

Brand guidelines

Our logo, colors, and type, with the files you need to use them well.

Logo system

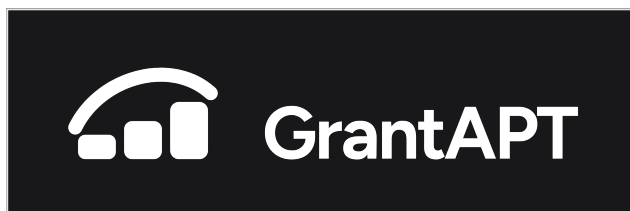
The Stepped Bridge is our mark. Use the two-tone logo on light backgrounds and the white version on dark backgrounds.

Horizontal logo

The primary logo for websites, documents, and partner materials.



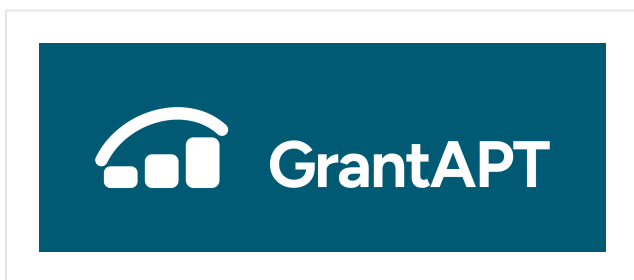
On light



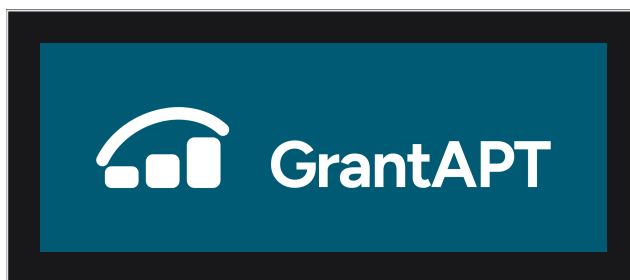
On dark

Logo on a color field

The full white logo on our deep teal. Keep the color field and its margin intact on dark or mixed surfaces.



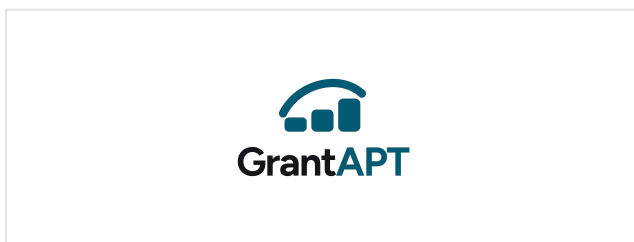
On light



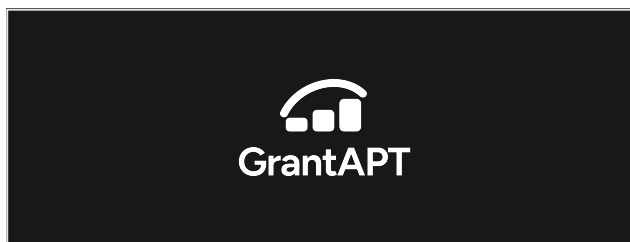
On dark

Stacked logo

For narrow spaces and centered placements.



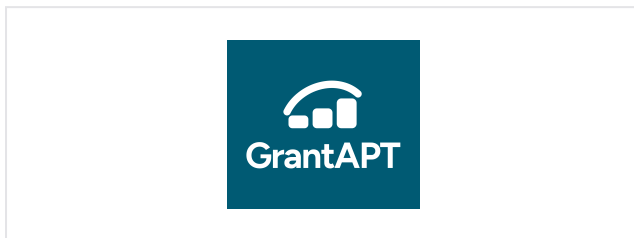
On light



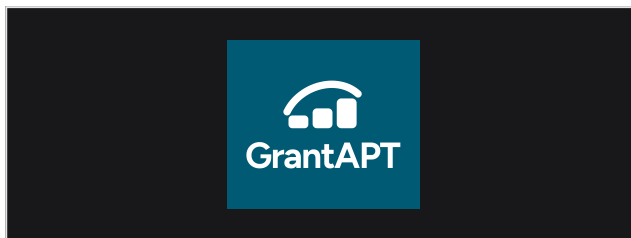
On dark

Stacked logo on a color field

The stacked white logo on deep teal, with built-in clear space for compact placements. Keep the color field intact.



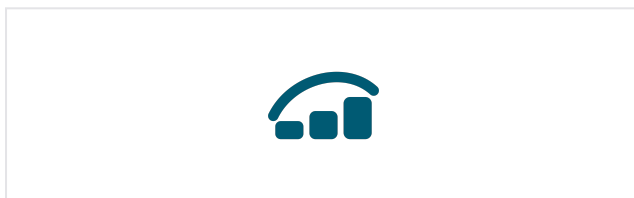
On light



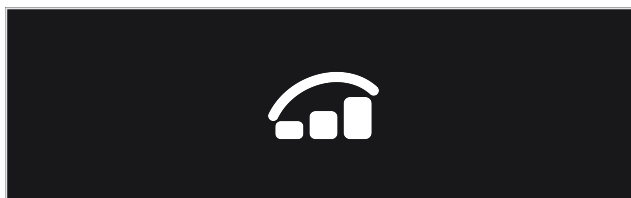
On dark

Bridge mark

For compact placements where the GrantAPT name is already present.



On light



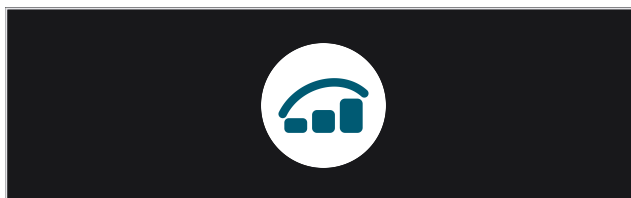
On dark

Roundel

For social avatars and square profile images. The circle is part of the artwork.



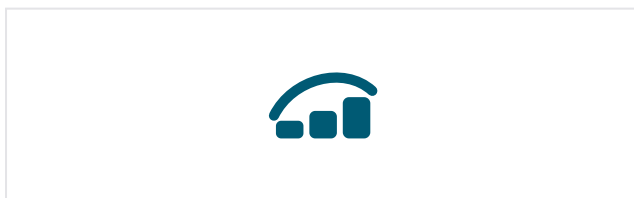
On light



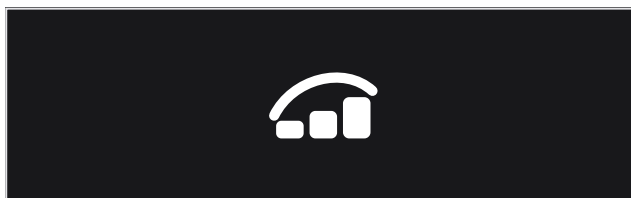
On dark

Small icon

The simplified mark for favicons and small application placements.



On light



On dark

One-color and clear-space files

Use one color for constrained production. Choose a clear-space file when a template makes placement difficult.

Horizontal, deep teal

Horizontal, black

Stacked, deep teal

Horizontal with clear space

Stacked with clear space

Bridge mark with clear space

SVGs scale without losing detail. The wordmark SVGs use Figtree Bold; use the PNG if your software doesn't support the font. PNGs have transparent backgrounds, except for the roundel and the logo on a color field. Scale them down, never up.

Give the logo room

Keep the mark and name together in the supplied proportions. Leave clear space around the artwork so it stays distinct from nearby text and images.



The clear-space export includes the margin. Keep it intact.

Keep it clear

- Keep the supplied colors, backgrounds, and clear space.
- Choose white artwork for a dark, uncluttered surface.
- Check that the name is readable at the final size. Use the small icon when it isn't.

Keep it consistent

- Don't stretch, crop, rotate, or rearrange the artwork.
- Don't retype the wordmark or substitute its typeface.
- Don't add shadows, outlines, gradients, or glow.

Color palette

Deep teal carries the identity. Zinc neutrals and white give it space. Use the accent sparingly and keep text readable.



Deep teal

#005A74

RGB 0, 90, 116

Bridge mark and APT in static artwork.

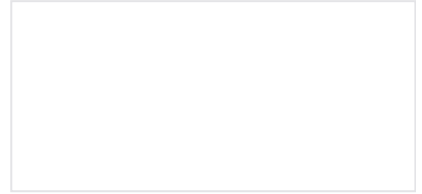


Zinc 900

#18181B

RGB 24, 24, 27

Grant in the logo; text on light surfaces.

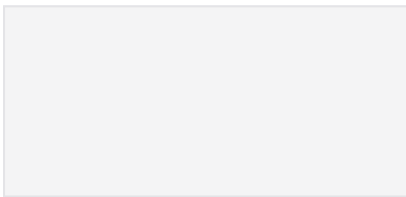


White

#FFFFFF

RGB 255, 255, 255

Light canvas and reversed artwork.



Zinc 100

#F4F4F5

RGB 244, 244, 245

Quiet supporting surfaces on light backgrounds.



Zinc 400

#A1A1AA

RGB 161, 161, 170

Secondary text on dark backgrounds.



Zinc 500

#71717A

RGB 113, 113, 122

Secondary text on white backgrounds.

These values describe static brand artwork and supporting neutrals. The website and product use theme-aware colors for controls and surfaces. Keep body text neutral; reserve cyan for identity, actions, and selection.

Typography

Figtree gives headings their shape. Manrope keeps longer passages clear and easy to read.

Figtree

Headings · Semibold 600

**A clearer path
from grant to impact.**

Aa Bb Cc Dd Ee Ff Gg

0123456789

Manrope

Body · Regular 400 / Medium 500

Keep the funder rules, draft, deadline,
award, and reports with the grant.
Give your team a clear view of what
needs to happen next.

Aa Bb Cc Dd Ee Ff Gg

0123456789

Use sentence case, left-aligned body copy, and a clear heading hierarchy. Avoid thin weights, tightly tracked headings, and decorative prelabels. The supplied logo wordmark uses Figtree Bold 700; don't recreate it as live text.

Need help with a placement? [Contact us.](#)

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