

ChrnAI | Logo and brand guide

Working guidelines · 28 September 2026

A practical reference for using the original C-and-dot mark across light and dark surfaces. This is a design guide for review, not a claim of legal trademark clearance.



01 / Source and wordmark

The C-and-dot mark is taken from the original logo image supplied by the founder. Do not redraw its geometry, move the dot, add a second dot, rotate it, stretch it or apply a new gradient. Pair the mark with “hrnAI” to form ChrnAI when a full wordmark is needed. Keep the image and lettering aligned on the same visual baseline. The downloaded mark is a transparent PNG, not an SVG.

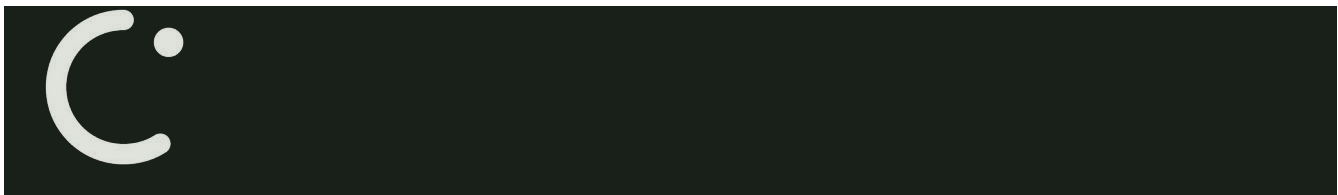
02 / Light and dark

On pale backgrounds, use the dark-ink mark. On dark backgrounds, use the light mark. The source black mark is also included for reference. The two usage variants recolor only the original opaque shape; the silhouette and dot placement remain unchanged.

Light-surface mark



Dark-surface mark



03 / Theme and dot variants

Three C treatments use the same founder-supplied silhouette: ink for light surfaces, light for dark surfaces, and lime for a neon accent. Each is supplied with seven independently recolored dot options: yellow, orange, green, red, grey, black and white. These are exploratory combinations, not a blanket approval of every foreground/background contrast pairing. Choose the version whose C and dot both remain visible at the final size.

Download naming: chrnai-c-[light|dark|neon]-dot-[color].png. The package contains all 21 combinations as transparent PNG files, plus the original and two single-tone marks.

04 / Palette

Role	Hex	Use
Ink	#121612	Type and marks on light
Dark	#182019	Dark surface
Lime	#C8F318	Accent, not a logo fill
Paper	#F3F4EC	Light surface
Muted	#4F5C4E	Supporting type

These values come from the current ChrnAI site stylesheet. Keep sufficient contrast when colors meet; avoid small lime text on pale surfaces.

05 / Type

Use Manrope for headings and DM Sans for body copy and interface labels, matching the current site. If unavailable in an Office document, Aptos Display and Aptos are fallbacks, not substitutes for web use. Keep headlines short and body text direct.

06 / Placement and care

- Leave at least the width of the dot as clear space around the standalone mark.
- Use a size at which the dot remains separate and legible; test each final export at actual size.
- Use a transparent logo file on a solid or quiet background. Do not place it over a busy photograph.
- Do not crop or warp the mark, or turn the site animation into a fixed logo variant. Use the supplied dot-color files rather than repainting by hand.

07 / File set

The branding page supplies the editable Word guide, editable PowerPoint overview and transparent original/light/dark PNG marks. Raster source resolution is limited; request an approved high-resolution original if a large-format print or production vector is needed. Do not trace the rejected vector recreation.