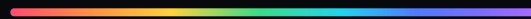




THE CORPORATE VISUAL IDENTITY

# Pocket CVI



# Color is *content*. Everything around it stays quiet.

A corporate visual identity is a promise kept in public. Pocket CVI keeps other brands' promises in order — so its own identity holds itself to the same standard: one mark, one spectrum, one voice, applied the same way every time.

# Contents

|       |                               |    |
|-------|-------------------------------|----|
| 01    | <b>The idea</b>               | 05 |
| <hr/> |                               |    |
| 02    | <b>The mark</b>               | 07 |
| <hr/> |                               |    |
| 03    | <b>Color</b>                  | 12 |
| <hr/> |                               |    |
| 04    | <b>Typography &amp; voice</b> | 16 |
| <hr/> |                               |    |
| 05    | <b>In use</b>                 | 19 |
| <hr/> |                               |    |

01

## The idea

Why a color picker grew into a keeper of corporate visual identities.

# One window for a whole identity

Pocket CVI began with a familiar frustration: a company's visual identity scattered across browser tabs, notes documents and screenshot folders. The app puts a real color picker and the whole brand kit — colors, logos, fonts, documents, *notes* — into one native Mac window, and keeps it in sync through the user's own iCloud.

## Privacy first

The default is always the private one. Libraries live on the user's Mac and their own iCloud; AI runs on the user's own key, never proxied.

## Focused & honest

Do one thing well. Say what the product does — and what it doesn't. No superlatives the facts can't carry.

## Made in Denmark

A Nullbase product: small, deliberate software from Randers, Denmark, built for macOS and nothing else.



## The mark

A squircle of graphite holding type, intelligence and color.

# Anatomy



## THE SPARK

Four points, set high — the intelligence in the kit.  
Never enlarged, never separated from the squircle.

## THE SERIF AA

Type as subject matter — identity begins with  
letterforms. The one serif moment in the system.

## THE SPECTRUM BAR

Eight stops in one fixed order — the brand's soul,  
carried through every surface.

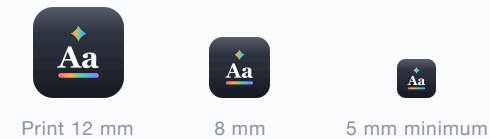
## THE GRAPHITE SQUIRCLE

Ink 900 to Ink 650 — the quiet ground every color  
reads against.

## Clear space & minimum size



Clear space on every side equals a quarter of the icon's height (h) — a unit that survives every lockup. Nothing enters it: no type, no rules, no edges.



Shown at true print size. Digital minimums: 48, 32 and 16 px at 1× — below 32 px prefer the round loupe favicon glyph. The wordmark never drops below 3.5 mm cap height in print.



# Lockups



pocket-cvi-logo-light.png · light grounds



pocket-cvi-logo-dark.png · dark grounds

Icon and wordmark travel together in the lockup; the icon may stand alone wherever the product context is already established. Files ship in the media kit as PNG on transparency, with the icon as a true-vector SVG.

# What never happens



Never stretch or condense the mark.



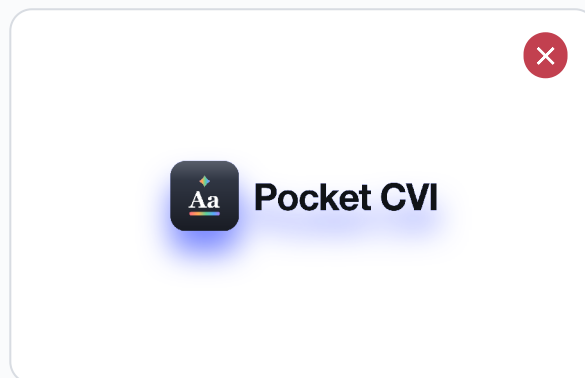
Never recolor any part of it.



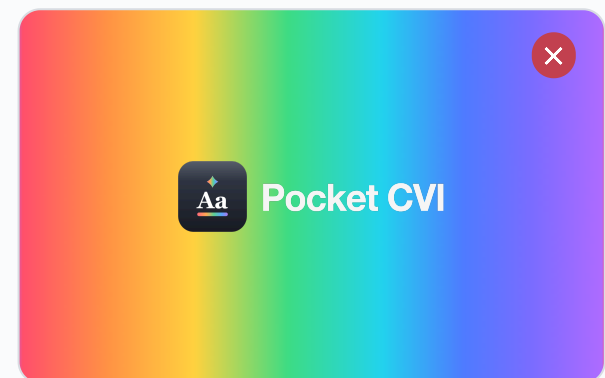
Never rotate or tilt.



Never reset the wordmark in another typeface.



Never add shadows, glows or effects.



Never place the mark on loud or spectrum grounds.

03 · COLOR

**Eight stops.  
One order.**

# The graphite ground

## SURFACES

**Ink 900**

#08090C · rgb(8,9,12) · hsl(225°,20%,4%)

**Ink 800**

#0F1116 · rgb(15,17,22) · hsl(223°,19%,7%)

**Ink 700**

#1A1D25 · rgb(26,29,37) · hsl(224°,17%,12%)

**Ink 650**

#22262F · rgb(34,38,47) · hsl(222°,16%,16%)

## TEXT ON INK 900

**Text — Aa Bb 123**

#F3F5F8 · rgb(243,245,248) · hsl(216°,26%,96%)

**Text soft — Aa Bb 123**

#C3C8D2 · rgb(195,200,210) · hsl(220°,14%,79%)

**Text dim — Aa Bb 123**

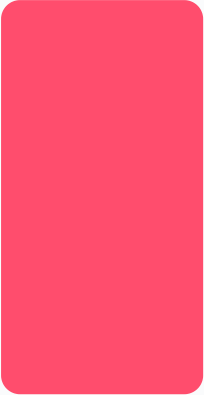
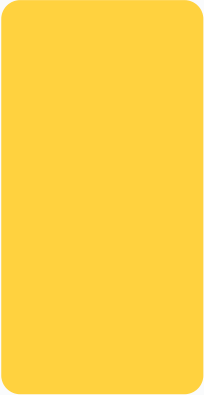
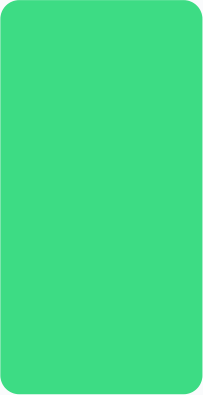
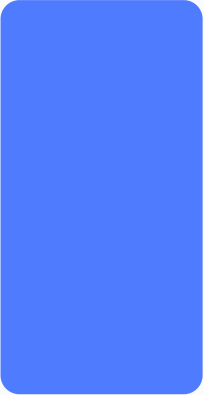
#8B929F · rgb(139,146,159) · hsl(219°,9%,58%)

**Text faint — Aa Bb 123**

#5C6270 · rgb(92,98,112) · hsl(222°,10%,40%)

Graphite carries roughly nine tenths of every surface: interfaces, documents and the website sit on Ink 900–650. Type uses the neutral text ramp, set here at actual color on its actual ground — body text never borrows a spectrum color.

# The spectrum

|                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |  |
| <b>Red</b>                                                                        | <b>Orange</b>                                                                     | <b>Yellow</b>                                                                     | <b>Green</b>                                                                       | <b>Teal</b>                                                                         | <b>Blue</b>                                                                         | <b>Indigo</b>                                                                       | <b>Violet</b>                                                                       |
| #FF4D6D                                                                           | #FF9245                                                                           | #FFD23F                                                                           | #3DDC84                                                                            | #22D3EE                                                                             | #4F7BFF                                                                             | #7C6CFF                                                                             | #B06BFF                                                                             |
| rgb(255,77,109)                                                                   | rgb(255,146,69)                                                                   | rgb(255,210,63)                                                                   | rgb(61,220,132)                                                                    | rgb(34,211,238)                                                                     | rgb(79,123,255)                                                                     | rgb(124,108,255)                                                                    | rgb(176,107,255)                                                                    |
| hsl(349°,100%,65%)                                                                | hsl(25°,100%,64%)                                                                 | hsl(46°,100%,62%)                                                                 | hsl(147°,69%,55%)                                                                  | hsl(188°,86%,53%)                                                                   | hsl(225°,100%,65%)                                                                  | hsl(247°,100%,71%)                                                                  | hsl(268°,100%,71%)                                                                  |



Together, the stops always run in this order, left to right. Alone, any stop may accent a section — one stop per context, chosen once and kept.

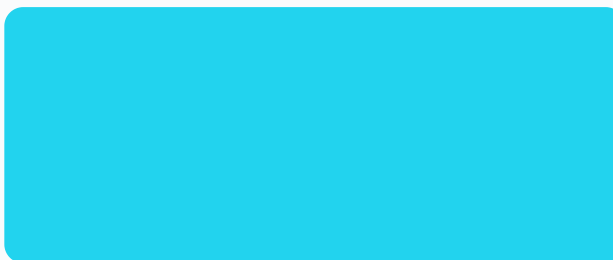
## Signature accent & rules



### Accent

#6C7BFF · rgb(108,123,255) · hsl(234°,100%,71%)

Calls to action, focus rings — interface only



### Accent 2

#22D3EE · rgb(34,211,238) · hsl(188°,86%,53%)

Links, highlights — shared with spectrum Teal

**Accent is deliberately not a spectrum stop.** It sits between Blue and Indigo and belongs to the interface — buttons, focus, interactive states — never to brand expression. The spectrum speaks for the brand; the accent merely points at what to press. That separation is the rule, not an accident.

### ALWAYS

Body text in the neutral ramp · one spectrum stop per context · WCAG AA for text, AA-Large minimum on accent fills · the full spectrum only as the ordered bar or the icon.

### NEVER

Spectrum colors as body text · re-ordered or truncated spectrum bars · gradients invented outside the system · color as decoration where it isn't information.



## Typography & voice

The system speaks system —  
and says only what it can prove.

# Aa

**Pick any color.  
Build the whole brand.**

*...with one word in Georgia italic, never more.*

#3DDC84 · rgb(61,220,132) · PCVI-A1B2-C3D4

**SF Pro / system-ui**

Everything — headlines semibold, -2% tracking, sentence case

*Georgia Italic*

A single accent word inside a headline

SF Mono

Color values, license keys, code

Never Title Case, never all-caps body, never a display face imported from outside the system. Hierarchy is built from weight and space, not from new fonts.



## Plain, specific, honest

Name the feature and the result. Skip superlatives the facts can't carry. Say what a thing does — and what it doesn't. Phrase privacy commitments once, then repeat them verbatim everywhere. Sign off quietly: *Made in Denmark for macOS*.

### SAY

Renews 20 September 2026

### NOT

Seamless subscription management

### SAY

Core works offline

### NOT

Works anywhere, always

### SAY

Your own key — never proxied

### NOT

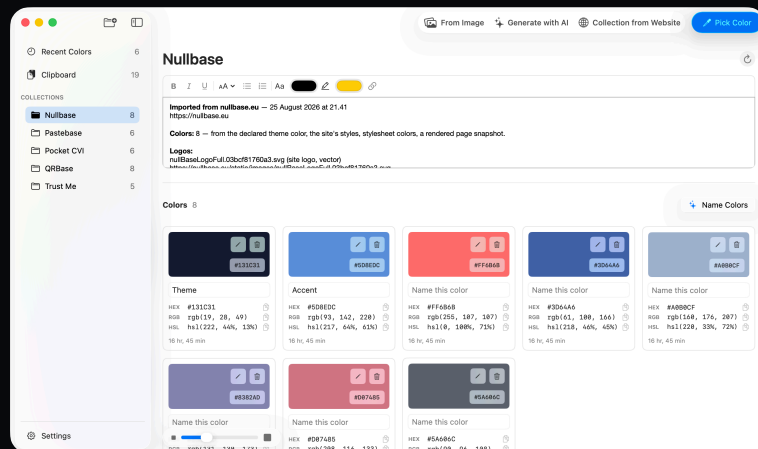
Enterprise-grade AI security



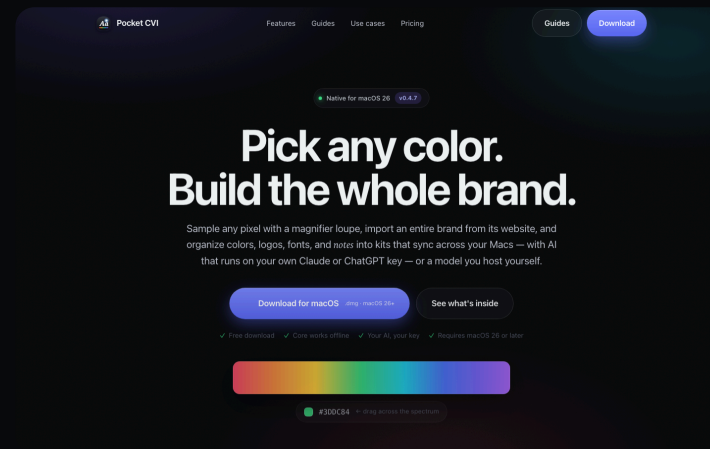
## In use

The same system, wherever the brand appears.

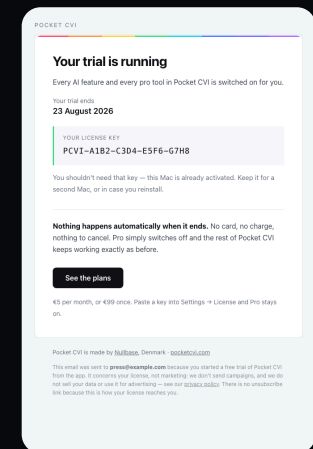
# The system at work



The app — a kit on the graphite ground



pocketcvi.com — the spectrum thread on Ink 900



The license email



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