

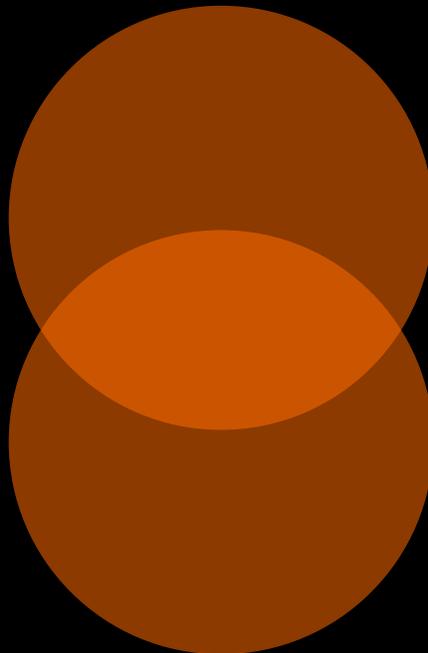
SPECULAR

BRAND IDENTITY GUIDELINES

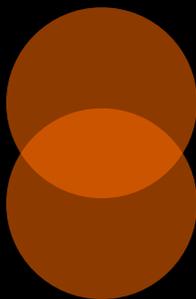
01

Logomark

The Specular logomark is built from two identical circles in deep vertical overlap — each at 55% opacity. Where they intersect, the opacities compound to near-full intensity, creating a bright core zone. The two-circle origin is visible at large sizes; at small sizes it reads as a unified, warm oval. The compound zone is the brand signature — two inputs creating something greater at their intersection.



PRIMARY MARK

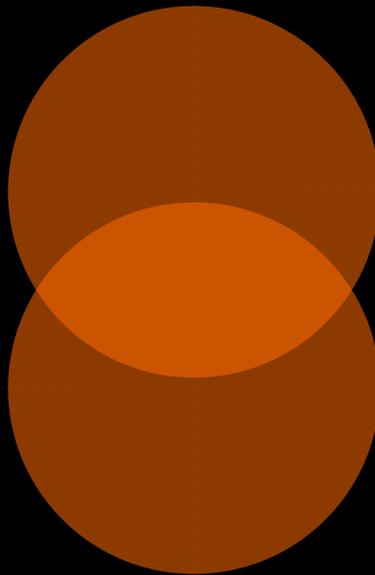


SPECULAR

HORIZONTAL LOCKUP

Construction

The mark is defined by precise mathematical relationships. Two circles of equal radius, centered on the same vertical axis, separated by slightly more than one radius. This produces approximately 60% shared area.



GEOMETRY

Two identical circles, vertically aligned

OVERLAP

~60% shared area

CIRCLE OPACITY

55% each

COMPOUND ZONE

~80% apparent (additive)

ASPECT RATIO

8 : 11 (width : height)

VIEWBOX

0 0 80 110

TOP CIRCLE

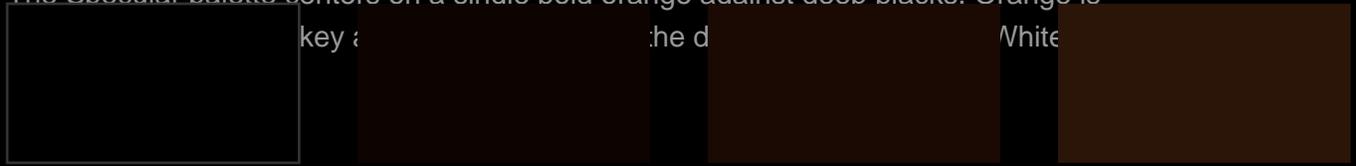
cx=40 cy=36 r=34

BOTTOM CIRCLE

cx=40 cy=72 r=34

Color Palette

The Specular palette centers on a single bold orange against deep blacks. Orange is



Void Black

#000000

RGB 0, 0, 0

Primary background

Eclipse Dark

#0D0402

RGB 13, 4, 2

Elevated surface

Ember Surface

#1A0A03

RGB 26, 10, 3

Card / panel bg

Burnt Umber

#2A1508

RGB 42, 21, 8

Borders, dividers



Specular Orange

#FF6A00

RGB 255, 106, 0

Primary accent



Corona

#FF8C00

RGB 255, 140, 0

Gradient midpoint



Flare Warm

#FFA033

RGB 255, 160, 51

Gradient highlight



Pure White

#FFFFFF

RGB 255, 255, 255

Primary text

Primary usage: Void Black as dominant background. Specular Orange for accents and interactive elements. White for primary text. Corona and Flare Warm in gradients only.

04

Typography

Specular uses a two-family type system: Outfit (geometric sans-serif) for display and body text, and a monospace face for code, data, and technical elements.

PRIMARY — DISPLAY SANS (OUTFIT)

SPECULAR

Credit Infrastructure For AI Agents

LIGHT **Specular**

REGULAR **Specular**

BOLD **Specular**

SECONDARY — MONOSPACE

`in code we trust`

`0xbd82...31fb · AgentRegistry · Rep: 847`

05

Brand Language

Approved taglines and messaging hierarchy for all Specular communications.

PRIMARY TAGLINE

Where Capital Meets Autonomy

DESCRIPTOR

Credit Infrastructure For AI Agents

MOTTO

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BRAND VOICE

Precise

Every word matters. Technical language used accurately, no filler.

Autonomous

We speak as builders to builders. No hype or unquantifiable claims.

Dark-Minimal

Space, silence, punctuation. Orange as accent, never decoration.

Trust-Native

Verifiable, programmable, quantified — core vocabulary.

Usage Guidelines

Protect the integrity of the Specular mark. Follow these rules across all touchpoints.

✓ DO

- Use the logomark on dark backgrounds with sufficient contrast
- Maintain clear space around the mark equal to 1× circle radius
- Use the horizontal lockup for headers, documents, and web
- Pair with Specular Orange (#FF6A00) accents only
- Use single-color outline version for embroidery and screen print

✗ DON'T

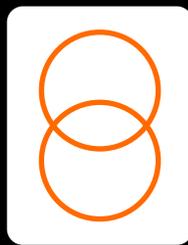
- Don't place on busy, multicolored, or light-patterned backgrounds
- Don't rotate, stretch, or distort the logomark
- Don't change the logomark colors or apply color overlays
- Don't add drop shadows, outlines, or 3D effects
- Don't reproduce smaller than 24px (digital) or 8mm (print)

SINGLE-COLOR VERSIONS — PRINT & MERCH

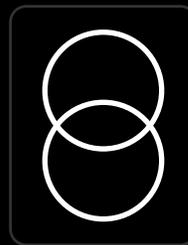
When opacity/transparency is not available, use the outline version.



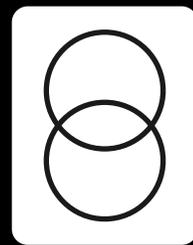
Orange on Dark



Orange on Light



White on Dark



Black on Light

MINIMUM SIZES

Digital: 24px minimum · Print: 8mm minimum · Below 20px: use outline variant

07

Asset Index

All deliverables included with this brand kit.

Logomark Icon PNG — 1024×1024, 512×512

`specular-icon-1024.png`

Logomark Icon Transparent — 1024×1024, 512×512

`specular-icon-1024-transparent.png`

Horizontal Lockup PNG — 1497×560

`specular-wordmark.png`

X Profile Image — 400×400

`specular-x-profile.png`

X Banner — 1500×500

`specular-x-banner.png`

Social Avatar (circular) — 400×400

`specular-social-avatar.png`

Favicon ICO — Multi-size

`favicon.ico`

Apple Touch Icon — 180×180

`apple-touch-icon.png`

Brand Kit PDF — This document

`specular-brand-kit.pdf`

Brand Sheet HTML — Interactive spec

`specular-brand-sheet.html`

SVG SOURCE

```
<!-- Specular Mark - Primary -->
<svg viewBox="0 0 80 110">
  <circle cx="40" cy="36" r="34" fill="#FF6A00" opacity=".55" />
  <circle cx="40" cy="72" r="34" fill="#FF6A00" opacity=".55" />
</svg>
```

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