

Orbi / Orbi360 — Brand & Style Context Profile

A single reference for the visual language used across this site so that new pages, landing surfaces and connected applications stay consistent. It captures the tokens, type, components, logo rules, motion and tone defined in `style.css` (design system) and `pages.css` (page sections & product mocks).

- **Design language:** Orbit Ink
- **Products:** Orbi (co-worker app) · Orbi360 (gateway / owner's console) · Orbi360+ (relevance selection)
- **Parent / attribution:** A Sensus InVista project. Orbi builds on OpenBot by CopilotKit.
- **Taglines in use:** "Your AI tools. Your rules." · "Intelligence, governed." · "The context gateway for AI."

1. Logo system

Formal logo masters live in `assets/logos/Orbi360-Formal-Logo-Files/`. Two designs, each in editable (single-colour) and two fixed colourways, plus 4K PNG exports. Reconstructed vector artwork — all lettering is outlined (no fonts required).

Design	Files	Use for
Symbol (orbit mark)	<code>orbi360-symbol-editable.svg</code> , <code>...-green-on-white.svg</code> , <code>...-white-on-green.svg</code> , <code>...-4k.png</code>	App icon, favicon, compact mark, avatar, social profile image
Wordmark (symbol + "orbi360" + tagline)	<code>orbi360-wordmark-editable.svg</code> , <code>...-green-on-white.svg</code> , <code>...-white-on-green.svg</code> , <code>...-4k.png</code>	Full lockup: hero, footer, print, decks, packaging

Logo palette: deep green `#103635` (RGB 16, 54, 53) · white `#FFFFFF`.

Editable vs colour versions. The `-editable.svg` masters are transparent with outlined lettering and a `fill="currentColor"` group — change the root `color` attribute (or set CSS `color`) to recolour every element. Use these when you need to match a surface. The `-green-on-white` / `-white-on-green` versions carry an opaque background rectangle (change its `fill` independently if required) and are drop-in ready for fixed backgrounds.

Where the logo appears on the site

- **Nav + footer brand** (`.brand`, all six pages): the **symbol** rendered as `#orbi-mark` from the per-page SVG sprite (monochrome `currentColor`, so it takes the brand text colour per context) followed by the **wordmark text** `orbi360` set in Outfit — `orbi` in ink, `360` in a muted/accent tone.
- **Favicon** (`assets/favicon.svg`): the symbol in white on a rounded deep-green tile (the "white-on-green" treatment).
- **Standalone mark** (`assets/mark.svg`): the symbol in deep green on transparent.

Rules

- **Compact placements** (nav, app bars, avatars): use the **symbol**. Pair with the wordmark text `orbi360` in Outfit when you need the name alongside it.

- **Large placements** (hero, footer, print, decks): use the **wordmark lockup** so the tagline reads. Never stack your own tagline under the symbol.
- **On light surfaces** use the green-on-white colourway, or the editable master recoloured to `--ink / #103635`. **On dark surfaces** use white-on-green, or the editable master recoloured to `--bone / --signal / white`.
- **Clear space:** keep at least the height of the orbit's dot around the mark.
- **Minimum size:** symbol $\approx$ 20 px tall; wordmark $\approx$ 120 px wide (below this the tagline drops out — use the symbol + wordmark text instead).
- **Do not:** recolour outside the logo palette, add gradients/shadows/bevels, stretch or rotate, outline the lettering, or place the mark on a busy photo without a solid plate.
- The lowercase `orbi / orbi360 / orbi360 +` labels inside product mocks (browser chrome, capture frames) are UI text, **not** the logo lockup.

2. Colour

Copy-paste tokens (from `:root` in `style.css`):

```
:root {  
  /* Brand core */  
  --ink: #0E3531;    /* primary text, dark surfaces */  
  --ledger: #F3F2EA;  /* page background (warm paper) */  
  --plot: #E7EBDD;    /* light green band */  
  --signal: #9BB5A6;  /* accent / focus / "plus" highlight */  
  --bone: #E6E0C4;    /* warm light — text & buttons on dark */  
  --quiet: #5C6F6A;   /* secondary mark tone */  
  --rule: #C5CCC4;    /* hairlines & borders on light */  
  
  /* Depth + surfaces */  
  --ink-deep: #0A2724;  
  --ink-soft: #14443E;  
  --card: #FCFBF5;  
  --on-dark: #F3F2EA;  
  --on-dark-muted: rgba(243, 242, 234, 0.74);  
  --on-dark-faint: rgba(243, 242, 234, 0.46);  
  --line-dark: rgba(230, 224, 196, 0.16);  
  --muted: #4A5C57;   /* body copy on light */  
  --accent-text: #3F6357;  
  
  /* Status (chips) */  
  --status-foundation: #2A6350;  
  --status-config: #7A5A2E;  
  --status-proposed: #4A5C57;  
  --status-exploration: #3F6357;  
  --status-authority: #7A5A2E;
```

```
/* Gradients */
--grad-ink: radial-gradient(120% 90% at 50% -12%, var(--ink-soft) 0%, var(--ink) 52%, var(--ink-deep) 100%);
--grad-deep: linear-gradient(180deg, var(--ink) 0%, var(--ink-deep) 100%);
--grad-sheen: linear-gradient(180deg, rgba(255, 255, 255, 0.12), rgba(255, 255, 255, 0) 58%);
--grad-card: linear-gradient(180deg, rgba(255, 255, 255, 0.6), rgba(255, 255, 255, 0));
--grad-glow: radial-gradient(70% 55% at 50% 0%, rgba(155, 181, 166, 0.26), transparent 72%);

/* Elevation */
--shadow-sm: 0 1px 2px rgba(10, 39, 36, 0.06), 0 1px 3px rgba(10, 39, 36, 0.04);
--shadow-md: 0 10px 28px -10px rgba(10, 39, 36, 0.16), 0 2px 6px rgba(10, 39, 36, 0.05);
--shadow-lg: 0 26px 52px -18px rgba(10, 39, 36, 0.24), 0 8px 18px -8px rgba(10, 39, 36, 0.08);
--shadow-xl: 0 40px 80px -28px rgba(10, 39, 36, 0.32), 0 12px 28px -12px rgba(10, 39, 36, 0.1);
--shadow-glow: 0 0 0 1px rgba(155, 181, 166, 0.4), 0 14px 44px -14px rgba(155, 181, 166, 0.5);

/* Radii */
--r-sm: 8px; --r-md: 14px; --r-lg: 20px; --r-xl: 28px; --r-pill: 999px;

/* Space */
--s-1: 4px; --s-2: 8px; --s-3: 12px; --s-4: 16px; --s-5: 24px;
--s-6: 32px; --s-7: 48px; --s-8: 64px; --s-9: 96px; --s-10: 120px;

/* Type */
--sans: 'Source Sans 3', Arial, sans-serif;
--serif: 'Source Serif 4', Georgia, serif;
--word: 'Outfit', Arial, sans-serif;
}
```

Note on greens. The site's `--ink` is `#0E3531` ; the formal logo green is `#103635` . They are intentionally close — use `#103635` for the logo itself and `--ink` for UI/text so surfaces and marks stay in one family.

3. Typography

Three families, each with a distinct job (all self-hosted in `assets/fonts/`):

Token	Family	Role
<code>--serif</code>	Source Serif 4	Headings (<code>h1–h4</code>), editorial numerals
<code>--sans</code>	Source Sans 3	Body copy, UI, forms
<code>--word</code>	Outfit	Wordmark, eyebrows-emphasis, chips, agent initials, numbers, wordmarks in mocks

Loaded weights: Outfit 400/500/600 · Source Sans 3 400/500/600 · Source Serif 4 400/500 + 400 italic (`font-display: swap`).

Scale & rhythm

- Body: 1.0625rem / 1.65 (`--sans`), colour `--ink` (light) / `--on-dark` (dark).

- `h1 clamp(3rem, 5.4vw, 4.9rem)` · `h2 clamp(2.1rem, 3.5vw, 3.35rem)` · `h3 1.55rem` · `h4 1.2rem` .
- Headings: `--serif` , weight **400** , line-height: 1.08 , letter-spacing: -0.035em , text-wrap: balance . On dark sections headings use `--bone` , and `em` uses `--signal` .
- `.eyebrow` : 0.75rem , 600, letter-spacing: 0.14em , uppercase, `--muted` (dark: `--signal`).
- `.small-print` : 0.875rem , `--muted` (dark: `--on-dark-muted`).
- Buttons/links sit at 1rem – 1.0625rem , 500–600.

4. Layout

- **Container** `.wrap` : width: min(1240px, calc(100% - 96px)); margin-inline: auto . Wider 1320px variant is used on big screens inside media queries.
- **Section rhythm** `.section` : padding: var(--s-10) 0 (120px), position: relative . `.compact-top` trims the top. Inner gaps use the `--s-*` scale.
- **Surfaces**: light `--ledger` (default), `.plot` (`--plot light-green band`), `.ink` / `.ink-glow` (dark `--grad-deep` / `--grad-ink` with a subtle grid + glow), `.paper-hero` (light hero variant on inner pages).
- **Headings pattern**: `.split-heading` (title + lede side by side), `.center-heading` (centred, max-width: 760px).
- **Breakpoints**: 1100px , 900px , 640px , 420px . The sticky header reserves `scroll-padding-top: 110px` for in-page anchors.

5. Components

- **Buttons** (`.button` , min-height: 52px , `--r-md` , hover lifts `translateY(-2px)`):
- `.primary` — `--ink-soft→--ink` gradient, `--ledger` text, sheen overlay.
- `.light` — `--bone` fill, `--ink` text (for dark sections).
- `.outline` — hairline `--rule` (on dark: `--line-dark`).
- `.small` — compact (44px) nav/CTA variant.
- **Text links**: `.text-link` (underlined) and `.underlink` (600, animated →).
- **Chips / tags**: `.tag` and `.status-chip` with `::before` dot. Variants `.chip-foundation` · `.chip-config` · `.chip-proposed` · `.chip-specified` · `.chip-exploration` · `.chip-authority` map to the status colours. On `.ink` they flatten to `--bone` on translucent light.
- **Cards**: `.card` , `.agent-card` , `.outcome-card` , `.paths article` , `.status-grid article` — `--card` on hairline border, hover `translateY(-4px)`
- `--shadow-lg` + `--signal` border.
- **Deliverable mock** `.artifact` (with `.artifact-bar` , `.artifact-body` , `.artifact-table` , `.artifact-files`) — the "illustrative deliverable" panel.
- **Product screenshot frames**:
 - `.capture-slot` — bordered `--r-lg` frame + `figcaption` label (`S0x` · placement · actual product screenshot), image `.capture-shot` .
 - `.workspace-preview` (`.preview-topbar` , `.preview-caption`) — hero product frame that overlaps the next section.

- `.browser-frame` / `.browser-bar` — console mock chrome (dots + `orbi360` + version).
- `.screen-image-button` — clickable screenshot that opens the lightbox.
- **Connector logos** `.connector-logo` : 30px rounded tile holding a tool logo (`assets/logos/<slug>.svg` , PNG fallback). If both are missing it degrades to a monogram via `.is-mono` + `data-initials` — do not break that chain.
- **Dialogs**: native `<dialog>` with `.dialog-bar` (eyebrow/title + `.dialog-close`) and `::backdrop` ; `.image-dialog` is the wide screenshot lightbox.
- **Icons**: single SVG sprite of `#i-*` symbols, drawn with `stroke:currentColor` , `fill:none` , `stroke-width:1.8` (`.icon` , sized `.icon-lg` / `.icon-xl` , housed in `.icon-tile`). Add new icons to the sprite in every page.

6. Imagery

- **Product screenshots** `screenshots/S01–S04.jpg.png` (1280×761) — real product captures placed at `data-capture` slots (S01 home workspace, S02 channels, S03 computer, S04 production proof). Show illustrative sample data only.
- **Console shots** `assets/{overview,service-catalogue,people,memory,disclosures}.webp` — the Orbi360 console tabs.
- **Diagram** `assets/diagram-gateway.svg` — the Orbi → Orbi360 → tools/records/memory relationship.
- **Editorial plate** `assets/plate-editorial.svg` — abstract Orbit Ink title plate.

Keep product imagery framed in the components above with a factual caption; keep diagram labels in `--on-dark-muted` / `#9BB5A6` .

7. Motion

- **Scroll reveals**: `.reveal` → JS adds `.reveal-ready` and toggles `.is-visible` via IntersectionObserver (threshold `.08` , `rootMargin bottom -25px`). Enters from `translateY(22px)` + fade (0.6s ease). Content stays visible if JS is off.
- **Scene transitions**: `.scene-enter` (0.35s) for swapped panels.
- **Hover**: cards/buttons lift `2–4px` with shadow; underlinks animate → .
- **Reduced motion**: `@media (prefers-reduced-motion: reduce)` disables reveals, transitions and hover transforms and switches to `scroll-behavior: auto` . Always honour it.

8. Accessibility

- **Focus**: `:focus-visible` gets a `3px` `--signal` outline, `3px` offset.
- **Targets**: buttons/inputs `min-height: 44–52px` .
- **Semantics**: one `h1` per page, ordered headings, landmark `header/main/footer` , skip link (`.skip`).
- **A11y wiring**: icon-only controls get `aria-label` ; dialogs use `aria-labelledby` ; tablists use `role="tab"` + `aria-selected` / `aria-controls` ; dynamic panels use `aria-live` ; decorative SVGs are `aria-hidden` .
- Keep alt text on screenshots descriptive but short (placement + what it proves).

9. Voice & content stance

Precise, calm, evidence-first. Short declarative sentences; em-dashes; a small controlled vocabulary — *co-worker*, *specialist*, *gateway*, *ceiling*, *receipt*, *boundary*, *publish*, *review*. No hype, no superlatives.

Disclaimers to preserve in any new copy (see `README.txt` and the "Boundaries to preserve" section of `agent-library.md`):

- Demos and the specialist library are **design proposals**, not shipped capabilities or a tested service catalogue.
- Product screenshots show **illustrative sample data**.
- **Integration names do not establish connector readiness**.
- **Nothing connects to real organisation data or runs an AI model** in these demos.
- Writes, publishing and submission need **separate grants, approval and audit**; current Orbi360 0.4.0 upstream publication is **read-only**. Computer actions are governed separately.
- **Memory** is only committed after owner review; a "yes" in chat is not approval.
- Label feature status honestly (`chip-foundation` / `chip-config` / `chip-proposed` / `chip-specified` / `chip-exploration`). Carry version context (Orbi360 0.4.0, Orbi OpenBot 0.0.15).

10. Checklist for new pages & connecting applications

1. **Tokens first** — copy the `:root` block above into the new stylesheet (or export as design tokens / CSS variables for the app).
2. **Type** — bundle the same three families (Outfit, Source Sans 3, Source Serif 4) or map to equivalents and keep the serif-heading / sans-body / Outfit-word split.
3. **Logo** — use the formal masters (`assets/logos/Orbi360-Formal-Logo-Files/`): symbol for compact marks, wordmark lockup for hero/print. Follow the rules in §1.
4. **Colour** — `--ink` / `--ledger` light surfaces, `--ink` / `--bone` dark sections, `--signal` for accent/focus only.
5. **Layout** — `--wrap` width, `--section` rhythm, alternate paper and ink sections, reuse `.split-heading` / `.center-heading`.
6. **Components** — reuse buttons, chips/status chips, cards, eyebrows, capture/product frames, dialogs and the connector-logo tile rather than inventing new patterns.
7. **Motion** — reuse the reveal pattern and honour `prefers-reduced-motion`.
8. **Accessibility** — focus rings, 44px+ targets, labelled controls, alt text.
9. **Tone & disclaimers** — match §9; carry the status/version caveats.
10. **Verify** — open `index.html` locally and compare a new surface side by side against `style.css` before shipping.

Companion briefs: `product-details.md` (product truth), `agent-library.md` (specialist catalogue & boundaries), `desk-connector-map.csv` (connector rows).