



A platform for your next idea.

The cloud for everything you're building.



FLIGHT DECK

Identity system and practical usage guide.

Version 1.0 / 8 October 2026 / Bluefish Studio

Two planes. One carrier.

A distinctive silhouette built around a simple promise: bring your work; we provide the platform.

The name began with the idea of a flying carrier. Flight Deck reduces that idea to a broad upper deck, a supporting hull, and the air between them.

A place to build

The upper plane gives your applications a place to run.

Support beneath the surface

The lower plane suggests the infrastructure carrying the work.

Room to move

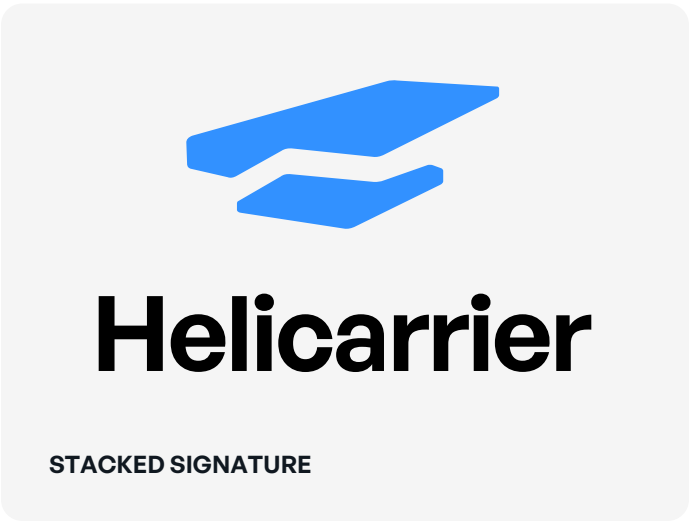
The open gap and forward angle give the mark lift and direction.



FLIGHT DECK / PRIMARY MARK

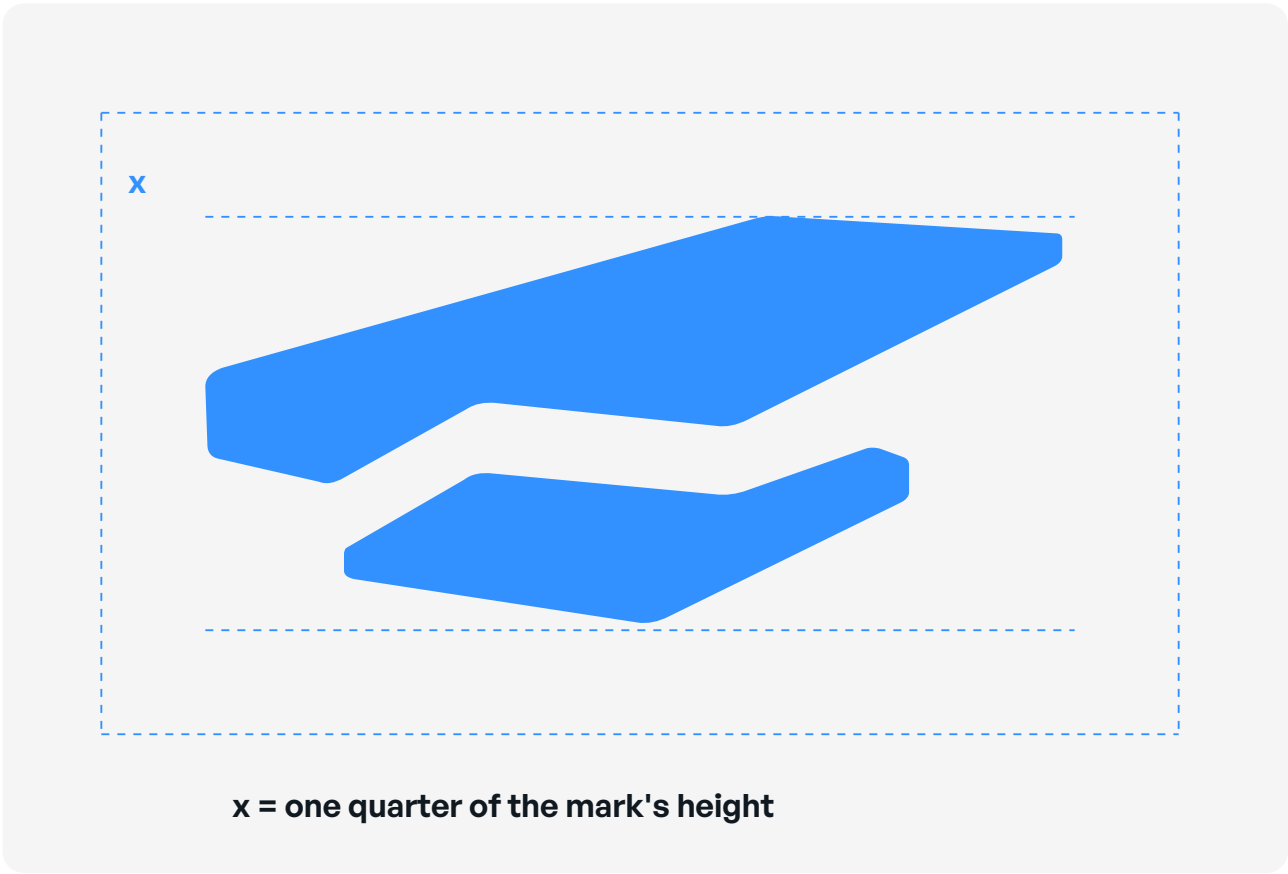
One identity. Flexible applications.

Use the horizontal signature by default. Every wordmark in the pack is outlined and needs no font installation.



Give the mark room to breathe.

The gap between the planes is part of the artwork. Preserve it at every size.



Clear space

Keep at least x clear on every side of the mark or full signature. Measure from the outermost visible artwork.

Minimum widths

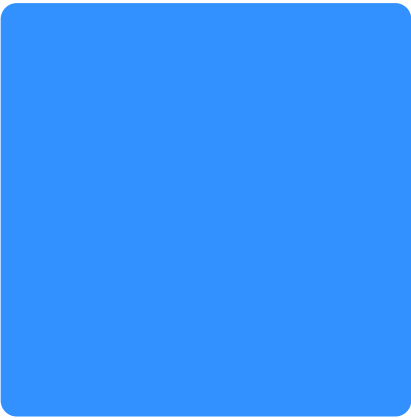
Standalone mark **32 px / 8 mm**

Horizontal signature **130 px / 30 mm**

The supplied favicon is the deliberate 16 px exception. Use the icon files; never shrink the full wordmark into a browser tab.

A quiet palette. A clear signal.

Black and white carry the system. Helicarrier Blue identifies the brand; Ink gives it a home.



Helicarrier Blue

#3291FF

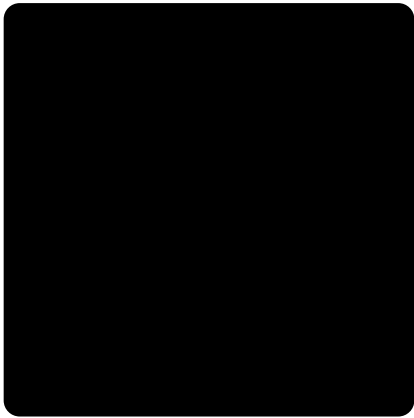
RGB 50 / 145 / 255



Ink

#101820

RGB 16 / 24 / 32



Black

#000000

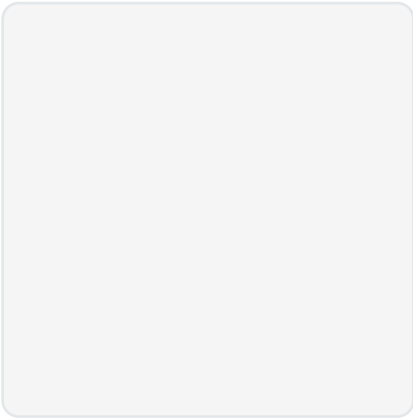
RGB 0 / 0 / 0



White

#FFFFFF

RGB 255 / 255 / 255



Paper

#F5F5F5

RGB 245 / 245 / 245

Use solid fills for the logo. Do not introduce gradients, shadows, extra colours, or transparency into the master artwork.

Keep body text high contrast. Bright blue is a brand accent, not a universal text colour. Proof RGB-to-print conversions with your printer.

Clear at every level.

Keep the logo artwork fixed. Use the existing product type system for the content around it.

Your next idea.

CLASH DISPLAY / DISPLAY HEADLINES / 500-600

Build, deploy, and keep going.

GENERAL SANS / INTERFACE AND BODY / 400-600

Connect your repository, choose the resources your application needs, and deploy. Write interface copy that helps someone take the next step.

Wordmark

General Sans Semibold with close spacing. Use the supplied outlined files; do not retype or substitute the logo.

Code and metadata

JetBrains Mono for commands, logs, resource values, and compact technical labels. Keep it out of the primary wordmark.

Useful. Direct. Confident.

Explain what people can do and what happens next. The product should feel understandable.

Helicarrier

One word. Capital H. Lowercase remaining letters.

Use Cloud as a product descriptor when useful, not as part of the primary logo.

Primary line

The cloud for everything you're building.

Short line

Deploy at altitude.

01 Lead with the action

Deploy your app. Connect a database. View your logs.

02 Make the next step explicit

Choose a plan, then review the estimate before you deploy.

03 Be precise about the promise

Describe the actual capability. Avoid unsupported guarantees, superlatives, or invented performance claims.

Protect the silhouette.

Use the supplied artwork. The two planes, their proportions, and the open channel work together.



Keep the original angle

Do not rotate or mirror the symbol.



Keep its proportions

Do not stretch, squash, or crop the mark.



Keep both planes intact

Do not fill the gap or separate the shapes.



Use approved colours

Do not add effects, outlines, or extra objects.

Use the white signature on dark imagery and the black signature on light imagery. Place it where the background is calm and legible.

Recognizable across the platform.

The same artwork carries through navigation, authentication, documentation, email, and shared links.

 **Helicarrier**

[Platform](#) [Docs](#) [API](#)

 **Helicarrier**

**The cloud for everything
you're building.**

SHARED LINKS / 1200 x 630



App icons & avatars

Use the dedicated square assets. Their padding keeps the mark clear in rounded and circular crops.

The right file for the job.

The pack contains editable vectors, transparent images, print artwork, and ready-to-use platform assets.

SVG	Scalable logos and marks	Web, apps, Figma, Illustrator, and design handoff.
PNG	512 / 1024 / 2048 px wide	Documents, slides, and software without SVG support.
PDF	Vector print masters	Mark and horizontal signatures. Proof colour before printing.
Icons	Browser and app icons	Browser tabs, installed apps, and maskable launchers.
Social	Avatars, banner, email mark	Public profiles, email headers, and link-preview branding.
Tokens	JSON and CSS	Approved palette, typography, spacing, and minimum sizes.

Download fonts from the original foundries. Font files are not included in the pack.

[General Sans / source & licence](#) [Clash Display / source & licence](#) [JetBrains Mono / source & licence](#)