



PUBLIC BRAND KIT

# Lynqra Brand kit

Approved company information, logo guidance, colors, typography, voice, and contact details for partners, press, directories, and collaborators.

Updated June 2026

Public-safe version

# About Lynqra

Use this wording for profiles, directories, sponsorship pages, and partner material.

## Short boilerplate

Lynqra is a Singapore-based AI workflow automation consultancy helping SMEs reduce repetitive manual work across admin, finance, HR, sales, and operations.

## Long boilerplate

Lynqra Pte. Ltd. helps Singapore SMEs map operational bottlenecks and build practical AI automations around the tools their teams already use. The company focuses on document processing, invoice and expense workflows, candidate screening, quotations, approvals, follow-ups, and reporting, with human review gates kept in place for important decisions.

LEGAL NAME	<b>Lynqra Pte. Ltd.</b>
UEN	<b>202540279R</b>
HEADQUARTERS	<b>Singapore</b>
FOUNDER	<b>Mark Tan</b>
CATEGORY	<b>AI workflow automation</b>
CONTACT	<b>mark@lynqra.com</b>

# Primary mark

Use the primary full-color logo on white or very light backgrounds wherever possible.



## Do

Keep clear space around the mark. Use the supplied high-resolution logo. Keep the logo legible and uncropped.

## Avoid



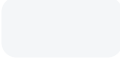




Do not stretch, recolor, place over busy images, add effects, or cover text with the logo.

## Minimum usage note

When creating article or LinkedIn graphics, place the logo in a reserved brand zone instead of overlaying it on generated titles or UI text.

# Colors and typography

Use the blue as the primary action color, supported by clean neutrals and restrained semantic accents.

	<b>Lynqra Blue</b>	#0061FE
	<b>Deep Ink</b>	#0B0E12
	<b>Soft Surface</b>	#F4F6F8
	<b>Muted Text</b>	#5E6A78
	<b>Success</b>	#16A34A
	<b>Warning</b>	#F59E0B
	<b>Danger</b>	#DC2626

## Primary type

Use Geist for product, web, and marketing layouts when available. Use system sans-serif fallbacks when embedding fonts is not practical.

## Code and data

Use Geist Mono for code, technical labels, and structured values where monospaced alignment helps readability.

# How Lynqra should feel

The brand should feel practical, calm, exacting, and genuinely useful to SME operators.

## Layout

Build on a 4px spacing grid. Prefer clear hierarchy, generous whitespace, and layouts that are easy to scan.

## Shape

Use modest radius and soft elevation. Keep rounded corners purposeful rather than decorative.

## Voice

Friendly, professional, direct, founder-led, and specific. Lead with business value and operational clarity.

## Avoid

Avoid hype, vague transformation claims, fake proof points, and phrases like unleash or supercharge.

## Approved usage

Use this kit for partner pages, media requests, directories, sales collateral, event listings, and content attribution. For unusual placements, contact [mark@lynqra.com](mailto:mark@lynqra.com).