BRAND ASSET 02 · THE NOTE

Four colours, three typefaces.

The whole system is this page. Anything not named here is not part of it.

Parchment

#EFE8DA

The ground. Every surface that is not raised or quoted.

Ink

#221E18

Type, rules, and the marks drawn on a map.

Brass

#A07A3C

Rules, underlines and accents. Not a text colour.

Foxing

#8E3B2C

Numerals, eyebrows, and anything that corrects.

THREE SUPPORT TONES

Vellum

#F7F2E7

Cream

#EDE0C5

Plate

#D3C6AE

Ink on parchment measures **13.6:1** and running text on it **10.1:1**. Readability for older readers is a product constraint rather than a preference, so those ratios are held rather than traded for elegance. What each of the four colours may and may not carry is on the next page.

What each colour may carry.

Brass #A07A3C is not a text colour. On parchment it measures 3.2:1 – enough for a rule, an underline or a swatch edge, not for a word anyone has to read. Where brass has to carry type it darkens to **#5E4718**, which measures 7.2:1 on the same ground. Two hexes, two jobs; do not reconcile them.

Foxing #8E3B2C measures 6.1:1 on parchment. It sets numerals, eyebrows and the mark that corrects something – never a whole line of running text.

Plate #D3C6AE is the tone of a photograph that has not been placed yet. Running text on it measures 7.3:1, so it holds a caption; it is not a second ground.

MEASURED, ON EVERY GROUND

	PARCHMENT	VELLUM	CREAM	PLATE
INK	13.6:1	14.8:1	12.7:1	9.8:1
BODY	10.1:1	11.0:1	9.4:1	7.3:1
BRASS DARK	7.2:1	7.9:1	6.7:1	5.2:1
FOXING	6.1:1	6.7:1	5.7:1	4.4:1
BRASS	3.2:1	3.5:1	3.0:1	2.3:1

> Every figure on this page is computed from the hexes beside it when the document is built, rather than typed. Anything in foxing is below 4.5:1 and is not a text colour on that ground.

Type.

Newsreader

Display at 300 roman, closed by a period · body at 400 · letter-spacing −.035em on display sizes

The places you keep, and the ones that keep you.

Places are held inside small, closed circles of people who trust one another, so every recommendation carries a name and a reason rather than an anonymous star.

Manrope

Labels, UI and metadata · 600, uppercase, tracked .18–.28em · never below 10.5px on screen

NOTES FROM THE CIRCLE

Bodoni Moda

Numerals, and the volume's own words · italic · display sizes only

01 · 2026 · a volume of your own

> Square corners throughout. One ornament, ◇. No emoji, and no exclamation marks — copy is written, not designed, and the register is editorial magazine rather than app.