



MASTER MARKETING IDENTITY

Signal Blueprint Brand Guide

A complete identity, messaging, channel, accessibility, partner-use, and production system for Temen Systems.

70% DARK

20%

Version 1.2 · Approved August 14, 2026
External distribution edition

One master identity

Signal Blueprint is the approved master marketing identity for Temen Systems. It applies across corporate, Microsoft cloud, security, advisory, AI, automation, licensing, and managed-service communications.

DECISION RECORD

Approved direction

A • Signal Blueprint

Approval date: August 14, 2026
Authority: Temen Systems leadership
Guide owner: Temen marketing owner

VERSION SCOPE

v1.2 positioning baseline

This edition places licensing intelligence at the core of Temen's broader AI, cloud transformation, CSP, security, and managed-services position. Future changes require a logged version, named owner, and review of affected templates.

INTERNAL USE

Teams creating work

Marketing, sales, design, web, product, recruiting, proposal, executive, and service-delivery teams use the full system.

EXTERNAL USE

Partners and vendors

External creators may use only approved assets and the rules in this guide. Their use does not transfer ownership or grant permission to create variants.

Conflict rule. If a template, past document, partner request, or personal preference conflicts with this guide, this guide governs unless the Temen brand owner approves a written exception.

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THE WHOLE SYSTEM IN ONE LINE

Microsoft technology, made clearer.

Dark foundations create authority. Light reading surfaces make complexity easier. Teal marks the moment to act.

Clear systems. Confident action.

Temen puts licensing intelligence at the core of AI adoption, cloud transformation, CSP strategy, security, and managed operations.

PROMISE

**Microsoft
technology,
made clearer.**

POSITION

**Licensing-led
Microsoft
technology partner**

CHARACTER

**Calm · capable ·
accountable**

PROOF

**Owner · sequence
· measure**

The logo for Temen Systems features the word "TEMEN" in a large, bold, sans-serif font, with a stylized graphic of a building or structure integrated into the letter "E". Below "TEMEN" is the word "SYSTEMS" in a smaller, bold, sans-serif font.

SIGNAL

CLARITY

PLATFORM

Primary color ratio

70%

20%

7% 3%

Recognition test. A Temen asset should still feel like Temen when the logo is temporarily hidden: dark structured field, generous light surface, disciplined teal path, concise outcome language.

The idea behind the identity

Technical depth should make decisions easier.

CHOOSE

See the licensing decision

Licensing intelligence connects entitlements, usage, cost, risk, and renewal choices to real operating need.

TRANSFORM

Build the right system

AI, Microsoft 365, Azure, security, data, migration, and automation are sequenced around useful outcomes.

OPERATE

Keep improving

CSP lifecycle ownership and managed services resolve issues, expose patterns, and improve the system continuously.

Temen is

- A clear technical operator
- A decision partner for leaders
- A responsible Microsoft specialist
- A visible owner of practical next steps
- A long-term improvement partner

Temen is not

- A vague “digital transformation” slogan
- A product catalog without context
- A fear-based security brand
- An AI novelty shop
- A ticket queue with no roadmap

Category language: Prefer “Microsoft cloud, security, AI, automation, licensing, and managed services” over an unexplained acronym stack.

One brand, different decision frames

EXECUTIVES & OWNERS

Show the decision

Lead with business exposure, investment, sequence, accountability, and a visible outcome. Limit architecture detail until it explains a decision.

Ask: "What can we decide now?"

IT & SECURITY LEADERS

Show the operating model

Connect controls, architecture, evidence, ownership, escalation, supportability, and measurable improvement.

Ask: "How will this work after launch?"

OPERATIONS & USERS

Show the practical change

Explain the workflow, handoff, training, exception path, and day-to-day benefit in direct language.

Ask: "What changes for the person doing the work?"

PARTNERS & VENDORS

Show boundaries

Make roles, attribution, approvals, customer ownership, proof, and escalation explicit before producing joint work.

Ask: "Who owns the claim and approval?"

Multi-tenant MSP safety: Never use a customer name, tenant screenshot, security finding, identifier, mailbox content, or performance result in marketing without documented authorization and redaction review.

Promise → proof → next action

MASTER PROMISE

Microsoft technology, made clearer.

Licensing intelligence at the core. AI, cloud transformation, CSP, and managed services end to end.

[Review your Microsoft strategy](#)[See our capabilities](#)

1 • PROMISE

One useful outcome

Say what becomes safer, clearer, faster, more operable, or more accountable.

2 • PROOF

One concrete reason

Name an owner, artifact, control, sequence, measure, or verified result.

3 • ACTION

One next step

Use a specific verb: review, assess, plan, validate, compare, schedule, or start.

Card rule: one promise, one proof point, one next action. If a card needs two unrelated outcomes, split the card.

Approved expressions

Use	Approved line	Best context
Master promise	Microsoft technology, made clearer.	Corporate, web, overview, booth
Positioning	Licensing intelligence at the core. AI, cloud transformation, CSP, and managed services end to end.	Overview, partner, press
Brand idea	Clear systems. Confident action.	Culture, methodology, internal
Licensing intelligence	Turn Microsoft licensing complexity into a clear decision.	CSP, cost, renewal, comparison
AI & automation	Put governed AI to work on a useful business outcome.	Copilot, agents, data, workflow
Cloud transformation	Modernize the cloud with a plan you can operate.	Microsoft 365, Azure, security
CSP & managed services	Align licensing, support, and lifecycle ownership.	Operations, support, reliability

CTA verbs

Review · Assess · Plan · Validate · Compare · Schedule
· Explore · Start · Build · See

Avoid

Unlock · Revolutionize · Disrupt · Supercharge ·
Transform everything · Game-changing · Best-in-class

Campaign lines may vary, but they must stay specific, defensible, and connected to a real Temen service or approved point of view.

Calm expertise, direct language

Clear

Lead with the point. Use recognizable words. Separate facts, assumptions, recommendations, and open questions.

Capable

Show command of the system through useful detail, not density. Name the artifact, owner, control, or next step.

Accountable

State status honestly. Distinguish designed, built, deployed, verified, and approved.

Human

Write like a thoughtful expert speaking to another adult. Respect time, context, and the reader's decision.

Measured

Use bounded claims and evidence. Avoid fear, absolutes, hype, and guarantees that the work cannot prove.

Forward

End with a practical path. The brand should reduce uncertainty and create movement.

DO

"We found three identity risks, assigned owners, and sequenced the first 30 days."

DO NOT

"Our revolutionary framework delivers best-in-class, end-to-end transformation."

Make technical work easy to scan

Structure

- Put the answer or outcome first.
- Use sentence case for headings and buttons.
- Keep one main idea per paragraph.
- Prefer active voice and concrete verbs.
- Use bullets for three or more parallel items.
- Define acronyms on first use.
- Use numerals for measures and timelines.

Status language

- **Proposed:** not yet approved.
- **Designed:** documented but not built.
- **Built:** implemented in a controlled environment.
- **Deployed:** released to the named environment.
- **Verified:** tested against stated acceptance criteria.
- **Approved:** accepted by the named authority.

PREFERRED

“Review your security priorities”

Specific action, clear scope, no implied guarantee.

REVISE

“Click here to learn more”

Replace with the destination or expected result.

AI and security claims: Never imply autonomous action, guaranteed compliance, perfect prevention, Microsoft endorsement, or production readiness unless the exact claim is contractually and evidentially supported.

The Temen Systems logo



PRIMARY LOCKUP

Horizontal Temen Systems

Use for websites, proposals, one-pagers, signatures, social headers, presentations, signage, and partner collateral.

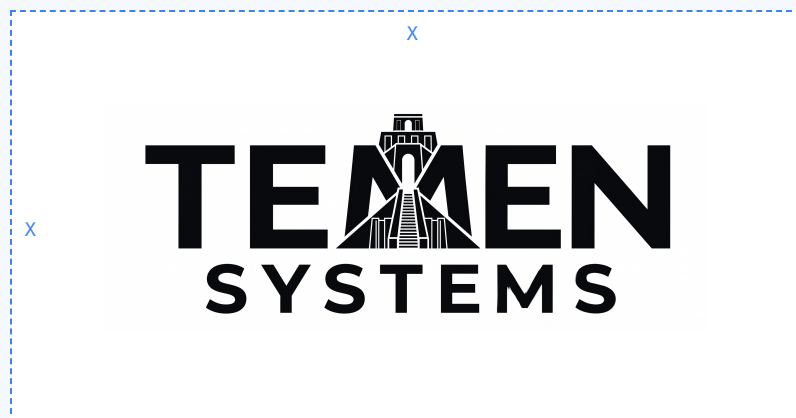
STANDALONE MARK



Use only where the Temen name is already visible or the audience can reliably identify the brand.

Artwork rule: Use the supplied files. Do not redraw, trace, stretch, recolor, retype, rearrange, outline, add a tagline, or combine the artwork into a new lockup.

Clear space and minimum size



Define X as the height of the word “SYSTEMS” in the primary artwork. Keep at least 1X of clear space on every side.

DIGITAL MINIMUM

180 px

Minimum lockup width for standard screens. Use the standalone mark only in approved icon-size contexts.

PRINT MINIMUM

1.50 in

Minimum lockup width for general print. Increase for low-quality production methods.

Small use

Use a high-resolution source. Do not sharpen, simplify, or remove details.

Large format

Request vector artwork before final production. A raster file is not the master for signage.

Vendor proof

Confirm minimum line weight and fine detail at actual reproduction size.

Protect the artwork with a white field

APPROVED



White or Cloud White field with clear space intact.

APPROVED ON DARK



Use a deliberate white holding field; do not invert the artwork.

PHOTOGRAPHY

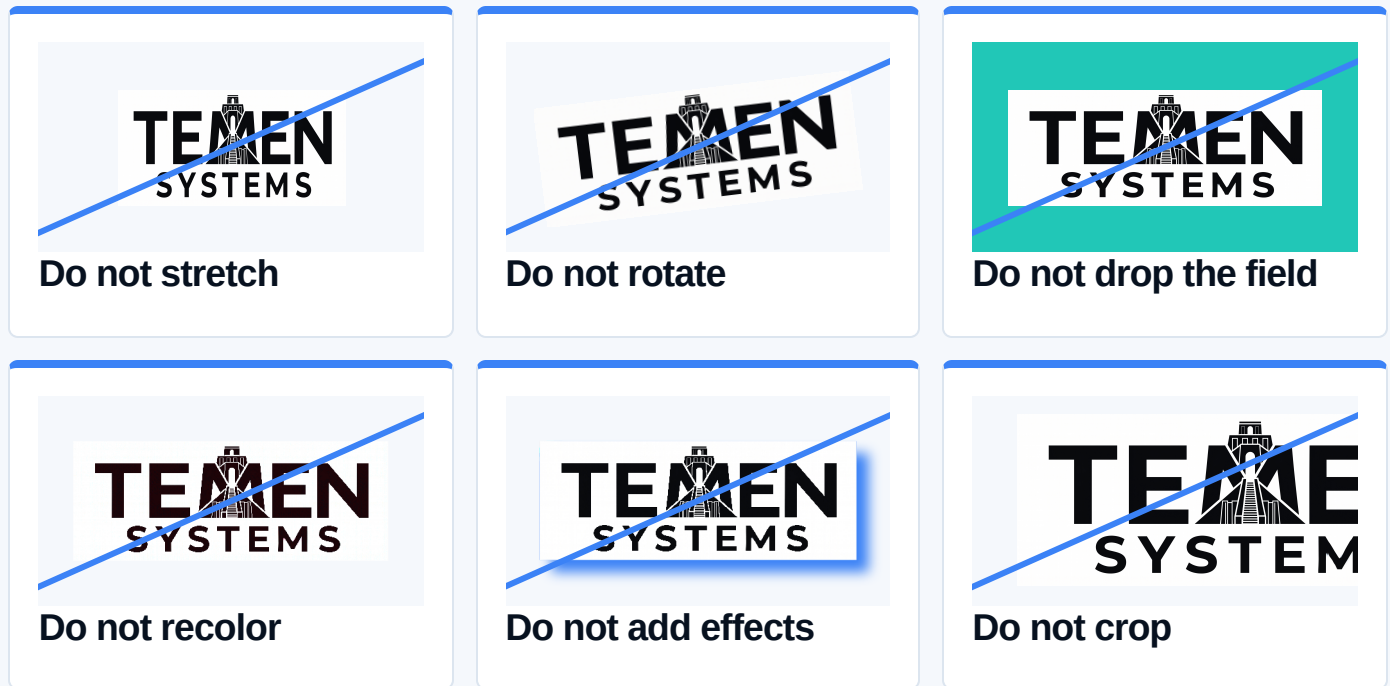
Place the logo in a white card or quiet white header outside the image. Never rely on a light patch in the photo.

TEAL SURFACES

Keep the primary logo in a white field. Teal may touch or point toward the field but must not recolor it.

No reverse logo is approved in v1.2. Do not create a white, teal, navy, or gradient logo by editing the black artwork.

Never compromise recognition



Also prohibited: retyping the wordmark, changing spacing, separating letters, adding service names, using the mark as a repeating pattern, or pairing it with an unapproved tagline lockup.

Signal Blueprint palette

Blueprint Navy #07111F	Deep Navy #0B1728	Graphite #141C26
Signal Teal #21C7B7	Cloud Blue #3B82F6	Success Green #55D98B
Cloud White #F5F8FC	Mist #DCE5EF	Slate #A8B6C6

PREFERRED RATIO

70% dark foundation

20% light

7%

3%

Signal Teal

Actions, orientation, nodes, rules, and decisive moments.

Cloud Blue

Platform context, links, charts, and secondary technical emphasis.

Digital values and print starts

Color	HEX	RGB	CMYK starting conversion*
Blueprint Navy	#07111F	7 · 17 · 31	77 · 45 · 0 · 88
Deep Navy	#0B1728	11 · 23 · 40	73 · 42 · 0 · 84
Graphite	#141C26	20 · 28 · 38	47 · 26 · 0 · 85
Signal Teal	#21C7B7	33 · 199 · 183	83 · 0 · 8 · 22
Cloud Blue	#3B82F6	59 · 130 · 246	76 · 47 · 0 · 4
Success Green	#55D98B	85 · 217 · 139	61 · 0 · 36 · 15
Cloud White	#F5F8FC	245 · 248 · 252	3 · 2 · 0 · 1
Mist	#DCE5EF	220 · 229 · 239	8 · 4 · 0 · 6
Slate	#A8B6C6	168 · 182 · 198	15 · 8 · 0 · 22

***Print rule:** CMYK numbers are device-neutral starting conversions. Convert using the printer's ICC profile, soft-proof, check overprint, and approve a physical proof. No Pantone/spot match is approved in v1.2.

Approved contrast pairs

The default target is WCAG 2.2 AA: 4.5:1 for normal text, 3:1 for large text, and 3:1 for meaningful non-text UI boundaries.

Foreground	Background	Ratio	Use
Cloud White	Blueprint Navy	17.78:1	All text sizes · preferred dark theme
Blueprint Navy	Cloud White	17.78:1	All text sizes · preferred light theme
Blueprint Navy	Signal Teal	8.94:1	Buttons, badges, labels
Blueprint Navy	Success Green	10.54:1	Positive status with text/icon
Cloud Blue	Blueprint Navy	5.15:1	Links and emphasis on dark
Graphite	Mist	13.48:1	Secondary light surfaces

Use

Review your priorities

Navy on teal: 8.94:1

Do not use

Review your priorities

White on teal fails normal text.

Color never carries meaning alone. Pair status colors with a label, icon, pattern, or position—and validate the actual component state.

Every accent has one job

PRIMARY ACTION

Signal Teal

Use for conversion, current location, a highlighted node, selected state, or decisive rule. Do not flood whole pages with teal.

PLATFORM CONTEXT

Cloud Blue

Use for Microsoft/cloud context, links, data series, and secondary technical emphasis. It does not replace the Temen signal.

VALIDATED

Success Green

Use only for confirmed healthy, passed, complete, active, or validated states. Never use it for decoration.

IN REVIEW

Neutral system

Mist, Slate, Graphite, and navies carry structure, inactive states, boundaries, metadata, and most information density.

Error and warning colors: v1.2 does not define a proprietary red or amber. In products, use the host platform's accessible semantic tokens and pair them with text/icon labels. Do not promote those utility colors into campaign branding.

Aptos is the system

APTOS DISPLAY

Clear systems.

Headlines, display statements, campaign titles, major figures. Use regular or bold.

APTOS

Practical next steps.

Body, navigation, interface copy, proposals, email, captions, tables. Use regular, semibold, or bold.

APTOS MONO

OWNER STATUS MEASURE

Labels, technical values, eyebrow copy, code, identifiers, compact metadata. Use sparingly.

Fallbacks

When Aptos is unavailable, use Arial for display/body and Consolas for mono. Do not substitute a decorative technology font.

Licensing

Aptos is available through Microsoft 365 and Microsoft's official local-install package. Confirm rights before redistribution or web embedding.

Typography should express order and restraint. Hierarchy comes from size, weight, spacing, and position—not from adding more typefaces.

Sizes that scale with purpose

Role	Print starting size	Digital starting size	Style
Display / campaign	36–64 pt	48–72 px	Aptos Display Bold · 0.95–1.05 line height
Page title / H1	26–34 pt	36–48 px	Aptos Display Bold
Section / H2	18–24 pt	28–36 px	Aptos Display Bold
Card / H3	12–16 pt	18–24 px	Aptos Semibold or Display Bold
Body	9.5–11 pt	16–18 px	Aptos Regular · 1.4–1.6 line height
Caption / metadata	7.5–9 pt	13–15 px	Aptos or Aptos Mono
Eyebrow / label	7–8.5 pt	12–14 px	Aptos Mono Bold · tracked uppercase

Readable

Use no more than four hierarchy levels on one page.
Keep body measure near 45–80 characters per line.
Preserve real text in digital work.

Avoid

All-caps paragraphs, justified body copy, condensed body text, excessive italics, underlining that is not a link, and headings below body size.

Office style mapping

Template style	Word / PowerPoint mapping	Color
Title	Aptos Display Bold · 30–40 pt	Blueprint Navy or Cloud White
Subtitle	Aptos Regular · 16–20 pt	Slate on dark; #536579 on light
Heading 1	Aptos Display Bold · 24–28 pt	Blueprint Navy
Heading 2	Aptos Display Bold · 16–20 pt	Blueprint Navy
Heading 3	Aptos Semibold · 12–14 pt	Graphite
Normal	Aptos Regular · 10.5–11 pt · 1.15–1.3 spacing	Graphite
Label	Aptos Mono Bold · 8–9 pt · uppercase	#087F76 or Blueprint Navy
Table header	Aptos Semibold · 9–10 pt	Blueprint Navy on Mist

Presentation rule

One assertion per slide. Pair it with one proof structure: diagram, metric, decision table, or example—not a collage.

Document rule

Use real styles, accessible headings, tagged tables, alt text, and a plain-language title. Do not format hierarchy manually.

Structured, generous, directional

LICENSING · AI · CLOUD · MANAGED SERVICES

Microsoft technology, made clearer.

One decisive message, a short explanation, and a clear next action.

[Review priorities](#)

01
Choose

02
Transform

03
Operate

Grid

Use a 12-column digital grid or 6-column print grid. Align copy, cards, rules, and imagery to shared anchors.

Spacing

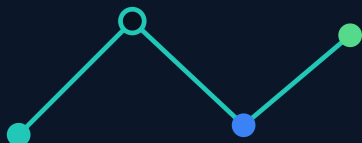
Base unit: 4 px. Preferred steps: 8, 12, 16, 24, 32, 48, 64 px.

Density

Keep one quiet zone around every decision. Use light cards to break complex subjects into scannable units.

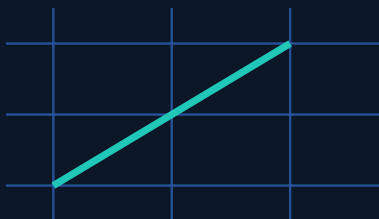
Asymmetry is welcome when alignment remains visible. Teal may draw a path, underline a decision, or terminate a rule; it should not become a decorative frame around everything.

Blueprint linework, not sci-fi decoration



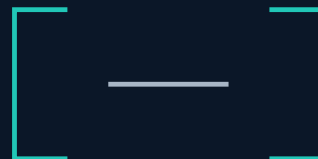
Paths and nodes

Use to show sequence, ownership, dependency, and a chosen route.



Rules and grids

Use fine neutral or blue structure with a single teal decision path.



Brackets and frames

Use to define scope, boundaries, control planes, or a focused work area.

Line rules

- 1 px detail; 2–3 px signal.
- Square or subtly rounded endpoints.
- 70% neutral structure; one focal signal.
- Use real data or concepts when possible.

Avoid

- Random circuit-board patterns.
- Glowing neon effects.
- Dense wireframes behind body copy.
- Meaningless hexagons, globes, and locks.

Simple symbols with explicit labels



Assess

Observe and frame.



Decide

Choose and assign.



Act

Move to next step.



Verify

Confirm with evidence.

Style

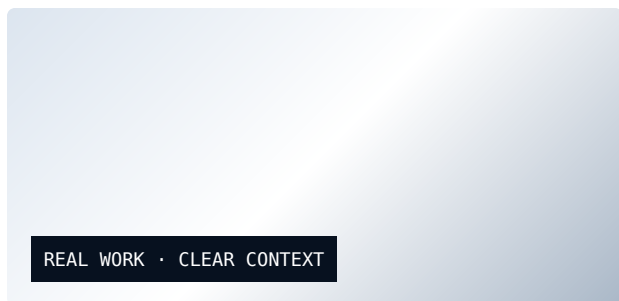
- Outline-first, 1.5–2 px stroke at 24 px.
- Square geometry with restrained curves.
- One optical size per set.
- Teal for active; navy/graphite for default.

Usage

- Always pair unfamiliar icons with text.
- Use a consistent library per product.
- Provide accessible names for interactive icons.
- Do not use emoji as formal brand icons.

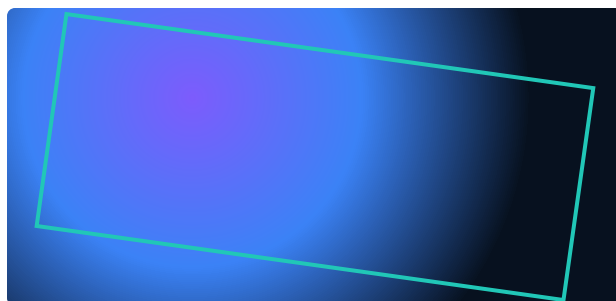
Microsoft product icons and corporate logos are Microsoft brand assets. Do not redraw, recolor, or use them without applicable authorization and current Microsoft guidance.

Real operating context over stock spectacle



Prefer

People making decisions, real environments, useful collaboration, credible infrastructure, calm portraits, and customer-approved evidence.



Avoid

Robot hands, hooded hackers, glowing padlocks, fantasy dashboards, generic server tunnels, fake code, and exaggerated AI imagery.

Composition

Leave negative space for copy.
Use directional lines, architectural depth, and controlled contrast.

Color treatment

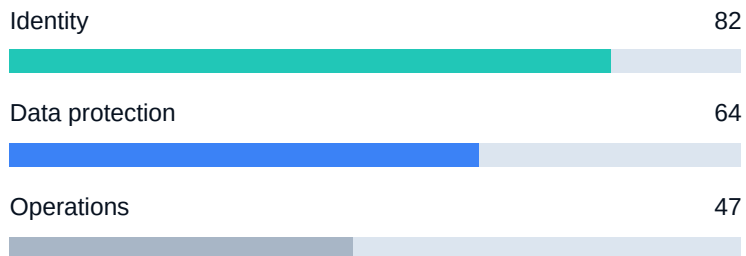
Keep skin tones natural. Grade shadows slightly navy; use teal as an overlay signal, not a full color cast.

Rights

Record source, license, release, customer authorization, expiration, and any geographic limits.

Make the decision visible

EXAMPLE • ORDERED PRIORITIES



Teal means focus

Reserve teal for the selected, current, or recommended series. Use blue and neutrals for comparison.

Label directly

Show values, units, timeframe, sample, and source. Avoid legends when direct labels work.

Show uncertainty

Distinguish estimates, incomplete data, targets, and verified actuals.

Never use 3D charts, decorative area, truncated axes without disclosure, dual axes that imply a relationship, or color-only differentiation.

Useful components, not decoration

SECURITY

Identity risk review

Find access gaps, assign clear owners, and sequence the work that lowers exposure first.

See the engagement →

CLOUD

Azure readiness

Connect workload needs, governance, cost, and operating responsibility before migration.

Plan the roadmap →

SUPPORT

Managed operations

Resolve today's issue while improving the system that produced it.

See support options →

3 priorities

Identity · Data protection · Operational ownership

DECISION POINT

Know what to do next.

Start with a focused review of risk, value, and operating reality.

Book a working session

Primary action

Secondary action

VALIDATED

IN REVIEW

A confident technical presence



[Services](#) [Approach](#) [Insights](#) [About](#)

[Start a conversation](#)

LICENSING · AI · CLOUD · MANAGED SERVICES

Microsoft technology, made clearer.

Licensing intelligence at the core. AI, cloud transformation, CSP, and managed services end to end.

[Review your Microsoft strategy](#)

[See our capabilities](#)

Orientation

Clear location, service taxonomy, and one primary action.

Evidence

Show artifacts, approach, owners, and outcomes before broad claims.

Conversion

Use teal for the next step; keep secondary choices quiet.

Social, email, and campaigns



SECURITY WORKING SESSION

Know your next three security priorities.

Start with clarity

EXECUTIVE BRIEFING

From cloud risk to a workable plan

Join a concise discussion on identity, ownership, and the first decisions that reduce exposure.

Reserve a place

SERVICE OVERVIEW

Microsoft cloud security review

A focused engagement to identify risk, clarify responsibility, and create an ordered action plan.

ASSESS · PRIORITIZE · ACT

Email

- Subject: outcome or decision, under ~55 characters.
- One primary CTA above the first long scroll.
- Use HTML text, not an image-only message.
- Include physical address and required unsubscribe controls.

Social

- Design for mobile-first reading.
- Keep key copy in safe areas.
- Add alt text and captions.
- Disclose material partner relationships clearly.

Decision-ready collateral

One-pager

1. Outcome headline
2. Who it is for
3. Three scoped benefits
4. Approach or deliverables
5. Proof and assumptions
6. One next action

Case study

1. Customer context and permission
2. Problem and constraint
3. Temen role
4. Action and timeline
5. Verified result
6. Customer-approved quote

Proposal

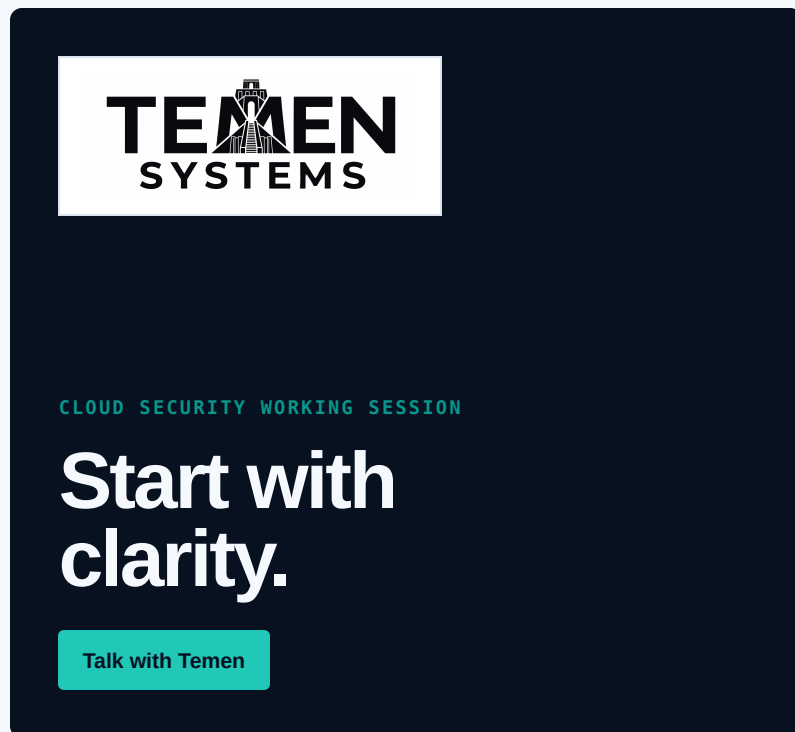
Separate current state, assumptions, scope, deliverables, acceptance criteria, responsibilities, exclusions, timeline, investment, and next action.

Executive brief

Lead with the decision. Show options, tradeoffs, owner, time horizon, exposure, and recommendation in one visible sequence.

Evidence discipline: Quantified claims require an identified source, timeframe, comparison basis, and reviewer. A forecast must be labeled as a forecast; a target is not an achieved result.

Recognition at a distance



Booth hierarchy

Logo, one outcome line, one action.
Everything else belongs at conversation distance.

Signage

Use vector artwork, large clear space, durable contrast, and a vendor proof under actual lighting.

Badges

Name and role dominate. Use teal as a thin identifier, not an all-over fill.

At 15 feet, the viewer should identify Temen and the value line in under three seconds. Do not turn event graphics into a service catalog.

Keep ownership and hierarchy clear

TEMEN-LED



Partner
logo

Temen is primary; partner is separate, smaller or equal only when contractually required.

PARTNER-LED

Partner
logo



The partner owns the page; Temen appears only within the approved relationship and placement.

Separation

Use at least 2X between marks with a neutral divider or clear space.

Attribution

State roles in words: "Delivered by Temen Systems with..."

No new lockup

Never merge, overlap, recolor, or create a combined logo.

Co-branding does not imply endorsement, certification, exclusivity, or joint ownership. The accompanying words must accurately describe the documented relationship.

Temen first; Microsoft rules always

Product names

Use current Microsoft product names in plain text and only to truthfully describe compatibility, service scope, or expertise.

Badges

Use only current, entitlement-based partner badges generated from Partner Center Logo Builder. Do not recreate legacy competency marks.

Prominence

Temen's name and logo must remain more prominent in Temen-led materials unless a current Microsoft program agreement says otherwise.

Authorization

Microsoft corporate logos, product logos, app icons, and other brand assets may require a license or program-specific permission.

Never imply: “official,” “certified,” “licensed,” “sponsored,” “approved,” or “endorsed by Microsoft” unless Temen holds the exact current designation or authorization for that statement and asset.

When appropriate, add: “Microsoft and other Microsoft marks are trademarks of the Microsoft group of companies. All other trademarks are the property of their respective owners.” Confirm wording with current Microsoft guidance and counsel for the use case.

What partners may and may not do

Partners may

- Use the approved logo supplied by Temen for the named project.
- Place it at the approved size and hierarchy.
- Use approved Temen descriptions and service claims.
- Translate copy after Temen review.
- Resize proportionally within minimum-size rules.

Partners may not

- Create a Temen sub-brand, lockup, or derivative mark.
- Register Temen names, domains, handles, or keywords.
- Use the logo to imply endorsement or exclusivity.
- Publish customer evidence without written permission.
- Provide source assets to another party.

REQUIRED APPROVAL PACKET

Submit: final copy, layout or proof, channel, audience, geography, run dates, partner roles, claims/evidence, customer permissions, third-party assets, accessibility check, and production specifications.

Approval is limited to the submitted use. Expired, materially changed, re-targeted, translated, or repurposed work must be re-approved.

Premium, restrained, proven

Apparel

Deep Navy garment. Exact black logo on a white patch/field. Optional signal-teal seam, sleeve detail, or fine line.

Drinkware

Matte white body with exact black logo. Teal rim, handle, or fine line as a secondary treatment.

Stationery

Cloud White stock, black logo, Blueprint Navy text, and one teal signal rule. Avoid full-bleed teal stationery.

Preflight

- Vector logo requested
- ICC profile confirmed
- Bleed and safe area checked
- Rich-black build agreed
- Minimum line weight checked
- Physical proof approved

Vendor record

- Material and finish
- Print process
- Color target and profile
- Approved sample/date
- Quantity and location
- Named approver

Do not place Microsoft logos or product icons on Temen merchandise unless the exact tangible-goods use is expressly authorized.

Move with purpose

Motion

Reveal a path, connect nodes, clarify sequence, or confirm state. Preferred timing: 160–240 ms UI transitions; 400–700 ms narrative moves.

Video

Open with the outcome, brand within the first five seconds, caption all speech, and use the white logo field on dark scenes.

Audio

Calm, precise, modern. Avoid dramatic cyber alarms, synthetic “future” clichés, and sound that competes with comprehension.

Preferred sequence

ASSESS**PRIORITIZE****ACT**

The teal signal arrives at the decision or next action.

Avoid

Glitch effects, constant particle motion, fake terminal typing, rapid color cycling, logo animation that distorts the mark, and autoplay audio.

Honor reduced-motion preferences. Provide captions, transcripts, descriptive audio or equivalent information where required by the content.

Human-reviewed, source-aware, transparent

AI may accelerate exploration and production. It does not approve claims, customer data, rights, security advice, or final Temen communications.

Required

- Named human owner and reviewer
- Source and factual verification
- Rights and likeness review
- Customer-data and confidentiality check
- Bias, accessibility, and harm check
- Final brand and legal review

Prohibited

- Fabricated customers, quotes, evidence, or certifications
- Synthetic customer likeness without permission
- Production secrets or tenant data in unapproved tools
- Autonomous publishing or sending by default
- Unreviewed security, legal, or licensing claims

CREATE

Record tool, model, prompt purpose, source assets, and intended use when material.

REVIEW

Verify facts and rights; compare the work to the brief and brand system.

PUBLISH

Preserve provenance metadata when available and disclose synthetic content when context requires it.

For material synthetic media, prefer tools and workflows that preserve Content Credentials (C2PA) or an equivalent provenance record. Do not strip provenance metadata without a documented reason.

Credibility is part of the brand

Substantiate before publishing

- Performance, savings, risk-reduction, ROI, and time claims
- Customer and user counts
- Certifications, designations, and partner status
- Compatibility and integration claims
- Comparisons and “leading” statements

Disclose clearly

- Paid, gifted, affiliate, employment, or material partner relationships
- Sponsored content and compensated testimonials
- Representative or illustrative results
- AI-generated or materially altered media when relevant
- Material limitations and prerequisites

Claim status	Required treatment
Verified result	State source, period, scope, and permission.
Estimate or forecast	Label prominently; state assumptions and range.
Customer quote	Written approval for quote, name, title, company, and channel.
Third-party statistic	Cite the current source; do not copy a claim from another marketer.
Partner relationship	Use exact current status and clear, conspicuous disclosure.

Access is a production requirement

Visual

WCAG 2.2 AA contrast, real text, resizable layouts, visible focus, meaningful alt text, and no color-only meaning.

Motor

Keyboard access, sufficient targets, non-drag alternatives, no precision-only interaction, and predictable controls.

Auditory

Captions, transcripts, text equivalents, and no information delivered through sound alone.

Cognitive

Plain language, consistent navigation, helpful headings, short instructions, and error recovery.

Documents

Tagged PDF, heading hierarchy, reading order, table headers, bookmarks, language, and accessible links.

Meetings

Accessible invitations, materials in advance, live captions where needed, and an alternate participation path.

Do not claim “accessible” from appearance alone. Validate the actual file, page, component, or experience with automated checks plus keyboard and screen-reader-informed review proportional to the risk.

One owner, visible decisions

BRAND OWNER**Accountable**

Owns standards, source assets, exceptions, partner approvals, review cadence, and final escalation.

MARKETING OWNER**Operational**

Maintains templates, channel consistency, claims evidence, content calendar, and agency/vendor briefing.

TECHNICAL OWNER**Accurate**

Reviews architecture, security, licensing, AI, product, deployment, and performance statements.

LEGAL / PRIVACY OWNER**Authorized**

Reviews trademarks, rights, disclosures, regulated claims, customer permission, privacy, and contracts.

Repository rule: Maintain one approved asset repository with read-only released versions, controlled working files, change history, approval evidence, expiration dates, and named owners.

Monthly

Template and live-channel spot check.

Quarterly

Consistency, accessibility, claims, and performance review.

Annually

Guide, legal references, partner entitlements, and asset audit.

Brief → create → verify → release

01

Brief

Audience, outcome, owner, channel, rights, evidence, deadline, and approval path.

02

Create

Approved assets, correct template, accessible structure, and source record.

03

Verify

Brand, factual, technical, legal, accessibility, privacy, and production checks.

04

Release

Named approval, final files, version, destination, expiration, and archive.

Fast-track eligible

Unchanged approved copy and design placed into an approved template for the same channel, audience, claim, and period.

Full review required

New claims, customers, partners, translations, paid media, merchandise, Microsoft assets, AI-generated people, regulated subjects, or material redesign.

Silence is not approval. A deadline does not waive review. Keep the approval record with the released asset.

Preflight before anything leaves Temen

Brand & content

- Correct logo file and clear space
- Signal Blueprint colors and ratio
- Aptos hierarchy or approved fallback
- One clear promise and next action
- No hype, ambiguity, or conflicting status
- Names, dates, URLs, and contacts checked

Evidence & rights

- Claims linked to current sources
- Customer permissions documented
- Partner status and badge current
- Image, music, font, and talent rights recorded
- Required disclosures visible

Accessibility & privacy

- Contrast and text size checked
- Alt text, captions, labels, and link purpose
- Keyboard and focus states verified
- Tagged reading order for documents
- No customer, tenant, or personal data exposed

Production & release

- Correct dimensions, bleed, profile, and export
- Mobile and normal-distance proof
- Physical proof for print/merchandise
- Version, owner, approval, and expiration stored
- Released file placed in approved repository

For high-risk work, attach evidence rather than checking a box: screenshots, contrast report, source links, approval email, proof photo, or verification record.

Name it so the right file wins

NAMING PATTERN

temen_[asset]_[audience-or-campaign]_[size-or-channel]_vMAJOR.MINOR_YYYY-MM-DD_[status].[ext]

Example: temen_one-pager_security-review_letter_v1.2_2026-08-14_APPROVED.pdf

Status	Meaning	Distribution
WORKING	Editable draft; content may change.	Named internal collaborators only.
REVIEW	Submitted for factual, brand, legal, or production review.	Review group only.
APPROVED	Approved for the recorded use and period.	Authorized channel or partner.
SUPERSEDED	Replaced by a newer version.	Archive; not for use.
EXPIRED	Approval, entitlement, claim, or campaign period ended.	Archive; re-review required.

Master files

Keep editable source, linked assets, fonts/licensing notes, review comments, evidence, and final export together.

External packages

Include only the files needed for the approved use. Do not include secrets, customer data, internal comments, or unrelated sources.

Signal Blueprint in code

CORE TOKENS

```
--temen-blueprint-navy: #07111f;  
--temen-signal-teal: #21c7b7;  
--temen-cloud-blue: #3b82f6;  
--temen-cloud-white: #f5f8fc;  
--temen-font-display: "Aptos Display";  
--temen-font-body: "Aptos";  
--temen-font-mono: "Aptos Mono";
```

ACCESSIBLE ACTION

```
.temen-button-primary {  
  color: #07111f;  
  background: #21c7b7;  
  border: 1px solid #21c7b7;  
  border-radius: 3px;  
  font-weight: 700;  
}
```

CSS

`brand-tokens.css` provides semantic and raw values.

JSON

`brand-tokens.json` provides portable values and accessibility metadata.

Version

Pin a released version. Review visual changes like code changes.

Host-platform semantic colors may supplement the brand for warnings/errors, but Signal Teal remains the brand action/orientation token.

The one-page operating card

The logo for TEMEN SYSTEMS features the word "TEMEN" in a large, bold, sans-serif font, with a stylized graphic of a building or structure integrated into the letter "M". Below "TEMEN" is the word "SYSTEMS" in a smaller, bold, sans-serif font.

MASTER PROMISE

Microsoft
technology,
made clearer.

70%

20%

7% 3%

Navy
#07111F

Teal
#21C7B7

Blue
#3B82F6

Type

Aptos Display · Aptos · Aptos Mono

Voice

Clear · capable · accountable · human · measured · forward

Do

One promise, one proof, one next action.

Remember

Navy text on teal. Color never works alone.

Never

Redraw, recolor, distort, or merge the logo.

Partners: use only the approved asset, placement, claim, channel, and period. Material changes require re-approval.

External references

This guide applies current standards and official guidance available on August 14, 2026. External rules can change; check the current source for regulated, platform, partner, or production use.

Accessibility

W3C, Web Content Accessibility Guidelines (WCAG) 2.2
<https://www.w3.org/TR/WCAG22/>

Endorsements

U.S. FTC, Endorsement Guides and Disclosures 101
<https://www.ftc.gov/business-guidance/resources/disclosures-101-social-media-influencers>

Typography

Microsoft Learn, Aptos font family
<https://learn.microsoft.com/en-us/typography/font-list/aptos>

AI governance

NIST AI RMF and Generative AI Profile
<https://www.nist.gov/itl/ai-risk-management-framework>

Microsoft brand

Microsoft Trademark and Brand Guidelines
<https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks>

Content provenance

C2PA Content Credentials Specification 2.4
https://spec.c2pa.org/specifications/specifications/2.4/specs/C2PA_Specification.html

Partner badges

Microsoft Partner Center, Logo Builder
<https://learn.microsoft.com/en-us/partner-center/benefits/mpn-logo-builder>

Print proofing

Adobe, Proofing colors
<https://helpx.adobe.com/photoshop/using/proofing-colors.html>



SIGNAL BLUEPRINT

Clear systems. Confident action.

Use this guide to make Temen recognizable, credible, accessible, and easier to act on—across every channel and partnership.