



BRAND GUIDELINES

spinrun

The Coin S, the name, and the rules for using them.

The Coin S.

A disc with two curved slots, the lower one the upper turned half a turn. It spins, and it runs.



01

One silhouette

A solid coin that reads at 16px. The slots carve the S; the disc keeps it a mark, not a letter set in a font.

02

Point-symmetric

Turn it half a turn and it is itself. That symmetry is the "spin". Never rotate or mirror it.

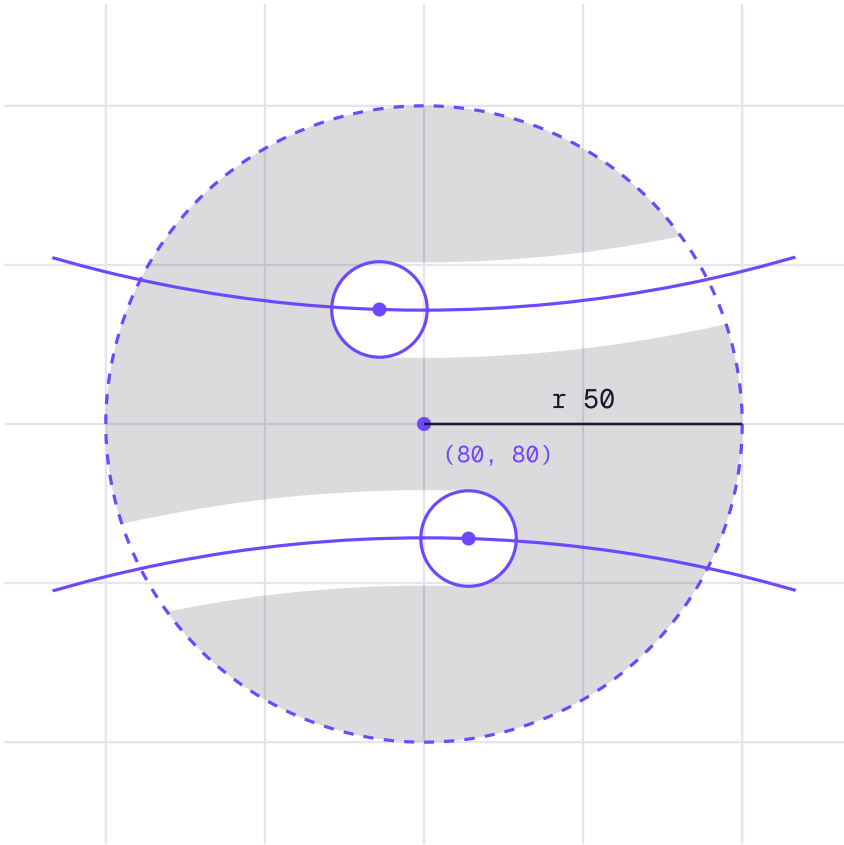
03

Exact by construction

Every edge is an arc of a circle, built from six numbers in code. The favicon, app icon, loader and every tile draw the same path.

Built from six numbers.

The mark is generated, not drawn by hand, so it is identical at every size and in every file.



Canvas	160 × 160 units — the tile
Disc	centre (80, 80), radius 50 — the letter box is 100 × 100 at (30, 30)
Slots	15 units wide, running along a circular arc of radius 209.4
Closed end	a round cap centred at (73, 62), inside the disc
Open end	the slot leaves the disc toward (150, 50)
Second slot	the first, turned 180° about (80, 80)
Source	<code>packages/brand/src/coin.ts · COIN_S, coinSPath()</code>

The tile.

The mark's home: app icon, avatar, favicon. A linear violet-to-navy gradient, light from the top-left, with a thin band of light along the top edge.



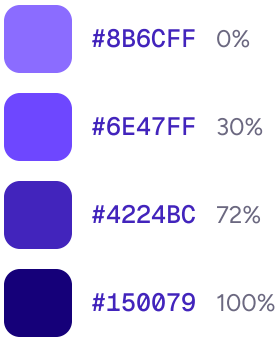
Rounded — web & product
rx 30 (18.75%)



Full bleed — iOS, app stores
the platform rounds it



Maskable — Android
S at 80%, inside the safe zone



150°, corner to corner.
Highlight: white at 28%, gone by 22 units.

One mark, four grounds.

On its tile by default. Alone, in a single colour, where a tile would be too much.



Tile · default



Tile on navy



Ink · on light



White · on dark

The name.

"spinrun", lowercase, in Ulm Grotesk Bold — outlined, so it is artwork, never live text. One colour, dot and all.

The word "spinrun" is displayed in a large, bold, lowercase font. The letters are outlined, giving it a graphic, artwork-like quality. The font is identified as Ulm Grotesk Bold. The word is centered horizontally on the page.

Typeface

Ulm Grotesk Bold (Indian Type Foundry), licensed for the logo. Used for the name only — never for headlines or copy.

One colour

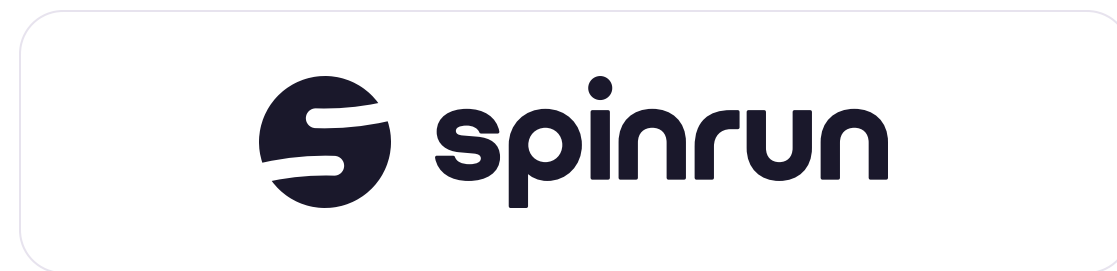
Letters and dot together: ink on light, white on dark. The tile is the only place the brand shows colour.

Never retype it

Use the supplied files. Setting "spinrun" in a font — any font — is not the logo.

The signature.

The mark, then the name, on one baseline. The primary lockup for every brand touchpoint.



The name sits at the mark's height; the gap is 28% of the mark. The one-colour lockup (right) is for single-ink printing and tight UI.

Give it room.

Clear space and minimum sizes keep the mark legible and uncrowded.



20 tile units — one eighth of the tile — clear on every side.



Mark	16px minimum · 24px preferred in UI
Lockup	120px wide minimum
Print	mark 8mm minimum · lockup 30mm

Violet, with room to breathe.

Paper and ink carry the page. Violet carries the brand. The tile's four stops are the only gradient.

Violet

#6E47FF
RGB 110, 71, 255
`--violet-500` · `--`
accent-primary
Brand & accent

Light violet

#8B6CFF
RGB 139, 108, 255
`--violet-400`
Tile gradient, top

Deep violet

#4224BC
RGB 66, 36, 188
`--violet-deep-700`
Tile gradient

Navy

#150079
RGB 21, 0, 121
`--mk-navy`
Tile gradient end · dark bands

Ink

#1A182B
RGB 26, 24, 43
`--mk-ink`
Text & the wordmark

Paper

#FAF5F1
RGB 250, 245, 241
`--mk-beige`
Warm marketing ground

White

FFFFFF
RGB 255, 255, 255
`FFFFFF`
Product ground

Warm accent: peach #FFBB98 (`--peach-500`) — only for an accent word on a navy band, never for status.

Readable, then beautiful.

Measured contrast (WCAG 2.1). Body text needs 4.5:1.

Aa Ink on white
17.36:1 · AAA

Aa Ink on paper
16.04:1 · AAA

Aa Violet on white
5.24:1 · AA

Aa White on violet
5.24:1 · AA

Aa White on navy
16.06:1 · AAA

Aa Peach on navy
9.80:1 · AAA

Put work in motion.

Urbanist 700 · marketing display headlines

Clear work. Useful results.

Figtree 400–700 · product UI, headings and body copy

`npx spinrun connect`

Geist Mono · code and readouts

Don't.

Use the supplied files as they are.



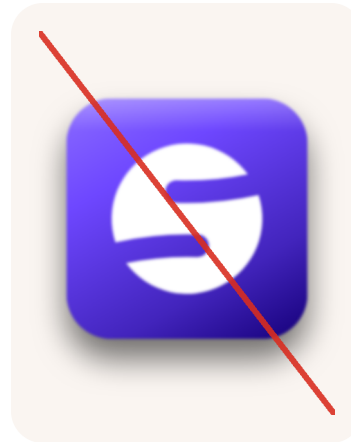
Rotate or mirror it



Stretch or squash it



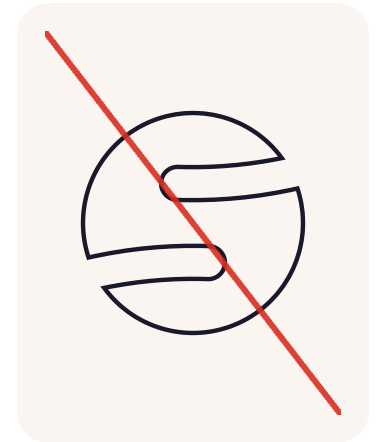
Recolour the tile



Add shadows or effects



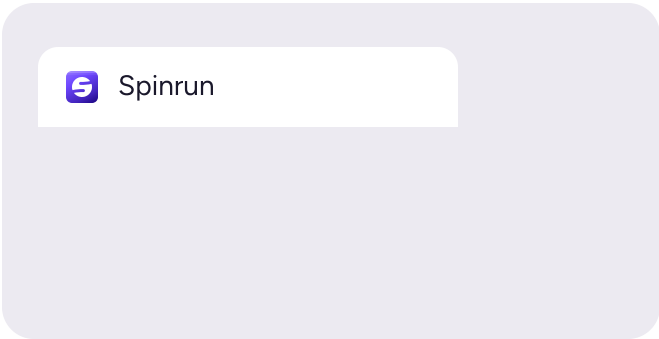
Retype the name in a font



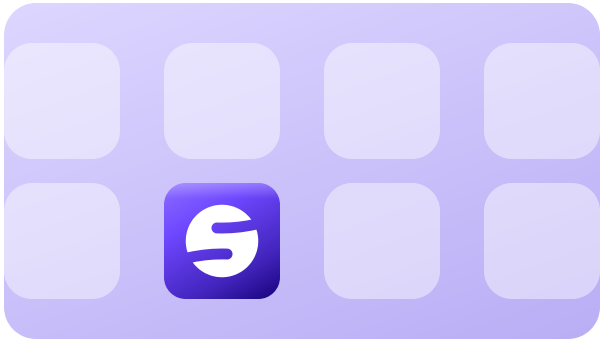
Outline the mark

Built to travel.

Every file below is written from the same data — the icons and logos by `npm run brand-assets -w web`, this guide by `npm run brand-guide -w web` — and downloadable at spinrun.ai/design.



Favicon



App icon



Link preview

Mark on its tile	/brand/spinrun-mark.svg	Lockup, ink	/brand/spinrun-lockup-ink.svg
Mark, ink	/brand/spinrun-mark-ink.svg	Lockup, white	/brand/spinrun-lockup-white.svg
Mark, white	/brand/spinrun-mark-white.svg	Rounded tile, 1024px	/brand/spinrun-mark-1024.png
Source of truth	@spinrun/brand/marks	Full bleed, 1024px	/brand/spinrun-mark-square-1024.png
This guide	/brand/spinrun-brand-guidelines.pdf		