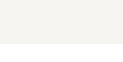


Colour

Six values do the work. Everything else is a tint of them.

	Ink	#0B0616 - page floor, body text on light
	Card	#130C26 - raised surfaces on dark
	Accent	#A78BFA - focus rings, one number per rail
	Brand start	#8441A4 - gradient start, never a fill
	Brand end	#E0528D - gradient end
	Paper	#F7F5F1 - light sections, printed material

Rules

Body text on paper is ink at full strength. Never grey out body copy to soften a page.

The brand gradient is a light leak. One gradient element per screen, never a block fill.

Accent is a signal colour. If everything is accent, nothing is.

Type

Display and headings

Sohne Halbfett

Body and UI

Sohne Buch

Numerals in tables

Sohne Buch, tabular figures

Fallback stack

system-ui, Segoe UI, Roboto, sans-

Scale

Display

44 px desktop, 30 px mobile

Section heading

32 px desktop, 24 px mobile

Card title

20 px

Lead paragraph

17 px, measure capped at 660 px

Body

16 px

Meta and eyebrow

12 px, uppercase, tracked 0.14 em

Rules

Line height 1.15 for display, 1.6 for body. Never justify body text on screen.

Set the measure on the text element, not on the container. Containers stay wide.

Logo and clear space

Minimum sizes

Full wordmark, screen	120 px wide
Full wordmark, print	32 mm wide
Monogram, screen	24 px
Monogram, favicon	16 px, single weight only

Clear space

Leave clear space equal to the height of the monogram on all four sides. Nothing crosses it, including rules, photography edges and other marks.

What not to do

- ☐ Do not recolour the wordmark outside ink, paper and accent
 - ☐ Do not apply a drop shadow, outline or bevel
 - ☐ Do not stretch, condense or rotate
 - ☐ Do not place the wordmark on a photograph without a scrim
 - ☐ Do not rebuild the monogram from the wordmark letterforms
-

Master files, including SVG and EPS, live in the shared brand folder under Identity.