

The original C. A consistent system.

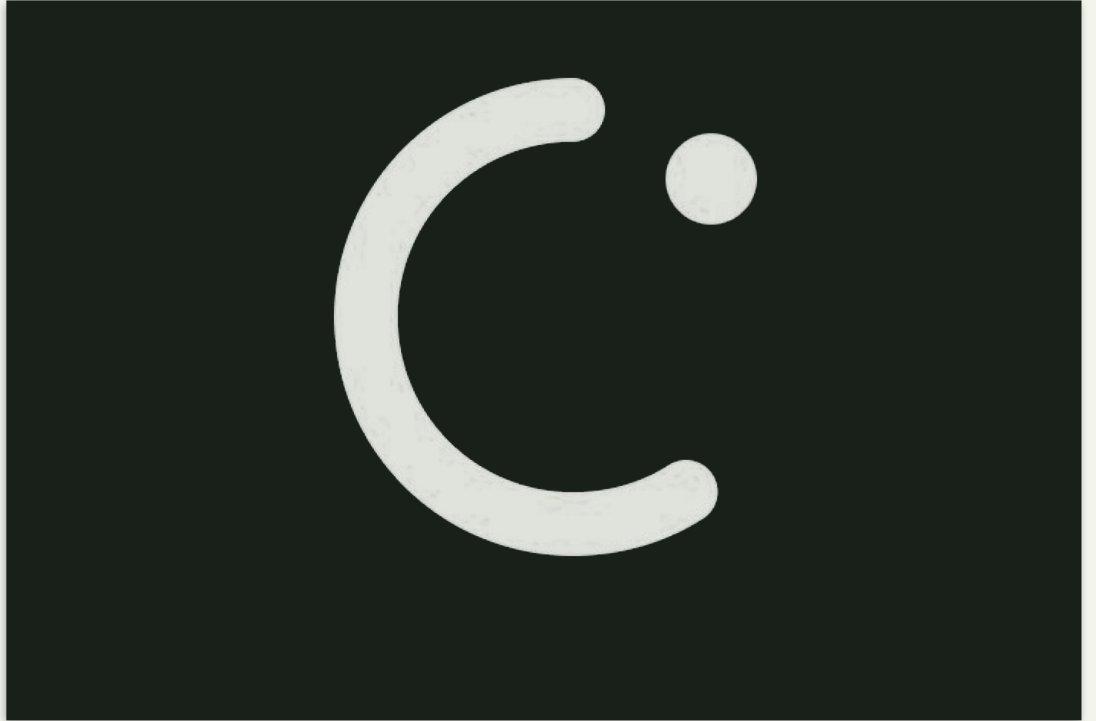


Keep the original C and dot.
Pair with hrnAI for the wordmark.

Two surfaces. One silhouette.

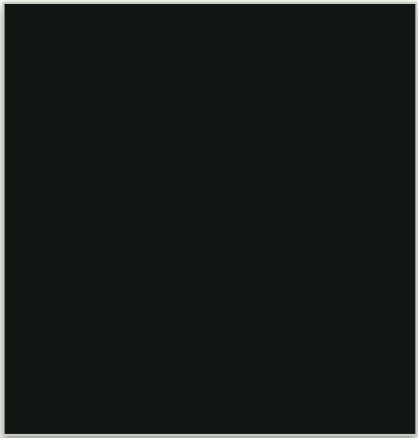


Light surface / dark ink



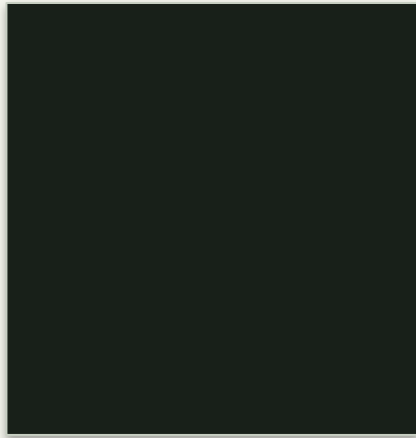
Dark surface / light mark

The color palette



Ink

#121612



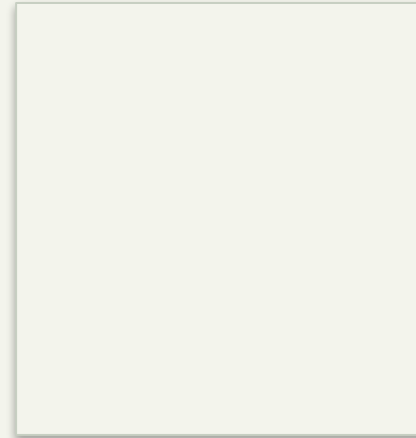
Dark

#182019



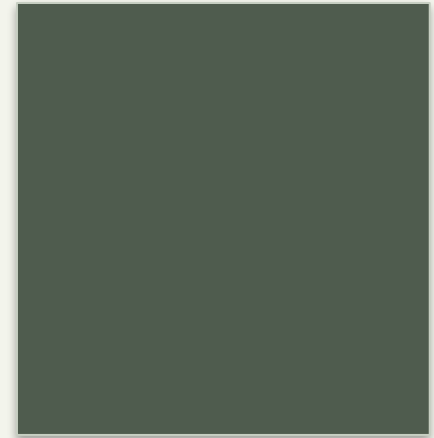
Lime

#C8F318



Paper

#F3F4EC



Muted

#4F5C4E

Theme and dot combinations

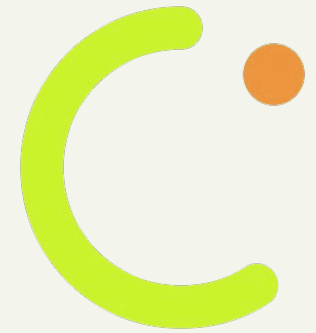
21 transparent PNG files · three C treatments × seven dot colors



Light C · dot options



Dark C · dot options



Neon C · dot options

Yellow · Orange · Green · Red · Grey · Black · White | Check final contrast.

Type and hierarchy

Manrope / headlines and display

DM Sans / paragraphs, labels and UI

Short headings. Direct body copy. Clear contrast.

Use the mark with care

- 01 Keep the dot attached to its original position.
- 02 Do not trace, stretch, crop, rotate or add gradients.
- 03 Leave breathing room. Test small and large output sizes.
- 04 Static brand files do not include the website pulse.

Files and limits

Transparent original + 21 theme/dot combination PNG marks

Editable Word guide + editable PowerPoint overview

Source is raster. Large print or vector output needs an approved master. Do not trace it.