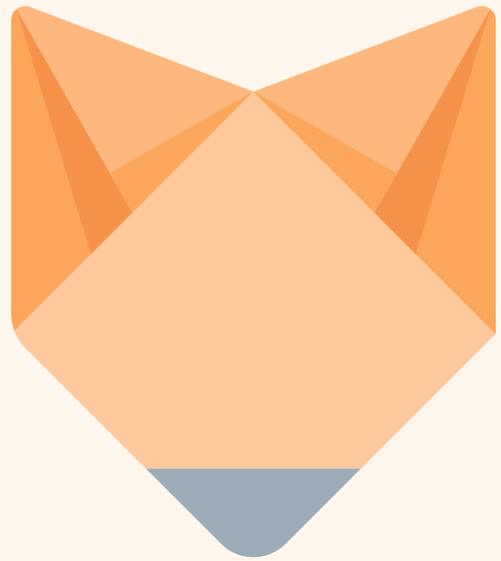
LOGO / COLOR / TYPOGRAPHY

PaperFox Brand essentials.

Run academic conferences the easy and modern way.

AI-powered conference management, from peer review to registration.



Recognizably PaperFox.

02 Choose a logo

03 Use it well

04 Find our colors

05 Set the type

06 See it in use

02 / LOGOS

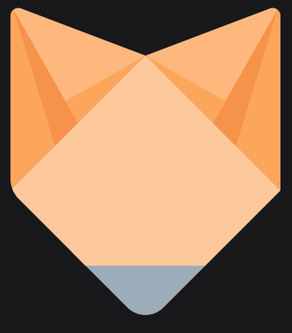
The right logo for the setting.

Use the complete logo for introductions. Use the fox symbol when space is limited.



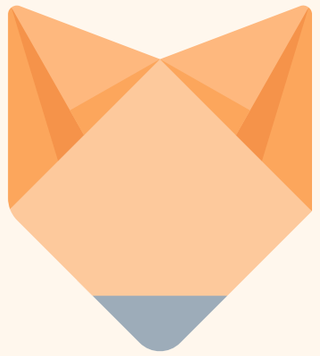
PaperFox.ai

FULL-COLOR LOGO / LIGHT BACKGROUNDS



PaperFox.ai

FULL-COLOR LOGO / DARK BACKGROUNDS



Fox symbol

For avatars, app icons, and compact placements where PaperFox is already identified.

Write the brand name as “PaperFox”.

03 / LOGO USE

Let the fox stay recognizable.



Give it room.

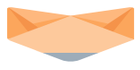
Leave clear space of at least ¼ of the fox symbol's height around the complete artwork.

MINIMUM DIGITAL SIZE

Full logo: 160 px wide

Symbol: 24 px high

AVOID



Keep the proportions

Never stretch or compress.

AVOID



Keep it complete

Do not crop the ears or nose.

AVOID



Keep the colors

No recoloring or color filters.

AVOID



Keep it readable

Use a quiet, contrasting field.

04 / COLORS

Warm identity. Clear emphasis.

Warm fox colors make us recognizable. Blue highlights actions. Neutrals keep content clear.



Fox orange
#FCA65C

Fold shadow
#F5934A

Fold light
#FEB87E

Paper peach
#FDC99C

Nose gray
#9DACB9

SUPPORTING DIGITAL PALETTE

Action blue
#2563EB

Ink
#18181B

White
#FFFFFF

Soft gray
#F4F4F5

Use white text on action blue. Pair orange with dark text; reserve its facets for the logo.

05 / TYPOGRAPHY

Simple type. Clear communication.

Aa

Geist Sans

Our primary typeface.
Use a clear hierarchy and sentence case. Keep copy direct.

AVAILABLE WEIGHTS

Regular · Medium · Semibold · Bold

Fallback: Arial or your system sans serif.

HEADLINE — 48–60 px / Bold

Run a great conference.

SECTION HEADING — 24–32 px / Semibold

Everything in one place.

BODY — 16–18 px / Regular

From peer review to registration.

CAPTION — 12–14 px / Regular

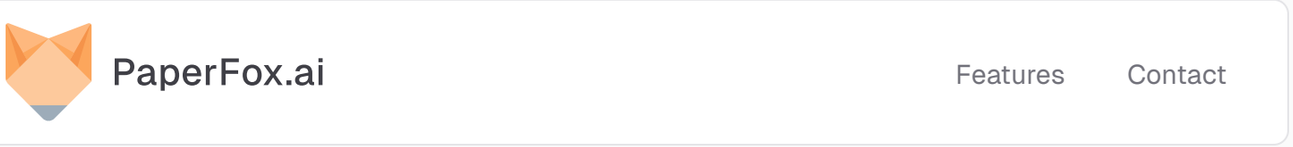
One AI-powered platform.

Sizes are suggested digital settings; specimens are enlarged for this guide.

06 / IN USE

Ready for everyday use.

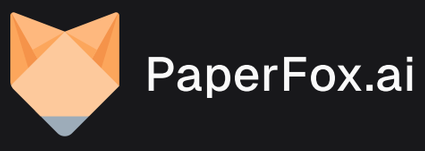
WEBSITE HEADER



Run academic conferences the easy and modern way.

Keep the message short and the layout open.

PARTNER PLACEMENT



CHOOSE YOUR FILE

SVG

For websites, design tools, and layouts that need crisp scaling.

Transparent PNG

For slides, documents, social posts, and tools that do not support SVG.

Use the supplied files.
Choose the version that fits your background.

Questions? support@paperfox.ai