THE POCKET COMPANY

Brand Identity Guidelines



Small steps.

Big moves.

Contents

One idea, and the few tools that carry it: a wordmark, four colours, one typeface and a dot.

Download logo files ↗

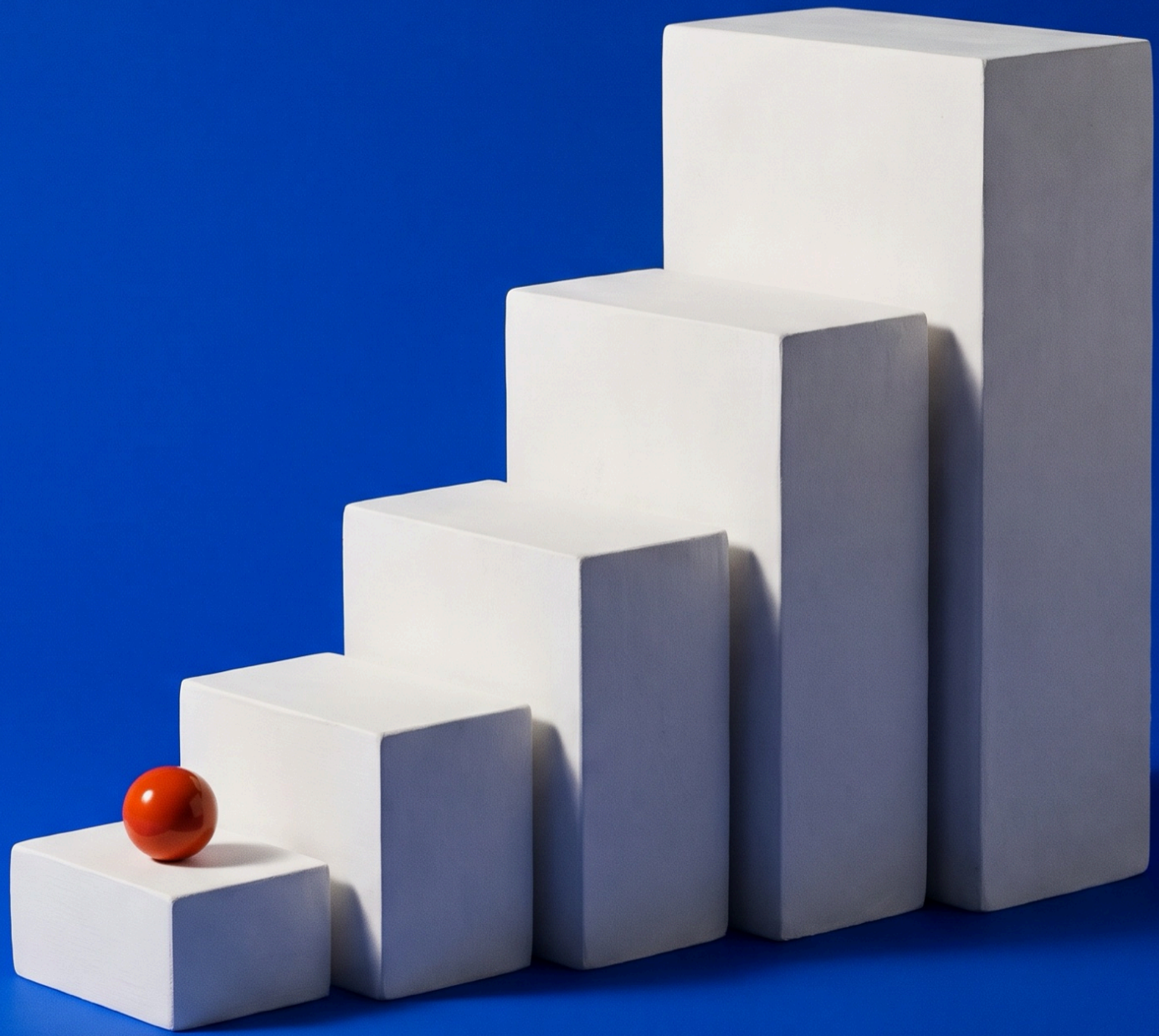
Guidelines PDF ↓

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CHAPTER 01

Brand

Small steps. Big moves. An entire company, started with one press.



Small steps. **Big moves.**

The small step is literal: you press start, and an operating system, its hardware and a five-agent team go to work. The symbol tells the same story in two shapes, read in order.

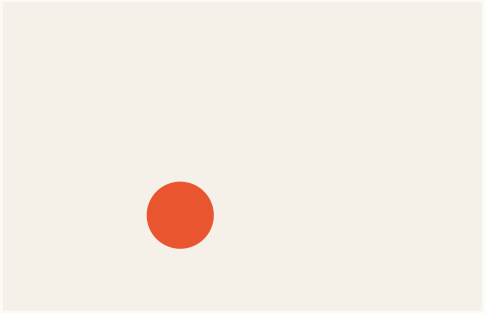


FIG. 1.1

A small step.

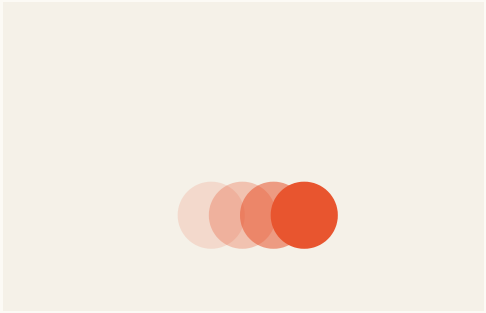


FIG. 1.2

It moves.



FIG. 1.3

Something big follows.

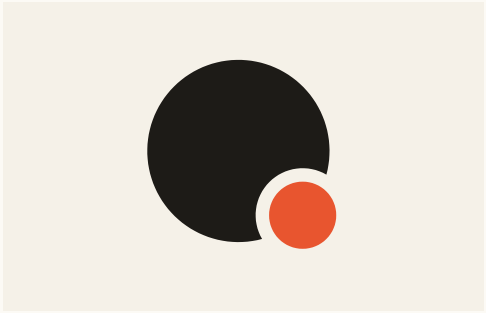


FIG. 1.4

The big one makes room. That shape is the symbol, and the O in POCKET.

CHAPTER 02

Logo

One wordmark. The symbol does not sit beside the name; it is the O inside it.

Download logo files ↗

SVG and PNG, full colour and one colour, on Google Drive.



FIG. 2.1 · PRIMARY LOGO

Three lines, one size, flush left: THE / P●CKET / COMPANY. The default for square and upright formats: covers, posters, packaging and profile images.

LOGO FILES ↗



FIG. 2.2

Primary

Square and upright formats. Use it whenever it fits.



FIG. 2.3

One-line

Wide, short spaces: website header and footer, signs, the roof of the machine, email signatures.

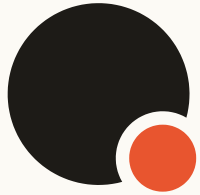
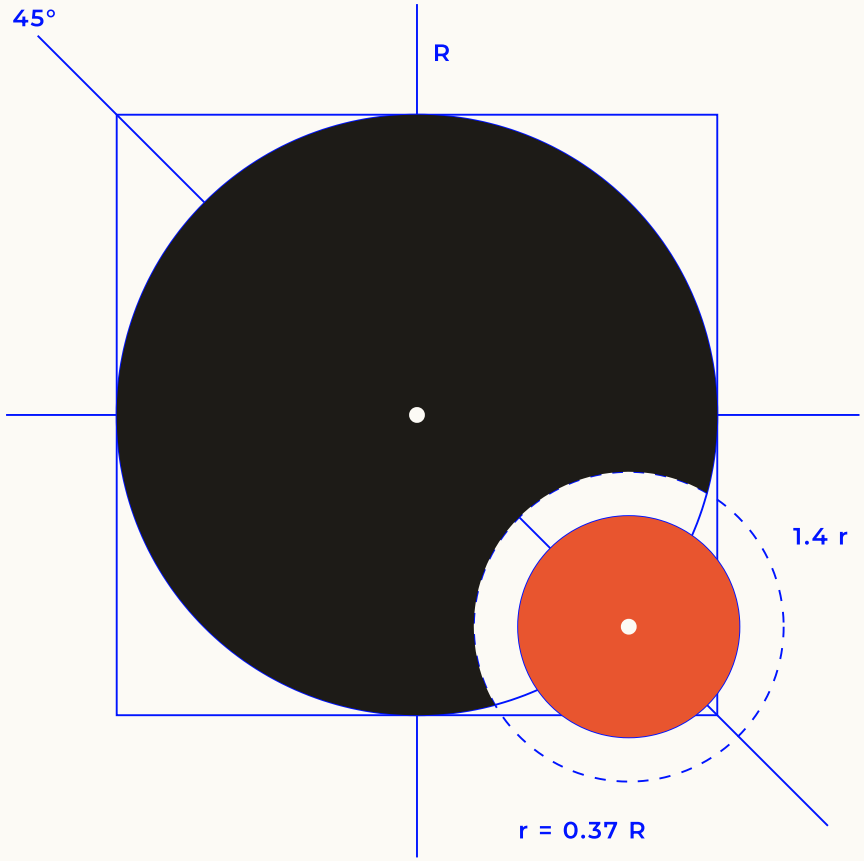


FIG. 2.4

Symbol

When the name is already nearby or the space is tiny: app icon, favicon, avatar, embroidery, deboss.

LOGO FILES ↗



Two circles and one cut.

CIRCLE	One large circle of radius R. It is the company.
DOT	r = 0.37 R. Its centre sits exactly on the large circle, at 45°, lower right.
CUT	A cut of radius 1.4 r around the dot leaves one even gap of 0.4 r. The gap is empty space, never an outline.
COLOUR	The large circle takes the colour of the letters. The dot is Ember in every full-colour version.
ARTWORK	Always place the master file. Never redraw the symbol by eye.

LOGO FILES ↗

The whole name, drawn to a few exact rules.

The logotype is outlined artwork, not typed text. Every measure is a share of H, the height of the capitals. Anyone redrawing it for a sign, a stitch or a carving checks the result against these numbers.



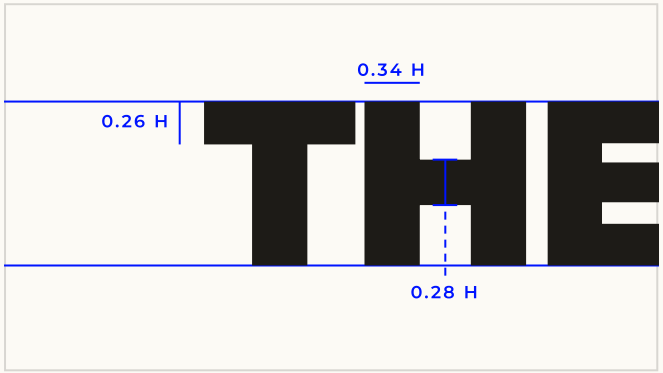


FIG. 2.5 **Stems and bars.** Stems are 0.34 H. Bars are thinner, 0.24 to 0.28 H, so they look just as heavy.

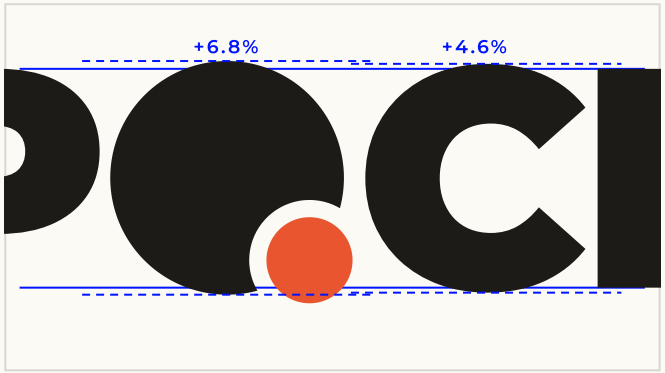


FIG. 2.6 **Overshoot.** Round letters are drawn taller to look the same size: C and O by 4.6%, the symbol by 6.8%.

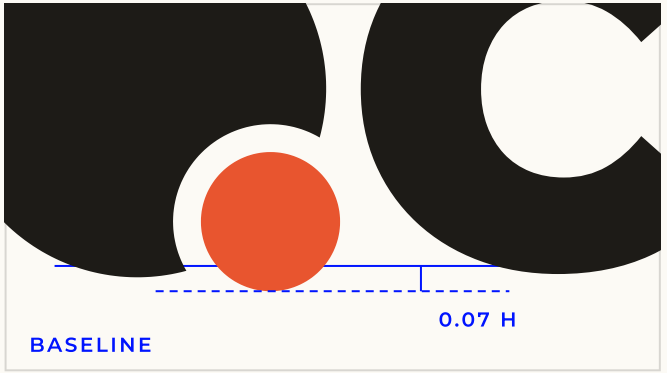


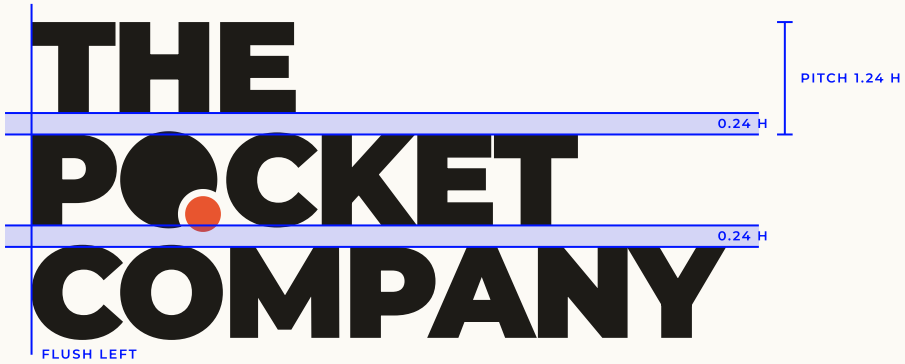
FIG. 2.7 **Below the line.** The dot hangs 0.07 H under the baseline, the only part of the name that leaves it.

LOGO FILES ↗

Spaced by eye, not by numbers.

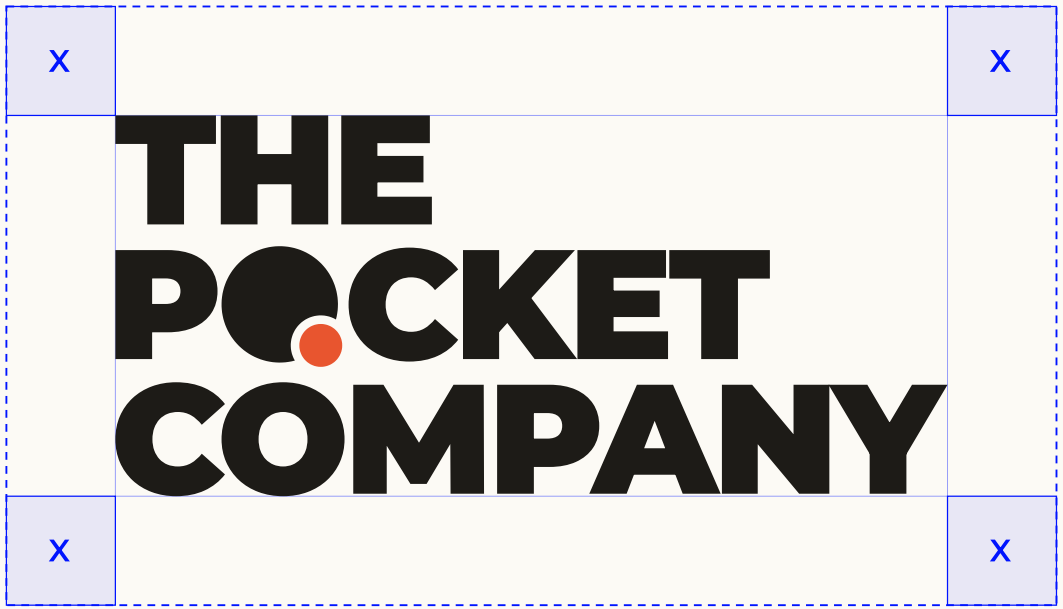
Measured box to box, no two gaps match: from −0.08 H, where the A tucks under the P, to 0.13 H between two straight stems. What is even is the white between the letters. Never track, kern or justify the logotype; place the master file.





LETTER GAPS	In units of H, shown under each pair. Straight next to straight gets the most room; round and slanted letters sit closer.
WORD SPACE	0.50 H after THE, 0.41 H after POCKET. Different numbers, the same space to the eye, because the T is open underneath.
LINE GAP	0.24 H, the thickness of one bar. Lines repeat every 1.24 H.
ALIGNMENT	Three lines, one size, flush left on one vertical. Never centre or justify the stack.

LOGO FILES ↗



CLEAR SPACE

Keep a margin of X on every side. X is the height of the capitals. Nothing enters it: no text, no edges, no other logos.

MINIMUM SIZE

THE POCKET COMPANY	**Primary** 80 px on screen · 20 mm in print
THE POCKET COMPANY	**One-line** 140 px on screen · 36 mm in print
	Symbol 16 px on screen · 4 mm in print

LOGO FILES ↗



Full colour on Paper. The default.



Reversed on Ink. Letters in Paper, dot in Ember.



Reversed on Cobalt. Letters in Paper, never Ink.



Full colour on Stone. Packaging board, quiet panels.



One colour, Ink. Stamps, forms, engraving.



One colour, reversed. Foil, deboss, single-thread embroidery.

LOGO FILES ↗



FIG. 2.8 Reversed logo on Cobalt silk.

A quiet place for the logo.

The logo sits on the calmest, darkest part of the fabric, away from the folds and the light. Paper letters, Ember dot.

LOGO FILES ↗

Logo on imagery.

01 **Find the calm.**
Put the logo on the quietest part of the picture, away from detail, faces and edges.

02 **Light on dark, dark on light.**
Paper on dark and mid-tone pictures. Ink on light ones.

03 **Check the contrast.**
The area under the letters reaches 4.5 : 1 against them.

04 **No boxes, no glow.**
If a picture is too busy, choose another crop.

05 **The dot stays Ember.**
On every picture, at every size.



FIG. 2.9 Paper on black sand.



FIG. 2.10 Ink on a sunlit wall.

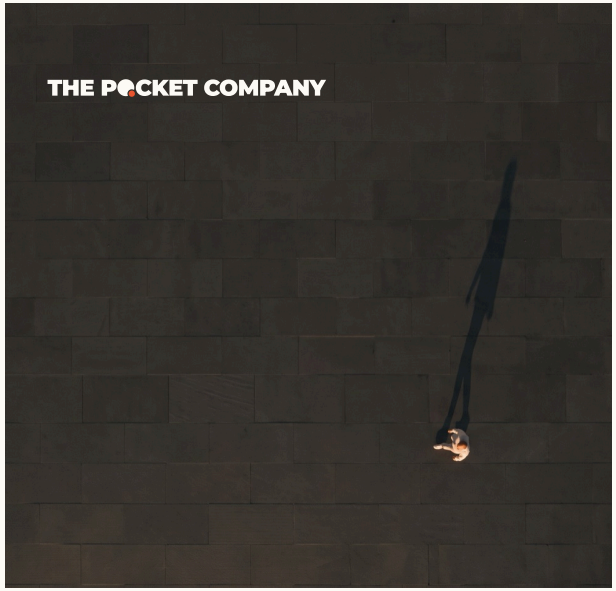


FIG. 2.11 Paper on a dark aerial.



FIG. 2.12 Paper on deep blue.

LOGO FILES ↗

Do and don't: backgrounds.

Pick the version from what sits behind the logo. If none of these fit, change the background or the crop, never the logo.

01 ON EMBER



✓ One colour, Paper.



⊗ Full colour: the dot disappears.

02 ON LIGHT TINTS



✓ Ink letters, Ember dot.



⊗ Paper letters: too faint to read.

03 ON COBALT



✓ Paper letters, Ember dot.

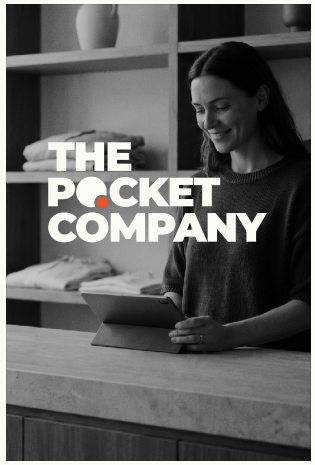


⊗ Ember letters: the colours fight.

04 ON A BUSY PICTURE



✓ On the calm, dark part.



⊗ Across faces and detail.

05 ON A LIGHT PICTURE

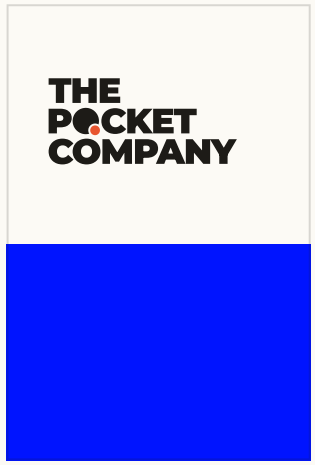


✓ Ink on a light picture.



⊗ Paper on a light picture.

06 ACROSS TWO COLOURS



✓ Inside one colour field.



⊗ Across the edge of two.

LOGO FILES ↗

Do and don't: size and format.

Pick the version from the shape and the size of the space: one-line for wide, the stack for square and tall, the symbol when it gets small or round.

01 WIDE FORMATS

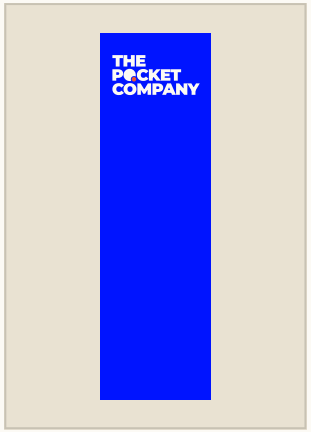


✓ Wide: the one-line logo.

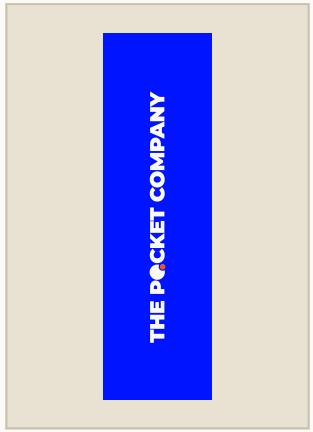


⊗ The stack squeezed into a strip.

02 TALL FORMATS

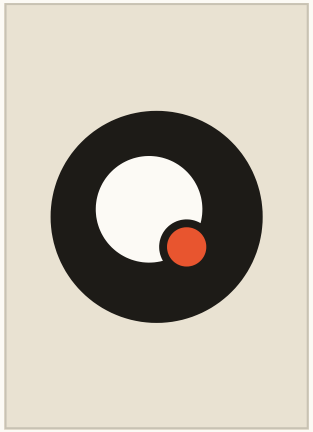


✓ Tall: the stack, top left.



⊗ Never turned on its side.

03 ROUND CROPS

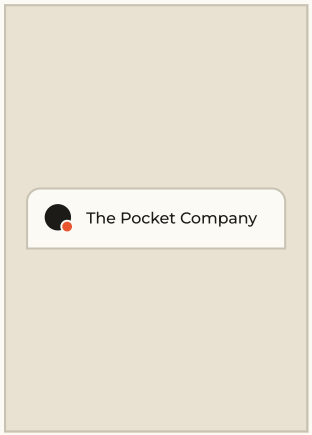


✓ Avatars: the symbol, centred.



⊗ The name cut by the circle.

04 SMALL SIZES



✓ Under 80 px: the symbol.



⊗ A full logo too small to read.

05 LARGE SIZES



✓ Signs keep clear space X.



⊗ Running into the edges.

06 NEXT TO PARTNERS



✓ Same height, a rule between.



⊗ Crowded, mismatched sizes.

LOGO FILES ↗

⊗ Never letter-space a line to fill a width.



⊗ Never set the symbol beside the name.



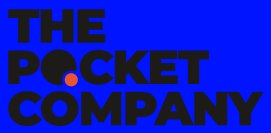
⊗ Never recolour the dot.



⊗ Never outline the logo.



⊗ Never stretch or squash it.



⊗ Never Ink on Cobalt.



⊗ No glow, shadow, gradient or neon.

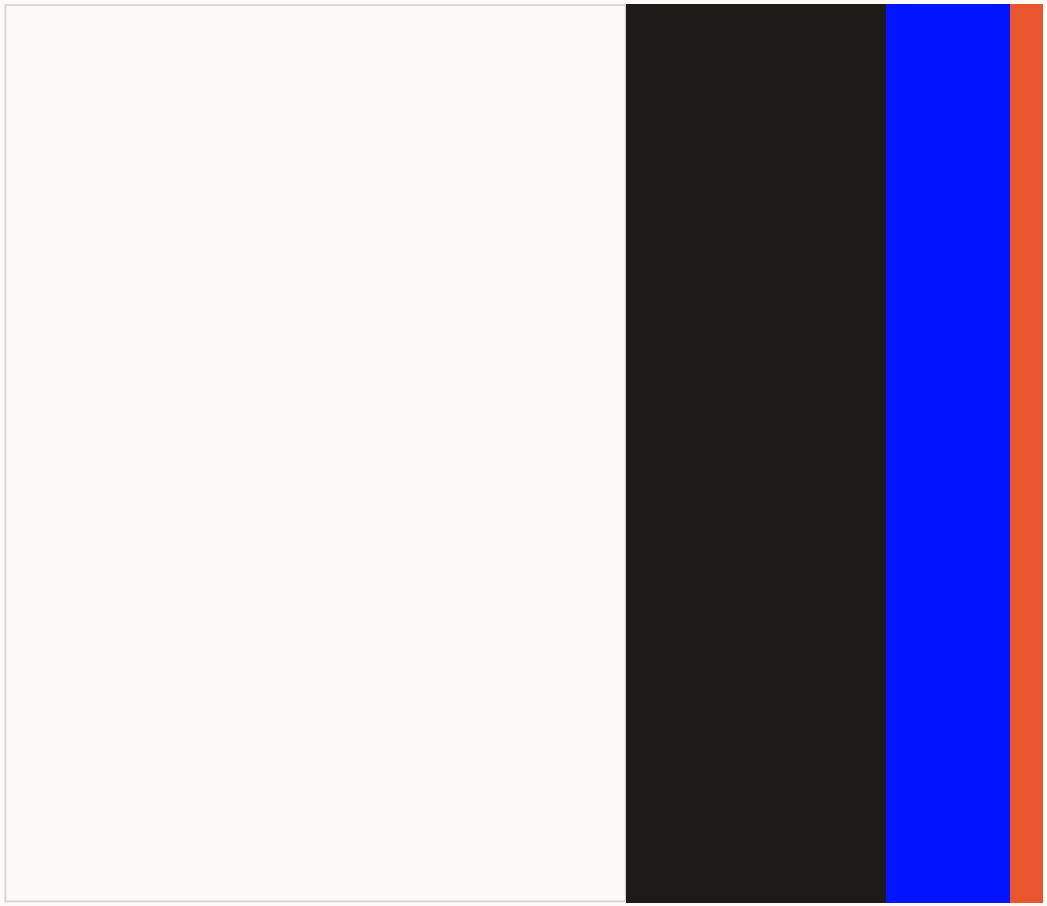


⊗ Never close the gap.

CHAPTER 03

Colour

Black and white first. One blue to collide with them. One dot. Shown at the proportions we use them.



Ink

Letters, the large circle, all text. A warm black, never #000.

HEX	#1D1B17
RGB	29 27 23
CMYK	30 35 45 95
PANTONE	Neutral Black C

Paper

The ground. Most of every layout. A warm white, never #FFF.

HEX	#FCFAF5
RGB	252 250 245
CMYK	0 1 4 0
PRINT	Natural white cotton

Cobalt

The one colour that collides with black and white. Large fields, never small accents.

HEX	#0014FF
RGB	0 20 255
CMYK	100 80 0 0
PANTONE	2736 C

Ember

The dot. On objects, the one detail you touch: a pull tab, a painted edge, a button.

HEX	#E8552F
RGB	232 85 47
CMYK	0 78 85 0
PANTONE	7417 C

Screen values are the reference. Cobalt is brighter than CMYK can print, so print it as the Pantone spot. Approve every print colour against a physical swatch, never against a monitor.

One blue. One dot.

Paper and Ink carry almost everything. Cobalt is the single bright colour, used in big confident fields. Ember is never a background, never text.

Aa

Ink on Paper · 16.5 : 1

ANY TEXT

Aa

Paper on Ink · 16.5 : 1

ANY TEXT

Aa

Paper on Cobalt · 7.9 : 1

ANY TEXT

Aa

Cobalt on Paper · 7.9 : 1

HEADLINES AND LINKS

Aa

Ink on Cobalt · 2.1 : 1

NOT ALLOWED

Aa

Ember text · 3.5 : 1

NOT ALLOWED

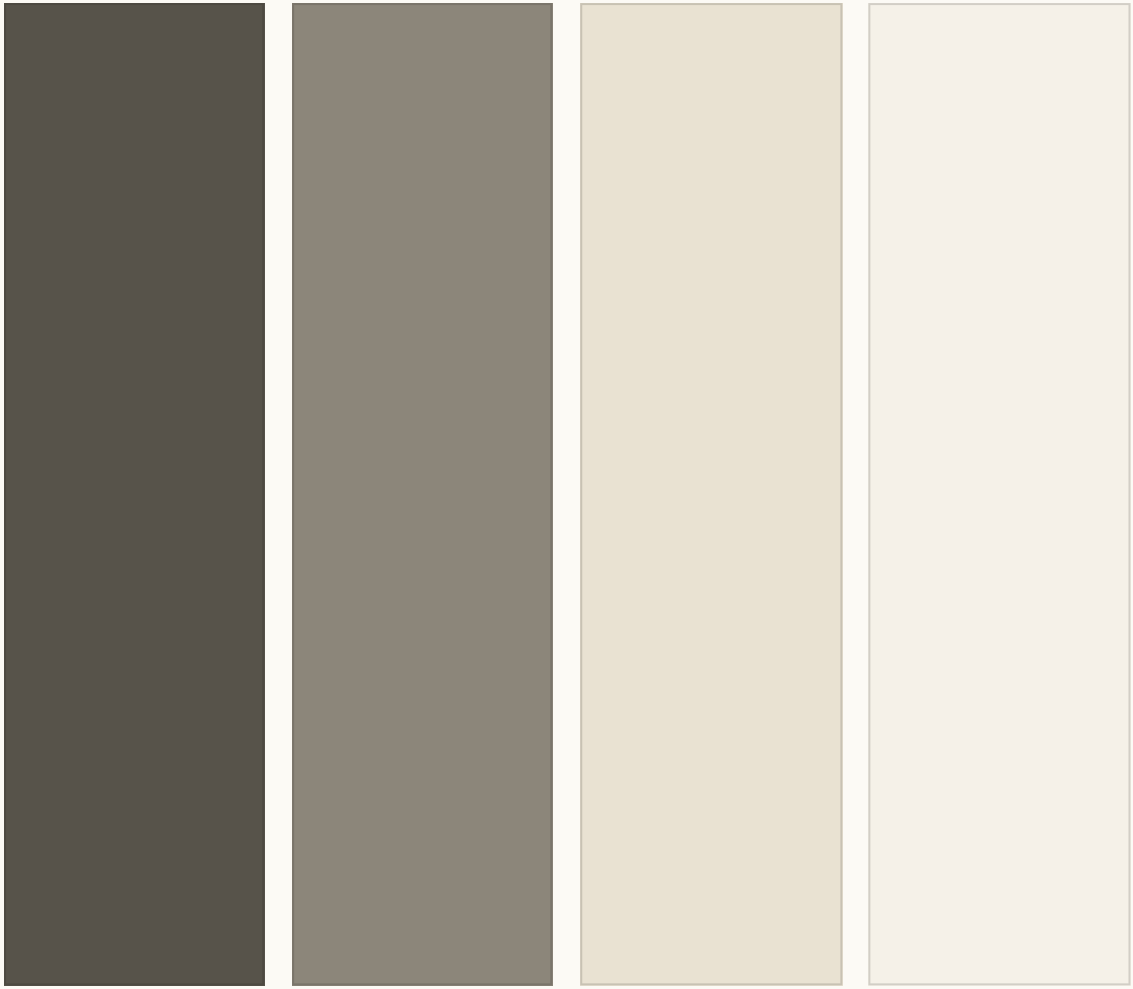


60% 25% 12% 3%

Support colours.

For interface states and quiet surfaces only. They never appear in the logo and never replace the core four.

NEUTRALS



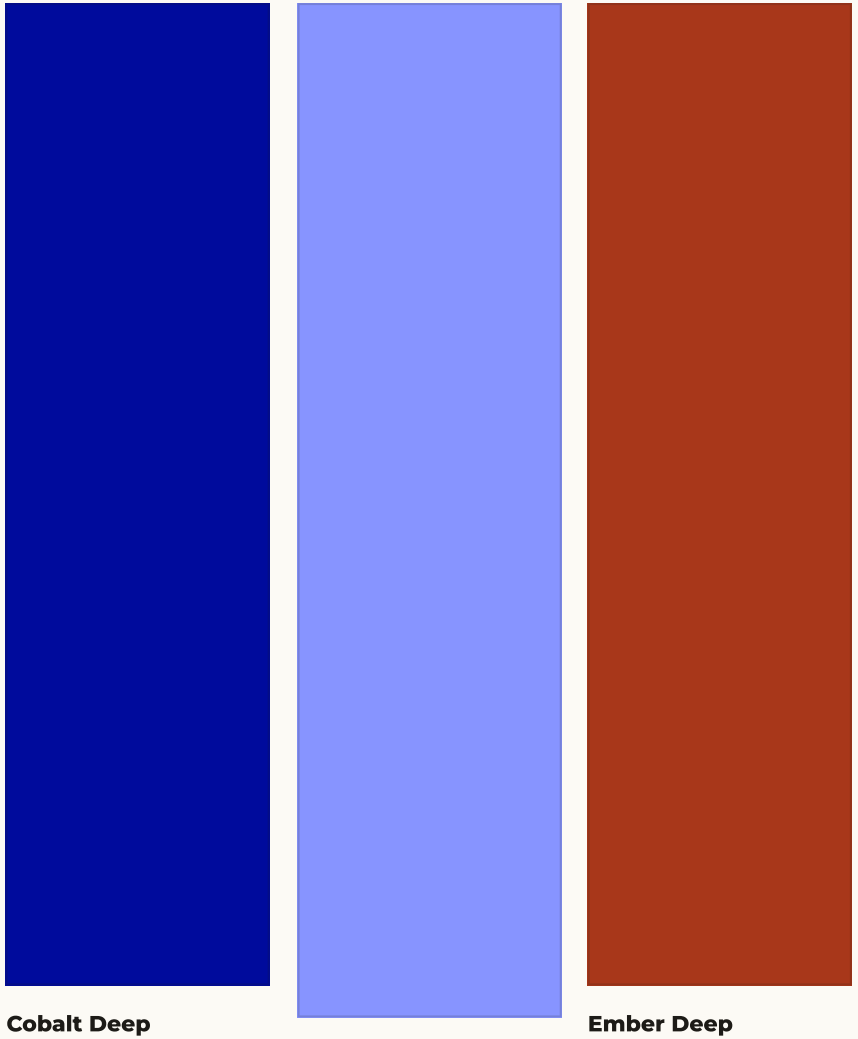
Ink 70
#57534A · secondary text

Ink 50
#8C867A · dividers, large captions

Stone
#E9E2D2 · panels, board

Paper 2
#F5F1E8 · cards on Paper

INTERFACE STATES



Cobalt Deep
#000B9C · hover, pressed

Cobalt Soft
#8794FF · on Ink, 6.4 : 1

Ember Deep
#A8371A · a pressed dot

CHAPTER 04

Typography

One family, Montserrat. Black for big moves, Light for small steps.



Montserrat

A geometric sans by Julieta Ulanovsky. Free from Google Fonts under the SIL Open Font License.

Black for headlines, Light for leads, Regular for reading. The logotype is drawn artwork: never retype it.

BLACK 900	**An entire company.**	Headlines
EXTRABOLD 800	**An entire company.**	Titles
SEMIBOLD 600	**An entire company.**	Labels
REGULAR 400	An entire company.	Body
LIGHT 300	An entire company.	Leads

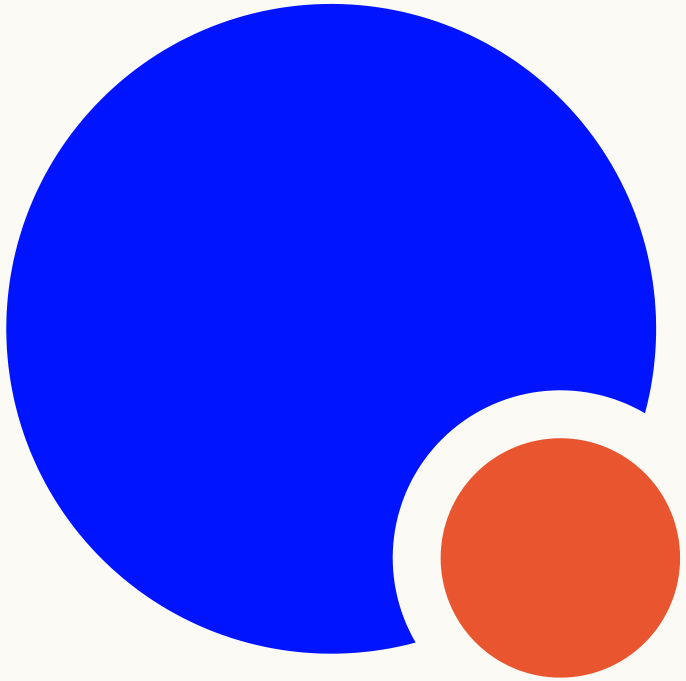
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 & → 24/7

DISPLAY	**In your pocket.**	Black 900 · 96 / 84 px · −5% Print 60 / 52 pt
HEADLINE	**Five hires. Already a team.**	Black 900 · 56 / 52 px · −4.5% Print 36 / 33 pt
LEAD	The machine arrives fully assembled.	Light 300 · 26 / 34 px · −1% Print 16 / 21 pt
BODY	Computer, OS and team already inside. You just pick your team lead, and the rest of the team follows.	Regular 400 · 16 / 26 px · 0 Print 9.5 / 15 pt
LABEL	AI OS · ONE MACHINE · FIVE AGENTS	SemiBold 600 caps · 10 / 14 px · +20% Print 6.5 / 9 pt

CHAPTER 05

Graphic system

The symbol, scaled up, set in motion and built in three dimensions. That is the whole kit.



The dot.

01 **Always together.**
The big circle never appears without its dot.

02 **Enter top left, land bottom right.**
The circle may bleed off the top and left edges. The dot always stays whole.

03 **Never turn it.**
No rotating, mirroring or outlining. The dot sits at 45°, lower right.

04 **Three circles, one dot.**
The circle is Paper, Ink or Cobalt. The dot is always Ember.

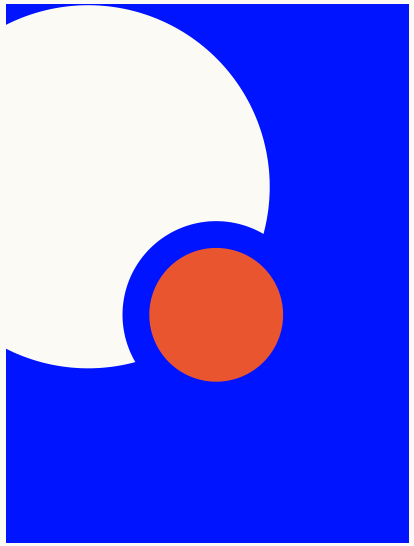


FIG. 5.1 · PAPER ON COBALT

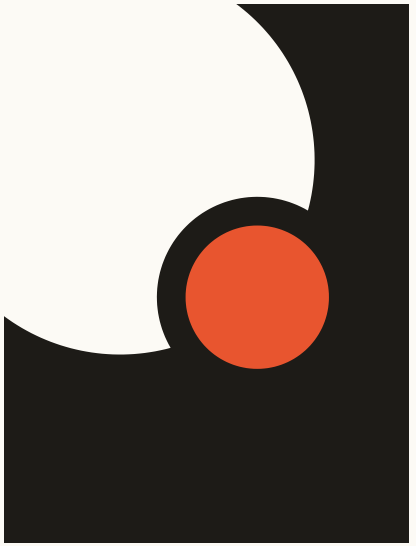


FIG. 5.2 · PAPER ON INK

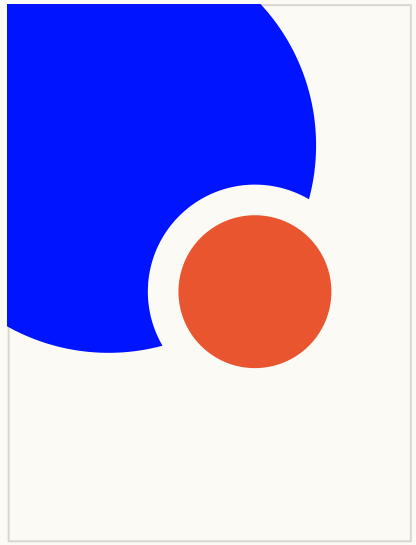
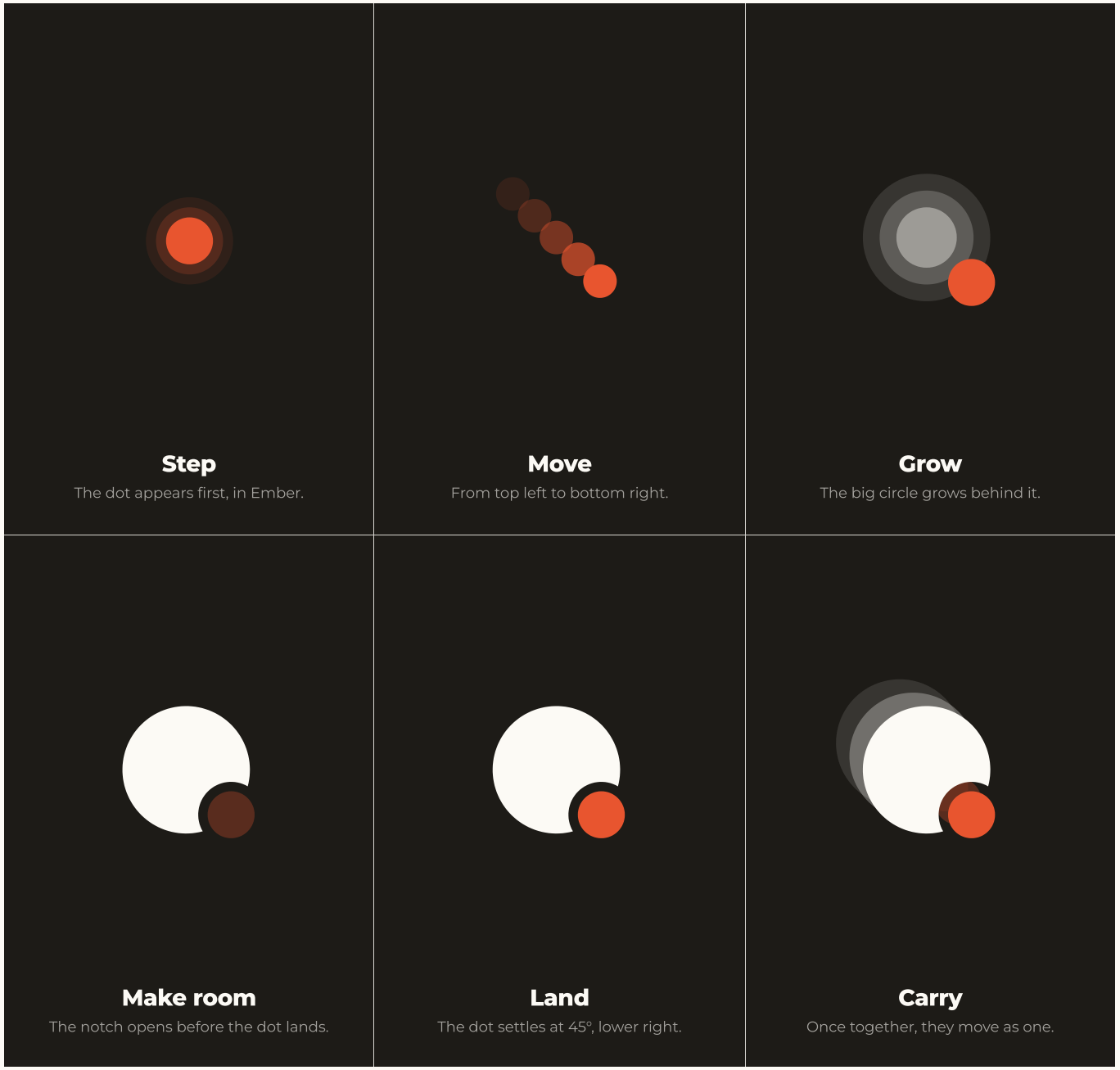


FIG. 5.3 · COBALT ON PAPER

The dot moves first.

The big circle follows. Every animation retells the idea, from a button press to a billboard.



Step
The dot appears first, in Ember.

Move
From top left to bottom right.

Grow
The big circle grows behind it.

Make room
The notch opens before the dot lands.

Land
The dot settles at 45°, lower right.

Carry
Once together, they move as one.

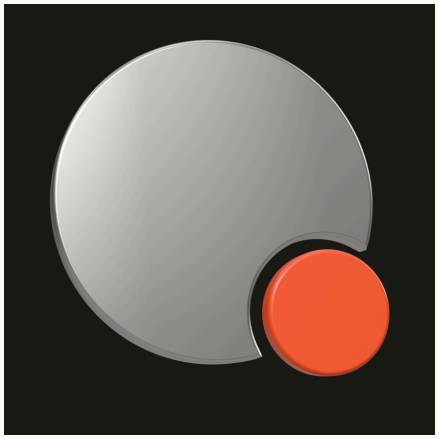
The symbol, built.

For film titles, product renders and screens. Six approved finishes, all from the same master geometry.

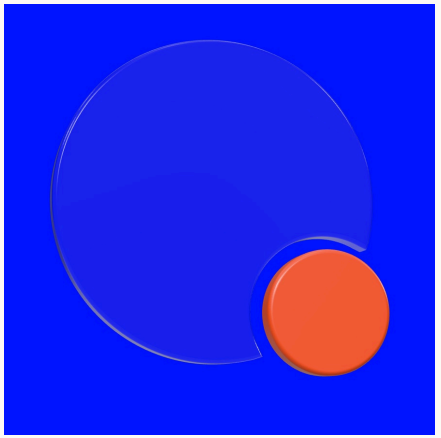
GEOMETRY	Extruded from the master path: two circles and one cut. Never redrawn.
DEPTH	Thin, like a coin, so the gap stays visible from every angle.
DOT	Ember in every finish.
LIGHT	Soft studio light. No glow, neon or lens flare.



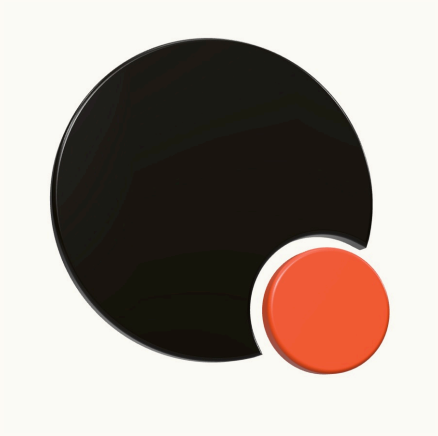
01 Ceramic on Ink



02 Brushed aluminium on Ink



03 Glass on Cobalt



04 Gloss Ink on Paper



05 Matte Cobalt on Stone



06 Chrome on Stone

CHAPTER 06

In use

Stone, paper, leather, light. Real materials, finished with one dot.



FIG. 6.0 Reception wall in travertine. Dimensional letters, an Ember disc for the dot.



FIG. 6.1 Square letterpress cards with Cobalt painted edges.

Paper, pressed.

CARD	65 × 65 mm, 1200 gsm cotton.
PRINT	Letterpress Ink, Ember foil dot.
BACK	Cobalt, Pantone 2736 C, symbol in Paper.
FINISH	No gloss, no spot UV, no lamination.

Made to be held.

Paper, linen and stone. The dot is the only colour, finished in Ember foil.



FIG. 6.2 The guidelines in black linen, blind deboss, Ember foil.

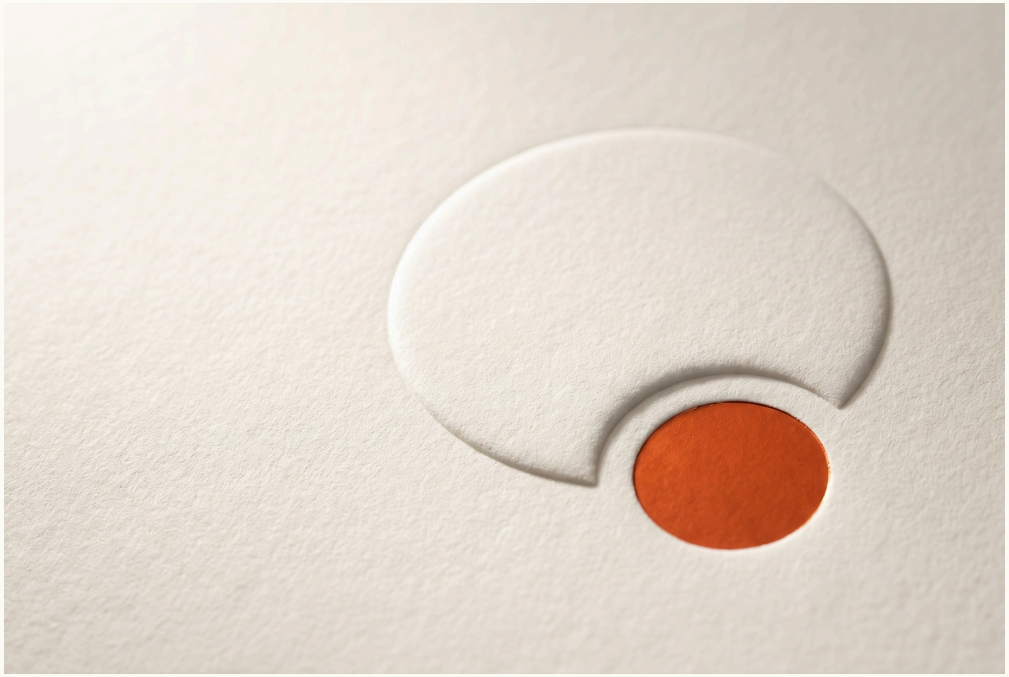


FIG. 6.3 The symbol blind-embossed on 700 gsm cotton.

Carried every day.

Canvas, stoneware and cloth. The logo prints in Ink or Paper; the dot is the only colour.



FIG. 6.4 Canvas tote. Primary logo, screen-printed in Ink.



FIG. 6.5 Stoneware mugs. The symbol in Paper on Ink and in Ink on Paper.



FIG. 6.6 Notebook in Cobalt cloth. Blind deboss, Ember elastic.

Small things, same dot.

Where the brand gets small, use the symbol alone. The dot still lands in Ember, whole and never cropped.

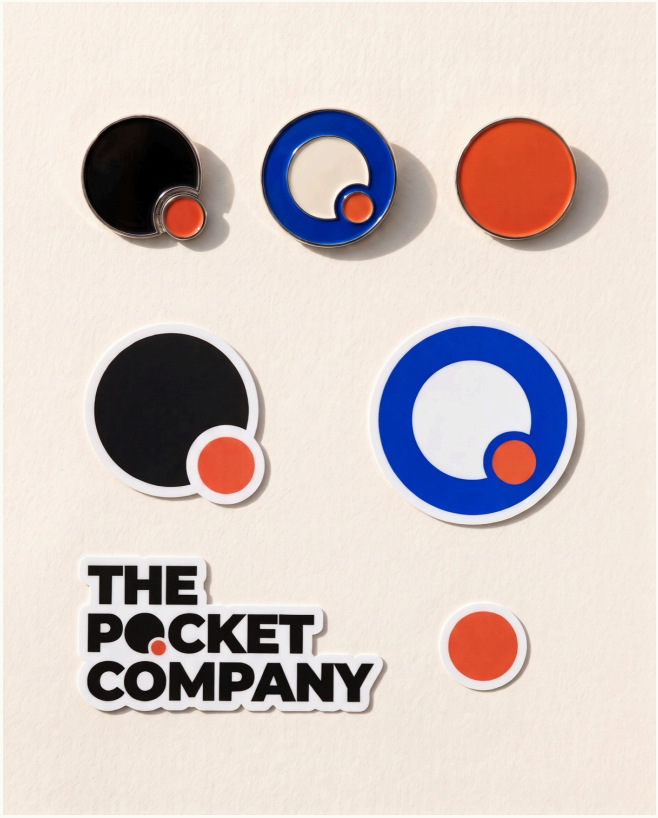


FIG. 6.7 Enamel pins and die-cut stickers.



FIG. 6.8 Staff pass. Primary logo, Cobalt band, Ember lanyard.



FIG. 6.9 One Ember key. Press start.



FIG. 6.10 Black cotton cap, woven label: Paper ground, Ink letters, Ember dot.

Worn every day.

On caps and bags the logo goes on a woven label rather than straight onto the cloth, so the gap and the dot stay sharp. Use the stacked logo on the label. Below 30 mm wide, embroider the symbol alone.



FIG. 6.11 Leather card holder. Debossed symbol, Ember dot and edge paint.



FIG. 6.12 Presentation box. Soft-touch Ink, Cobalt lining, Ember pull tab.



FIG. 6.13 Hoodie. The symbol tone on tone, one Ember stitch.

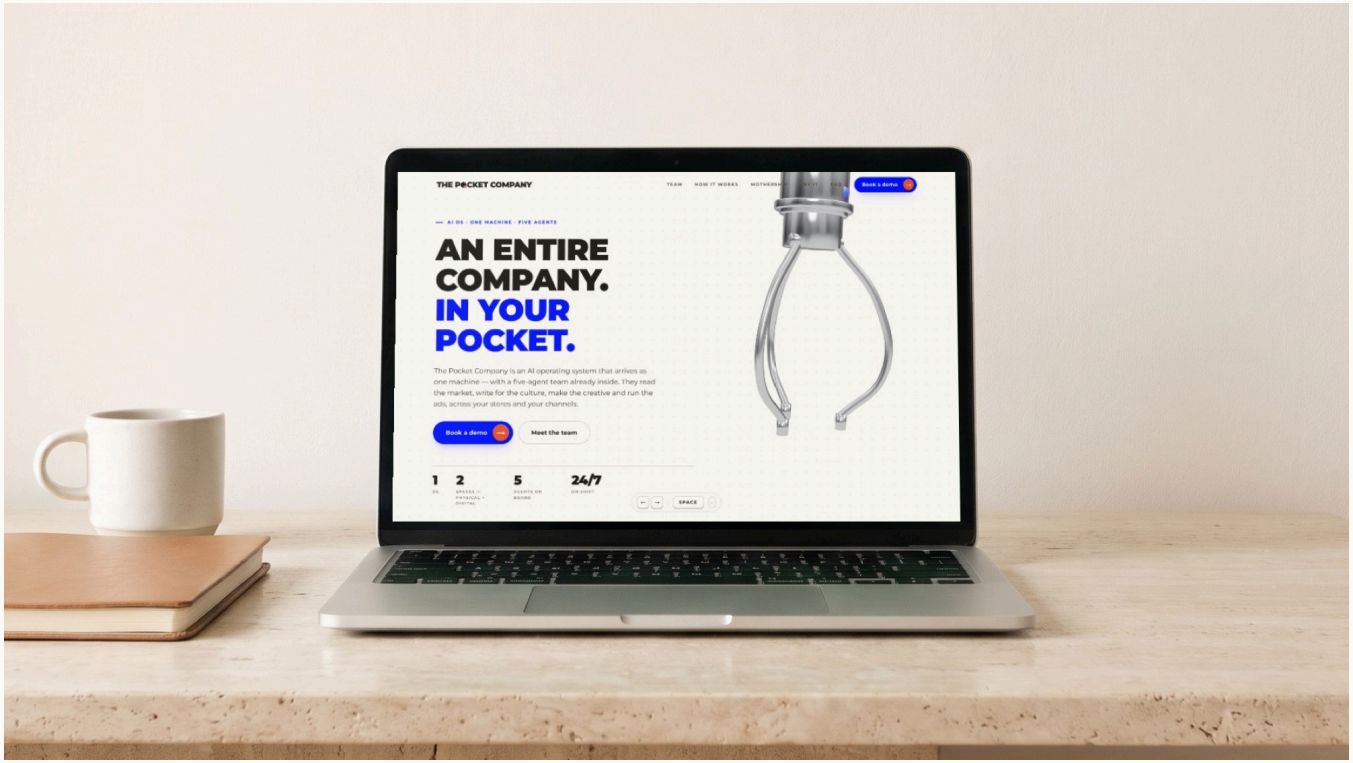


FIG. 6.14 The home page, live build.

thepocket.company

HEADER	One-line logo, top left. Five links, one Cobalt button.
HERO	Montserrat Black. The second line turns Cobalt.
BUTTON	A Cobalt pill; the dot is its knob.
GROUNDS	Paper for reading, Ink for the machine.

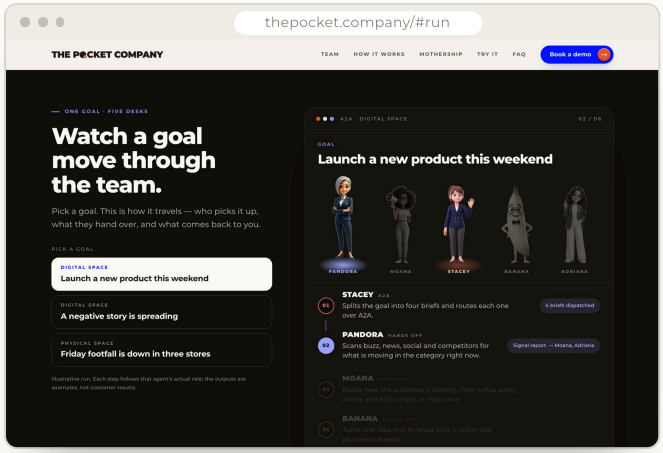


FIG. 6.15 How it works. A goal moves through the team.

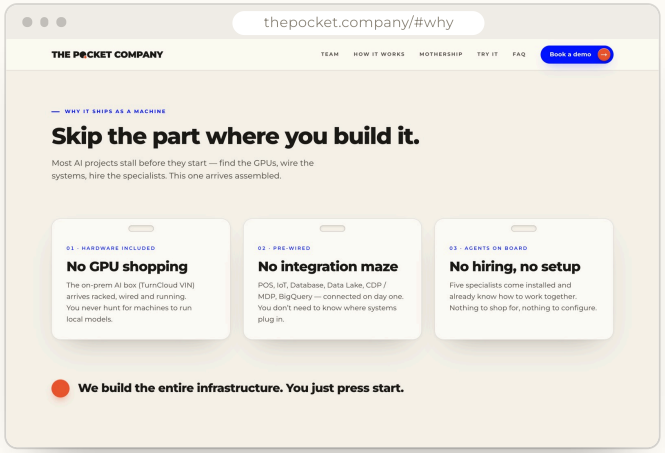


FIG. 6.16 Why a machine. Three things you skip.

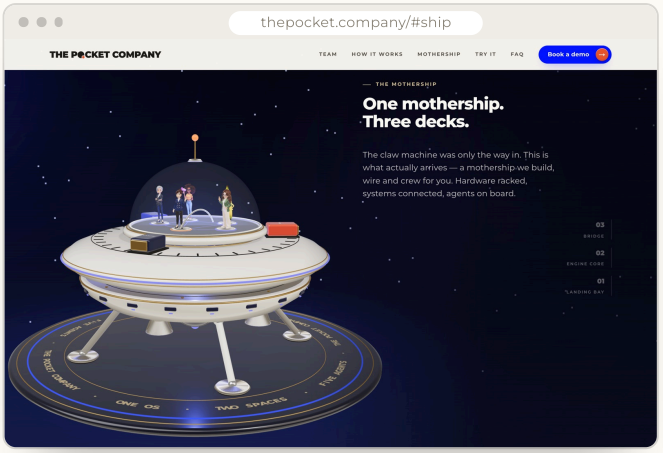


FIG. 6.17 The mothership. Three decks, one ship.

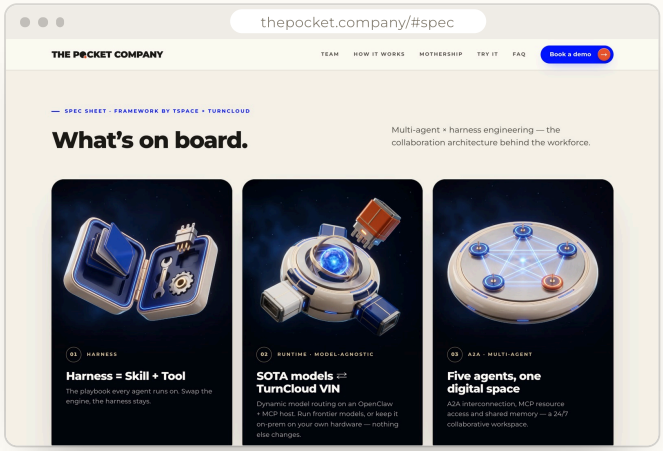


FIG. 6.18 Spec sheet. What is on board.

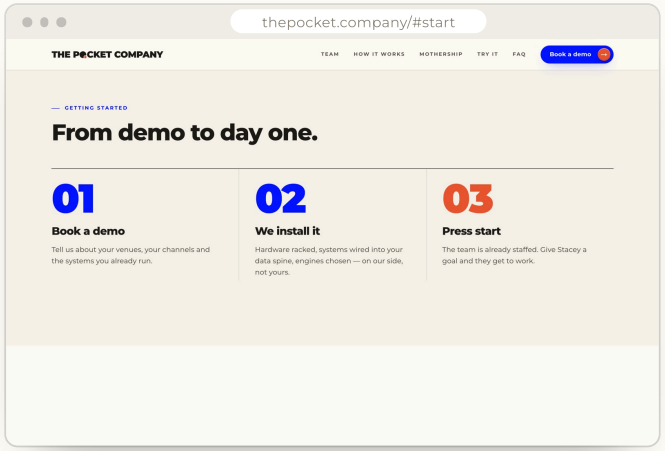


FIG. 6.19 Getting started. From demo to day one.

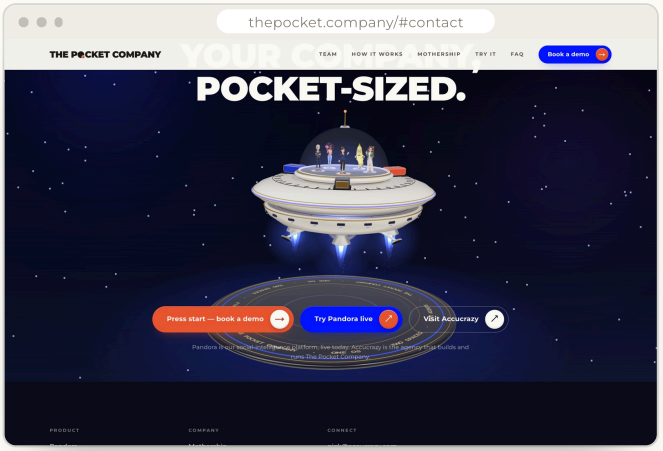


FIG. 6.20 Closing call to action. Press start.

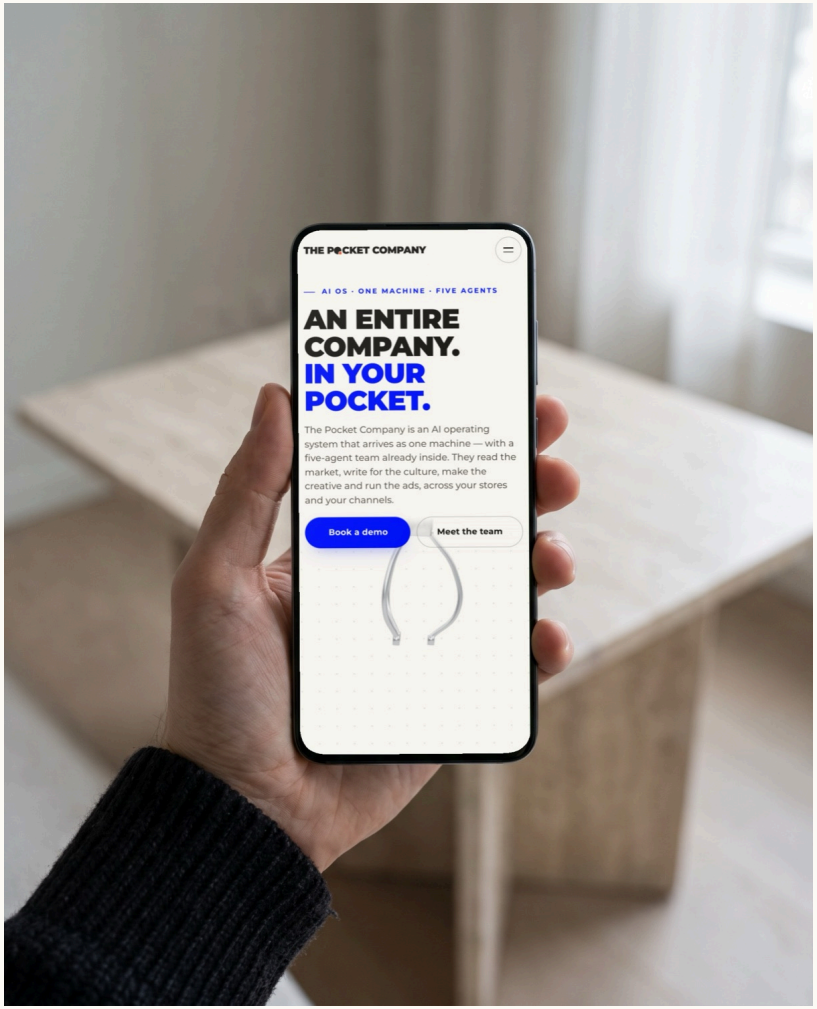


FIG. 6.21 Mobile home page.

Made for one thumb.

One column, the same order as desktop. The logo stays one line; the menu folds into a single round button.

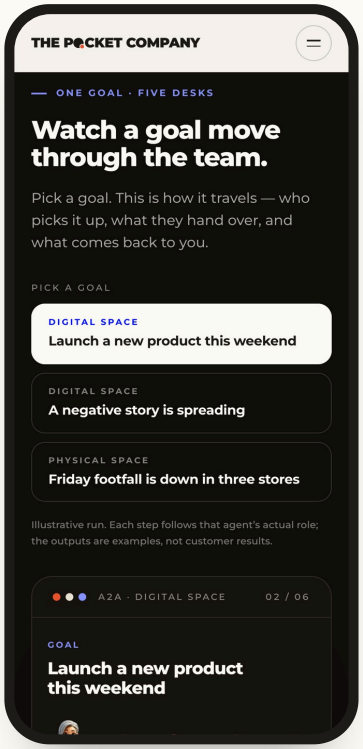


FIG. 6.22 How it works



FIG. 6.23 The mothership

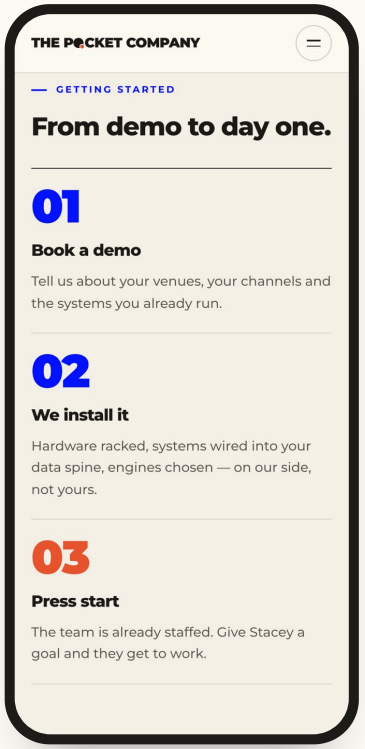


FIG. 6.24 Getting started



FIG. 6.25 App launch screen.

App and icons.

The launch screen is the symbol on Cobalt and nothing else. Icons use the symbol alone, on Paper, Ink or Cobalt.

APP ICON



FAVICON

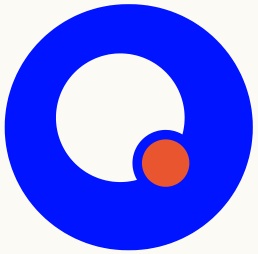


Favicon at 32 and 16 px: the symbol alone, never the wordmark.









Profile image: the symbol on Cobalt, centred in the circle crop.

Footage in black and white. The logo on top.

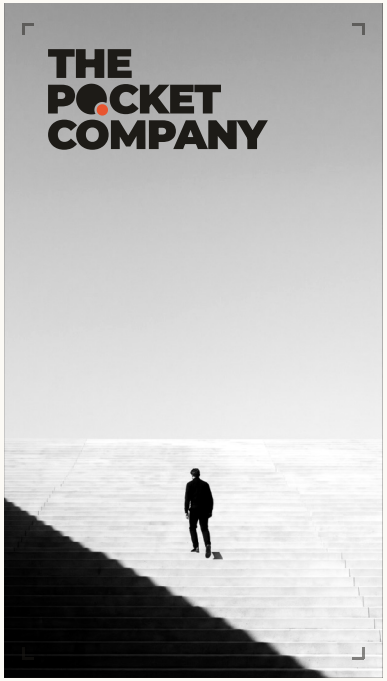
Film and photography are graded black and white. Every edit opens on the one-line logo in Paper, centred on the darkened frame, with the Ember dot as the only colour.



FIG. 6.26 Intro. The one-line logo over footage.

Vertical: one logotype, many places.

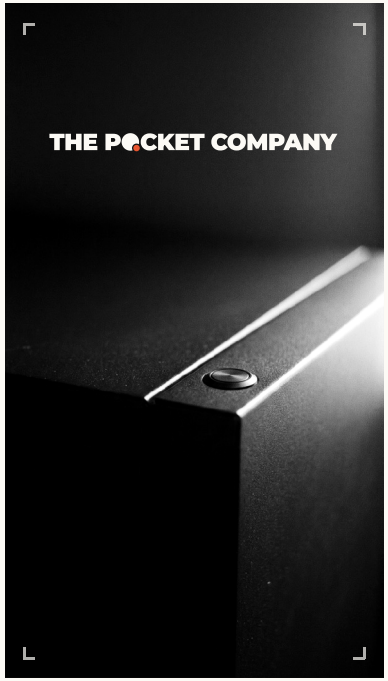
Stories and reels open on the logotype over black-and-white footage: Ink on light frames, Paper on dark ones, the dot the only colour. Hold it for two seconds and keep it inside the corner marks.



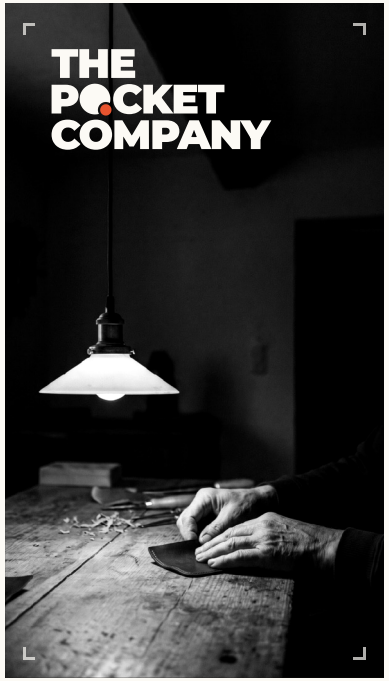
01 Small steps. Ink on a pale sky.



02 Hospitality. Ink on stone.



03 The machine. Paper on black.



04 Craft. Paper in the shadow.



05 Office. Ink on the window light.



FIG. 6.27 Facade banner. The Cobalt poster at architectural scale.



FIG. 6.28 Street poster. Same layout, same margins.

From a phone to a building.

The big circle enters from the top left; the dot lands whole at the bottom right, at every size.



FIG. 6.29 Front elevation. Five agents inside, one Ember button.

The machine is the logo, built.

BODY	White, so the five agents inside are the colour.
ROOF	Ink, with the one-line logo in Paper on the front slope.
EMBER	The logo dot, the joystick ball, the button and the eave line.
NEVER	No neon, chase lights or glowing strips.

Master artwork

FILE	USE
tpc-logo-stack-*	Primary logo
tpc-logo-line-*	One-line logo
tpc-symbol-*	Symbol alone
...-positive · ...-reverse	Full colour, for light or dark grounds
...-mono-ink · ...-mono-paper	One colour: print, foil, deboss, thread



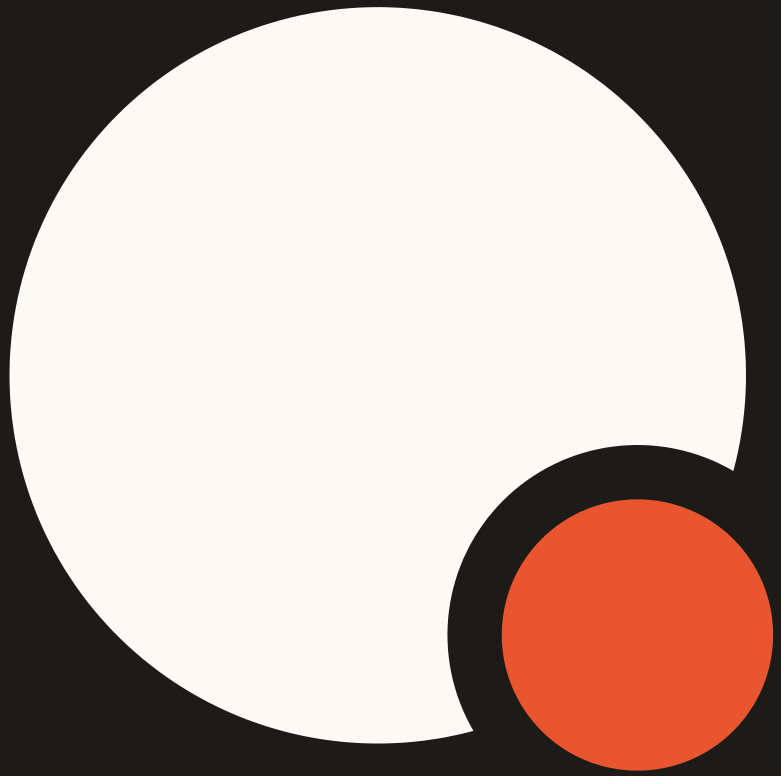
SVG is the master; letters are outlined, so no font is needed. Transparent PNGs at 2000 px (primary), 3000 px (one-line) and 1024 px (symbol).

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Before anything ships

- ○ The right version for the shape: primary for square and upright, one-line for wide, symbol for tiny.
- ○ The symbol is the O, inside the word.
- ○ The dot is Ember, and it is the only Ember element besides one touched detail.
- ○ Placed from the master file, never retyped.
- ○ Clear space of X on every side, above the minimum size.
- ○ All other type is Montserrat.
- ○ Real materials and finishes; no glow, gloss or neon.

THE POCKET COMPANY



Small steps.

Big moves.

LOGO FILES

SVG and PNG on Google Drive ↗

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