BRAND & DESIGN SYSTEM

DANCEWITHME 865

Join the Krucial Crew.

Learn to dance with Greg "Krucial" Carney.

Version 1.0.3 • Canon 2.1.0 •

DanceWithMe865

APPROVED NAME DanceWithMe865

APPROVED WORDS

The opening presents the exact approved words. Named roles remain in the approved-words reference.

VISUAL SIGNATURES

Use the exact delivered masters described on the Logo system sheet. Formal colors and their measured uses are on the Color sheet. Display Kanit, body Rubik, and mono Source Code Pro are the declared type families.

Where each asset belongs: The Asset catalog lists verified marks, lockups, icons, and platform deliveries by intended surface and size.

USAGE LIMITS

Keep delivered artwork geometry unchanged. The Logo system sheet gives measured sizes and clear space.



DELIVERED REDUCED MARK



LOGO SYSTEM

Marks and lockups

Mark means symbol; wide and stacked lockups are separate. Clear means transparent; light and dark name the viewing surface. See Asset Language in the main manual.



Clear space

One clear-space unit on every side: 75 units on the 1000 × 1000 canvas, 8.8 percent of artwork width. No text, border, icon or crop enters that band.

MINIMUM SIZE

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

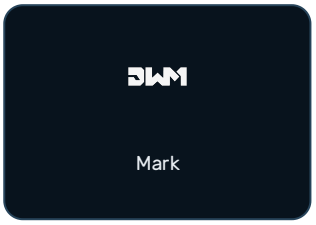
Fixed lockup proportions

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.



Horizontal, product surface



Mark



Light surface

Reduced master

COLOR

Palette

Role colors on dark surfaces

primary
#FF493D

brand-accent-deep
#DF221E

brand-emphasis
#FF493D

destructive
#E9505F

Neutrals, dark surfaces

background
#08090A

card
#17181B

secondary
#1D1E22

border
#262626

LIGHT READING SURFACE

primary
#BE1F1C

background
#FFFFFF

muted
#F1F1EF

muted-foreground
#4A4B4D

LIGHT SURFACES

The bright accent #FF493D measures **3.35:1** on the light reading surface and is never text there. The light token block substitutes #BE1F1C at 6.17:1 automatically. The legal foreground on an accent fill is #000000 at 6.27:1. Every fill token in brand.json carries its measured foreground.

SEMANTIC USE

COLOR	MEANS
Accent	Primary value, selection, links, focus
Emphasis	Needs attention, threshold exceeded
Destructive	Failed or timed out. Always with text.

COLOR VISION

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

COLOR

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.

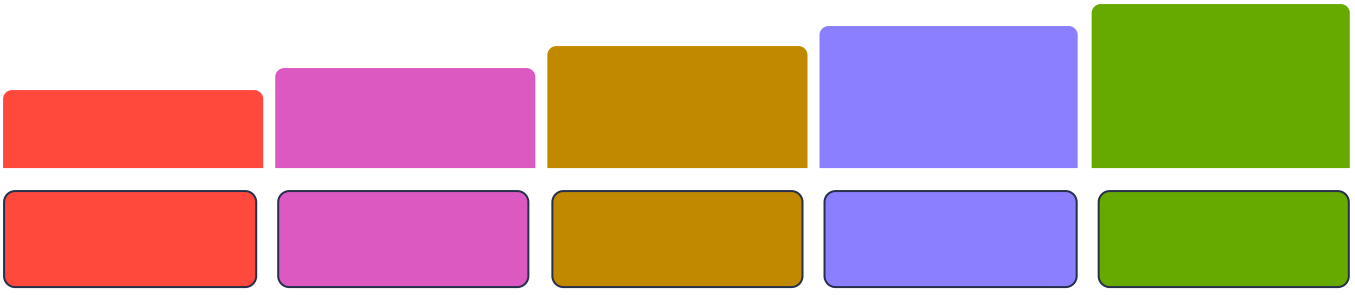


chart-1
#FF493D

chart-2
#DD59C2

chart-3
#C08900

chart-4
#8B7FFF

chart-5
#66AA00

CONTRAST CHECKS

Lightness is calculated separately for dark and light surfaces. Data charts also use labels or shapes; hue alone does not carry meaning.

THE SAME PALETTE ON THE LIGHT READING SURFACE

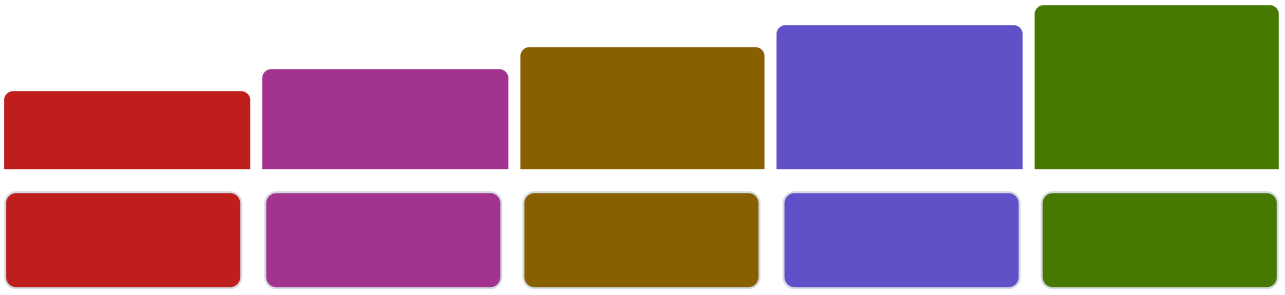


chart-1
#BE1F1C

chart-2
#A2338E

chart-3
#886000

chart-4
#6051C8

chart-5
#477800

DERIVED VALUES

SERIES	DARK	LIGHT
chart-1	#FF493D	#BE1F1C
chart-2	#DD59C2	#A2338E
chart-3	#C08900	#886000
chart-4	#8B7FFF	#6051C8
chart-5	#66AA00	#477800

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 color; 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.

TYPOGRAPHY

Display, interface, code

DanceWithMe865 uses three approved type families. Kanit handles display text, Rubik handles interface and reading text, and Source Code Pro is reserved for literal command blocks.

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ROLES

FUNCTION	TYPEFACE	WEIGHTS
Display, headings	Kanit	900
Body, interface	Rubik	400, 700
Literal code blocks	Source Code Pro	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 synthesize 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

AFFILIATION

Independent identity

This brand has no ShruggieTech parent or ownership endorsement.

VENDOR AND TRADEMARK BOUNDARY

DanceWithMe865 is an independent client brand. DanceWithMe865 owns its trademarks and is responsible for its services and applicable terms.

Load the system

```
npx shadcn@4.21.0 registry add
@dancewithme865=https://brand.shruggie.tech/dancewithme865/brand/r/{name}.json
npx shadcn@4.21.0 add @dancewithme865/theme
npm i next-themes
```

The catalog lists installable theme and component items. For offline fonts, copy nextjs/fonts.ts and fonts/ together from the kit.

What ships in the kit

PATH	CONTENTS	N
logos/svg/	Vector masters, every lockup and colorway	22
icons/	Web, Android, Apple, macOS, and Windows application suites	124
favicons/	Compatibility aliases for the authoritative web suite	20
tokens/	CSS and JSON with measured contrast	6

PATH	CONTENTS	N
nextjs/	globals.css, shadcn registry, fonts, provider	9
enforcement/	AGENTS.md, ESLint, stylelint	21
qc/	Contact sheets. Proof somebody looked.	162
guidelines/	The system rendered from itself	2

Independent decisions

DECISION	DECLARATION
OWNERSHIP	Third party
PARENT	None
PALETTE	Brand-specific emphasis and action
TYPOGRAPHY	Declared local faces

COLOR ROLES

Interface color cues

Colors for actions and states are distinct from formal identity artwork. A shared HEX is a deliberate choice; meaning also uses words, icons, outlines, or state attributes.

Formal identity colors

COLOR	HEX	SOURCE	USE
SIGNATURE RED	#DF221E	brand.accent.deep	Red 865 block on light surfaces
NIGHT RED	#FF493D	brand.accent.bright	Red 865 block on dark surfaces
INK	#08090A	brand.legacy_palette.0	Light-surface DWM and wordmark
PAPER	#F8F8F6	brand.legacy_palette.1	Dark-surface DWM and wordmark

Approved combinations and artwork

APPLICATION	COLORS AND ARTWORK	USE
LIGHT LOCKUP	ink, signature-red, paper in logo.full	Approved stacked and horizontal light treatments
DARK LOCKUP	paper, night-red, ink in logo.full	Approved stacked and horizontal dark treatments

Correct: use Night Red (#FF493D) in approved identity work; pair the Warning cue (#FF493D) with warning text and icon. Misuse: a lone identity swatch as the only warning signal.

CUE	PURPOSE	DARK AND LIGHT PAIRING	ADDITIONAL CUE
Action	Primary interactive action	Dark: #BE1F1C, #FFFFFF text 6.17:1; surface 3.23:1 Light: #BE1F1C, #FFFFFF text 6.17:1; surface 6.17:1 Source: semantic.action / semantic.action	A descriptive button or link label
Warning	Attention or recoverable risk	Dark: #FF493D, #000000 text 6.27:1; surface 5.95:1 Light: #BE1F1C, #FFFFFF text 6.17:1; surface 6.17:1 Source: semantic.emphasis / semantic.action	Warning text and icon
Error	Failure or destructive action	Dark: #E9505F, #000000 text 5.78:1; surface 5.48:1 Light: #C0293A, #FFFFFF text 5.80:1; surface 5.80:1 Source: canon.color.immutable.fault.hex / canon.color.immutable.fault-deep.hex	Error text and icon
Success	Completed operation	Dark: #FF493D, #000000 text 6.27:1; surface 5.95:1 Light: #BE1F1C, #FFFFFF text 6.17:1; surface 6.17:1 Source: brand.accent.bright / brand.accent.accessible	Success text and icon
Information	Neutral information or help	Dark: #DF221E, #FFFFFF text 4.79:1; surface 4.16:1 Light: #BE1F1C, #FFFFFF text 6.17:1; surface 6.17:1 Source: brand.accent.deep / brand.accent.accessible	Information label and icon
Focus	Keyboard focus ring	Dark: #FF493D, #000000 text 6.27:1; surface 5.95:1 Light: #BE1F1C, #FFFFFF text 6.17:1; surface 6.17:1 Source: brand.accent.bright / brand.accent.accessible	Visible outline and keyboard focus order
Selection	Selected control or item	Dark: #FF493D, #000000 text 6.27:1; surface 5.95:1 Light: #BE1F1C, #FFFFFF text 6.17:1; surface 6.17:1 Source: brand.accent.bright / brand.accent.accessible	Selected label or checked state
Disabled	Unavailable control	Dark: #F77B72, #000000 text 8.03:1; surface 7.62:1 Light: #F77B72, #000000 text 8.03:1; surface 2.61:1 Source: brand.accent.dim / brand.accent.dim	Disabled attribute and text