Synth Databases

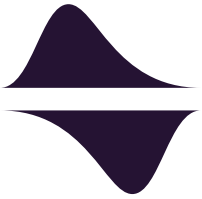
Corpo
Shape

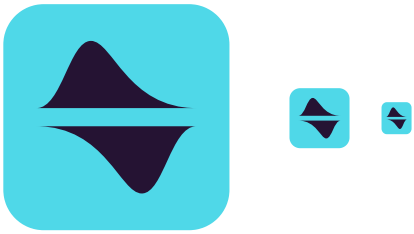
Logo, colour, g

Logo and colour

Synth Databases

Synth Databases





Aubergine	Aqua	Lilac	Frost	White
#251333	#4FD8E8	#C6B5EF	#EEF2F4	#FFFFFF

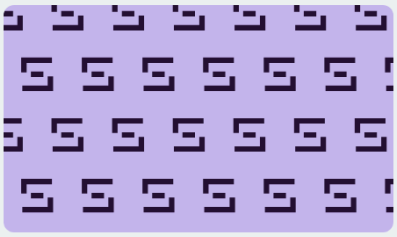
Muted
#665B70

Graphic system

Synth Databases Graphic system 2.0 · Shape / Boundary



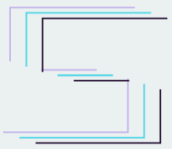
Signature boundary S



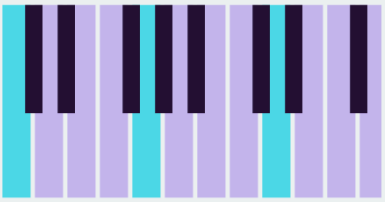
S repeat



S crop



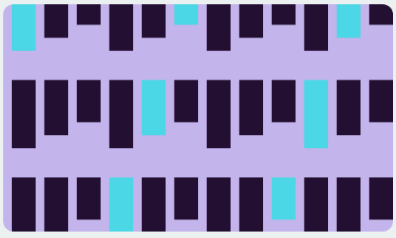
S echo



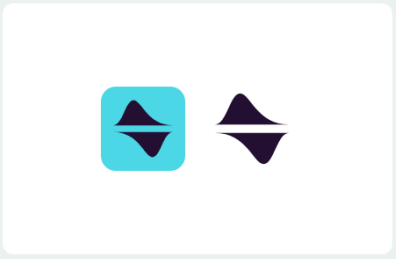
Key cadence



Key traces



Offset keys



Synth Databases | Corporate identity v2.0

Approved identity: Shape / Boundary, version 2.0

Version 2.0 replaces the v1.1 paired-form mark (Original / Counterpart) with a new symbol chosen by the product owner. The logo is two matching bell curves, one turned over, that together read as an S. The boundary S, built from two square brackets around a line of data, is the signature graphic device. Aqua and frost replace citron and chalk; aubergine and lilac stay. The key-rhythm patterns are kept in the new palette. Earlier logos and green/pine colours remain superseded. The approved name is **Synth Databases**. Never explain the pun. Category: **Enterprise synthetic data collaboration**. Tagline: **Your data. Further possibilities.**

Logo

Use the outlined SVG masters in `assets/`. The symbol is two solid bell curves of the same shape, one above a horizontal gap and one rotated beneath it. Their peaks are offset so the pair reads as an S. It says that the shape of the data is kept while the individual records are not. Do not redraw it, separate the curves, change the gap, add a third curve or animate the curves into one another. The vector master governs implementation.

Primary lockup: `assets/logo-horizontal-aubergine.svg` on frost or white. Reverse: frost or lilac on aubergine. Use a single colour for the complete symbol. Keep the symbol to the left of the full name. Compact contexts use the symbol alone with accessible brand text. The wordmark is the outlined DejaVu Sans master (Synth in Bold, Databases in Regular); it does not depend on installed fonts and is never re-typeset.

Clear space: at least 25% of symbol height on every side; symbol-to-wordmark spacing is fixed in the master. Minimum full lockup width 240 CSS px / 55 mm print; standalone symbol 24 CSS px / 7 mm print. At 16-23px use the supplied favicon with its contrast field, and inspect actual rendering. Do not put the category descriptor inside a small logo. No stretching, shadows, bevels, gradients, outlines, arbitrary recolouring or low-contrast placements.

Palette and use

Colour	HEX	Role
Aubergine	#251333	Primary text, navigation, dark brand fields
Aqua	#4FD8E8	Signature accent, selected marketing fields and emphasis
Lilac	#C6B5EF	Secondary brand field, quiet emphasis
Frost	#EEF2F4	Main marketing canvas
White	#FFFFFF	Product data surfaces
Muted	#665B70	Secondary text on frost or white
Line	#D6CEDB	Decorative separators only

Marketing starting ratio: 55% frost/white, 30% aubergine, 10% lilac, 5% aqua. A campaign may use one large aqua field. Product screens: mostly white/frost, aubergine navigation, small lilac accents; reserve aqua for a few deliberate focal points. Do not colour every card. No gradients. Do not use aqua or lilac as body text on white. Use aubergine text on aqua/lilac, and frost text on aubergine. Use `contrast-checks.json` for verified pairs; verify other combinations and interactive states.

Semantic status colours are separate: success #216747, warning #885300, error #AB2543 on white, always accompanied by text and an icon. Aqua is a brand colour, not a success signal. Use aubergine input boundaries when necessary; decorative line grey alone is insufficient to identify a control. Focus rings: aubergine on light backgrounds, aqua on aubergine, with 3px offset. Test final components for contrast, keyboard access and non-colour cues.

Typography

Use bundled DejaVu Sans Regular and Bold as the v1 production family. DejaVu Sans Mono is for IDs and code. Font files and licence are supplied. Do not claim the fonts are custom. Logo wordmarks are outlined assets and must not be re-typeset. Browser body copy: 16px/24px; product tables: 14px/20px; labels: 12px/16px minimum; section headings: 32px/38px; marketing hero: clamp(40px, 5vw, 72px) with 1.08 line height and -0.035em tracking. Use sentence case, left alignment and tabular numerals for metrics. Avoid all-caps paragraphs.

Layout, graphics and motion

Use 4px spacing units; 8, 16, 24, 32, 48, 64 and 96px spacing steps. Marketing max-width 1280px; 12-column desktop, 4-column mobile. Page gutters: 48px desktop, 20px mobile. Controls radius 8px, panels 12px. Daily product should have legible dense tables and clear hierarchy.

Use `assets/pattern.svg` and enlarged crops of the boundary S as the signature graphic device. The boundary S may also frame content as two corner brackets (top-left and bottom-right) on marketing pages and stationery. Add `pattern-keys-cadence.svg`, `pattern-keys-traces.svg` and `pattern-keys-offset.svg` for restrained piano/synth-key rhythm. Add `pattern-s-repeat.svg`, `pattern-s-crop.svg` and `pattern-s-echo.svg` for boundary-S texture. Read `PATTERNS.md` for application mapping. Never use the boundary S as a replacement logo, favicon, avatar or wordmark companion; the bell curves are the only logo. All patterns use the current aubergine/aqua/lilac/frost palette. Allow no more than one dominant motif per viewport. Patterns sit in dedicated fields, not behind body copy or charts. Do not present decorative shapes as actual data. Subtle piano/synth-key geometry is allowed as a supporting visual pattern; no music puns, keyboard labels, musical notes or audio controls. No database cylinders, generic shields, robots or AI stars. Use genuine product components with clearly labelled fictional data for marketing imagery.

Transitions 120-180ms for controls; optional 300ms fade/translate for marketing. Honour reduced motion. No perpetual pulsating or logo morphing. Never let animation imply that security enforcement has occurred.

Voice and copy

Precise, calm and commercially literate. Use South African/British English. Write about what customers can do and control. Verbs: connect, generate, validate, provision, evaluate, approve, release. No music jokes or exaggerated safety claims. Never claim zero leakage, perfect fidelity, automatic compliance or guaranteed real-world model performance.

Homepage: eyebrow “Enterprise synthetic data collaboration”; headline “Your data. Further possibilities.”; description “Give partners synthetic data to build with, a controlled workspace to work in, and a governed path to prove results.” Primary CTA “Discuss a pilot”; secondary “Explore the platform”. Supporting line “Enterprise-controlled access. Purpose-specific datasets. Reviewed results.”

Sections: “Built around the value of your data.” / “Create once. Put it to work.” / “Invite expertise. Define the boundaries.” / “Prove the result. Review the release.” / “A working asset, every day.” Close: “One dataset. One partner. One defined outcome.” CTAs must lead to working destinations and demonstrations must be labelled.

Navigation: Overview, Data products, Generation, Partners, Workspaces, Evaluations, Releases, Audit, Settings. Empty state: “Create your first data product.” Validation failure: “Publication paused. Two required checks need attention.” Release action: “Review output”. Access expiry: “This engagement has ended.” Follow with a useful next step.

Applications

Website: frost editorial surfaces, aubergine typography, one oversized boundary-S motif and aqua accent. Product: white data panels, aubergine sidebar, restrained colour and actual permission states. Business card: aubergine front with lilac lockup and a tonal boundary S; frost reverse with aubergine name/contact details. Presentation: frost 16:9 slides, aubergine titles, aqua divider, no patterned chart backgrounds. Reports: white body pages, quiet aubergine headers, monochrome-safe tables. Email signature: plain-text name/title/contact plus a small optional aubergine logo; never invent contact details. Social avatar: aubergine symbol centred on aqua with clear space; banner uses full name and category, no feature laundry list.

Claude implementation handoff

Copy this kit into the repository before implementation. Use the supplied SVGs and tokens, not the raster concept image. Keep the product, custody and security requirements below. Inspect the repo, implement the platform in working stages, test tenant/vendor isolation and release controls, and visually verify public and authenticated pages at 1440px, 768px and 390px. Build the pilot enquiry path only with supplied contact/integration details. Keep unavailable capabilities disabled and explain limitations honestly. Do not publish, register domains or contact third parties as part of this brief.

The identity is visually approved for this project; trademark/name clearance has not been established. Do not make exclusivity claims.