

LOGO



Clear space: the height of the "i". Minimum: wordmark 120 px (28 mm), mark 24 px. Top-left in layouts; centred only on covers and app splash screens. Monochrome black and white variants exist for single-colour print.

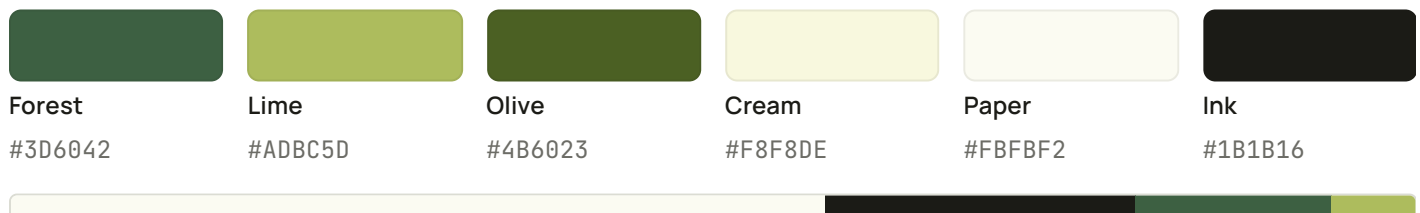
TWO-TONE LOGIC AND THE CUT

- **Two tones, two roles.** Forest draws what is stable: frames, nodes, hairlines. Lime marks what moves or is active: a packet travelling, a stage in progress, the one thing to do.
- **The cut.** A horizontal slice at 24/139 of the height separates a top piece from its body. It appears as hairline dividers, sliced section edges and the marker on framed panels.
- **Flat surfaces.** No gradients, shadows or photography. Depth comes from layering paper, white, forest and ink, and from motion.
- **Honest data.** Diagrams describe how we work, never invented metrics. Where a number would be client-specific, the label says so.

THE LOGO NEVER

- **No recolouring.** Only the six supplied variants. Never one-colour lime, never gradients.
- **No wrong pairing.** The main wordmark never sits on forest, olive or ink; use the on-dark version. The on-dark version never sits on light surfaces.
- **No effects or distortion.** No shadows, outlines, rotation or stretching, and never over busy photography without a solid panel.
- **No cuts in type.** The slice belongs to the wordmark and to graphics. It is never applied to body or heading type.

COLOUR



Paper and white 58% · Ink and neutrals 22% · Forest 14% · Lime 6%. One lime action per view. Cream for moments. Dark sections close.

TYPOGRAPHY

- **Sora.** Display and headings, weight 600. Geometric, with the same square-cut terminals as the wordmark.
- **Manrope.** Body, interface labels and tables. 400 for reading, 500 to 600 for labels and buttons.
- **JetBrains Mono.** Eyebrows (uppercase, 12% tracking), code, technical metadata and KPI units.

MOTION

- **120 ms.** Hover colour, press scale, tooltips
- **200 ms.** Switches, card lift, tabs, fades
- **320 ms.** Dialogs, drawers, toasts entering
- **520 ms.** Section reveals, hero media
- Small movements (2 to 10 px) with a fade; a static equivalent under reduced motion.