Brand guidelines

pages	36
chapters	8
grid	8 × 12
status	approved

reshell · 7-bit

Reshell Studio

25 Nov 2026

52.5200° N
13.4050° E
Berlin

Contents

Chapters and pages, in order.

NOTE

This page lists every page of the guideline in order, grouped by chapter. Page numbers are fixed: 03.04 is the same page in the Brand Hub and in the PDF. Use the list to see what a chapter covers and to find a rule before you open it.

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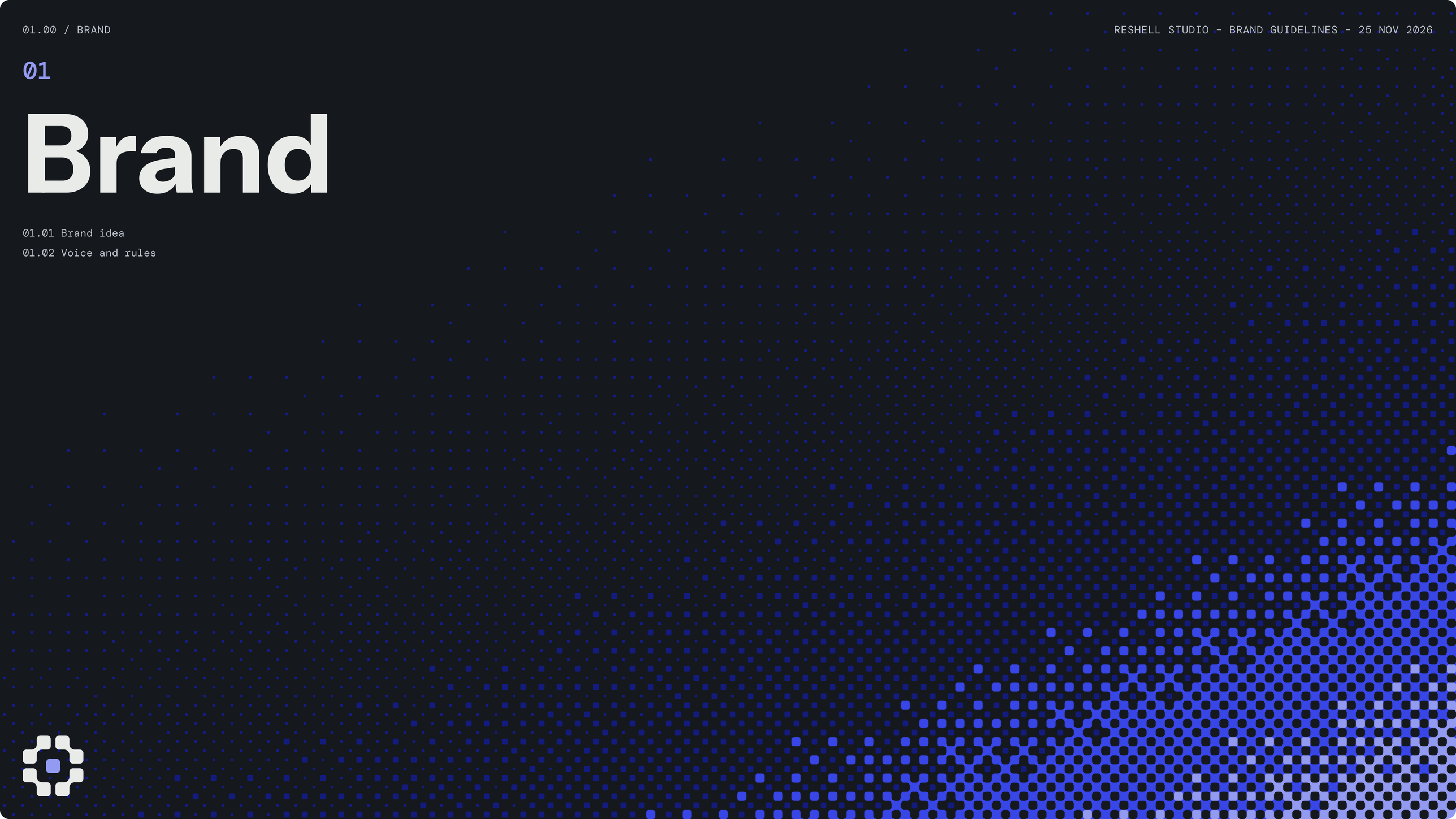
Logo pack 07.01
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01

Brand

01.01 Brand idea

01.02 Voice and rules



Brand idea

What Reshell stands for, and who it is for

NOTE

Reshell is a brand identity studio for gaming brands, from game studios to esports organizations. It delivers the look and the working system behind it together, so a team can use the brand every day. Agencies sell the look. Subscriptions sell the output. Reshell closes the gap between them, at a fixed price, in weeks. Decisions come in a set order, so the standard stays high.

A new shell that holds up in daily use.

Same core. New shell.

01	**Made by hand**	The mark and the type are made by hand, never generated.
02	**A system, not a look**	Written down once, so the team never has to ask.
03	**Fast, without shortcuts**	Decisions in a set order. Weeks, not months. Date fixed first.
04	**Evidence before taste**	Competitors, audience and contrast are checked, not guessed.
05	**Fair and plain**	Prices are public and fixed. Terms are short and readable.
06	**Its own, not the genre's**	Gaming has a uniform. Reshell's work stays out of it.

Voice and rules

How Reshell sounds, and three rules it keeps

NOTE

Reshell writes like a design lead talking: calm, exact, never loud. Every claim carries a number or a fact, and every sentence is short. The five voice tiles show how that sounds, with the wrong version beside each. The three rules are fixed and apply wherever the brand appears.

voice 01	**Outcomes first**	Your team gets logo files, tokens, templates and a Brand Hub in three to five weeks.	avoid We use a cutting-edge process and the latest tools.
voice 02	**Real numbers**	Two feedback rounds. A fixed delivery date, set before work starts.	avoid Affordable packages, tailored to your needs.
voice 03	**Plain, never hyped**	A new shell that holds up in daily use.	avoid The ultimate branding experience.
voice 04	**Expert, not buddy**	Here is the gap in your system, and what closes it.	avoid Gaming slang, jokes at the reader's expense, exclamation marks.
voice 05	**Short, no filler**	Prices are public and fixed. Terms are short and readable.	avoid In today's fast-moving world, a brand that truly stands out matters more than ever.

rule 01

The mark and the typography are hand work. Nothing replaces that step.

Hand-made form is what a template cannot give a client.

rule 02

The positioning line is never rephrased: A new shell that holds up in daily use.

A line that changes with each use stops working as a promise.

rule 03

The shell around a core shows in visuals, on the website and in words.

One idea in every place the brand appears: Same core. New shell.

02

Logo

02.01 Logo
02.02 Construction
02.03 Wordmark
02.04 Clear space and minimum size
02.05 Colour versions
02.06 Misuse

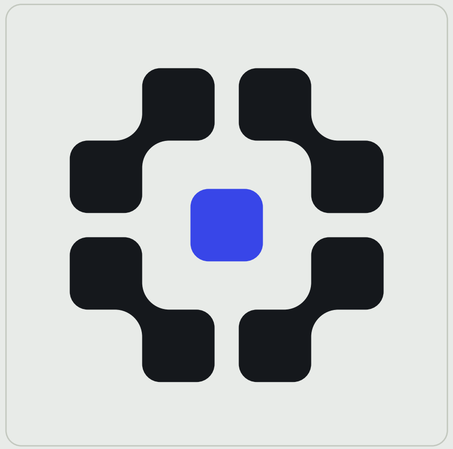


Logo

The mark, the wordmark and the horizontal lockup.

NOTE

The mark is a shell of linked modules around one core. The wordmark is hand-made, outlined artwork: never type it in a font. In the lockup the mark sits left of the wordmark. The wordmark is 0.6 of the mark's height, 4 sub-units (su) from it, centred on the mark. One su is a thirteenth of the mark's width. Colour versions are on 02.05.



Mark



Wordmark



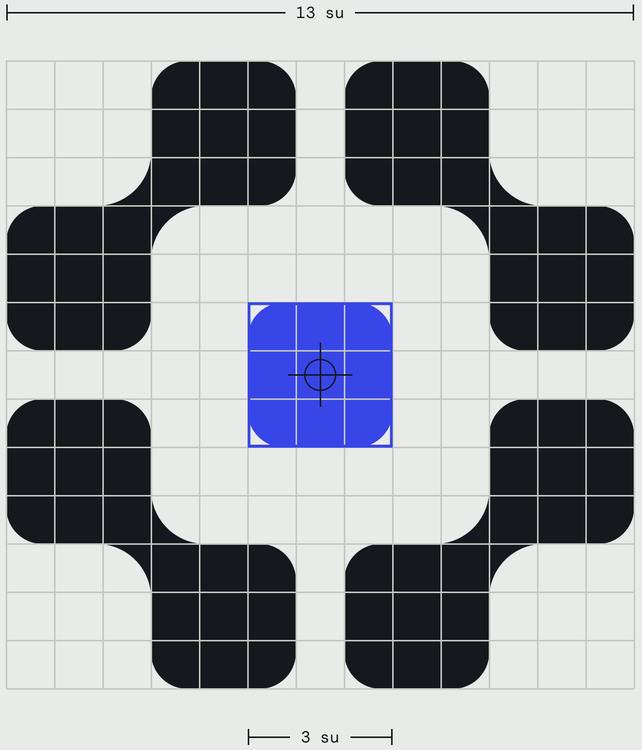
Lockup

Construction

One module, one link, a 13 × 13 grid.

NOTE

The mark is built from one module: a 3 × 3 su square with a corner radius of 0.75 su. Where two modules touch corner to corner, a concave link of radius 1.125 su joins them, so modules never float alone. The core is the one module in the centre. The mark is 13 su wide, and spacing, icons and patterns snap to the same grid.



grid	13 × 13 su
module	3 × 3 su
corner radius	0.75 su
link radius	1.125 su

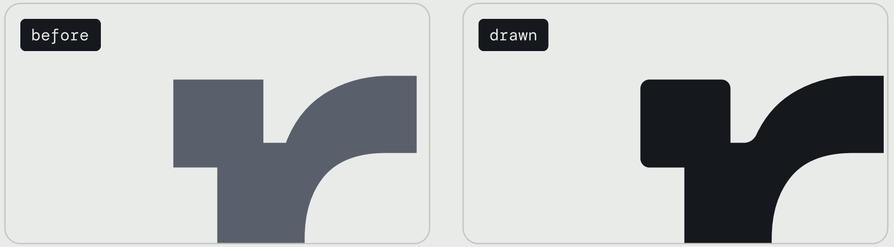
Wordmark

Custom lettering, drawn by hand from Funnel Display.

NOTE

The wordmark is lettering, not a font. It starts from Funnel Display Bold, and two details were redrawn by hand: the terminals are rounded, so the letters repeat the rounded modules and links of the mark, and the dot of the i is square. Never retype the name in any font: place the wordmark file. Sizes, spacing and the lockup are on 02.01.

terminal · 4×



dot · 4×





Funnel Display Bold

The typeface as it ships, set for comparison.



Reshell wordmark

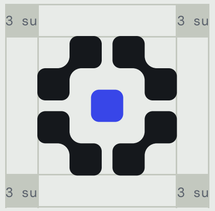
Rounded terminals and a square dot, drawn by hand.

Clear space and minimum size

Room around the logo, and how small it can go.

NOTE

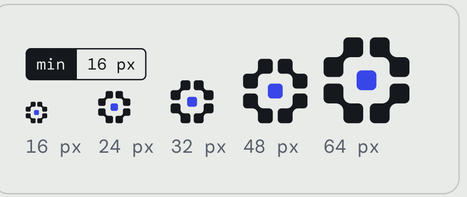
Leave 3 su, one module of the mark, empty on every side of the mark, the wordmark and the lockup. For the wordmark, that is about 38 % of its height. The delivered files have no space around them: place them by their edges and add the clear space. Mark minimum: 16 px on screen. Lockup minimum: 24 px high, 160 px wide on screen.



Mark



Wordmark





Lockup

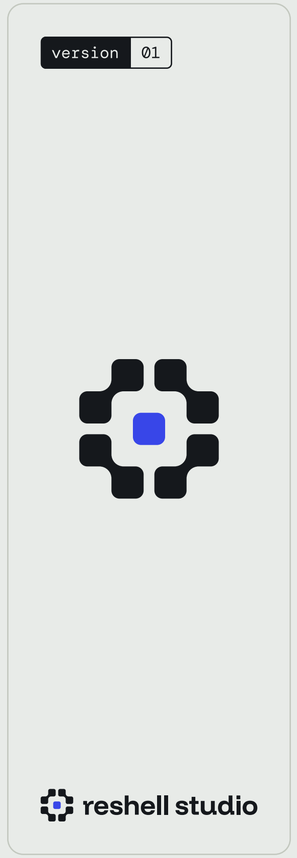


Colour versions

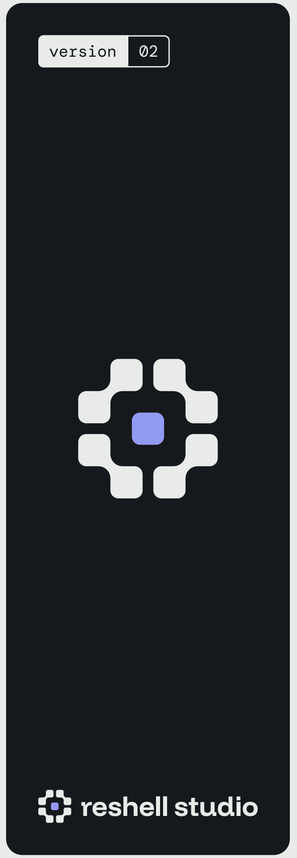
Five for the mark and lockup, three for the wordmark.

NOTE

Each version is made for one ground. Pick the file for your ground and never recolour the mark. Shells read at 14.94 : 1 on paper and on graphite, cores at 5.49 : 1 on paper and 6.97 : 1 on graphite. On cobalt the paper mark reads at 5.49 : 1. All pass. The wordmark has three versions, the lockup five. The full pair list is on 03.03.



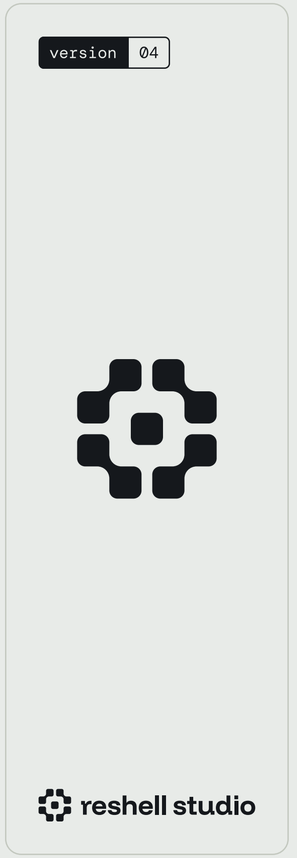
ground	paper
shell	14.94 : 1
core	5.49 : 1



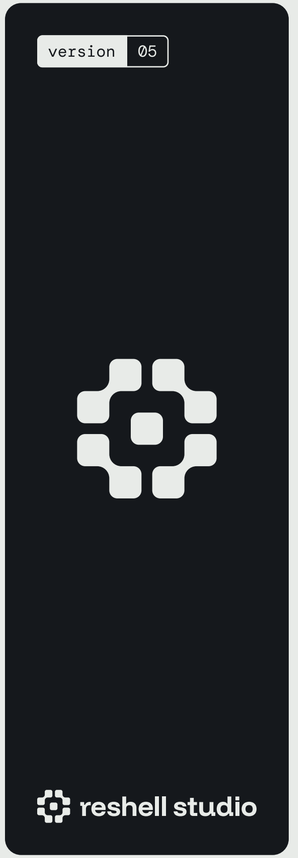
ground	graphite
shell	14.94 : 1
core	6.97 : 1



ground	cobalt
mark	5.49 : 1



ground	paper
mark	14.94 : 1



ground	graphite
mark	14.94 : 1

Misuse

Five ways the logo is used wrongly.

NOTE

Each tile shows one way the logo is misused. Never stretch or recolour it, put a gradient on it, or change the proportions of the lockup. Pick the file made for your ground. The tiles are examples only, never files to use.

misuse 01



Stretched

The mark is square. Scale it in proportion.

misuse 02



Recoloured outside the palette

Use only the five versions on 02.05.

misuse 03



Gradient on the mark

No gradient on any part of the logo.

misuse 04

Wrong file for the ground

A file made for another ground loses its contrast.

misuse 05

reshell studio

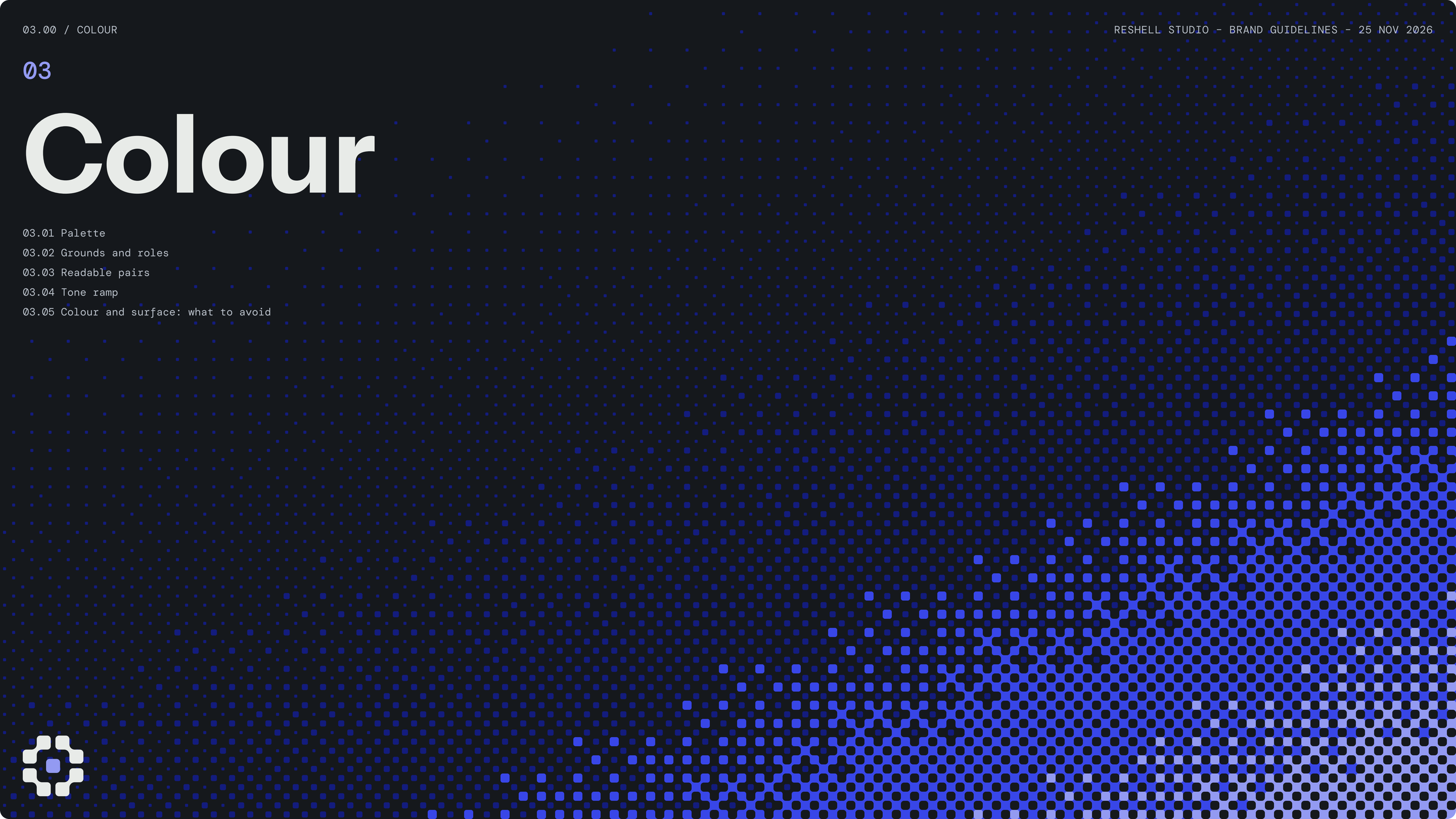
Lockup parts resized separately

Sizes and spacing in the lockup are fixed: see 02.01.

03

Colour

03.01 Palette
03.02 Grounds and roles
03.03 Readable pairs
03.04 Tone ramp
03.05 Colour and surface: what to avoid



Palette

Three core colours, three primary colours, and their shades.

NOTE

Graphite, paper and cobalt are the core. Slate, paper light and line support them. The shades run from 100 to 900 for cobalt and graphite; paper sits between paper light and line. A ring marks the core colour in each row. Cobalt is the only accent. Error red is for error messages only. Use about two thirds paper, a quarter graphite and a tenth cobalt, as a guide.

paper
#E9ECE8
main light ground

graphite
#15181D
text and dark grounds

cobalt
#3846E8
the one accent

about 65 / 25 / 10, a guide, not an exact rule

slate
#59606B
secondary text and lines

paper light
#F6F7F4
raised surfaces

line
#C3C8C0
borders

cobalt

100	200	300	400	500 · core	600	700	800	900
#E3E5FA	#BCC1F6	#949BF2	#6A75EE	#3846E8	#222DAD	#141C7E	#0A1052	#040729

graphite

100	200	300	400	500	600	700	800	900 · core
#F0F3FA	#D8DDE6	#B8BFC9	#949CA8	#757D89	#5C636F	#454B56	#30353E	#15181D

paper

paper light	paper · core	line
#F6F7F4	#E9ECE8	#C3C8C0

error red
errors only

#B3261E

Grounds and roles

Three grounds, each with its own roles.

NOTE

Every layout sits on paper, graphite or cobalt. Each ground has its own roles: surface, text, muted text, accent, border, control edge, mark core and focus ring. The control edge outlines inputs and buttons. A role changes value from ground to ground, so use the role, not the colour. The cards show the values; whether each one reads on its ground is on 03.03.

ground | paper

surface	paper light · #F6F7F4
text	graphite · #15181D
muted text	slate · #59606B
accent	cobalt · #3846E8
border	line · #C3C8C0
control edge	graphite 500 · #757D89
mark core	cobalt · #3846E8
focus ring	graphite · #15181D

ground | graphite

surface	graphite 800 · #30353E
text	paper · #E9ECE8
muted text	graphite 300 · #B8BFC9
accent	cobalt 300 · #949BF2
border	graphite 700 · #454B56
control edge	graphite 400 · #949CA8
mark core	cobalt 300 · #949BF2
focus ring	cobalt 300 · #949BF2

ground | cobalt

surface	cobalt 600 · #222DAD
text	paper · #E9ECE8
muted text	cobalt 100 · #E3E5FA
accent	paper · #E9ECE8
border	cobalt 300 · #949BF2
control edge	cobalt 200 · #BCC1F6
mark core	paper · #E9ECE8
focus ring	paper · #E9ECE8

Readable pairs

Which colours may sit on which, measured.

NOTE

Text needs 4.5 : 1. A control edge, the mark's core and the focus ring need 3 : 1. A pair between the two is for edges and the core, never for text. Every measured pair passes its limit. Graphite on paper reads at 14.94 : 1, slate on paper at 5.33 : 1.

ground paper

role	on	ratio	limit	
text	ground	14.94 : 1	4.5	pass
muted text	ground	5.33 : 1	4.5	pass
accent	ground	5.49 : 1	4.5	pass
control edge	ground	3.49 : 1	3	pass
mark core	ground	5.49 : 1	3	pass
focus ring	ground	14.94 : 1	3	pass
text	surface	16.55 : 1	4.5	pass
muted text	surface	5.90 : 1	4.5	pass
accent	surface	6.08 : 1	4.5	pass
control edge	surface	3.87 : 1	3	pass
mark core	surface	6.08 : 1	3	pass
focus ring	surface	16.55 : 1	3	pass

ground graphite

role	on	ratio	limit	
text	ground	14.94 : 1	4.5	pass
muted text	ground	9.60 : 1	4.5	pass
accent	ground	6.97 : 1	4.5	pass
control edge	ground	6.42 : 1	3	pass
mark core	ground	6.97 : 1	3	pass
focus ring	ground	6.97 : 1	3	pass
text	surface	10.34 : 1	4.5	pass
muted text	surface	6.65 : 1	4.5	pass
accent	surface	4.83 : 1	4.5	pass
control edge	surface	4.45 : 1	3	pass
mark core	surface	4.83 : 1	3	pass
focus ring	surface	4.83 : 1	3	pass

ground cobalt

role	on	ratio	limit	
text	ground	5.49 : 1	4.5	pass
muted text	ground	5.25 : 1	4.5	pass
accent	ground	5.49 : 1	4.5	pass
control edge	ground	3.77 : 1	3	pass
mark core	ground	5.49 : 1	3	pass
focus ring	ground	5.49 : 1	3	pass
text	surface	8.61 : 1	4.5	pass
muted text	surface	8.23 : 1	4.5	pass
accent	surface	8.61 : 1	4.5	pass
control edge	surface	5.91 : 1	3	pass
mark core	surface	8.61 : 1	3	pass
focus ring	surface	8.61 : 1	3	pass

36 of 36 pass
4.5 : 1 text
3 : 1 edges, core, focus ring

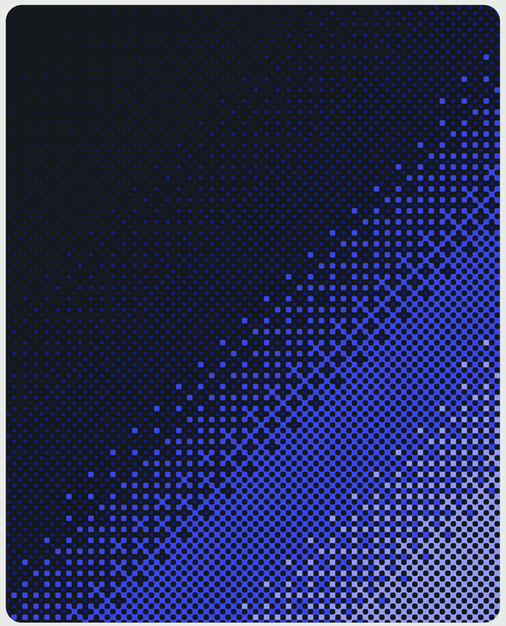
Tone ramp

One tone ramp, from loose modules to a linked web.

NOTE

The tone ramp is Reshell's gradient. It is drawn on the mark's lattice: single modules at the light end, the mark's linked web at the dense end. Each ground has its own three inks, all cobalt or paper. Use one ramp per layout. Never put it on the mark or behind long text. A headline or the lockup sits on the empty end.

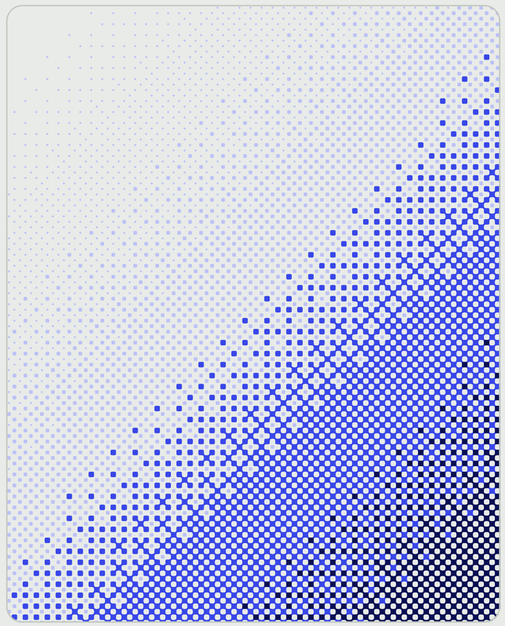
Link previews	The ramp at one end, the lockup on the empty end.
Process and timeline	Sparse at the first week, dense at delivery.
Social carousels	One ramp runs across four to five slides.
Deck slides	Title and divider slides, in 16:9.



ground | graphite

Cobalt 700, 500 and 300.

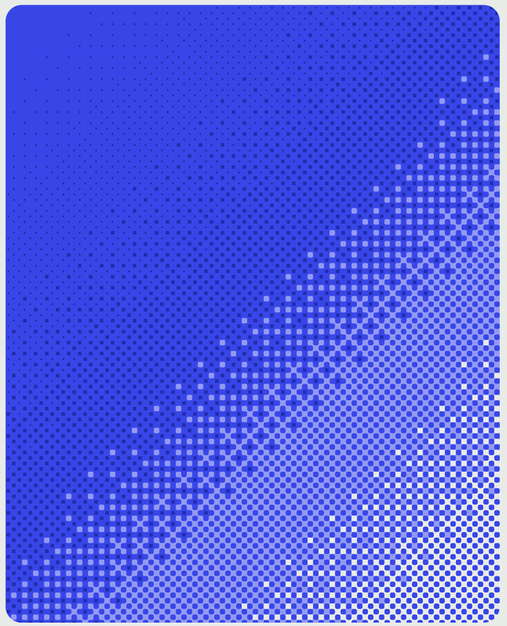
cobalt/700 cobalt/500 cobalt/300



ground | paper

Cobalt 200, 500 and 800.

cobalt/200 cobalt/500 cobalt/800



ground | cobalt

Cobalt 600, cobalt 300 and paper.

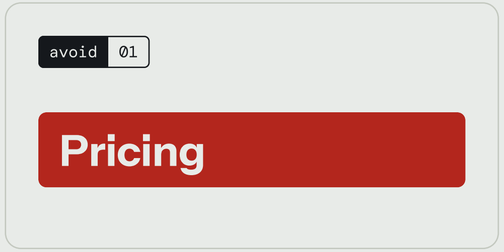
cobalt/600 cobalt/300 core/paper

Colour and surface: what to avoid

Six ways colour and surface are used wrongly.

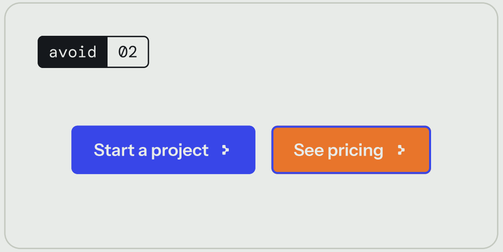
NOTE

Each tile shows one wrong use of colour or surface. Error red belongs to error messages. Cobalt carries the accent job alone. Smooth gradients are not used: the tone ramp on 03.04 takes their place, with the inks of its ground. Contrast limits are on 03.03. Check a layout against these tiles before it goes out.



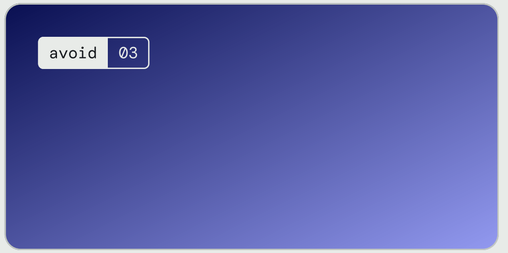
Error red as a brand colour

Only for failed input and error messages.



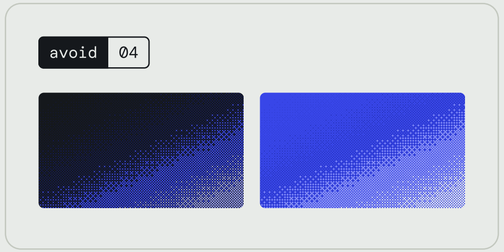
A second accent beside cobalt

Cobalt carries the accent job alone.



A smooth gradient

The tone ramp replaces gradients: see 03.04.



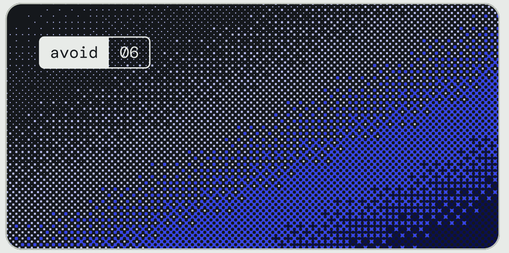
Two ramps in one layout

A layout gets one ramp.



A ramp on the mark or behind long text

The mark and paragraphs stay on flat ground.



Inks from another ground

Each ground has its own three inks: see 03.04.

04

Type

04.01 Typefaces
04.02 Hierarchy and scale



Typefaces

Two families, each with one job.

NOTE

Instrument Sans sets the headline, the subhead and the body text. DM Mono sets labels. Both are open source under SIL OFL 1.1. If a font does not load, text falls back to system-ui or sans-serif, and labels to ui-monospace or monospace. The wordmark is outlined artwork, not a typeface of this system: never retype it. Sizes and weights: 04.02.



Family ..... Instrument Sans
Used for ..... Headline, subhead, body
Fallback ..... Instrument Sans, system-ui, sans-serif
Licence ..... SIL OFL 1.1



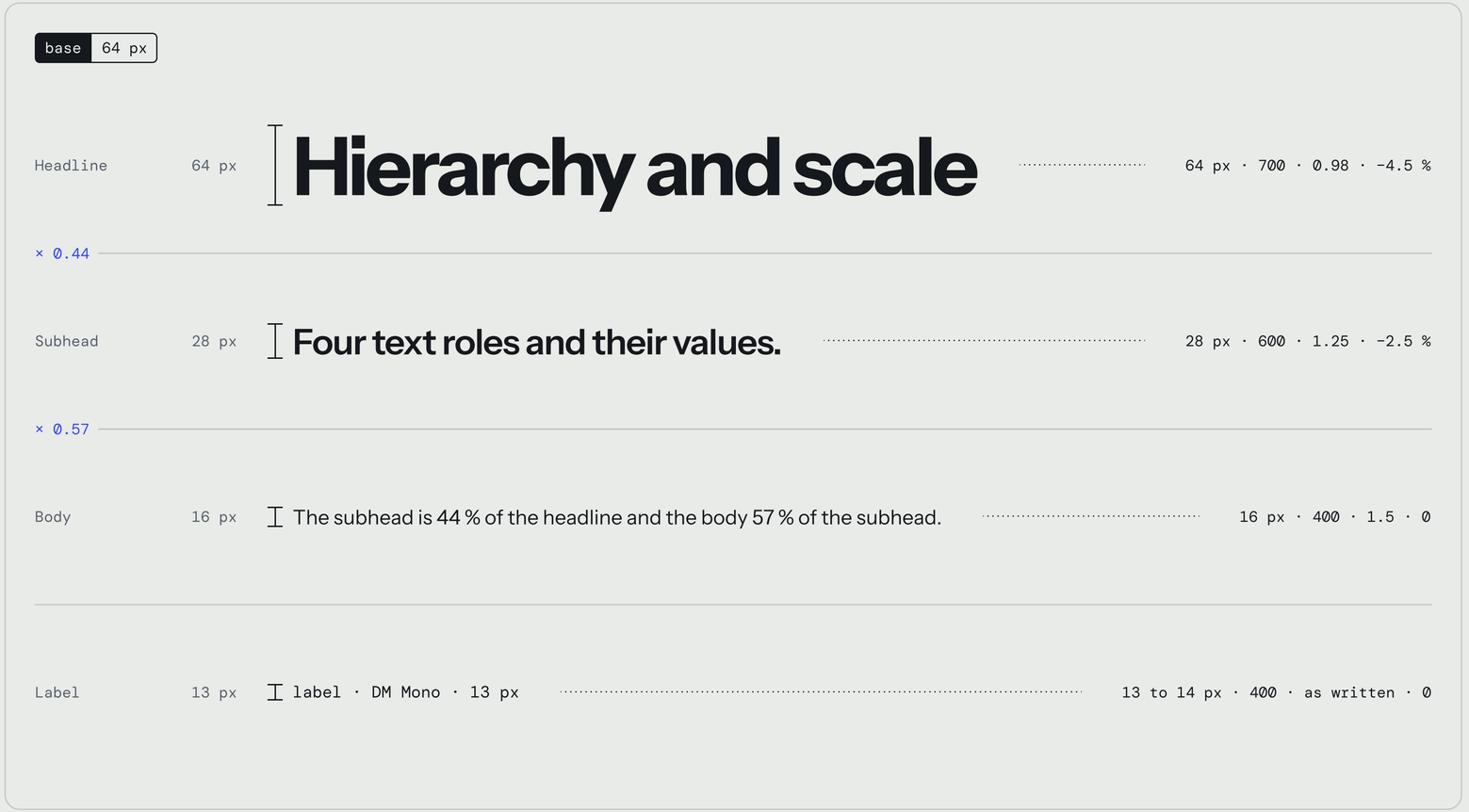
Family ..... DM Mono
Used for ..... Labels
Fallback ..... DM Mono, ui-monospace, monospace
Licence ..... SIL OFL 1.1

Hierarchy and scale

Four text roles and their values.

NOTE

Weight, line height and tracking: headline 700, 0.98, −4.5 %; subhead 600, 1.25, −2.5 %; body 400, 1.5, 0. The subhead is 44 % of the headline and the body 57 % of the subhead. At a 64 px headline that gives 28 px and 16 px. Labels use DM Mono at 13 to 14 px.



At a 64 px headline

The site's desktop size. Subhead and body follow the two ratios.

05

Graphic language

05.01 Shapes and radii
05.02 Patterns
05.03 Symbols
05.04 Micrographics
05.05 Imagery
05.06 Form: what to avoid
05.07 Motion

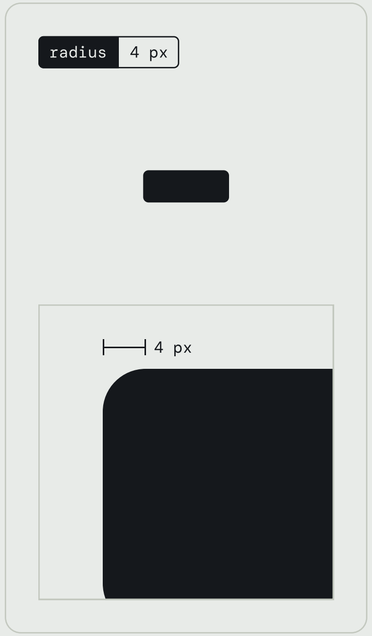


Shapes and radii

Three radii, and the mark rounder than all of them.

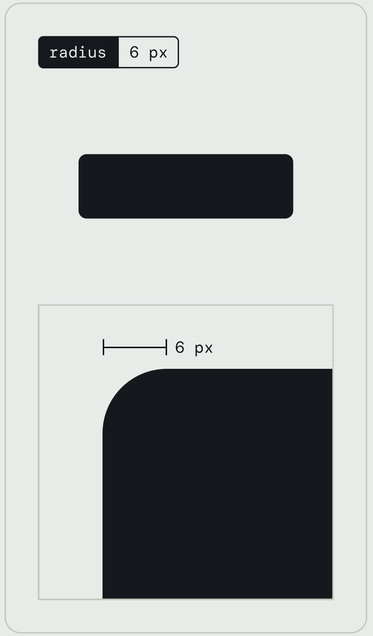
NOTE

Reshell uses three corner radii and no others. Chips, tabs and small indicators take 4 px. Buttons, inputs and toggles take 6 px. Cards, panels, image slots and slides take 12 px. A shape never becomes a full pill. The mark stays the roundest shape: its module corner is a quarter of its side.



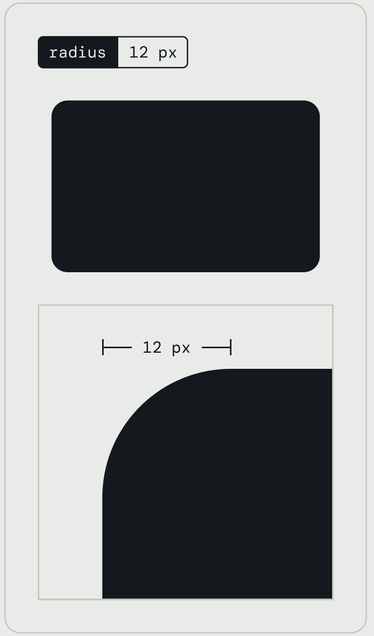
Chip · 4 px

Chips, tabs and small indicators.



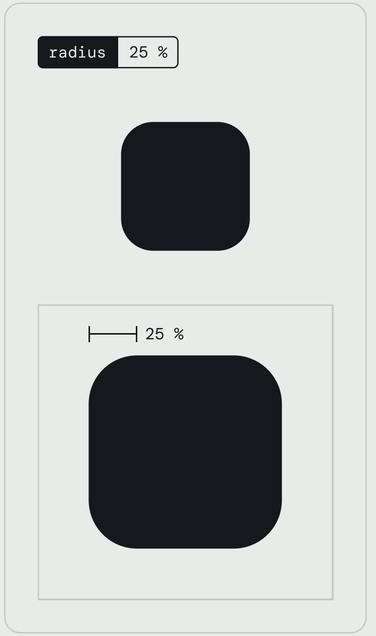
Control · 6 px

Buttons, inputs and toggles.



Card · 12 px

Cards, panels, image slots and slides.



Module · a quarter

The mark's module: the roundest shape.

Patterns

Four patterns; the character field is for paper only.

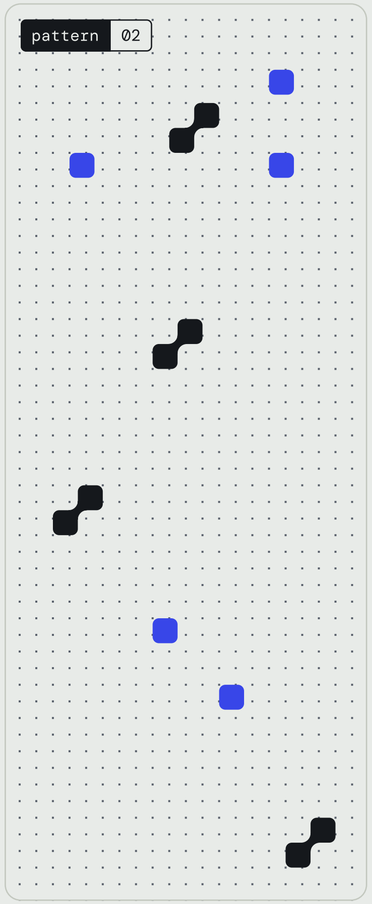
NOTE

Four patterns are in the system: link weave, core field, node grid and the character field. The character field is used on the paper ground only. Use one pattern in a section; the tone ramp on 03.04 and the images on 05.05 count as one. Keep every pattern away from long text, so reading never competes with it. Where a pattern is animated, it runs clockwise.



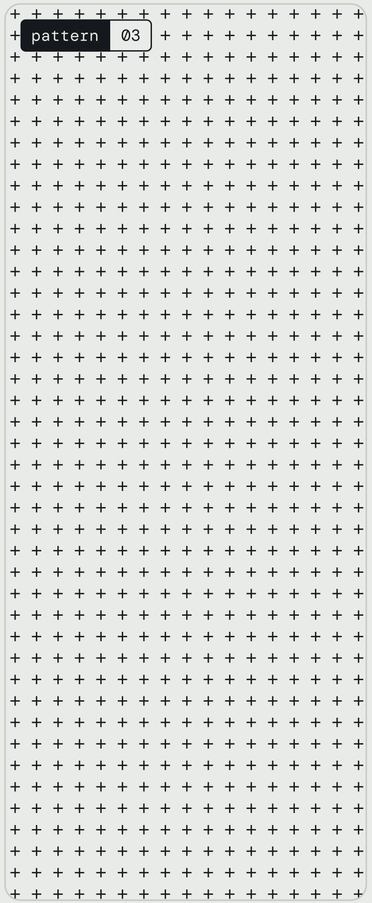
Link weave

Diagonal rows of modules, linked corner to corner.



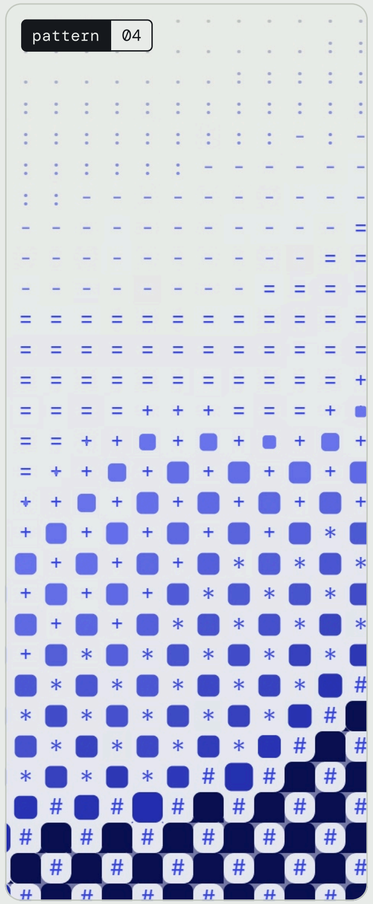
Core field

A fine dot grid with scattered cores and linked pairs.



Node grid

Plus marks every 16 px. Also a micrographic, 05.04.



Character field

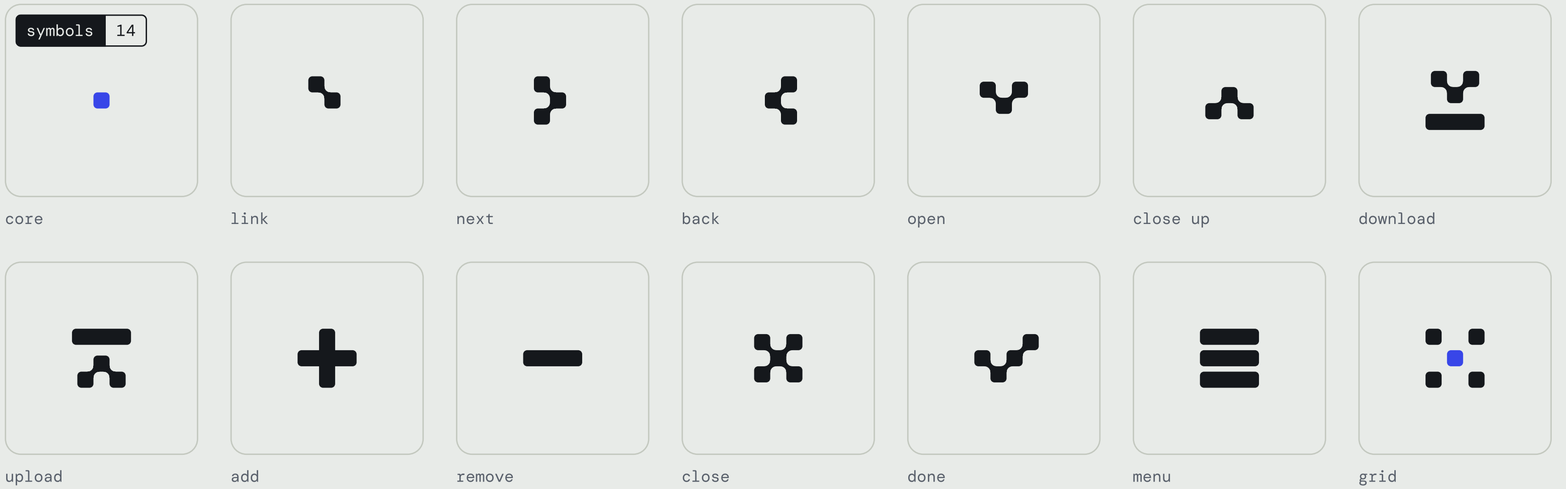
Typed characters turn into linked cobalt modules. Paper only.

Symbols

Fourteen symbols and a loader, on the mark's grid.

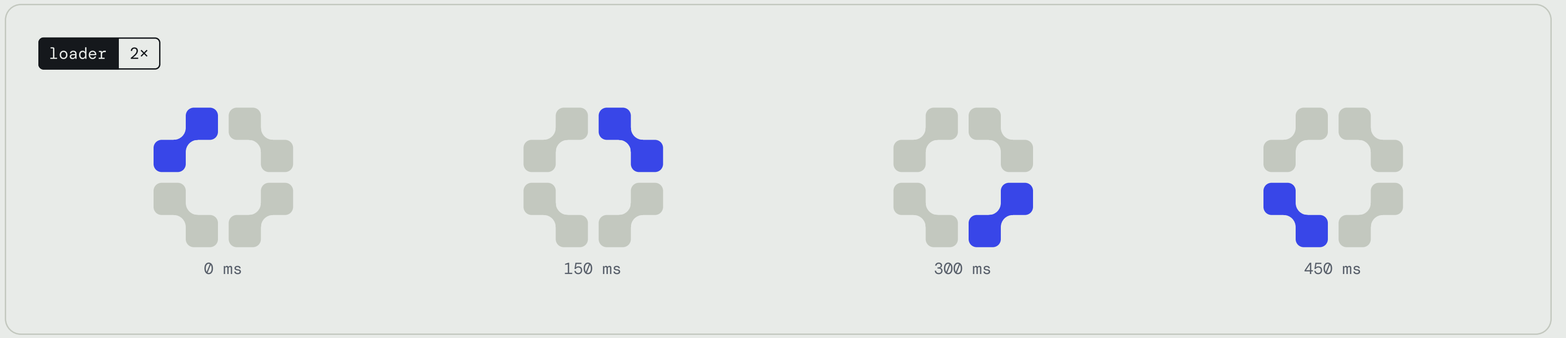
NOTE

Fourteen symbols share the mark's module and link and sit on its 13 su grid. At 4 px per su, each is 52 px. Icons snap to the same grid as the mark. The loader lights one piece at a time, clockwise, 150 ms per step, across four frames.



Symbols

Fourteen symbols on the mark's grid, at 52 px.



Loader

Four frames, one piece lit, 150 ms per step.

Micrographics

Nineteen fine details in three groups.

NOTE

Micrographics add fine detail to calm fields. Place them on margins and grid lines, never in the middle of text. Every value they show is a real Reshell fact. Use two or three in a section. The node grid and the ghost pair count as the section's one pattern.



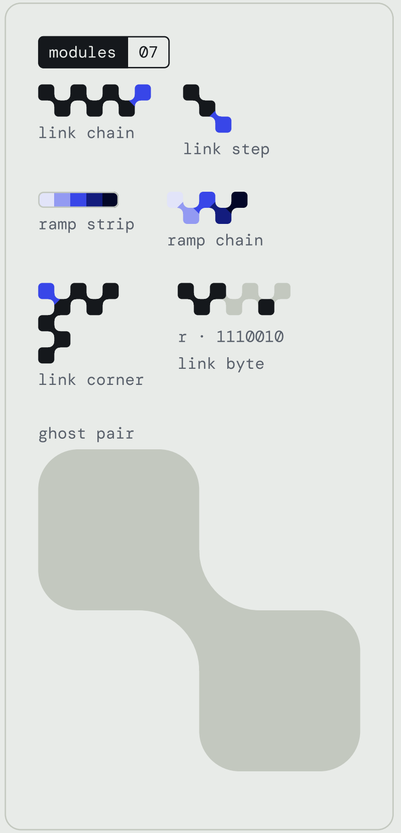
Marks

Crosshair, bracket, node grid and index.



Data

Tables, leaders, rulers, tags, a barcode and a locator.



Modules

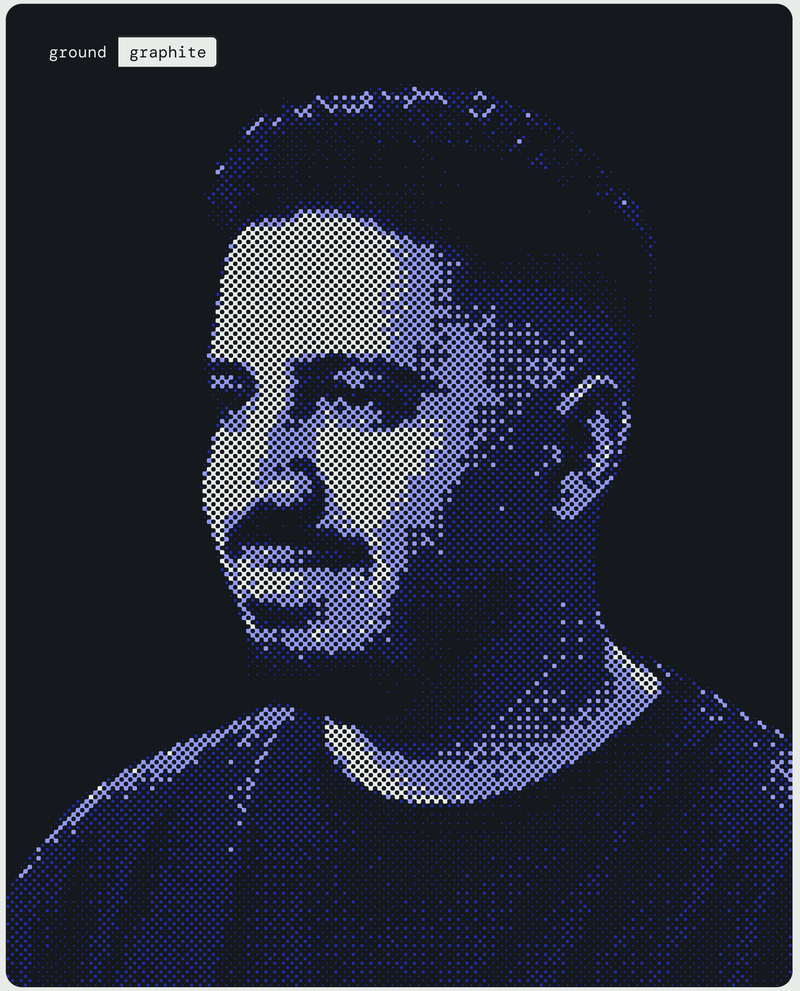
Chains, steps and ramps built from the mark's module.

Imagery

Photos become tone fields on the mark's lattice.

NOTE

Most of Reshell's images are photos turned into tone fields, with the same modules, links and inks as the tone ramp on 03.04. A dark backdrop goes on graphite, a light one on paper. Faces keep their shadows open, so eyes and mouth still read. Use one such image per section, and never behind long text.



Lattice	The mark's lattice. Modules link where they touch.
Inks	Three per ground. On graphite: cobalt 600, cobalt 300, paper.
Backdrop	Dark backdrop on graphite, light backdrop on paper.
Faces	Lift the shadows and add local contrast.
Module size	Smaller for portraits, so faces keep their detail.
Formats	4:5, 1:1, 9:16, 16:9 and link previews.

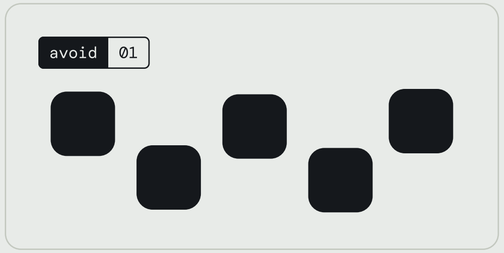
Founder portrait
4:5, three inks on graphite.

Form: what to avoid

Six ways form is used wrongly.

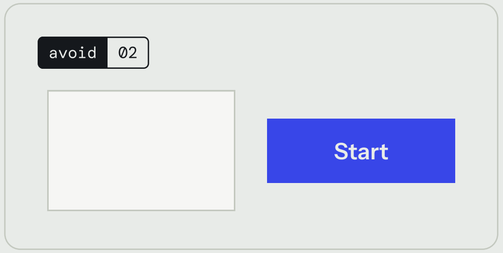
NOTE

Each tile shows one wrong use of form. Modules link and never stand alone: this page holds that rule. The other five point to their own pages: radii on 05.01, patterns on 05.02, colour on 03.01, the tone ramp on 03.04. Check a layout against these tiles before it goes out.



Unlinked squares

A module always joins a neighbour. Never leave one single.



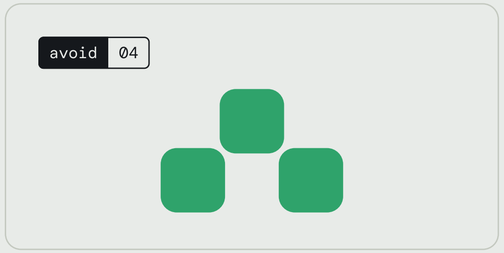
Sharp corners

Every interface shape takes one of the three radii: see 05.01.



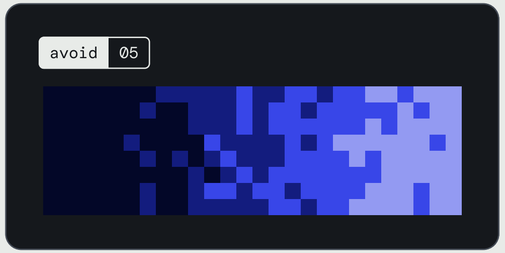
Full pills

Fully rounded ends are not part of the system: see 05.01.



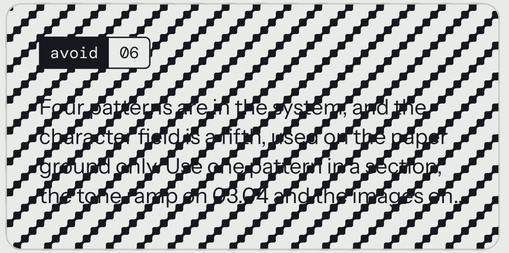
Colours outside the palette

Only palette colours are used: see 03.01.



A tone field of square pixels

Tone comes from linked modules, never square pixels: see 03.04.



A pattern behind long text

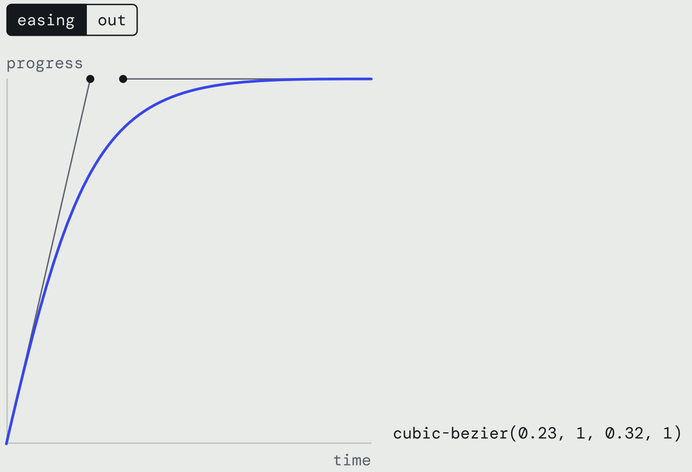
Patterns stay clear of paragraphs: see 05.02.

Motion

Motion answers an action, or builds the mark once.

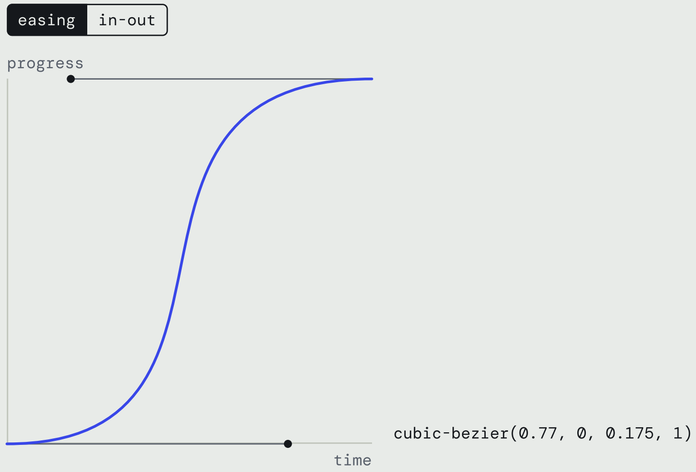
NOTE

Motion has a reason. It follows something the viewer did, or it builds the mark when it first appears. Pieces move clockwise and lock. Ease-in is never used. Two curves are defined, ease-out and ease-in-out, with durations from 150 to 1600 ms. If the viewer asks for less motion, everything shows its final state.



Ease-out

cubic-bezier(0.23, 1, 0.32, 1)



Ease-in-out

cubic-bezier(0.77, 0, 0.175, 1)

Colour	150 ms
Loader step	150 ms
Link build	350 ms
Link fade	1600 ms
Reduced motion	Final state. Nothing moves.

06

Layout and applications

06.01 Layout maths
06.02 Presentation grid
06.03 Templates

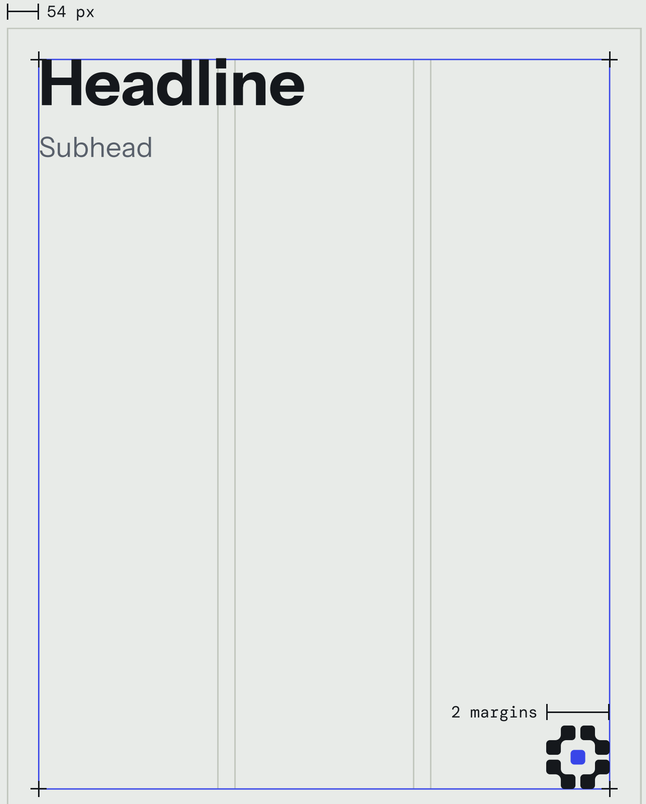


Layout maths

The margin maths for posts and templates.

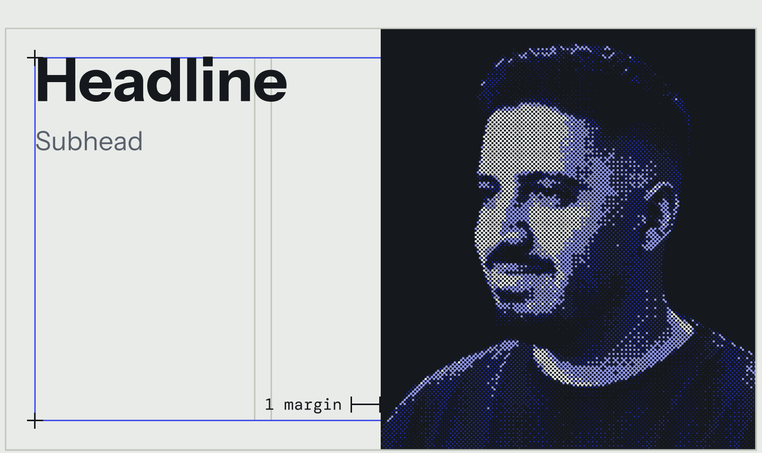
NOTE

The margin is the longest side divided by 25: 1080 × 1350 px gives 54 px. Content sits on 3 columns, half a margin apart. The headline is set at 2 margins, its cap height on the top margin; the subhead sits 1 margin below. The mark is 2 margins wide, bottom right. The proposal deck follows the rule too: 77 px, on the grid of 06.02.



Post, 4:5

1080 × 1350 px, margin 54 px.



Slide with photo, 16:9

1920 × 1080 px, margin 76.8 px.

margin	÷ 25
1080 × 1350	Margin 54 px, gutter 27 px
1080 × 1080	Margin 43.2 px, gutter 21.6 px
1920 × 1080	Margin 76.8 px, gutter 38.4 px
1200 × 630	Margin 48 px, gutter 24 px

Presentation grid

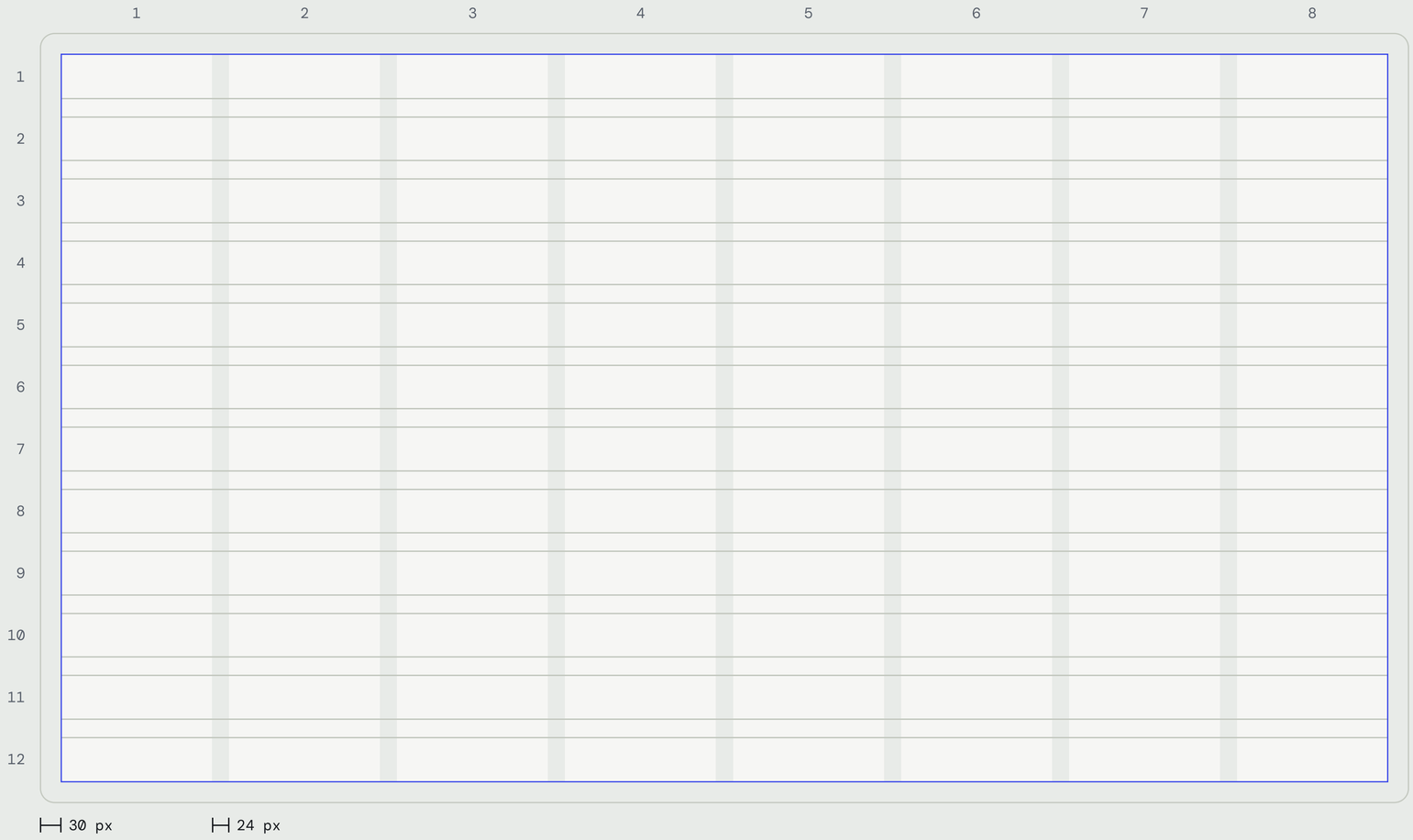
The 16:9 grid for presentations.

NOTE

This grid is for presentations. The frame is 16:9, with 8 columns, 12 rows and 24 px gutters between columns and rows. Corners are 6 or 12 px, from the radii on 05.01. The pages of this guideline use a 30 px margin. The proposal deck keeps the grid and takes the 77 px margin of 06.01 instead.

grid 16:9

Format	16:9
Columns	8
Rows	12
Margin	30 px on these pages. The proposal deck uses 77 px (06.01).
Gutter	24 px, between columns and rows
Radii	6 and 12 px



Templates

Posts, covers and decks, built on the layout maths.

NOTE

Reshell's pack holds the statement post, the case cover and the proposal deck. Each is built at real size on the layout maths of 06.01; the slides use the grid of 06.02. Posts and covers come on paper, graphite and cobalt. Texts and image slots can be changed. The mark stays on the margin lines; the case cover carries it at 1 margin.

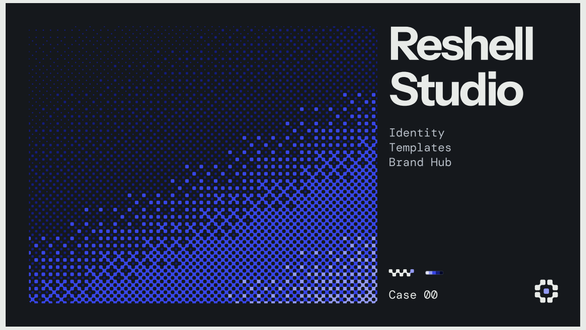
post 4:5



Statement post

4:5, 9:16, 16:9 and link preview, on three grounds.

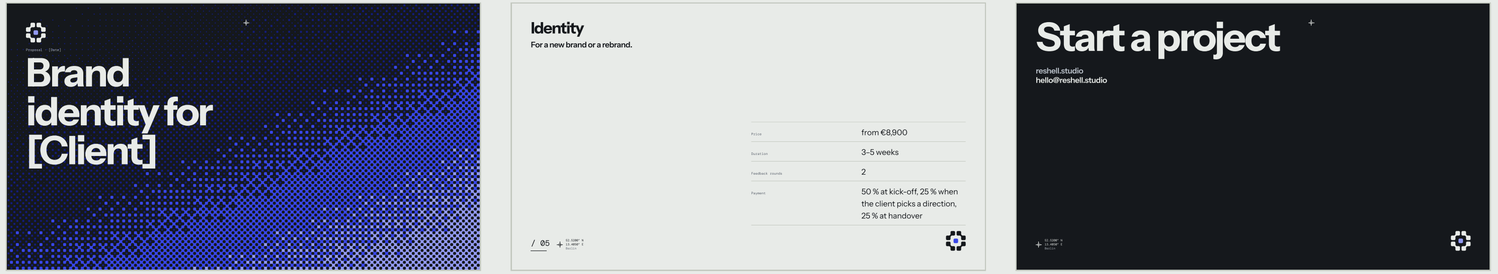
cover 16:9



Case cover

16:9 and 4:5 with an image slot, on three grounds.

deck 16:9



Proposal deck

Six 16:9 slides; title, table and closing shown.

07

Resources

07.01 Logo pack
07.02 Design tokens

Logo pack

Every version of the logo, in five formats.

NOTE

The pack holds the mark, the wordmark and the lockup in every colour version: 13 logo files. SVG and PDF are vector: use them first. PNG and WebP are transparent, in nine sizes for the mark (16 to 1024 px) and four for the wordmark and lockup (256 to 2048 px). ICO is for the mark only. The three profile pictures are separate files. Which file suits which ground: 02.05.

formats 05

SVG	Vector. Use it wherever you can.	Download
PDF	Vector, for print and programs that do not open SVG.	Download
PNG	Transparent. Nine sizes for the mark, four for the wordmark and lockup.	Download
WebP	The same sizes, lossless, for the web.	Download
ICO	Six sizes in one file, for the mark only.	Download

pack zip

reshell · 7-bit

13	186	1.1 MB
logo files	files	size

Whole pack

13 logo files in five formats. 186 files, 1.1 MB.

Download all



ground paper



ground graphite



ground cobalt

Profile pictures

1024 × 1024 px on paper, graphite and cobalt. Separate files.

Design tokens

The brand's fixed values, as one file.

NOTE

A tokens file holds the brand's fixed values in a form a developer imports, so a website or app uses the same ones. This one has the colours, the ground roles as references to them (03.02), the radii, the easing curves, the font families and the slide margin and gutter. It follows the W3C design tokens format.

groups 06

Colour	25 tokens: core, primary, ramps and functional colours.
Ground roles	30 references: ten roles on each of the three grounds.
Radius	Chip 4px, control 6px, card 12px.
Easing	Out and in-out, as cubic-bezier values.
Font	Headline, subhead, body and label families.
Slide	Margin 30px (the guideline pages), gutter 24px.

file json

```
"cobalt": {
  "$type": "color",
  "$value": "#3846E8",
  "$description": "The one accent; the core of the mark"
}
```

One token

The accent colour as it stands in the file.

Download tokens.json

tokens.json

66 tokens, 7 KB, W3C design tokens format.