BRAND KIT · V2 · 2026

Rad Soft

We build products that ship.

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What's inside.

Everything needed to make Rad Soft look like itself, anywhere it shows up.

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01 · THE STUDIO

We build products that ship

A software studio that designs, builds, and launches digital products. We ship our own ideas and partner with select teams to bring theirs to life.

STUDIO	BASE	FOCUS
Software studio, est. 2002	Coppell, Texas	Products, design, engineering

Handback
Misdelivered package recovery

Harkly
Feedback that closes the loop

PhotoAura
Editorial photo galleries

Markbase
Trademark search API

ShaderUI
The visual library

MyPanchang
Hindu calendar app

TaxNest
Tax document collection

Astra Arena
AI coding arena

01 · VOICE

Plain, specific, confident.

We sound like a small team that ships: we say what the product does, where we are and what happens next. No buzzwords, no hype.

SAY	NOT
“We build products that ship.”	“Innovative end-to-end digital solutions.”
“Misdelivered package recovery.”	“Revolutionizing the logistics space.”
“Based in Coppell, Texas.”	“A global leader in transformation.”

02 · LOGO

The logo.



THE MARK

A hexagon with the R folded into it: something built, with the studio’s initial inside. The same drawing as the site.

THE WORDMARK

Rad Soft in Kerf Semibold, outlined, so it never depends on the font being installed.

TOGETHER

The mark stands 1.4 caps tall, centered on the caps, 1.6 word spaces from the R.

02 · LOGO

Four lockups.



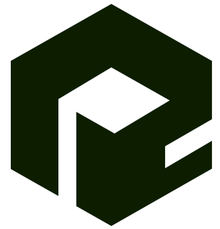
Horizontal

The default. Headers, covers, anywhere wide.



Stacked

Square and tall spaces.



Mark

Avatars and favicons, where the name is already said.



Wordmark

Small text-led spots, next to a product name.

02 · LOGO

Room to breathe.

Keep one cap height, the height of the R, clear on every side. The mark sits 1.6 word spaces from the R, more than the space between Rad and Soft, so it never reads as a letter.



Rad Soft

110 px · 28 mm

Smallest horizontal lockup.

Rad Soft

52 px · 14 mm

Smallest stacked lockup.

16 px · 5 mm

Smallest mark; below it the fold fills in.

02 · LOGO

Five colorways.

Rad Soft

On Paper
The default.

Rad Soft

On Ink
Dark grounds.

Rad Soft

On Sage
The accent ground.

Rad Soft

White
Photos and color.

Rad Soft

Black
Stamps and engraving.







Badges put the mark on its own disc, for avatars and anywhere it sits on a busy ground.

02 · LOGO

Leave it as drawn.



⊘ Don’t stretch it



⊘ Don’t recolor it



⊘ Don’t outline it



⊘ Don’t rotate it



⊘ Don’t crowd the mark

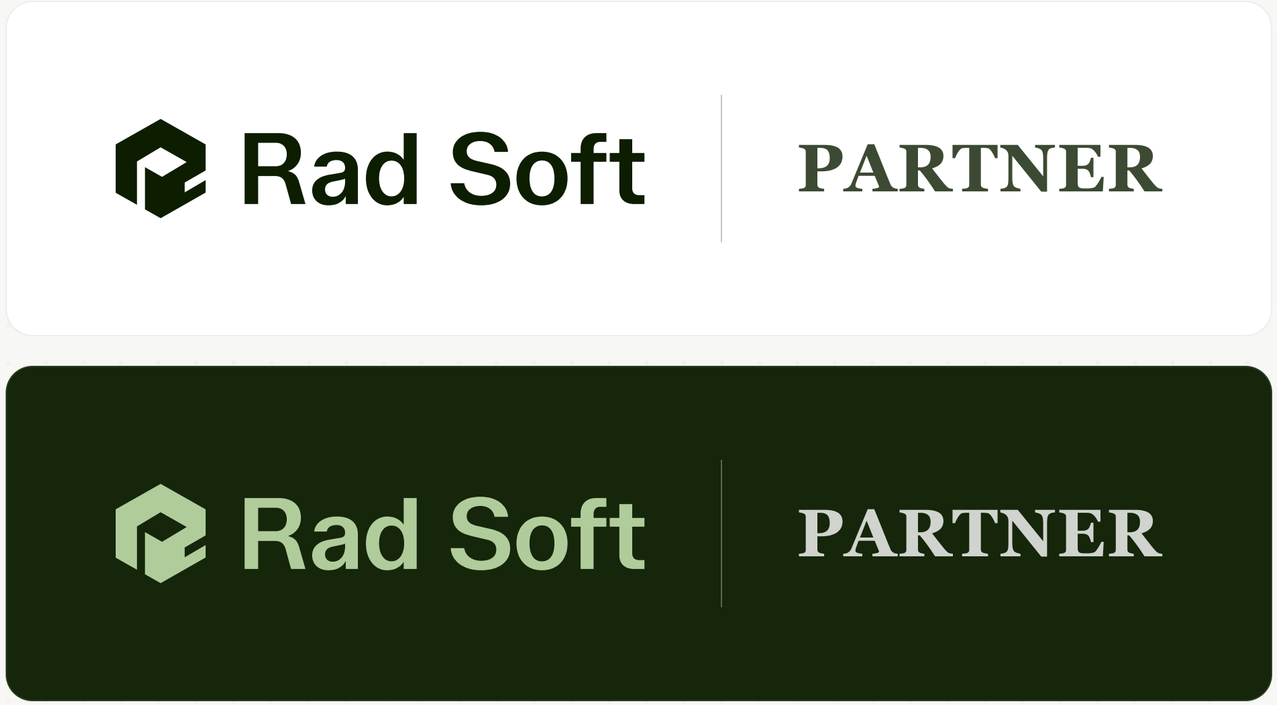


⊘ Don’t retype it

02 · LOGO

Side by side.

With a partner, the two logos share a height and sit either side of a hairline, one cap height clear of it. Rad Soft leads, unless the partner is the host.



03 · APP ICON

The mark, as an icon.

Sage on Ink by default, the mark at just over half the tile. A Sage version for light settings, and the dark and tinted looks iOS asks for.



Default



Sage



Dark



Tinted

04 · COLOR

Ink, Sage and Paper.

The site's three colors. Ink carries the words and the dark surfaces, Paper is the canvas, Sage is the accent and never the main event.



Ink

#0D1D00

green-950 · RGB 13 29 0 · CMYK 72 57 78 78

The brand's dark. Type, the mark, and every dark surface.



Sage

#B0CC9B

green-300 · RGB 176 204 155 · CMYK 33 7 48 0

The accent. The mark on Ink, highlights and the underline.

Paper

#F7F7F5

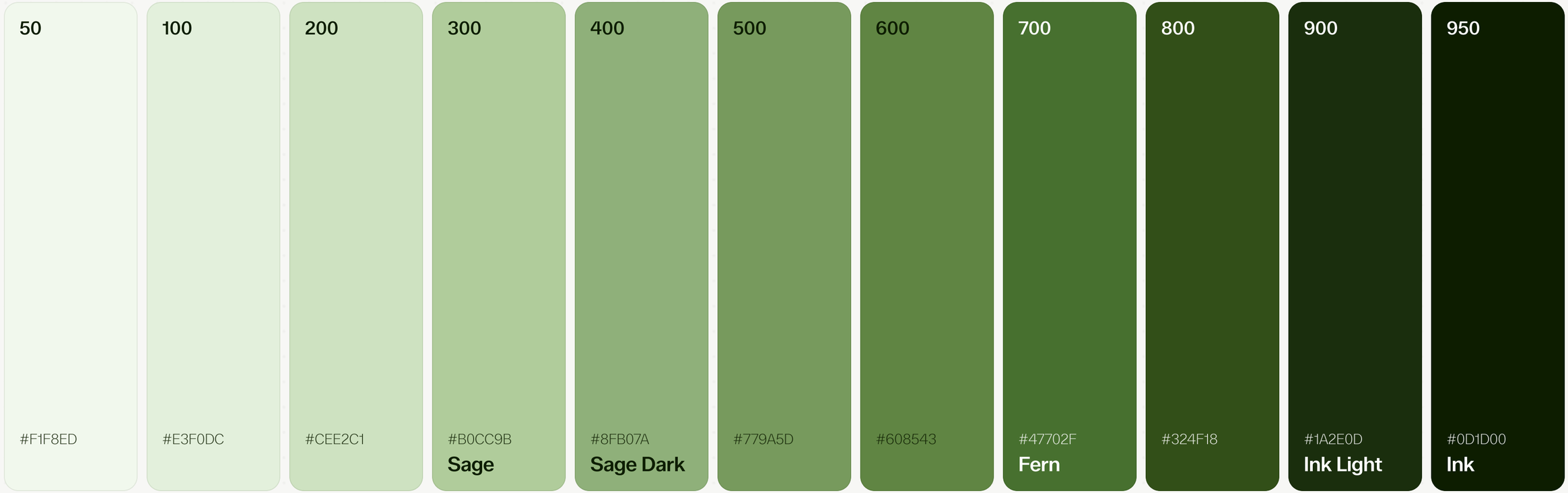
neutral-50 · RGB 247 247 245

The light canvas, warm rather than white.

04 · COLOR

One green.

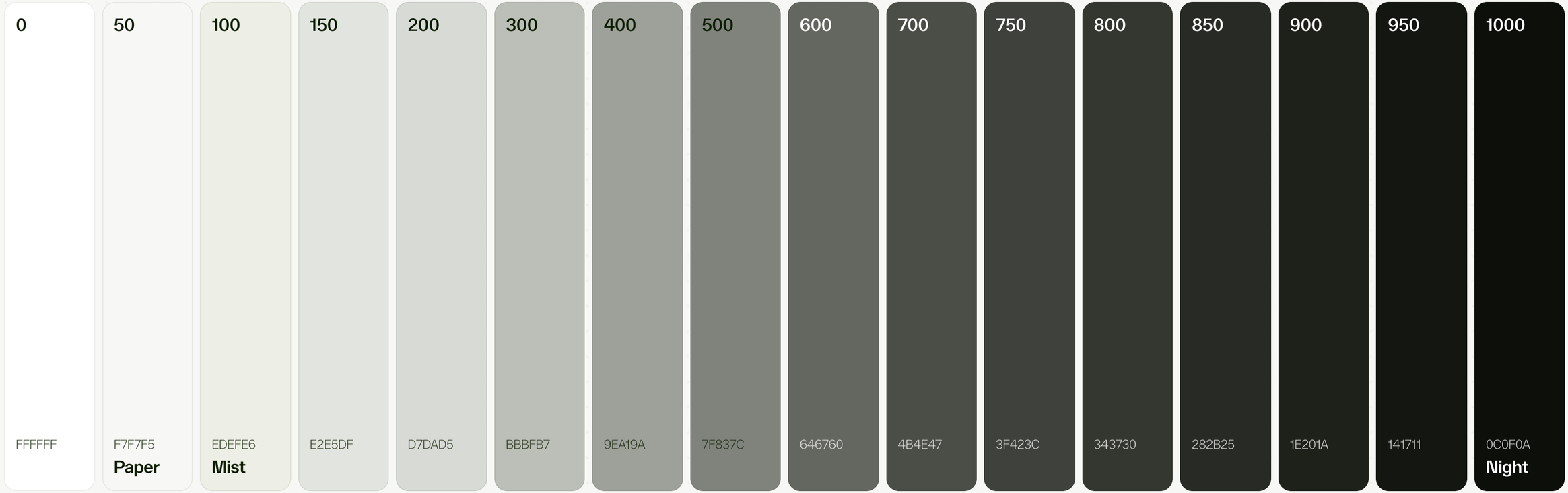
Sage, Fern and Ink aren’t three colors, they’re steps of one scale. Any green we use is a step of it, so every green on a page belongs together.



04 · COLOR

Neutrals.

Grey with a trace of the green, from white through Paper and Mist to Night. Text, surfaces and lines come from here.



04 · COLOR

Sage's siblings.

Sky, Clay and Straw sit at Sage's exact lightness and softness, each with an ink at Ink's depth, so they pair the way Sage and Ink do. They tell products, tags and chart series apart and are never the brand color. Red is kept for errors.

Sage

The brand. Sage on Ink, Ink on Sage.

Ink

#B0CC9B #0D1D00

50 100 200 300 400 500 600 700 800 900 950

Sky

The cool sibling. Information and links in product UI.

Sky 950

#A1C8DF #011B28

50 100 200 300 400 500 600 700 800 900 950

Clay

The warm sibling. Highlights and illustration.

Clay 950

#E8B59B #2B0E01

50 100 200 300 400 500 600 700 800 900 950

Straw

The bright sibling. Warnings and pending states.

Straw 950

#D7BF8B #201600

50 100 200 300 400 500 600 700 800 900 950

04 · COLOR

Colors by job.

Product UI and the site name the job, never the step, so light and dark change in one place.
Text roles reach 4.5:1 on what they sit on; focus rings reach 3:1.

Light

background	neutral-50
surface	neutral-0
muted-foreground	neutral-600 · 5.4
primary	green-950
accent	green-300
link	green-700 · 5.4
success	green-700 · 5.4
error	red-700 · 5.9
foreground	green-950 · 16.4
muted	neutral-100
border	neutral-200
primary-foreground	neutral-50 · 16.4
accent-foreground	green-950 · 10.0
ring	green-700 · 5.4
warning	straw-700 · 5.7
info	sky-700 · 5.5

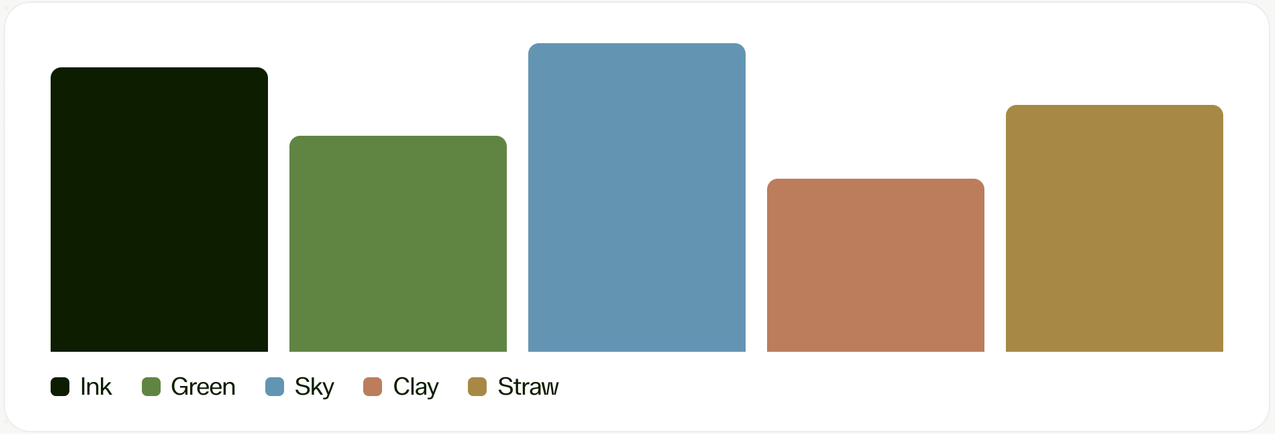
Dark

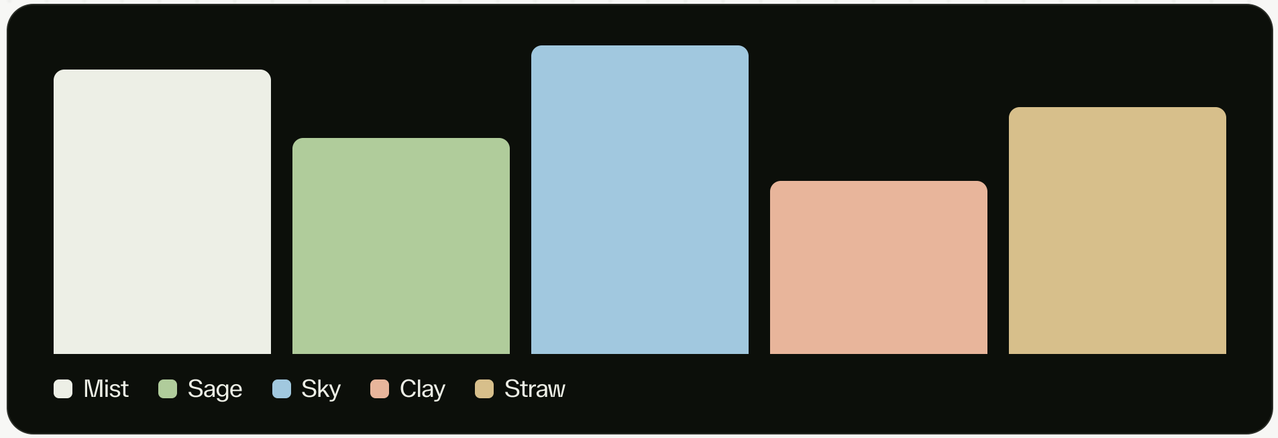
background	neutral-1000
surface	neutral-950
muted-foreground	neutral-400 · 7.4
primary	neutral-100
accent	green-300
link	green-300 · 11.0
success	green-400 · 8.0
error	red-400 · 7.5
foreground	neutral-100 · 16.6
muted	neutral-900
border	neutral-800
primary-foreground	green-950 · 15.2
accent-foreground	green-950 · 10.0
ring	green-300 · 11.0
warning	straw-400 · 7.7
info	sky-400 · 7.8

04 · COLOR

Charts.

Ink leads, then the green and its siblings: mid steps on Paper, pastels on Night. Past five series, group the rest as Other in a neutral.





04 · COLOR

Mostly Paper and Ink.

Paper

Ink

Sage

We build products that ship

A software studio that designs, builds, and launches digital products. We ship our own ideas and partner with select teams to bring theirs to life.

See our products →

Work with us →

Our own products

Handback, Harkly, PhotoAura, Markbase and more, designed, built and launched here.

See our products →

Work with us →

05 · TYPOGRAPHY

Kerf.

Our typeface. A grotesk with pointed joins where diagonals meet, built from Zalando Sans and tuned for Rad Soft. Open source under the SIL Open Font License, so it ships free on the web, in apps and in print.



Software	LIGHT 300
Software	MEDIUM 500
Software	BOLD 700
Software	BLACK 900

Software	REGULAR 400
Software	SEMIBOLD 600
Software	EXTRABOLD 800

05 · TYPOGRAPHY

One scale.

The site's type, in pixels at its widest. Semibold for display, Medium for labels and buttons, Light to read. Everything runs a touch tight; labels run uppercase and open.

Display 88/90	Products that ship
Heading 1 56/60	Design and engineering
Heading 2 36/50	We ship our own ideas
Heading 3 24/32	Feedback that closes the loop
Lead 20/32	A software studio that designs, builds, and launches
Body 16/26	We partner with select teams to bring their ideas to life.
Button 16/24	See our products
Label 12/16	STUDIO · BASE · FOCUS

05 · TYPOGRAPHY

Points where strokes meet.

In W, M, N, A, V and 4 the strokes run side by side and touch at a single point on the line. It's what gives Kerf its edge at display sizes, and it holds from Light to Black.



633 characters in six weights, each with an italic, plus a variable font for every weight in between.

06 · ICONOGRAPHY

Line icons for the work.

Forty outline drawings for the things we build: cloud, data, devices, payments, AI. One line weight, round ends, and they take the color of the text around them.



06 · GRAPHIC DEVICES

From the site.

The dot grid

A 1px dot every 28px behind Paper pages.



Ink and its grid

A fine line every 96px and a soft sage glow.

that ship

The underline

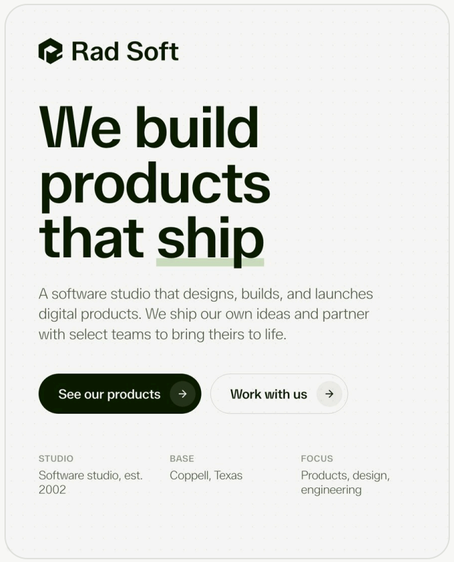
Sage behind the last word of a line. Once per page.

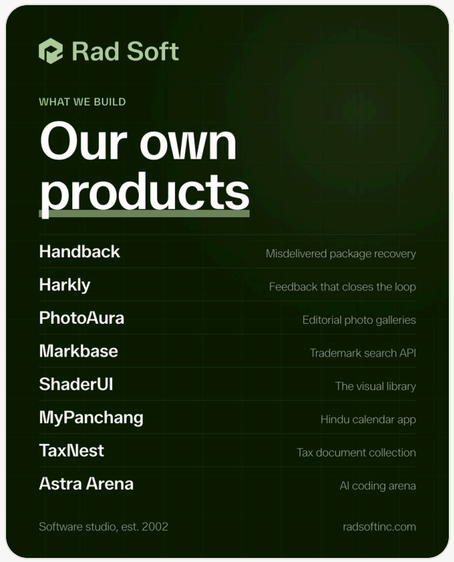
The mark, cropped

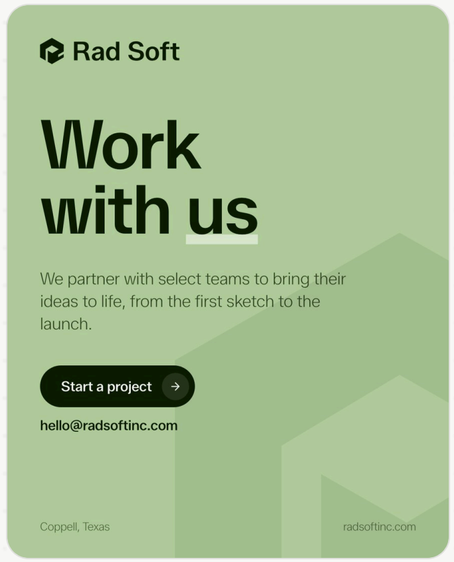
Large and off the edge, behind a layout.

07 · IN USE

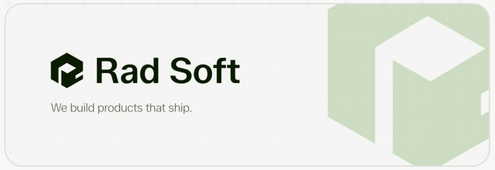
Social.

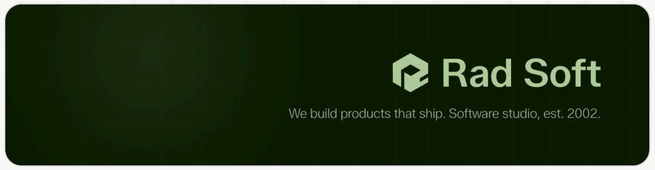


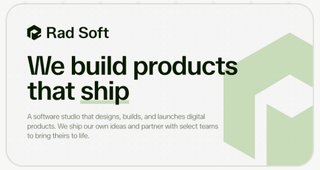








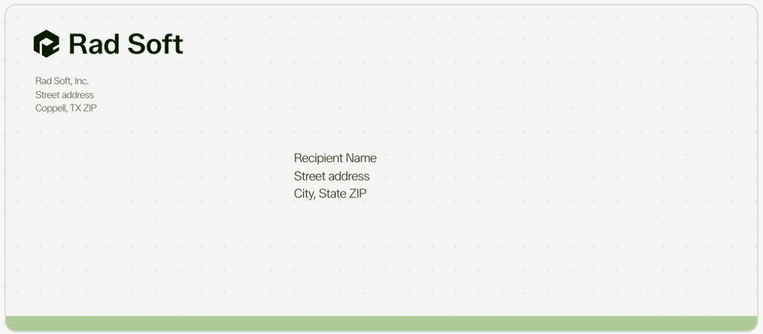


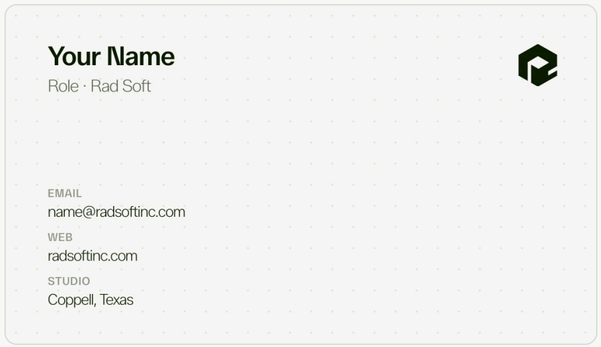


07 · IN USE

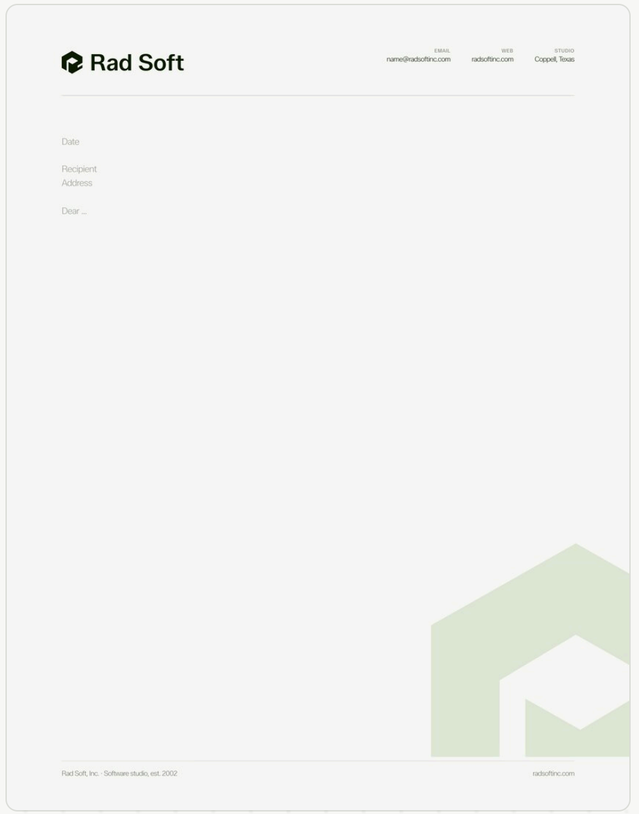
Stationery.











08 · FILES

Where it all lives.

Open index.html for this book. Every file below sits next to it.

01 Logo
SVG, PNG and PDF of every lockup and colorway, plus the badges.

02 App Icon
The 1024 master, rounded previews, Sage, dark and tinted.

03 Typeface
Kerf TTF, WOFF2 and variable fonts, the license, a specimen.

04 Color
tokens.css and tokens.json with every scale and role, Adobe swatches, the palettes.

05 Icons
All 40 icons as SVG, and a sheet.

06 Social
Posts, story, covers, profile and link preview.

07 Stationery
Print-ready PDFs with bleed, and the email signature.

Brand Book.pdf
This book, one slide a page.

We build products that ship

Rad Soft

radsoftinc.com