

# Brand Guidelines

# What is Lemma?

Lemma is a reliability platform for AI agents. It catches regressions, spots failures, and improves agents in production — before your users do.

The name comes from mathematics: a lemma is a small, proven proposition used as a building block for a larger proof. Lemma is that proven, reliable layer underneath every agent decision.

# 01. Logo System

Lemma

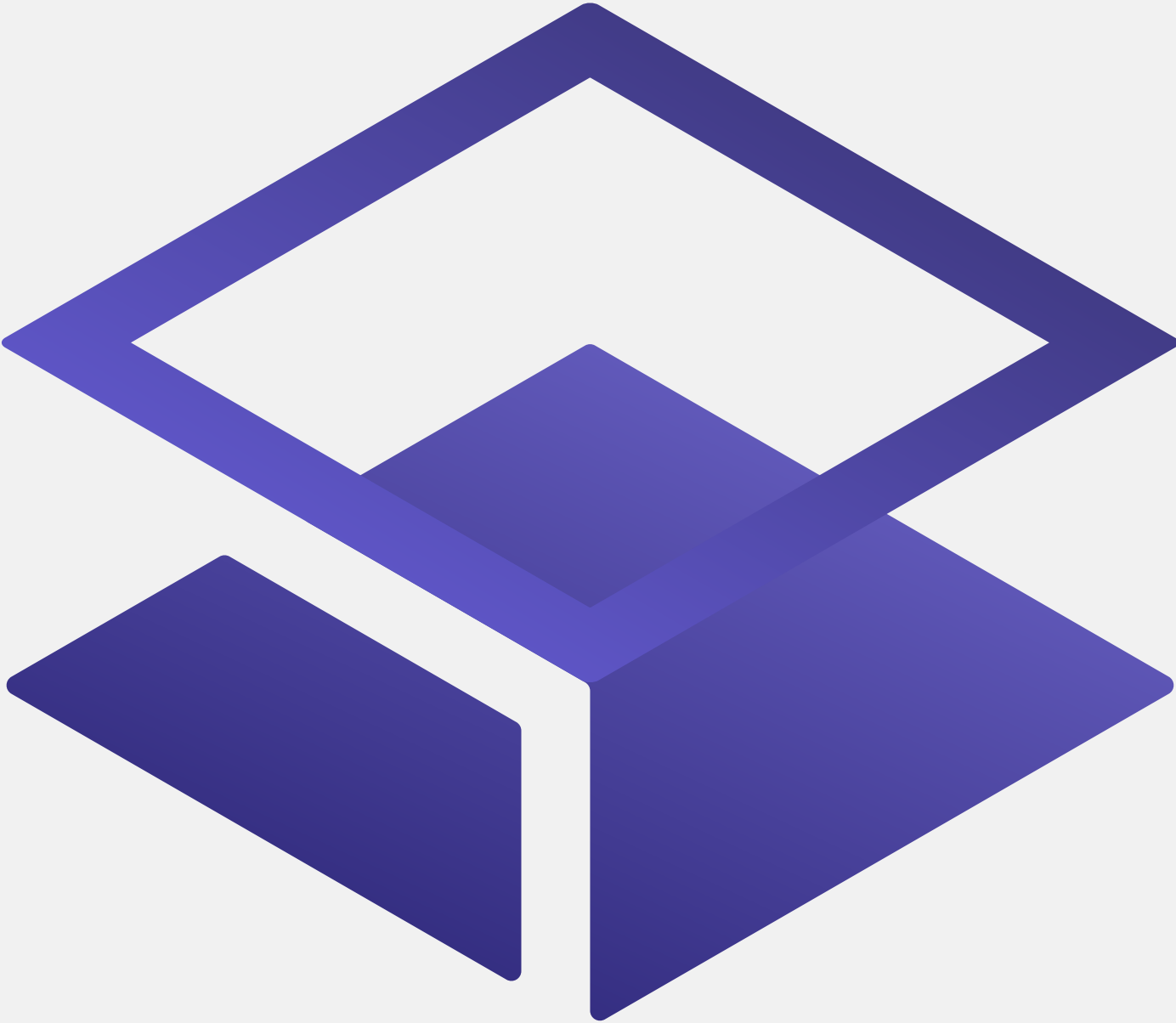
# Logo Concept

Lemma is the foundation and makes the invisible visible.



# Logo Concept

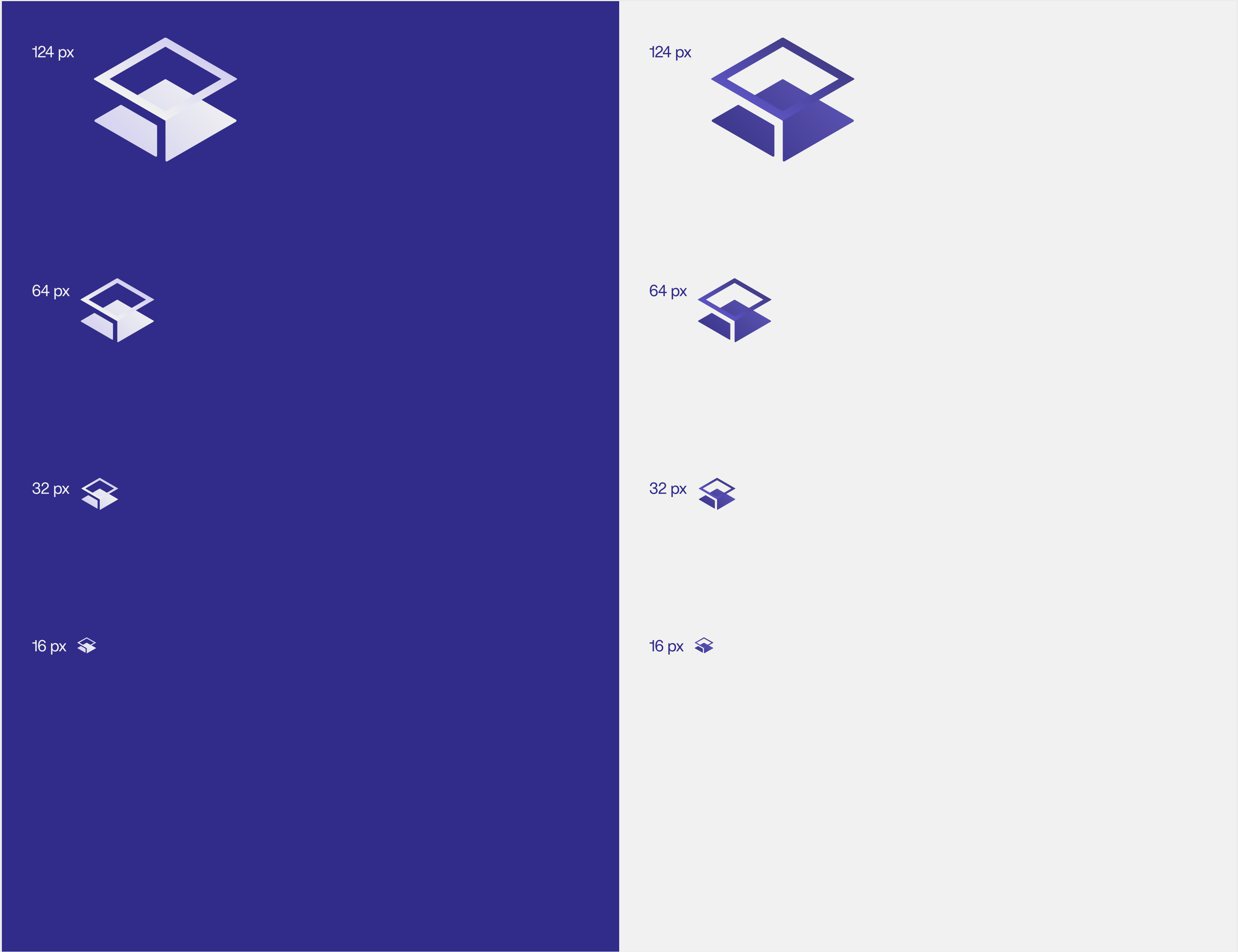
Lemma is the foundation and makes the invisible visible.



# Logo Scaling

The Lemma logo is designed to remain legible and structurally intact across all sizes. The minimum recommended size is 16px for the symbol alone and 80px wide for the full horizontal lockup. Below 16px, use the symbol only. Never scale the wordmark below 10px.

- 124px — Full lockup, hero and large format use
- 64px — Standard UI, headers, marketing materials
- 32px — Navigation bars, product UI
- 16px — Minimum size, favicon and small contexts



# 03. Color System

Lemma

# Neutral Extensions

The neutral palette supports the primary without competing with it. Warm whites and structured greys provide breathing room in UI contexts and printed materials.

Neutrals are never decorative, they serve hierarchy. Use lighter values for backgrounds and surfaces, darker values for text and structural elements.

|                |                                                                 |
|----------------|-----------------------------------------------------------------|
| Gray Hint      | HEX: #E6E6E6<br>RGB (230, 230, 230)<br>CMYK: (0%, 0%, 0%, 10%)  |
| New Gray       | HEX: #A4A4A4<br>RGB (164, 164, 164)<br>CMYK: (0%, 0%, 0%, 36%)  |
| Power Gray     | HEX: #717171<br>RGB: (113, 113, 113)<br>CMYK: (0%, 0%, 0%, 56%) |
| Carbon Fiber   | HEX: #262626<br>RGB: (38, 38, 38)<br>CMYK: (0%, 0%, 0%, 85%)    |
| Shocking Black | HEX: #111111<br>RGB (17, 17, 17)<br>CMYK: (1%, 1%, 1%, 93%)     |

# Color Structure

Lemma's color system is built on a single primary hue — a deep, precise indigo that communicates reliability and technical rigor. The palette extends from near-white to near-black, giving the system full range without visual noise.

Primary color: #755CFE. This is the anchor of the brand — it should appear in every application of the identity.

|                 |                                                                             |
|-----------------|-----------------------------------------------------------------------------|
| Wild Sans       | HEX: <span>#F4F4F4</span><br>RGB (244, 244, 244)<br>CMYK: (0%, 0%, 0%, 4%)  |
| Light Gray      | HEX: <span>#D5D5D5</span><br>RGB (213, 213, 213)<br>CMYK: (0%, 0%, 0%, 17%) |
| Lady Blue       | HEX: <span>#755CFE</span><br>RGB (117, 92, 254)<br>CMYK: RGB (117, 92, 254) |
| bluepurplething | HEX: <span>#322C8A</span>                                                   |
| Admiral         | HEX: <span>#1D1956</span><br>RGB (29, 25, 86)<br>CMYK: (66%, 71%, 0%, 66%)  |

# Logo & Colors

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum



# 04. Typography Structure

Lemma

Primary Typeface

Regular

Medium

Semibold

Britti Sans - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?+-=,.<>;[]{}\

Britti Sans - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?+-=,.<>;[]{}\

Britti Sans - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?+-=,.<>;[]{}\

Aa Bb Cc

Secondary Typeface

Light  
Regular  
Medium

IBM Plex Mono - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?+-=,.<>;:[]{}\\

IBM Plex Mono - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?+-=,.<>;:[]{}\\

IBM Plex Mono - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?+-=,.<>;:[]{}\\

Aa Bb Cc

# Typographic Hierarchy

Lemma uses a layered typographic system where each size has a clear role and purpose. The hierarchy is strict — mixing sizes outside their intended roles breaks the system's legibility and visual consistency.

Display: 64px – Medium/Semibold

Title: 48px – Medium

H2: 32px – Medium

H3: 24px – Medium

Body L: 18px – Regular

Body M: 14px – Regular

Body S: 14px – Regular

Label: 12px – IBM Plex Mono Regular

DISPLAY / 64

H1 / 48

H2 / 32

H3 / 24

BODY L / 18

BODY M / 16

BODY S / 14

LABEL / 12

See what your dashboards can't.

Agent reliability, in production.

Agent reliability, in production.

Agent reliability, in production.

Agent reliability, in production.

Agent reliability, in production.

Agent reliability, in production.

ACTIVE · MONITORED · REGRESSION

# Headline Properties

|                                |                              |
|--------------------------------|------------------------------|
| <b>Britti Sans</b><br>TYPEFACE | <b>100%</b><br>LINE HEIGHT   |
| <b>64</b><br>FONT HEIGHT       | <b>-1%</b><br>LETTER SPACING |

See what your  
dashboards can't.

Lemma catches regressions, spots failures, and improves agents in production — before your users do.

# Body Properties

|                            |                              |
|----------------------------|------------------------------|
| <b>130%</b><br>LINE HEIGHT | <b>-1%</b><br>LETTER SPACING |
|----------------------------|------------------------------|