

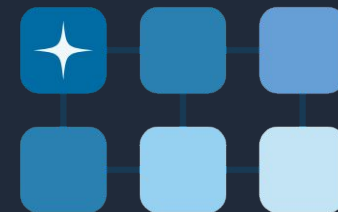


BrightOps

Brand Identity System

Brilliant Operations. Start with a spark.

A practical identity system for a modular, AI-assisted operations ecosystem built for service businesses.



SIX TILES. ONE OPERATING WORLD.

One platform. Every service business.

Modular by design

Every capability is composable. Adopt what fits, then grow as operations evolve.

AI-assisted

BrightSpark supports work across the ecosystem. It is not a decorative device or separate chatbot brand.

Built for service

Designed for professional, facilities and community service organisations.



BrightOps

Brilliant Operations. Start with a spark.

Six-tile modular grid · BrightSpark on the top-left tile · blue family only · never stretch, recolour, rotate or reconstruct.

A disciplined blue-family language.



Deep Navy #0B1220

Foundation and dark panels



Primary Blue #006CA3

Actions, headings and marks



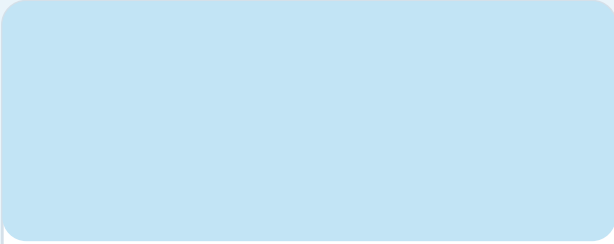
Mid Blue #669FD5

Supporting elements and links



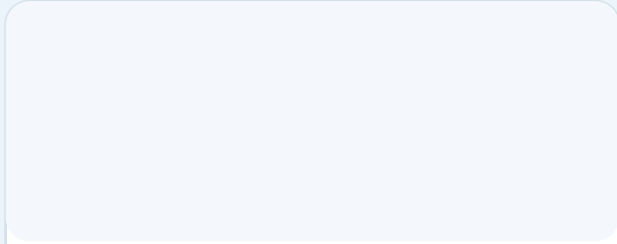
Light Blue #96D1F2

Highlights, hovers and icons



Cloud Blue #C2E4F5

Tinted backgrounds



Brand White #F4F8FC

Pages and content panels

Bold structure. Operational clarity.

DISPLAY · POPPINS BOLD

Use Poppins 700 for wordmarks, display headings and section titles. Keep headlines direct and compact.

Aa
Brilliant.

BODY · INTER

Use Inter 400, 500 and 600 for body copy, captions, navigation and interface labels.

Aa
Operational clarity

VOICE

Confident · Precise · Forward-looking · Plain-speaking

Lead with operational outcomes. Use concrete language and evidence before claims. Avoid hype, inflated certainty and jargon that collapses BrightOps into a single app.

BrightSpark signals AI involvement.



USE

Identify AI-powered features, suggestions and generated content. Keep the symbol in the approved blue family.

DO NOT

Do not use the symbol as decoration on static or non-AI material. BrightSpark is the AI Helper Layer, not the system of record.

Controlled engine register · 1 of 2

BL

BrightLens

Reporting Lens Engine

BI

BrightInsite

Insights Engine

AI

BrightSpark

AI Helper Layer

BB

BrightBuild

Implementation Engine

IYB

Illuminate Your Brand

Marketing, Brand & Growth Engine

BC

BrightCRM

Finance, Planning & Account Engine

BP

BrightPeople

People Engine

Controlled engine register · 2 of 2



Principal outward-facing offers.

BrightOps

Core operations platform and ecosystem

Bright Paths

Guided implementation pathway

Brighter Voice

Integrated cloud communications

BrightSites

Connected websites and digital front doors

USE

Primary Blue for actions • Poppins Bold for display • Inter for body • BrightOps as the parent identity for engine material.

AVOID

Warm accent colours • rebuilding the mark • static BrightSpark decoration • calling BrightOps a single-purpose app • presenting IYB as standalone.

Visual system retained. Terminology corrected.

This reference adapts BrightOps Brand Kit v1.0 (June 2026). Where that deck conflicts with later controlled structure, the current BrightOps hierarchy and engine classifications take precedence.

Included deliverables

- Responsive self-contained HTML brand kit
- Email-ready PDF brand kit
- BrightOps primary mark PNG
- Complete ZIP asset pack

Review before external publication or release of additional asset variants.