

I PR TOURS

Experience Puerto Rico

Thoughtfully guided tours on the island we love.

NAME

I Heart PR Tours

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

WRITTEN FORM

Use I Heart PR Tours for the formal company name and identity applications. IHPRT is approved for casual shorthand and general prose after the full name is established. Never use IHPRT as a substitute logo or alter the supplied identity artwork.

PARENT	None
REGISTER	warm-professional
FLOURISH	Declined
CASING	Title case in prose, lowercase in identifiers

Product principle

Experience Puerto Rico

PERSONALITY

TRAIT	EXPRESSION	AVOID
Warm	Invites guests into the Puerto Rico we love	Generic enthusiasm
Locally informed	Brings history, culture, and local perspective to life	Unsupported claims
Thoughtful	Plans well while leaving room to enjoy the place	Artificial urgency

PROMISES

- Local knowledge and personality shape every experience.
- Carefully chosen places reveal more of Puerto Rico.
- Guests receive thoughtful guidance and room to enjoy the journey.

THE SHARP EDGE

Use the fixed red only in AA-compliant pairings. Lighter blues and sand tones are supporting fills, not ordinary text on white.

Marks and lockups

Use the exact supplied dark or light lockup for its intended surface. Use the colored heart for reduced, favicon, and application-icon contexts. Single-ink files are derived only through the approved source-faithful mask process.



Clear space

One clear-space unit on every side: 18 units on the 375 × 375 canvas, 9.6 percent of artwork width. No text, border, icon or crop enters that band.

MINIMUM SIZE

mark	96 px
horizontal	160 px
stacked	144 px

Below 64 px the reduced master takes over. It ships as its own file. Do not rasterise the full mark down at runtime.

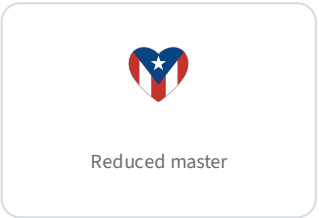
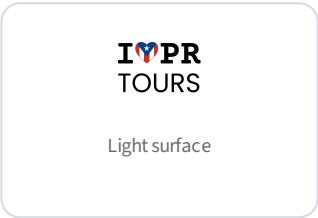
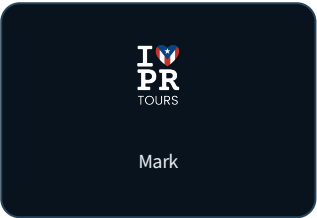
Fixed lockup proportions

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 this mark with another organization’s mark into one lockup.



Palette

White paper and soft paper establish the light-first identity. Red carries action, blue provides the primary supporting structure, and brown appears occasionally as a warm secondary note.

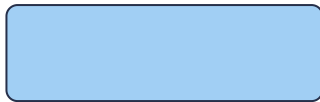
Accents on dark surfaces



primary
#68A9DD



brand-accent-deep
#1C5B8D



brand-emphasis
#A1CFF4



destructive
#E9505F

Neutrals, dark surfaces



background
#08131D



card
#101F2C



secondary
#172A3A

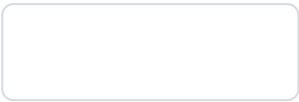


border
#262626

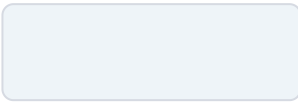
LIGHT READING SURFACE



primary
#1C5B8D



background
#FFFFFF



muted
#EEF4F8



muted-foreground
#555555

LIGHT SURFACES

The bright accent #1C5B8D measures **2.53:1** on the light reading surface and is never text there. The light token block substitutes #68A9DD at 7.17:1 automatically. The legal foreground on an accent fill is #000000 at 8.31:1. Every fill token in brand.json carries its measured foreground.

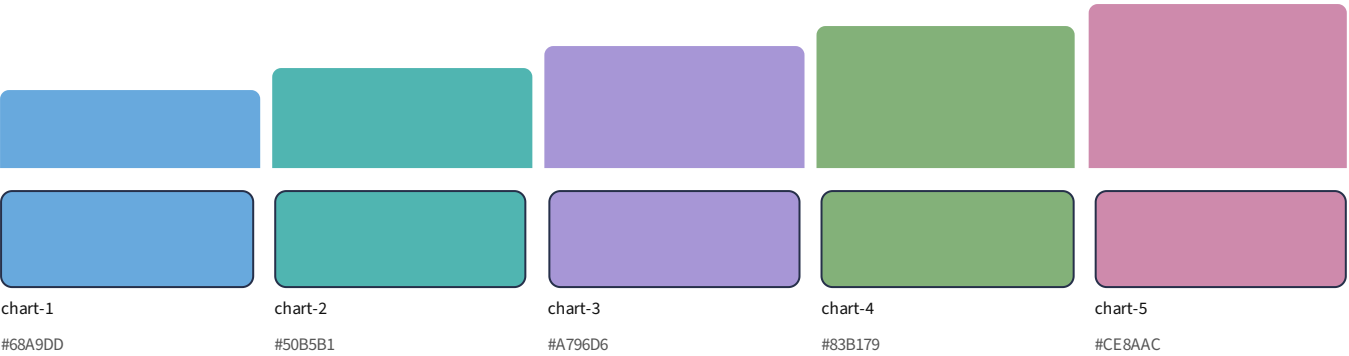
SEMANTIC USE	
COLOUR	MEANS
Accent	Primary value, selection, links, focus
Emphasis	Needs attention, threshold exceeded
Fault	Failed or timed out. Always with text.

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

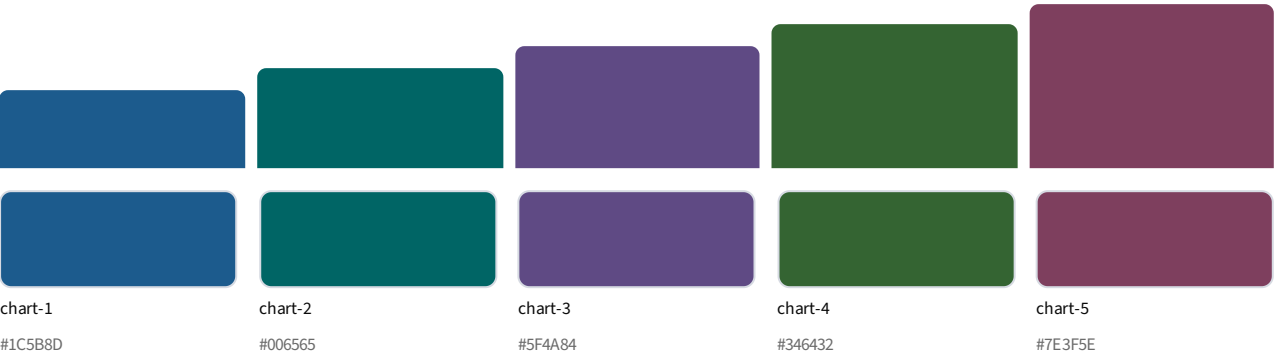
Chart colors serve data visualization. Brand applications use the identity accent and the neutral surfaces. Each chart color is derived from the identity accent and measured against its surface so every entry clears 4.5:1.



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	#68A9DD	#1C5B8D
chart-2	#50B5B1	#006565
chart-3	#A796D6	#5F4A84
chart-4	#83B179	#346432
chart-5	#CE8AAC	#7E3F5E

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

I Heart PR Tours uses three approved type families. Poppins handles display text, Source Sans 3 handles interface and reading text, and Courier Prime is reserved for literal command blocks.

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ROLES

FUNCTION	TYPEFACE	WEIGHTS
Display, headings	Poppins	700
Body, interface	Source Sans 3	400, 600
Literal code blocks	Courier Prime	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

Expressions and atmosphere

These approved treatments extend the identity for selected campaign and editorial contexts. They are not substitutes for the core logo masters.



Vertical sand expression

An approved atmospheric treatment for spacious campaign and editorial placements.



Horizontal sand expression

An approved atmospheric treatment for wide campaign and editorial placements.

USE WITH INTENTION

Choose these atmospheric marks when the setting benefits from a tactile island reference. Keep the surrounding composition quiet, preserve the artwork as supplied, and pair it with the core identity whenever recognition must be immediate.

Independent identity

This brand has no ShruggieTech parent or ownership endorsement.

VENDOR AND TRADEMARK BOUNDARY

I Heart PR Tours is an independent third-party brand. I Heart PR Tours owns its trademarks and is responsible for its tours, services, and applicable terms.

Load the system

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

What ships in the kit

PATH	CONTENTS	N	PATH	CONTENTS	N
logos/svg/	Vector masters, every lockup and colourway	16	nextjs/	globals.css, shadcn registry, fonts, provider	14
icons/	Web, Android, Apple, macOS, and Windows application suites	120	enforcement/	AGENTS.md, ESLint, stylelint	4
favicons/	Compatibility aliases for the authoritative web suite	18	qc/	Contact sheets. Proof somebody looked.	162
tokens/	CSS and JSON with measured contrast	5	guidelines/	The system rendered from itself	2