



Brand style guidelines

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Introduction

These guidelines introduces the design for the brand of Ferron – a fast, modern web server.

The examples shown in these guidelines can help you create on-brand messages. For them to be effective, these guidelines need to be applied clearly and consistently.

If you need guidance not covered in the guidelines, you can contact us via email (hello@ferron.sh).

The logo

The concept

The logo for Ferron consists of the icon and word mark. The nut in the icon references the “Ferron” name and signifies robustness. The lightning bolt in the icon can signify both high performance for an easy-to-use web server, and the speed of setting up websites.

The word mark in turn uses the Funnel Display font. The squares in the letters invoke a “tech” feel; the mark itself overall can express the casual style.

The icon can be used on its own, where it would be more suitable than the full logo (like in social media profile pictures, or in icons).



The logo colors

The logo can appear in multiple variations (like color, white on dark, or black on light).

The color logo is the primary logo and should be used if possible. The white on dark and black on light logos can be used if using color logo wouldn't be sufficient.



Color on light



Black on light



Color on dark



White on dark

What not to do?

Below is the description of some examples of what not to do with the Ferron logo:



Don't distort the logo proportions.



Don't change the font in the word mark.



Don't rearrange elements.



Don't change the colors in the logo.



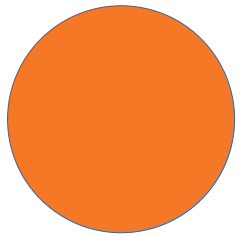
Don't change the background color for the logo.



Don't change the transparency of the logo.

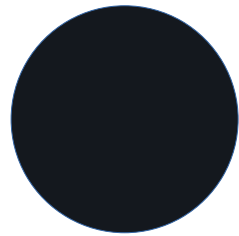
The brand colors

Ferron uses the orange color scheme, mainly on dark backgrounds. The correct color values are specified for consistency.



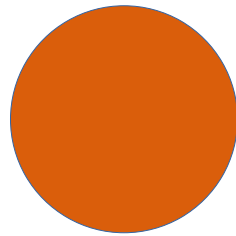
#F47825

Primary color



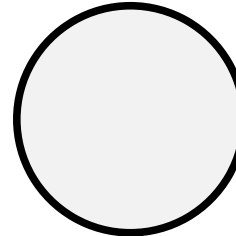
#14181E

Dark background
color



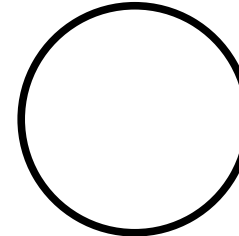
#DA5E0B

Accent color



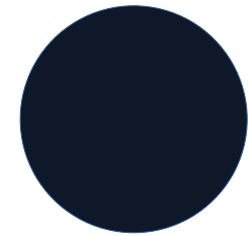
#F2F2F2

Light text color



#14181E

Light background
color



#0F1829

Dark text color

The typography

Ferron uses Funnel Sans for both headings and the content, and JetBrains Mono for system commands, code and configurations shown in the web server documentation.

Both the headings and the content need to be in sentence case. Also, the text needs to be either left-aligned or centered.

Headings

Funnel Sans

Content

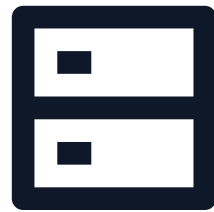
Funnel Sans

System commands, code, configurations

JetBrains Mono

The icons

Ferron uses line icons from Remix Icon for icons (used for example on the website).



The visual identity

Ferron's visual identity reflects the nature of the product itself: calm, structured, and deliberately engineered.

The design doesn't seek attention through spectacle. It avoids dramatic motion, aggressive color, and ornamental complexity. Instead, it relies on clarity of layout, disciplined spacing, and predictable structure. Every section should feel intentional. Nothing should feel improvised.

Ferron uses warmth with restraint. The primary accent color is orange, applied carefully to guide attention without dominating the page. Gradients are subtle and atmospheric, never loud or distracting. They provide depth, not decoration.

Dark surfaces are used to create focus and contrast, while lighter documentation area prioritize readability and neutrality. The overall experience should feel steady and composed – never flashy, never chaotic.

Visual depth is achieved through soft shadows, balanced hierarchy, and measured contrast. The goal is quiet confidence. Users shouldn't think about the design. They should feel that it's solid.

Consistency across surfaces is essential. The landing page, documentation, blog and system-generated pages must feel like parts of a coherent system. Typography, spacing, color logic, and motion principles should remain aligned. Premium quality emerges from coherence, not novelty.

The writing tone and voice

Ferron communicates with calm precision.

The tone is restrained, direct, and technically respectful. It avoids hype, exaggeration, and superlatives. Ferron doesn't claim to be revolutionary or game-changing. It explains what it does, how it works, and why it matters.

Language should be clear and specific. Benefits are described in concrete terms rather than abstract marketing phrases. When performance is discussed, it's supported by evidence. When tradeoffs exist, they're acknowledged.

Sentences tend to be short and declarative. The writing favors clarity over flourish. It assumes the reader is technically competent and doesn't oversimplify or dramatize.

Ferron speaks with quiet confidence. It doesn't ask for trust; it earns it through documentation, transparency, and measured claims.

The voice should feel composed and steady – like well-designed infrastructure. Even when describing powerful capabilities, the tone remains grounded.

Contact us

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