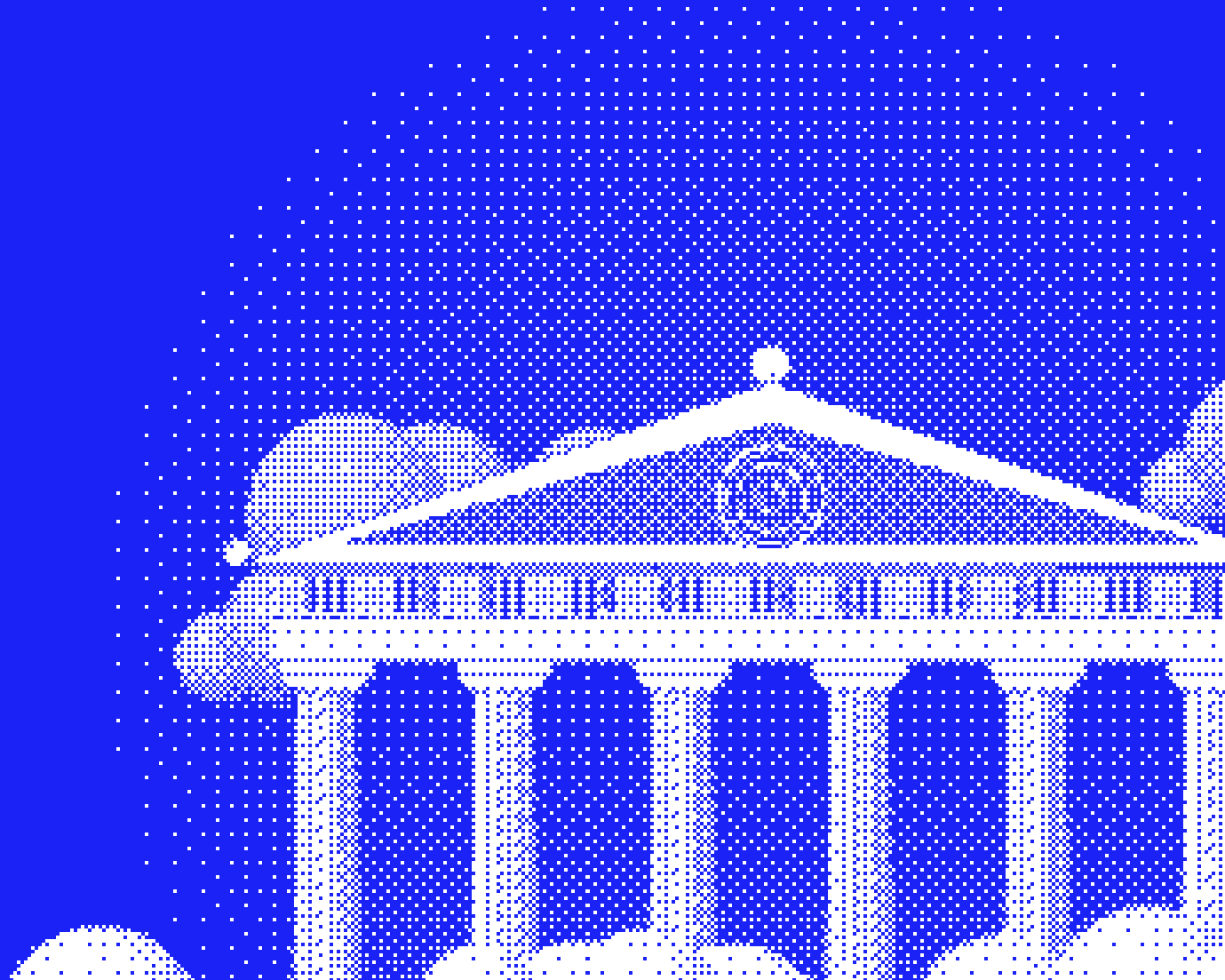
Clavem

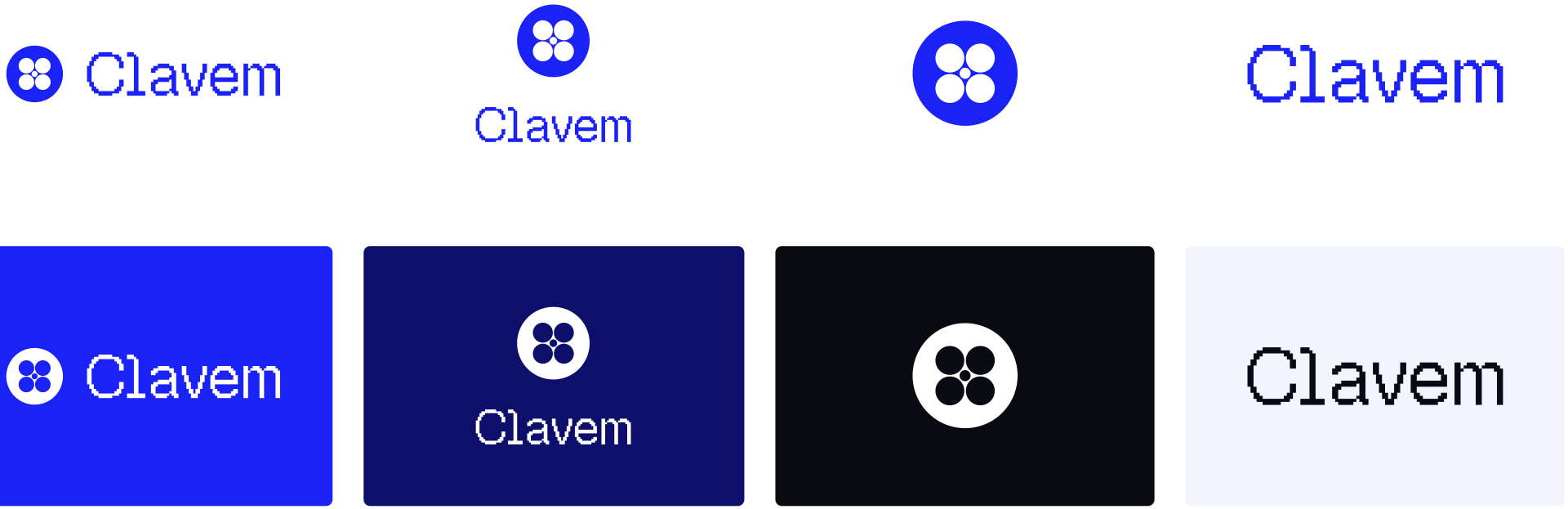
Brand guidelines

NOVEMBER 2026 · CLAVEM.IO/BRAND



A key, and its name.

The mark is the bow of a key. The wordmark is Clavem in Geist Pixel. Use the horizontal lockup wherever there is width.

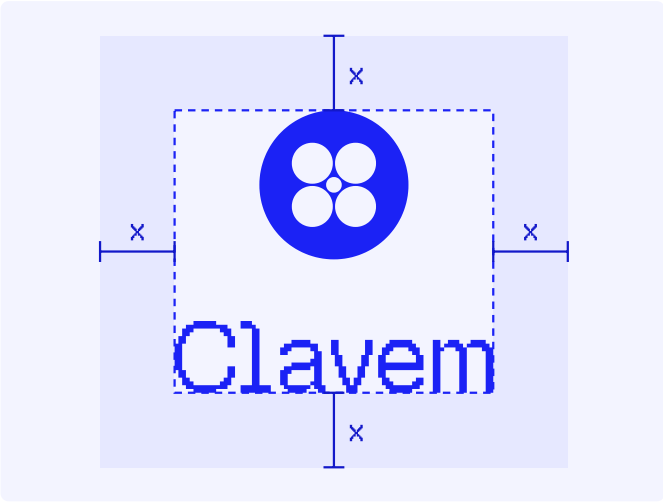


Blue on white · White on blue · Ink on white · White on ink · White on navy · Black, transparent · White, transparent. SVG and 4096 px PNG of every one are in the kit.

Give it room.

Keep a margin of half the mark's diameter on every side. The files already include it. x is half the mark's diameter.





Mark	16 px	5 mm
Horizontal lockup	96 px wide	25 mm
Wordmark	72 px wide	20 mm
Stacked lockup	64 px wide	18 mm



Smallest sizes, shown at actual size. At 16 px the mark has its own drawing on the pixel grid (the favicon).

A few things we ask.



Do: White on Clavem Blue, with the clear space around it



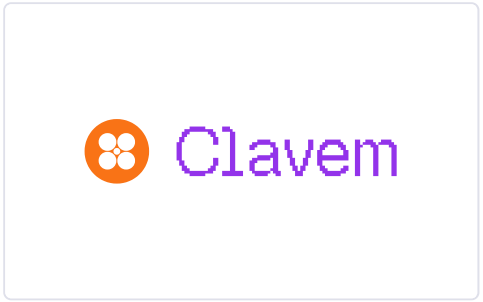
Do: Clavem Blue on white, or ink on white for one-colour print



Do: White or black transparent logo over a calm photo



Don't: stretch, squash or skew it



Don't: recolour it outside the palette



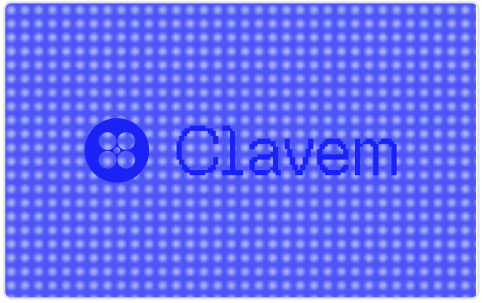
Don't: rotate or tilt it



Don't: add shadows, glows or outlines



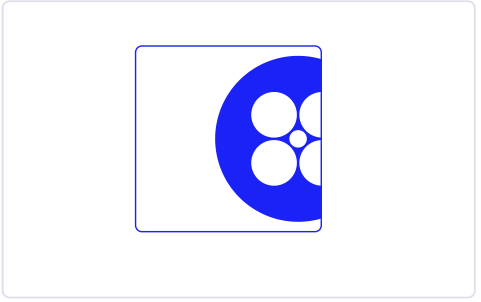
Don't: retype the name in another font



Don't: put it on low-contrast or busy grounds



Don't: rearrange or resize the parts



Don't: put the mark in a box, or crop it

One blue, used flat.

Clavem Blue

`#1B22F5 · rgb 27, 34, 245`

The brand field, links, key numbers. One blue, used flat, never as a gradient.

Deep Blue

`#1218C9 · rgb 18, 24, 201`

Small blue text on white and hover states, where Clavem Blue is too bright to read.

Vault Navy

`#0D0F6B · rgb 13, 15, 107`

Feature panels, code blocks and dark slides.

Ink

`#0A0B12 · rgb 10, 11, 18`

Body text, black buttons and the dark logo.

Paper

`#FFFFFF · rgb 255, 255, 255`

Pages, cards and every logo on blue.

Wash

`#E6E8FF · rgb 230, 232, 255`

Selected rows and soft highlights.

Soft

`#F3F4FF · rgb 243, 244, 255`

Quiet panels beside white.

Serif for the voice, pixels for the numbers.

INSTRUMENT SERIF

You sell the app.

Headlines, with the italic for one emphasised phrase

GEIST

License keys, downloads and updates

Text, interface and documentation

GEIST MONO

LICENSE KEYS · SK_CLAVEM_…

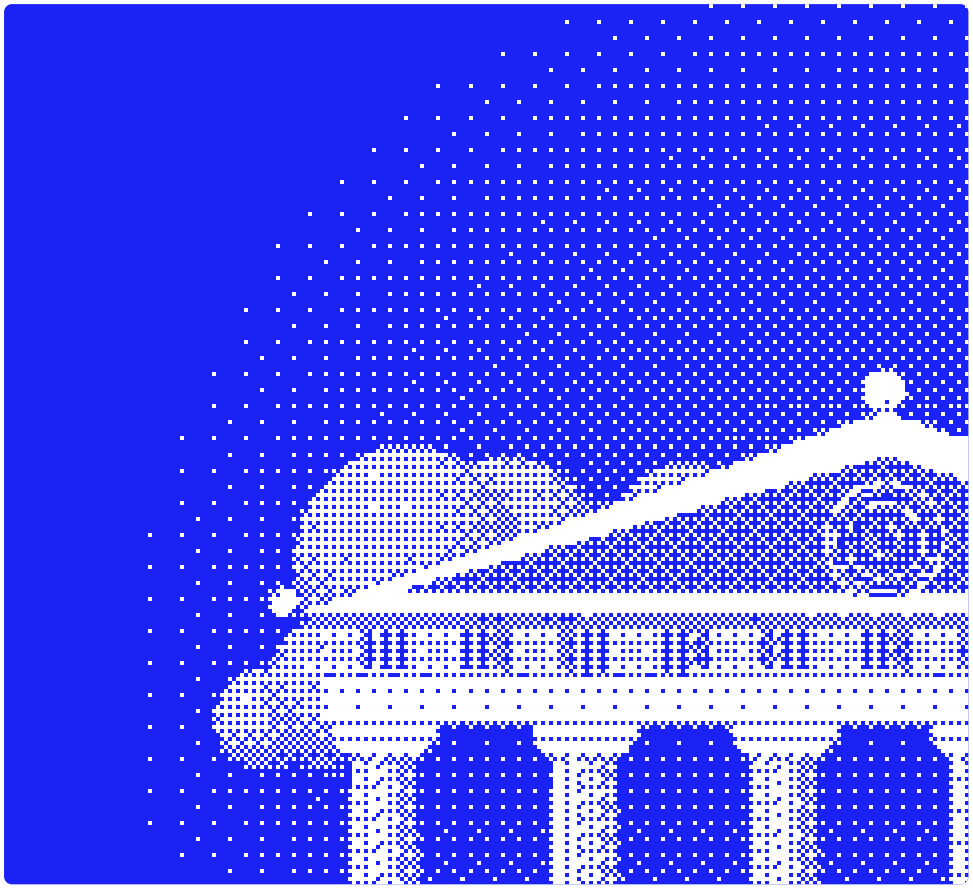
Labels in capitals, code and small print

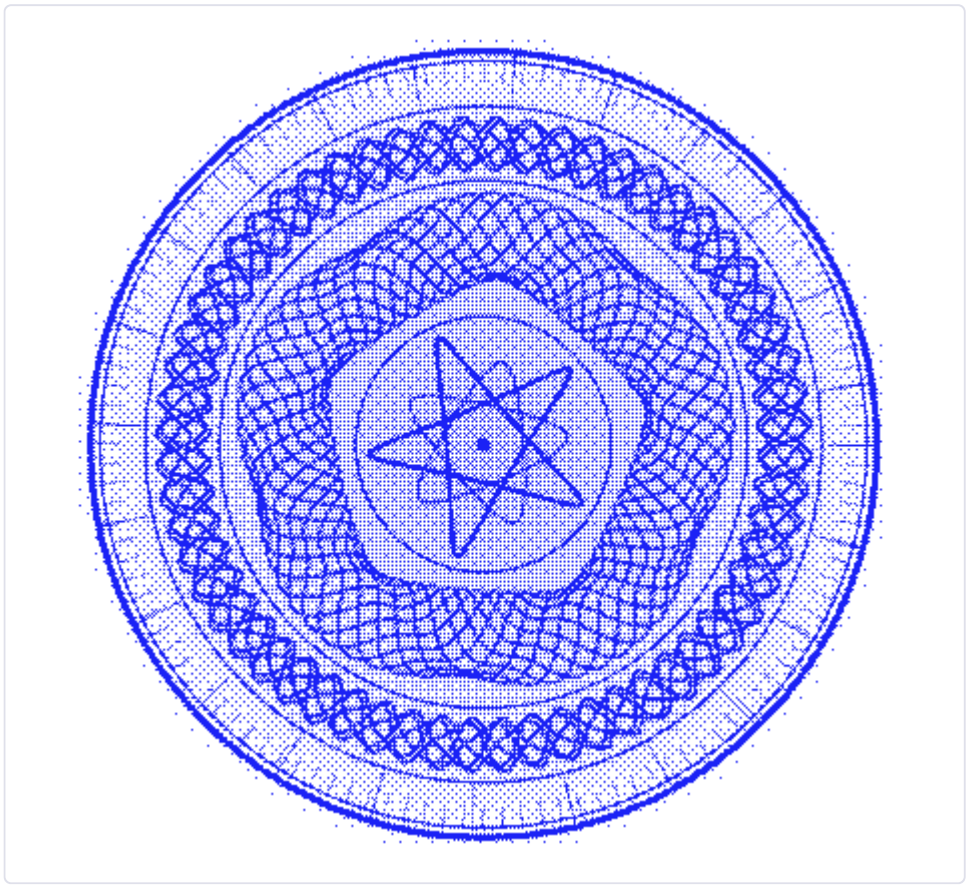
GEIST PIXEL

Clavem 0% $29

The wordmark, prices and big numbers

Engravings in one ink.

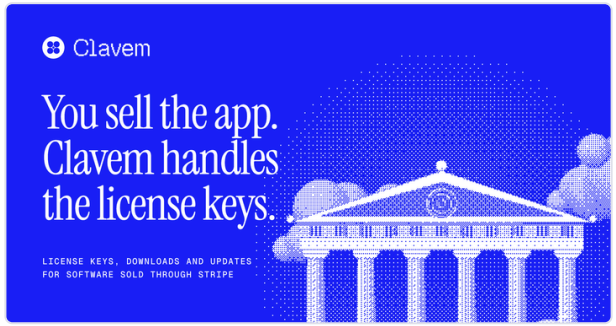




- Temple, clouds and the guilloche seal. White on blue, or blue on white.
- One picture to a layout. Text never sits on the picture.
- Whole pixels per dot, never smoothed or scaled by a fraction.

Every size, ready to post.







X	X profile picture	400 × 400 · 4096 × 4096
X	X header	1500 × 500 · 3000 × 1000
LinkedIn	LinkedIn banner	1584 × 396 · 3168 × 792
GitHub	GitHub social preview	1280 × 640 · 2560 × 1280
Product Hunt	Product Hunt thumbnail	240 × 240 · 480 × 480
Product Hunt	Product Hunt gallery image	1270 × 760 · 2540 × 1520
Link previews	Link preview (Open Graph and X card)	1200 × 630 · 2400 × 1260
Posts	Launch, no cut of sales, Lemon Squeezy date	16:9 · 1:1 · 4:5, 1x and 2x

In a sentence, and in a paragraph.

Clavem creates, checks and delivers license keys for software sold through Stripe. One flat monthly price, and no cut of your sales.

Clavem is a license-key service for developers who sell software through their own Stripe account. When a customer pays, Clavem creates their license key, gives them a private order page with the download, and lets the app check that the key is real: online through the License API, and offline through Ed25519-signed tokens that keep verifying even if Clavem cannot be reached.

The License API answers on the same paths and with the same fields as the Lemon Squeezy License API, so an app moves across by changing one hostname. Sellers keep their Stripe account and pay a flat monthly price by active licenses, from free for the first 10, instead of a percentage of every sale.

Clavem is built and run by Gian Hagmann in Muri, Switzerland, and runs on Cloudflare. Learn more at clavem.io.

Clavem is built and run by Gian Hagmann in Muri AG, Switzerland. For press, partnerships and brand questions write to support@clavem.io.