT services

Logo

The Emermark logo is the icon and the wordmark together, and the most recognizable thing we own.

Full color on light backgrounds, reversed on dark. The icon can stand alone, sparingly.

Full Color



Logo Use on Backgrounds



Icon



Frame + block = icon

Icon Use on Backgrounds



Clear Space & Minimum Size

Clear Space

Give the logo room: one orange block's width on every side.

Minimum Size

120 px on screen, 1.25 in in print, 16 px for the icon alone.



Print



1.25 inches

Screen



120 px

Icon



16 px

Logo Violations & Misuse

The logo only works exactly as designed. Always place the supplied files.



Don't stretch or squash it. The icon is a perfect square.



Don't crop into it. The whole word stays visible.



Don't tilt or flip it. The corner always opens top-right.



Don't recolor it. Navy, slate and orange only.



Don't add shadows, glows or bevels.



Don't resize the icon against the word.



Don't retype it. The wordmark is artwork.



Don't stack the icon over the word.



Don't set it on a busy photo. Use the navy overlay.

Colors

Our palette comes from the mark. Navy and slate carry the brand. Orange is the spark, used sparingly. Signal Blue is for anything you can click.

Emermark Navy
Hex: #11253f
RGB: 17, 37, 63
CMYK: 73, 41, 0, 75

Breakout Orange
Hex: #ff8c1a
RGB: 255, 140, 26
CMYK: 0, 45, 90, 0

Slate
Hex: #5f6d80 RGB: 95, 109, 128
CMYK: 26, 15, 0, 50

Signal Blue
Hex: #0879df RGB: 8, 121, 223
CMYK: 96, 46, 0, 13

White
Hex: #ffffff RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Surface
Hex: #f5f7fa RGB: 245, 247, 250
CMYK: 2, 1, 0, 2

Typography

Manrope is our typeface. Headlines are heavy and tight, cut from the same weight as the wordmark. Body text is open and easy to read.

JetBrains Mono is for code and data.

Primary Typeface: Manrope

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
!@#$%^&*?/)

Manrope Regular

Manrope Medium

Manrope Bold

Manrope ExtraBold

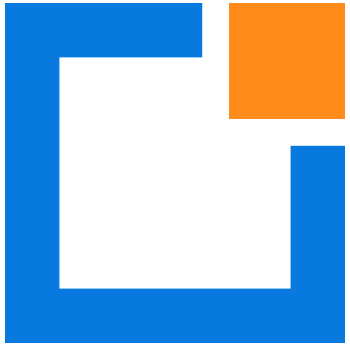
Secondary Typeface: JetBrains Mono

```
abcdefghijklm
0123456789 {}[]
```

```
$ status --all 12 passed, 0 failed
```

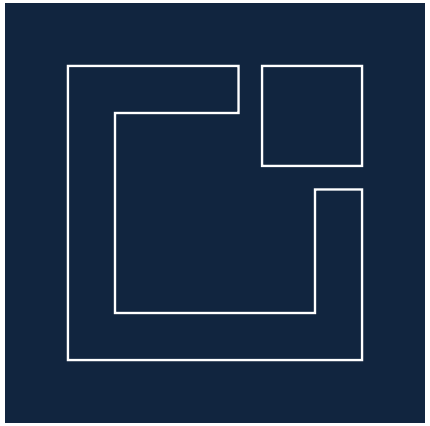
Brand Elements

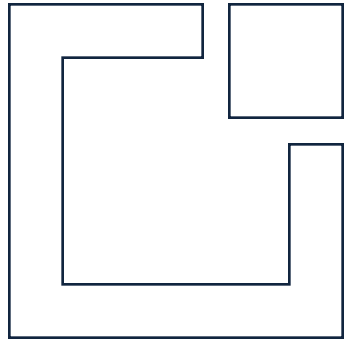
The icon also works as a shape of its own, in any palette color or as an outline. Its proportions never change.











Brand Element Masking

Scaled up and aligned to the corner, the mark becomes the layout.



What's included in managed IT

- Monitoring for servers, network and endpoints
- Monthly patching with a change report
- Tickets, a support line and a lead technician

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Managed IT · Proposal

Build with certainty.

emermark.com

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How onboarding works

01 Discovery
We document what you run and what you need managed.

02 Scope of work
In-scope work is a flat monthly price.

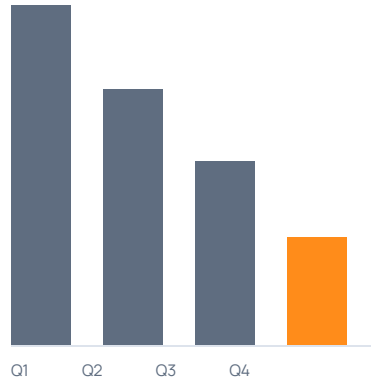
03 Onboarding
Your portal account, agreements and documentation.

04 Run
Monitoring, patching and support from day one.

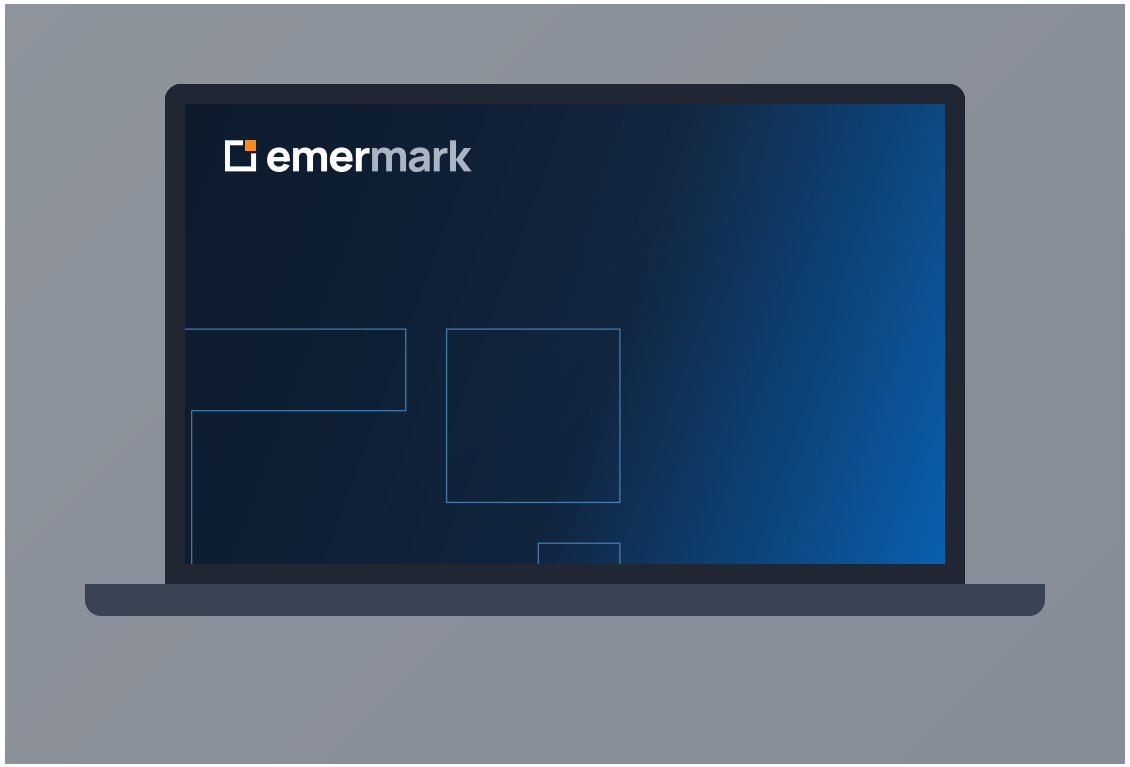
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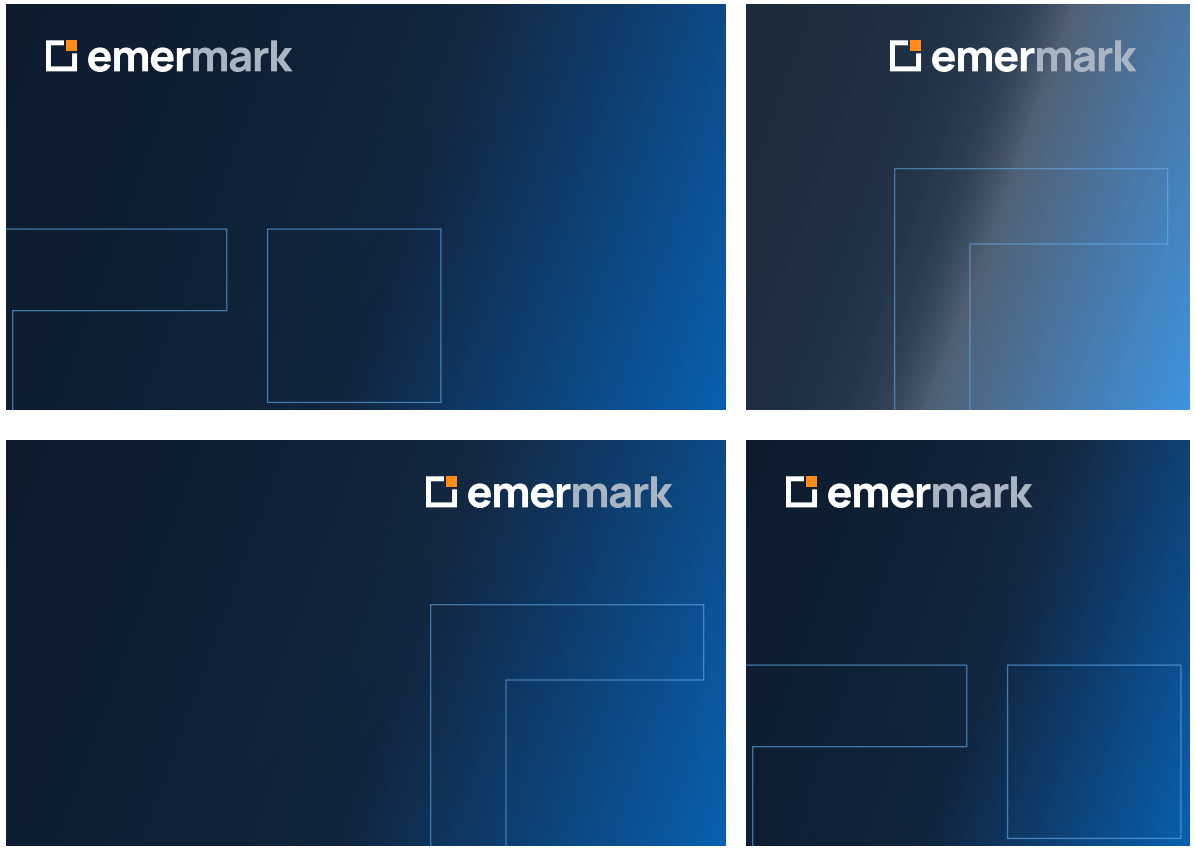
Quieter every quarter

- Monitoring for all 24 endpoints
- Monthly patching on schedule
- Backups tested each quarter



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Video call backgrounds, 1920 × 1080.


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September 26, 2026

Dear Alex Morgan,

Thank you for the time you spent with us last week. This letter confirms the scope we discussed for managed IT services, starting November 1.

In scope for a flat monthly price: monitoring for your two servers, network and 24 endpoints; monthly patching with a written change report; backups tested each quarter; and support by ticket or phone. Work outside that scope is billed as professional services, and we will always quote it before we start.

Your portal account is ready. The service agreement is waiting in the Documents tab for your signature. If anything in it doesn't match what we agreed, reply to this letter and we'll fix it before you sign.

Jane Doe
Account Manager

jdoe@emermark.com
(515) 555-0142

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Alex Morgan
September 26, 2026

What happens next

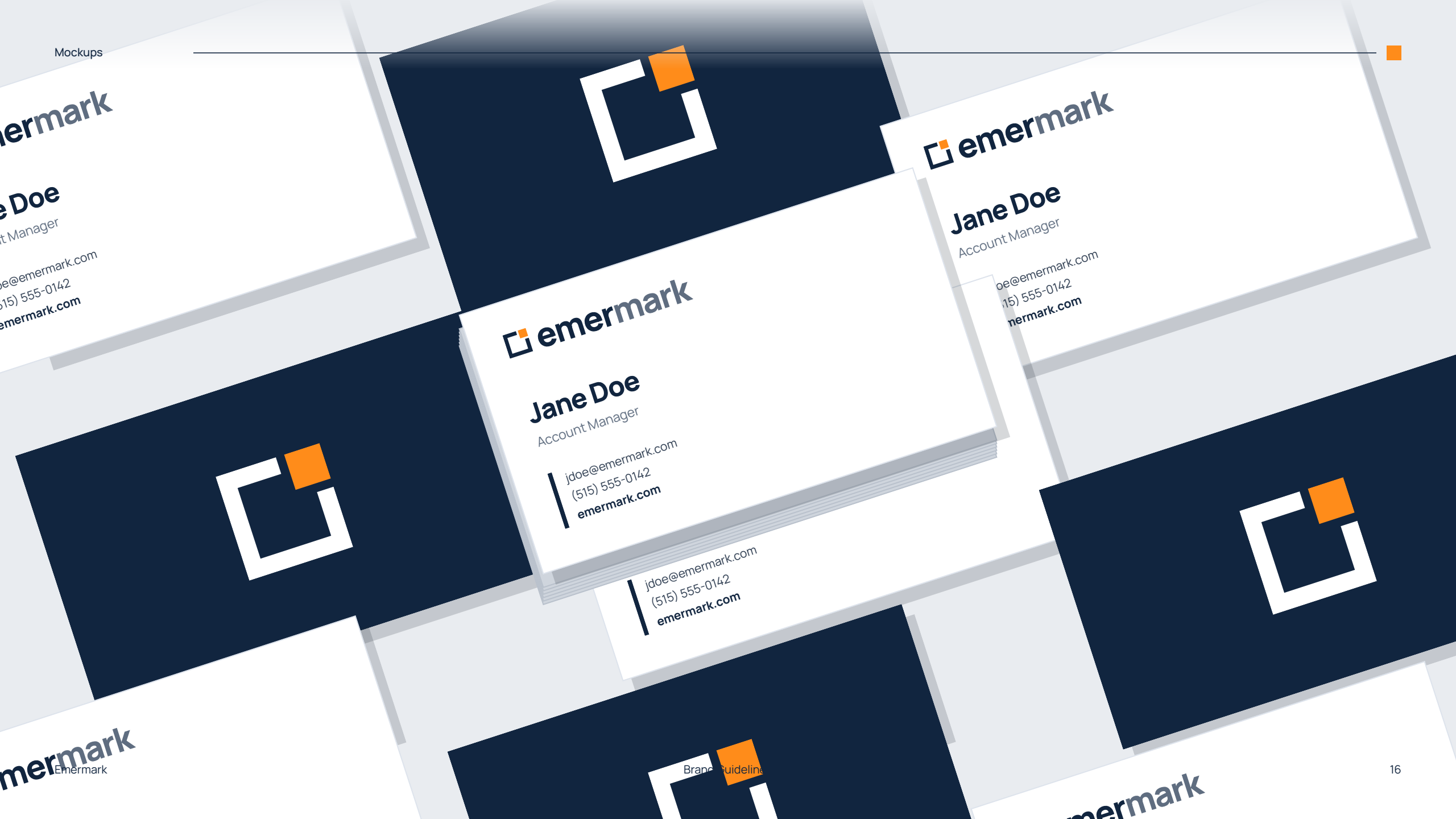
Once the agreement is signed, your lead technician will schedule a walkthrough of your network and servers during the first week of November. We will install monitoring, confirm your backup schedule, and document every device we manage.

Your first monthly report arrives in early December. It lists what we patched, what we changed, and anything we recommend for the months ahead.

For anything urgent before then, call the support line or open a ticket from your portal.

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Email signature.

Social







Post, profile image and LinkedIn cover (1584 × 396).

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