Wordmark and icon

The wordmark is the name, drawn in lowercase. It leads wherever there is room: headers, covers, signage.

The icon mark is the *cí* from the wordmark, standing on its own, for anything square or small: avatars, favicons, stamps.

Always use the supplied artwork; never retype the name.





Colour versions

One colour per mark: oxide on light grounds, parchment on dark ones, parchment on madder. Never two colours at once.









Primary

Black, white, parchment and madder. The bar below is the proportion: grounds carry the page, madder is the one accent.

Oxide

#131210
rgb(19 18 16)
oklch(18.3% 0.004 84.6)

The one black. Blackened alloy; the dark ground.

White

#FFFFFF
rgb(255 255 255)
oklch(100.0% 0.000 0)

The one white. Paper, screens, the studio.

Parchment

#F0EBE7
rgb(240 235 231)
oklch(94.3% 0.008 61.4)

Undyed cloth; the warm light ground.

Madder

#512026
rgb(81 32 38)
oklch(31.7% 0.074 14.7)

The signature. Actions and the live badge.



Hierarchy

Every size sits on a 4 px grid. Hero and display are Averia Serif Libre; everything else is Accio Sans. Sizes, weights and faces are tokens: copy them from the Tokens page, never by eye.

Hero · Averia 64 / 400

Craft, extended

Section · Sans 32 / 400

Upcoming events

Title · Sans 24 / 300

A weekend in Bidar, with the inlay workshops

Body · Sans 16 / 350

Two days with the people who make the alloy, the inlay and the tools – and an evening building something new with what we learnt.

Label · Sans 12 / 480

EVENT ARCHIVE