



BRAND GUIDELINES

AERIAL SYSTEMS THAT WORK TOGETHER.

01

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Everything needed to present JoltB consistently: the mark, its colours and type, how we speak, and ready-made files. When something is not covered here, choose the plainer option.

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BRAND ESSENCE

What the brand stands on. Every choice in this guide traces back to this page.

PURPOSE

MAKE HARD AERIAL WORK SIMPLE
ENOUGH FOR ONE PERSON TO RUN.

POSITIONING

JoltB builds **modular, autonomous, cooperative aerial systems**. Separate aircraft work as one team, directed through one core, so a single operator can cover ground that used to take a crew.

We talk about the category and the outcome: the ground covered, the time saved, the work made simple. We never describe how the product is built.

02.1 PERSONALITY

RUGGED

Built to be used outdoors, marked and handled. Heavy type, hard edges, materials that survive.

Not military. Not macho. No camouflage, weapons or threat imagery.

DIRECT

Say the fact first. Short declarative lines, radio-procedure brevity.

Not curt or cold. Direct is a courtesy to someone who is busy.

FIELD-READY

Everything works in bad light, one colour and small sizes. Tested before it is shown.

Not sci-fi. No glowing interfaces, lens flares or futurism.

02.2 PRINCIPLES

01 **Say it once.**
One idea per line, one message per page. If a word can go, it goes.

02 **One signal.**
Signal Red means the core, a find, or the next action. Used anywhere else it stops meaning anything.

03 **Built to be marked.**
Every asset must work stamped, sprayed, engraved or printed in one colour.

04 **Show the work, not the machine.**
We show terrain, coverage and people at work. We never draw the aircraft and never show pieces interlocking.

LOGO SYSTEM

The logo has two parts. The wordmark is JOLTB drawn as heavy stencil caps. The symbol is three brackets standing apart around one lit core: separate aircraft, one core. Always use the supplied files; never retype or redraw either part.

PRIMARY LOCKUP • HORIZONTAL

The default signature for everything: web, documents, stationery, video end frames.



03.2 STACKED LOCKUP

For square and narrow formats: social tiles, labels, packaging ends.



03.3 SYMBOL

Stands alone only where JoltB is already known: app icon, avatar, favicon, equipment.



03.4 WORDMARK

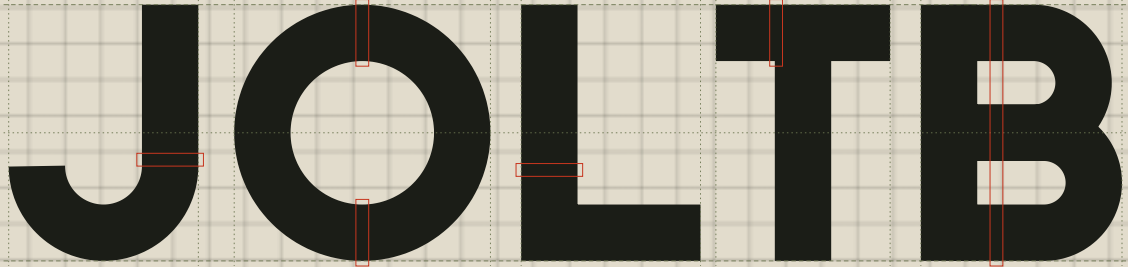
The name alone, when the symbol already appears nearby or space is very wide and short.

JOLTB

03.5 CONSTRUCTION

Both parts are drawn on a 100-unit grid. These drawings are for understanding only:

reproduce the logo from the master files.



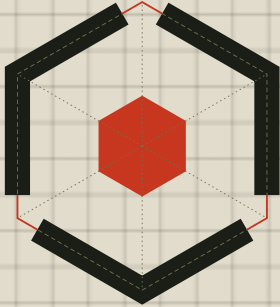
The image shows the wordmark 'JOLT B' in a bold, sans-serif typeface. Red brackets are placed on the letters to indicate construction points: one on the top of the 'J', one on the top of the 'O', one on the bottom of the 'O', one on the top of the 'L', one on the top of the 'T', and one on the top of the 'B'. Dashed lines form a bounding box around the letters.

CAP HEIGHT
100 units, every letter

BRIDGES
5 units, one per letter, two on the O (red)

STROKE
22 units, square ends, mitred corners

SPACING
J 14 O 12 L 6 T 12 B, optically set



The image shows the logo symbol, which consists of three black brackets arranged in a hexagonal pattern around a central red hexagon. Dashed lines indicate the construction of the brackets and the central hexagon.

BRACKETS
Three, on a pointy-top hexagon of radius 40, repeated at 120°

OPEN CORNERS
16% of a side each way (red); brackets never touch

STROKE
7 units, mitred

CORE
Solid hexagon, radius 14; the only red in the logo

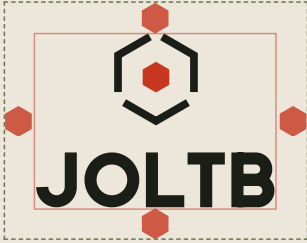
03.6 **CLEAR SPACE**

Clear space **X** is the height of the core at the size the logo is used. Keep at least **X** free on every side: no type, edges, folds or other marks inside it.



The diagram shows the logo symbol and the wordmark 'JOLT B' side-by-side. Red hexagons are placed at the top and bottom of the logo symbol and the wordmark to indicate the clear space 'X'. A dashed line forms a bounding box around the entire logo.

HORIZONTAL: $X = 0.35 \times \text{WORDMARK HEIGHT}$



The diagram shows the logo symbol stacked above the wordmark 'JOLT B'. Red hexagons are placed at the top and bottom of the logo symbol and the wordmark to indicate the clear space 'X'. A dashed line forms a bounding box around the entire logo.

STACKED: $X = 0.54 \times \text{WORDMARK HEIGHT}$

MINIMUM SIZES

Below these sizes the bridges and open corners close up. Shown here at actual digital size.

ASSET	DIGITAL	PRINT	AT MINIMUM SIZE
Horizontal lockup	120 px wide	30 mm wide	
Stacked lockup	72 px wide	20 mm wide	
Wordmark	80 px wide	20 mm wide	
Symbol	16 px	5 mm	

For embroidery, engraving and spray stencils, double the print minimums.

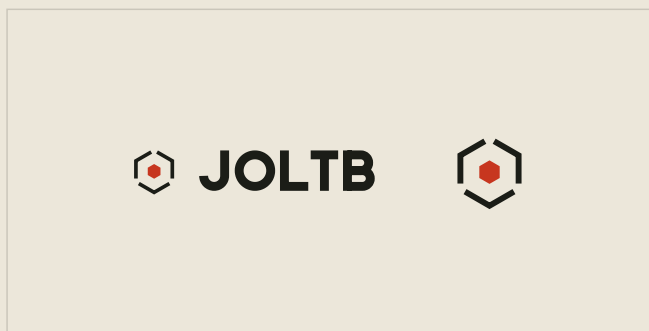
COLOUR VERSIONS

Full colour is the default. One-colour versions are for single-ink printing, engraving, stencils and embroidery. Pick the version by the background, not by taste.



FULL COLOUR ON DARK

Default on olive black, night UI and dark photographs. Sand ink, lit core.



FULL COLOUR ON LIGHT

Default on sand, white and light photographs. Olive ink, red core.



ONE COLOUR · SAND

Single-ink work on dark: embroidery, spray stencils on dark equipment.



ONE COLOUR · OLIVE BLACK

Single-ink work on light: one-colour print, rubber stamps.



BLACK

Newsprint, fax, forms and where only black is available.



WHITE

Knock-out on photographs and dark partner layouts.

On photographs, use the sand or white version over a calm, dark area, or the olive or black version over a calm, light area. If no calm area exists, move the logo or change the image.

MISUSE

The logo is only recognisable if it is always the same. Each of these breaks it.



DON'T STRETCH OR SQUASH

Scale proportionally, always.



DON'T RECOLOUR THE CORE

The core is Signal Red, Signal Lit or the single ink.



DON'T ROTATE

The logo always sits level.



DON'T ADD EFFECTS

No shadows, glows, bevels or gradients.



DON'T OUTLINE

The letters are solid strokes.



DON'T REARRANGE

Symbol left of the name, or above it. Nothing else.



DON'T USE A BUSY BACKGROUND

Place the logo on a flat, calm area.



DON'T LOSE CONTRAST

Field on olive, red on red: never.

SYMBOL USAGE

Three brackets standing apart around one lit core: separate aircraft, one core. The symbol is the shortest form of the brand and it earns the most use, so it has the strictest rules.

06.1 WHERE IT STANDS ALONE

- App icon, favicon and social avatar.
- Equipment labels and decals, next to the unit tag.
- HUD and software chrome, where the name is already on screen.
- End frames and slide footers after the full lockup has appeared.

Everywhere else, use a lockup. The symbol never replaces the name on a first introduction.

06.3 SIZE LADDER

Clear from 16 px up. For browser tabs use the supplied 16 and 32 px favicon files rather than scaling the SVG.

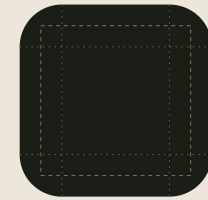


06.2 RULES

- Always all three brackets and the core. Never crop, split or repeat them into a pattern.
- The core is the only red. Red on light, Signal Lit on dark, or the single ink in one-colour work.
- Nothing goes inside the core: no letters, numbers or icons.
- The brackets never move. In motion only the core may blink.

06.4 APP ICON

Olive black rounded square, corner radius 22% of the side, symbol scaled to 78% and centred. Supplied at 1024, 512 and 180 px, with 32 and 16 px favicons.



RADIUS 22 · SYMBOL BOX 78 · CENTRED

RULE

NEVER DRAW THE AIRCRAFT. NEVER SHOW PIECES INTERLOCKING.

The brand talks about what the systems do, never how they are made. No illustrations, silhouettes, icons, renders or diagrams of an aircraft; no animation or artwork in which the brackets, or anything else, join or fit together. The symbol is only ever three brackets standing apart around one core.

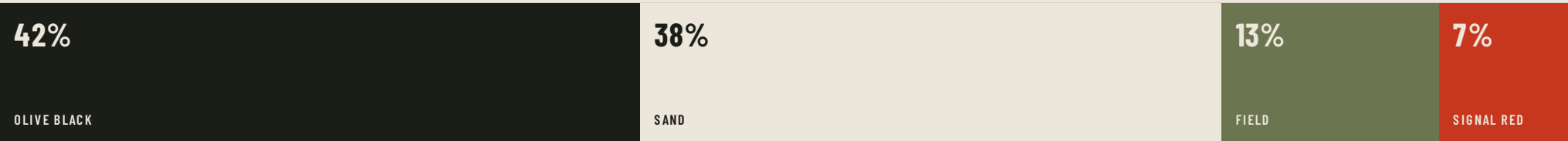
COLOUR

Four colours, used in fixed proportions. Olive black and sand do the work; field supports; Signal Red is rare on purpose, so that when it appears it means something.

OLIVE BLACK 42%	SAND 38%	FIELD 13%	SIGNAL RED 7%
HEX#1B1D17 RGB27 29 23 CMYK65 55 75 80 PANTONE*≈ 419 C	HEX#ECE7DA RGB236 231 218 CMYK6 7 14 0 PANTONE*≈ 7527 C	HEX#6B7550 RGB107 117 80 CMYK55 35 80 25 PANTONE*≈ 5757 C	HEX#C7361F RGB199 54 31 CMYK10 90 100 5 PANTONE*≈ 173 C
Primary ink and dark surfaces. Type, the wordmark, night panels.	Paper and light surfaces. The day UI background and the ink on dark.	Secondary. Contour lines, rules, Team C, supporting panels.	The core, finds and calls to action. Nothing else.

07.1 PROPORTION

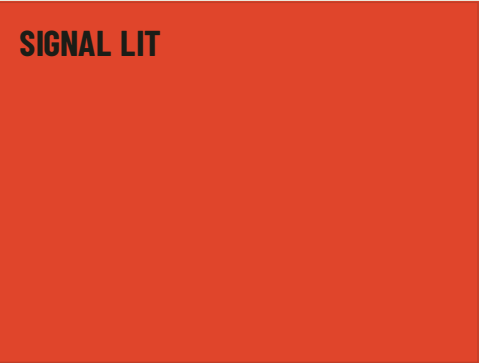
Approximate share of any layout, page or screen. Red never exceeds a tenth.



07.2 ON DARK AND IN THE INTERFACE

Red loses energy on dark surfaces, so the core, finds and calls to action switch to Signal Lit. The night interface sits on Night, a step darker than olive black; the day

interface sits on Sand.



HEX	#E0452B
RGB	224 69 43
CMYK	0 85 90 0
PANTONE*	≈ 7417 C

Signal Red on dark backgrounds: the lit core, finds and calls to action.



HEX	#11120E
RGB	17 18 14
CMYK	70 60 75 90
PANTONE*	≈ Black 6 C

Night UI background only.

TEAM COLOURS

		Team A · signal red
		Team B · sand on night, olive black on day
		Team C · field green

LEFT: NIGHT VALUE · RIGHT: DAY VALUE

07.3 ACCESSIBLE PAIRINGS

WCAG 2.2 contrast ratios, computed from the HEX values. Body text needs AA (4.5:1). Large text and interface graphics need 3:1.

SAMPLE	TEXT	BACKGROUND	RATIO	GRADE	USE
	Olive Black	Sand	13.78:1		Default day text Any text
	Sand	Olive Black	13.78:1		Default dark text Any text
	Sand	Night	15.23:1		Night UI text Any text
	White	Signal Red	5.28:1		Buttons, alerts Any text

SAMPLE	TEXT	BACKGROUND	RATIO	GRADE	USE
Aa	Signal Red	Sand	4.28:1	AA LARGE	Large calls, find markers ≥ 24 px, or ≥ 19 px bold; UI graphics
Aa	Signal Lit	Night	4.53:1	AA	Night finds, alerts Any text
Aa	Signal Lit	Olive Black	4.09:1	AA LARGE	Large calls on dark ≥ 24 px, or ≥ 19 px bold; UI graphics
Aa	White	Field	4.90:1	AA	Labels on field panels Any text
Aa	Field	Sand	3.97:1	AA LARGE	Large text, rules, contours ≥ 24 px, or ≥ 19 px bold; UI graphics
Aa	Sand	Field	3.97:1	AA LARGE	Large text on field panels ≥ 24 px, or ≥ 19 px bold; UI graphics
Aa	Olive Black	Field	3.47:1	AA LARGE	Large text only ≥ 24 px, or ≥ 19 px bold; UI graphics
Aa	Signal Red	Olive Black	3.22:1	AA LARGE	Use Signal Lit instead ≥ 24 px, or ≥ 19 px bold; UI graphics

Buttons use white on Signal Red (5.28:1). Signal Red text on sand is for headings and markers at 24 px or larger only.

* Pantone references are the nearest approximations for guidance only; CMYK values are starting points for coated stock.
Always proof against a current Pantone guide and a printed swatch before approving a job.

TYPOGRAPHY

Three families, all free and open source. Barlow Condensed is the voice at the top of the page, Barlow carries the reading, and IBM Plex Mono is reserved for data.

DISPLAY

AA

BARLOW CONDENSED

600 · 700

Headings, labels, buttons. Always uppercase.

TEXT

Aa

BARLOW

400 · 500 · 600

Paragraphs, captions, forms. Sentence case.

DATA

Aa

IBM PLEX MONO

400 · 500

HUD values, unit tags, figures, file references.

BUILT FOR THE FIELD.

Small machines that fly on their own and share what they see.

SEC 04 CLEAR · MOVING TO 05 · ETA 02:40

08.1 TYPE SCALE

Sizes in px at 1× for screen; for print use the same numbers in pt. Line height is a multiple of the size.

display-xl
Cover, hero
96/86 · 700

SECTOR 04 CLEAR.

display-l

Section titles
64/61 · 700

SECTOR 04 CLEAR.

display-m

Headlines
40/40 · 700

SECTOR 04 CLEAR.

display-s

Subheads
26/29 · 600 · +0.01em

AERIAL SYSTEMS THAT WORK TOGETHER

label

Eyebrows, nav, buttons
14/17 · 600 · +0.12em

AERIAL SYSTEMS THAT WORK TOGETHER

body-l

Lead paragraphs
20/30 · 400

Separate aircraft work as one team, directed through one core.

body

Running text
16/25 · 400

Separate aircraft work as one team, directed through one core.

small

Captions, notes
13/19 · 500

Separate aircraft work as one team, directed through one core.

data

HUD, tags, figures
12/17 · 400 · +0.06em

J-04 · TEAM A · CORE 12 · LINK OK

08.2

RULES

- Display type is always uppercase, left aligned, tight: line height 0.9 to 1.1.
- Body text is sentence case, 60 to 75 characters a line, never justified.
- Mono is for data only: values, tags, codes, timestamps. Never for paragraphs.
- Two weights per layout at most. Emphasis is weight, never italics or underline.
- Never set the name JoltB in Barlow Condensed as a logo substitute; use the wordmark.
- Keep digits in mono tabular so columns of numbers align.

08.3

LICENSING AND FALLBACKS

All three families are licensed under the **SIL Open Font License 1.1**: free for commercial use, print, web embedding and apps. They may be bundled with software; they may not be sold on their own.

FAMILY	DOWNLOAD	FALLBACK
Barlow Condensed	Google Fonts	Arial Narrow, sans-serif
Barlow	Google Fonts	system-ui, sans-serif
IBM Plex Mono	Google Fonts	ui-monospace, monospace

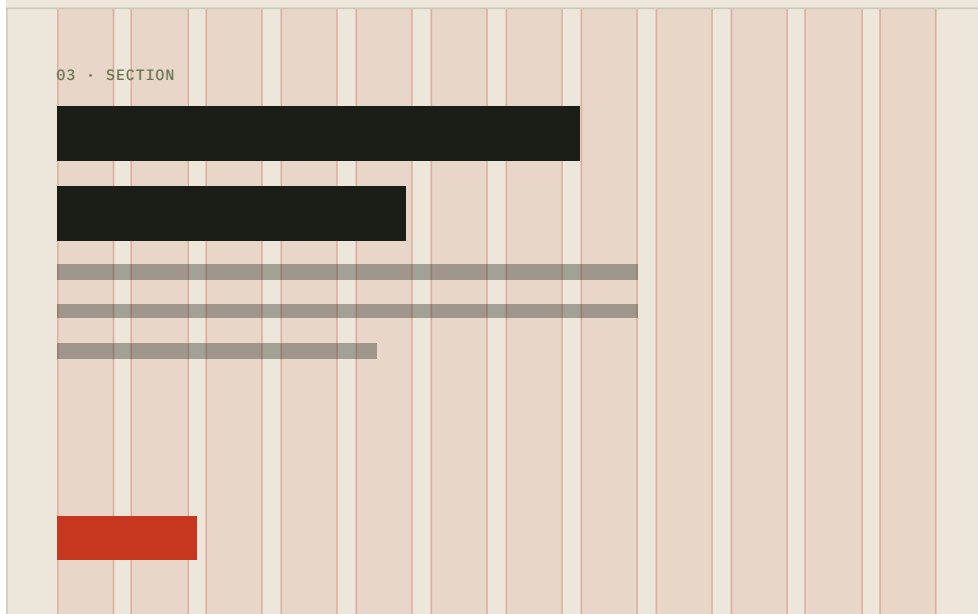
In Microsoft Office where the fonts cannot be installed, use Arial Narrow Bold for headings and Arial for text.

LAYOUT AND GRID

Layouts are built like a field manual: a strict grid, hard edges, a clear top-left entry point and plenty of empty ground. Content hangs from the top-left, never floats in the centre by default.

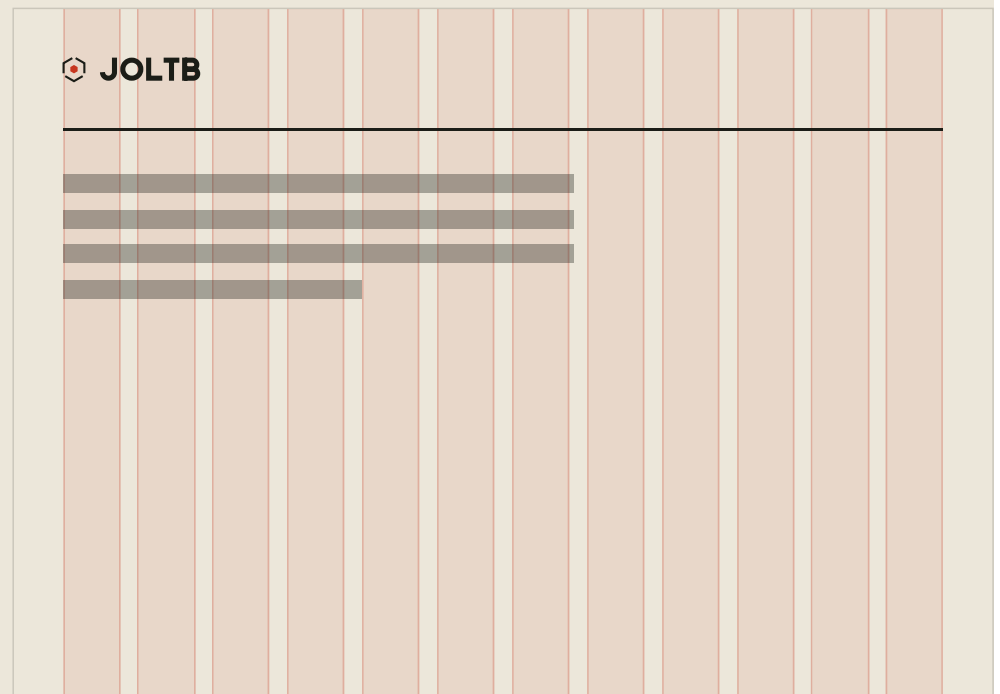
09.1 SCREEN GRID

12 columns, 24 px gutters, 1240 px maximum content width. Margins 32 px on desktop, 16 px on mobile with 4 columns.



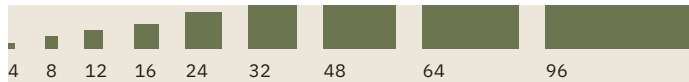
09.2 PRINT GRID

A4: 15 mm margins, 12 columns, 5 mm gutters. The logo sits in the top-left corner, aligned to the margin at its clear-space edge.



09.3 SPACING AND FORM





— All spacing is a multiple of 4 px. Section breaks use 96 px on screen, 20 mm in print.

— Hard corners. Controls may take a 2 px radius; nothing else is rounded except the app icon.

— Rules are 1 px field or 2 px olive black. No drop shadows, no gradients, no glows.

— One red element per view: the call to action or the find, not both.

— Section numbers in mono at the top-left of every section and slide.

— Leave at least a third of any page or slide empty.

UI AND HUD

The interface speaks in the same voice as the brand: terse, labelled, legible in bad light. Data is always mono and uppercase; the human-facing layer is Barlow. The night UI is the reference; day mirrors it on sand.



10.1 DATA LABELS

IBM Plex Mono, uppercase, +0.06em tracking. Label at 60% opacity, value at full: COV 86%

Units always carry their unit of measure; times are 24-hour, zero-padded.

10.2 UNIT TAGS

J-01 J-04 J-07 CORE r2

A 1px frame in the team colour around the unit ID. The core tag is solid.

10.3 TEAM COLOURS

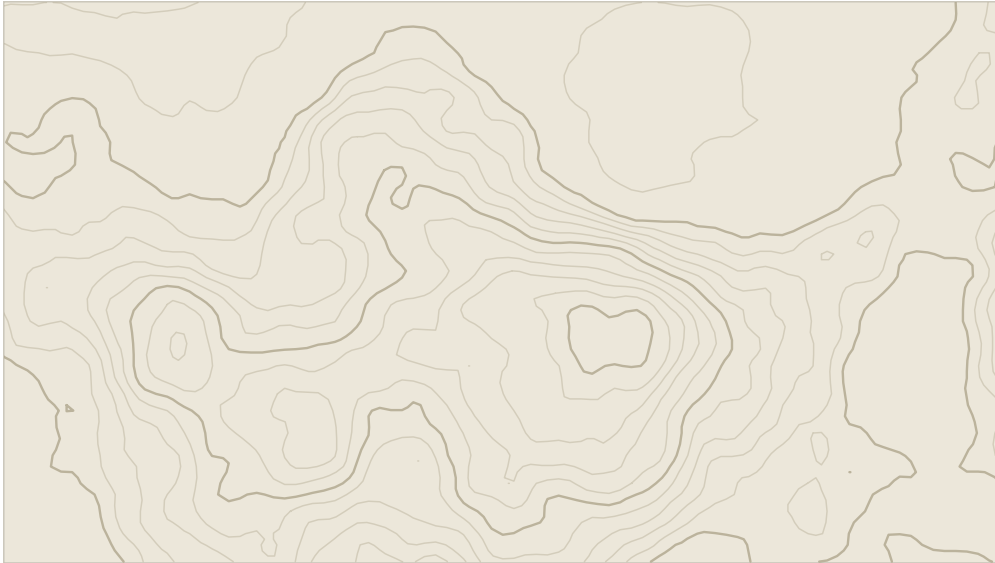
- Team A Signal red
- Team B Olive on day, sand on night
- Team C Field green

Red is also the find colour. On screen, a find is always a ring plus a label, never colour alone.

TERRAIN AND IMAGERY

Contour lines are the brand's texture: ground seen from above, measured. They come from the same terrain the website flies over. They say coverage and altitude without showing a single machine.





11.1 USING THE MOTIF

- Line colour one step from the ground: field on olive, a darker sand on sand, olive on field.
- Crop freely and let lines run off the edge. Never frame the motif in a box.
- Keep the logo on a calm area; if lines run under it, drop them to 15% there.
- Flat lines only. No hill-shading, 3D extrusion, gradients or glow.
- Sector grid lines and labels may be overlaid in mono, as on a map.



11.2 IMAGERY

- Real ground from real altitudes: valleys, coast, farmland, forest edges.
- High horizon or straight down. Overcast or low sun. Natural, slightly muted colour.
- People at work in the field: operators, briefings, hands on a tablet, boots on the ground.
- No stock “drone” shots, sci-fi overlays, lens flares or night-vision green.

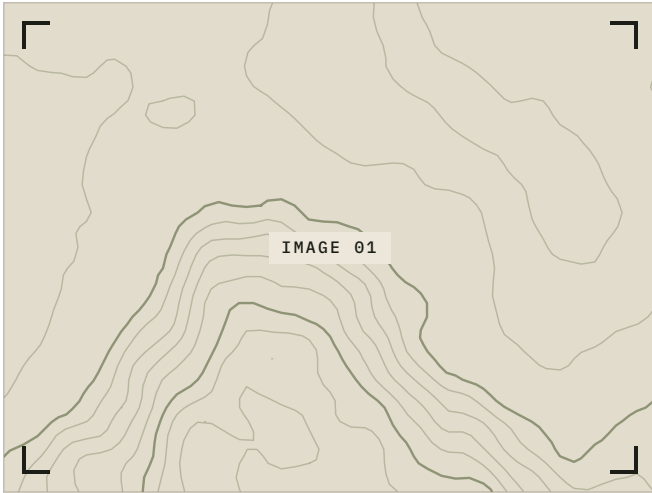


IMAGE 01

GROUND FROM ABOVE

Straight down or high oblique. The ground fills the frame.

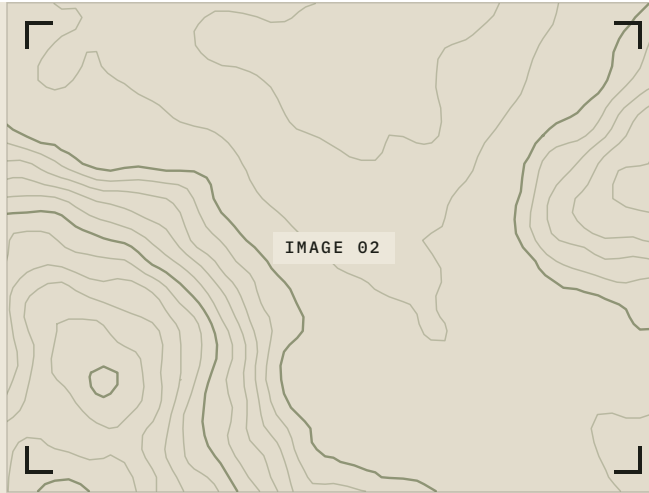


IMAGE 02

PEOPLE AT WORK

Operators and partners in the field. Faces and hands, not equipment.



IMAGE 03

WEATHER AND TEXTURE

Wind on grass, wet rock, fog on a ridge. The conditions we work in.

RULE

NEVER DRAW THE AIRCRAFT. NEVER SHOW PIECES INTERLOCKING.

No photographs, renders, silhouettes or icons of JoltB hardware in brand material. No close-ups of parts. Map markers are plain dots and rings. Imagery shows the ground covered and the people doing the work.

MOTION

Motion follows procedure: deliberate, short, and it stops. Things move to report a change in state, never to decorate.

CUT, THEN SETTLE

Elements arrive quickly and settle without overshoot. No bounce, no elastic, no spring.

STATE, NOT SHOW

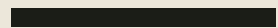
Animate only what changed: a unit reporting, a sector clearing, a value updating.

THE CORE BLINKS

The only repeating motion is the core blinking to show a live link. The brackets never move.

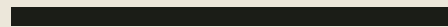
12.1 TIMING AND EASING

fast · 120ms



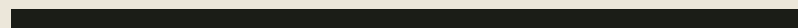
Hover, press, toggles

base · 200ms



Panels, menus, reveals

slow · 360ms



Page and section changes

Easing `cubic-bezier(0.2, 0, 0, 1)` for movement; linear for progress and data. The blink uses `steps(2, jump-none)` at 1.2 s: on, off, no fade.

12.2 LIVE LINK



LINK OK · CORE r2

RESPECT REDUCED-MOTION SETTINGS: THE CORE STAYS LIT AND NOTHING ANIMATES.

VOICE AND TONE

We sound like a good radio operator: calm, brief, specific. Say what happened, then what happens next. The tagline sets the register: “Aerial systems that work together.”

BUILT FOR THE FIELD.

SECTOR 04 CLEAR.
MOVING TO 05.

BRIEF US.

13.1 HOW WE WRITE

- 01

Fact first.
Lead with what happened or what we do.
- 02

Short lines.
Full stops over commas. Most sentences under 12 words.
- 03

Plain words.
“Cover”, “find”, “clear”, “team”. No jargon, no hype.
- 04

Numbers as digits.
“9 aircraft”, “Sector 04”, “02:40”.
- 05

No exclamation marks.
Confidence does not shout.

13.2 TONE BY CONTEXT

Website	Confident and outcome-led. “Cover the whole valley before lunch.”
Interface	Status, then action. “J-06 holding. Awaiting orders.”
Email	Warm but brief. “Thanks for the brief. We can fly Tuesday.”
Hiring	Straight about the work. “Hard problems, small team, real flights.”
Errors	What happened, what we are doing, what you can do.

DO AND DON'T

DO Sector 04 clear. Moving to 05.	DON'T Great news! We've successfully finished scanning the area and are now heading over to the next one.
DO Built for the field.	DON'T Revolutionary, cutting-edge drone technology for tomorrow's world.
DO Brief us.	DON'T Click here to learn more about how we can help you!
DO One operator. One team.	DON'T Our AI-powered swarm seamlessly disrupts aerial operations.
DO Link lost. Holding position.	DON'T Oops! Something went wrong. Please try again later.

Words we avoid: revolutionary, disrupt, seamless, cutting-edge, next-gen, swarm, game-changing, unleash. We say team, not swarm.

NAMING

Names are data. They are read aloud over a radio, printed on a label and sorted in a list, so they follow one pattern everywhere.

THING	WRITE IT	RULE	NEVER
Company	JoltB	One word, capital J and B. “JOLTB” only in the wordmark and in mono data.	~~Joltb~~ ~~Jolt B~~ ~~Jolt-B~~ ~~JOLT-B~~
Units	J-01 ... J-09	J, hyphen, two digits. A unit keeps its ID for life.	~~J1~~ ~~j-01~~ ~~Unit 1~~ ~~J01~~
Teams	Team A · B · C	Single capital letter. In the HUD: TEAM A.	~~Team 1~~ ~~Alpha~~ ~~team a~~
Core versions	r1 · r2	Lowercase r and a whole number. “Core r2” in text.	~~R2~~ ~~v2.0~~ ~~rev. 2~~
Sectors	Sector 04 · SEC 04	Two digits. Long form in speech and text, SEC in the HUD.	~~Sector 4~~ ~~S4~~
Missions	Mission 0412	Four digits, no prefix letters.	~~M-412~~ ~~Op 412~~
Files	joltb-lockup-horizontal-fullcolour-on-dark.svg	Lowercase, hyphenated: brand, asset, layout, version, size.	~~JoltB Logo FINAL v3 (2).png~~

J-03

 TEAM A CORE r2 SEC 04 MISSION 0412

APPLICATIONS

The system applied. Names, numbers and addresses shown are placeholders. Build every new item from these patterns before inventing a new one.

15.1 BUSINESS CARD

85 × 55 mm, 400 gsm uncoated natural stock. Front olive black, back sand. Name in Barlow Condensed, details in Plex Mono.



15.2 LETTERHEAD

A4, 15 mm margins. Lockup top-left, reference line in mono, contour strip at the foot.



15.4 SOCIAL

Avatar: the symbol on olive black, sized to survive a circle crop. Banners: lockup and

15.3 EMAIL SIGNATURE

Live text plus the 2× PNG lockup at 120 px wide. No banners, quotes or social icons.

Thanks for the brief. We can fly Tuesday.

NAME SURNAME

Field Operations Lead



hello@joltb.com · joltb.com

tagline inside the safe area, contour lines as texture.



AVATAR · 400 × 400



JOLT B

AERIAL SYSTEMS THAT WORK TOGETHER.

X BANNER · 1500 × 500 (LINKEDIN 1584 × 396 FOLLOWS THE SAME LAYOUT)

15.5 PRESENTATION SLIDE

16:9. Section number and title top-left, one idea per slide, symbol in the footer.



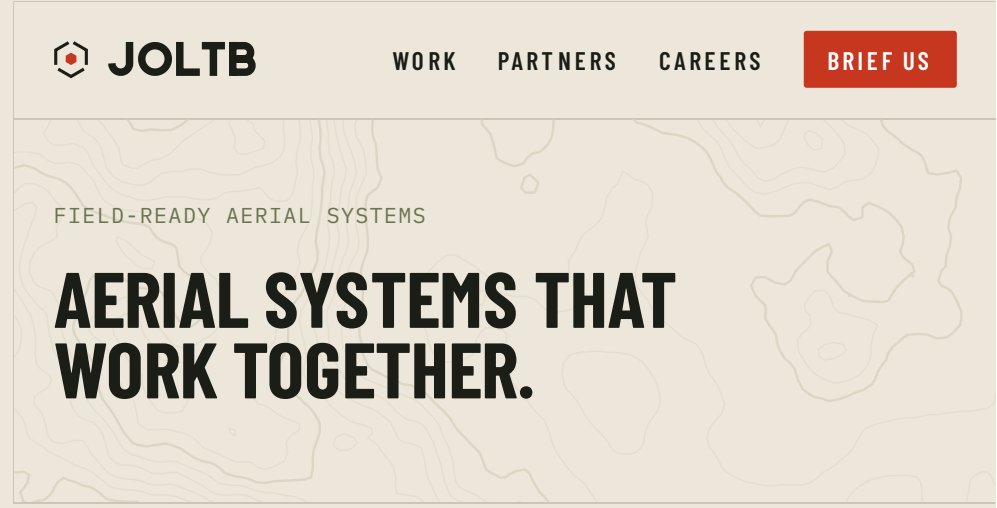
15.6 EQUIPMENT LABEL AND DECAL

Vinyl or anodised plate, rectangular only. Unit data in Plex Mono; team colour as a solid



15.7 WEBSITE HEADER

Lockup left, three links, one red call to action. Headline in display type.



bar.



DOWNLOADS

Every file in the kit. SVGs are self-contained vectors with literal colours; PNGs are transparent unless they are a finished image. Download the whole kit as one ZIP.

DOWNLOAD THE BRAND KIT [ZIP](#)

PACKAGE

Everything below in one archive, with a README listing the files and font links.

Jolt B brand kit	ZIP · all files
Brand guidelines	PDF · A4 landscape
Design tokens	CSS custom properties
Design tokens	JSON · colour, type, motion

HORIZONTAL LOCKUP

Primary signature. Vector, plus transparent PNG 2000 px wide.

Full colour on dark	SVG
Full colour on dark	PNG · 2000 px
Full colour on light	SVG
Full colour on light	PNG · 2000 px
One colour · sand	SVG
One colour · sand	PNG · 2000 px
One colour · olive black	SVG
One colour · olive black	PNG · 2000 px
Black	SVG
Black	PNG · 2000 px
White	SVG
White	PNG · 2000 px

STACKED LOCKUP

For square and narrow spaces.

Full colour on dark	SVG
Full colour on dark	PNG · 2000 px
Full colour on light	SVG
Full colour on light	PNG · 2000 px
One colour · sand	SVG
One colour · sand	PNG · 2000 px
One colour · olive black	SVG
One colour · olive black	PNG · 2000 px
Black	SVG
Black	PNG · 2000 px
White	SVG
White	PNG · 2000 px

SYMBOL

Three brackets and the lit core. Transparent PNG at 512 and 1024 px.

Full colour on dark	SVG
Full colour on dark	PNG · 512 px
Full colour on dark	PNG · 1024 px
Full colour on light	SVG
Full colour on light	PNG · 512 px
Full colour on light	PNG · 1024 px
One colour · sand	SVG
One colour · sand	PNG · 512 px
One colour · sand	PNG · 1024 px
One colour · olive black	SVG
One colour · olive black	PNG · 512 px
One colour · olive black	PNG · 1024 px
Black	SVG
Black	PNG · 512 px
Black	PNG · 1024 px
White	SVG
White	PNG · 512 px
White	PNG · 1024 px

WORDMARK

The name alone, for when the symbol already appears nearby.

Olive black	SVG
Sand	SVG
Black	SVG
White	SVG

APP ICON AND FAVICONS

Olive black rounded square, symbol at 78%.

App icon	SVG
App icon	PNG · 1024 px
App icon	PNG · 512 px
App icon	PNG · 180 px
Favicon	PNG · 32 px
Favicon	PNG · 16 px

SOCIAL

Ready to upload. Keep the platform crop in mind; the marks sit inside the safe area.

Social avatar	PNG · 400 × 400
X / Twitter banner	PNG · 1500 × 500
LinkedIn banner	PNG · 1584 × 396
Open Graph image	PNG · 1200 × 630

Fonts are not included in the kit; they are free from Google Fonts: Barlow Condensed, Barlow, IBM Plex Mono.

