Cycle

Brand sheet
November 2026

Logo



Colours

Apricot
`#F4934A`
The ring of the mark, accents and charts

Deep apricot
`#B5481A`
The dot of the mark, buttons and links

Apricot tint
`#FDF3EA`
Soft backgrounds and highlights

Ink
`#1C1917`
Text and the wordmark

Stone
`#6F6862`
Secondary text

Sand
`#F5F1EC`
Panels and quiet backgrounds

Typefaces

Aa 12 900 — **Instrument Sans**
The wordmark, headlines and English text

Աա Ֆֆ — **Noto Sans Armenian**
All Armenian text: headlines and body, on the site and in print

{ } 12 900 — **JetBrains Mono**
Amounts in tables, code and API keys

All three are free to use (SIL Open Font License).

Four rules

1. The logo always reads "Cycle" in Latin letters, on Armenian materials too. Never retype it or set it in another font.
2. Leave clear space around the logo of at least half the mark's height on every side.
3. Don't recolour, stretch, rotate or add effects to the logo. On dark backgrounds and photos, use the white version.
4. Apricot is an accent, never a background for text. Buttons and links use deep apricot, which keeps white text readable.

About Cycle

Cycle is subscription billing for businesses in Armenia: recurring payments, payment links and invoices in AMD, USD, EUR, paid straight into the business's own Armenian bank account, with no company abroad.

Press and partnerships: **hello@cycle.am**