

Logo system

Monochrome is the default application treatment.

PRIMARY / APP DEFAULT

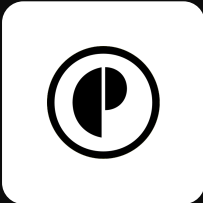


BLACK / LIGHT



WHITE / DARK

MONOCHROME MARK



BLACK MARK



WHITE MARK

Icons
Avatars
Favicons

ACCENT TREATMENT



YELLOW LOCKUP



YELLOW MARK

DEFAULT	monochrome
MARK	compact placements
ACCENT	#E8E800

CLEAR SPACE 1X / lockup 120 px / mark 24 px

Visual identity

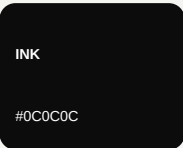
ONE-PAGE REFERENCE / OCT 2026

01 / COLOR



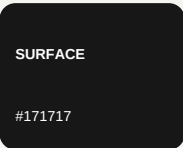
SIGNAL

#E8E800



INK

#0C0C0C



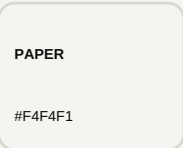
SURFACE

#171717



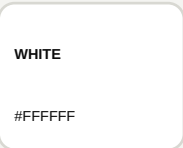
CHARCOAL

#222222



PAPER

#F4F4F1



WHITE

#FFFFFF

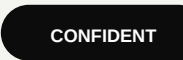
02 / TYPE

Aa Helvetica
Bold / Medium / Regular

03 / TONE



PRECISE



CONFIDENT



VISUAL



TECHNICAL

04 / IMAGERY

SUBJECT	identity, likeness, creative outcomes
STYLE	cinematic, human, high contrast
CROP	large and deliberate
BACKGROUND	dark or neutral
ACCENT	single use of Signal yellow

05 / COMPOSITION

High contrast
Generous space
One signal accent