

DIGITAL DESIGN SYSTEM · V1.0

Confident structure. Expressive energy.

An AI-usable system extracted from the live Pelling website for HTML,
online graphics and PDFs.

FOUNDATIONS

Core colour hierarchy

Charcoal #1D252C	Navy 900 #0F2027	Navy 700 #203A43	Navy 500 #2C5364
Cyan #63D7DC	Teal #0099A8	Pink #FF0084	Purple #B182E0
Neon green #92FE9D	White #FFFFFF	Black #000000	Neutral 100 #F4F7F8

Typography · Manrope

Display
48/58 · 600
Mobile 28/34

Strategic insight meets intelligent
creativity.

Section title
32/45 · 600

Design that works in real life.

Feature title
26/31 · 500

Opening doors through new branding.

Body large
20/30 · 300

Clear, commercially aware communication with room to breathe.

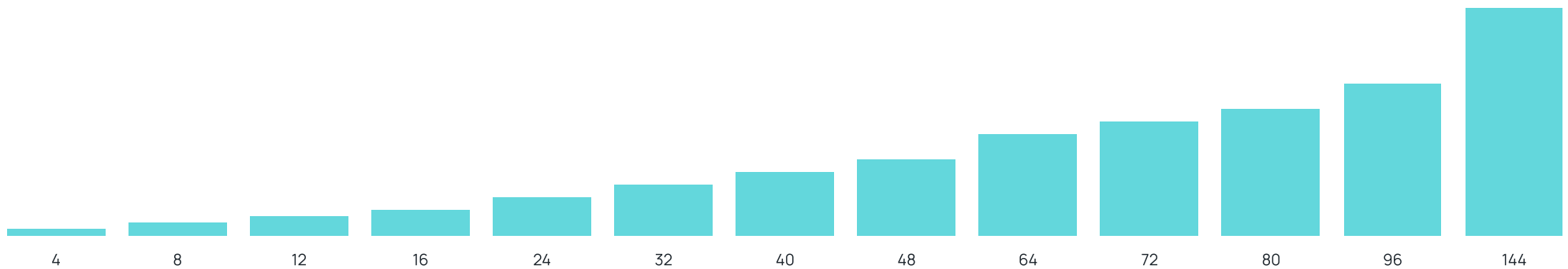
Body
16/24 · 400

Pelling combines specialist skills to create meaningful results for clients.

Label / CTA
16/19 · 800

Read more about our approach

Spacing and layout



Half section

`clamp(20px, 2.5vw, 40px)`

Standard section

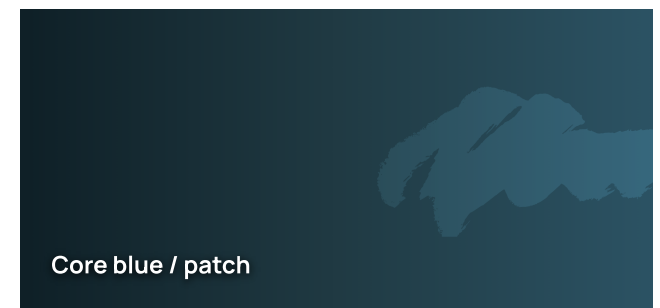
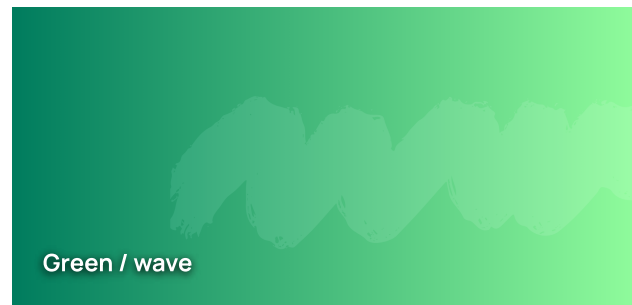
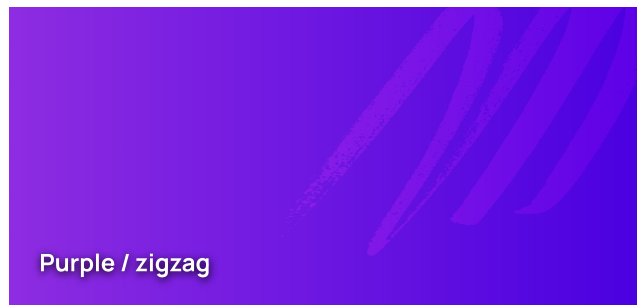
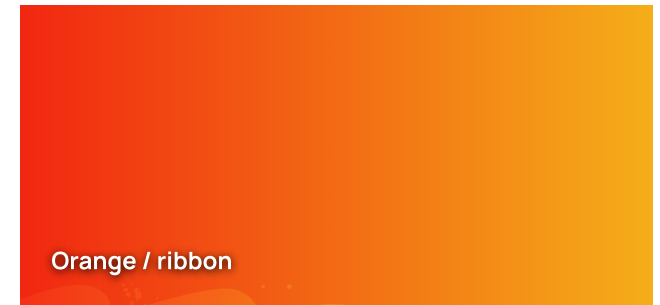
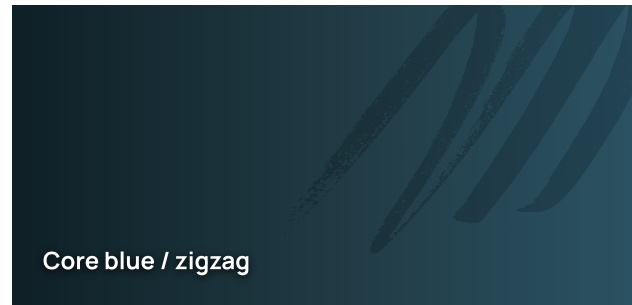
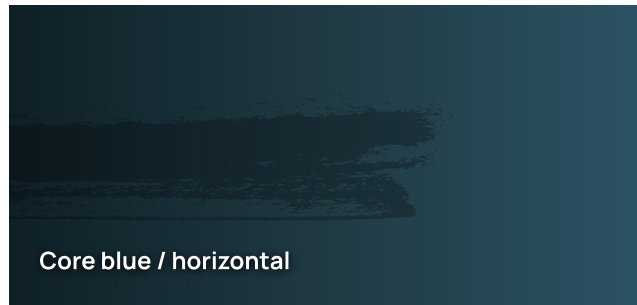
`clamp(40px, 5vw, 80px)`

Double section

`clamp(80px, 10vw, 160px)`

EXPRESSION

Gradient and brush backgrounds



ASSETS AND COMPONENTS

Logo and action patterns



elling. marketing
by design



elling. marketing
by design



Read more about our approach



View project



Book a discovery call

Use the green rectangular CTA for conversion-led campaign actions, not every editorial link.

Rules that keep generated work recognisably Pelling

Use Manrope and the named typography roles. Do not infer styles from heading tags.

Start with the core blue or charcoal surface before reaching for a secondary gradient.

Use the exact SVG logo and preserve its 229:49 ratio.

Use the line-reveal CTA for editorial actions and the green button for conversion actions.

Check contrast, cropping, typography, spacing and logo treatment at the final output size.

Use charcoal or white for reading copy; use bright colours as accents.

Use one brushstroke at approximately 25% opacity; keep it behind the content hierarchy.

Keep cards and content blocks square-edged unless a control requires a small radius.

Apply the 4 px spacing scale and repeated half, standard and double section rhythm.

Treat AI outputs as review candidates. Do not imply publication or brand approval.

It's our job to 'get' you.

Use structure to communicate clearly, then add expressive energy with purpose.