I ♥ PR TOURS

Version 1.2.1 · Canon 2.1.0 · iheartprtours.com

BRAND ESSENTIALS

I Heart PR Tours

APPROVED NAME I Heart PR Tours

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.

REGISTER warm-professional

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 Poppins, body Source Sans 3, and mono Courier Prime 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 Usage limits sheet lists every source rule.

Do not edit, normalize, trace, simplify, crop, recolor, or replace any supplied SVG.

Mark: 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.

Color: White paper and soft paper establish the light-first identity. CTA red #C5342C fills the primary action button and outlines secondary actions, blue provides identity structure, and brown appears occasionally as a warm secondary note. CTA red is not a substitute for links, focus, charts, emphasis, or destructive status.



LOGO SYSTEM

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. 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: 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 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

Usage limits

These are the exact source usage rules for this identity. The preceding Logo system sheet gives measured sizes and clear space.

1. Do not edit, normalize, trace, simplify, crop, recolor, or replace any supplied SVG.
2. Do not reconstruct the logo lettering from the delivered font files.
3. Do not invent a wordmark-only variant or alter the approved single-ink derivation thresholds.
4. Do not use a monochrome mark for an application icon or favicon.
5. Do not imply ShruggieTech ownership, endorsement, maintenance, or warranty.

Additional visual boundary

Use CTA red #C5342C as the fill for primary action controls and the outline for secondary actions. Filled controls use the measured white foreground; outlined controls use a surface-appropriate AA foreground. Keep CTA red separate from identity blue, links, focus, charts, emphasis, and destructive states. Lighter blues and sand tones are supporting fills, not ordinary text on white.



Delivered horizontal lockup



Delivered reduced mark

COLOR

Palette

White paper and soft paper establish the light-first identity. CTA red #C5342C fills the primary action button and outlines secondary actions, blue provides identity structure, and brown appears occasionally as a warm secondary note. CTA red is not a substitute for links, focus, charts, emphasis, or destructive status.

Role colors on dark surfaces

primary	brand-accent-deep	brand-emphasis	brand-cta	destructive
#68A9DD	#1C5B8D	#A1CFF4	#C5342C	#E9505F

Neutrals, dark surfaces

background	card	secondary	border
#08131D	#101F2C	#172A3A	#262626

LIGHT READING SURFACE

primary	background	muted	muted-foreground
#1C5B8D	#FFFFFF	#EEF4F8	#555555

LIGHT SURFACES

The bright accent #68A9DD measures **2.53:1** on the light reading surface and is never text there. The light token block substitutes #1C5B8D at 7.17:1 automatically. The legal foreground on an accent fill is #000000 at 8.31:1. The primary CTA button uses #C5342C with #FFFFFF text in both themes, and the generated verifier enforces AA for that pair.

SEMANTIC USE

COLOR	MEANS
Accent	Primary value, selection, links, focus
Primary CTA button	#C5342C fill with #FFFFFF text
Emphasis	Needs attention, threshold exceeded
Destructive	Failed or timed out. Always with text.

CTA STATES

Default | Hover | Active | Focus visible

Secondary action — RED OUTLINE

COLOR VISION

State is never carried by color alone. Every state keeps its written label and a shape, border, depth, or focus cue.

ROLE BOUNDARY

CTA red fills primary actions and outlines secondary ones. It does not replace identity, link, focus, chart, emphasis, or destructive colors.

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.

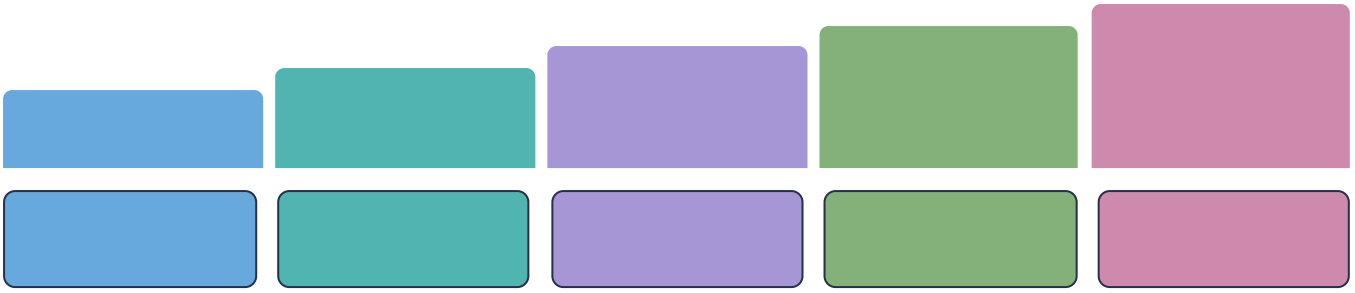


chart-1 #68A9DD

chart-2 #50B5B1

chart-3 #A796D6

chart-4 #83B179

chart-5 #CE8AAC

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 #1C5B8D

chart-2 #006565

chart-3 #5F4A84

chart-4 #346432

chart-5 #7E3F5E

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 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

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.

I Heart PR Tours

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 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

OPTIONAL EXPRESSIONS

Expressions and atmosphere

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



Vertical sand expression

An approved atmospheric treatment for spacious campaign and editorial placements.

Role: campaign-treatment. Use: Spacious campaign and editorial placements. Avoid: Do not substitute for a core logo master or recolor the supplied art.

I Heart PR Tours · Owner-supplied I Heart PR Tours identity source

Source: assets/source/vertical_sand.svg



Horizontal sand expression

An approved atmospheric treatment for wide campaign and editorial placements.

Role: campaign-treatment. Use: Wide campaign and editorial placements. Avoid: Do not substitute for a core logo master or recolor the supplied art.

I Heart PR Tours · Owner-supplied I Heart PR Tours identity source

Source: assets/source/horizontal_sand.svg

AFFILIATION

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@4.21.0 registry add @i-heart-pr-tours=https://brand.shruggie.tech/i-heart-pr-tours/brand/r/{name}.json
npx shadcn@4.21.0 add @i-heart-pr-tours/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	18
icons/	Web, Android, Apple, macOS, and Windows application suites	122
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	13
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
TOUR BLUE	#68A9DD	brand.accent.bright	Approved digital identity accent
HEART BLUE	#1C5B8D	brand.accent.deep	Approved blue in the authoritative heart mark
HEART RED	#C5342C	brand.legacy_palette.3	Approved red in the authoritative heart mark, intentionally reused for action

Approved combinations and artwork

APPLICATION	COLORS AND ARTWORK	USE
I HEART PR TOURS MARK	heart-blue, heart-red in logo.full	Approved blue and red in the full heart mark
DIGITAL IDENTITY ACCENT	primary in brand.applications	Tour Blue in approved digital brand applications

Correct: use Heart Red (#C5342C) in approved identity work; pair the Action cue (#C5342C) with a descriptive button or link label.
Misuse: a lone identity swatch as the only action signal.

CUE	PURPOSE	DARK AND LIGHT PAIRING	ADDITIONAL CUE
Action	Primary interactive action	Dark: #C5342C, #FFFFFF text 5.38:1; surface 3.48:1 Light: #C5342C, #FFFFFF text 5.38:1; surface 5.38:1 Source: semantic.action / semantic.action	A descriptive button or link label
Warning	Attention or recoverable risk	Dark: #A1CFF4, #000000 text 12.75:1; surface 11.37:1 Light: #C5342C, #FFFFFF text 5.38:1; surface 5.38:1 Source: semantic.emphasis / semantic.action	Warning text and icon
Error	Failure or destructive action	Dark: #E9505F, #000000 text 5.78:1; surface 5.15:1 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: #68A9DD, #000000 text 8.31:1; surface 7.41:1 Light: #1C5B8D, #FFFFFF text 7.17:1; surface 7.17:1 Source: brand.accent.bright / brand.accent.accessible	Success text and icon
Information	Neutral information or help	Dark: #1C5B8D, #FFFFFF text 7.17:1; surface 2.61:1 Light: #1C5B8D, #FFFFFF text 7.17:1; surface 7.17:1 Source: brand.accent.deep / brand.accent.accessible	Information label and icon
Focus	Keyboard focus ring	Dark: #68A9DD, #000000 text 8.31:1; surface 7.41:1 Light: #1C5B8D, #FFFFFF text 7.17:1; surface 7.17:1 Source: brand.accent.bright / brand.accent.accessible	Visible outline and keyboard focus order
Selection	Selected control or item	Dark: #68A9DD, #000000 text 8.31:1; surface 7.41:1 Light: #1C5B8D, #FFFFFF text 7.17:1; surface 7.17:1 Source: brand.accent.bright / brand.accent.accessible	Selected label or checked state
Disabled	Unavailable control	Dark: #A1CFF4, #000000 text 12.75:1; surface 11.37:1 Light: #A1CFF4, #000000 text 12.75:1; surface 1.65:1 Source: brand.accent.dim / brand.accent.dim	Disabled attribute and text