

Brand Guidelines

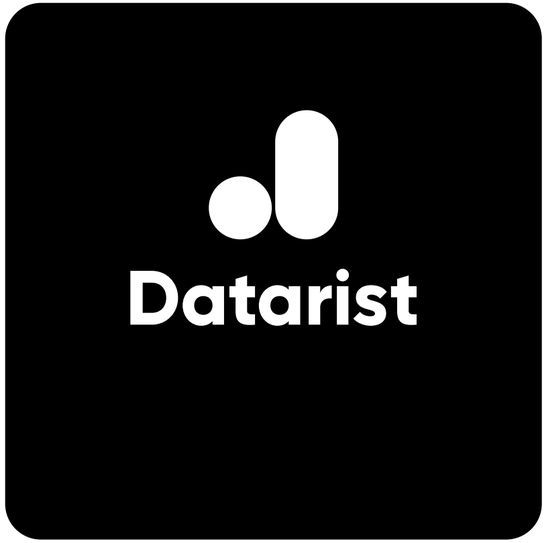
Version 3.0 · November 2026 · Built for data analysts, shown mostly in product UI

The logo

Black on light, white on dark. One colour, never blue.



Horizontal · primary



Stacked · square spaces

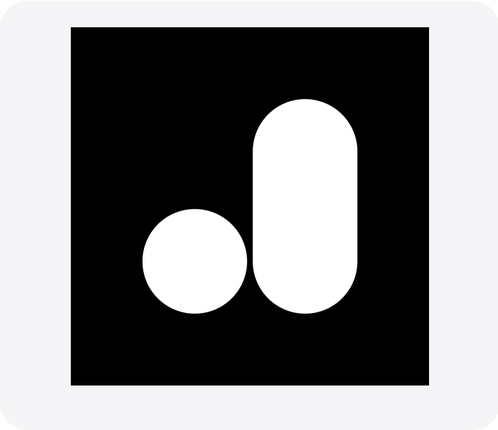


Wordmark · tight lock-ups

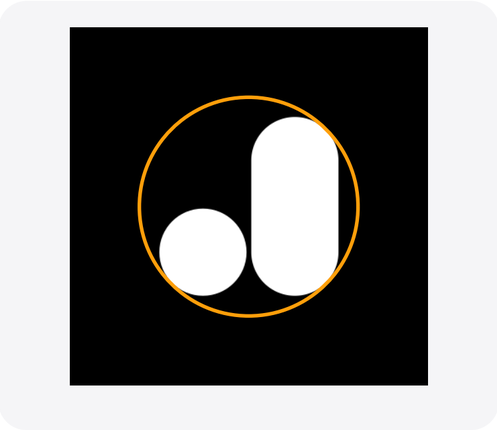
Colour	Logo and wordmark are #000000 on Canvas #FFFFFF or Surface #F5F5F7, and #FFFFFF on Black #000000. Signature blue is for interaction and never colours the logo.
Clear space & size	Clear space and the gap between mark and word both equal 1R (the mark circle radius). Minimum width: horizontal 120 px / 30 mm, stacked 80 px / 20 mm, mark alone 16 px / 5 mm (use the 16 px optical cut below 20 px).
Letterforms	The wordmark is custom artwork set in Outfit and outlined. Never retype it, and never replace it with the product font. Product text uses the OS font.
Never	Stretch, rotate, recolour, outline, add effects, rearrange, place on busy photography, or use low-contrast backgrounds (under 4.5:1).

The mark fits every format

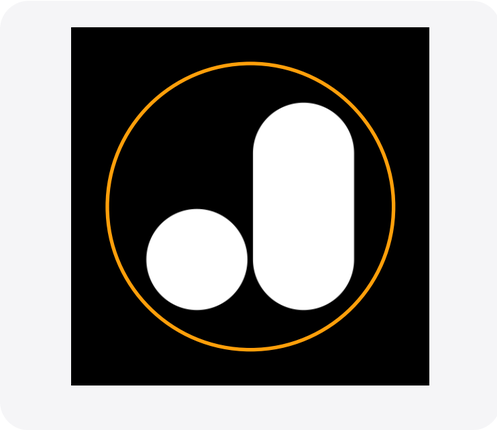
Sized per surface, checked against each platform's safe zone.



iOS · 60 %



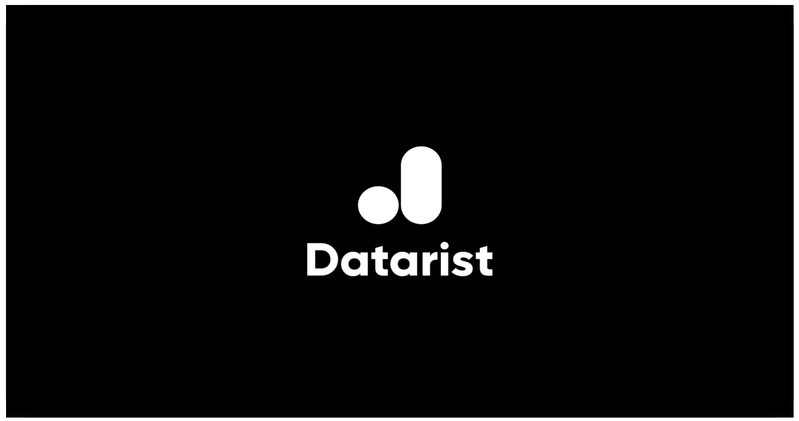
Android adaptive · 50 %



Maskable · 58 %



Favicon tile · 72 %



Title slide: stacked, 31 % of slide height



LinkedIn cover: horizontal, 38 % of height

Video call: horizontal 500 px + tone-on-tone mark (Divider #D2D2D7 on Canvas, #38383A on Black).

Safe zones (orange): Android adaptive radius ≤ 30.6 % of canvas (measured 30.3 %), maskable ≤ 40 % (35.1 %). Favicon 16 px uses a dedicated optical cut with a 1 px gap.



Video-call background

Set in Inter as a print stand-in for the OS font family

Colour

Black for the mark, quiet neutrals for structure, one blue for action.

Black

#000000 on Canvas 21.0:1

Logo, deep tone, dark canvas

CMYK 0/0/0/100

Ink

#1D1D1F on Canvas 16.8:1

Headings and body text

CMYK 0/0/0/100

Secondary

#6E6E73 on Canvas 5.1:1

Subtext, captions

CMYK 0/0/0/70

Tertiary

#86868B on Canvas 3.6:1

Metadata (not placeholders)

CMYK 0/0/0/55

Signature blue

#0071E3 on Canvas 4.7:1

Primary action, focus, selection

CMYK 80/54/0/0 · PANTONE 285 C

Interface blue

#0066CC on Canvas 5.6:1

Links, hover, standard UI blue

CMYK 85/58/0/0

Canvas

#FFFFFF on Canvas 1.0:1

Primary background

CMYK Paper

Surface

#F5F5F7 on Canvas 1.1:1

Secondary background, cards

CMYK 0/0/0/4

Divider

#D2D2D7 on Canvas 1.5:1

Borders and rules

CMYK 0/0/0/20

Contrast flags: Tertiary #86868B is 3.6:1 on Canvas: only for large type or non-essential metadata. Input placeholders use Secondary #6E6E73 (5.1:1). Signature blue is 4.3:1 on Surface: use Interface blue #0066CC for blue text on Surface. Status fills never carry small text (next page).

Semantic colour & UI states

Apple system colours; the fill carries the signal, the text colour carries the words.

Success
Export ready: 48,210 rows.
fill #34C759 · text #007F14
fill on white 2.22:1 · text on tint 4.7:1

Warning
Data last refreshed 6 h ago.
fill #FF9F0A · text #A75700
fill on white 2.06:1 · text on tint 4.78:1

Error
Query failed: column region not found.
fill #FF3B30 · text #D40011
fill on white 3.55:1 · text on tint 4.68:1

Info
New: scheduled refresh for dashboards.
fill #5AC8FA · text #0076A3
fill on white 1.9:1 · text on tint 4.71:1

Interactive blue: fill, states, focus

Run query — Default #0071E3

Run query — Hover #0066CC

Run query — Pressed #0058BB

Run query — Disabled #99C6F4

Run query — Focus: solid 2 px ring, 2 px gap

Delete dashboard — Danger #D40011 (5.2:1)

Field borders

sales_2026 — Default #86868B 3.6:1

sales_2026 — Focus ring #0071E3 4.7:1

region — Error #D40011

v3 fixes: focus is a solid ring (v2 used a 45 % ring at 1.9:1); input borders use #86868B because Divider #D2D2D7 is only 1.5:1; dark mode keeps the #0071E3 fill (white label 4.7:1) and uses #0A84FF only for text, icons and rings; hover goes darker so label contrast only improves.

Dark mode

Success #30D158

Warning #FF9F0A

Error #FF453A

Info #64D2FF

Set in Inter as a print stand-in for the OS font family

Typography

The OS font family. No web fonts to load, no licence to manage.

Aa

SF Pro on Apple platforms, Segoe UI on Windows, Roboto on Android and ChromeOS. The product follows the platform.

font-family:

-apple-system, BlinkMacSystemFont, "SF Pro Text", "SF Pro Display", system-ui, "Segoe UI", Roboto, "Helvetica Neue", Arial, sans-serif

Mono: ui-monospace, "SF Mono", Menlo, Consolas, monospace

Revenue by region	Display 34/41 · 600
Revenue by region	Title 1 28/34 · 600
Revenue by region	Title 2 22/28 · 600
Revenue by region	Title 3 17/22 · 600
Revenue by region	Body large 17/24 · 400
Revenue by region	Body 14/20 · 400 (default UI)
Revenue by region	Label 13/18 · 500
Revenue by region	Caption 12/16 · 400 · Secondary

Rules

- Tabular numerals for every number in tables and charts (font-variant-numeric: tabular-nums), so columns align and values compare at a glance.
- Sentence case. Two weights in a view (400 and 600); 500 only for labels. Negative tracking only at 22 px and above.
- Body text is Ink #1D1D1F on Canvas; subtext Secondary #6E6E73; never lighter than Tertiary, and never for essential copy.
- The OS font never replaces the logo or wordmark. Printed collateral embeds Inter (OFL) because the OS font cannot be embedded in files.

Spacing, grid & density

A 4 px unit, a 12-column grid, three densities.

Spacing scale (px)

4 --dr-space-1
8 --dr-space-2
12 --dr-space-3
16 --dr-space-4
20 --dr-space-5
24 --dr-space-6
32 --dr-space-8
40 --dr-space-10
48 --dr-space-12
64 --dr-space-16
80 --dr-space-20
96 --dr-space-24

Layout grid

1024 px and up: 12 columns · gutter 24 · margin 32 (48 from 1440)
640–1023: 8 columns · gutter 16 · margin 24 under 640: 4 columns · margin 16
Max content width 1280 px, centred. Breakpoints: 640 · 1024 · 1440.

Density

Comfortable control 44 · row 52 · pad 16 · touch, onboarding
Run

Standard control 36 · row 44 · pad 12 · default
Run

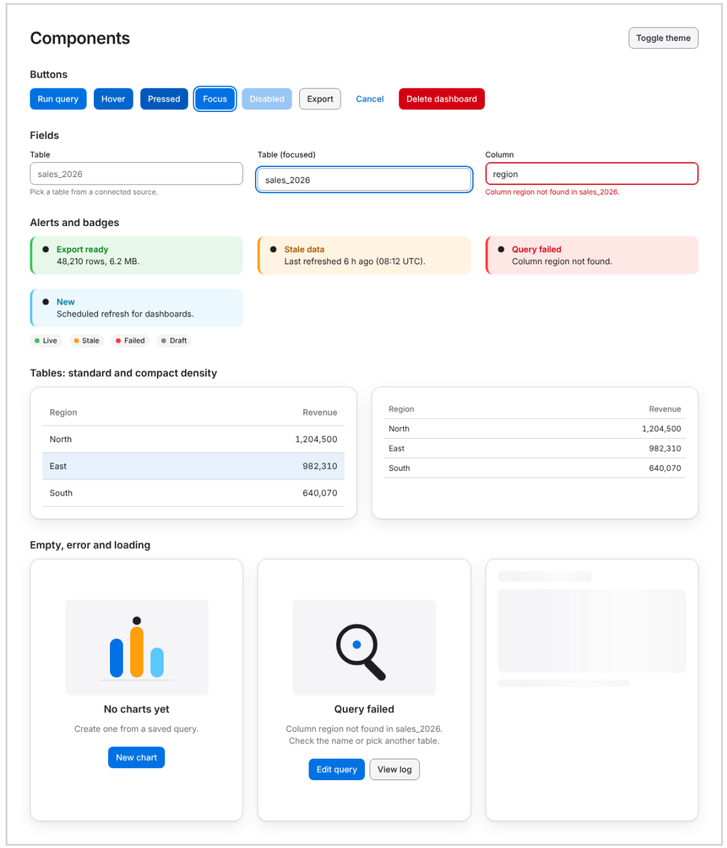
Compact control 28 · row 32 · pad 8 · dense tables
Run

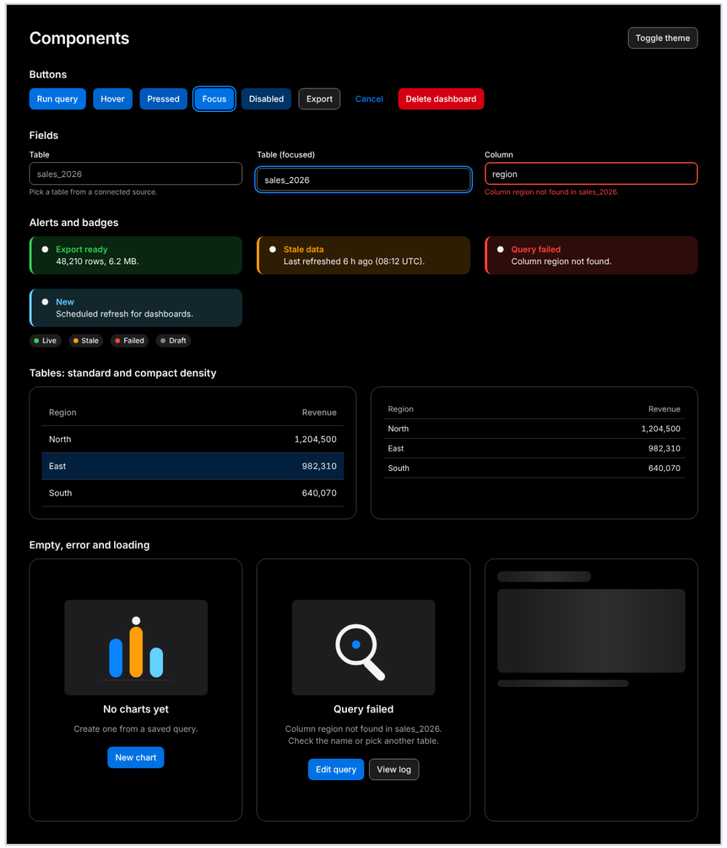
Rules

- Everything snaps to the 4 px unit; icon grid is 24, control heights are 28 / 36 / 44, radius 8 (controls), 12 (cards), 16 (panels).
- Standard density is the product default; offer compact for tables and comfortable for touch. Set with data-density on any container; coarse pointers force 44 px controls.
- Pointer targets are at least 24 px (WCAG 2.2), 44 px on touch, even when the glyph is smaller. Related items sit 8 px apart; groups 24 px; sections 48 px.
- Content is left-aligned in a column grid. Numerals right-align in tables. Never centre body text.

Components

Buttons, fields, alerts, and the three states every product screen needs.





Empty

Say what belongs here and offer the one next step. Illustration 240 px, title 17/22, body 14/20, at most two actions, 420 px wide.

Error

Name what failed, where, and what to do. Keep the person's input. role="alert" for blocking errors; code goes after the message.

Loading

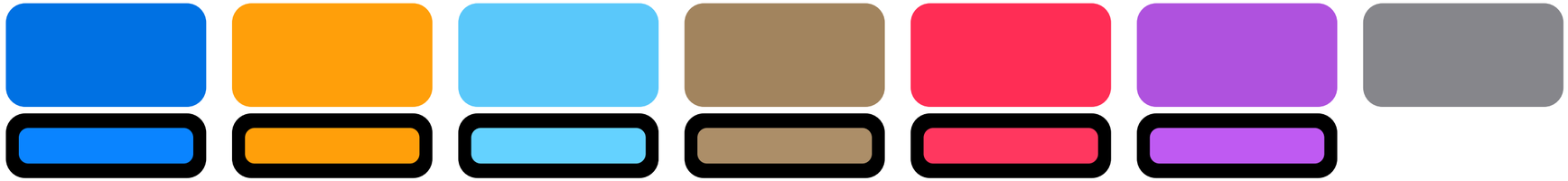
Skeletons keep the layout stable for waits over 300 ms. One slow shimmer, none under reduced motion. Spinners only for actions under 10 s. aria-busy on the region.

Reference implementation: tokens/components.css and components/components-preview.html (tested in Chromium, light, dark and forced themes). Both screenshots come from that page.

Data visualisation palette

Apple system colours, ordered and tested for colour-vision deficiency.

Categorical (light · dark)



1 #0071E3 2 #FF9F0A 3 #5AC8FA 4 #A2845E 5 #FF2D55 6 #AF52DE Other #86868B

Series 1 to 4 are colour-blind safe: the smallest difference between any two colours (normal vision, deuteranopia, protanopia, tritanopia) is ΔE 15.8. Series 5 and 6 fall to ΔE 6.3 and 2.0: use them only with direct labels and a second encoding (dash, marker, position). More than six? Highlight one series in blue and grey out the rest, or use small multiples. "Other / context" is always #86868B.

Sequential (7 steps) · light



Sequential · dark



Diverging: blue ↔ orange via Surface (#F5F5F7)



Blue/orange stays distinguishable for all common colour-vision types. Use for above/below target; centre is the neutral. Never red/green.

Status colours

Green, orange and red mean status in this system. Keep them out of categorical series, and use them in charts only when the data is status (pass / warn / fail).

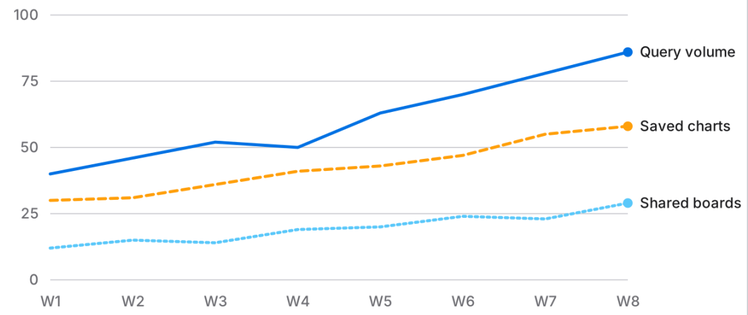
Apple orange, teal and green are under 3:1 on white: lines are 2.5 px and directly labelled, and any filled mark under 3:1 gets a 1 px outline (darker in light mode, lighter in dark mode).

Charts

Quiet, labelled, honest. The data is the colour.

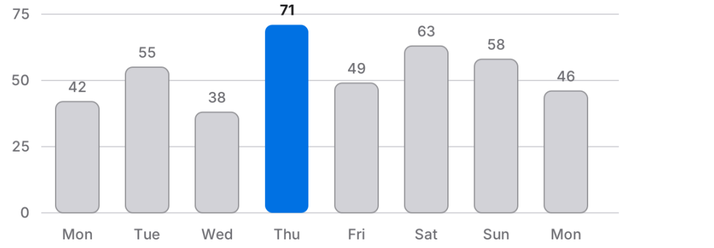
Weekly activity

Direct labels, 2.5 px lines, dash pattern as second encoding



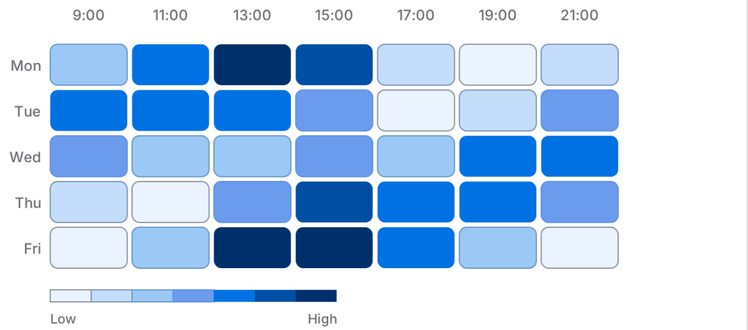
Queries run per day (k)

One series in Signature blue, labelled context in grey; zero baseline



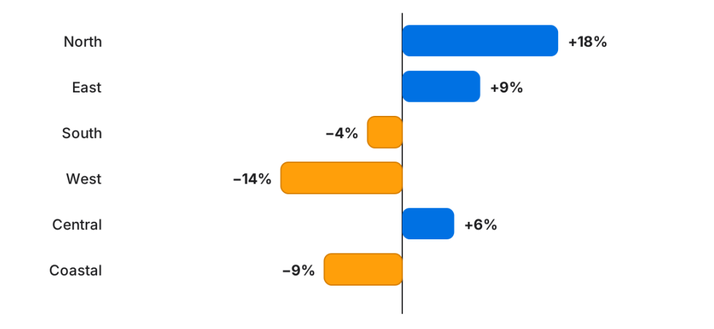
Activity by hour

Sequential blue ramp; pale cells carry a 1 px outline (3:1)



Revenue vs target

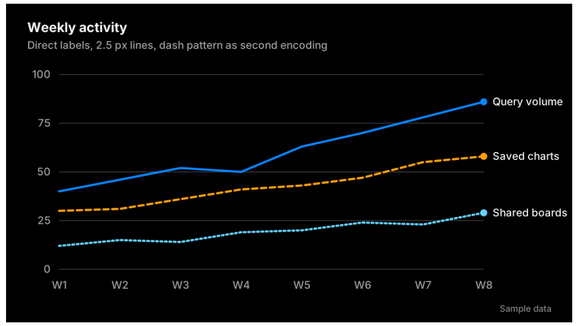
Blue above, orange below, outlined where under 3:1

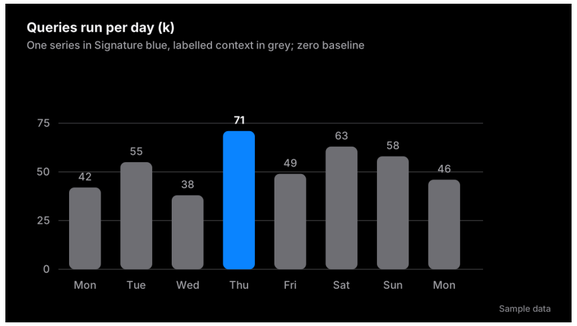


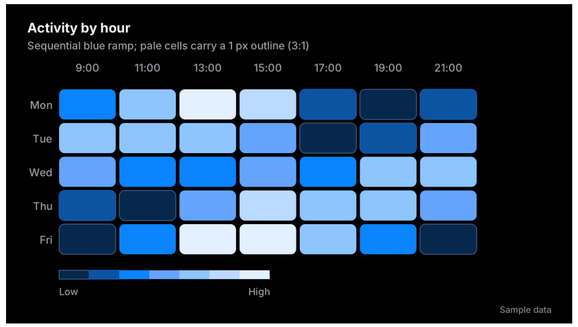
- Direct labels beat legends. Label the line end or the bar top.
- Highlight one thing in Signature blue; context in grey.
- Bars start at zero. Lines may crop the axis, and say so.
- Gridlines #D2D2D7 at 1 px, axis text 12 px Secondary, numerals tabular.
- Never colour alone: add dash, marker, label or position.
- No 3D, no pies beyond three slices, no dual axes.
- Lines 2.5 px, bars radius 6 px, gaps 4 px or more.
- Any filled mark under 3:1 against the background gets a 1 px outline in a darker (light mode) or lighter (dark mode) shade of the same hue.

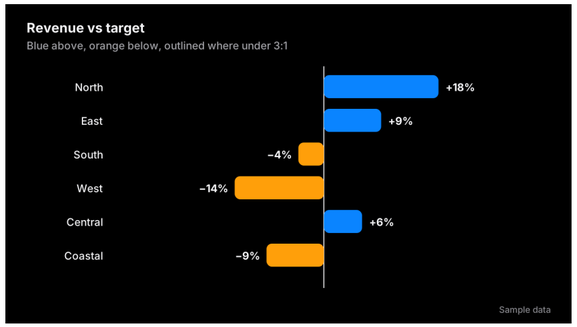
Charts: dark mode & accessibility

Every chart ships with alt text, a data table, a second encoding and keyboard detail.









- Text alternative: chart type, what it shows, range, the one insight. SVGs carry role="img", title and desc.
- Data table: the same numbers in a real table inside a details element; CSV for large sets.
- Colour independence: direct labels plus dash, marker or position. Series 5 and 6 only with both.
- Contrast: text 4.5:1; needed marks 3:1 or an outline. Dark mode uses the dark ramps and a #38383A grid.
- Interaction: hover detail also on focus and in the table; Esc dismisses; live updates use aria-live polite, throttled to 5 s.
- Forced colours and reduced motion are honoured. Files: data-viz/chart-accessibility.md and accessible-chart-pattern.html.

Imagery & illustration

Product first. Shapes from the mark. Nothing generic.

Product imagery

- Show the real product: true data, real labels, no lorem ipsum. Crop tight to the task.
- Frame on Surface #F5F5F7 or Black, 12 to 16 px radius, 1 px #D2D2D7 border, shadow 0 1 2 / 0 8 24 at 6 to 8 %.
- Light and dark screenshots come as a pair. No device mock-ups.

Photography

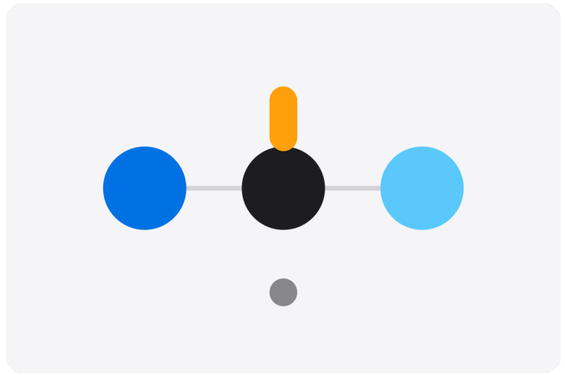
- People at work in real settings: natural light, neutral grade, candid, shot at eye level. Analysts, not actors in suits.
- Crop with the mark's shapes (pill or circle masks) for hero and card images.
- Never stock handshakes, glowing networks, binary rain, abstract globes, or filters that shift brand colours.

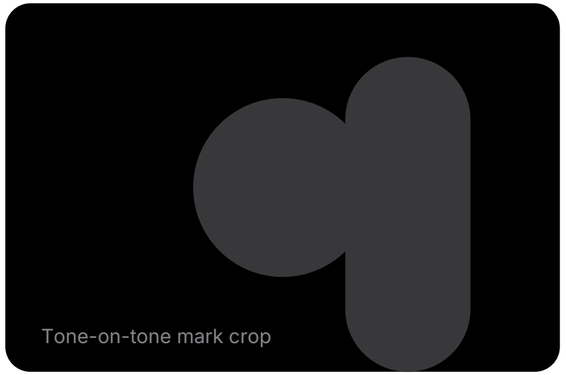
Illustration grammar

- Circles and pills only, flat fills, one deliberate ring at most.
- Three colours maximum: black or Ink for structure, data palette for meaning.
- For empty states, onboarding and docs; never inside charts.





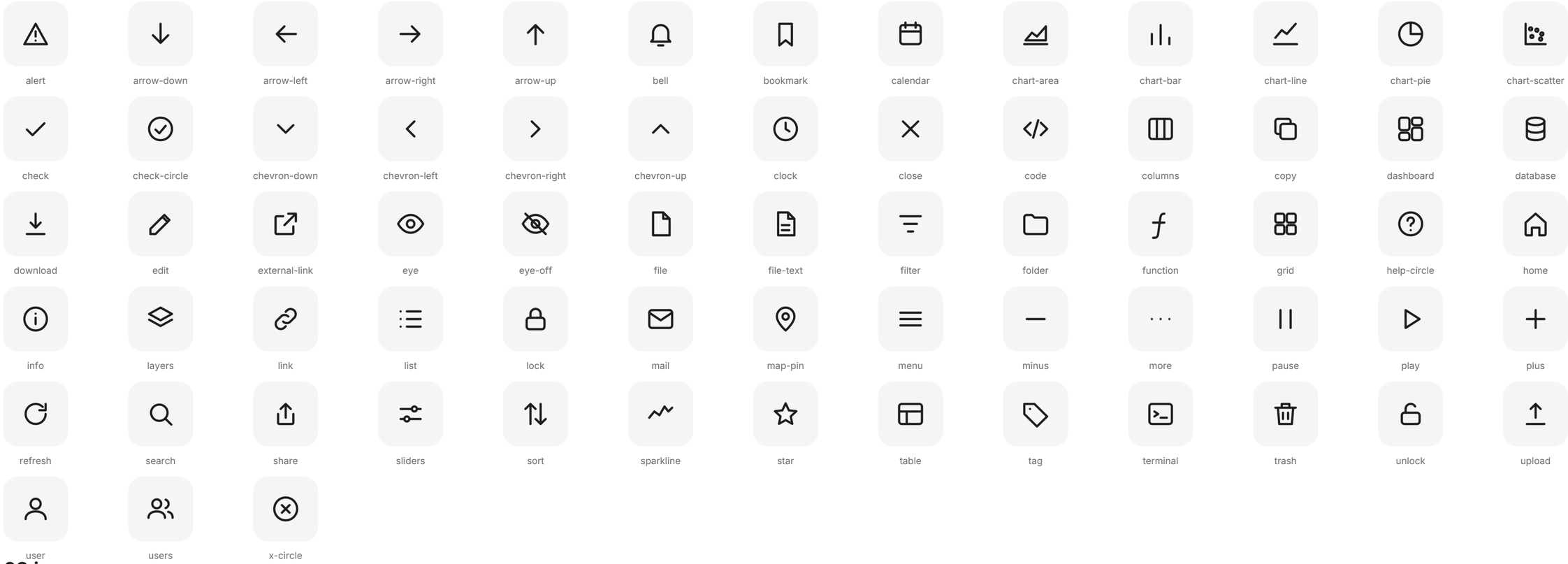




Tone-on-tone mark crop

Iconography

Monoline, 24 px grid, 1.75 px stroke, round caps. Labelled wherever it matters.



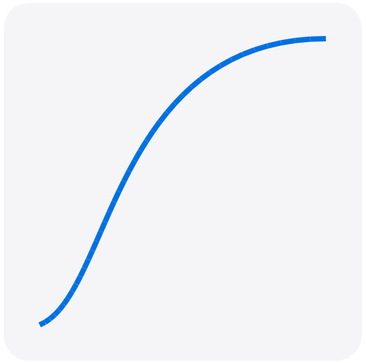
68 icons

- 16, 20 and 24 px. Stroke 1.75 at 24, 1.5 at 16. Colour: Ink default, Secondary passive, Signature blue active, status fills for status.
- Click targets 32 px (desktop) and 44 px (touch) regardless of glyph size. Icon-only buttons need an accessible name and tooltip.
- Drawn for Datarist; Apple SF Symbols are licensed for Apple platforms only and must not be copied into web or Android. Source: icons/svg and the sprite.

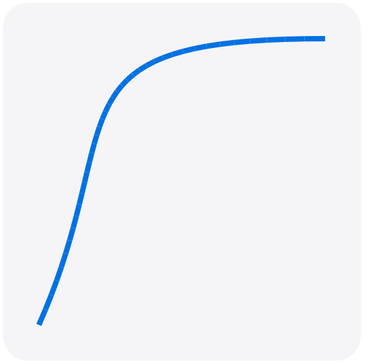
Motion

Explains change. Never decorates a wait.

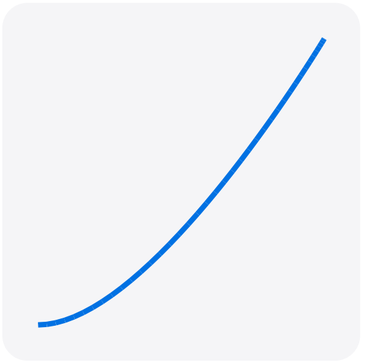
instant	100 ms	hover colour, press
fast	150 ms	toggles, tooltips, focus
base	250 ms	menus, popovers, cards
slow	400 ms	sheets, pages, chart entrance



standard
cubic-bezier(0.25, 0.1, 0.25, 1)



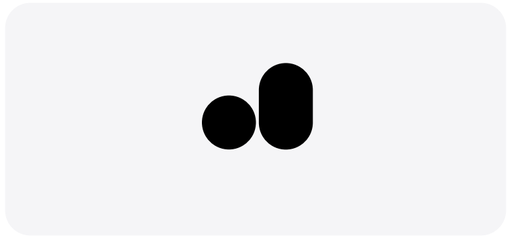
out · entering
cubic-bezier(0.32, 0.72, 0, 1)



in · leaving
cubic-bezier(0.4, 0, 1, 1)

Logo reveal

0 ms



300 ms



650 ms

- Charts draw once on first load (400 ms, ease-out, 30 ms stagger, max 8 items); updates morph in 250 ms; never re-animate on resize.
- Honour prefers-reduced-motion: swap movement for a 100 ms fade; skip entrances.
- No bounce, shake, pulse or loops. Errors change colour and message, they do not shake.
- The logo reveal (motion/datarist-logo-reveal.svg) is for splash, video intros and loading screens only. The pill rises, the dot settles, the wordmark fades in: 0.65 s.

Co-branding

Equal weight, one colour family, never merged.





- Scale the partner logo to the height of the Datarist artwork (H). Optical balance may shift it by up to 15 %.
- Divider: 1 px hairline in Divider colour at height H; 1R clear space on each side and 1R outer clear space.
- Datarist on the left, partner on the right, unless a contract says otherwise.
- Both logos in one colour: black on light, white on dark. Signature blue never colours a logo.
- No shared container, overlap, or logo-in-logo. Datarist stays at or above its minimum size (30 mm / 120 px).
- A partner brand colour may appear only as that partner's data series, from the Datarist palette for the rest.

Voice

Exact, calm, useful, plain. Written like a good code review.

Exact

Numbers and names, not "some" or "issues".

Calm

No exclamation marks, no blame. Errors are information.

Useful

Every message says what to do next.

Plain

Sentence case, active voice, "you".

Moment	Not this	This
Error	Oops! Something went wrong.	Query failed: column region not found in sales_2026. Check the name or pick another table.
Empty	Nothing to see here yet!	No charts yet. Create one from a saved query.
Success	Awesome, your export is ready!!!	Export ready: 48,210 rows, 6.2 MB. Download CSV
Loading	Crunching your data…	Running query. Usually under 10 s.
Destructive	Are you sure?	Delete "Q3 revenue"? 4 people have access. This can't be undone.
Stale data	Data may be outdated.	Data last refreshed 6 h ago (08:12 UTC). Refresh now

Numbers: digits always, thousands separators, units attached (2.4 s, 18%). Dates 14 Nov 2026 or ISO 2026-11-14, 24-hour time with zone. Buttons are verbs; destructive buttons repeat the noun. No hype words: unleash, supercharge, seamless, leverage.

Tokens & formats

One source of truth, six formats, light, dark and forced themes.

colors.css · typography.css · spacing.css · motion.css · components.css	Web, source of truth. data-theme="dark|light" forces a theme; otherwise the OS decides.	Tested in Chromium
tokens.dtcg.json	W3C Design Tokens format: Style Dictionary 4, Figma plugins	JSON-validated
figma-tokens-studio.json	Figma via Tokens Studio: sets global, light, dark; themes Light and Dark	Structure-checked, not test-imported
tailwind.preset.cjs	Tailwind 3.4+/4, colours backed by CSS variables	Loads in Node, not run through a build
tokens.mjs + tokens.d.ts	JS/TS, canvas, native shells	Imports in Node
datarist-swatches-*.ase	Adobe apps: CMYK + spot, RGB	Round-trip parsed
digital/templates/Datarist-Slide-Template.pptx	PowerPoint: 5 layouts, themed colours, native charts	Schema-validated, rendered

Use

```
<link rel="stylesheet" href="tokens/colors.css">
<html data-theme="dark" data-density="compact">
button { background: var(--dr-accent-fill); color: var(--dr-on-accent); }
:focus-visible { outline: 2px solid var(--dr-focus-ring); outline-offset: 2px; }
```

Reference CSS variables, not literals, in product code so theme and density switching keep working. Colours that are not Apple-sourced (status text, ramps, hover and pressed fills, dark secondary text #A1A1A6) are marked as Datarist-derived in design-tokens.json; dark divider #38383A matches UIKit opaqueSeparator.

Set in Inter as a print stand-in for the OS font family

Print & colour specs

CMYK values are FOGRA39 coated ICC conversions. Pantone is a nearest-match recommendation.

Brand colour	HEX	Process (CMYK)	Spot	Note
Black (logo, deep tone)	#000000	0 / 0 / 0 / 100	PANTONE Black 6 C	Logo/mono: 100 K. Floods: rich black 60/40/40/100 (TAC 240), never 85/79/54/98 (316).
Ink text	#1D1D1F	0 / 0 / 0 / 100	—	All text prints 100 K (single plate)
Text secondary	#6E6E73	0 / 0 / 0 / 70	—	K 70
Text tertiary	#86868B	0 / 0 / 0 / 55	—	K 55
Surface	#F5F5F7	0 / 0 / 0 / 4	—	K 4
Divider	#D2D2D7	0 / 0 / 0 / 20	—	K 20
Signature blue	#0071E3	80 / 54 / 0 / 0	PANTONE 285 C	Out of CMYK gamut (dE 4.8): use PANTONE 285 C for accuracy
Interface blue	#0066CC	85 / 58 / 0 / 0	—	In gamut within dE 2.9
Success	#34C759	69 / 0 / 81 / 0	—	dE 6.4 — prints duller
Warning	#FF9F0A	0 / 45 / 93 / 1	—	dE 2.0
Error	#FF3B30	0 / 90 / 86 / 0	—	dE 5.3
Info	#5AC8FA	57 / 5 / 2 / 0	—	dE 2.5







- 3 mm bleed, 5 mm safe area (templates 8 mm). Total ink under 300 %.
- Logo and all text: 100 K or the spot. Floods: rich black 60/40/40/100, not 85/79/54/98 (316 %).
- Blue is outside CMYK gamut (ΔE 4.8): print PANTONE 285 C when blue must match the screen.
- Not PDF/X certified. Ask your printer for their preset and a proof.

Set in Inter as a print stand-in for the OS font family

What changed in 3.0

Fixed

Logo reveal now visible without animation support · forced dark mode (data-theme) · solid focus ring 4.7:1 · dark primary fill white 4.7:1 · input border 3.6:1 · title-3 tracking · chart samples outlined · video-call shapes visible (Divider / #38383A) · email 105 px height · manifest id/start_url/scope · iOS asset catalog with any/dark/tinted · dark divider verified

Also fixed (found in browser testing)

Dark selected-row tint, dark disabled button, danger button contrast (#D40011), theme-aware illustrations, diverging ramp lavender mid-tones, chart image sizing

Added

Spacing, grid and density tokens · component CSS and preview · empty, error, loading specs · dark chart samples · chart accessibility spec and pattern · token formats (DTCG, Tokens Studio, Tailwind, JS/TS) · PowerPoint template · 68 icons (was 17)