BRAND KIT · NOVEMBER 2026

Syed Hadi brand *kit*.

Logo, colour, type, headshot, voice and bio. Everything needed to feature Syed Hadi on a stage, a page or a podcast. Live version and downloads at syedcreates.com/brand.

Syed Hadi
growth, in public

01 LOGO

The mark and the *lockups*

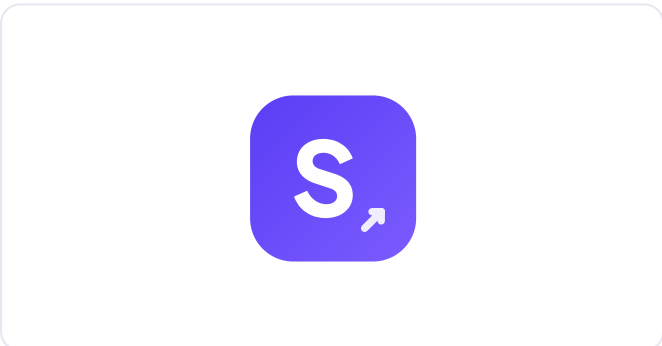
An S with a growth tick in a rounded square on the accent gradient. Name in Plus Jakarta Sans 800, tagline in Instrument Serif italic.

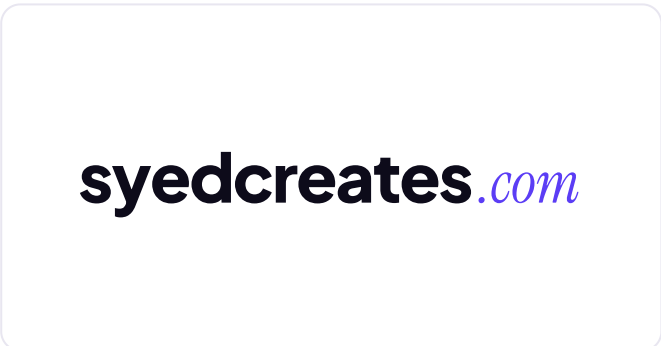












Clear space
Height of the S on all sides.

Minimum size
Lockup 140px / 35mm. Mark alone from 24px.

Do not
Recolour, stretch, shadow, or set the name in another typeface.

02 COLOUR

Ink, accent and three *signals*

Ink	Accent	Accent 2	Accent soft
#0d0b1a	#5b3df5	#7c5cff	#efebff

Paper	Soft	Night	Ink 2
#ffffff	#f7f6fb	#0b0a12	#4a4760

Four fonts, four *jobs*

Headline formula: Plus Jakarta Sans 800, minus 3.5% tracking, one word in Instrument Serif italic coloured accent. Body in Inter 16px. Labels in JetBrains Mono uppercase.

Pipeline is the only scoreboard.

Plus Jakarta Sans

Display · 600, 700, 800

Headlines, numbers, card titles, the wordmark.

growth, in public

Instrument Serif

Accent · 400 italic

One word per headline, pull quotes, the tagline. Never body copy.

Six years of B2B SaaS go to market taught me one thing: the useful stuff never makes it into a deck.

Inter

Body · 400, 500, 600

Paragraphs, UI, forms, tables.

GTM / PMM / PARTNERS / AEO

JetBrains Mono

Labels · 500

Eyebrows, dates, tags, chart ticks.

Scale

Display 56 to 88px. Sections 34 to 56. Cards 18 to 22. Body 16, small 14, labels 12.

Case

Sentence case everywhere except mono labels, which are uppercase.

Licence

All four are SIL Open Font Licence. Google Fonts or self host.

04 HEADSHOT

The approved *photo*



Use as supplied. Square for speaker cards and press, circle for avatars and bylines, mono for editorial and dark slides. No credit required. Files at syedcreates.com/brand.

05 VOICE

How it *sounds*

Numbers before adjectives
$2M of pipeline on a $25K quarter beats "high impact".

Active voice, short sentences
Partners sourced 40% of pipeline.

Plain punctuation
No em dashes, semicolons or exclamation marks.

Name, then role
Syed Hadi, Product Marketing and Partnerships Lead at AccuKnox. Then Syed.

06 BOILERPLATE

Short. Syed Hadi leads product marketing and partnerships at AccuKnox, a Zero Trust CNAPP and AI security company built on the CNCF project KubeArmor. He writes Pipeline Notes and builds free GTM playbooks and India focused finance calculators at syedcreates.com.

Medium. Syed Hadi is Product Marketing and Partnerships Lead at AccuKnox, where he runs positioning, launches and a channel program spanning India, MENA, APAC, Japan, Europe, Africa and the US. Before that he moved from project management into go to market across two security startups. He has spoken at KubeCon India, BSides and the Kubernetes Bangalore meetup, was featured by Humans of Marketing, and publishes GTM frameworks, case studies with numbers and six free calculators at syedcreates.com. His newsletter, Pipeline Notes, covers pipeline math, partner revenue, positioning and AEO for AI search.

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