



Universal captions and subtitles

A lossless, structured interchange layer for subtitle and caption content.

NAME

Cueson

State where the name came from and what its parts carry.

WRITTEN FORM

Write Cueson in title case in prose and lowercase in technical identifiers.

PARENT	ShruggieTech
REGISTER	precise-dry
FLOURISH	Declined
CASING	Title case in prose, lowercase in identifiers

Product principle

Universal captions and subtitles

PERSONALITY

TRAIT	EXPRESSION	AVOID
Precise	Names the source format, timing, and derivation method	Generic conversion claims
Preserving	Keeps the source and normalized view together	Language that implies the original is discarded
Readable	Makes caption content directly addressable	Format syntax presented as the user benefit
Measured	Labels OCR and transcription as derived output	Claims of perfect recovery

PROMISES

- Subtitle and caption content reaches one predictable structured surface.
- The original carrier and its native details remain available.
- Bitmap subtitle text can be derived through OCR without replacing the images.
- Downstream tools no longer need a separate parser for every supported format.

THE SHARP EDGE

OCR and transcription are derived interpretations. Preserve the original visual or audio evidence and label confidence and provenance instead of presenting inferred text as ground truth.

Marks and lockups

Cueframe places three unequal cue rails inside two open brackets. The brackets are the retained source envelope; the rails are directly readable structured caption content. The reduced master keeps the envelope and one rail for small sizes.



Clear space

One clear-space unit on every side: 48 units on the 512 × 512 canvas, 14.5 percent of artwork width. No text, border, icon or crop enters that band.

MINIMUM SIZE

mark	24 px
horizontal	160 px
stacked	112 px
wordmark	120 px

Below 32 px the reduced master takes over. It ships as its own file. Do not rasterise the full mark down at runtime.

Fixed lockup proportions

LOCKUP	MARK HEIGHT	GAP	ALIGNMENT
Horizontal	160 units	34 units	Optical center
Stacked	1.80C	0.45C	Centered on wordmark ink width

The horizontal row records its approved master composition. C is the outlined wordmark cap height used by the stacked lockup. X is the clear-space unit declared above. Keep one X clear around every master and never resize the mark and wordmark independently.

PROHIBITED

No rotation, skew, stretch, outline, bevel or glow. Never recolour individual elements. Never set the wordmark in live text or a substitute typeface. Never combine the cueson and ShruggieTech marks into one lockup.



Horizontal, product surface



Mark



Light surface



Reduced master

COLOUR

Palette

Cue Teal carries product identity, focus, and selection. Archive Night and its raised surfaces keep structured content primary. ShruggieTech orange remains scarce for emphasis and warning, while success and failure retain explicit labels and shapes.

Accents on dark surfaces



primary
#62BEB2



brand-accent-deep
#2F9388

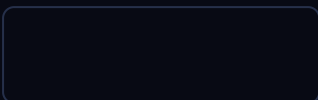


brand-emphasis
#FF5300

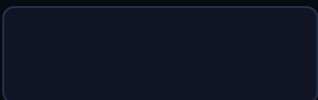


destructive
#E9505F

Neutrals, dark surfaces



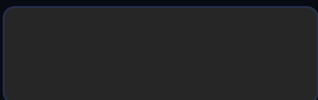
background
#080A14



card
#101425



secondary
#181D33

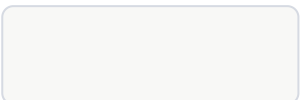


border
#262626

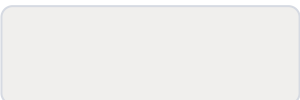
LIGHT READING SURFACE



primary
#005D55



background
#F8F8F6



muted
#F0EFED



muted-foreground
#6B6B6B

LIGHT SURFACES

The bright accent #62BEB2 measures **2.07:1** on the light reading surface and is never text there. The light token block substitutes #005D55 at 7.32:1 automatically. The legal foreground on an accent fill is #000000 at 9.53:1. Every fill token in brand.json carries its measured foreground.

SEMANTIC USE

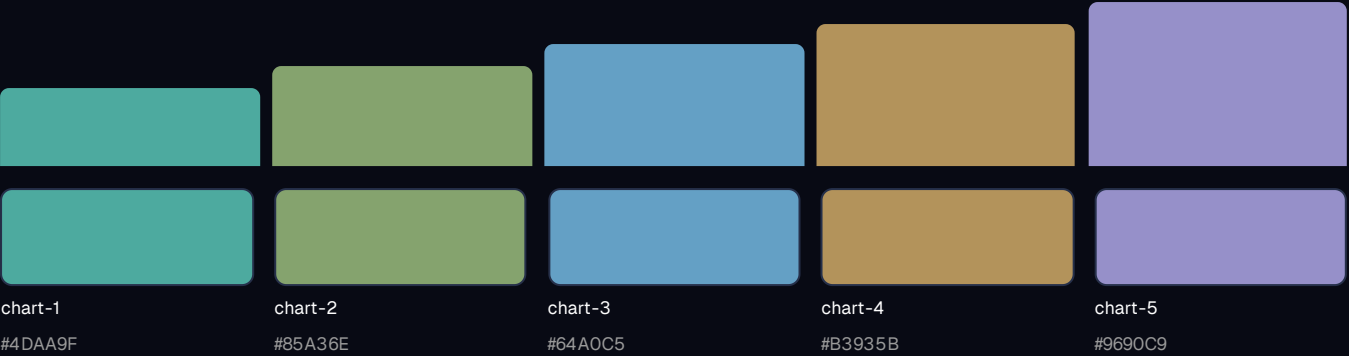
COLOUR	MEANS
Accent	Primary value, selection, links, focus
Orange	Needs attention, threshold exceeded
Fault	Failed or timed out. Always with text.

COLOUR VISION

The emphasis and failure colors may not be reliably separable under deuteranopia. That is acceptable only because state is never carried by colour alone: every state ships a written label.

Chart colors

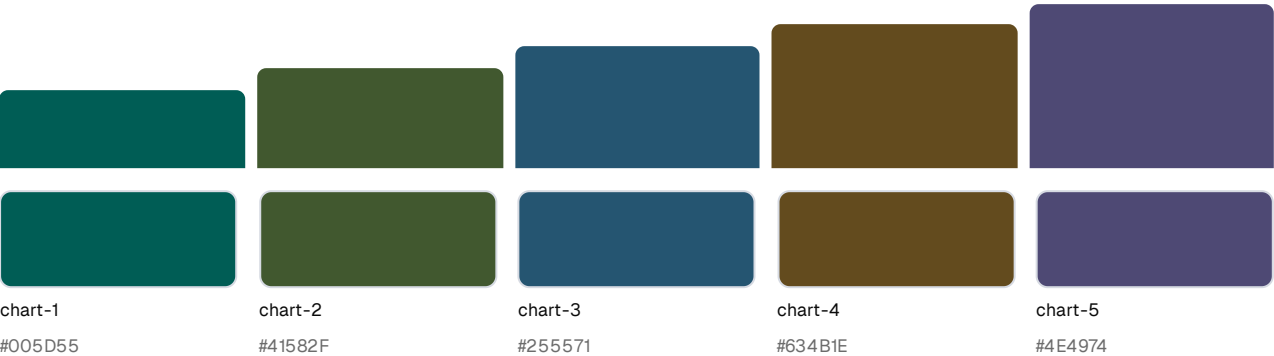
Chart colors serve data visualization. Brand applications use the identity accent and the neutral surfaces. Each chart color is derived from the identity accent and measured against its surface so every entry clears 4.5:1.



CONTRAST CHECKS

Lightness is calculated separately for dark and light surfaces. Chart hues preserve the measured separation from semantic emphasis and failure colors, and no two entries sit closer than the declared minimum.

THE SAME PALETTE ON THE LIGHT READING SURFACE



DERIVED VALUES

SERIES	DARK	LIGHT
chart-1	#4DAA9F	#005D55
chart-2	#85A36E	#41582F
chart-3	#64A0C5	#255571
chart-4	#B3935B	#634B1E
chart-5	#9690C9	#4E4974

RULES OF USE

Series order is fixed: chart-1 is always the primary measurement. Never reorder to make a chart look better. Never introduce a sixth colour; past five series, switch to a form that does not depend on hue. A series never uses the semantic emphasis or failure colors, because those carry state.

Display, interface, code

Cueson uses three approved type families. Space Grotesk handles display text, Geist handles interface and reading text, and Geist Mono is reserved for literal command blocks.

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ROLES

FUNCTION	TYPEFACE	WEIGHTS
Display, headings	Space Grotesk	500, 700
Body, interface	Geist	400, 500
Literal code blocks	Geist Mono	400

GEOMETRY

AXIS	VALUE
Radii	6 / 8 / 12 / 16 / pill
Spacing	4 8 12 16 24 32 48 64 96 120
Focus	2px ring at 2px offset

AVAILABLE WEIGHTS

Only the listed local faces are approved. Any other weight makes the renderer synthesise a faux bold, which prints badly and forces outlined glyphs into exported PDFs. Courier Prime is used only for literal command blocks.

SCALE, DISPLAY

TOKEN	SIZE	TRACKING
display-xl	72	-0.030em
display-lg	56	-0.025em
display-md	40	-0.020em
display-sm	28	-0.015em
display-xs	20	-0.010em

SCALE, READING

TOKEN	SIZE	LEADING
body-lg	18.4	1.6
body-md	16	1.7
body-sm	14	1.6
body-xs	12	1.5
eyebrow	12	0.12em caps

A ShruggieTech project

Cueson uses the ShruggieTech type families, dark product surfaces, and the inherited orange warning color #FF5300. The mark geometry and the identity accent are this sub-brand's own and are never borrowed by a sibling. The identity accent sits 31.3 degrees from its nearest sibling.



The approved mono family, uppercase, positive tracking. Visually subordinate and outside the logo clear space. Never a combined parent-product lockup.

Load the system

```
npx shadcn@latest registry add @cueson=https://brand.shruggie.tech/cueson/brand/r/{name}.json
npx shadcn@latest add @cueson/theme @cueson/fonts
npm igeist next-themes
```

What ships in the kit

PATH	CONTENTS	N	PATH	CONTENTS	N
logos/svg/	Vector masters, every lockup and colourway	21	nextjs/	globals.css, shadcn registry, fonts, provider	13
icons/	Web, Android, Apple, macOS, and Windows application suites	122	enforcement/	AGENTS.md, ESLint, stylelint	4
favicons/	Compatibility aliases for the authoritative web suite	18	qc/	Contact sheets. Proof somebody looked.	2
fonts/woff2/	Web faces plus OFL licences	5	guidelines/	The system rendered from itself	2
tokens/	CSS and JSON with measured contrast	5			

