

Brand identity

speedysim.com

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The Speedysim brand identity

The marks, colours and type that make Speedysim recognisable, and why each one is the way it is. The logo files live in the brand kit at the back; the colour and type are set out here in full.

The wordmark comes two ways: the gradient lockup for light surfaces, and a single colour lockup for dark, coloured and photographic ones.

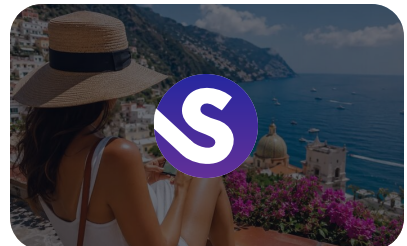
The badge steps in where space is tight. The gradient is part of the mark rather than decoration on top of it, so it is used as supplied and never rebuilt in another colour.

This guide is a working reference. If something you need isn't covered here, ask us rather than improvising.

01	Logo	Both lockups, and the badge
02	Using the logo	Clear space, plus a few rules
03	Colour	Horizon, the blue, and the rest of the palette
04	Typography	The typeface your device already uses
05	Brand kit	Everything in one download

Logo

Use the wordmark wherever it fits. The badge takes over when space is tight, on app tiles, avatars and the browser tab. Both marks come in a single colour version too, for dark surfaces and one-ink printing. The gradient badge carries its own ground, so it survives a surface the wordmark could not.



Using the logo give it room, then a few rules

A logo only becomes familiar if it turns up the same way every time. Start with the space around it, then the handful of rules below, each shown both ways.



 = clear space

The badge is the unit, and it stands exactly as tall as the wordmark. Keep one badge clear on every side, and keep type, edges and other logos out of that zone. Because the unit is the mark itself, the clear space scales with the logo at any size.

THE GRADIENT

✓ Do



Use the mark as supplied, gradient and all.

✗ Don't



Recolour it or flatten it to a single colour.

SURFACE

✓ Do



On a photo, use the single-colour lockup over a dark scrim.

✗ Don't



Leave the gradient lockup on a surface that swallows it.

PROPORTIONS

✓ Do



Scale it evenly and keep it upright.

✗ Don't



Stretch, squash or rotate the mark.

MINIMUM SIZE

✓ Do



As a rule of thumb, keep the wordmark around 24px tall on screen and 6mm in print. Below that, use the badge.

✗ Don't



Shrink it past the point where the letterforms hold together.

Colour

Horizon is the gradient the mark runs through, and alongside it sit a set of neutrals and four signal colours. Most of the interface stays neutral, and the gradient is saved for the few places worth marking, like the final call to action.

Horizon

The gradient is the brand, and it has a name. Its stops trace a day of travelling, from the deep blue before sunrise to the last warm light of the evening. That's where the colours come from, and it's why the sweep always goes cool to warm, never the other way round.

#432B9E #7C378B #9F4B72 #B26665 #B58368 #B49172

Neutrals

Backgrounds, borders and body text.



Signal colours

Success, warning, danger and information. They mark a state, never decoration.



Success Warning Danger Info

Typography

Speedysim sets its type in the typeface your device already uses. That's a choice, not a fallback. The brand should look native wherever it turns up, the same on a phone at the gate as in a partner's deck. Fira Code handles plan detail: data, validity and destinations.

DISPLAY
SEMIBOLD · TIGHT
TRACKING
SYSTEM SANS

Land in Bangkok already connected

HEADING
SEMIBOLD

Pick your destination, pay, and you're set

SUBHEADING
SEMIBOLD

Your plan's ready when you land

BODY
REGULAR

Install it before you fly and it activates when you arrive. Nothing to remember at the airport, and no roaming surprises on the way home.

MONO
PLAN DETAIL
FIRA CODE

5 GB · 30 days · Europe

Brand kit

Everything in one download

The wordmark and the badge in SVG and PNG, sized for print and for screen.

↓ [Download brand kit](#)

The Speedysim marks are the property of Speedysim. By using them you agree to keep them intact and unmodified, and to follow the guidance in this document.

Use the marks only to refer to Speedysim and its services. Don't alter the colours, proportions or spacing, don't combine them with other marks without approval, and don't imply a partnership or endorsement that isn't in place.

Speedysim is operated by Big Dream Ventures B.V., Amsterdam, the Netherlands. This guidance may be updated at any time.