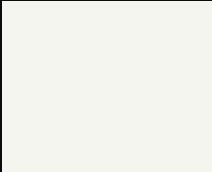


The brand in one page

Hand this to a printer, a freelancer or a new supplier. If they read nothing else, these are the values and rules that keep the identity intact.

					
Rank Green #00E38C CMYK 100 0 38 11 ACCENT · MAX 10%	Signal Black #0A0A0F CMYK 33 33 0 94 CANVAS	Bone #F5F5F0 CMYK 0 0 2 4 FOREGROUND	Meta Grey #8A8A94 CMYK 7 7 0 42 MUTED · DARK BG ONLY	Green Deep #0A7A4E CMYK 92 0 36 52 GREEN ON LIGHT	Signal Violet #8B7CF6 CMYK 43 50 0 4 PRODUCT ONLY

MEASURED CONTRAST · WCAG 2.2

Bone on Signal Black	18.06:1	AAA
Rank Green on Signal Black	11.63:1	AAA
Signal Black on Rank Green	11.63:1	AAA
Ink 700 on Bone	7.99:1	AAA
Meta Grey on Signal Black	5.78:1	AA
Green Deep on Bone	4.92:1	AA
Rank Green on Bone	1.55:1	FAIL — never
Meta Grey on Bone	3.13:1	FAIL — use #4A4A55

RATIO · 70 / 22 / 8

SIGNAL BLACK	BONE + GREY	GREEN
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TYPEFACES

Satoshi

DISPLAY & BODY
300 / 400 / 500 / 700 / 900

Playfair

EDITORIAL ACCENT
ITALIC · ONCE PER SCREEN

JetBrains

DATA & LABELS
EYEBROWS · METRICS · CODE

FIVE NON-NEGOTIABLES

- 01
- Green under 10% of any composition, always on the primary action.
- 02
- Never #00E38C as text on light. 1.55:1 is a hard accessibility failure.
- 03
- Five approved lockups. No re-setting, skewing, recolouring or effects.
- 04
- Sentence case headings, 66-character measure, left-aligned.
- 05
- Every public claim is a number that can be evidenced.

Rules

COLOUR

- Green covers under 10% of any composition and sits on the primary action.
- Never #00E38C as text on a light background — use #0A7A4E.
- Never #8A8A94 as text on a light background — use #4A4A55.
- Rank Green is outside the CMYK gamut: specify spot, or substitute Green Deep.

LOGO

- Five approved lockups only. Never re-set, skew, recolour or add effects.
- Clear space on all sides = half the monogram diameter.
- Minimum: monogram 20px / 8mm, horizontal 110px / 28mm.
- Single colour for merch and print — no green on a light card.

TYPE

- Sentence case headings. Caps only for mono eyebrows and the wordmark.
- Body under 66 characters per line, left-aligned, never centred past two lines.
- Weights 400 and 700 in body copy. 900 for display and metrics only.
- Serif italic once per screen, four words maximum.

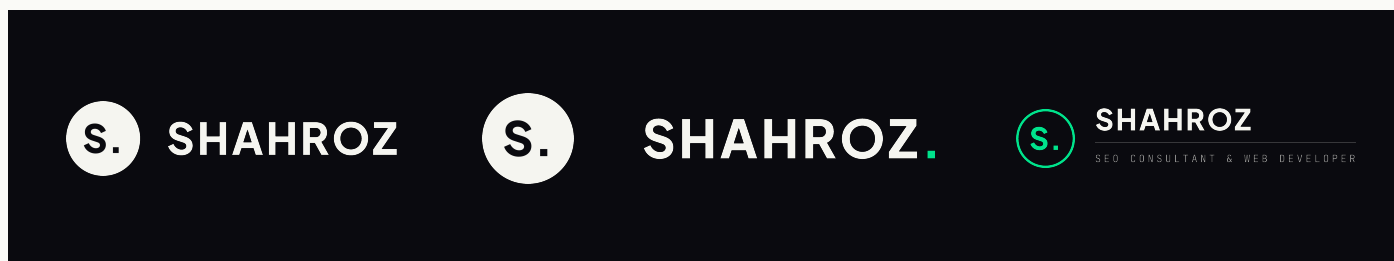
VOICE

- Lead with the answer. No "in today's digital landscape".
- Quantify or cut — "fast" becomes "sub-2s load".
- UK spelling throughout: optimise, colour, analyse.
- Every claim is a number that can be evidenced.

PRINT

- Business card 85 × 55mm, 3mm bleed, 450gsm soft-touch matte.
- Spot UV permitted on the green full stop only.
- Front Signal Black, reverse Bone. Never a full green card.
- Request a draw-down before approving any spot colour.

APPROVED LOCKUPS



GOVERNANCE

Who approves

Shahroz Qazi, sole approver.
Any change to a token, lockup
or claim needs sign-off first.

Review cycle

Quarterly. Refresh the status
pill, re-verify every proof
number, then reissue.

Third parties

Send this sheet and the full
specification. Never a folder
of PNGs with no rules.