



PIPGLYPH

BRAND GUIDELINES

Precision tools for legendary ideas.

THE MARK — THE ASTRAL ROSE

A compass rose become astrolabe. The graduation ticks are the craft of measurement — a maker's calibrated instrument, not a mystic's prop. The violet sphere riding the ring is a plane in orbit: the walk between worlds. The three-star wake trailing behind it is what every journey leaves glowing. And at the heart, a cut gem — the idea, held steady.

The palette is the table it sits on: deep navy for the night, gold for what's crafted, violet for what's conjured.

LOGO SYSTEM

ONE ROSE, FOUR ELEVATIONS



DEEP SEAL

site header, section seals



LEVITANT

hero moments, empty states



MEDALLION

avatars, social profiles



SIGIL PLAQUE

app + manifest icons

CORE VARIANTS



FLAT

OG images, favicons



MONO WHITE

single-ink on dark



MONO BLACK

single-ink on light

RULES

Clear space: keep at least 25% of the mark's width clear on all sides.

Minimum size: 16 px for the flat mark; 24 px for bordered treatments; relief effects are for 32 px and up. Below that, favicons use the compact flat variant (no ticks, no wake).

Don't: recolor, rotate, outline, stretch, or add effects beyond the provided treatments.

Don't: set the wordmark in any face but Cinzel, or rebuild it — use the outlined SVG.

Prefer the medallion or plaque on backgrounds we don't control.

COLOR

NIGHT, GOLD, AND VIOLET

GOLD #d8b26e brand accent · oklch(0.78 0.09 84)	GOLD LIGHT #ecca8a gradient stop	GOLD DEEP #b8904a gradient stop	PURPLE #8e72c9 bright accent · oklch(0.7 0.11 300)
PURPLE DEEP #6b4d9a primary · oklch(0.5 0.13 300)	NAVY #0d1320 background · oklch(0.18 0.03 262)	SURFACE #1a2030 cards · oklch(0.23 0.03 262)	FOREGROUND #f2f3f5 text on dark

MANA PALETTE (WUBRG)



Derived from the site's --color-mana-* tokens; used for pips, identity strips, and OG art.

TYPOGRAPHY

CINZEL SEMIBOLD

Display — headings and the wordmark. No true lowercase; lowercase renders as small caps. Wordmark ships outlined.

Geist

Body & UI — via next/font. (Shown here as Helvetica.)

VOICE & NAMING

The name is "PipGlyph" — one word, capital P and G. Tagline: "Precision tools for legendary ideas." The voice is a craftsman's: precise, warm, a little arcane; never campy.

LEGAL

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