



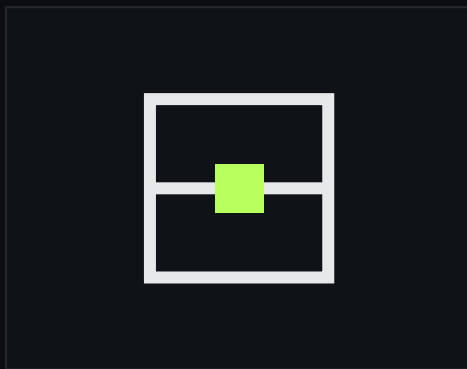
Research-driven security. Spoken in the terminal.

How the Midkernel identity works and how to use the files in this kit – logo, colour, type, voice, and ready-made social and web assets.

A kernel, framed and examined

The name joins **mid** (centre, midpoint) and **kernel** (the core – of a seed, of an operating system, of a theorem). The mark draws exactly that: a square frame, a horizontal midline, and a solid kernel sitting at the centre. It reads as a cursor, a memory cell and a checkbox at once.

The wordmark is lowercase monospace with a trailing underscore in the accent colour: a blinking prompt, waiting for the next command. The brand lives where the product lives – the terminal.



midkernel_

VOICE

Precise, plain, unhurried. We show the command and the output; we do not shout. Prefer verbs to adjectives, numbers to superlatives, and one strong line to three weak ones. Never "revolutionary", "next-gen" or "AI-powered" in copy — say what was found and how it was proved.

Lockups and rules



Do

Use the horizontal lockup by default; stacked for square spaces; the mark alone at 32px and below or as an avatar.

Do

Keep clear space of one kernel square (25% of the mark's height) on all sides. Minimum lockup width 96px; minimum mark size 16px.

Do

On light backgrounds use the on-light files: the accent darkens to #5A8F00 to keep contrast.

Don't

Recolour the kernel, round the frame, add a gradient or a glow, or rotate the mark.

Don't

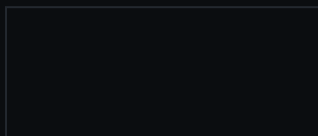
Typeset the wordmark yourself – use the outlined SVG. Never capitalise it ("MidKernel"), and never drop the underscore in the logo.

Don't

Place the lockup on photography or busy patterns; the grid background is the only texture the brand uses.

Void, phosphor, grid

Dark is the default. Phosphor is the only colour – it marks the kernel, the prompt, the primary action and nothing else. If more than ~5% of a screen is phosphor, it's too much.



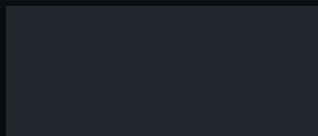
Void

#0B0D10 · background



Panel

#0F1216 · raised surface



Grid

#23282F · lines, borders



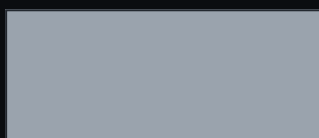
Phosphor

#B7FF5C · accent – sparingly



Text

#E6E8EA · primary text



Muted

#9AA3AD · secondary text



Dim

#6F7680 · labels, captions



Phosphor dark

#5A8F00 · accent on light

LIGHT MODE

Swap Void for Paper (#E6E8EA), Text for Ink (#0B0D10), and Phosphor for Phosphor dark. Everything else keeps its role. The tokens folder ships this as a `[data-theme="light"]` block.

CONTRAST

Text on Void: 15.6:1. Muted on Void: 7.9:1. Phosphor on Void: 14.1:1. Phosphor dark on Paper: 4.6:1 (AA). Never set body text in Phosphor.

One face, one voice

JetBrains Mono does almost everything: wordmark, headings, interface, code. IBM Plex Sans is reserved for long-form reading (docs, research posts) where monospace tires the eye. Both are open-licence and ship in the fonts folder.

**Display XL — 64px / 700 /
—0.04em**

Display L — 40px / 700 / —0.03em

Heading — 24px / 700 / —0.02em

Body (IBM Plex Sans) — 16px / 400 / 1.55 line height. Used for paragraphs longer than two sentences.

LABEL — 11PX / 500 / +0.12EM / UPPERCASE

\$ code — 14px / 400 — the prompt is always phosphor

CONVENTIONS

Headings may end in a phosphor underscore when they are the page's single statement — never on more than one heading per view. Section labels start with //. Numbers, paths and commands are always monospace, even inside Plex Sans paragraphs.

What's in the kit

logo/

SVG (outlined, scales anywhere) and PNG of mark, wordmark, horizontal and stacked lockups – each in on-dark, on-light, mono-white and mono-black.

templates/

Square post 1080, story 1080×1920, slide 1920×1080 – the layout is the grid background, a // label, one strong headline ending in _, and the lockup bottom-left.

icons/

favicon 16/32/48 + .ico, apple-touch 180, PWA 192/512 (+ maskable), 1024 for app stores.

tokens/

tokens.css (CSS variables with light-mode block), tokens.json, tailwind.tokens.js.

social/

Avatars 400/800 (dark) and 400 (light); LinkedIn logo 300; OG image 1200×630; GitHub preview 1280×640; X header 1500×500; LinkedIn banner 1584×396; YouTube 2560×1440.

fonts/

JetBrains Mono 400/500/700 and IBM Plex Sans 400/500 as woff2, fonts.css, OFL licences, and the Google Fonts link if you'd rather not self-host.

KEEPING IT CONSISTENT

Every new asset should be answerable by three questions: is the background Void (or Paper) with the grid? Is phosphor used once, for the thing that matters? Is the type JetBrains Mono? If yes to all three, it's Midkernel.