

01 / IDENTITY

A diamond. A spark. A clear signature.

The original mark and outlined lettering, organized as a reusable identity system.



Preserved core

Original diamond facets and sparkle.
Original wordmark paths; no font dependency.
Source gold: #EEAF00. Black and white.

Extended system

Horizontal, stacked and standalone wordmark.
Complete, compact and sparkle-only symbols.
Primary, monochrome and heritage treatments.

02 / LOGO SYSTEM

The right lockup for each space.

Primary light and dark variants lead the system. Monochrome supports one-color applications.



Primary / light



Primary / dark



Stacked / light



Monochrome / black



Monochrome / white



Wordmark / gold

Heritage is an optional muted-gold treatment (#B8860B), separate from the original primary gold.

03 / COLOR & TYPE

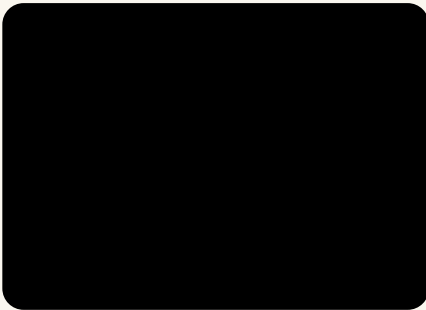
Gold as an accent. Ink for clarity.

Gold, black and white are original. Ink, cream and supporting shades are new extensions.



Gold

#EEAF00



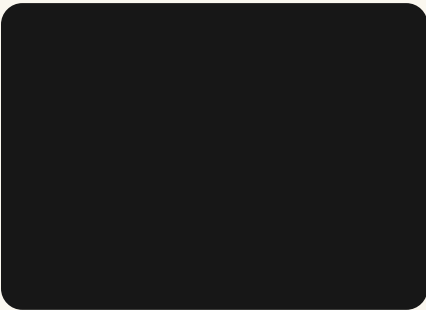
Black

#000000



White

#FFFFFF



Ink

#171717

Cream

#FAF7EF

Product typography

Use a system sans-serif for app and website text.
Suggested weights: 400 body / 600 labels / 700 titles.
Logo lettering stays as supplied outlined paths.
The original source font has not been identified.

Color pairings

Black on brand gold: 10.77:1
White on ink: 17.93:1
Gold on white: 1.95:1
Dark gold on white: 5.33:1

Use dark gold (#8A6500) for small text on white.

04 / APP & ICON ASSETS

One mark across every surface.

Square masters for app use; circular avatars and rounded previews for brand presentations.



Dark



Light



Gold



Cream

Platform handoff

iOS: three conventional AppIcon catalogs with opaque PNGs and Contents.json.

Android: legacy launcher PNGs, adaptive vector foreground/background, themed monochrome layer.

Web: SVG/ICO/PNG favicons, Apple touch icon, regular and maskable PWA icons.

The square masters have no baked rounding or outer shadows. Platform projects have not been compiled.

05 / USE & DELIVERY

Keep it consistent. Keep it legible.

Suggested usage rules for the new pack, with the originals preserved for reference.



Space and scale

Clear space: 1/4 of the diamond width.

Horizontal: suggested 155px minimum width.

Stacked: suggested 130px minimum width.

Complete symbol: 32px. Compact diamond: 16px.

Keep proportions, colors and paths consistent.

What is included

svg/ + png/ : logos, symbols, app icons and avatars

apps/ : iOS catalogs and Android resources

web/ : favicon, touch icon and PWA package

branding/ : palette, CSS tokens and provenance

originals/ : unchanged user-supplied artwork

Open, inspect, integrate

Open index.html to browse and download variants.

README.md explains asset names and integration.

manifest.json / .csv list files, sizes and hashes.

SVG masters are scalable, font-independent paths.

PNG exports use the sRGB color profile.

Platform sources: [Android adaptive icons](#)

[Google Play icon specs](#)

[Apple asset catalogs](#)