



BRAND BOOK · EDITION V1.0.0 · THE CALM AT THE CENTER OF EVERYTHING IN MOTION

The calm at the center
of everything in motion.

**It does not assist the operator.
It governs the ground
they both stand on.**

The factory moves at machine speed. The standard does not bend to it. Every artifact routes through a human approval gate that is a property of the system, not a courtesy of the operator. Nothing ships on a failed audit — the gate is the product.

The system, in order of derivation.

VISION · 00–01		FOUNDATION · 02–05		BUILD · 06–09		PROOF · 10–11	
00	The Paradigm & Story	02	Color System	06	Voice & Tone	10	Applications
01	The Identity	03	Typography	07	Data Visualization	11	Governance
		04	Grid & Tokens	08	Imagery & Art Direction		
		05	Components	09	Accessibility		

Strategy & Story

WHAT SERRAS IS NOT

Not SaaS. Not an agency.

Not a SaaS startup, an AI-automation bro, or a bargain marketplace. Not a consultancy, a no-code shop, a staffing company, or a discount dev agency.

WHAT SERRAS IS

A governed software factory.

Human command directing specialist agents — raw vision in; strategy, brand, product, design, code, proof out.

Seven stages gate every build.

THE PROCESS THESIS · THE LOOP EVERY ARTIFACT PASSES THROUGH BEFORE IT SHIPS

STAGE	WHAT THE GATE HOLDS
Read · Theorize	Ingest the vision; form theses worth testing.
Consensus	The Discovery Council agrees before the build.
Implement	Specialist agents build what was agreed.
Simplify	Strip until only the necessary remains.
Audit · Remediate	Remediation loops back until the audit clears.

Nothing ships on a failed audit.
The loop is not a working style
— it is the gate every artifact
must clear before it carries the
Serras name.

The calm at the center of everything in motion.

SERRAS · THE COMMAND-DECK PARADIGM

You do not need a perfect brief. You need a real vision.

Founders. Existing businesses. Nonprofits, churches, schools. Enterprise teams. Investors and operators. Creators. Six kinds of serious builder, one promise: Begin like an enterprise — without the enterprise budget, team, or experience.

Clarity arrives
before the crisis does.
Precision you can feel.

The Serras Mark



Serras mark · 42:41 geometry · final, monochrome

SERRAS wordmark · Saira · all-white on the void

Six produced files — three variants pending.

Serras

WORDMARK · 121:25 · Saira



MARK · 42:41 · final



FAVICON · pending production

Serras

SERRAS · Saira · wght 560 · wdth 88 · +0.14em

Never amber · never Fraunces · ink #231F20 on light

PRIMARY · DARK GROUND



The produced dark file — all-white artwork on the void, #060B10.

ON RECORD · LIGHT GROUND



Ink #231F20 on tile #F2F0EB — the book's one light appearance.

Clearspace is a ratio of the mark itself.



Minimum clearspace = the mark's own height (42:41 units), on every side. Holds from favicon to facade.

PART	SPECIFICATION	ROLE
Mark	42:41	Final · monochrome
Wordmark	121:25 · Saira	Never Fraunces
Lockup	178:41	Mark + wordmark
Scales	44/30/22/24/16px	The working set
Ink	white / #231F20	Never amber

The mark is final. The wordmark is Saira — and only Saira.

SERRAS · IDENTITY DOCTRINE

DON'T set the mark in amber — no amber final S

DO keep white /
#231F20

AMBER = SIGNAL ONLY

DON'T stretch — size one axis only

DO let aspect-ratio derive the other

DON'T redraw or rebuild the mark

DO place the six produced SVGs as-is

03

Color

The abyss is the stage. Amber is the decision.

A deep-teal abyss carries the stage; cool steel carries the words. Signal amber is spent, never spread.

One light, five duties.

Void carries the stage. Steel carries the words. Teal-soft calms interaction; cyan focuses it. And amber — the decision color — is spent on exactly one commitment per surface.

TEXT 17.6:1 · AA	ON VOID 17.6:1 · AA	INK 7.4:1 · A	INK 12.7:1 · AA	INK 11.5:
VOID · ABYSS 800 #060B10 The stage · deep-teal, never #000	TEXT · STEEL 200 #DEF6FF The words · cool, never grey	CALM · ACCENT 300 #6EA6B3 Teal-soft · hover & selected fills	FOCUS · ACCENT 200 #87D8FF Cyan · the ring, the sparkle	SIGNAL · AMBER 400 #FFB627 The decision color · one per surface

Every ramp anchors at 500.

Ten steps, 50 to 900. The 500 is the named value the system binds to; the rest are tints and shades for surface, border, and state.

ACCENT · THE COOL CORE · CYAN → TEAL

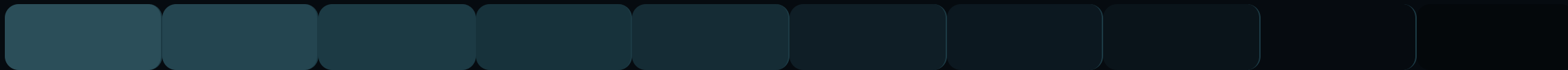


SIGNAL · RESERVED AMBER · THE DECISION RAMP



Eight ramps. One duty each.

ABYSS · THE STAGE LADDER · VOID #060B10, NEVER #000



STEEL · THE TEXT RAMP · COOL-TINTED, NEVER GREY



ACCENT · THE COOL CORE · JADE → TEAL → TEAL-SOFT → CYAN · NEVER SKIP JADE



Status runs warm. Ink runs dark.

SUCCESS · #5BD08C · 10.2:1 ON VOID · BRIGHT JADE #8FE9B8 · DARK INK



DANGER · WARM EMBER #F26B54 · 6.59:1 ON VOID · NEVER CLINICAL · DARK INK



WARN · #F2C94C · 12.45:1 · BRIGHT GOLD #F4E27A · NEVER THE SIGNAL AMBER



Apps bind to meaning, not to a hex.

TIER 01 · PRIMITIVE

The ramp value

A fixed hex on a 50–900 ramp. Never referenced directly by a product surface.



--serras-accent-300

TIER 02 · SEMANTIC

The role alias

What surfaces consume. The meaning holds; the value resolves per scheme — dark is canonical.



--accent

Twenty-four aliases. None invents a value.

ALIAS	LIGHT	DARK	ALIAS	LIGHT	DARK
--bg-canvas	 steel-50	 abyss-800	--fg-secondary	 steel-700	 steel-300
--bg-surface	 steel-50	 abyss-700	--fg-muted	 steel-600	 steel-400
--bg-surface-alt	 steel-100	 abyss-500	--fg-inverse	 steel-50	 abyss-900
--bg-sunken	 steel-200	 abyss-900	--border-subtle	 steel-300	 abyss-200
--fg-primary	 steel-900	 steel-200	--border-strong	 steel-500	 abyss-50

Amber is a binary; status never flips meaning.

ALIAS	LIGHT	DARK	ALIAS	LIGHT	DARK
--accent	 accent-700	 accent-300	--border-focus	 accent-600	 accent-200
--accent-strong	 accent-800	 accent-200	--success	 success-600	 success-300
--accent-subtle	 accent-100	 accent-900	--success-fg	 steel-50	 abyss-900
--on-accent	 abyss-900	 abyss-900	--warn	 warn-700	 warn-300
--highlight	 info-600	 info-300	--danger	 danger-600	 danger-300
--status-info	 info-600	 info-300	--status-neutral	 steel-600	 steel-400
--cta-bg	 signal-400	 signal-400			
--cta-fg	 abyss-900	 abyss-900			

DIRECTION · EXP-04

Drift

Same band geometry, cooler warp. Every raised signal comes explained and sourced — the chain of custody intact.

FIDELITY	FAMILY
0.86	0.81

DIRECTION · EXP-02

SELECTED

Iridescent Veil

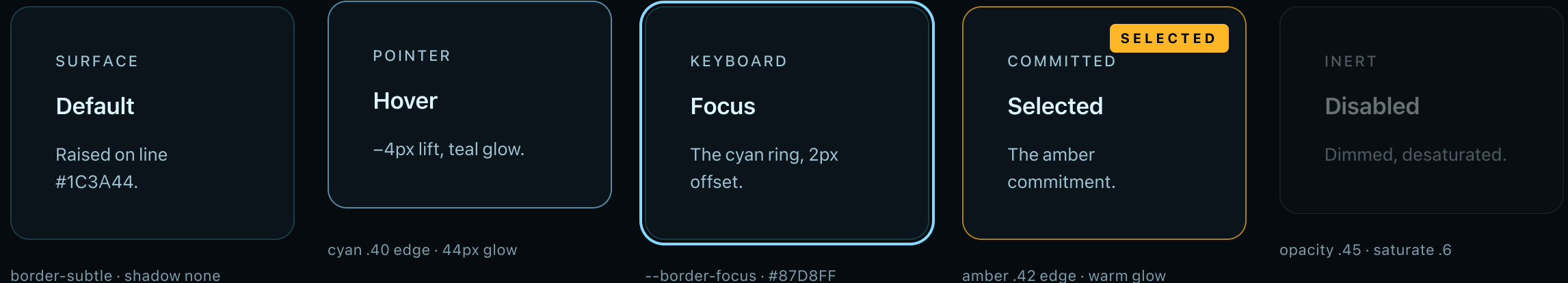
The client-selected direction — every production candidate grows from this veil. Selection is the amber commitment.

FIDELITY	FAMILY
0.98	1.00

FIG. 3.1 · SELECTION IS THE AMBER COMMITMENT · EDGE + WARM GLOW + FLAG · ONE PER SURFACE · GRADIENT BARS CARRY THE SPECTRUM

States speak before words do.

Hover lifts with a teal glow. Focus rings cyan. Selection commits in amber. Disabled recedes. Motion honors prefers-reduced-motion — the story survives without it.



WCAG 2.2 AA is the floor.

TOKEN	VALUE	RATIO	LEVEL
steel-50	 display-hi #F3FBFF	18.86:1	AAA
steel-100	 hi #EAF6FF	17.99:1	AAA
--fg-primary	 text #DEF6FF	17.62:1	AAA
--fg-secondary	 secondary #9FC3D2	10.55:1	AAA
--fg-muted	 tertiary #7E9DAA	6.86:1	AA
steel-500	 muted #5C7681	4.1:1	AA LG

READS

Every body and metadata step clears AA on the void; muted is large-type and UI only.

Ratios measured on the void #060B10 — dark canonical, on record.

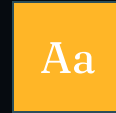
Two values pass the eye, fail the floor.



TRAP 01 · MUTED STEEL-500

4.1:1 · AA LARGE / UI ONLY

Muted #5C7681 sits at 4.1:1 on the void — the large-type and UI floor only.
Never body, labels, or metadata.



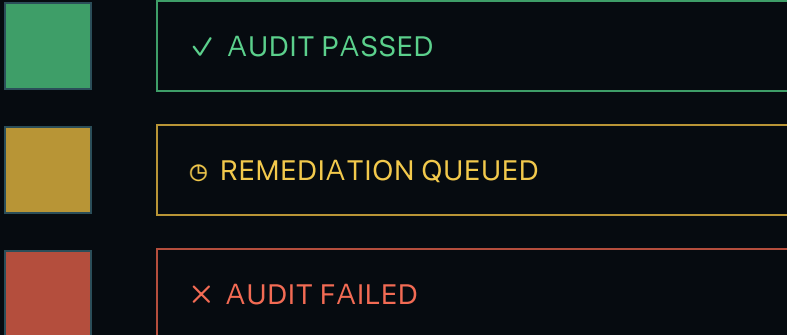
TRAP 02 · WHITE-ON-AMBER

WHITE ON AMBER · FAILS AA

The amber ink is always dark — ink-on-signal-button 11.46:1, signal-as-text-on-void 11.26:1. White-on-amber fails.

Remove the hue. The meaning stays.

Every status reads through its word, its glyph, and its border — even with color stripped entirely.



Decided.

Spent once, on the one decision that earns it.

Typography

Serras

The display voice. Fraunces, tamed — optical sizing off, weight 600, never 900 — carries every heading and exactly one serif statement per view. The wordmark stands apart in Saira; it never enters the ramp.

Serif says. Sans structures. Mono proves. Three voices, one ramp.

DISPLAY · HEADINGS · ONE PER VIEW

Fraunces

Says. The 4-axis file, tamed — font-optical-sizing: none, SOFT 0, WONK 0.

--font-display · opsz 60 / 48 / 40 · wght 600

BODY · UI LABELS

Instrument Sans

Structures. The working sans of body and UI — paragraphs, labels, controls.

--font-body · variable · wght 400–700 · roman + italic

TELEMETRY · IDS · RATIOS

JetBrains Mono

Proves. The evidence register — telemetry, IDs, ratios — set tabular, always.

--font-mono · wght 500 · tabular-nums · evidence only

Display

Section title

Subsection heading

Lead — the lighter serif standfirst, capped at the measure.

Body — Instrument Sans at the workhorse rung; every paragraph an operator reads lives here, and it never drops below the floor.

evidence_id: 7f26-08c4 · chain-of-custody ok · latency 12ms

DISPLAY · SERIF 600

TITLE · SERIF 600

SUBTITLE · SERIF 600

LEAD · SERIF 400

BODY · SANS 425

MONO · EVIDENCE 500

TYPE TOKENS · SPECIMEN · FACE · SIZE / LINE-HEIGHT

TOKEN	SPECIMEN	FACE	SIZE	LH
display	Serras	Serif 600	72	80
title	Serras	Serif 600	40	48
subtitle	Serras	Serif 600	28	32
lead	Serras	Serif 400	24	32
body	Serras	Sans 425	18	28
mono	Serras	Mono 500	14	20

Every rung snaps to the baseline.

Hierarchy is size, weight, and the serif / sans / mono split — never a new face. Inter is the opt-in Config A swap only; Fraunces is the flagship, settled.

One serif statement per
view — scarcity is what
makes it read as confidence.

FIRSTLIGHT STANDARD · THE TYPE SYSTEM

Tokens, grid & elevation.

The structure is the message. Every value here resolves to a named token — the same contract the product reads and the validator replays.

Component reads semantic. Semantic reads primitive.

TIER 01 · PRIMITIVE

The ramp value

A fixed hex on a 50–900 ramp — the only place a literal color appears. Baked from the typed palette, never hand-edited.

 `--serras-accent-500: #3f8a9b;`

TIER 02 · SEMANTIC

The role alias

Names a job, not a color. The intent layer apps consume — mode-aware, though this book locks the dark axis as canonical.

 `--accent: var(--serras-accent-...);`

TIER 03 · COMPONENT

The recipe

What a control actually reads — never a hex, never a primitive. The shadcn bridge binds every recipe to an alias, not a call site.

 `.card:hover { background: var(--accent); }`

Eighty values. Ninety-one names. Zero failures.

THE TOKEN CONTRACT · COUNTED

TIER	WHAT IT NAMES	COUNT
primitive	Ramp steps · eight ramps × ten	80
semantic	Alias layer · roles, bridge, motion	91
status	Status families · warm-led, ink labels	4
binding	Component recipes · read aliases	∞
invented	Off-contract values in any slide	0

A component that reads a primitive — or worse, a hex — has skipped the contract.

The contract is a trio — `serras.css`, `serras.tokens.json`, and the `contrast.mjs` validator that replays every pairing: zero failures. Derived values pass through `color-mix()` over tokens, never a new hex.

× FORBIDDEN

Flatness the brand never signed.

```
box-shadow: none;  
border-radius: 0;
```

A hard corner and a shadowless slab read as austerity, not calm. Excluded, not deferred: every `--shadow-*` resolves to twin diffuse layers, every `--radius-*` to a soft 6/10/16.

✓ APPROVED

Elevation is light, painted twice.

```
box-  
shadow:  
var(--  
shadow-  
md);  
border-  
radius:  
var(--  
radius-  
md);
```

The same card lifted honestly — a surface step under twin diffuse layers; on the void a 1px ring tuned to ~3:1 keeps the edge legible. Calm depth, never spectacle.

Soft and painterly — by token, not taste.

THE REGIME, AS IT RESOLVES

TOKEN	ROLE	RESOLVES TO
--radius-sm/md/lg	Corner regime · soft, never sharp	6/10/16
--radius-pill	CTA geometry · the full pill	999
--shadow-*	Painterly lift · twin diffuse layers	×2
oklch(10 0 / 0.338)	The ring · 1px edge on the void	~3:1

Elevation is light, measured and tuned.

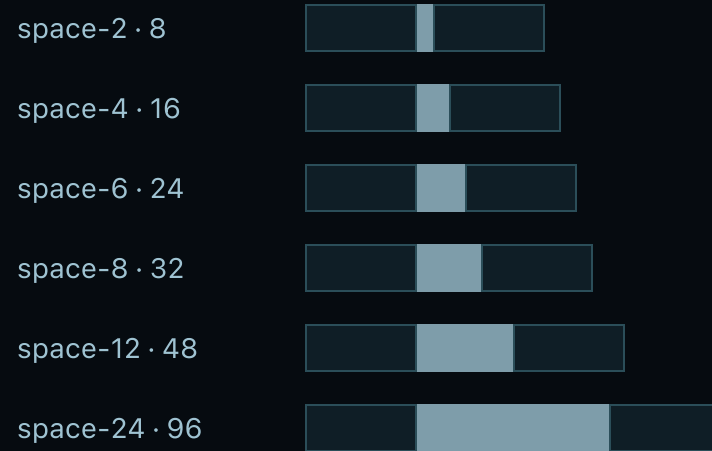
A surface lifts on twin diffuse layers; against the void a ~3:1 hairline ring keeps its edge legible — elevation granted by token.

--shadow-sm · surface · radius 6

--shadow-md · raised · radius 10

--shadow-lg · overlay · radius 16 · ring
~3:1

One 4px scale — authors consume a step, never a pixel.



Nine steps on a 4px base — bounded rhythm keeps dense command surfaces legible, never arbitrary.

The grid is not a suggestion. It
is the contract every page signs.

SERRAS · SYSTEM DOCTRINE

Twelve columns — the page on its own grid.



Twelve divides cleanly into halves, thirds, quarters and sixths — every span a governed command surface needs. 32px gutter, 1px rule, prose capped at 62ch.

The system, working.

The interface is the command deck.

Components do not decorate the factory — they govern it. Each one carries a rule of evidence into the operator's hands.

One amber decision per view.

Exactly one cta-solid commits the view — signal amber under dark ink. The plain cta stays teal-soft, never amber; outline and ghost recede to steel.

EMPHASIS LADDER · ONE SIGNAL PER SURFACE

Bring Us the Vision

See How the Factory Works

Return to Journey

FIG. 6.1 · ONE AMBER CTA-SOLID · HOVER #FFC64F · STEEL CARRIES THE REST

Every state is named in words.

BADGE

CONFIRMED
REMEDiation
FAILED AUDIT
DRAFT

ALERT

INFO	Consensus recorded. Five personas agree; evidence chains attached.
PENDING	Remediation open. The loop returns to audit before anything ships.
FLAG	Failed audit. Nothing ships on a failed audit — the gate is held.

FIG. 6.2 · Status is carried by the label word and a status-colored edge — one color, one meaning; never amber, never color alone.

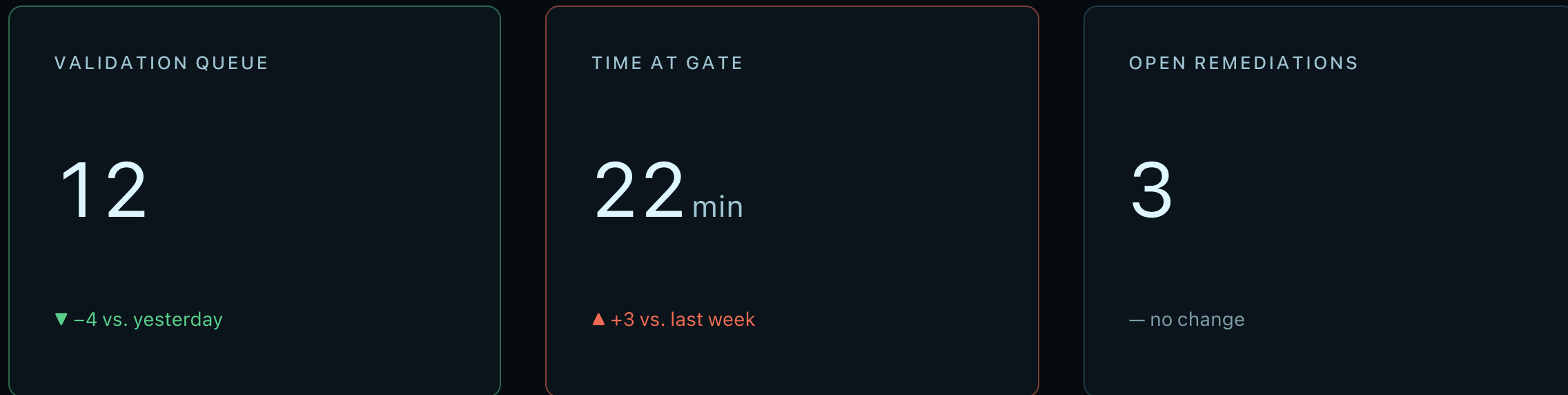


FIG. 6.3 · KpiCard — value in JetBrains Mono with tabular figures, direction carried by glyph, sign, *and* the status edge — outline + glow keyed to the outcome. No amber: a measurement is not a decision.

Every decision is auditable.

FIG. 6.4 · AUDIT TRAIL — TIMESTAMPS AND ACTORS IN JETBRAINS MONO

TIME	ACTION	ACTOR / ROLE	STATE
14:02:11	Council consensus recorded	council · Discovery Council	CONSENSUS
14:06:48	Audit failed — loop opened	audit · governance	REMEDIATION
14:33:09	Cleared at the Design Gate	operator · human command	CONFIRMED

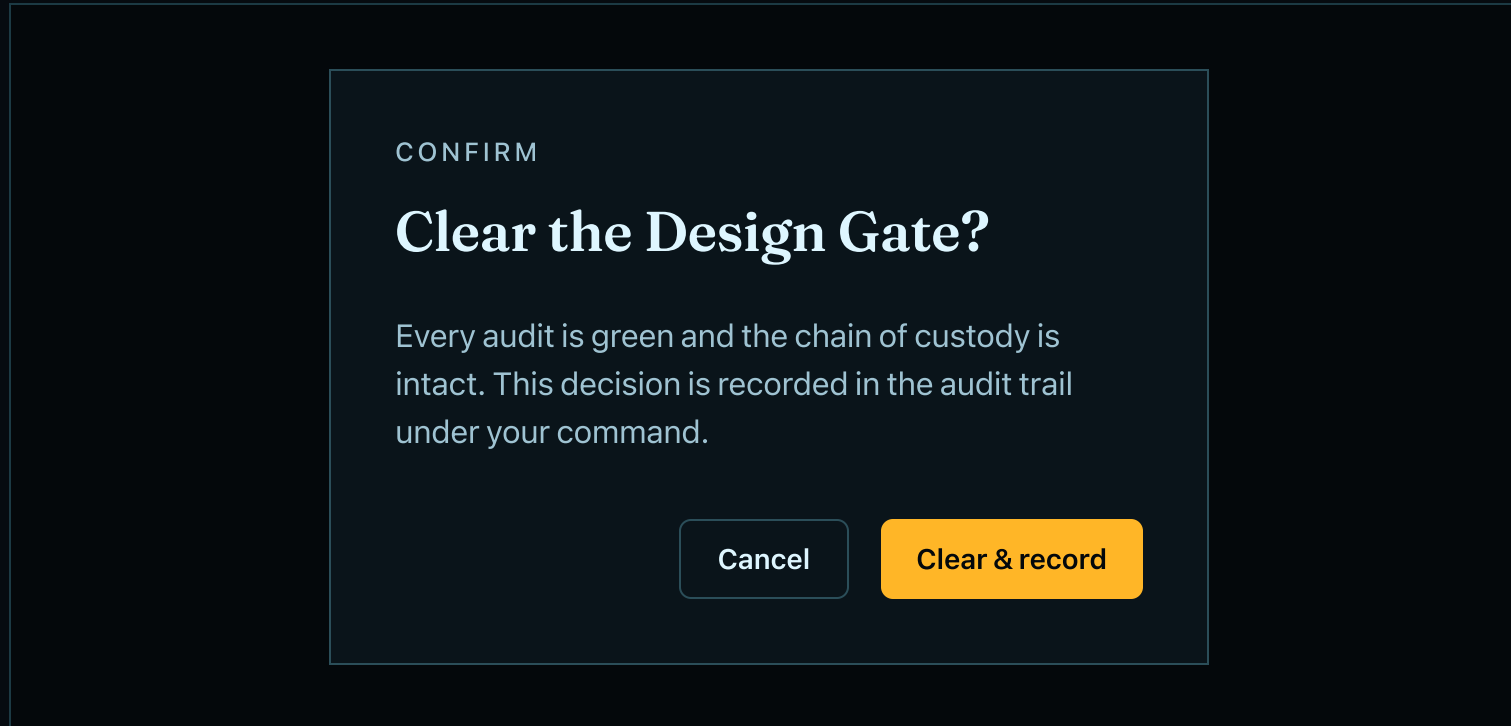


FIG. 6.5 · Dialog — surface --bg-surface + 1px --border-strong, lifted over a static --bg-sunken scrim. Drawer and Sheet share this chrome, anchored to an edge. The confirm is the view's one amber commit.

A field without a label is undefendable.

Artifact title

Discovery brief — the market thesis, v3

Evidence source URL

not-a-valid-url

✕ Enter a valid URL. The error is announced in text, not by color alone.

Artifact

Evidence (3)

Audit trail

The active tab carries the accent underline *and* weight 600, so selection survives greyscale. The underline is teal-soft — amber is reserved for the commit.

FIG. 6.6 · Input — 1px `--border-strong` resting, a 2px cyan `--border-focus` ring offset 2 on focus, `--danger` border on error with a text message via `aria-describedby`.

One decision. One amber. No exceptions.

✓ DO

- Fill the one cta-solid commit with amber --cta-bg and dark --cta-fg ink.
- Write every status in words inside the badge, paired with its color.
- Keep locked and confirmed pills success green — a settled state is proof, not a signal.

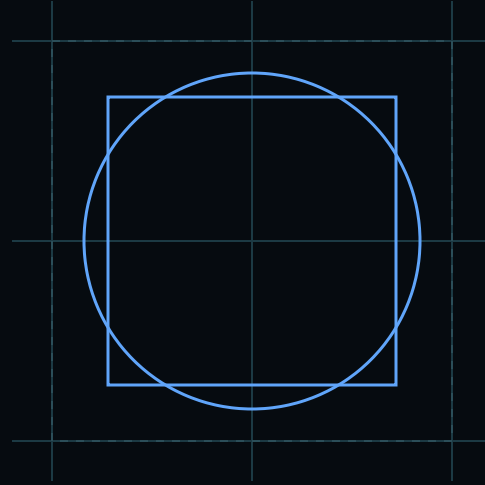
× DON'T

- White ink on amber, or two amber CTAs competing in one view.
- A status carried by a bare colored dot — color alone fails accessibility.
- A plain cta dressed as a cta-solid — teal-soft and the amber signal never trade places.

FIG. 6.7 · Three cross-cutting states hold for every component: focus is the 2px cyan ring offset 2, hover a −4px lift with a teal glow, selection the amber commitment — exactly one per view.

09 — 10

Iconography & Motion



**Monoline on the cool core.
Function, never spectacle.**

24x24 grid · 2px trim · 20px live area · square 18u · circle $\varnothing$ 21u · square cap · radius 0

A glyph earns its slot by proof.

SHIPPED SET · FACTORY CHECKPOINTS

	Vision Intake	vision.received
	Evidence Check	evidence.attached
	Remediation Flag	remediation.flagged
	Design Gate	gate.pending
	Audit Passed	audit.passed
	Decision Record	decision.recorded

The checkpoint glyphs are instruments, not decoration — no AI brain, no network mesh, no neon motif. A glyph is admitted only when it makes a gate or an audit faster to read on the command deck.

Every glyph is named for its event. Resting ink is the cool --fg-secondary; a status colour appears only where the event itself is a status — one color, one meaning.

Motion confirms the gate. It never celebrates.

THE DO · CAUSE AND EFFECT, AS STILL

 The Design Gate opens

 Decision recorded

 Nothing ships on a failed audit

PENDING

APPROVED

BLOCKED

THE NEVERS

- No particle storm, no neon pulse
- No bounce, no confetti, no gamified streak
- No spaceship cockpit — observatory calm
- No animated blur, shadow, or filter
- No story that needs motion to be told

Transform and opacity only — expo-out cubic-bezier(0.16,1,0.3,1), ≤150/260ms blocking, 340/480ms slow. prefers-reduced-motion tells the story as a still.

The veil breathes every
forty-five seconds.
Everything else holds still.

ICONOGRAPHY & MOTION · THE BREATH CONTRACT

Data Visualization

A number you cannot trace is a number you cannot defend.

Every chart is an audited claim. JetBrains Mono carries the values — tabular, traceable — and color is the fastest channel, never the only one.

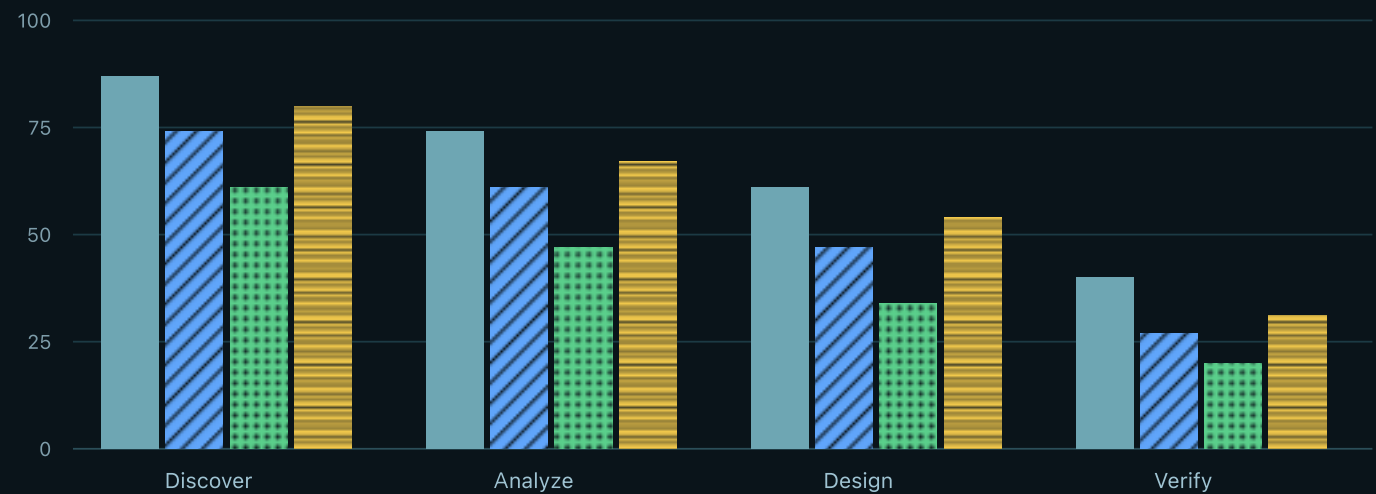


FIG. 8.1 · COVERAGE BY PHASE · S1 TEAL-SOFT · S2 CERULEAN · S3 GREEN · S4 GOLD · TRUE-ZERO · 1PX GRID

Four hues, four channels.

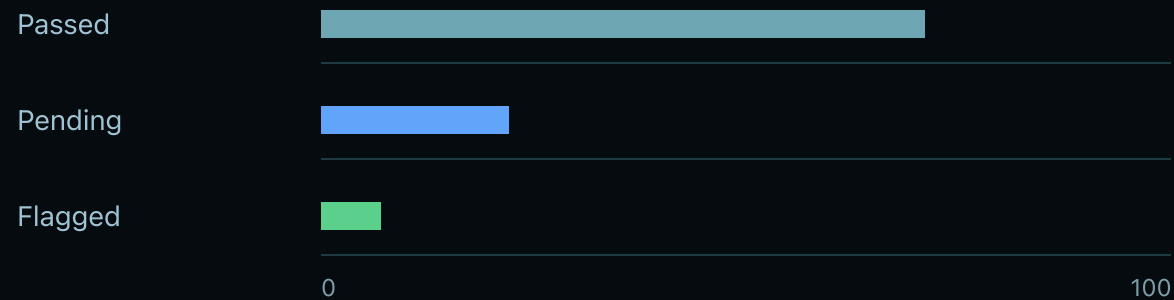
COLOR IS THE FAST CHANNEL · THE PAIRED PATTERN IS THE CARRIER OF RECORD.

SERIES	TOKEN	NON-COLOR CHANNEL	ON VOID
S1 · Teal-soft anchor	--chart-1	solid fill	7.31 : 1
S2 · Cerulean	--chart-2	45° hatch	7.77 : 1
S3 · Success green	--chart-3	dot field	10.2 : 1
S4 · Warn gold	--chart-4	horizontal rule	12.45 : 1

Four hues drawn from the spectral families, ordered for wide color-vision separation. Signal amber never enters a series.

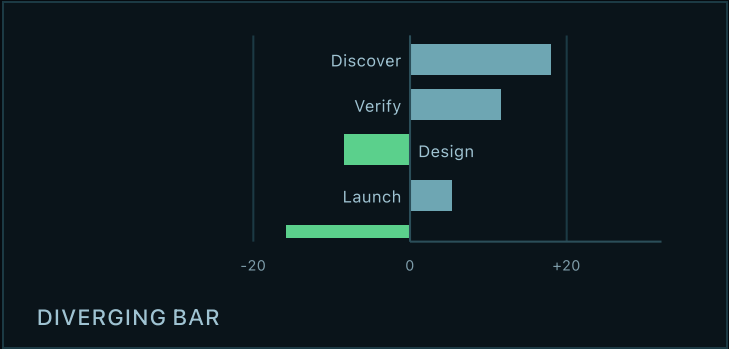
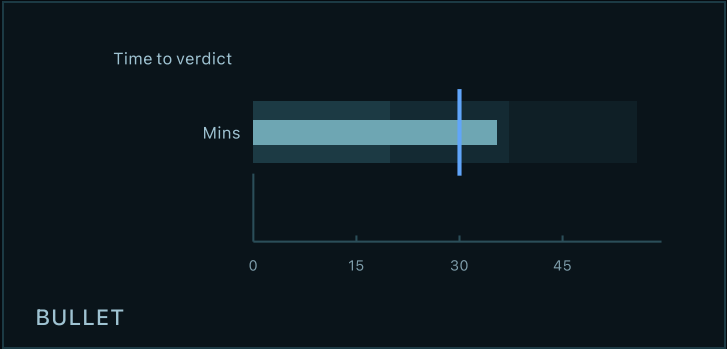
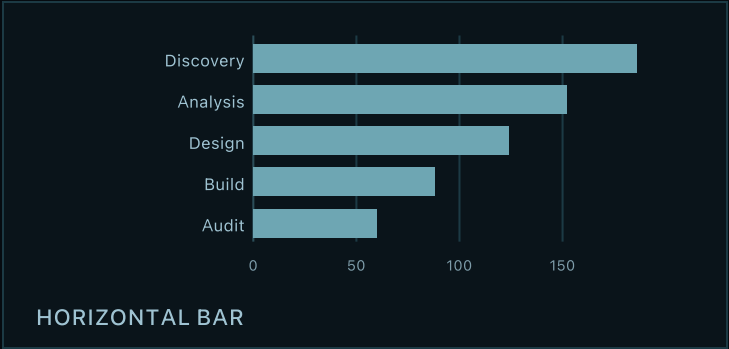
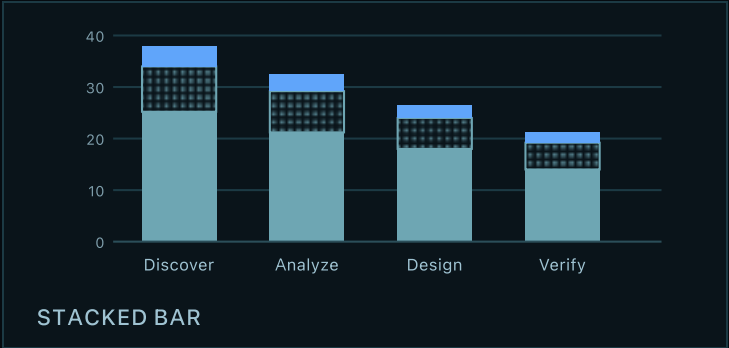
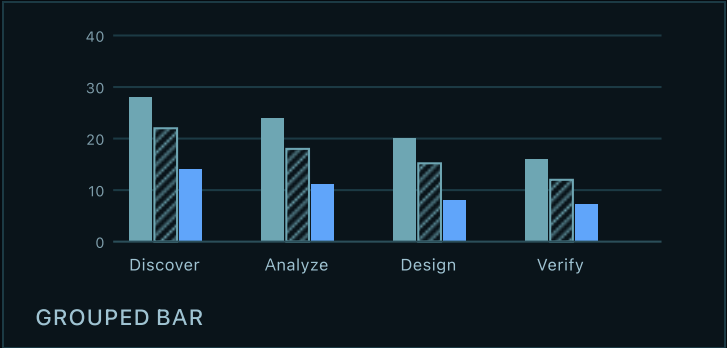
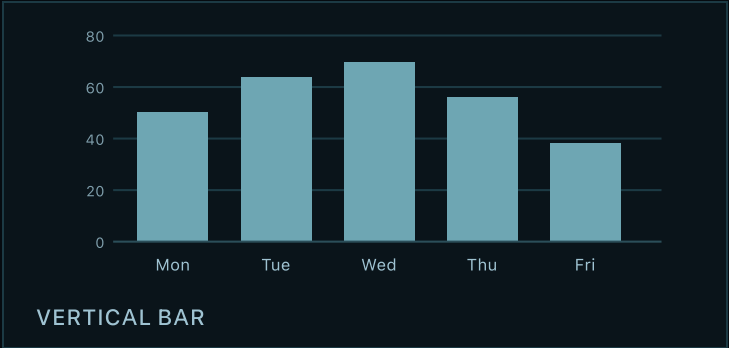
All four clear the 3:1 graphic floor on void; status hues moonlighting as series hues is a documented collision, disambiguated by role.

Honest about its limits.

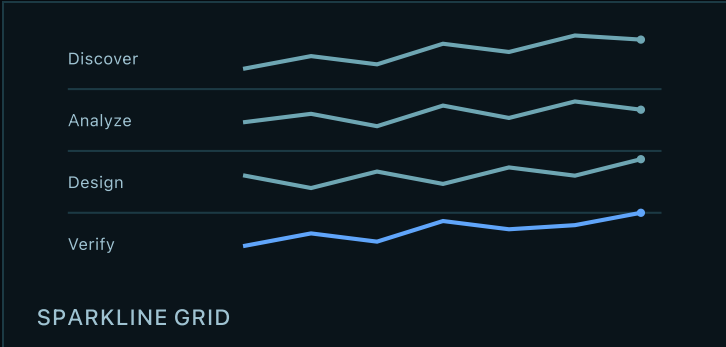
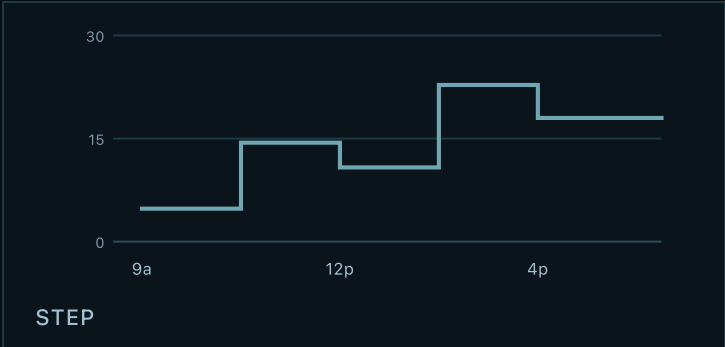
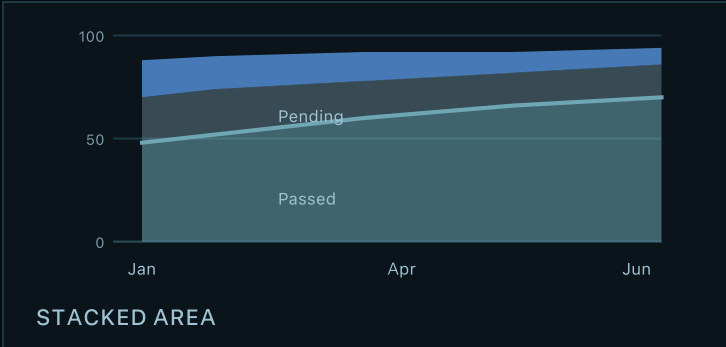
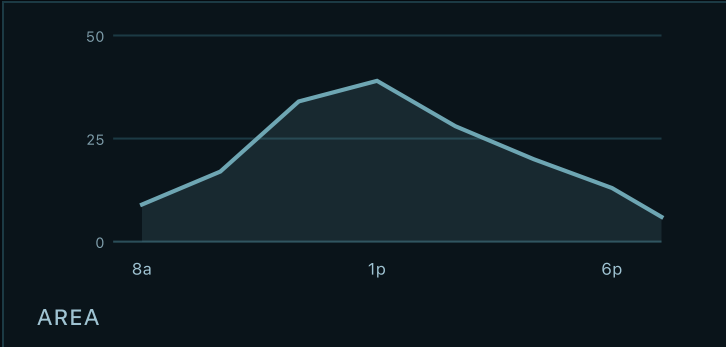
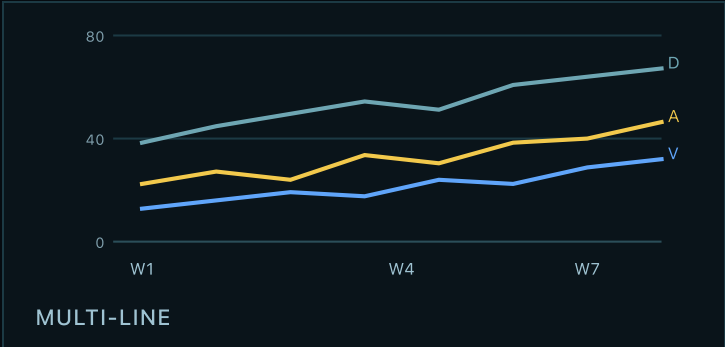
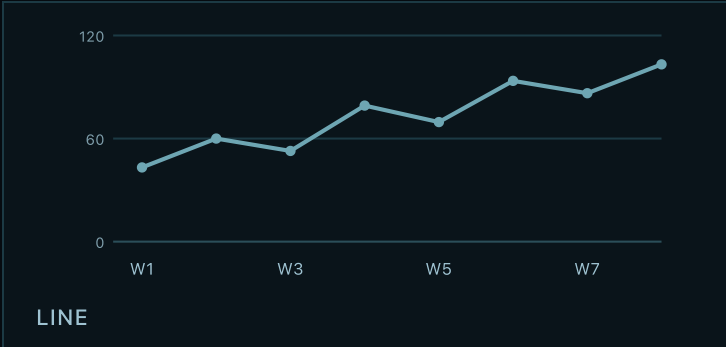


- 71% **DON'T**
Encode a series by hue alone, or spend signal amber on a data series.
- 22% **DO**
Pair every hue with a fill pattern and a labelled value; grow every bar from true zero.
- 7%

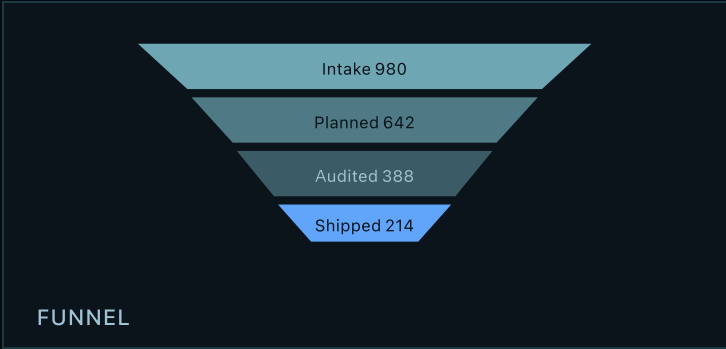
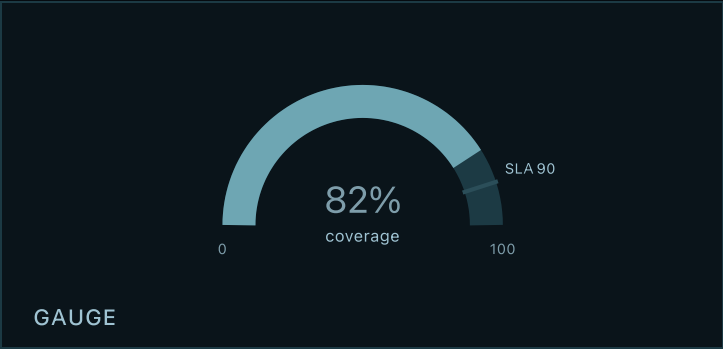
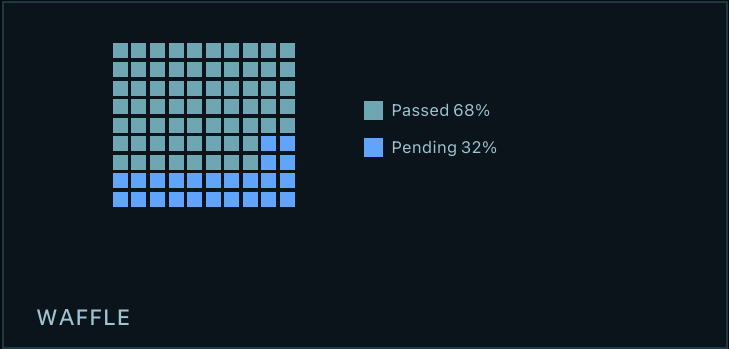
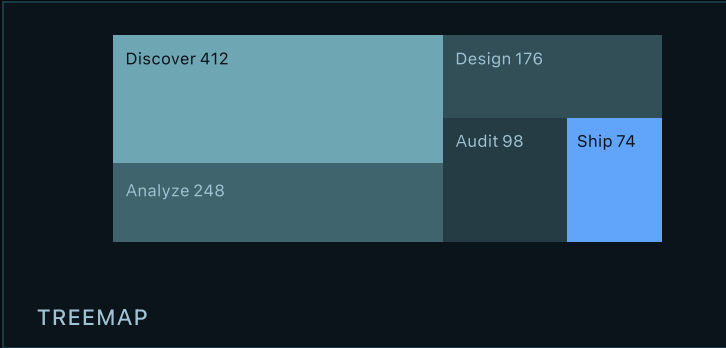
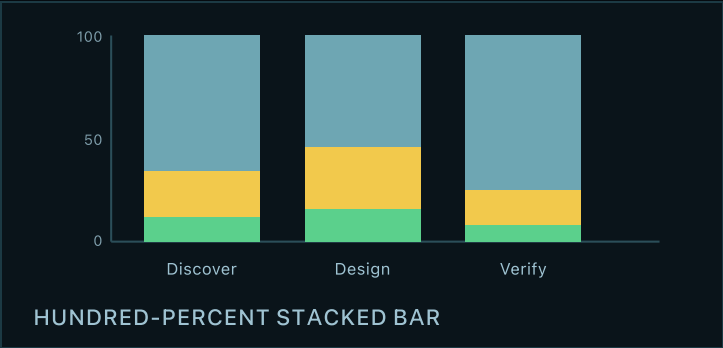
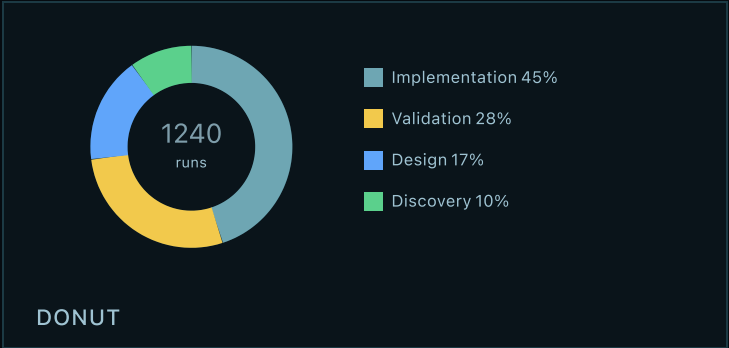
Comparing magnitudes across categories.



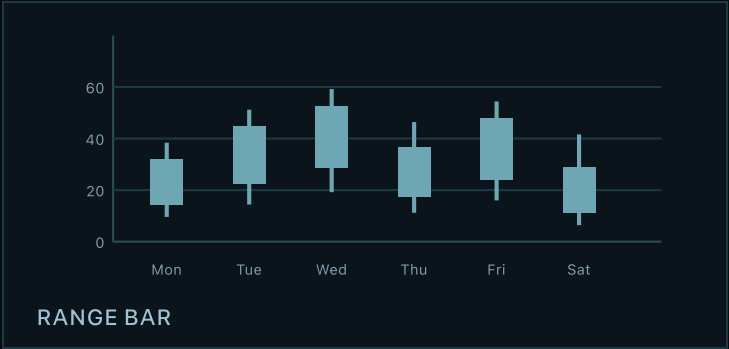
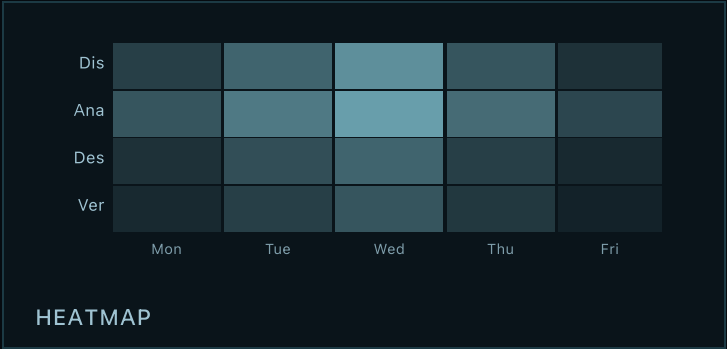
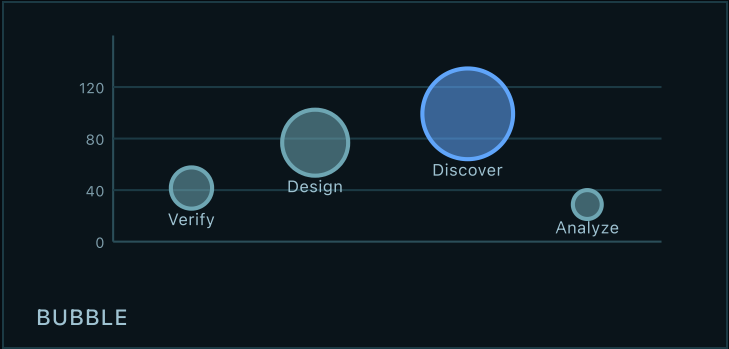
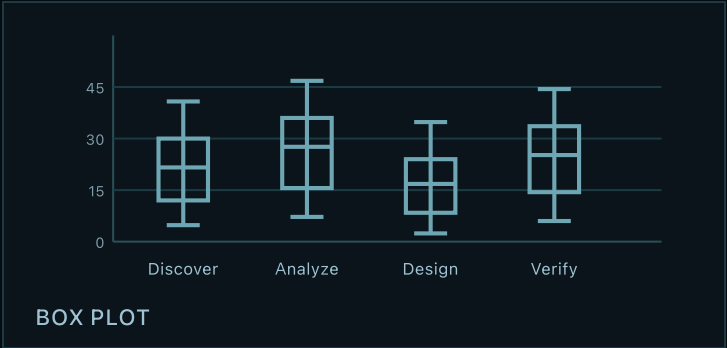
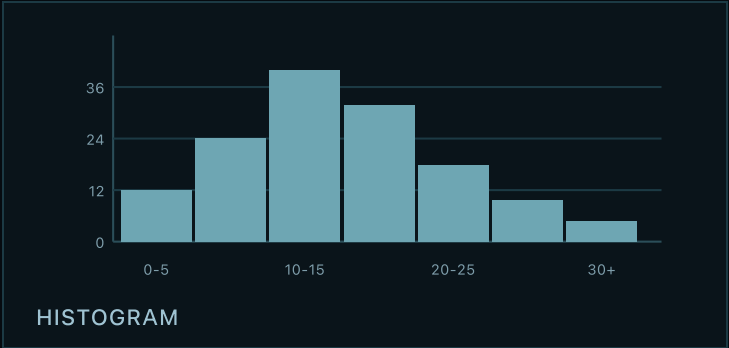
Change measured over time.



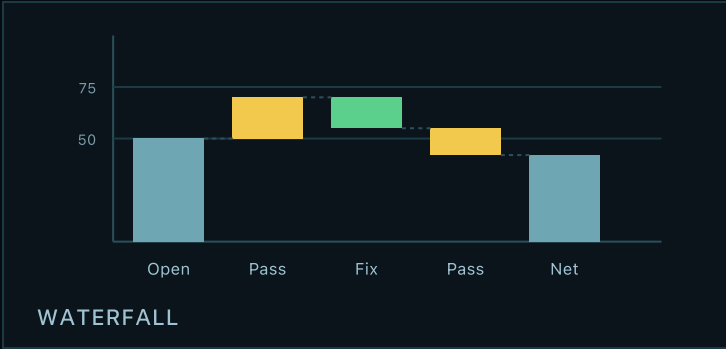
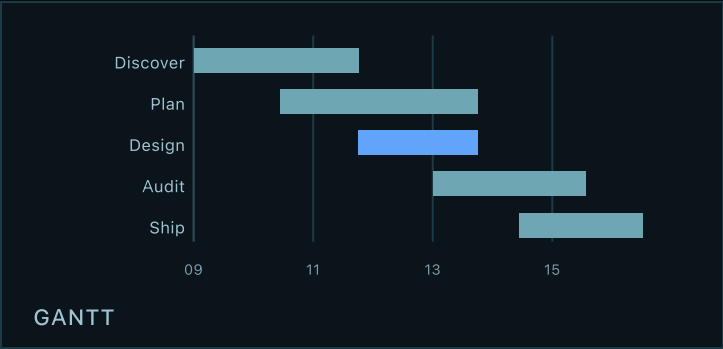
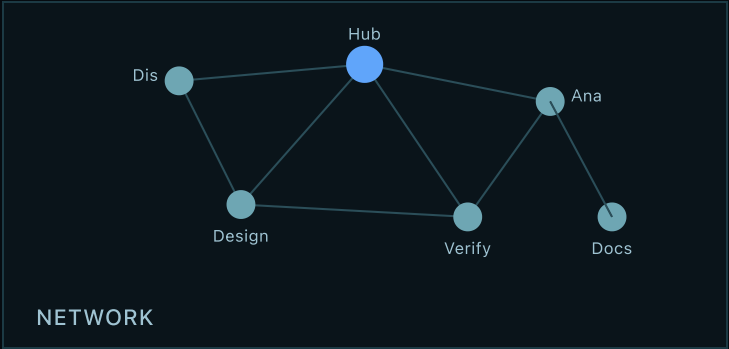
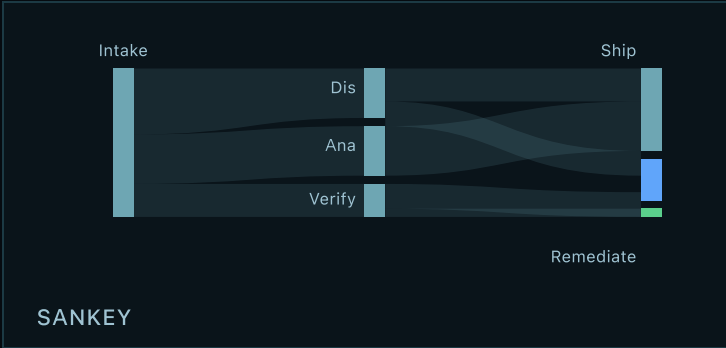
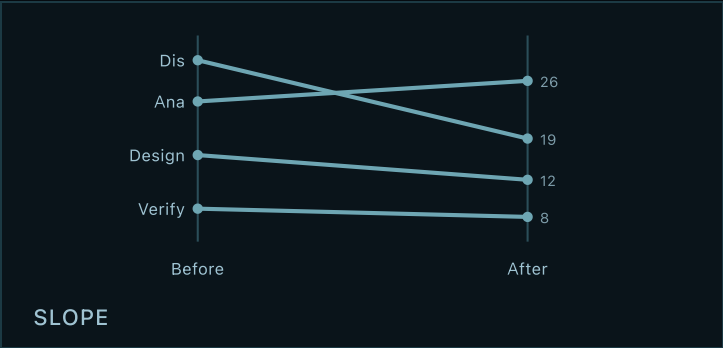
How the whole divides.



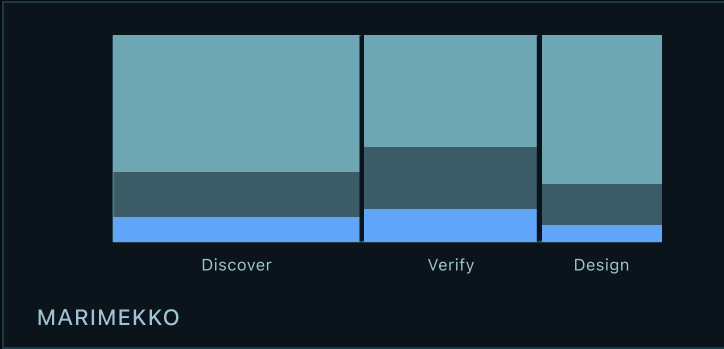
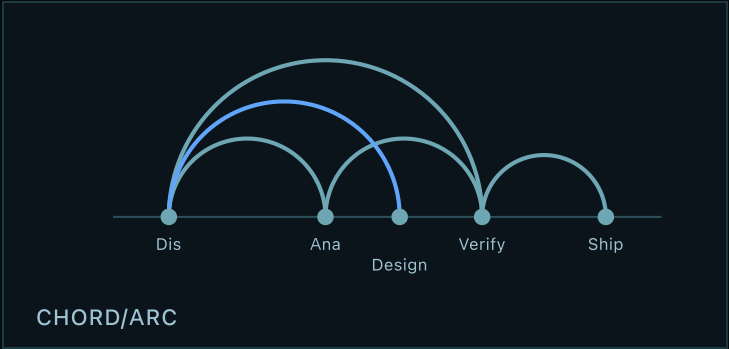
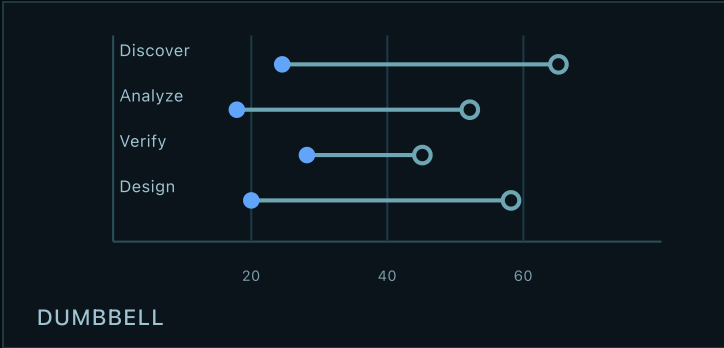
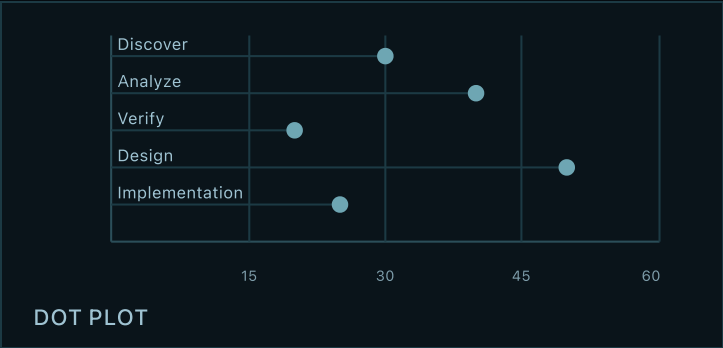
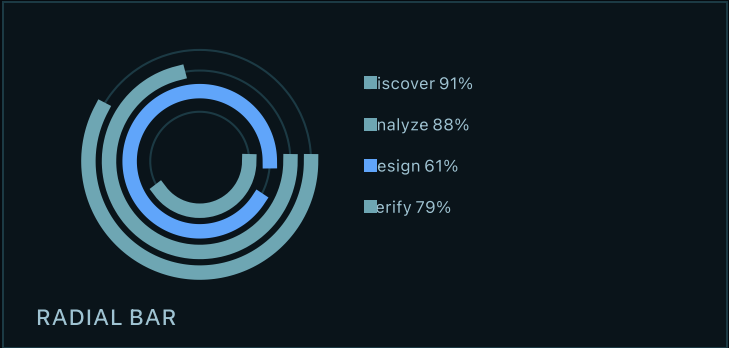
Spread, shape, and outliers.



Connections and flows.



Less common, still governed.



If a chart only makes sense
in color, it is not finished.

ONE COLOR, ONE MEANING — NEVER THE ONLY CHANNEL

Voice & Tone

Bring three paragraphs or
a thousand pages. Serras
can begin either way.

CANONICAL COPY STACK · THE OPENING BELIEF

Five axes. Each a filter, not an adjective.

THE VOICE AXES (1–3) · THE STANDARD EACH LINE IS HELD TO

AXIS	IT IS	IT CARRIES	SOURCE OF AUTHORITY
Calm precision	Measured, unhurried, exact	Certainty, not spectacle	The audited process
Warm confidence	Assured, plain present tense	A promise the record backs	The delivered artifact
White- glove	Attentive at every handoff	Care, not ceremony	The human at command

The same standard, all the way down.

THE VOICE AXES (4-5) · THE STANDARD EACH LINE IS HELD TO

AXIS	IT IS	IT CARRIES	SOURCE OF AUTHORITY
Evidence-first	Arrives with its proof attached	A citation, not an assertion	The audit trail
Elite, not exclusive	Senior-team standard, open door	Quality without gatekeeping	The core promise

Each axis is a test, not a trait: AI hype clears none of them, so none of it ships.

Two registers, tuned to one calm voice.

The operator gets precision; the end-user gets plain language. Both read in one order: belief, then feeling, then action.

THE TWO REGISTERS, DIMENSION BY DIMENSION

DIMENSION	OPERATOR	END-USER
Reads at	Precise; terms defined inline	Grade 5–6, plain
Sentence shape	Em-dash asides, exact	Before / After / Bridge
Numbers	Validated, source attached	Only when they help
Limits	Flagged honestly, on record	Set as clear expectations
The ask	Command with clarity	“Bring Us the Vision.”

**Clarity arrives before the crisis does. •
Precision you can feel. • The calm at
the center of everything in motion.**

Amber lands on exactly one word per view — the one **signal**
that matters. Every other line holds the calm and carries its
evidence.

Banned on sight, replaced on record.

They import AI hype, or they promise what no evidence backs. Each banned term has a preferred word that carries proof.

BANNED TERMS · EACH PAIRED WITH THE PREFERRED LEXICON

NEVER	SAY INSTEAD
unleash · supercharge · 10x	proof · evidence
revolutionary · magic	governed · orchestration
AI-powered everything	command · factory
“we automate your business”	path · vision
one-click app · cheap · fastest ever	clarity · foundation · signal

One claim, rewritten to clear all five.

× BEFORE · FAILS ALL FIVE

“Serras builds your company for you — better, faster, guaranteed.”

- × unvalidated — no evidence attached
- × absolute — hides that results vary
- × hype register — a promise, not proof

✓ AFTER · CLEARS ALL FIVE

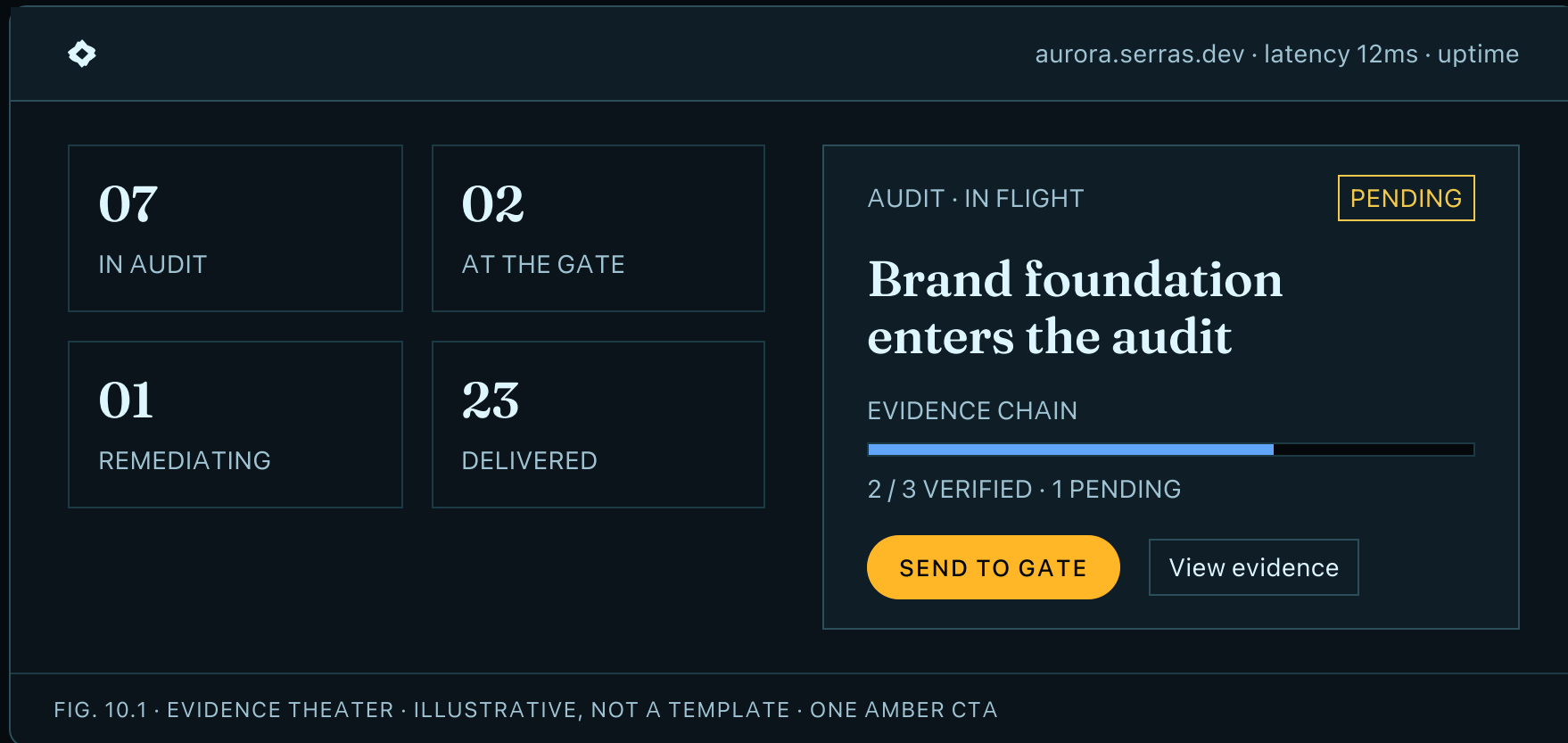
“Serras reduces waste by changing the delivery model itself. Pilot results are labeled as pilots — and results vary.”

- ✓ claims the model, not a number
- ✓ pilots labeled as pilots, on record
- ✓ “results vary” stated, not hidden

Applications

Vision resolves into proof.

Every artifact delivered. Every decision auditable. Every dollar measured. The surfaces here ship under those words today.



DESIGN GATE · PROJECT AURORA

The foundation is yours.

Qualified projects keep the foundation. Only the build is funded here.

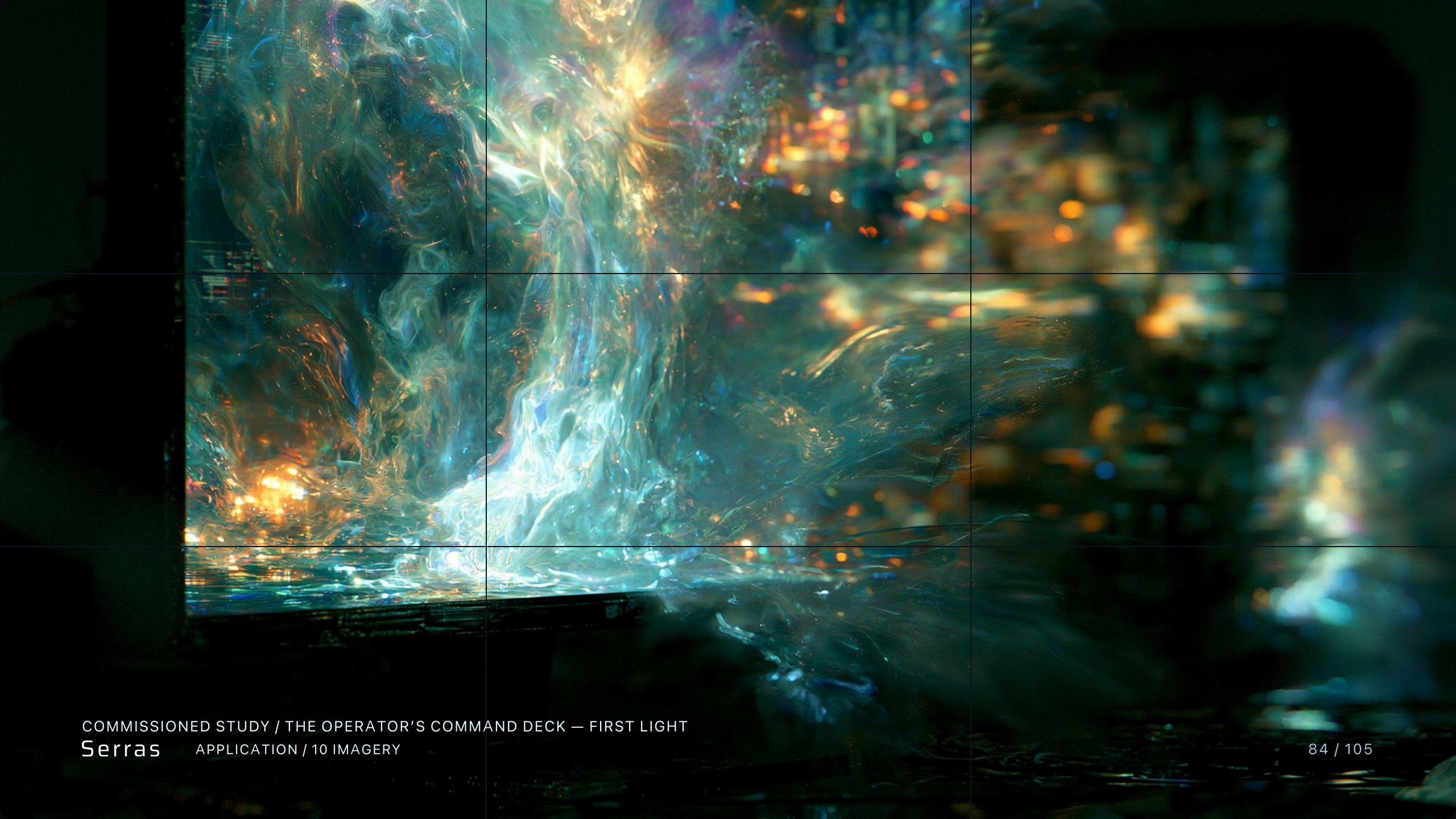
Design audit	PASSED · RECORDED
Remediation loop	1 RAISED · RESOLVED
Build funding	AWAITING DECISION

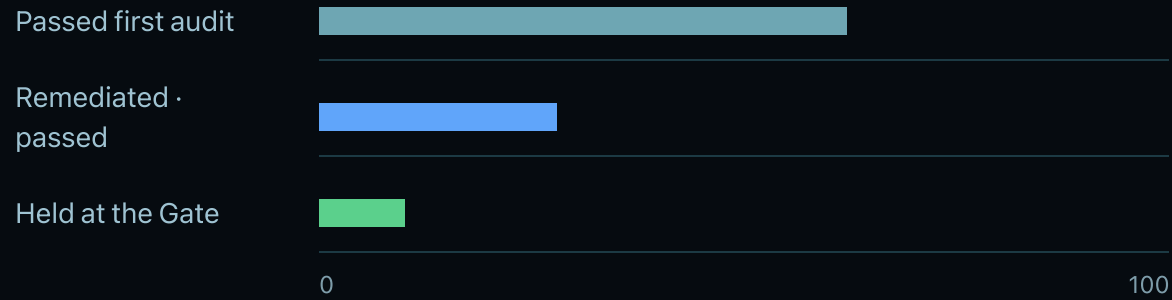
evidence_id: 7f26-08c4 · chain-of-custody ok

FUND THE BUILD

Keep the foundation

FIG. 10.2 · THE DESIGN GATE · NOTHING SHIPS ON A FAILED AUDIT · ONE AMBER CTA





The gate, in numbers.

62%

28%

10%

Nothing ships on a failed audit.

Every decision is recorded before anything moves.

The system holds, smallest first.

BROWSER TAB · FAVICON SCALE



aurora.serras.dev

The mark is final and monochrome — white on dark grounds, #231F20 on light; the favicon variant is marked pending production. At 16px the wordmark drops and the mark stands alone.

CO-BRAND LOCKUP · ENDORSED



PROJECT AURORA

SERRAS is primary. The partner mark is cap-height matched and divided by a one-pixel rule; the lockup stays monochrome on every artifact subdomain.

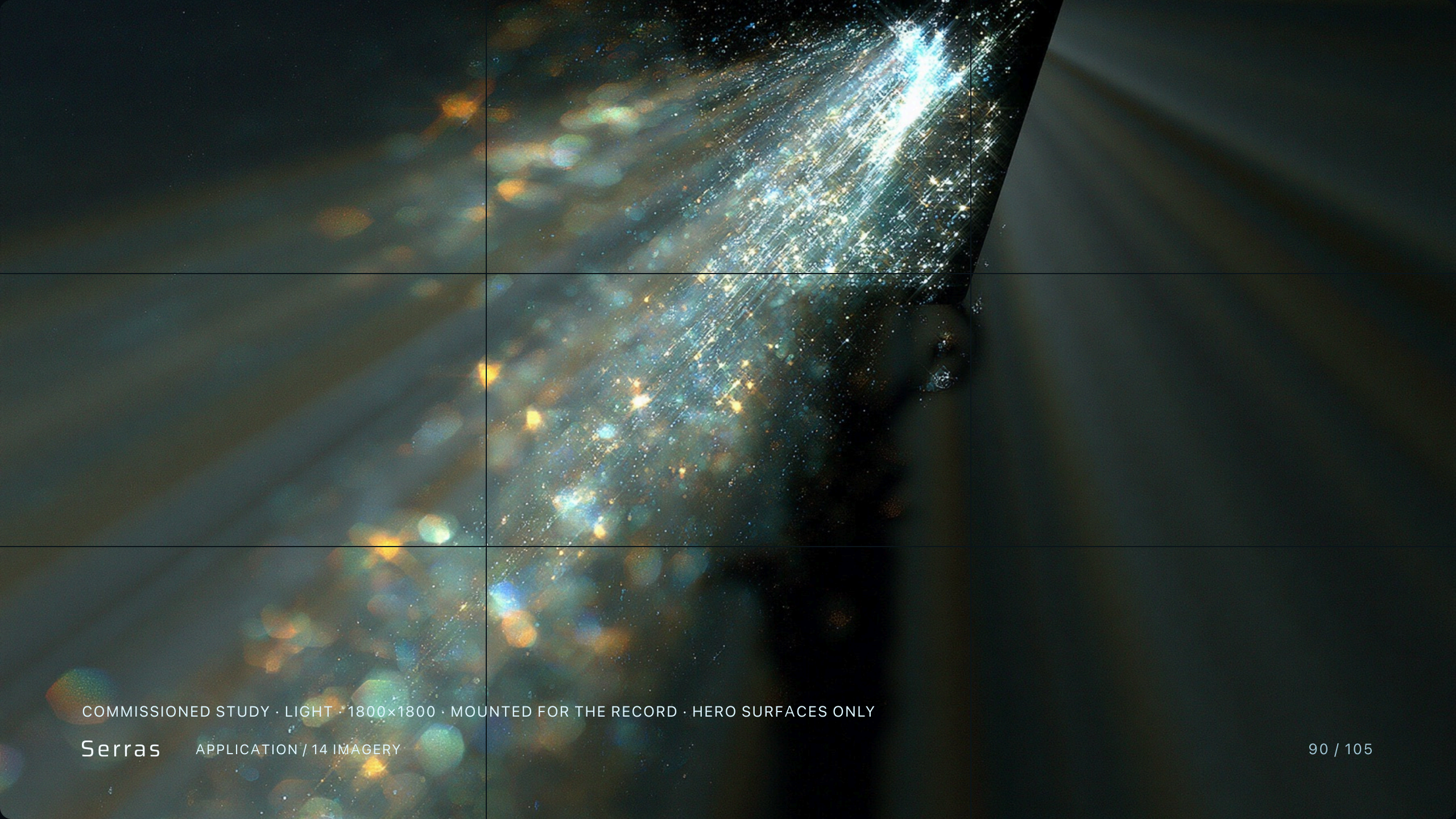
Nothing ships on a failed audit.
Everything ships with proof.

SERRAS · BRAND PROMISE

Imagery & Art Direction

Light moving through darkness.

The Iridescent Veil is the only imagery system — a warm-gold core dissolving to teal on near-black. No stock photography, no lifestyle, no AI-brain visuals, no neon. The veil sets the stage; the copy holds the calm dark zone, and light never crosses it.



COMMISSIONED STUDY · LIGHT · 1800×1800 · MOUNTED FOR THE RECORD · HERO SURFACES ONLY

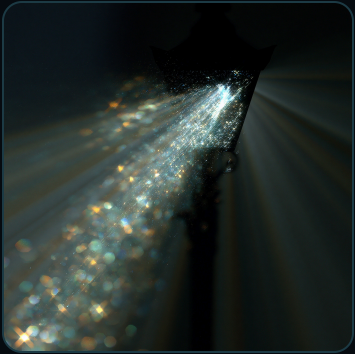
Serras

APPLICATION / 14 IMAGERY

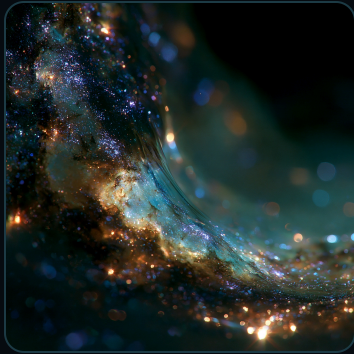
90 / 105

One light, many subjects.

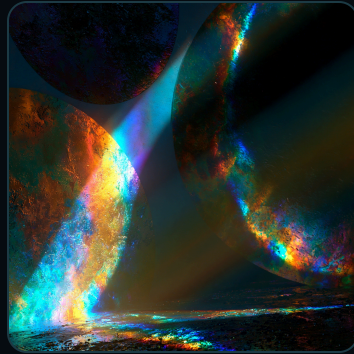
Every commissioned study obeys the veil's physics — warm light emerging through darkness, the subject secondary to the glow. If light had a smell, it would be joy.



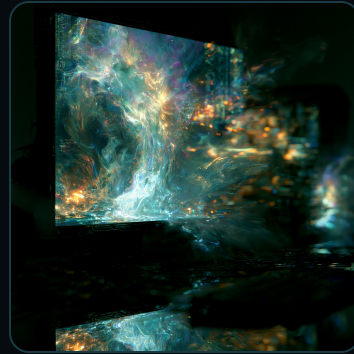
LIGHT



GALAXY



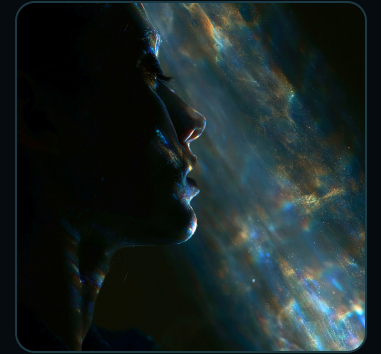
ABSTRACT



INSTRUMENT



MACRO



FIELD

Imagery is. Imagery is not.

THE ADMISSIBLE REGISTER, NAMED IN BOTH DIRECTIONS

IMAGERY IS	IMAGERY IS NOT
The Iridescent Veil — warm-gold core dissolving to teal	Stock photography or lifestyle — models, offices, staging
Hero surfaces only — the hero and the section openers	Interior atmosphere — interior slides stay flat void
Copy in the calm dark zone — static scrim rgba(3,9,11,0.82)	Light crossing copy — a rim glint never touches a glyph
Moodboard paintings as provenance — inspiration on record	AI-brain visuals or neon — excluded by canon, not deferred

A single veil, read in three parts.

Twenty-six plates: thirteen landscape at 3828×2158, thirteen portrait at 1890×2474. Each reads the same way.



FIG. 14.1 · WARM-GOLD CORE — WHERE THE LIGHT BEGINS

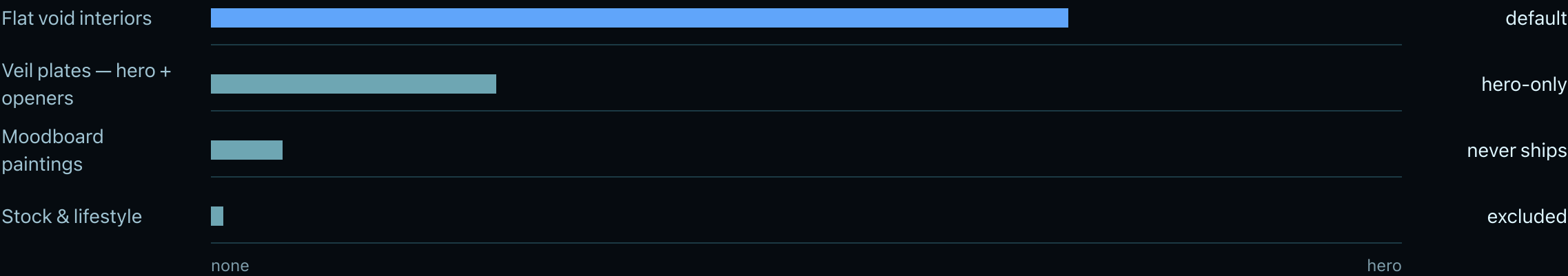


FIG. 14.2 · TEAL DISSOLVE — THE LONG FADE TO NEAR-BLACK



FIG. 14.3 · CALM DARK ZONE — WHERE THE COPY SITS

The default is flat void. The veil is hero-only.



The light sets the stage.
The copy holds the calm.

SERRAS · ART-DIRECTION DOCTRINE

Accessibility

WCAG 2.2 AA is the floor, not the finish.

TIER ONE · BODY-SAFE — THE STEEL TEXT RAMP ON THE VOID #060B10

TOKEN	ROLE ON THE VOID	RATIO	LEVEL
 display-hi #F3FBFF	Hero & display ink	18.86:1	AAA
 hi #EAF6FF	Headline ink	17.99:1	AAA
 text #DEF6FF	Body ink	17.62:1	AAA
 secondary #9FC3D2	Lead & secondary copy	10.55:1	AAA
 tertiary #7E9DAA	Captions & metadata	6.86:1	AA

Two claims, two scopes. Brand system: contrast-validated WCAG AA — `contrast.mjs`, zero failures. Product spatial UI: best-effort by design, stated plainly.

Ratios are measured on the void #060B10 — dark canonical. Where an older document says 2.1 and the shipped code says 2.2, the shipped code wins.

Tier two is large-only. Tier three never carries text.

TIERS TWO & THREE · BOUNDED ROLES — MEASURED ON THE VOID #060B10

TOKEN	ROLE ON THE VOID	RATIO	LEVEL
 muted #5C7681	Large type & UI only	4.1:1	AA LG
 teal #3F8A9B	Interactive · large only	5:1	AA LG
 faint #3E555E	Decorative only · never text	2.51:1	—

The functional register clears AA whole — success 10.2:1, warn 12.45:1, error 6.59:1, info 7.77:1 — and every solid fill takes dark ink.

The boundary lives at the token: steel-500 muted never sets body text; faint and the spectral ramp are decorative only. The binding enforces it, not discipline.

The page demonstrates its own rules.

■ PRACTICE · THE CYAN FOCUS RING

COMMIT THE DECISION

Ring --border-focus — cyan #87D8FF, 12.73:1 on ink · 2px outline · 3px offset. Chip ink is --cta-fg — ink #04080B on amber, 11.46:1; white-on-amber fails. Tab in and the documented ring is the one you get.

■ PRACTICE · COLOR IS NEVER THE SOLE CARRIER

- ✓ AUDIT PASSED
- Ⓞ IN REMEDIATION
- × FAILED AUDIT
- EVIDENCE ATTACHED

Hue + word + glyph — desaturate the row and every label still carries. The same parity governs motion: under reduced motion, the still frame tells the whole story.

Evidence that cannot be
perceived is not evidence
— it is decoration.

BRAND SYSTEM: CONTRAST-VALIDATED, 0 FAILURES · PRODUCT SPATIAL UI: BEST-EFFORT BY DESIGN

13

Governance & Close

No later phase re-argues the vision.

01 · SYSTEM DOCTRINE

The authoritative artifact is IDENTITY STANDARD. This book is a projection governance agents machine-consume — every rule here is written as an enforceable, falsifiable statement.

02 · APPROVAL-GATED CHANGE

Report-only by default — the system never silently rewrites. Every change lands with an audit trail, and unapproved output carries a DRAFT watermark.

03 · THE ACCEPTANCE TEST

Ten questions close every review — “Does this feel elite, but not exclusive?” “Does the animation teach something, or is it decoration?” A page that cannot answer does not ship.

Brand governance mirrors product governance: nothing ships on a failed audit. When sources disagree, the hierarchy settles it — leadership decisions, then the Firstlight tokens, then the Serras explainer, then the spatial brief.

evidence_id: 7f26-08c4 · chain-of-custody ok

One owner answers. The parent mark is always retained.

SUB-BRAND FRAMEWORK

Serras / UI

Serras / DISCOVERY COUNCIL

Separator "/" only — never a dash, hyphen, or colon. The sub-name is recessive; the placed mark always dominates. This light page is spec on record — the shipped brand stays dark-native.

OWNER & CONTACT

OWNER Brand Governance

CONTACT brand-governance@tarva

CONTRACT v1.0.0

BAKED 2026-07-03

LEGAL & TRADEMARK NOTE

**The mark is final — protected
in its approved lockups.**



MARK · FINAL · MONOCHROME

Serras

WORDMARK · SERRAS · PRIMARY REGISTRATION



STACKED LOCKUP · TRADE DRESS

The mark, the SERRAS wordmark, and the stacked lockup are protected as a monochrome system — six produced variants, never amber. On record: Fraunces flagship, mark FINAL, tesseract quarantined, veil on hero surfaces only, no legacy metric without revalidation. Operational guidance, not legal advice — consult qualified trademark counsel before any filing.

The calm
at the center of
everything in motion.



Every artifact delivered. Every decision auditable. Every dollar measured.