

The October brand book.

One operating system for organizational performance — and one brand to carry it. Black and white at the core, a single thread of colour per product, and a voice that's precise, candid and confident. This is the reference for everything we make.

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Black and white. One thread of colour.

October is the operating system for organizational performance. The brand has to feel like infrastructure you trust — calm, exact and unmistakably ours.

01

Intelligence, not decoration

Every element earns its place. We design like an instrument panel — clear hierarchy, real data, nothing ornamental. If it doesn't help someone see, understand or act, it goes.

02

Monochrome by default

Black, white and a precise greyscale carry the work. Colour is rationed — one accent per product, used as a single thread, never a wash. Restraint is the brand.

03

Editorial confidence

Big display type, mono meta-labels, generous space. We read like a serious publication, not a SaaS template — because the subject is serious and the proof is real.

04

One system, many surfaces

Health, People and Advisory are one company with one design language. The accent changes; the grid, the type and the voice do not.

● 02 — LOGO SYSTEM

WORDMARK & MARK

One wordmark. Two surfaces.

The October wordmark is the primary identity. The standalone mark is for tight spaces only — favicons, avatars, app icons.



PRIMARY WORDMARK

DARK WORDMARK ON LIGHT SURFACES



REVERSED WORDMARK

WHITE WORDMARK ON DARK / PHOTOGRAPHIC SURFACES

THE MARK — SMALL SPACES ONLY

CLEARSPACE

Keep clear space equal to the height of the O on all sides. Nothing — type, image edges or other logos — enters that margin.

MINIMUM SIZE

Wordmark no smaller than **24px** tall on screen. Below that, switch to the standalone mark.

DO Use the supplied PNGs at their native aspect ratio (1168 × 360) and let theme decide light vs. reversed.

DO Place the wordmark on solid black, solid white, or a quiet area of a photograph with enough contrast.

DON'T Recolour, add gradients, outline, add a drop shadow, or apply a product accent to the wordmark.

DON'T Stretch, rotate, condense, or rebuild the wordmark in a different typeface.

• 03 — COLOUR

MONO BASE + ACCENTS

Ink and paper. Colour, rationed.

The base is a neutral greyscale, theme-aware — ink on paper, or paper on ink. Product accents appear as a single thread, never a fill. Values are hex; click any swatch to copy.

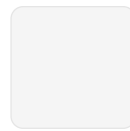
MONOCHROME CORE



Background
#ffffff
Paper



Foreground
#0a0a0a
Ink



Muted
#f5f5f5
Quiet surfaces



Muted foreground
#737373
Secondary text

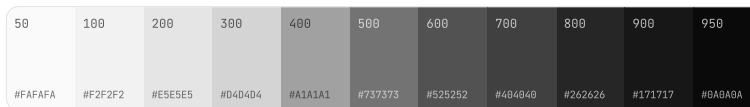


Border
#e5e5e5
Hairlines

Tokens invert between light and dark themes — the hex shown is the light-theme value. The contrast relationship is the constant, not the absolute colour.

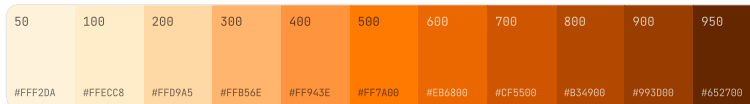
FULL RAMPS - 50 - 950

Neutral



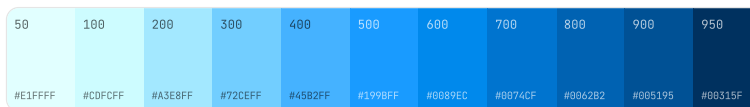
Health

#ff7a00 · 500



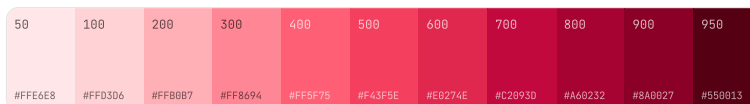
People

#199bff · 500



Advisory

#f43f5e · 500



The neutral ramp drives every surface, hairline and chart. Each product ramp is anchored on its brand hex at the 500 step — use 600–700 for hover/pressed, 50–200 for subtle wash backgrounds, 800–950 for text on light. The live UI only needs the 500; the ramp exists for charts, states and one-off accents.

PRODUCT ACCENTS · 500

October Health #ff7a00

`--color-brand-health · .brand-health`

Performance psychology — warmth, energy, care.

October People #199bff

`--color-brand-people · .brand-people`



October Advisory

#f43f5e

--color-brand-advisory · .brand-advisory

Embedded experts — decisiveness, the moves that matter.

Set `.brand-health`, `.brand-people` or `.brand-advisory` on a page wrapper and the accent cascades into the shared sections via `--brand`. Off a product page, `--brand` resolves to the foreground — the base stays monochrome.

SEMANTIC — DESATURATED



Success

#4b7453

Subtle

#e3f4e6

Warning

#a37f4d

Subtle

#fbecd9

Danger

#a8564e

Subtle

#ffe9e6

Low-chroma pass / warn / fail, scoped to AI transparency reports and status. Each pairs a solid with a `subtle` background and a `-foreground` text colour. Never use them as decoration.

DO Lead with black and white. Let a single accent thread through a product surface — a dot, a rule, a hover, a key number.

DO Use a product's accent only on its own pages. Health is orange, People is blue, Advisory is rose — never mixed on one surface.

DON'T Fill large areas, gradients or backgrounds with an accent. Colour is a highlighter, not a paint bucket.

DON'T Invent new colours. Everything comes from the neutral ramp, the three accent ramps, and the semantic set above.

Three voices in type. Display, text, mono.

Semantic roles, not font names. Swapping a typeface should only ever touch `globals.css` and the loader — never a component.

`.font-display`

600 · HEADINGS

Organizational performance

Space Grotesk

Headings, hero and display copy. Auto-applied to h1–h6. Tight tracking, tight leading. No italic cut — `` stays upright.

`.font-text`

400 · BODY

Support people actually use, and signal leaders can act on.

DM Sans

Body and paragraph copy. Applied globally on `<html>` — never re-apply on children. Relaxed leading for long-form reading.

`.font-mono`

400 · LABELS

01 — THE OPERATING SYSTEM

JetBrains Mono

Data, meta-labels, kbd chips, fig numbers, dates and attribution. Always paired with uppercase + wide tracking for labels.

THE SCALE

DISPLAY XL

October

text-6xl → 9xl

DISPLAY L

October

text-4xl → 5.5rem

HEADING

October

text-2xl

SUBHEAD

October

text-xl

BODY L

October

text-lg

BODY

October

text-base

SMALL

October

text-sm

THE META LINE

● WHO WE ARE

THE REPOSITIONING

The signature device: a mono, uppercase, wide-tracked label with a pulsing live dot on the left and a right-aligned descriptor, sitting on a hairline rule. It opens almost every section. `.text-meta` · `.text-meta-xs` · `.text-meta-2xs`.

Display headings use **tracking-tighter** and tight leading (0.9–0.98). They should feel set, not spaced.

Body copy uses **leading-relaxed** and caps line length around **max-w-xl** for readability.

Emphasis inside a heading uses **** rendered in muted-foreground, upright — a two-tone headline, not an italic.

Structure you can feel. Motion you barely notice.

The grid, spacing and motion are as much the brand as the logo. Calm, consistent, and the same on every page.

`.container · max 1280px`

Container

Centred, 1.5rem fluid padding, capped at 1280px so long lines stay readable. One shared width across the whole site.

`.section-padding · .hero-padding`

Section rhythm

py-16 → 24 → 32 for sections; heavier top weight for heroes. Vertical space scales up with the breakpoint, never down.

`tight · medium · large`

Three-tier spacing

Title → description tight, content → action medium, title → content large. Use mt-* on children when siblings need different gaps.

`bg-border + gap-px`

Hairline grids

Cards are a single-pixel border grid: a bg-border wrapper with gap-px and bg-background cells. One rule system, no double borders.

`--radius 0.625rem`

Radius

A geometric scale from sm (0.6×) to 4xl (2.6×). Cards sit at lg-2xl; chips and dots round fully.

`size-1.5 animate-pulse`

The live dot

A small pulsing foreground (or --brand) dot signals 'live' on meta lines and status. The brand's heartbeat.

SIGNATURE EASING

`cubic-bezier(0.16, 1, 0.3, 1)`

A soft, fast-out-slow-in curve on nearly every transition. Paired with a short fade-up (opacity 0 → 1, y 24 → 0) that staggers children by ~0.06–0.08s as they enter the viewport once.

RESTRAINT

Motion reveals; it never performs. Entrances fire **once**, reduced-motion is fully honoured (pulses, marquees and shimmers all stop), and nothing loops in a way that competes with reading. If an animation draws attention to itself, it's wrong.

Precise, candid, and sure of itself.

We translate data into decisions. The writing does the same — it makes the complex legible, and it never wastes the reader's time.

<p>Precise</p> <p>We name things exactly. Specific numbers, real mechanisms, no hand-waving. The reader should always know what we mean.</p>	<p>Candid</p> <p>We say the hard thing plainly — including what we are not. Radical candor on the page, the same as in the room.</p>
<p>Confident</p> <p>We make claims and stand behind them. Declarative sentences, active voice. We've earned the certainty with proof.</p>	<p>Human</p> <p>We're supporting people at their most vulnerable. Warm, never clinical or corporate. Plain words over jargon, always.</p>

SAY THIS, NOT THAT

Wellbeing app	Operating system for organizational performance
Mental health benefit	Performance psychology
Clinicians	Experts
Engagement scores	Behavioural signal
HR software	An AI-first HR workspace
Consultants	Embedded experts, accountable for the outcome

<p>DO Say "experts" — psychologists, strategists, data scientists. Name the discipline when it adds weight.</p>	<p>DON'T Say "clinicians." October is performance psychology, not a clinic.</p>
<p>DO Lead with the outcome and the proof — adoption, retention, the costed gap — then explain the mechanism.</p>	<p>DON'T Stack buzzwords ("holistic," "synergy," "cutting-edge"). If a sentence survives without the word, cut it.</p>
<p>DO Write "organisation" / "behavioural" (UK spelling) in product copy; match the surrounding document.</p>	<p>DON'T Over-promise on mental health. We support and we surface signal — we don't diagnose or treat.</p>

One company. Three product lines.

October is the parent brand and the intelligence layer. Health, People and Advisory are how it shows up — always named in full on first use.

WE ARE NOT ONLY

A wellbeing app:
A survey platform:
An HRIS:
A consultancy:

WE ARE

The operating system for organizational performance.

We translate data into decisions, decisions into action, and action into measurable change. The brand said wellbeing; the company became the intelligence layer for the whole people stack.

● October Health

Performance psychology the whole organisation actually uses.

A workplace mental-health and performance-psychology platform — daily live group sessions, on-demand content and constant-contact check-ins (Pulse), plus the behavioural signal leaders can act on. Support employees actually use, reaching 10x the utilisation of a typical EAP.

PERFORMANCE PSYCHOLOGY ALWAYS-ON SUPPORT CULTURE SIGNAL

● October People

An AI-first HR workspace, from the first interview to the final goodbye.

Hiring, payroll, performance, learning, compliance and the 30+ modules in between — running as one system on unified people data. Strategic, AI-first HR that replaces the stack of disconnected tools.

30+ MODULES, ONE SYSTEM UNIFIED PEOPLE DATA STRATEGIC, AI-FIRST HR

● October Advisory

Embedded experts who turn the signal into change.

The execution layer — psychologists, strategists and data scientists who turn your platform's signal into the few moves that matter, drive leadership action, and stay accountable for measurable performance change. The rigour of a strategy firm, run continuously inside the platform.

EMBEDDED EXPERTS FOCUSED INTERVENTIONS MEASURABLE ROI

Health owns engagement and eNPS; People owns reviews, surveys and the workplace record and points to Health for wellbeing. Keep the ownership lines clean — don't have two products claim the same job.

BOILERPLATE — COPY & PASTE

ONE LINE

October is the operating system for organizational performance.

SHORT

October connects the full people stack — HCM, wellbeing, surveys, performance psychology and experts — into one intelligence layer. See what's happening, understand what matters, and act where it counts.

STANDARD

October is the operating system for organizational performance. We connect the full people stack — HCM, wellbeing, surveys, performance psychology and experts — into one intelligence layer. That lets companies see what's happening, understand what matters, and act where it will make the biggest difference. We translate data into decisions, decisions into action, and action into measurable change.

Parent brand is **October**. Always capital O, never "october" or "OctoberHealth."

Name products in full on first use — **October Health**, **October People**, **October Advisory** — then **Health / People / Advisory** in context.

The spine of every story: **see what's happening** → **understand what matters** → **act where it counts**.