IDENTITY MANUAL · REVISION A

SYNAPSECOMMAND®

SOVEREIGN POST-QUANTUM AI FOR COMMAND DECISIONS



Logo and Identity Manual

The SynapseCommand identity in full: the mark, approved lockups, colour, typography, clear space and the rules that hold them together.

SOVEREIGN POST-QUANTUM AI FOR COMMAND DECISIONS

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DECENT CYBERSECURITY

synapsecommand.com · SynapseCommand is a registered trademark.

01 The mark

A joint force compass rose held inside a broken octagon.

EIGHT ARMS	staff functions, not agent count; four solid, four in steel.
EIGHT NODES	each arm ends on a node at a vertex of the octagon.
CORE	the commander interface, one decision point at the centre.
BREAKS	the octagon is severed at every vertex: the air gap.
NORTH	the single accent diamond, the decision axis.



Geometry is fixed: 160 unit square, centre 80,80, node ring at radius 76, arm tips at radius 71, all angles multiples of 45 degrees, mitred corners. No curves, no gradients, no glows.

02 Lockups

Four approved lockups. Do not build new ones.



HORIZONTAL	primary. Site headers, documents, proposals, signatures.
STACKED	square and narrow spaces, slides, apparel, plaques, covers.
MARK ALONE	app icons, favicons, avatars, patches, hardware badging.
ONE COLOUR	engraving, stamping, embroidery, single colour print.

03 Clear space and minimum size

Clear space is one node height on all sides, measured from the outermost geometry.
Double it beside a partner mark.



SCREEN MINIMUMS

Horizontal	180 px
Stacked	120 px
Mark	16 px

Below 24 px use the simplified favicon mark.

PRINT MINIMUMS

Horizontal	40 mm
Stacked	28 mm
Mark	8 mm
Embroidery	45 mm

04 Colour

Gunmetal
#0D1117
rgb 13 17 23
Cool Gray 11 C

Steel
#8B949E
rgb 139 148 158
Cool Gray 8 C

Bone
#C9D1D9
rgb 201 209 217
Cool Gray 1 C

Signal
#FF4D29
rgb 255 77 41
Pantone 172 C

Pantone values are close matches, not exact; proof before production.
One accent only, on the north node. Never on type, rules or panels.
On light stock bone becomes gunmetal and steel darkens to #6E7681.

05 Typography

SYNAPSE**COMMAND**®

SOVEREIGN POST-QUANTUM AI FOR COMMAND DECISIONS

WORDMARK	Sora. SYNAPSE Light 300, COMMAND ExtraBold 800, one word, tracking 7 percent of type size. No substitutions.
SYMBOL	registered sign at 32 percent of wordmark size, top aligned to the cap height of the final D.
TAGLINE	IBM Plex Mono, uppercase, tracked 12 percent or more. Optional. Drop it below 300 px or 60 mm instead of shrinking it.
SUPPORT	Sora for headings and body, IBM Plex Mono for labels and data. Outline the type before sending files to any supplier.

SPECIMENS

SORA LIGHT 300	Decision superiority
SORA REGULAR 400	Decision superiority
SORA SEMIBOLD 600	**Decision superiority**
SORA EXTRABOLD 800	**Decision superiority**
IBM PLEX MONO 400	F2T2EA · 0123456789 · LATENCY 555 ms

06 What not to do

01	No rotating, skewing, stretching or squashing. Scale proportionally.
02	No changing line weights and no closing the octagon gaps.
03	No recolouring the accent, no second accent, no accent on type.
04	No gradients, bevels, shadows, glows or 3D.
05	No circles, rounded boxes or badges other than those supplied.
06	No rebuilding the wordmark in another typeface or in sentence case.
07	No busy photographic backgrounds. Use a solid gunmetal panel.
08	No JPG where transparency is needed, no upscaled PNG. Use the SVG.

07 Backgrounds

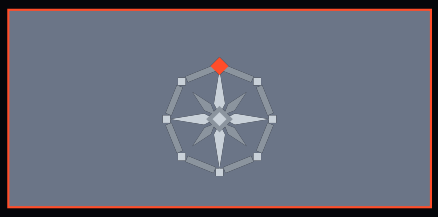
Built for near black: #05060A or #0D1117. On light stock use the one colour version in gunmetal. Mid greys from #3A4250 to #9AA4B2 are not permitted. On any other colour, place the logo on a gunmetal panel with full clear space inside the panel edge.



NEAR BLACK · APPROVED



GUNMETAL PANEL · APPROVED



MID GREY · NOT PERMITTED

08 Digital

Serve SVG where possible, PNG as fallback.

```
<link rel="icon" href="/favicon.ico" sizes="any">
<link rel="icon" type="image/png" sizes="32x32" href="/favicon-32x32.png">
<link rel="apple-touch-icon" sizes="180x180" href="/apple-touch-icon.png">
<link rel="manifest" href="/site.webmanifest">
<meta name="theme-color" content="#05060A">
```

Social sizes are pre built: 1200x630 Open Graph, 1200x1200 feed, 1584x396 LinkedIn, 1500x500 X. Do not crop them further.

09 Print and fabrication

OFFSET, DIGITAL	SVG or PDF, type outlined. Gunmetal as a rich black build.
SCREEN PRINT	steel plus accent on gunmetal garments; gunmetal alone on light.
EMBROIDERY	mark alone, 45 mm minimum, satin stitch the accent node.
ENGRAVE, ETCH	one colour version, 8 mm on metal, 12 mm on anodised.
CUT VINYL	one colour version, keep the octagon gaps open.

10 Files and naming

*.SVG	vector masters, editable curves
PNG/	transparent, up to 3600 px
JPG/	flattened on gunmetal or white, 2400 to 400 px
WEBP/	web delivery
FAVICON/	ICO, PNG 16 to 1024, touch icons, manifest
SOCIAL/	pre sized preview images

Keep the supplied names: lockup, colour treatment, width in pixels.

11 Trademark

SynapseCommand is a registered trademark. Carry the registered sign on the first or most prominent use. In running text the name is one word, capital S and capital C, never hyphenated, never shortened to SC in customer facing material. The logo may not be altered, redrawn or used to imply endorsement without written approval.