



July 2026

Brand Guidelines



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Brand



Philosophy

Keep it simple.

Our product and the customers we serve are technical and complex. It's essential that our work is simple and clear. The writing, visual style, design, and videos we make must all work together to deliver a straightforward, meaningful message. Avoid unnecessary complications, focusing instead on solutions that are simple to understand, use, and maintain.

Messaging

Company tagline

The Intelligence Platform
for AI-Integrated Engineering

Our company tagline. Use it to communicate what Jellyfish does at the highest level.

Company boilerplate

Jellyfish is the leading intelligence platform for AI-Integrated engineering, helping more than 1,000 companies including DraftKings, Box and Blue Yonder, leverage AI to transform how they build software. By combining the industry’s deepest engineering dataset with context-rich intelligence, Jellyfish helps R&D organizations understand what’s driving impact, adopt proven industry best practices, and make smarter decisions across AI adoption, planning, delivery, and engineering performance. Learn more at jellyfish.co

Use this when talking to the press or providing a company description with partners or for events.

Check before you use

Our messaging evolves frequently as the market changes and we continue to test and refine our positioning. If this guide was published more than three months ago, check with the marketing team to confirm you have the most current version before using this messaging.

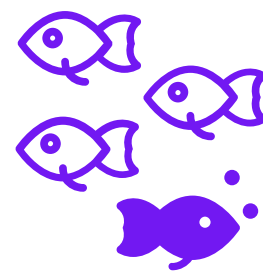
Last updated: July 2026



Mission

Rewrite the way we think about software engineering and the impact it can have on a business.

Values



Swim against the current

Be innovative and differentiate.



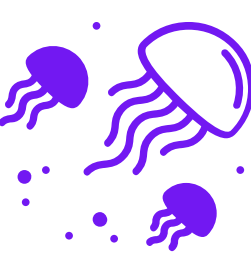
Jet fast but don't wreck

Activate quickly, align, and build for efficiency.



Glow brightly

Learn, teach, and share.



Bloom together

Build culture, team cohesion, and connections.



Surf to morph

See ahead, evolve, and act in the right moment.



Brand Attributes

Brand attributes are the core characteristics and personality traits that define Jellyfish. Think of them as the adjectives you'd use to describe who we are. They shape how people perceive us, influence purchasing decisions, and build lasting brand loyalty.

Experienced

We speak from a place of knowledge, never arrogance. We talk to leaders inside and outside of Jellyfish, and we share what we know with the community.

Relatable

We are empathetic, straightforward, and easy to understand. We are here to help and we serve as a guide, not a lecturer.

Influential

We want to change the way people think. We align with the leaders people listen to, push our customers and the market to evolve, and back it up with a point of view.



Our Voice

Our voice and tone shape how we communicate across everything we make. Voice is consistent. It's who we are. Tone is flexible. It changes based on the situation, the audience, and the channel. Think of it this way: you have the same voice all the time, but your tone shifts. You might sound different catching up with a close friend than you would presenting to a room full of executives.

At Jellyfish, we've walked in our customers' shoes. That's why we speak like the experienced and compassionate business partner we wish we had from the start. We treat every customer seriously. We want to educate without patronizing or confusing. When we write, we reflect our three brand attributes: Experienced, Relatable, and Influential.

Experienced sounds

Confident

We speak with authority but never talk down to our audience.

Clear

We say what we mean without jargon or unnecessary complexity.

Trustworthy

We back up what we say with data, experience, and results.

Educated

We know our subject deeply and it shows in how we communicate.

Use authoritative language grounded in industry knowledge

Jellyfish has done this for years and knows what works.

Reference proven results, case studies, or customer outcomes

We've been there, done that, and delivered.

Incorporate precise terminology and avoid vague superlatives

Be expert rather than a hype-driven newcomer.

Relatable sounds

Empathetic

We acknowledge what our audience is feeling and meet them where they are.

Accessible

We make complex ideas easy for anyone to understand.

Familiar

We write like someone our audience already knows and trusts.

Friendly

We are warm and approachable without being unprofessional.

Use conversational, everyday language.
Be a real person, not a corporate robot.

Share common experiences, challenges, or feelings.

Show Jellyfish understands what our audience is going through.

Ask rhetorical questions or use inclusive language ("we," "you know that feeling when...").
Create a sense of shared perspective and connection.

Influential sounds

Dynamic

We bring energy and momentum to everything we say.

Engaging

We write in a way that pulls people in and keeps their attention.

Bold

We take a clear stance and aren't afraid to say something direct.

Open

We invite dialogue and welcome different perspectives.

Lead with strong, clear opinions or calls to action.

Be confident and drive others to follow your lead.

Cite credible sources, data, or notable endorsements.

Build trust and authority in your perspective.

Invite others to think differently.

Position Jellyfish as a catalyst for positive change or growth.



Our Tone

Our tone changes depending on the emotional state of the person you're addressing and the channel you're writing for. Our voice stays consistent, but our tone shifts. You wouldn't use the same tone with someone who's frustrated as you would with someone who's excited.

When in doubt, stick to these four key copy principles:

- 1. Write to an inexperienced you.**
Write like you talk, and talk like a human. At one point you didn't know what an engineering management platform meant. Keep that person in mind.
- 2. Be the guide, not the hero.**
Our customers are the main characters of our story. Share the stage with them.
- 3. Keep it tight and be bright.**
We refuse to be generic. We use witty, clever, bonding-in-the-moment humor.
- 4. Channel bold, not bro-y.**
We're not afraid to be a confident market leader, but we're never braggy.

Before giving copy a stamp of approval, ask yourself:

- Are there any acronyms or industry terms I haven't defined?
- Does this sound like something a human would say?
- Do I feel warmer towards Jellyfish after reading this?
- Is Jellyfish the superhero of this story, or have I shared the spotlight with others?
- Could this be said by any other software company and/or competitor?

Content style guidelines

- H1s Are Title Case
- H2s and below are sentence case.
- Oxford commas are not used in marketing materials including website copy, press releases, blog posts, or emails unless they add meaningful clarity
- This is our dash style (Option + 8 on a Mac)



AI and Our Brand

AI is part of how we work and that's a good thing. It means we can move faster, do more, and spend less time on the mechanical parts of creation. But speed is not the goal. Quality, intention, and a distinct point of view are.

Our brand is a genuine differentiator. AI-generated materials look and feel alike. Ours shouldn't. These guidelines exist so that when AI is part of your creative process, it's working from our brand, not its defaults.

Download Skill File 

Skill file with Claude

If you are using Claude, install the skill file directly from the Skills Directory under the 'Your organization' tab. If you are using another AI tool, download the file from our Google Drive and upload it manually.

How we think about AI in creative work

AI is an extension of the person using it, not a replacement for judgment or craft. The best AI-assisted work still has a human driving it, making decisions, reviewing output, and knowing when something isn't quite right.

That means a few things in practice:

- Start with these guidelines. Give any AI tool you're using the brand guidelines and the skill file as context before asking it to create anything.
- Always review what AI generates before it goes anywhere. If it's customer or prospect facing, a second set of eyes is non-negotiable.
- For smaller, self-contained tasks these guidelines should give you what you need. For larger projects like a new campaign, a major deck, or a new content format, loop in the brand team early. We're a partner in figuring out what should be built thoughtfully and what's the right fit for AI.

What AI is great for

- Drafting and iterating on slide copy
- Recoloring data visualizations to match the brand palette
- Resizing and adapting existing materials for new formats
- Generating first drafts of layouts to react to and refine

Where to be careful

AI-generated images are the highest-risk area. They can look impressive at first and cheap in practice. Do not use them in customer or prospect facing presentations or marketing materials unless the content specifically calls for it and the output has been reviewed.

When in doubt, stick to our approved brand assets and reach out to the brand team. We would rather be looped in early than fix something after the fact.

The standard hasn't changed

Everything that goes out under our name should feel thoughtful, professional, and intentional. AI changes how we get there. It doesn't change where we're going.



Visual Identity



Logo

Primary Jellyfish logo

The logo is our most recognizable asset. Use it consistently and follow the standards on this page so it stays clear and unmistakable across everything we make.



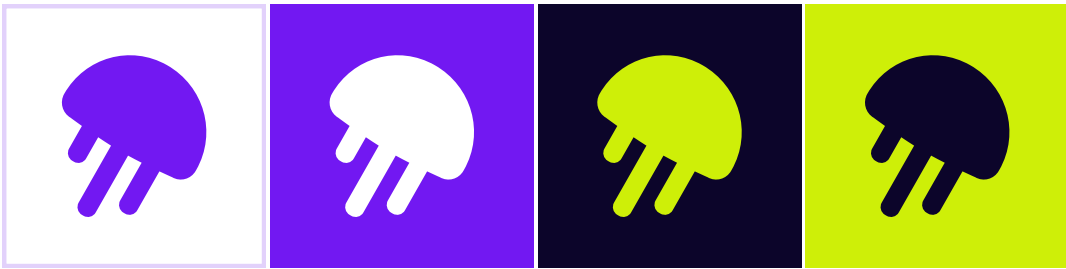
Logo color usage

The logo comes in multiple colors. Use these approved color combinations:

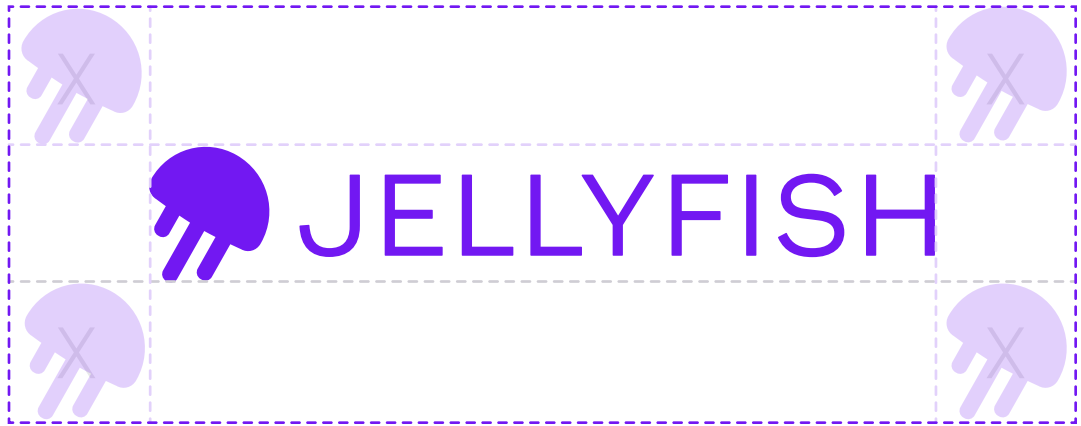
- Jelly Sting Purple on white or Oyster Pearl Lavender
- Deep Sea Navy on white or Oyster Pearl Lavender
- White on Jelly Sting Purple or Deep Sea Navy
- Electric Seaweed Green on Deep Sea Navy
- Deep Sea Navy on Electric Seaweed Green

Jelly Mark

The Jelly Mark is used in places that don't require the full logo, like a social media avatar or an individual slide. It works well once the full logo has already been shown, or when we want to tie a specific piece of content or data to the brand.



Color treatment
The Jelly Mark should follow the same color rules as with the full logo.



100 px
 JELLYFISH

Minimum Size
Minimum screen size: 100 px wide
Minimum print size: 0.6 in wide

Clearspace

Always surround the Jellyfish logo with clearspace so text, graphics, other logos, and page edges never crowd it. The clearspace equals "X" — the height of the jellyfish symbol — applied on all four sides, measured from the outermost edges of the full logo (symbol plus wordmark). No other element may enter this margin.



Logo Usage

A quick reference for using the logo well. The do's show approved combinations in real contexts, and the don'ts cover the mistakes we see most often. The rule underneath all of them: **keep the logo clear, legible, and unaltered.**

✓ Please do...



Use Jelly Sting Purple logo on lighter tentacle gradients



Use the Deep Sea Navy logo on Electric Seaweed Green gradient



Use the Electric Seaweed Green logo on darker tentacle gradients



Use the white logo on the main tentacle gradient

✗ Please don't



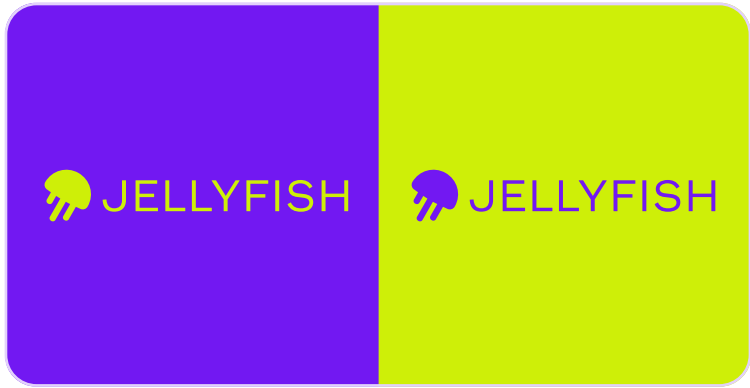
Stretch the logo



Pixelate the logo



Change the logo colors
Even if they are secondary colors



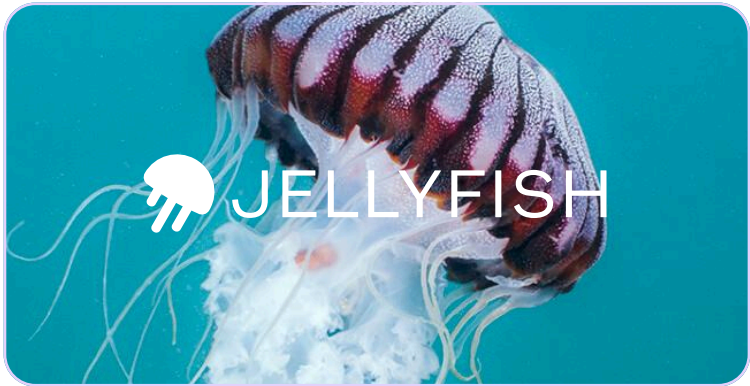
Use the Electric Seaweed Green logo on Jelly Sting Purple or vice versa



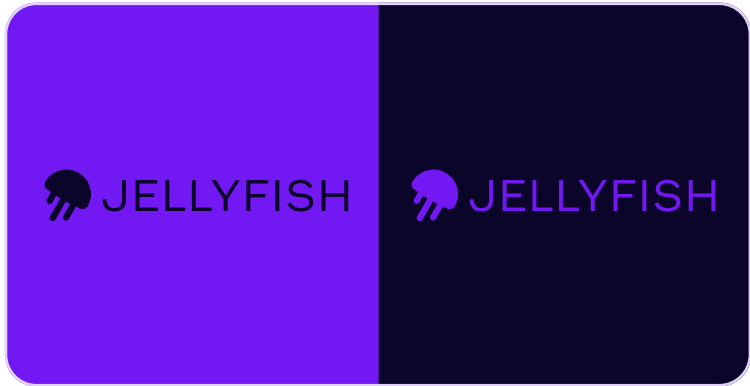
Add a dropshadow or rotate the logo



Separate the Jelly Mark from the wordmark, or use the wordmark on its own



Place the logo on top of a photo making it illegible



Use the Deep Sea Navy logo on Jelly Sting Purple or vice versa



Color

Consistent color usage in a brand is crucial for building a strong visual identity, recognition, fostering brand loyalty, and conveying a unified and professional image to audiences.

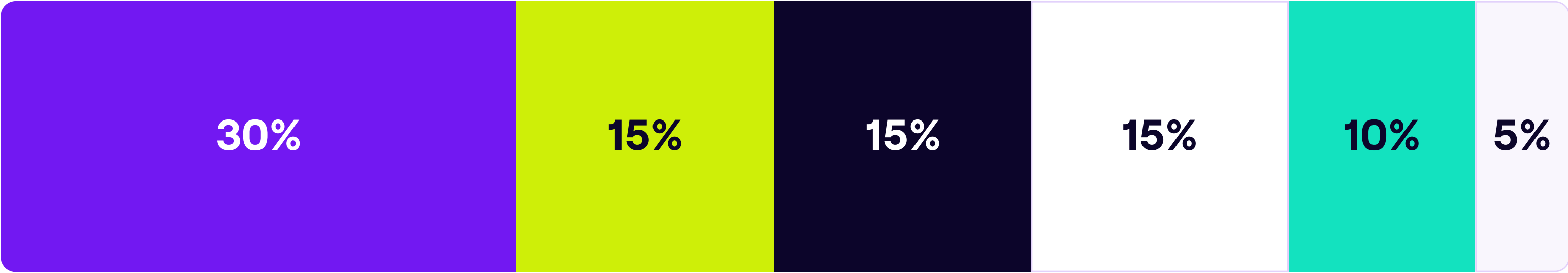
Jelly Sting Purple is our main brand color and should be used in whatever you create. Electric Seaweed, Deep Sea, and Oyster Pearl, and Sand Dollar White follow Jelly Sting Purple in priority of usage. They help support our primary Jelly Sting Purple. Our subsequent tints and shades are for use in data, graphs, and blog posts, long-form content and product imagery to help differentiate content.

Tints	100 #E3D1FC	100 #F5FCCE	100 #CFCDD5	100 #D0F9F2		
	200 #C7A3FA	200 #ECF99D	200 #9E9BAA	200 #A1F3E5		
	300 #AB75F7	300 #E2F56B	300 #6E6A80	300 #71EED9		
	400 #8F47F5	400 #D9F23A	400 #3D3855	400 #42E8CC		
Primary colors	Jelly Sting Purple #7319F2 CMYK 75 85 0 0 PMS 2089 C	Electric Seaweed Green #CFEF09 CMYK 30 0 100 0 PMS 389 C	Deep Sea Navy #0D062B CMYK 90 90 50 65 PMS 5255 C	Salty Kelp Teal #13E2BF CMYK 80 0 45 12 PMS 2239 C	Oyster Pearl Lavender #F9F6FE PMS 663 C	Sand Dollar White #FFFFFF
Shades	600 #5613B5	600 #BAE21D		600 #00D1A9		

Color proportions

When using the full color palette, follow these proportions as a guide: Jelly Sting Purple 30%, Electric Seaweed Green 15%, Deep Sea Navy 15%, Sand Dollar White 15%, Salty Kelp Teal 10%, Oyster Pearl Lavender 5%. Purple is the dominant brand color and should always carry the most visual weight. The remaining colors support and accent, never compete.

Color proportions





Typography

We keep things simple here. Our brand typography is just one typeface: **Roobert**. Use it for both headlines and body copy, with bold weight for headlines and regular weight for body copy.

If Roobert isn't available in a given program, default to Roboto. Roboto is a Google font, so you'll find it in all Google Slides, Docs, and Sheets templates.

Roobert Font Family 

The hierarchy shown here is an example, not a set of exact measurements. Use your best judgment for the medium you're building in.

Button styles

We have two button styles: primary and secondary. Primary buttons sit in a pill shape with fully rounded corners and a solid fill. Fills come in Jelly Sting, Electric Seaweed, Deep Sea, or white. Use them for main calls to action. Secondary buttons are minimal: colored text with no fill, container, or border. Use them for more subtle links.

Running head
Roobert Medium
22px / 1.1 line height

H1
Roobert Bold
72px / 1.1 line height

Subtitle
Roobert Medium
36px / 1.1 line height

Body copy
Roobert Regular
18px / 1.4 line height

Primary button
Roobert Semibold
16px / 1.4 line height
Full rounded corners
Text is sentence case

Presented by Jellyfish Research

Roobert, the typeface for AI-integrated engineering

Precise, intelligent, and built for the AI era

Lorem ipsum

dolor sit amet, consectetur adipiscing elit. Nam malesuada erat nec massa feugiat malesuada. Vivamus egestas pretium semper. Nam posuere egestas lorem, vel commodo nisl suscipit vel. Curabitur dictum iaculis eros, eget aliquet lectus luctus nec. Duis placerat, odio quis sagittis pharetra, justo dui consequat velit, scelerisque dignissim sem tortor in diam.

Learn More

Learn More

Learn More

Primary

Learn More

Learn More

Secondary light mode

Learn More

Learn More

Secondary dark mode

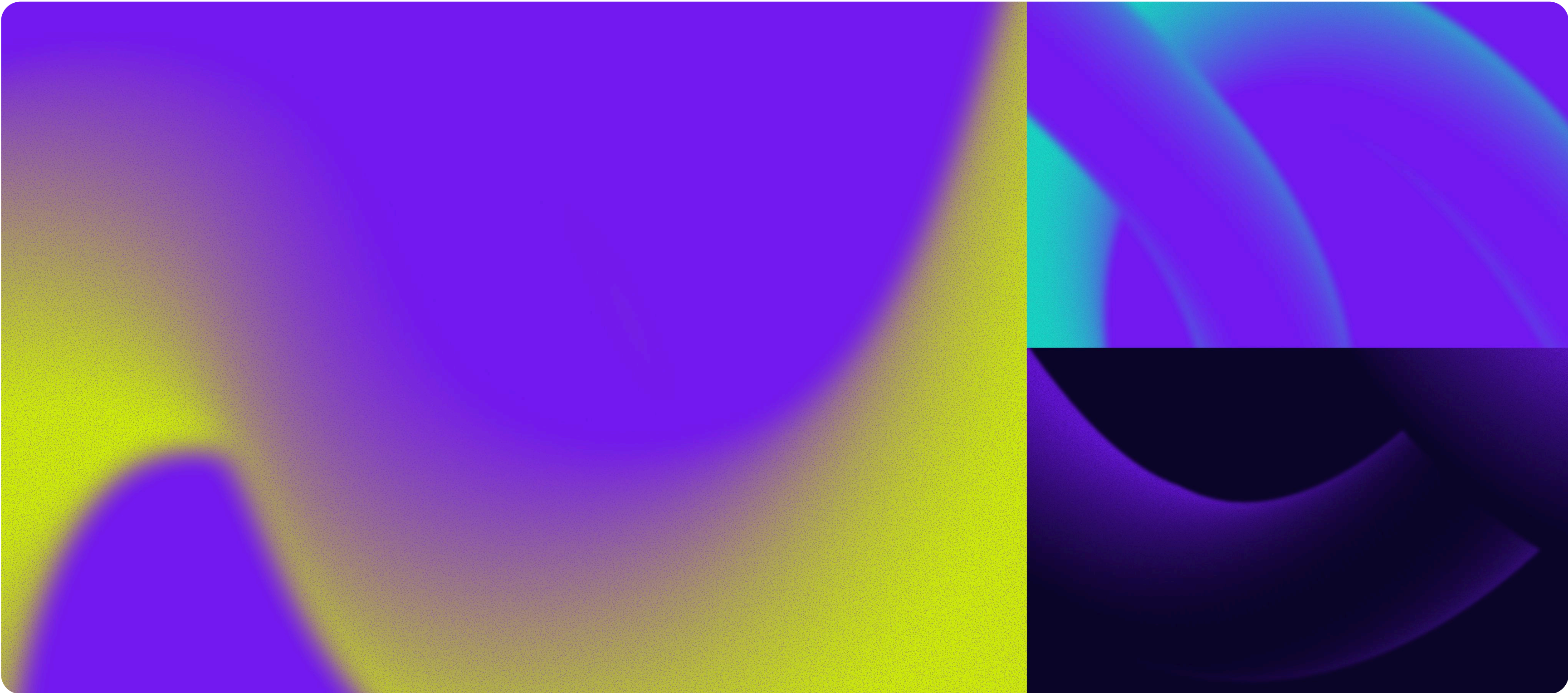


Background Graphics

The jellyfish background graphic, which we call the "tentacle gradient," is one of the most distinguishing assets in our visual toolbox. It's built from a 3D tentacle shape with a natural, organic motion that weaves around the canvas. We scale that shape up to highlight a single portion of it, then set it on a solid color background. Because we can pair different colors with different parts of the shape, we can create endless variations that work in any environment. A subtle noise effect adds texture on top.

Use these as backgrounds for slides, websites, booth backdrops, and social posts, or as a surface for product UI, quotes, and text callouts.

Library of Backgrounds 



Color Use

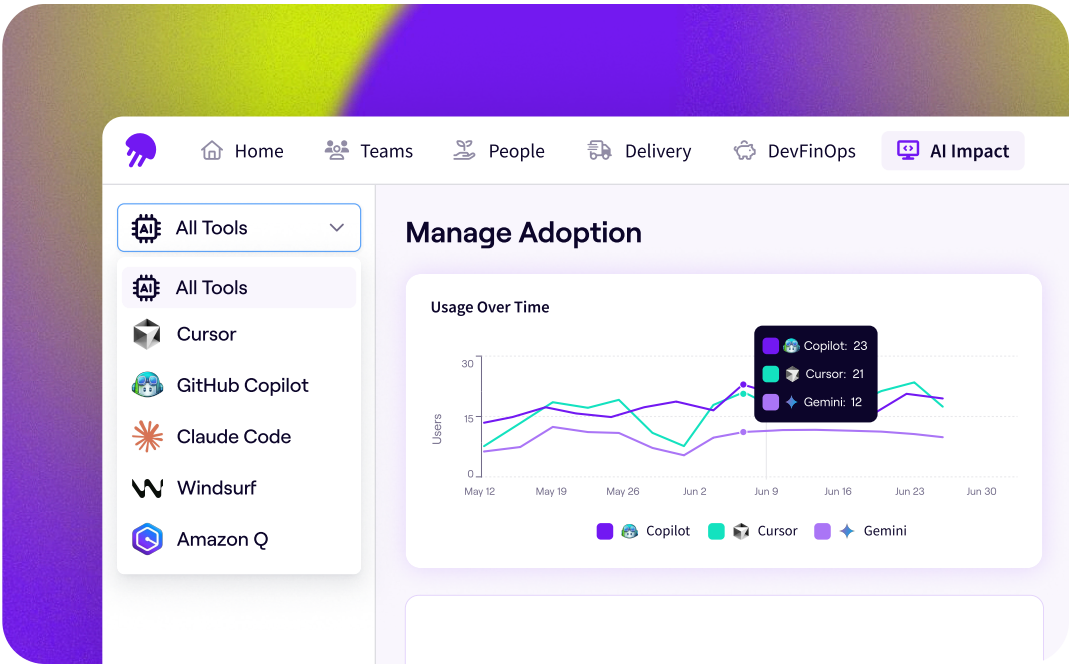
The Electric Seaweed Green and Jelly Sting Purple combination is our primary version and should be your default. The other color variations are secondary and should be used less often.

Placing content on top

Product UI can sit directly over the graphic with no adjustments. For text, always use white, and keep it large.

Don'ts

Do not stretch, distort, recolor, or rotate the graphics, and never apply an overlay or change their opacity. Use them as provided.





Iconography

Our icons are friendly and rounded, with soft characteristics that pair naturally with our font and the rest of our visual branding. We have two sets, a primary and a secondary, each suited to a different scale of use.

Icon Library

Primary set

Smaller and more heavily filled. Use it for web, email, and smaller lists, where icons appear at a smaller size.

Secondary set

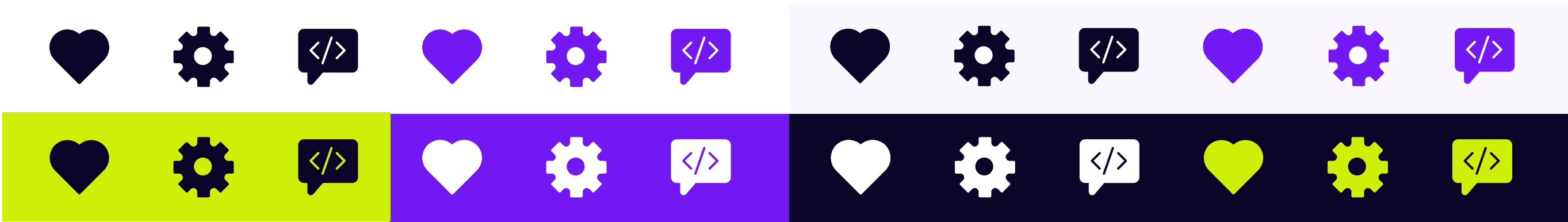
Larger, with a 2px outline and portions of the icon filled. Use it for slide decks and other large-format pieces.

Both sets come in Deep Sea Navy, white, Electric Seaweed Green, and Jelly Sting Purple.

Color usage

- Jelly Sting Purple on white or Oyster Pearl Lavender
- Deep Sea Navy on white or Oyster Pearl Lavender
- White on Jelly Sting Purple or Deep Sea Navy
- Electric Seaweed Green on Deep Sea Navy
- Deep Sea Navy on Electric Seaweed Green

Primary Icons



Secondary Icons





Cards & Containers

Cards and containers give our content structure and breathing room. They group related information, create visual hierarchy, and bring a sense of order and polish to any layout. Three elements define their look: stroke, rounded corners, and drop shadow. Used together with restraint, they keep our surfaces feeling light, modern, and unmistakably ours.

Padding

Give content room to breathe inside a container. Padding ranges from 16px to 96px in 8px steps, scaled to the container: smaller containers take less, larger ones take more. Generous spacing keeps content from feeling cramped and lets each card feel calm and considered.

A note on usage: These specs are a guide, not a constraint. When recreating cards in slides or other tools, aim for the spirit of each element: a soft edge, a generous corner, a gentle colored glow.

Rounded corners

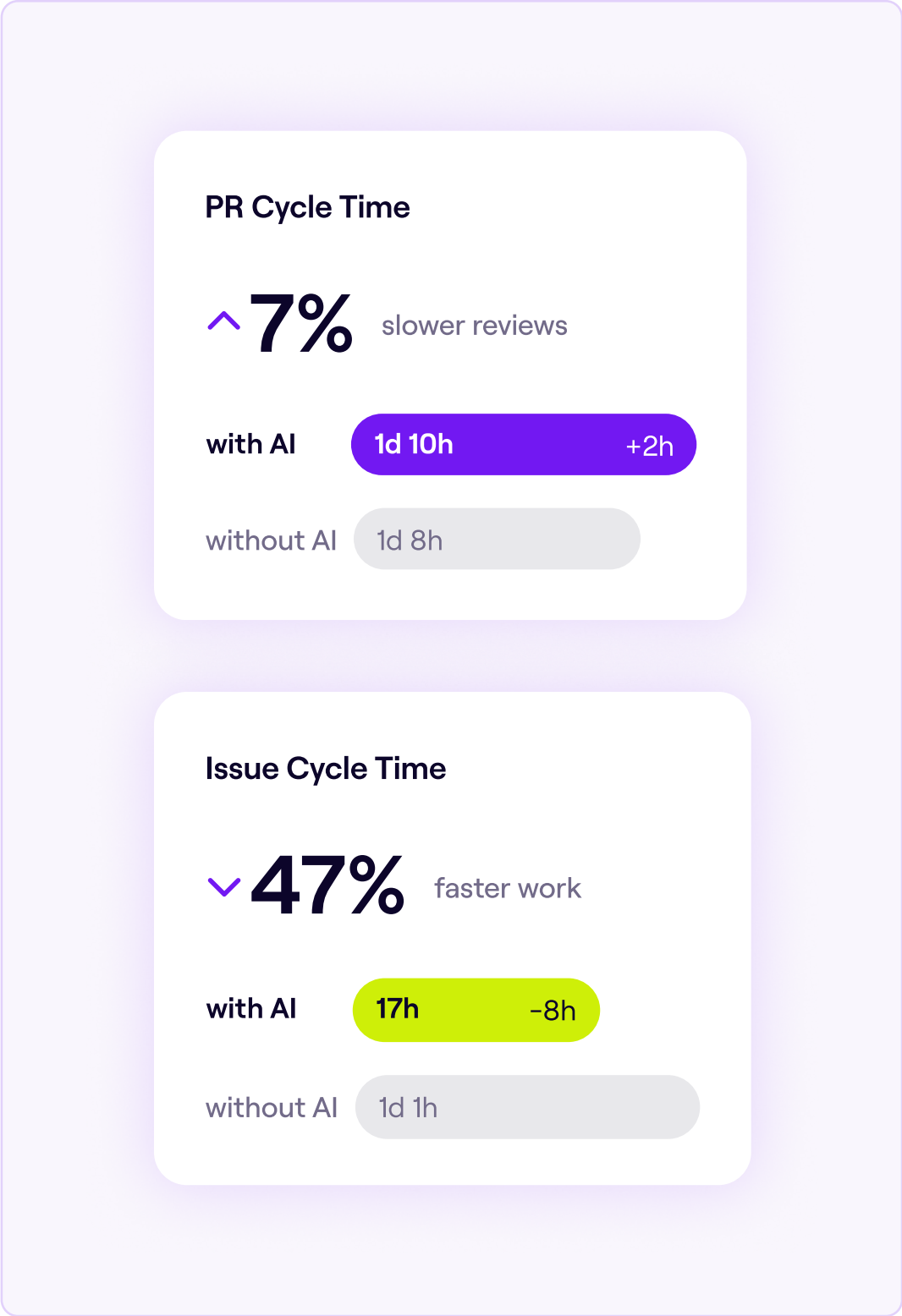
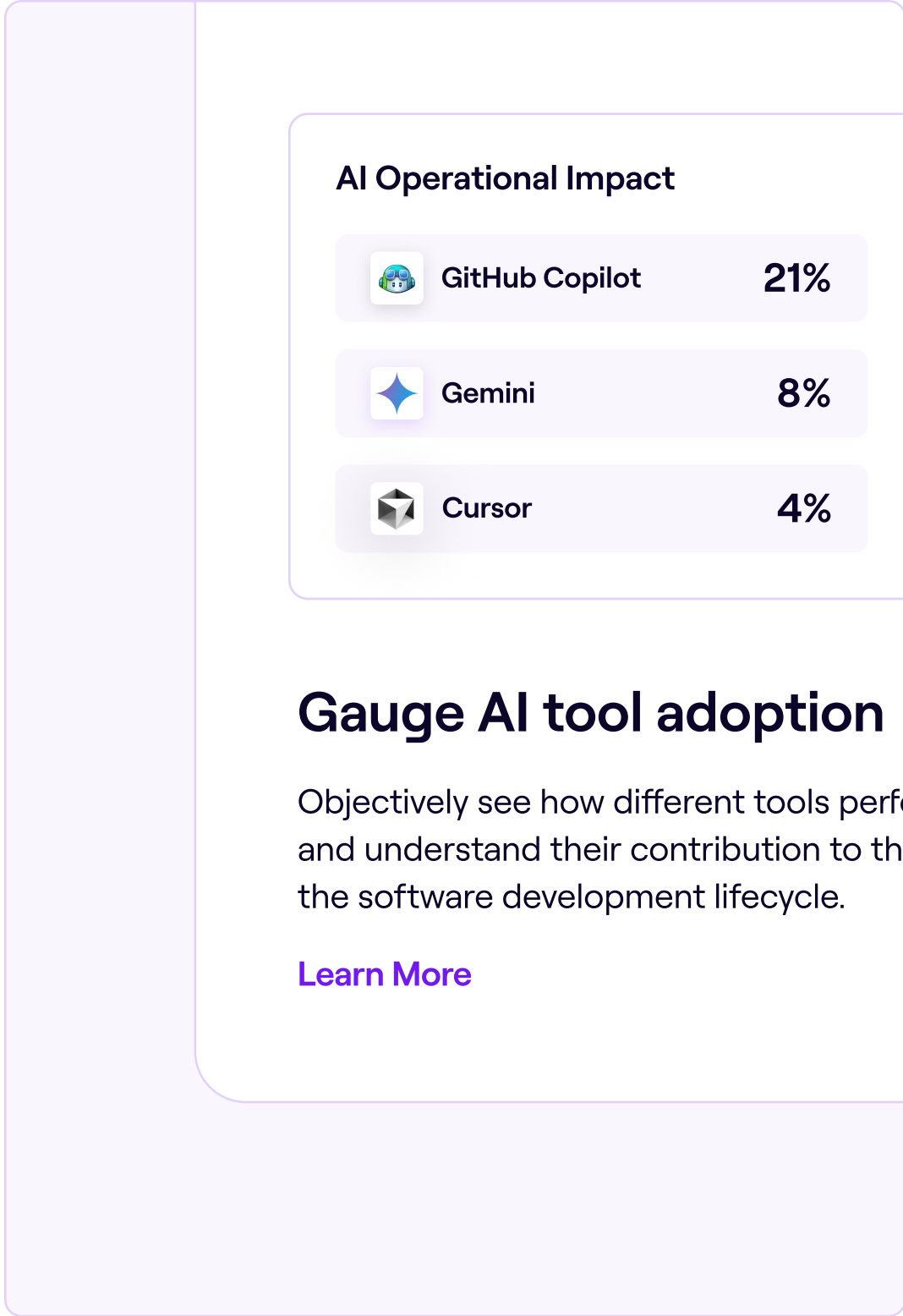
Soft corners are central to our friendly, approachable feel. Radii run from 8px to 48px in 8px steps. Use smaller radii on compact elements like tags and buttons, larger ones on hero cards and feature panels, and keep a container consistent throughout.

Stroke

A subtle stroke defines a container's edge without competing with its content. Use a 1px stroke in lavender (#E3D1FC) or white on light surfaces, and a muted grey (#6E6A80) on dark. Aim for a quiet boundary, not a hard line.

Drop shadow

A colored drop shadow lifts a card off the surface and adds depth. Use Jellyfish Sting Purple (#7319F2) at around 15% opacity on light backgrounds, and Electric Seaweed Green (#CFEF09) at roughly 60% opacity on dark. Keep it gentle and atmospheric, just enough to suggest the card is floating.



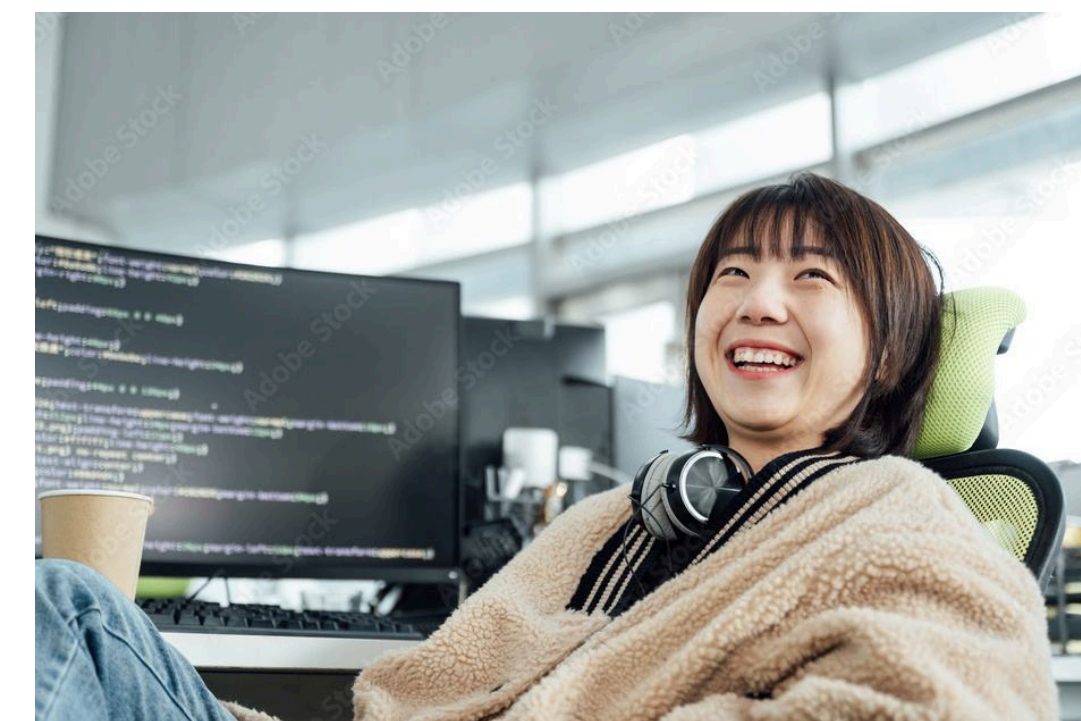
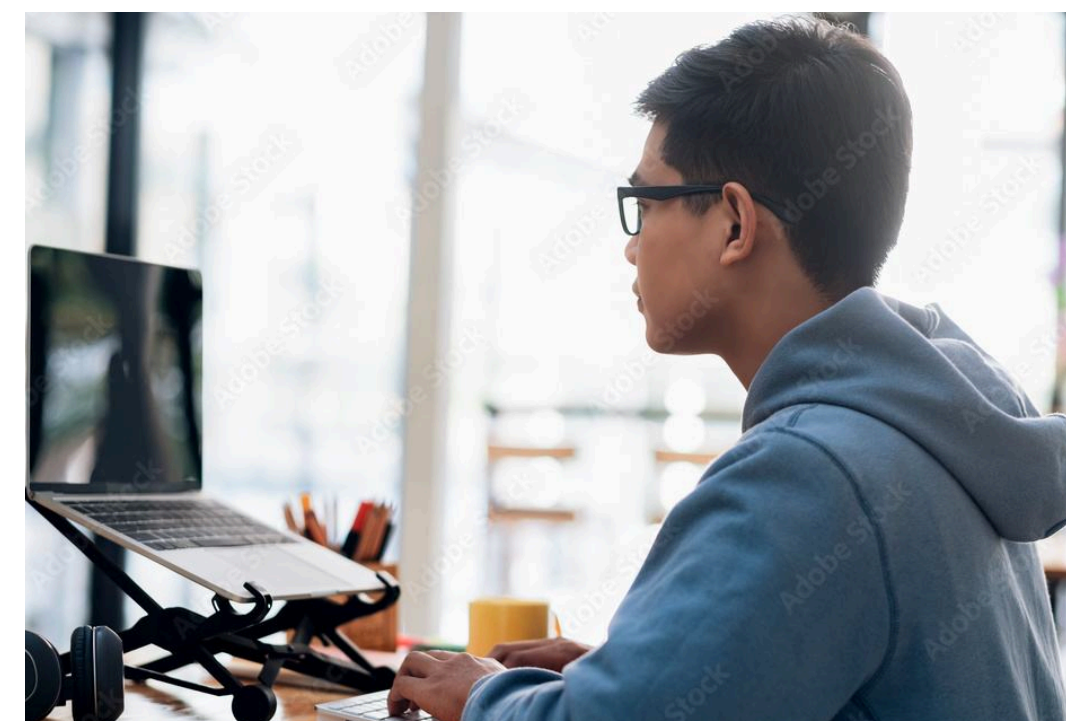


Photography

We use photos that feel authentic and natural. People are never looking directly at the camera and nothing feels staged. We show people in real, tech-forward workspaces, working independently or collaborating as a team. Screens and monitors are part of the environment, not an afterthought.

Our photos share a consistent look: natural lighting, desaturated tones, and environments that feel lived-in rather than polished or corporate. No branded conference rooms, no posed group shots.

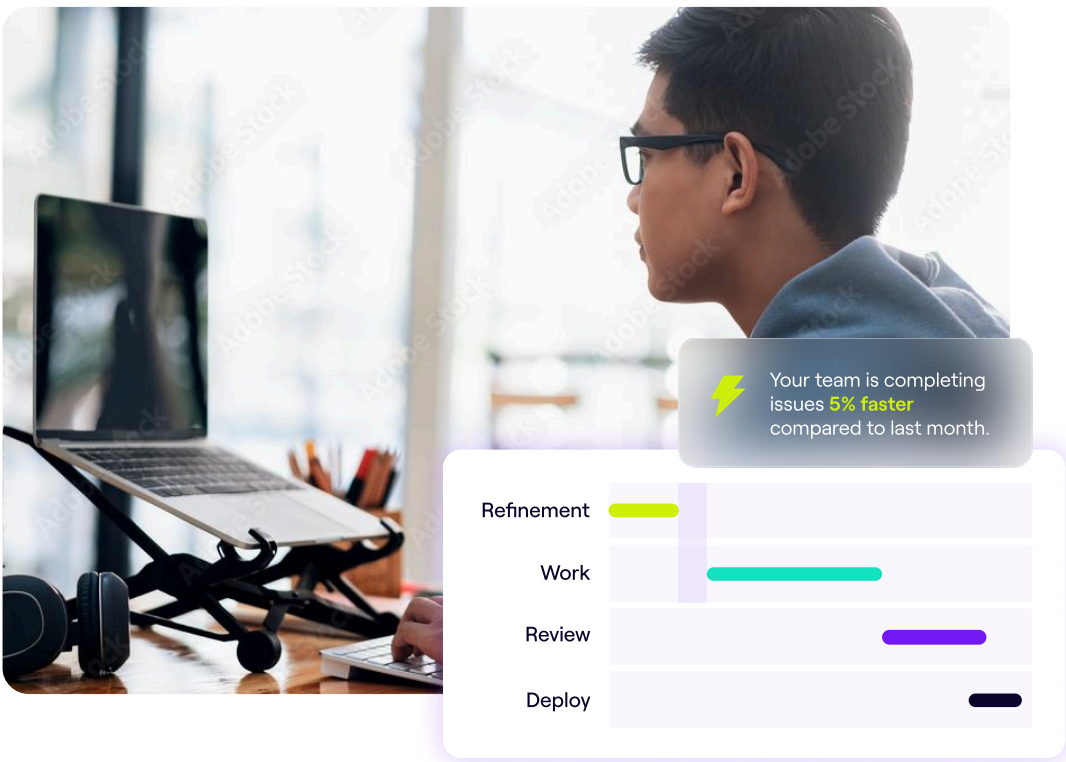
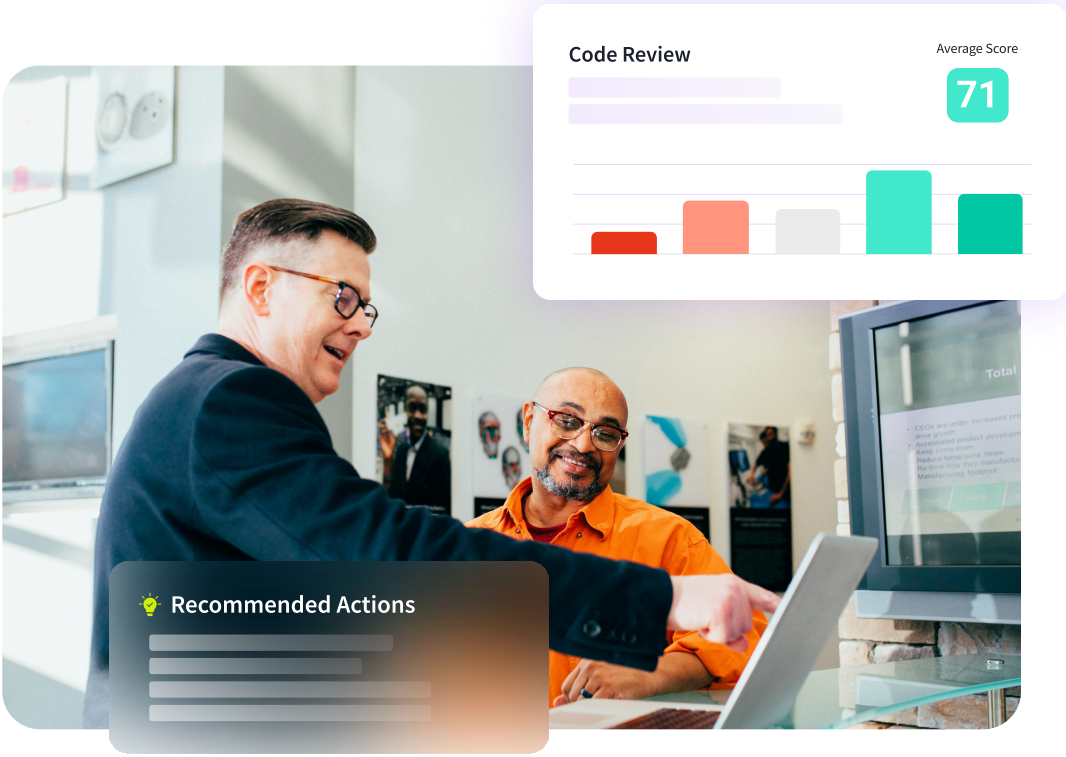
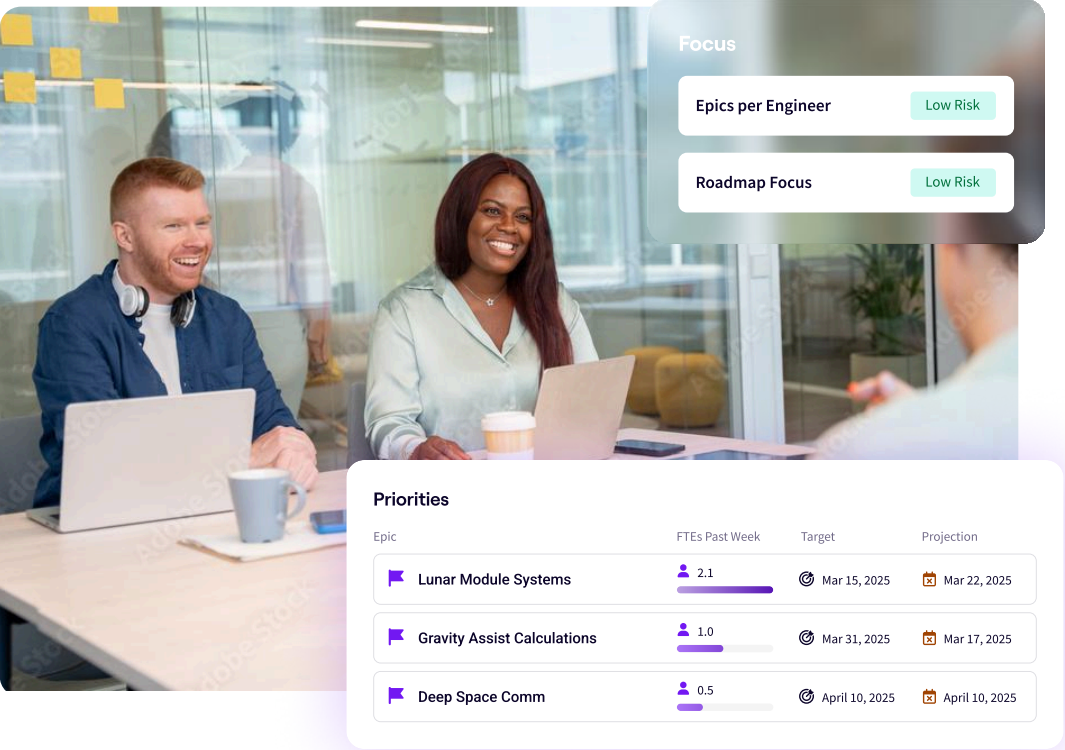
We match the people in our photos to our customer personas and feature diversity across every image we use.





Lifestyle imagery with product

We often pair photography with product UI modules. Keep the product simple and pull out only one or two modules to overlay on the image. The glass effect can be applied to product overlays. Choose product modules that are relevant to the persona and use case shown in the photo.



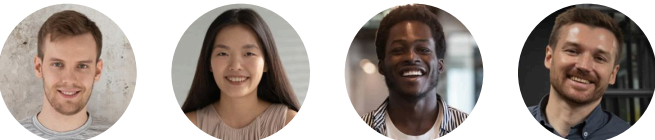
Customer headshots

We showcase our customers as our heroes, shown in full color. When image quality is high enough, we cut out the background and place the headshot on a solid color background from our main palette. Leave space between the top of the head and the top of the frame, and keep the subject centered horizontally. If the image cannot be cleanly cut out, use the photo as-is without clipping.

Standard headshots

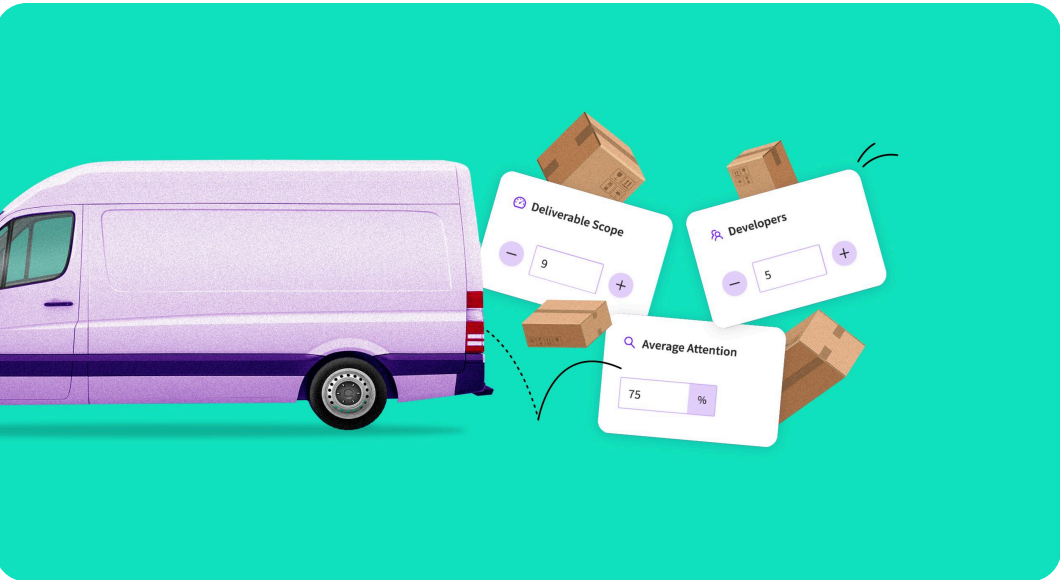
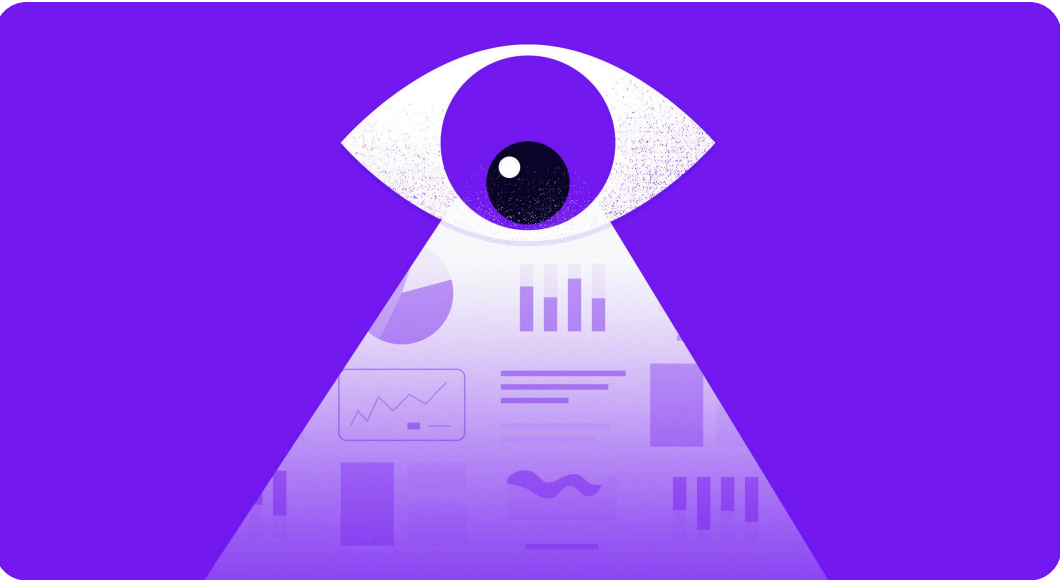
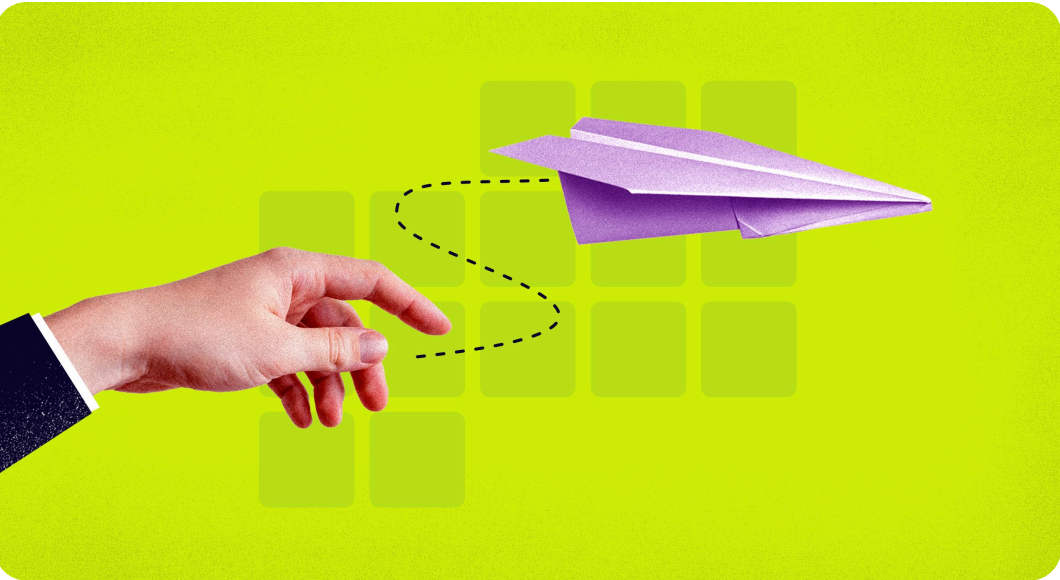


Fallback headshots



Blog imagery

Blog images combine photo cutouts, vector illustration, and texture. They are more conceptual by nature and may include product UI elements. Use our main color palette as the background.





Product UI

Showing product shots is important when we talk about use cases, solutions, and features. We show the product in two ways:

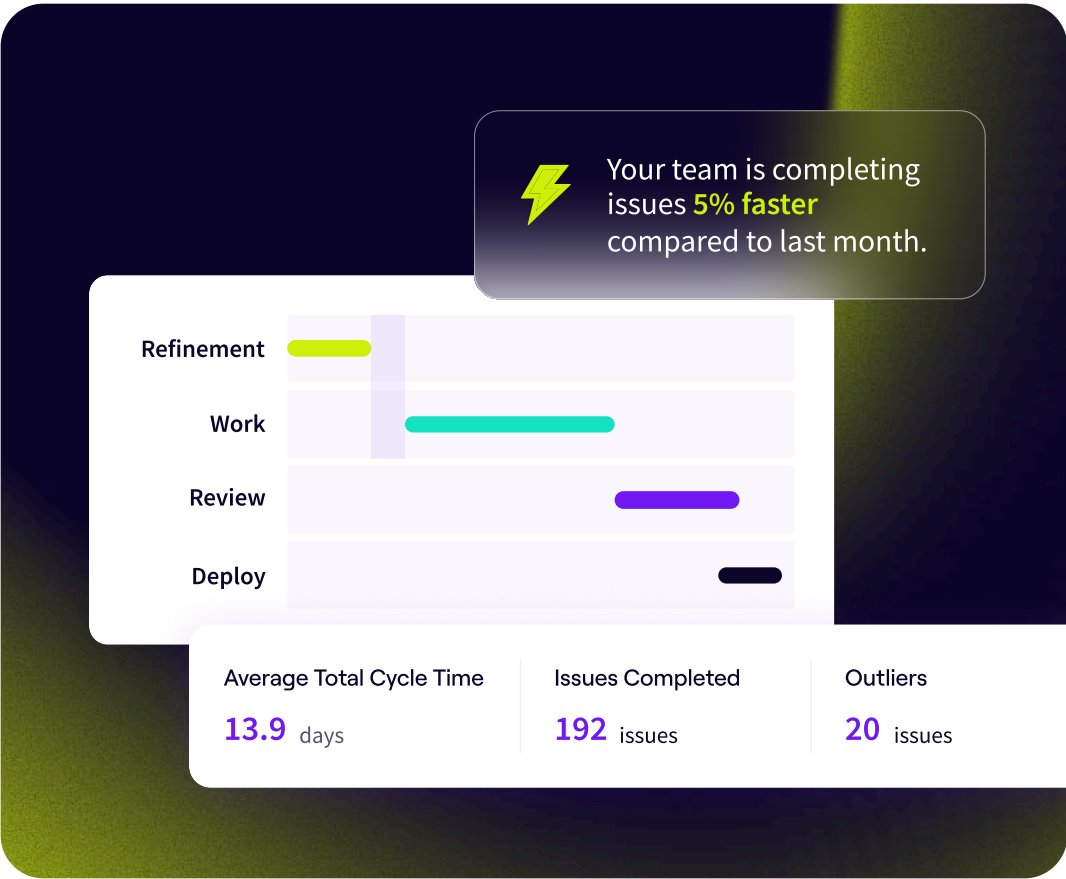
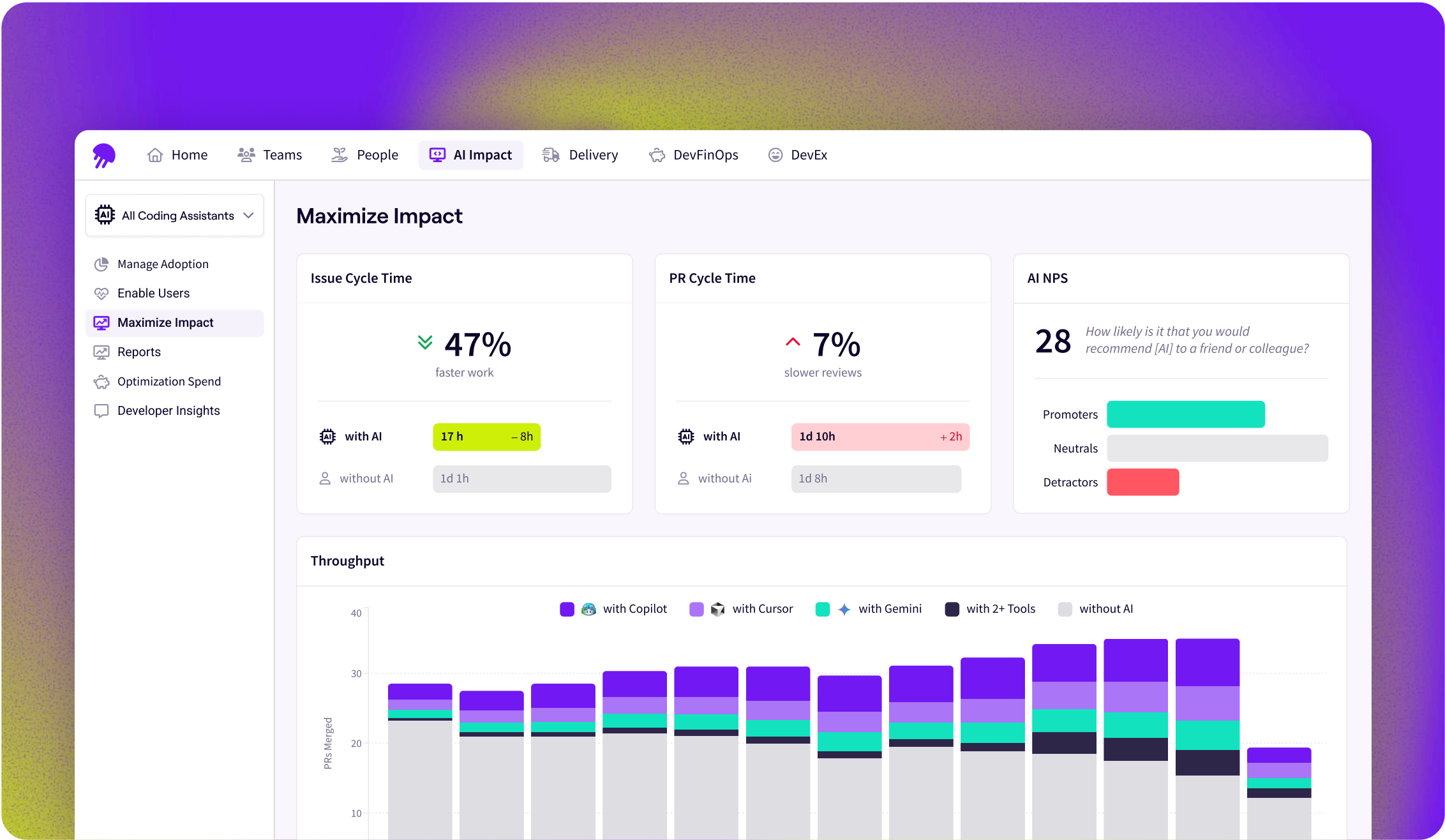
- A zoomed-out, full dashboard shot that includes the Jellyfish UI frame and multiple modules.
- A focused, zoomed-in shot that highlights a single module.

Building the shots

When possible, start from our editable product UI Figma files and repurpose them for marketing. This usually means stripping out UI elements to make the shot simpler and easier to scan, adjusting colors to align with the marketing palette, and simplifying individual elements so the focus stays clear.

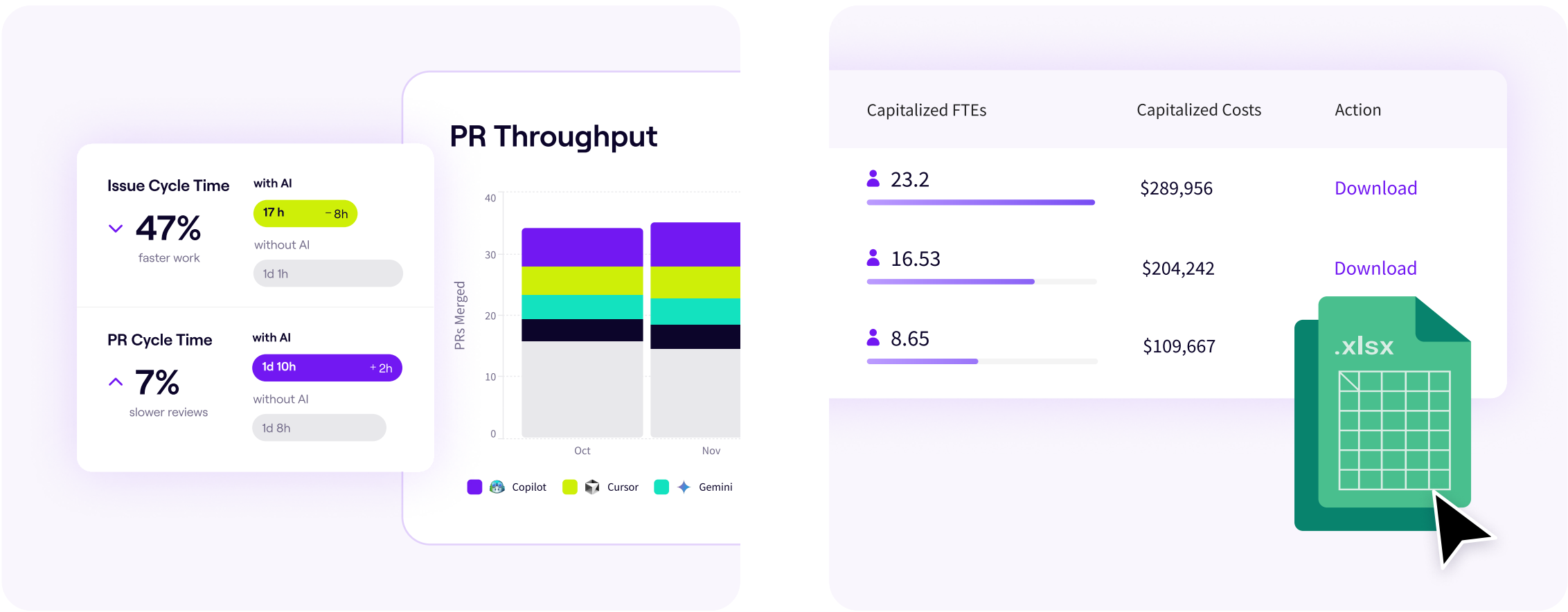
Placement

Marketing product shots can sit on a solid color background or on the tentacle gradient. Always size the shot large enough to make out the details.



Glass UI effect

We use a glass effect as an accent to pair with marketing product shots. It's a frosted, semi-transparent surface that floats over other UI modules, often to highlight a key stat or callout. Use it sparingly, as an occasional highlight rather than a default treatment. Only use it when the shot sits on the tentacle gradient background, and always keep the text and UI elements inside it legible.

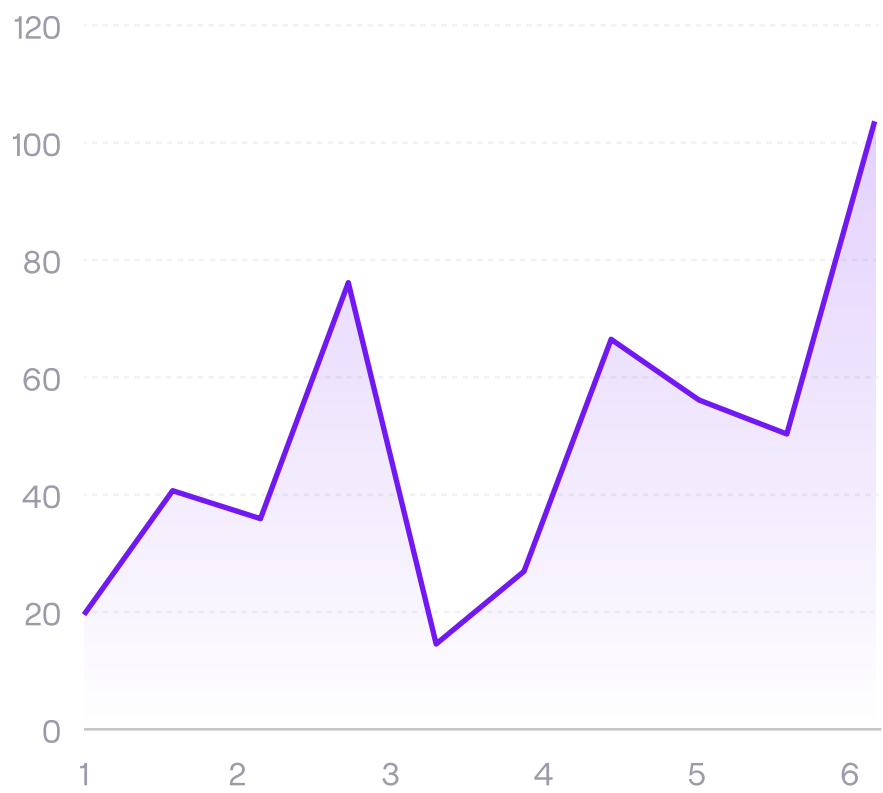




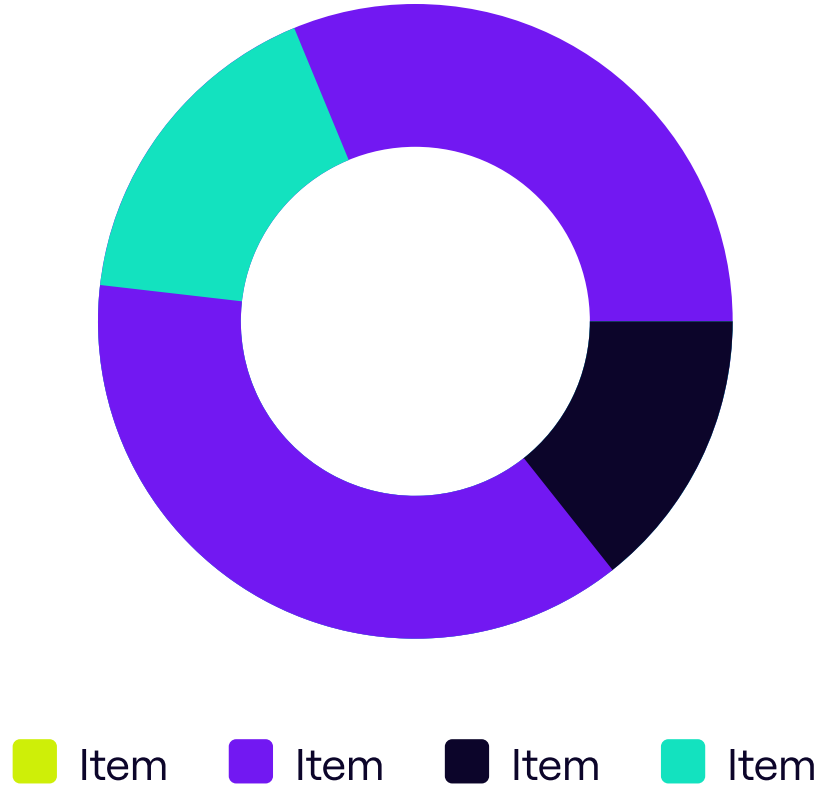
Data Visualization

We use many chart types to show data. Pick the one that best fits your use case. Keep color usage to our primary colors. Start with Jelly Sting Purple in light mode and Electric Seaweed Green in dark mode. You can use the other colors too, but keep their usage consistent within a given chart or use case. When a chart needs many colors, use tints and shades of the primary colors to extend the palette.

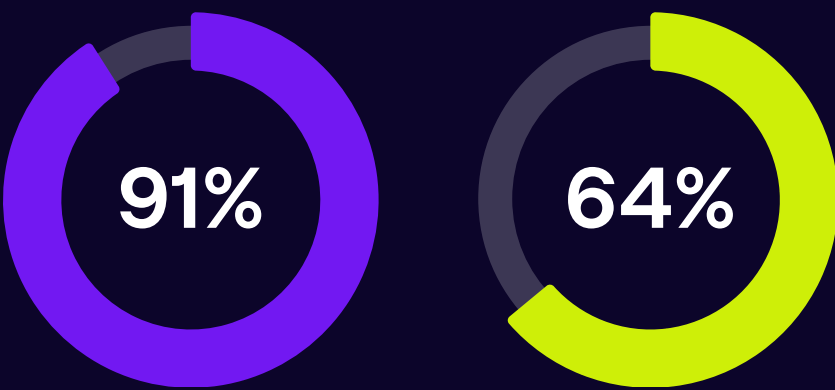
Line chart



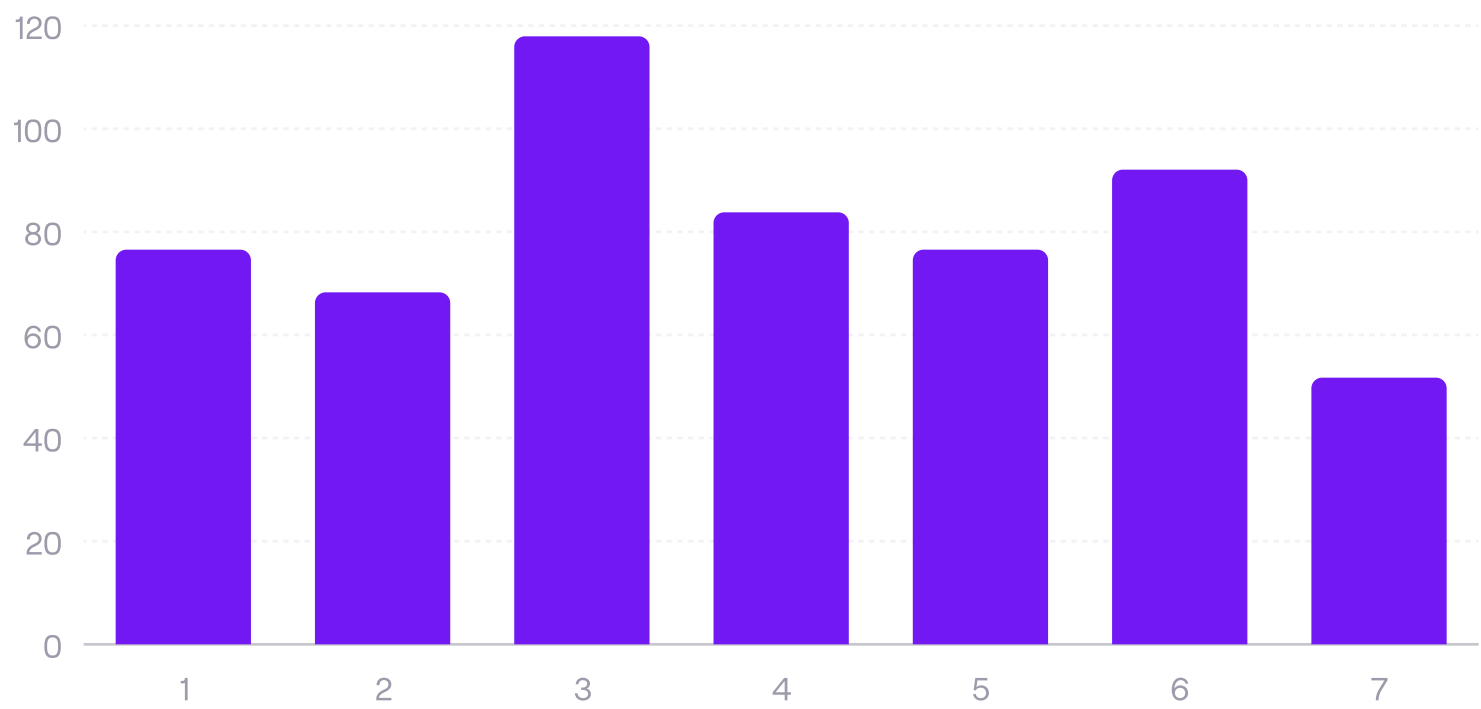
Doughnut chart



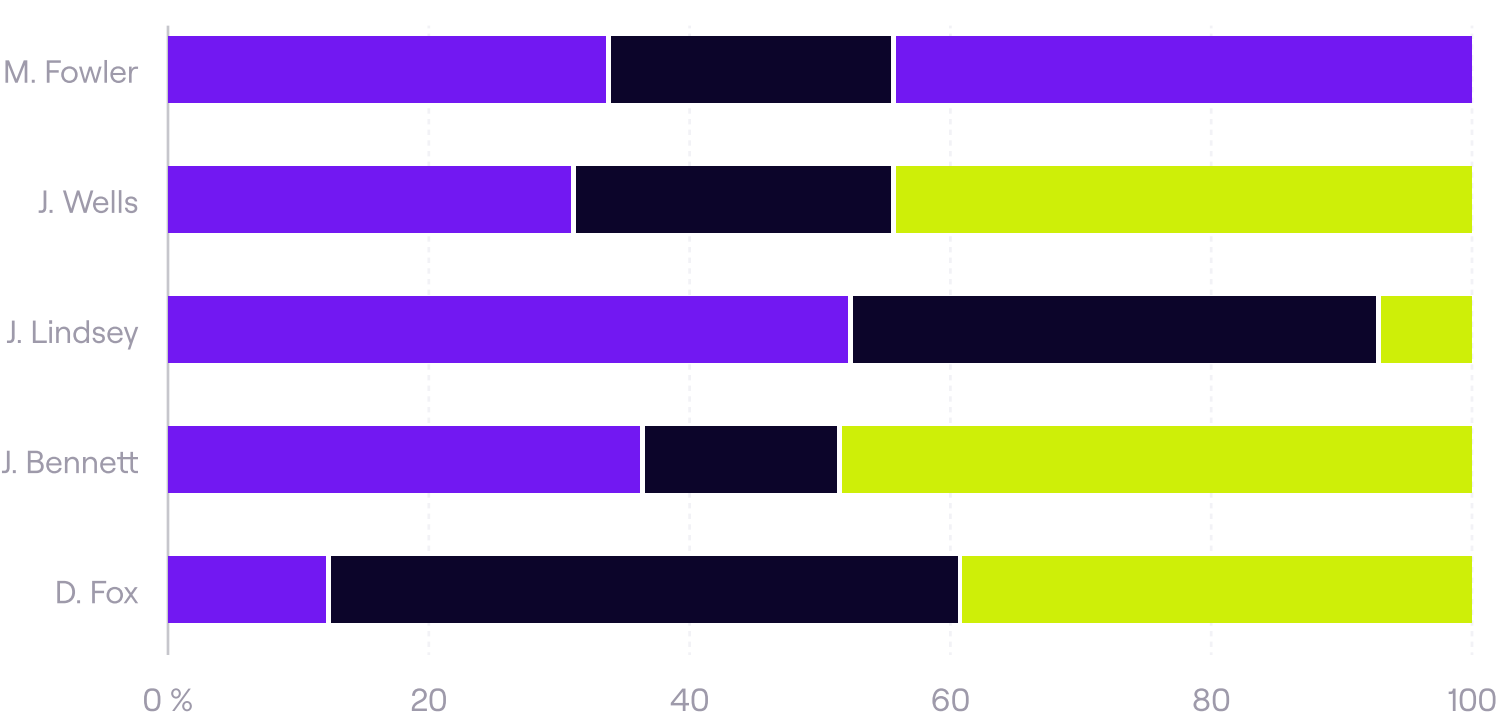
Stat circle bar

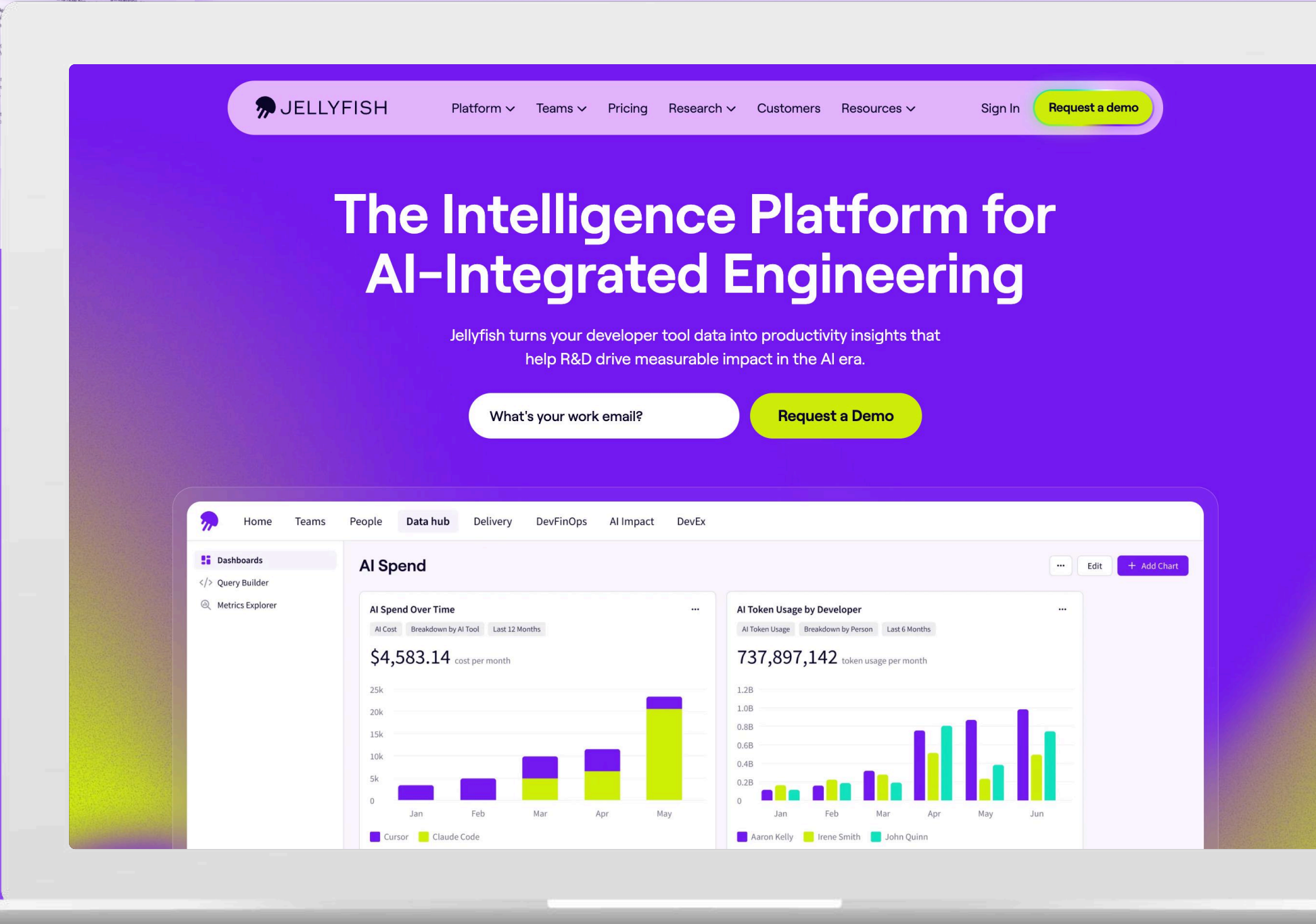
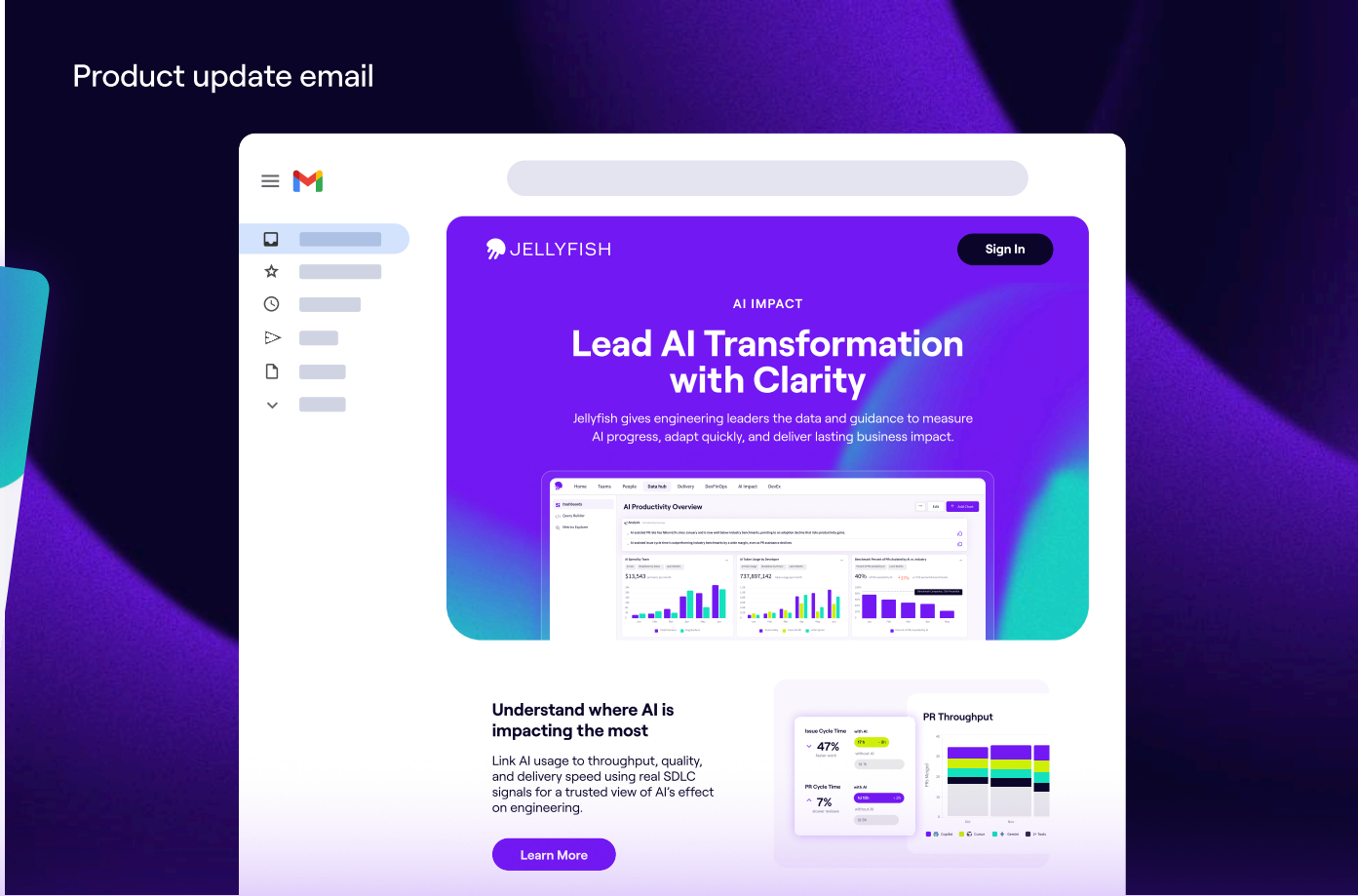


Column chart



Bar chart







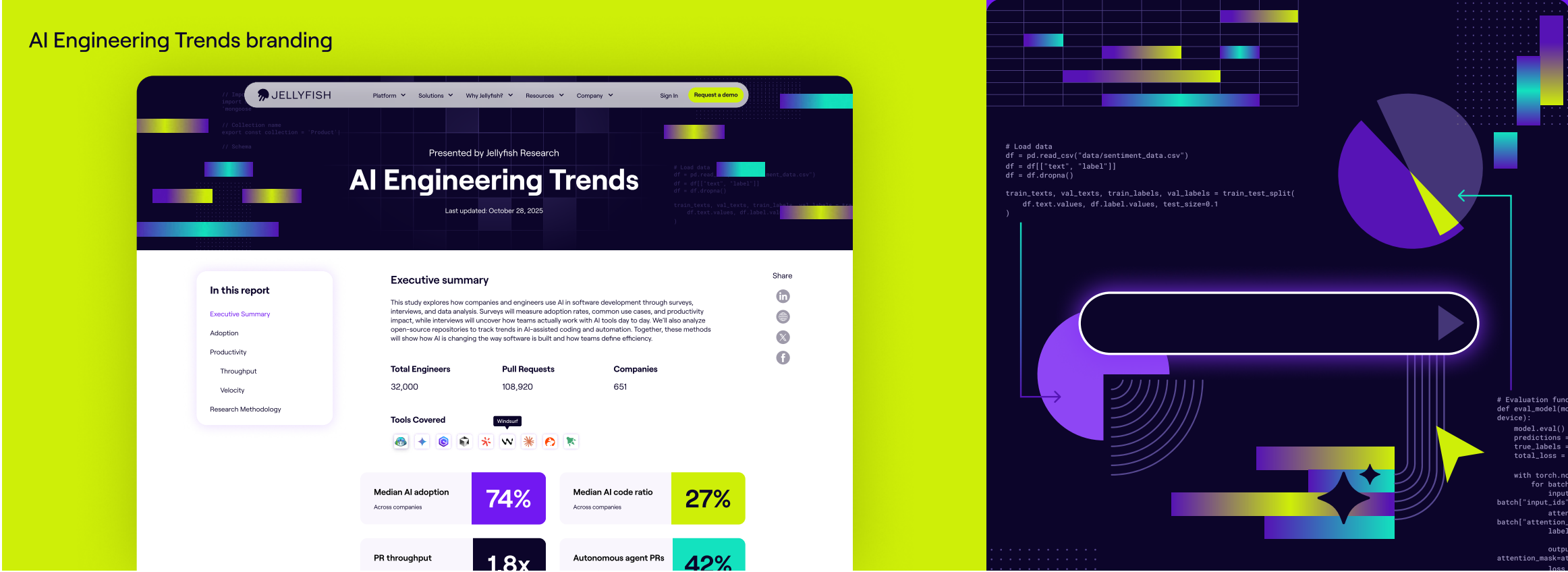
SEMR 26 web experience



SEMR 26 newspaper



SEMR 25 resource





Thank You

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