

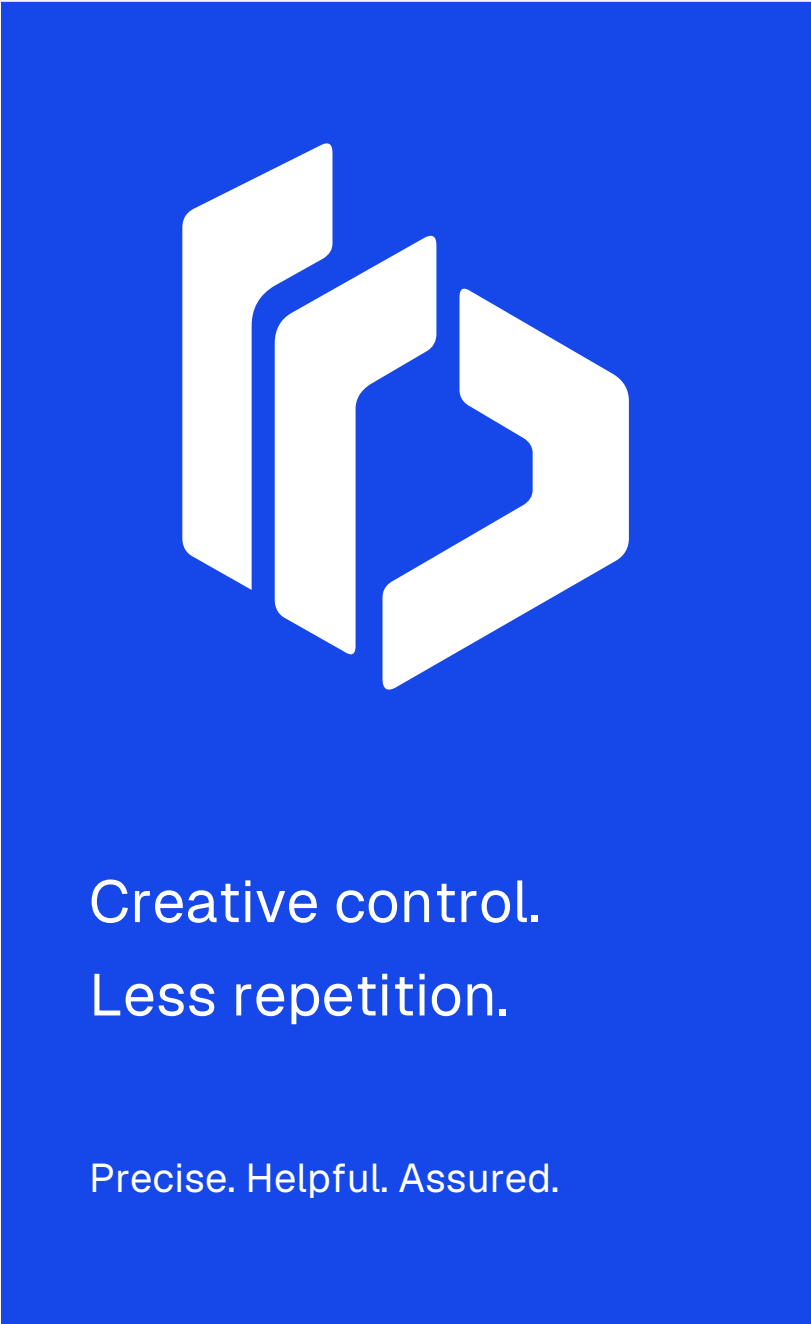


Make room
for the creative work.

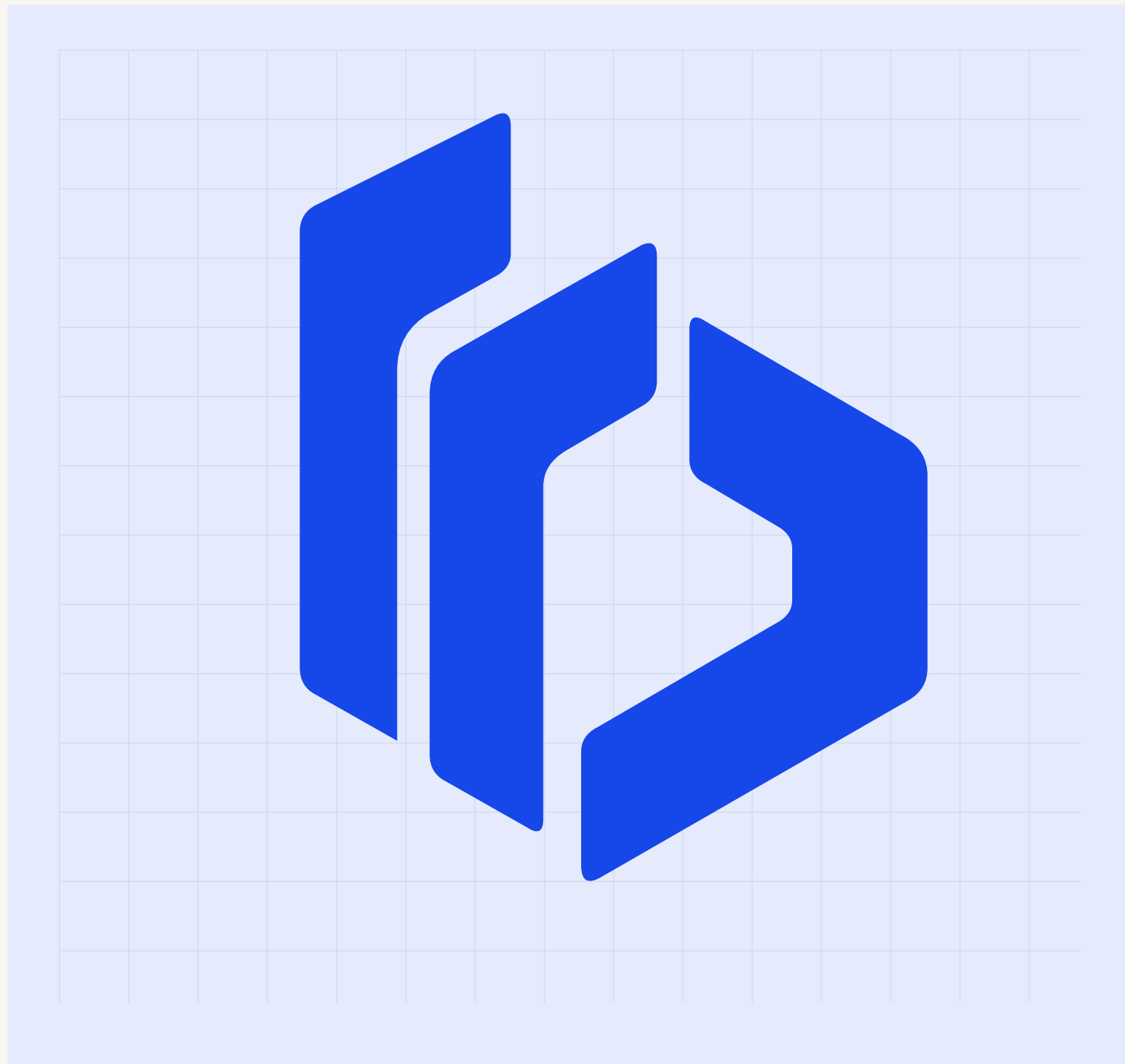
One source. A coherent brand.

Brandreforge helps designers speed up the branding process inside Illustrator, so more attention can go into the creative decisions that matter.

Purpose	Reduce repetitive production work.
Audience	Independent designers and branding studios.
Promise	A clearer path from artwork to brand system.



A system, taking shape.



01 / Three linked forms

A source becomes a family of related assets. Repetition carries the idea of a consistent brand system.

02 / An open lowercase b

The silhouette anchors the mark to Brandreforge without spelling out the entire name.

03 / Forward rhythm

Ascending edges suggest progress. Keep all three shapes and the space between them intact.

Use the right signature.



PRIMARY / Cobalt symbol + Ink wordmark



REVERSED / Dark or cobalt backgrounds



ONE COLOR / Restricted-color applications

Give the mark room to work.

Clear space is 1/4 of the symbol height (H) on every side of a standalone mark or complete lockup. This is separate from the file margin.

Minimum clear space = $H / 4$



Full lockup

160 px digital / 35 mm print

Standard symbol

24 px high / 6 mm print

Micro symbol

16-23 px digital only

Below 24 px use the supplied micro-mark. Never shrink the full wordmark into a favicon.

Cobalt leads. Space supports.

Cobalt #1647E8 RGB 22, 71, 232	Ink #10162F RGB 16, 22, 47	Paper #F8F6EF RGB 248, 246, 239	Mist #E5EBFC RGB 229, 235, 252
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Text pairings

Ink / Paper 16.49:1

White / Cobalt 6.77:1

Cobalt / Paper 6.26:1

Default to generous Paper surfaces, Ink text and focused Cobalt accents. Use Mist for quiet supporting areas. Print: convert these RGB masters using the printer's ICC profile and approve a physical proof.

Clear, capable, quietly distinctive.

Geist

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
0123456789 / & + () . , :

One versatile family keeps the product and the brand connected. Use weight and scale to create hierarchy.

Body line height: 1.5. Headings: 1.1-1.2. Avoid all-caps paragraphs. The supplied outlined logo is fixed artwork; do not recreate it by typing the name.

Make room for ideas.

Display / 48-80 px / 600

Your brand, in motion.

Heading / 24-40 px / 600

Set up your brand system.

Body / 16-18 px / 400

Generate guidelines

Controls / 14-16 px / 500

Built from the same rhythm.

One idea.
Every expression.



01 / Deliberate grids

Use an 8 px spacing unit. Align related elements and leave room between groups.

02 / Editorial scale

Large direct headings, compact labels, and restrained supporting copy.

03 / Echo the geometry

Enlarge the mark as a secondary motif. Keep a complete signature elsewhere.

Illustrative campaign application / editable applications supplied in templates/.

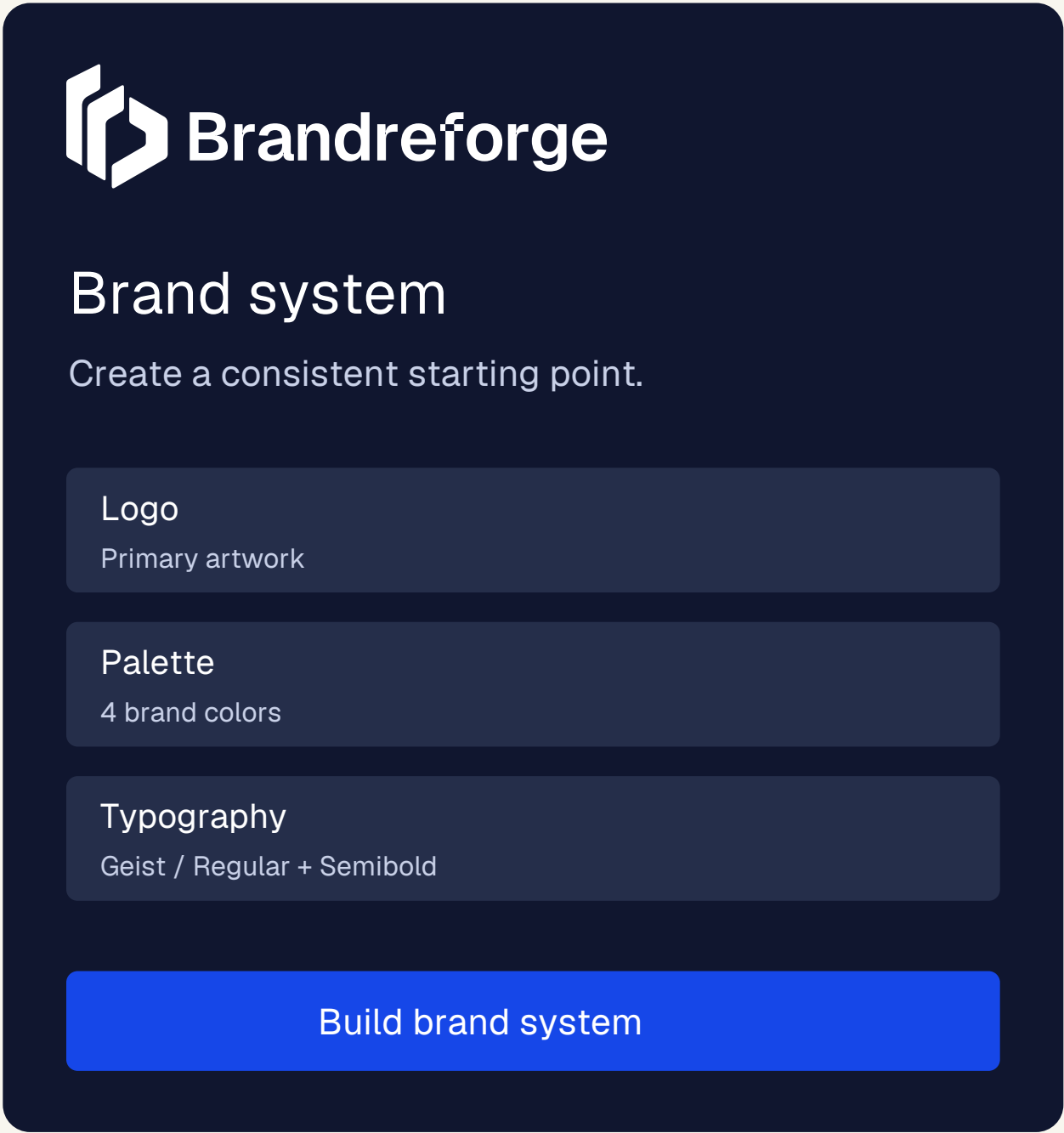
Sound like a designer's ally.

Lead with the task, show the next step, and explain the result. Be specific about what the app does. Speed is the benefit; creative control stays with the designer.

Positioning	The branding workflow companion for Illustrator.
Short promise	Less repetition. More room to create.
Primary action	Build your brand system
Progress message	Preparing your brand assets...
Helpful error	Choose a logo before generating the layout.

Avoid unsupported time-saving numbers, guaranteed results, and language implying Adobe endorsement.

A calm home for creative work.



App icon



Small-space signature



48 px



24 px

Use the reversed logo in dark product chrome. Keep Cobalt for primary actions and selected states; maintain readable labels and visible keyboard focus.

Illustrative interface only. These labels demonstrate the visual system and are not a claim of shipped functionality.

Consistency is the advantage.

01 Keep the proportions

Never stretch or skew the mark or wordmark.

02 Keep the three forms

Do not merge pieces, close gaps, or add shapes.

03 Keep the approved colors

Avoid gradients, shadows, glows and mixed-color pieces.

04 Keep it readable

Use the supplied light or dark version for contrast.

05 Keep the signature intact

Do not retype, rearrange or change the logo spacing.

06 Keep the name consistent

Write Brandreforge. Capital B; the remaining letters lowercase.

Ready to put to work.

A single source for the approved Brand Expansion direction.

logos/	Native AI master, outlined SVG, PNG and PDF lockups.
icons/	App icons, a small-size micro-mark and favicon.
templates/	Editable social card and presentation cover.
fonts/	Geist font files and the included SIL OFL license.
source/	Build script, design tokens and Illustrator swatches.
guide/	This guide and editable vector page artwork.

The native AI master was opened and saved in Illustrator 2026 (Beta). Logo letters are outlined; vector paths remain editable. Fonts are required only for new text. The original concept is retained as a reference.