



We advance your vision.

A modern technical studio building digital systems, software, and AI-driven experiences.

NAME

ShruggieTech

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

WRITTEN FORM

Write ShruggieTech in title case in prose and lowercase in technical identifiers.

PARENT	ShruggieTech, shared typography and dark-first discipline, independent identity
REGISTER	direct-witty
FLOURISH	Permitted, once per view
CASING	Title case in prose, lowercase in identifiers

Product principle

We advance your vision.

PERSONALITY

TRAIT	EXPRESSION	AVOID
Direct	States the useful outcome and next step	Corporate ceremony
Helpful	Explains technology at the reader's altitude	Generic jargon
Scrappy	Ships, learns, and iterates in the open	Performed disruption
Owner-minded	Builds systems clients can operate and keep	Platform lock-in

PROMISES

- We make the technical work legible.
- We build toward ownership and operational independence.
- We specify, ship, measure, and iterate.
- We state uncertainty and constraints plainly.

THE SHARP EDGE

ShruggieTech is confidently scrappy, but the humor never replaces an answer. The flourish appears once at most, and ownership claims must be backed by concrete handoff and operating terms.

Marks and lockups

The custom stylized shruggie face is paid artwork, not a Unicode glyph. The wide master carries the complete arms, eyes, and smile. The reduced square master keeps the central face legible on social and favicon surfaces.



Clear space

One clear-space unit on every side: 92 units on the 919 × 500 canvas, 10.0 percent of artwork width. No text, border, icon or crop enters that band.

MINIMUM SIZE

mark	48 px
horizontal	180 px
stacked	128 px
wordmark	140 px

Below 48 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 the shruggietech and ShruggieTech marks into one lockup.

Horizontal, product surface

Mark

Light surface

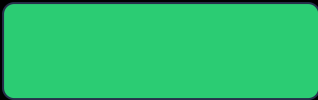
Reduced master

COLOUR

Palette

Pure black and restrained near-black surfaces carry the parent identity. Bright green marks identity, links, focus, and the shruggie face on dark surfaces. Accessible green replaces it for text on light surfaces. Orange remains rare emphasis.

Accents on dark surfaces



primary
#2BCC73



brand-accent-deep
#00AB21

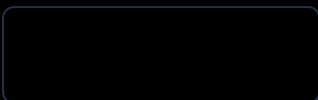


brand-emphasis
#FF5300

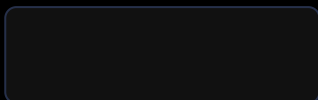


destructive
#E9505F

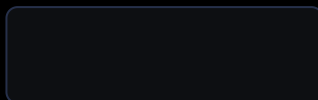
Neutrals, dark surfaces



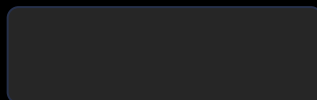
background
#000000



card
#111111



secondary
#0D0F12

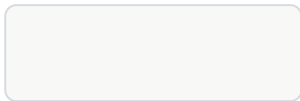


border
#262626

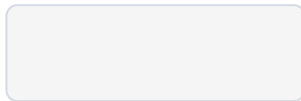
LIGHT READING SURFACE



primary
#037B40



background
#F8F8F6



muted
#F5F5F5



muted-foreground
#6B6B6B

LIGHT SURFACES

The bright accent #2BCC73 measures **1.98:1** on the light reading surface and is never text there. The light token block substitutes #037B40 at 5.05:1 automatically. The legal foreground on an accent fill is #000000 at 9.99:1. Every fill token in brand.json carries its measured foreground.

SEMANTIC USE

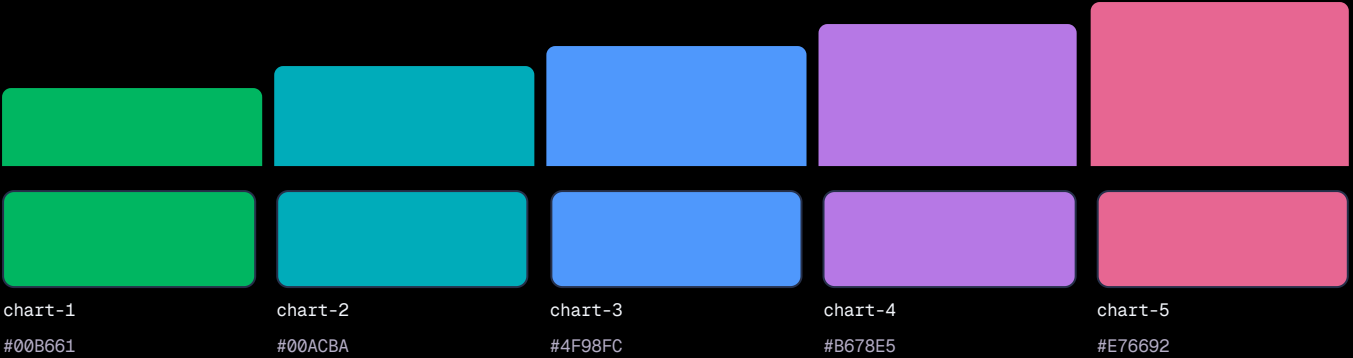
COLOUR	MEANS
Accent	Primary value, selection, links, focus
Orange	Needs attention, threshold exceeded
Fault	Failed or timed out. Always with text.

COLOUR VISION

The emphasis orange and the failure red sit close in hue and are not reliably separable under deuteranopia. That is acceptable only because state is never carried by colour alone: every state ships a written label.

Chart colors

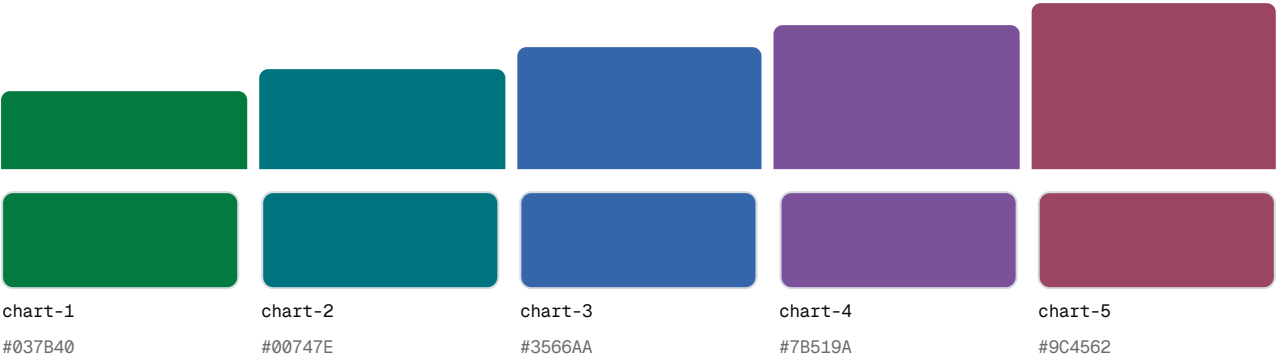
Chart colors serve data visualization. Brand applications use the identity accent and the neutral surfaces. Each chart color is derived from the identity accent and measured against its surface so every entry clears 4.5:1.



CONTRAST CHECKS

Lightness is calculated separately for dark and light surfaces. Chart hues stay at least 47 degrees from the warning orange and 67 from the failure red, and no two entries sit closer than 55 degrees.

THE SAME PALETTE ON THE LIGHT READING SURFACE



DERIVED VALUES

SERIES	DARK	LIGHT
chart-1	#00B661	#037B40
chart-2	#00ACBA	#00747E
chart-3	#4F98FC	#3566AA
chart-4	#B678E5	#7B519A
chart-5	#E76692	#9C4562

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 emphasis orange or the failure red, because those carry state.

Display, interface, data

ShruggieTech uses three type families. Space Grotesk handles display text, Geist handles interface and reading text, and Geist Mono handles identifiers, offsets, and data.

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KEY READABILITY TEST

00 1lI 8B 5S 2Z {{ }} [] ()

ROLES

FUNCTION	TYPEFACE	WEIGHTS
Display, headings	Space Grotesk	500, 700
Body, interface	Geist	400, 500
Telemetry, code	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

Geist ships 400 and 500. Geist Mono ships 400 only. Space Grotesk ships 500 and 700. Any other weight makes the renderer synthesise a faux bold, which prints badly and forces outlined glyphs into exported PDFs. In mono, carry emphasis with colour.

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

A ShruggieTech project

ShruggieTech uses the ShruggieTech type families, dark product surfaces, and the inherited orange warning color #FF5300. The mark geometry and the identity accent are this sub-brand's own and are never borrowed by a sibling. The identity accent sits 56.8 degrees from its nearest sibling.



Geist Mono, uppercase, positive tracking. Visually subordinate and outside the logo clear space. Never a combined parent-product lockup.

Load the system

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

What ships in the kit

PATH	CONTENTS	N	PATH	CONTENTS	N
logos/svg/	Vector masters, every lockup and colourway	29	nextjs/	globals.css, shadcn registry, fonts, provider	13
favicons/	SVG, multi-entry ICO, touch, android, manifest	16	enforcement/	AGENTS.md, ESLint, stylelint	4
fonts/woff2/	Web faces plus OFL licences	5	qc/	Contact sheets. Proof somebody looked.	1
tokens/	CSS and JSON with measured contrast	5	guidelines/	The system rendered from itself	1

