BRAND & DESIGN SYSTEM

ShruggieTech

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Modern digital systems, software, and AI-driven experiences.

Version 1.1.2 · Canon 2.1.0 · shruggie.tech

BRAND ESSENTIALS

ShruggieTech

APPROVED NAME	ShruggieTech
REGISTER	direct-witty

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 Usage limits sheet lists every source rule.

Do not redraw, trace, or approximate the custom shruggie mark.

Mark: The custom stylized shruggie face is paid artwork, not a Unicode glyph. Paired lockups use the complete arms, eyes, and smile. Standalone marks and application icons use the approved vivid face-only square projection.

Color: 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.



LOGO SYSTEM

Marks and lockups

The custom stylized shruggie face is paid artwork, not a Unicode glyph. Paired lockups use the complete arms, eyes, and smile. Standalone marks and application icons use the approved vivid face-only square projection. 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: 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

The face-only reduced master is the standalone mark at every size. Use the supplied icon files for each platform.

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



Face-only square mark



Light surface



Face-only square mark, light

LOGO SYSTEM

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 redraw, trace, or approximate the custom shruggie mark.
2. Do not substitute the Unicode shruggie or any emoji for the mark.
3. Do not distort, rotate, crop, outline, bevel, or add glow to the mark.
4. Do not use the bright green for text or links on the light reading surface.
5. Do not combine a sub-brand mark with the parent mark inside one lockup.



Delivered horizontal lockup



Delivered reduced mark

COLOR

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.

Role colors 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
#F0EFED

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

COLOR	MEANS
Accent	Primary value, selection, links, focus
Orange	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.

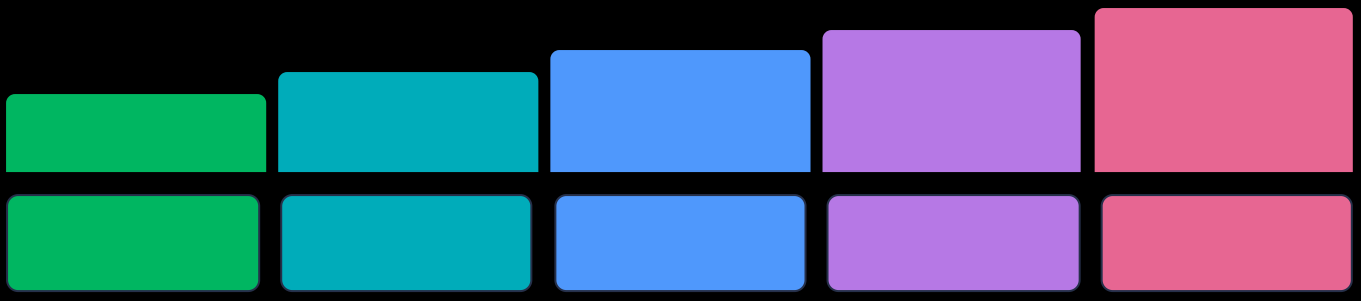


chart-1 #00B661 | chart-2 #00ACBA | chart-3 #4F98FC | chart-4 #B678E5 | chart-5 #E76692

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 #037B40 | chart-2 #00747E | chart-3 #3566AA | chart-4 #7B519A | chart-5 #9C4562

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 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

ShruggieTech 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.

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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

AFFILIATION

Independent identity

This brand has no ShruggieTech parent or ownership endorsement.

Load the system

```
npx shadcn@4.21.0 registry add
@shruggietech=https://brand.shruggie.tech/shruggietech/brand/r/{name}.json
npx shadcn@4.21.0 add @shruggietech/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	12
enforcement/	AGENTS.md, ESLint, stylelint	21
qc/	Contact sheets. Proof somebody looked.	2
guidelines/	The system rendered from itself	2

Independent decisions

DECISION	DECLARATION
OWNERSHIP	ShruggieTech owned
PARENT	None
PALETTE	Shared house emphasis and action, explicitly selected
TYPOGRAPHY	House families

Formal identity colors

COLOR	HEX	SOURCE	USE
SHRUGGIETECH GREEN	#2BCC73	brand.accent.bright	Approved parent identity accent

Approved combinations and artwork

APPLICATION	COLORS AND ARTWORK	USE
SHRUGGIETECH MARK	primary in logo.full	Approved parent identity accent in the full mark

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.

Correct: use ShruggieTech green (#2BCC73) in approved identity work; pair the Warning cue (#FF5300) 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: #C24000, #FFFFFF text 5.21:1; surface 4.03:1 Light: #C24000, #FFFFFF text 5.21:1; surface 4.90:1 Source: semantic.action / semantic.action	A descriptive button or link label
Warning	Attention or recoverable risk	Dark: #FF5300, #000000 text 6.49:1; surface 6.49:1 Light: #C24000, #FFFFFF text 5.21:1; surface 4.90:1 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 5.46:1 Source: canon.color.immutable.fault.hex / canon.color.immutable.fault-deep.hex	Error text and icon
Success	Completed operation	Dark: #2BCC73, #000000 text 9.99:1; surface 9.99:1 Light: #037B40, #FFFFFF text 5.37:1; surface 5.05:1 Source: brand.accent.bright / brand.accent.accessible	Success text and icon
Information	Neutral information or help	Dark: #00AB21, #000000 text 6.85:1; surface 6.85:1 Light: #037B40, #FFFFFF text 5.37:1; surface 5.05:1 Source: brand.accent.deep / brand.accent.accessible	Information label and icon
Focus	Keyboard focus ring	Dark: #2BCC73, #000000 text 9.99:1; surface 9.99:1 Light: #037B40, #FFFFFF text 5.37:1; surface 5.05:1 Source: brand.accent.bright / brand.accent.accessible	Visible outline and keyboard focus order
Selection	Selected control or item	Dark: #2BCC73, #000000 text 9.99:1; surface 9.99:1 Light: #037B40, #FFFFFF text 5.37:1; surface 5.05:1 Source: brand.accent.bright / brand.accent.accessible	Selected label or checked state
Disabled	Unavailable control	Dark: #9A9A9A, #000000 text 7.46:1; surface 7.46:1 Light: #9A9A9A, #000000 text 7.46:1; surface 2.65:1 Source: brand.accent.dim / brand.accent.dim	Disabled attribute and text