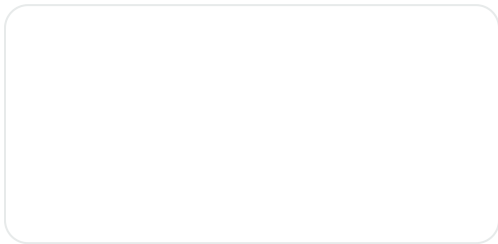
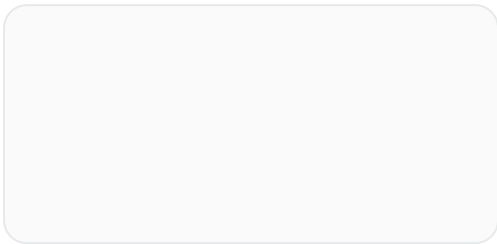


COLOR

# White ground. Ink voice. One teal moment.



#FFFFFF · GROUND  
Every page is pure white.



#FAFAFA · BAND  
Section tint on white pages.



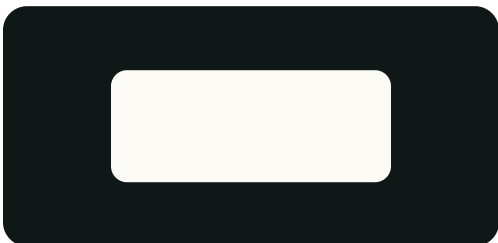
#0F1717 · INK  
Words, marks, dark surfaces.



#20808D · TEAL  
The dot. The single accent.



#2FA3B3 · #4FB8C5 · #7FD4DE · RAMP  
Data and waveforms only. Never headlines, never chrome.



#FBFAF4 · CREAM  
Lives only inside dark surfaces.



#FF6B35 · REC  
Recording states. Nothing else.

Pages are never cream. Teal appears once per view. The ramp stays inside charts and waveforms.  
Orange means recording and nothing else.

TYPE

Aa

**Fraunces**

EDITORIAL · WEBSITE, PRINT

Speech becomes text. The sentence ends where  
you stop.

SEMIBOLD 600 · BOLD 700

Aa

**JetBrains Mono**

PRODUCT · CLI, APP CHROME

```
$ rekody history -i
```

BOLD 700 · MEDIUM 500

SURFACE MAP

# Every surface gets one mark.



R. TAKES

|            |                  |
|------------|------------------|
| App icon   | DOCK + LAUNCHPAD |
| Favicon    | 16 PX FLOOR      |
| Avatars    | SOCIAL PROFILES  |
| The pill   | LISTENING DOT    |
| Watermarks | DEMO CORNERS     |



TAKES

|                    |                 |
|--------------------|-----------------|
| CLI masthead       | TERMINAL        |
| Site nav + footer  | rekody.com      |
| Docs logo          | docs.rekody.com |
| About + onboarding | MAC APP         |
| DMG window         | INSTALL         |
| OG image corner    | SHARE CARDS     |
| Email signature    | hi@rekody.com   |
| Video end frame    | SIGN-OFF        |

● COPY RULES

## Write like the product.

|    |                                  |                                                                                                                                                                       |
|----|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01 | <b>Sentences end.</b>            | Short declaratives. Each one closes with a period.                                                                                                                    |
| 02 | <b>No em dashes. Ever.</b>       | Use the period, the comma, the colon. If a sentence needs an aside, write two sentences.                                                                              |
| 03 | <b>Capital R in prose.</b>       | Rekody takes a capital R in sentences. Lowercase belongs to the wordmark, commands, and URLs. <div><div>Rekody ships today.</div><div>brew install rekody</div></div> |
| 04 | <b>Claims are repo-verified.</b> | If the repo cannot prove it, the copy cannot say it.                                                                                                                  |

CONSTRUCTION

rekody.

THE WORD

Lowercase, always. Ink #0F1717 on light.  
Cream #FBFAF4 on dark.

THE PERIOD

Always teal #20808D. On strict monochrome  
surfaces it may match the word. Nowhere  
else.

TWO VOICES, ONE WORDMARK

Fraunces speaks on editorial surfaces: the website, print. JetBrains Mono bold  
speaks on product surfaces: the CLI, app chrome. The period stays teal in both.

FRAUNCES · ON LIGHT

rekody.

FRAUNCES · ON DARK

rekody.

JETBRAINS MONO BOLD · ON LIGHT

rekody.

JETBRAINS MONO BOLD · ON DARK

rekody.

CLEARSPACE

rekody.

Clearspace equals the height of the period, on all sides. Nothing enters it.

MINIMUM SIZES



16 PX

r. never sets below 16 px square.

rekody.

80 PX

rekody. never sets below 80 px wide.

● THE ONE-DOT RULE

## One view, one dot.

Never set both marks in one lockup or view region. Whichever mark is present owns  
the dot.

rekody.

DO One mark owns the view. Its dot is the only dot.



rekody.

NEVER Both marks together stutter. Two dots, one view. Never.

# The brand is a sentence. It ends.

Rekody turns speech into finished, punctuated text. The brand speaks the same way: short declaratives, closed with a period. You talk. It types. Nothing trails off.

● ONE DOT, TWO MARKS



#20808D

## The teal dot is the brand atom.

It is the period in both marks. It is the REC dot. It is the listening dot in the pill.  
Wherever the dot appears, it is teal, and it appears once.



### r. is the mark.

SQUARE + TINY SPACES

App icon. Favicon. Avatars. The pill. Watermarks. The swag chest.



### rekody. is the voice.

WIDE + HEADLINE SPACES

Mastheads. Site nav. Docs logo. Sign-offs. Video end frames.  
The swag back print.