

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.

The one-page operating card



Navy
#07111F

Teal
#21C7B7

Blue
#3B82F6

Type
Aptos Display · Aptos · Aptos Mono

Voice
Clear · capable · accountable · human · measured · forward

MASTER PROMISE

**Microsoft
technology,
made clearer.**

70% 20% 7% 3%

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.