BRAND ASSET 01 · THE MARK



CARAFOLIO

The mark is a nib. The name sets beside it in Manrope 600, uppercase, tracked a quarter of an em — so the lockup is reproduced by setting it, never by tracing it.

The ◇ is the ornament, not part of the lockup. It closes a statement and divides a rule. It is the only ornament in the system.

Two grounds.

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PARCHMENT GROUND · #EFE8DA

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INK GROUND · #221E18

Two cuts of the nib.



FULL CUT · ABOVE 28PX



REDUCED CUT · 16–28PX

Shown at one size so the difference is legible. The full cut is drawn with an outline, an inner shoulder and a hairline slit; the reduced cut is the same nib solid, with the breather left as a counter.

They are two drawings, not two sizes of one. Below about 28px the full cut's strokes close up and it reads as a smudge, which is what the ladder is for. Do not scale either to do the other's job.



28PX 24PX 20PX 16PX

Clear space, sizes, and what not to do.

CLEAR SPACE	The width of the nib on every side. Nothing sets inside it — no rule, no caption, no crop edge.
MINIMUM, PRINT	18mm across the lockup. The nib alone reproduces to 5mm.
MINIMUM, SCREEN	96px across the lockup. 16px for the nib alone, in the reduced cut.
NAME	Manrope 600, uppercase, letter-spacing .24em. Never below 10.5px on screen, never below 8pt in print.
ORNAMENT	◇ — U+25CA, lozenge. It is the only ornament in the system.
COLOUR	Ink on parchment, or the reversed cut on ink. The ◇ may take brass on either.

- ◇ Do not re-set the name in another face, or add tracking to make it fill a space.
- ◇ Do not round the nib's corners, or place it inside a circle or a rounded tile.
- ◇ Do not add a shadow, outline, gradient or stroke to the mark.
- ◇ Do not tint the name brass. Brass is for the ornament, for rules, and for accents.
- ◇ Do not set the mark over a photograph without a solid ground beneath it.

> Vector originals in SVG — full cut, reduced cut and reversed cut — are available on request from press@carafolio.com.