

MADE BY WILL HACKETT

pragmatic.

Software shouldn't suck.

Simple products. Privacy built in. People you can actually reach.

01 / PURPOSE

Useful software. Less nonsense.

We build software companies that solve real problems, keep things simple, protect people's privacy, and stay close to their customers.

These are the sorts of companies Pragmatic aims to build. The work should make the case.

Pragmatic was founded by Will Hackett, a software engineer and nerd to the core.

Keep it simple. Keep it private.

Software shouldn't suck.

It should do the thing you came for, without a maze of menus, unnecessary steps or nonsense. The complexity is ours to deal with. You should get a product that makes sense.

Privacy belongs in the design.

The best way to protect data is often not to collect it in the first place. We aim to keep only what the product needs to work, what helps us understand a failure, and what we're required to keep. Give every bit of data a purpose and a sensible lifetime. 'It might be useful someday' isn't a reason.

Build the product. Leave out the baggage.

Focus on the job people need done. Make it work properly. Use enough information to figure out what's broken, fix it, and get back to making the core product better.

Give a shit. Be easy to reach.

Be easy to reach.

Customers should be able to speak to the people building their software. Give them a real email address, pick up the phone, and take their problems seriously. Good support is part of the product.

Make trust something people can check.

Explain what the software does, what data it needs and where its limits are. Back security claims with things people can verify. Earn trust through the way the product works and the way we treat people.

This is what Pragmatic is here to build.

Simple, useful products. Privacy built into the decisions. People who give a shit on the other end. These are the sorts of companies Pragmatic aims to build.

“I believe software shouldn’t suck. Nobody wants to spend their day decoding complex menus or dealing with nonsense. I want to build things that do their job properly, keep as little of your data as possible, and come with people you can actually reach when something goes wrong. That might be a disaster for data mining. For customers, it’s fucking sexy.”

Pragmatic was founded by Will Hackett, a software engineer and nerd to the core.

05 / THE IDENTITY

Big word. Little square.

Use the selected geometric p, the heavy lowercase wordmark and the square full stop.



One quarter of the symbol width clear on every side. Symbol: 24 px tall / 8 mm. Wordmark: 160 px wide / 40 mm. Lockup: 200 px wide / 50 mm. Use the supplied favicon for tiny sizes.

Colour can sit this one out.



Ink

#242424

Arial, Helvetica, sans-serif. Bold headlines. Readable paragraphs. The logo is artwork; do not retype it. The products keep their own fonts and colours.



Paper

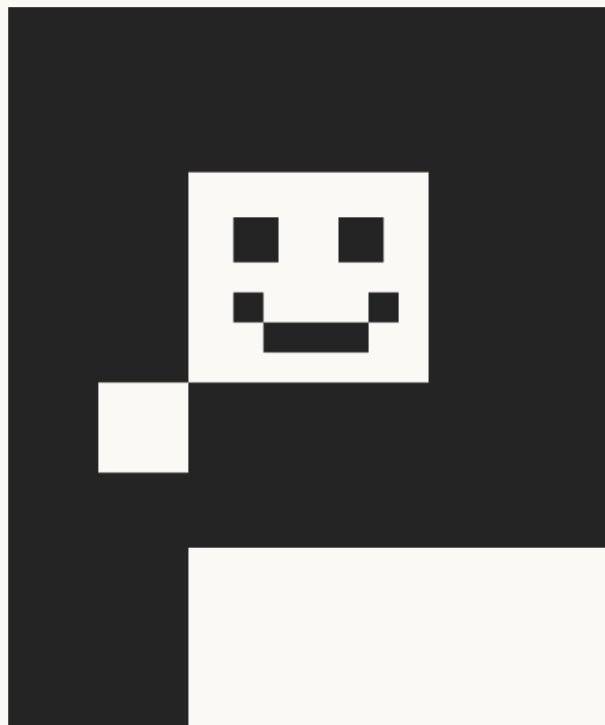
#FAF9F6

No gradients, shadows, stretching or added colours. Preserve the square opening and full stop. The monochrome identity should work just as well in reverse.

07 / THE CHARACTER

Meet Pragma.

Pragma is the p itself: square eyes, a stepped smile and small grid-aligned hops.



Welcomes. Thanks. A friendly sign-off.

Keep the formal logo still. Pragma is the rigid p symbol with a solid square face. No arms or legs. No curves or squash. Personality comes from glances, winks and stepped hops.

Animated SVG: local CSS, no network requests, reduced-motion support. GIF: a short, non-looping hello. Static SVG and transparent PNG included.

a pragmatic company.

One quiet maker's signature. Use live text in the host product's typography.

mimeprotect

Privacy Terms



as considered

[Privacy](#) [Terms](#)



considered.bio

Privacy Terms



letterslot

[Privacy](#) [Terms](#)

24 px symbol. 10 px gap. 14 px type. Inherit an accessible product text colour. Keep unlinked until a real company destination exists. Illustrative placements; use each product's actual logo in production.

Different jobs. Shared convictions.

mimeprotect

security you can verify.

as considered

make a home on the web.

considered.bio

one link. free forever.

letterslot

native email. great search.

Previously: Jamie, an AI service. Archived.

Sound like the person who built it.

Be plain.

Use specific words and concrete outcomes. British English. A little dry humour.

Keep the bluntness.

Software shouldn't suck. People should be able to reach us. Swear when it makes a point.

Make claims earn their place.

The manifesto is a direction. Security, privacy and commercial claims must match each product.

Read the full editable mission and manifesto in [docs/mission-and-manifesto.md](#).

Small identity. Useful bits included.

Outlined SVG logos. PNG exports. Favicons. Animated and still character assets. Footer badges, HTML, React and Astro. Editable mission, manifesto and guide.

Editorial references: Signal Foundation, 37signals and Panic. Source notes and direct links are in docs/references.md. The owner's notes are the primary writing reference.

Local brand kit, not a published site. Existing product identities and live pages have not been changed.