

Version 1.0.1 · Canon 2.1.0 · scruggstires.com/

BRAND ESSENTIALS

Scruggs Tire & Alignment

APPROVED NAME Scruggs Tire & Alignment

WRITTEN FORM

Use Scruggs Tire & Alignment as the formal brand name. Do not redraw the lettering, change the tire motif, or treat a text rendering as a replacement logo.

REGISTER practical-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 recreate the embedded Scruggs lettering with a substitute font.

Mark: Use the exact white-square Full lockup for light surfaces, the black-square Full lockup for dark surfaces, and the unchanged tire-only motif for small icons. Preserve the lettering and tire shape in every output.

Color: The tire motif uses bright red. True white and black are the primary logo grounds; bright red provides dark-surface emphasis and deep red provides readable light-surface actions. Neutral surfaces support clear service information.



LOGO SYSTEM

Marks and lockups

Use the exact white-square Full lockup for light surfaces, the black-square Full lockup for dark surfaces, and the unchanged tire-only motif for small icons. Preserve the lettering and tire shape in every output. 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: 32 units on the 512 × 512 canvas, 7.1 percent of artwork width. No text, border, icon or crop enters that band.

MINIMUM SIZE

mark	128 px
horizontal	160 px
stacked	128 px

Below 128 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 recreate the embedded Scruggs lettering with a substitute font.
2. Do not trace, normalize, or alter the supplied tire geometry.
3. Do not combine this client mark with the ShruggieTech mark.

Additional visual boundary

Use deep red #7D0B13 for ordinary text and actions on white. Bright tire red #ED1B24 is also readable on a true black base and serves dark-surface emphasis. Never use bright red as ordinary text on white. Maintain WCAG 2.1 AA contrast for all actual combinations.



Delivered horizontal lockup



Delivered reduced mark

COLOR

Palette

The tire motif uses bright red. True white and black are the primary logo grounds; bright red provides dark-surface emphasis and deep red provides readable light-surface actions. Neutral surfaces support clear service information.

Role colors on dark surfaces

primary
#ED1B24

brand-accent-deep
#7D0B13

brand-emphasis
#ED1B24

destructive
#E9505F

Neutrals, dark surfaces

background
#000000

card
#414141

secondary
#5F5F5F

border
#262626

LIGHT READING SURFACE

primary
#7D0B13

background
#FFFFFF

muted
#F1E7E8

muted-foreground
#555555

LIGHT SURFACES

The bright accent #ED1B24 measures **4.39:1** on the light reading surface and is never text there. The light token block substitutes #7D0B13 at 10.88:1 automatically. The legal foreground on an accent fill is #000000 at 4.78:1. 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.

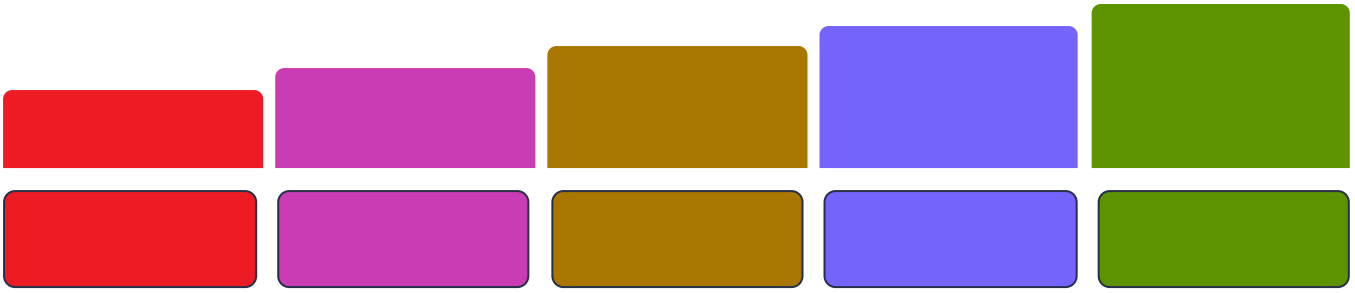


chart-1	chart-2	chart-3	chart-4	chart-5
#ED1B24	#C93CB3	#A97600	#7564FB	#5D9300

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
#7D0B13	#681D5F	#583B00	#393385	#304B00

DERIVED VALUES

SERIES	DARK	LIGHT
chart-1	#ED1B24	#7D0B13
chart-2	#C93CB3	#681D5F
chart-3	#A97600	#583B00
chart-4	#7564FB	#393385
chart-5	#5D9300	#304B00

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

Scruggs Tire & Alignment 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.

Scruggs Tire & Alignment

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

AFFILIATION

Independent identity

This brand has no ShruggieTech parent or ownership endorsement.

VENDOR AND TRADEMARK BOUNDARY

Scruggs Tire & Alignment is an independent third-party client brand. Scruggs Tire & Alignment owns its trademarks. Scruggs Tire & Alignment is responsible for its products, services, and applicable terms.

Load the system

```
npx shadcn@4.21.0 registry add @scruggs-tire-alignment=https://brand.shruggie.tech/scruggs-tire-alignment/brand/r/{name}.json
npx shadcn@4.21.0 add @scruggs-tire-alignment/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	12
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
TIRE RED	#ED1B24	brand.accent.bright	Tire artwork and accessible emphasis on black
READABLE RED	#7D0B13	brand.accent.deep	Accessible red text and actions on white
BLACK INK	#000000	brand.legacy_palette.2	Logo wording on white

Approved combinations and artwork

APPLICATION	COLORS AND ARTWORK	USE
FULL MARK ON WHITE	tire-red, ink in logo.full	Primary logo on a true white square
READABLE DIGITAL ACCENT	readable-red in brand.applications	Text and controls on light surfaces

Correct: use Tire Red (#ED1B24) in approved identity work; pair the Warning cue (#ED1B24) 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: #7D0B13, #FFFFFF text 10.88:1; surface 1.93:1 Light: #7D0B13, #FFFFFF text 10.88:1; surface 10.88:1 Source: semantic.action / semantic.action	A descriptive button or link label
Warning	Attention or recoverable risk	Dark: #ED1B24, #000000 text 4.78:1; surface 4.78:1 Light: #7D0B13, #FFFFFF text 10.88:1; surface 10.88:1 Source: semantic.emphasis / semantic.action	Warning text and icon
Error	Failure or destructive action	Dark: #E9505F, #000000 text 5.78:1; surface 5.78:1 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: #ED1B24, #000000 text 4.78:1; surface 4.78:1 Light: #7D0B13, #FFFFFF text 10.88:1; surface 10.88:1 Source: brand.accent.bright / brand.accent.accessible	Success text and icon
Information	Neutral information or help	Dark: #7D0B13, #FFFFFF text 10.88:1; surface 1.93:1 Light: #7D0B13, #FFFFFF text 10.88:1; surface 10.88:1 Source: brand.accent.deep / brand.accent.accessible	Information label and icon
Focus	Keyboard focus ring	Dark: #ED1B24, #000000 text 4.78:1; surface 4.78:1 Light: #7D0B13, #FFFFFF text 10.88:1; surface 10.88:1 Source: brand.accent.bright / brand.accent.accessible	Visible outline and keyboard focus order
Selection	Selected control or item	Dark: #ED1B24, #000000 text 4.78:1; surface 4.78:1 Light: #7D0B13, #FFFFFF text 10.88:1; surface 10.88:1 Source: brand.accent.bright / brand.accent.accessible	Selected label or checked state
Disabled	Unavailable control	Dark: #C0C0C0, #000000 text 11.54:1; surface 11.54:1 Light: #C0C0C0, #000000 text 11.54:1; surface 1.82:1 Source: brand.accent.dim / brand.accent.dim	Disabled attribute and text