One lockup. Clear rules.

A sculpted bracket beside two left-aligned lines, with the orange full stop after BRACKET.

SELECTED COMPACT LOCKUP

BRACKET.
SYSTEMS

BRACKET. / SYSTEMS

One visible left edge for both lines.
Lettering top and bottom match the mark.
Internal gap is fixed in the supplied art.

LOCKUP-QUIET.SVG / SHADOW-FREE

01 / ANATOMY

Keep the supplied silhouette.

The shadow belongs only to display lockups. Documents use the flat mark.

BRACKET. on the first line

SYSTEMS left-aligned below

Do not move the orange full stop.

02 / CLEAR SPACE

X = visible bracket width

Outside clearance: at least 0.5 X on every side of the full lockup.



03 / MINIMUM SIZE

Primary lockup	180 px / 48 mm
Compact lockup	132 px / 35 mm
Stand-alone symbol	40 px / 11 mm
App icon	16 px minimum

Smaller than a wordmark minimum?
Step down to the symbol or app icon.

COLOR

ORANGE	INK	PAPER	TYPE
#FF5A1F	#111512	#FFFEF8	#202522

WORDMARK FONTS

Britannic Bold / Bahnschrift

Use the supplied outlined SVGs for consistent lettering; PNG exports are for apps without SVG support.

Choose the right version.

One mark across the app, reports, and installed icons - never a second bracket or badge.

01 / LIGHT WEB HEADER



Use lockup-light.svg on white or paper.
Keep navigation outside the 0.5 X clear space.

02 / DARK WEB HEADER



Use lockup-dark.svg on charcoal.
Do not invert or recolor the light file.

03 / FIELD DOCUMENT

PROJECT / DAILY REPORT

P.S. 17Q

Daily construction report



Use lockup-quiet.svg, but keep the report title
and signatures more prominent than the brand.

04 / SMALL SURFACES



App tile



Tiny footer

Use app-icon.svg for launchers and favicons.
Use the flat symbol if the wordmark is too small.

Never stretch, outline, crop, add another shadow, or place the artwork over a busy image.

Surface and production treatments.

Use a subtle offset only when it remains visible and crisp; documents and tiny marks stay flat.

01 / LIGHT SURFACE - SUBTLE INK SHADOW



Ink #111512 / 25%

Crisp 1.5 x 2 source-unit offset

No blur or second drop shadow

Use on white, paper, and light neutral interfaces.

02 / DARK SURFACE - WARM RUST SHADOW



Rust #A43D1B / 58%

Same crisp 1.5 x 2 offset

Visible against charcoal, not a glow

Use on ink and charcoal app surfaces.

03 / ONE-COLOR DOCUMENT



Use for black-and-white forms or photocopies.

No orange, shadow, or extra outline.

04 / ONE-COLOR REVERSE



Use for white-only printing on a dark panel.

Keep the same alignment and clear space.

Large: light/dark lockup. Small: compact flat. Tiny: symbol or app icon. Never shrink the wordmark below its minimum.