



Mainspring Digital

The Rising Stack

Three identical blades, stacked and climbing: the website, plus the plan that keeps it growing, rising together.

Each blade is the same shape, turned so its sharp tips sit top right and bottom left. The mark is always one flat color. The name is Fraunces, set once and outlined, so it never depends on a font being installed.

Two cuts of the mark: the master for 24 px and up, and a small cut with wider gaps for 16 to 24 px (favicons, tiny icons).



Master, 24 px and up



Small cut, 16 to 24 px

Lockups

Use the horizontal lockup by default. Use the stacked one where the space is square or tall. Never rebuild a lockup by hand; take the file.



Horizontal. Site header, documents, email, Stripe, wide spaces.



Stacked. Business cards, square posts, signs, merch.



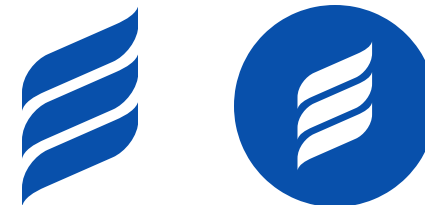
With tagline. Proposals, decks, ads, cover images.



With web address. Vehicles, signs, print with no other contact line.

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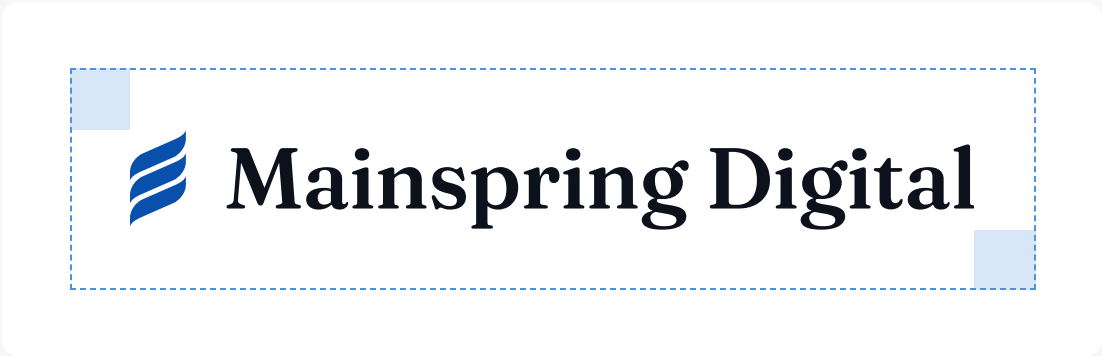
Name only. When the mark is already big on the same surface.



Mark and avatar. Profile photos, app icons, favicons, stamps.

Clear space and smallest sizes

Keep clear space equal to the height of the capital M on every side of a lockup. For the mark alone, keep half its width clear. Nothing else (text, edges, photos, other logos) goes inside it.



The shaded squares are one M high. That is the clear space on every side.



Mark alone: clear space is half the mark's width on every side.

File	Screen	Print
Horizontal	210 px wide	1.5 in wide
Horizontal with tagline	330 px wide	3 in wide
Stacked	150 px wide	1 in wide
Stacked with tagline	285 px wide	2.6 in wide
Mark, master	24 px tall	0.25 in tall
Mark, small cut	16 to 24 px tall	0.15 to 0.25 in

Color

One brand color: blue. Ink and paper do the rest. The bright blue is only for the mark and links on ink. Never a second accent color, never a gradient in the logo.

Blue

#0850AB
RGB 8 80 171
CMYK 95 53 0 33

The brand. Mark on light, grounds, buttons.

Blue deep

#0C4290
RGB 12 66 144
CMYK 92 54 0 44

Pressed and hover states, deep panels.

Blue bright

#4D91E2
RGB 77 145 226
CMYK 66 36 0 11

The mark and links on ink only.

Ink

#0C111C
RGB 12 17 28
CMYK 60 40 20 95

Text, the name, dark grounds.

Paper

#F7F7F5
RGB 247 247 245
CMYK 0 0 1 3

The light ground.

Muted

#535B69
RGB 83 91 105
CMYK 21 13 0 59

Secondary text, taglines on light.

Blue soft

#E7EEFC
RGB 231 238 252
CMYK 8 5 0 1

Quiet panels and highlights.

Print note

CMYK values are a starting point.
Match the blue at the first print proof and keep that recipe.

On every ground

Pick the file made for the ground. One-color black or white is for stamps, embroidery, engraving, cut vinyl and anything printed in one ink.



for-light on white and paper: blue mark, ink name.



for-blue on the brand blue: all white.



for-dark on ink and dark photos: bright mark, light name.



black one color.



white one color, on any dark or busy ground.



Avatars blue (default), white, ink.

Please don't

The mark only works when it stays exactly as drawn.



Stretch or squeeze it.



Rotate or tilt it.



Shade the blades in different blues.



Close up the gaps.



Outline it or add a stroke.



Add a gradient, glow or shadow.

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Retype the name in another font.



Put it on a busy ground with low contrast.

Type

Two faces everywhere: site, print, social, documents. Both are free (OFL) on Google Fonts.

Fraunces

Headlines only: 32 px and up on screen, about 18 pt and up in print.
Weight 600. Let the optical size follow the size.

Hanken Grotesk

Everything smaller: body, subheads under the floor, contact lines, labels, captions, taglines. Weights 400 to 700.

**Your website should bring in
work, not just sit there.**

Custom websites for service businesses. Email
contact@mainspringdigital.com.

Which file

All files are in the brand kit folder. SVG for screens and the web, PNG where an upload wants an image, PDF and EPS (CMYK, vector) for printers, sign and vinyl shops.

Use	File
Website, email, documents	svg/lockup-horizontal-for-light.svg
Favicon and home-screen icon	icons/favicon.svg, icons/favicon.ico, icons/apple-touch-icon.png
Google, Facebook, Instagram, LinkedIn photo	png/avatar-circle-blue-1024.png
Google Workspace logo	workspace/workspace-logo-for-light-320x132.png
Stripe icon and logo	png/avatar-square-blue-1024.png, png/lockup-horizontal-for-light-1600.png
Email signature	icons/icon-rounded-blue-192-email-signature.png
Printer or sign shop	print/<lockup>.pdf or .eps
Vinyl decals	decals/ (one color, cut-ready, at real size)
Google Meet background	workspace/meet-background-paper-1920x1080.jpg
Facebook and LinkedIn covers	social/
Letterhead	documents/letterhead-sample.pdf
Business cards	cards/

Questions or a file you need: contact@mainspringdigital.com