

insigle

From prompt to proof.

The brand layer for the agent web.

Brutalist concrete facade — Osman Rana · CC0, Wikimedia Commons. Indigo duotone.



THE IDEA

A prompt that resolves into a word.

insigle = *sigle* (a mark) + *insigne* (a badge). The logo **:l** is a terminal prompt (**:**) and a living cursor (**l**); the prompt resolves into the word, the dots become the dots of the **i**'s.

That is the product: agent attention turned into brand presence that is legible, controllable, and [provable](#). Nothing magic, nothing wasted.

:l insigle

The reveal: the prompt **:l** appears, the cursor goes live, the two dots fly up to dot the **i**'s, then the word settles mono. Motion assets — `mark-live.svg` · `wordmark-live.svg` · `mark-loading.svg`. Electric indigo is motion-only; the static logo is never coloured.

VISUAL WORLD

Evidence, not atmosphere.

Imagery is operational proof or a chapter marker — never decoration. One image per spread, full-bleed, in a single indigo **duotone** so every source reads as one material world. Built structure and circulation — the system that routes agent demand, never a mood.

CROPS, ONE MOTIF

16:5 BAND

4:5 PANEL

16:3 STRIP

DUOTONE — INK → PAPER



Muziekgebouw aan 't IJ, Amsterdam — CC0 (Fons Heijnsbroek). CC0 / public-domain sources · see image-register.md.

Mono at rest. Electric only in motion.

The `:l` is the only proprietary mark — a colon prompt centred on a cursor. Always the official files below, never a redrawn shape. Static = monochrome (ink on light, paper on dark — see the two tiles); the electric indigo appears only while the mark is alive.

The logo consists of a colon followed by a vertical bar, rendered in a monochrome ink style.

mark-ink.svg

The logo consists of a colon followed by a vertical bar, rendered in a monochrome ink style, suitable for use as a favicon.

favicon.svg

The logo consists of a colon followed by a vertical bar, rendered in a monochrome ink style, enclosed within a light blue rounded square tile.

icon-tile-light.svg

The logo consists of a colon followed by a vertical bar, rendered in a monochrome ink style, enclosed within a dark blue rounded square tile.

icon-tile-dark.svg

The logo is the word "insigle" in a monochrome, sans-serif typeface.

wordmark-mono.svg

Do — use the canonical files from `../logo/`. Don't — redraw the `:l`, round the ends, or colour the wordmark. Motion variants: `mark-live.svg` / `wordmark-live.svg`.

In product navigation: the expanded rail shows the full **insigle** wordmark; collapsed, it reduces to the `:l` mark — the wordmark resolving back to its cursor (the reveal, in reverse).

COLOUR

Quiet greys. One UI accent. Electric only in motion.

Two indigos, two jobs. --brand-electric is a **brand / motion constant** — logo, reveal, export — never a UI colour. The **UI accent** (de-neoned) is the semantic signal for active / focus / selection. ~95% of every surface stays indigo-tinted near-monochrome; components consume semantic tokens, never raw hex. Authoritative hex: `PALETTE.generated.md`.

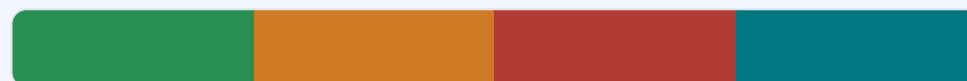
BRAND CONSTANTS (LOGO / MOTION / EXPORT)



ACCENT RAMP (UI)



STATUS TOKENS





THE SYSTEM

**Editorial inventory becomes an
addressable, accountable surface.**

Concrete columns, Oosterdokseiland, Amsterdam — CC0 (Fons Heijnsbroek).

Inter speaks. Space Grotesk **signs**.

Type

Inter — all UI, body, headings. **Space Grotesk** — wordmark lockup only. **Geist Mono** — code, IDs, tabular figures.

Icons

IconPark outline (48-grid, stroke 3.2, `currentColor`). Never for `:l` / wordmark. Map: `iconpark-mapping-spec.md`.

Motion

Productive 80/120/180ms, no bounce. Expressive reserved for the logo reveal. `prefers-reduced-motion` respected.

The one smile lives in the reveal, the loader, a rare empty state — never smileys in controls, a mascot, or `:l` as a gimmick in every component.

Decks — two themes, one system: **Light Primary** (client handoff) · **Dark**

Secondary (premium). 1920×1080; eyebrow neutral UPPERCASE; one accent per slide (light / dark); chrome = Confidential + source (mono) + `:l` & page (cover unnumbered → 01–06); duotone imagery (light-duo / dark-duo + scrim); 7-day stacked chart, table figures in Inter. Spec: `orchestration/deck-style-model.md`.

KEEPS IT SERIOUS

DON'T

- gradient backgrounds; orbs, bokeh, glassmorphism, "AI sparkle".
- cards everywhere to fill; neural-net illustration.
- emojis in controls; Space Grotesk as UI font; #3B30E8 in static chrome.
- a deck hue as a UI state; unsourced big numbers.

BUILD & HANDOFF

- Truth = spec.json → build_tokens.py → tokens.css/json / PALETTE.generated.md.
- Logos = ../logo/; imagery register = assets/images/image-register.md (CC0 / public-domain only).
- Figma: Primitive / Semantic (light+dark) / Brand + components + deck masters.
- QA before delivery: all 42/42 contrast pairs pass (light + dark); the electric indigo stays in motion/logo only; screenshot both themes.