



BRAND GUIDELINES

July 2026

Calm under real traffic.

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Brand Essence

```
$ cat brand.essence.toml
```

Ferron is fast because it's predictable, not because it shouts about speed. Everything in this guide should read the same way: precise, quiet, legible under pressure.

Personality — the Expert Architect

If Ferron were a person on your incident call, they'd be the one who already knows what's wrong and says so in one sentence.

- Calm — never reaches for urgency to feel important.
- Direct — no hidden surprises, no marketing hedge-words.
- Precise — compact and purposeful, like the config it produces.
- Empowering — gives clear signals and gets out of the way.

Voice & tone

Outcome first, mechanism second. No adjective should be doing the work that a fact could do instead.

AVOID	FERRON
Blazing-fast, next-generation performance that crushes the competition.	Consistent latency under load — the benchmarks and methodology are public.
Our revolutionary observability engine gives you unprecedented visibility.	Every dropped request has a trace ID, in the log line and the response header.
Don't worry — Ferron handles everything automatically behind the scenes.	TLS renews on its own. If it can't, it tells you why before the cert expires.

Logo & Icon

\$ cat brand.mark

Three settling strokes and a teal accent bar resolve into the gate stroke of the F — concurrent threads arriving, calmly, at one steady output.

Primary lockup

The icon sits left of the wordmark, set in IBM Plex Sans SemiBold, capital letters, tight tracking. Dark mode is the default context — lead with it in decks, docs, and the website.



Variants



Use the dark-mode lockup on dark or photographic backgrounds, light-mode on white or Fog surfaces, and monochrome only where a single flat ink is required — merchandise, engraving, single-color print, watermarks.

Icon alone



The icon alone stands in for favicons, app icons, avatars, and any space too small for the wordmark to stay legible. Never crop or simplify it further than the source file — use icon.svg as provided.

Clearspace & minimum size

- Clearspace on every side $\geq$ the height of the icon's teal accent bar. Nothing else — text, rules, other logos — enters that margin.
- Minimum digital size: 20px icon-only, 96px wide for the full lockup.
- Minimum print size: 8mm icon-only, 30mm wide for the full lockup.

Misuse

The mark's calm only reads if it's left alone. Don't add motion, color, or distortion it didn't ask for.



Don't rotate or flip



Don't recolor or gradient



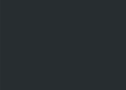
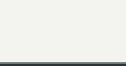
Don't stretch or squash

Color System

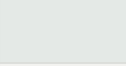
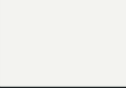
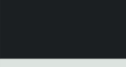
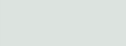
```
$ cat brand.tokens.color
```

One accent, two modes. Dark mode is primary — design and QA dark first, then verify the light-mode mapping reads correctly.

Dark mode (primary)

	Token	Hex	Usage
	Primary	#3E8E86	Links, focus states, active icons, the settled thread in the mark. The one accent — use it deliberately.
	Secondary	#272D30	Content surfaces: cards, panels, table rows, code blocks.
	Background	#14171A	Page canvas. Also the fill behind the dotted ambient pattern.
	Foreground	#F3F3F0	Primary text and iconography on dark surfaces.
	Accent	#2C3337	Borders, dividers, and the dot pattern — structure, not color.

Light mode

	Token	Hex	Usage
	Primary	#3E8E86	Same role, same hex, in both modes — Ferron's teal doesn't shift.
	Secondary	#E4E9E6	Content surfaces: cards, panels, table rows.
	Background	#F3F3F0	Page canvas. A cool, quiet paper — not warm cream.
	Foreground	#1B1F22	Primary text and iconography on light surfaces.
	Accent	#DCE3DF	Borders, dividers, and the dot pattern.

Usage notes

- Primary is reserved for things you can act on — a link, a focused field, a running process. It should never appear as plain decoration.
- Secondary and Accent are structural, not decorative: they build surfaces and separate content, they don't compete with Primary for attention.
- Foreground on Background should be the default pairing for body text in both modes; avoid placing Foreground text directly on Primary except in small, high-contrast labels.

Typography

`$ cat brand.tokens.type`

One family, two grades. IBM Plex was designed for engineering clarity, which mirrors Ferron's own bet — the config file is a UI.

IBM Plex Sans — display & body

- Headings: Bold (700) or SemiBold (600). Body: Regular (400). Avoid Light and Thin weights below 16px.
- No italics. Ferron doesn't editorialize — emphasis is carried by weight or by Primary color, not slant.
- Sentence case everywhere except the wordmark itself and short UI labels.

IBM Plex Mono — utility & data

- Config keys, trace IDs, hex values, file paths, terminal and log output, table headers in data-dense contexts.
- Set utility mono slightly smaller than adjacent sans body text (roughly 90–95% of the sans size) so it reads as data, not as a heading.

Type scale

Token values below are design px, shown at proportional weight — not literal print point sizes.

54px **32px** **24px** **18px** 13px — mono, caps, tracked

Iconography

\$ cat brand.icons

Remix Icon is the system icon set. Its line weight matches Plex's own restraint, and its grid keeps icons calm next to mono data.

Style

- Default to the Line style throughout — outlined, 2px stroke at 24px, consistent with the border-line language used across surfaces.
- Reserve the Fill style for a single active or selected state per view (a selected nav item, a toggled setting) — never for two icons at once.
- Icon color follows text color: Foreground for default state, Primary for interactive/active state, Secondary text tone for disabled state.

Sizing

- 24px — inline with body text and buttons
- 20px — dense UI: table rows, list items, status rows
- 16px — inline within mono data (trace/log annotations)
- Keep a minimum 4px gap between an icon and adjacent text at all sizes.

Surfaces & Structure

```
$ cat brand.surfaces
```

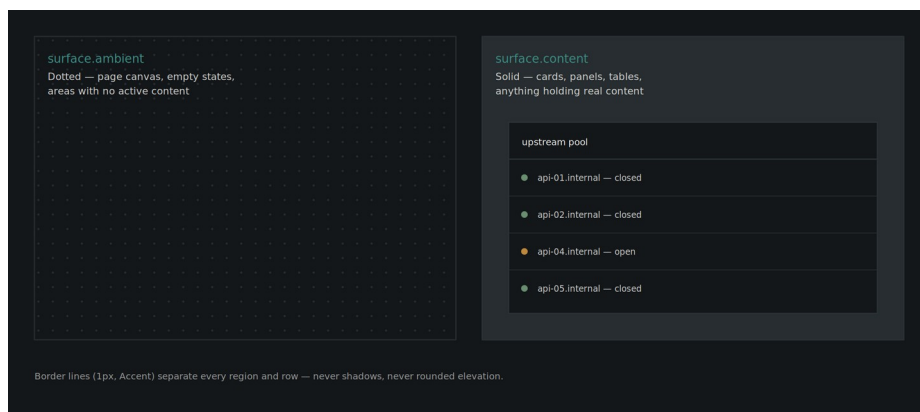
Two backgrounds, one rule for dividing them: a line, never a shadow.

Border lines

Every region, row, and panel is separated with a 1px border in the Accent token — not with drop shadows, elevation, or rounded soft edges. It's a quieter, more precise device, and it matches the hairline rules already used in the config-file mental model.

Solid vs. dotted background

- Solid Secondary fill — content surfaces that hold real information: cards, panels, tables, code blocks.
- Dotted pattern on Background — ambient space with no active content: page canvas, empty states, section backdrops. The dots use the Accent token at low density; they should read as texture, not as data.



Reference mockup — dark mode, showing dotted ambient space beside a solid-surface panel with border-line row separators and status dots.

Asset Manifest

```
$ ls brand/assets
```

Four source files. Use them as provided — don't regenerate or trace the mark from a raster export.

File	Contains	Use when
logo.svg	Full lockup, graphite wordmark	Light backgrounds — docs, print, light-mode UI.
logodark.svg	Full lockup, light wordmark	Dark backgrounds — default context, site, decks, product.
logomono.svg	Full lockup, single ink	One-color print, engraving, watermarks, merchandise.
icon.svg	Icon only, full color	Favicons, app icons, avatars, and any space too small for the wordmark.