BRAND & DESIGN SYSTEM



Voice, with memory.

Voice archives, speaker models, and connected knowledge.

A ShruggieTech project · Version 1.0.0 · Canon 2.1.0 ·

BRAND ESSENTIALS

insonic

APPROVED NAME insonic

Relationship: A ShruggieTech project

WRITTEN FORM

Write insonic in lowercase. Keep the product name distinct from file, speaker and assertion identifiers.

PARENT ShruggieTech

REGISTER precise-dry

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 Space Grotesk, body Geist, and mono Geist Mono 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.

Mark: Three separated rounded voice forms establish a clear rhythm. Their staggered lengths and endpoints retain individuality; a strengthened Reduced master carries all three forms into tiny applications.

Color: Glacial blue carries the identity on midnight surfaces; deep glacial blue carries it on light surfaces. State colors remain functional, with labels and symbols accompanying them.



LOGO SYSTEM

Marks and lockups

Three separated rounded voice forms establish a clear rhythm. Their staggered lengths and endpoints retain individuality; a strengthened Reduced master carries all three forms into tiny applications. 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: 100 units on the 1000 × 1000 canvas, 17.1 percent of artwork width. No text, border, icon or crop enters that band.

MINIMUM SIZE

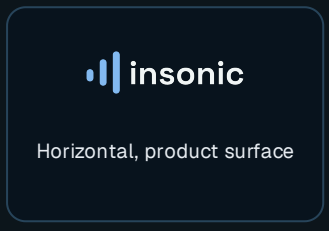
mark	16 px
horizontal	160 px
stacked	128 px
wordmark	120 px

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

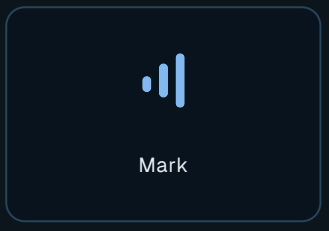
Fixed lockup proportions

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

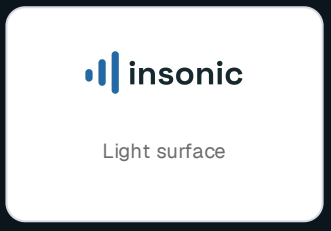
The horizontal row records its approved master composition. C is the outlined wordmark cap height used by the stacked lockup. X is the clear-space unit declared above. Keep one X clear around every master and never resize the mark and wordmark independently.



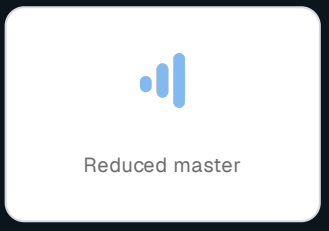
Horizontal, product surface



Mark



Light surface



Reduced master

COLOR

Palette

Glacial blue carries the identity on midnight surfaces; deep glacial blue carries it on light surfaces. State colors remain functional, with labels and symbols accompanying them.

Role colors on dark surfaces

primary
#86BDF2

brand-accent-deep
#256DA9

brand-emphasis
#F2BE6E

destructive
#F39494

Neutrals, dark surfaces

background
#0C151B

card
#14222C

secondary
#20323F

border
#262626

LIGHT READING SURFACE

primary
#256DA9

background
#F4F7F7

muted
#E6EEF3

muted-foreground
#50616B

LIGHT SURFACES

The bright accent #86BDF2 measures **1.84:1** on the light reading surface and is never text there. The light token block substitutes #256DA9 at 5.08:1 automatically. The legal foreground on an accent fill is #000000 at 10.57:1. 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.

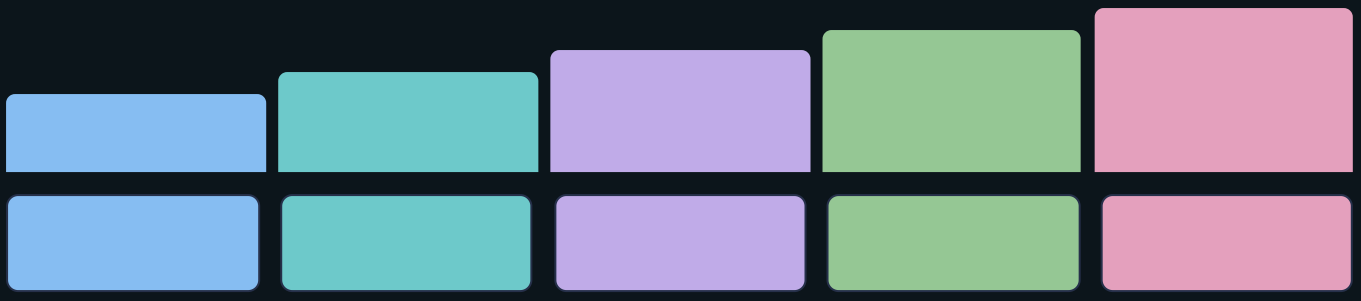


chart-1	chart-2	chart-3	chart-4	chart-5
#86BDF2	#6DC9CA	#C0ABE8	#95C794	#E4A0BD

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	chart-2	chart-3	chart-4	chart-5
#256DA9	#00787A	#73599E	#3E793E	#974C70

DERIVED VALUES

SERIES	DARK	LIGHT
chart-1	#86BDF2	#256DA9
chart-2	#6DC9CA	#00787A
chart-3	#C0ABE8	#73599E
chart-4	#95C794	#3E793E
chart-5	#E4A0BD	#974C70

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

insonic 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.

Voice, with memory.

Voice archives, speaker models, and connected knowledge.

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 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

PARENT

A ShruggieTech project

insonic declares ShruggieTech parentage. Palette sharing and typography are separate explicit choices. The approved mark and colors remain this brand's own source decisions.

A SHRUGGIETECH PROJECT

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@4.21.0 registry add @insonic=https://brand.shruggie.tech/insonic/brand/r/{name}.json
npx shadcn@4.21.0 add @insonic/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
fonts/woff2/	Web faces plus OFL licences	5
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	ShruggieTech owned
PARENT	ShruggieTech
PALETTE	Brand-specific emphasis and action
TYPOGRAPHY	House families

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
GLACIAL BLUE	#86BDF2	brand.accent.bright	Mark and identity accent on dark surfaces
DEEP GLACIAL BLUE	#256DA9	brand.accent.accessible	Mark and readable identity accent on light surfaces

Approved combinations and artwork

APPLICATION	COLORS AND ARTWORK	USE
INSONIC A1	primary in logo.full	Three separated voice forms on dark surfaces

Correct: use Deep glacial blue (#256DA9) in approved identity work; pair the Action cue (#256DA9) 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: #256DA9, #FFFFFF text 5.47:1; surface 3.37:1 Light: #256DA9, #FFFFFF text 5.47:1; surface 5.08:1 Source: semantic.action / semantic.action	A descriptive button or link label
Warning	Attention or recoverable risk	Dark: #F2BE6E, #000000 text 12.37:1; surface 10.86:1 Light: #805000, #FFFFFF text 6.85:1; surface 6.36:1 Source: brand.functional_colors.warning.dark / brand.functional_colors.warning.light	Warning text and icon
Error	Failure or destructive action	Dark: #F39494, #000000 text 9.47:1; surface 8.32:1 Light: #A03035, #FFFFFF text 7.07:1; surface 6.57:1 Source: brand.functional_colors.error.dark / brand.functional_colors.error.light	Error text and icon
Success	Completed operation	Dark: #77C9A8, #000000 text 10.70:1; surface 9.40:1 Light: #17654B, #FFFFFF text 7.00:1; surface 6.50:1 Source: brand.functional_colors.success.dark / brand.functional_colors.success.light	Success text and icon
Information	Neutral information or help	Dark: #86BDF2, #000000 text 10.57:1; surface 9.29:1 Light: #256DA9, #FFFFFF text 5.47:1; surface 5.08:1 Source: brand.functional_colors.information.dark / brand.functional_colors.information.light	Information label and icon
Focus	Keyboard focus ring	Dark: #86BDF2, #000000 text 10.57:1; surface 9.29:1 Light: #256DA9, #FFFFFF text 5.47:1; surface 5.08:1 Source: brand.accent.bright / brand.accent.accessible	Visible outline and keyboard focus order
Selection	Selected control or item	Dark: #86BDF2, #000000 text 10.57:1; surface 9.29:1 Light: #256DA9, #FFFFFF text 5.47:1; surface 5.08:1 Source: brand.accent.bright / brand.accent.accessible	Selected label or checked state
Disabled	Unavailable control	Dark: #86BDF2, #000000 text 10.57:1; surface 9.29:1 Light: #86BDF2, #000000 text 10.57:1; surface 1.84:1 Source: brand.accent.dim / brand.accent.dim	Disabled attribute and text