

# Brand Identity & Design System

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Draft v1.0 · April 2026 · David Castiel · HIT M.Design

Logo · Color · Typography · Spacing · Components · Brand Voice · Motion · Iconography

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01

# Brand Overview

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t.Co. is a refined, intelligent AI travel companion — built to feel modern, human, and quietly powerful. The brand sits at the intersection of luxury travel and accessible technology.

<b>Mission</b>	To make every journey feel effortlessly personal — as if you have a brilliant, well-traveled friend planning every detail.
<b>Positioning</b>	Not a travel app. Not a chatbot. A lifelong companion that gets smarter with every trip — hyper-personalized, always available, quietly intelligent.
<b>Aesthetic</b>	Contemporary minimal — generous whitespace, light typography, precise geometry, no decorative excess. Dark, elegant, gold-accented, with quiet confidence.
<b>Audience</b>	Experience seekers, adventure travelers, and business travelers who value quality, efficiency, and authentic experiences.

## 02

# Logo & Wordmark

The t.Co. wordmark is the primary brand asset, paired with a geometric Globe Mark — three latitude ellipses and two meridian arcs converging on a gold center dot, evoking navigation, travel, and precision.

## Globe Mark — Concept

<p>3 latitude arcs 2 meridian curves 1 outer ring 1 gold center dot</p>	<p>The mark reads as a stylized globe — a world in miniature. The latitude and meridian lines suggest navigation and travel. The gold dot at the center marks the destination: you, the traveler, at the heart of the system.</p>
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## Wordmark Specifications

Typeface	Poppins Bold 700
Letter-spacing	-0.04em
Dot color	#C8A96E — first period and trailing period
Second dot	#C8A96E at 65% opacity
Always written	t.Co. — lowercase t, uppercase C, both periods mandatory

## Logo Rules


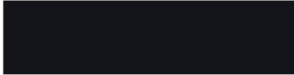


<p><b>Do</b></p> <ul style="list-style-type: none"> <li>• Write as t.Co. — lowercase t, uppercase C, both periods</li> <li>• Bold in running text: t.Co.</li> <li>• Use full name on first mention: t.Co. Personal AI Travel Concierge</li> <li>• Maintain clear space equal to cap-height on all sides</li> </ul>	<p><b>Don't</b></p> <ul style="list-style-type: none"> <li>• Write as TCO, Tco, t.co, T.CO, or TICO</li> <li>• Change dot color or make both dots the same opacity</li> <li>• Use weights other than Bold 700</li> <li>• Stretch, rotate, outline, or shadow the mark</li> </ul>
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03


# Color Palette

Anchored in deep navy-blacks with a warm gold accent — evoking luxury travel, twilight skies, and refined intelligence. Teal and purple provide interactive and status signals.

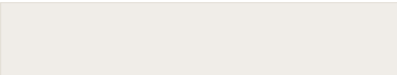


## Dark Mode Surfaces — Default

			
<b>Background</b> #0A0A0F Page background	<b>Surface</b> #13131A Header, footer	<b>Card</b> #1C2230 Elevated surfaces	<b>Border</b> #2A3245 All borders

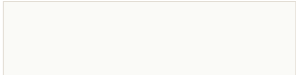
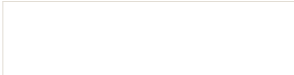
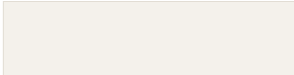

## Accent Colors

			
<b>Gold</b> #C8A96E Logo, CTAs, labels	<b>Teal</b> #4ECDC4 Interactive, AI	<b>Purple</b> #7C6FCD Design status	<b>Amber</b> #F8B743 Warnings, QA

## Text Colors

		
<b>Primary</b> #F0EDE8 Headings	<b>Secondary</b> #8A95AA Body	<b>Muted</b> #4A5568 Metadata

## Light Mode Overrides

			
<b>Background</b> #FAFAF7 Page bg	<b>Surface</b> #FFFFFF Header	<b>Card</b> #F4F1EB Cards	<b>Gold</b> #9A7A3E Darkened for contrast

## Color Rules

### Do

- Use Gold only for interactive elements, logo, and primary CTAs
- Use Teal for live / AI indicators and implemented features
- Maintain WCAG AA contrast (4.5:1) for all body text
- Default to dark mode for first-time visitors

### Don't

- Use pure #000000 or #FFFFFF as dominant surfaces
- Use more than 3 accent colors in one composition
- Use gradients with more than 2 stops
- Use drop shadows — border + background contrast only

## 04

# Typography

Three purposeful families: Poppins for all Latin UI and headings, Noto Sans Hebrew for Hebrew content, JetBrains Mono for code and technical labels.

## Type Scale

Size	Role	Weight	Specimen
32–42px	<b>Display</b>	Bold 700 / $-0.02em$	t.Co.
24–28px	<b>H1</b>	SemiBold 600 / $-0.01em$	Brand Identity & Design System
18–20px	<b>H2</b>	Medium 500	Agent Catalog
14–16px	<b>H3</b>	Medium 500 / Gold	Before Trip — Planning
13–15px	<b>Body</b>	Light 300 / 1.7 lh	The system builds a continuous model of the traveler.
10px	<b>Label</b>	Medium / UPPERCASE / $+0.1em$	Architecture Document · v2.0
11px	<b>Mono</b>	JetBrains Mono / Teal	AGT-01 · #C8A96E · v1.0

## 05

# Spacing & Layout

All spacing derived from an 8px base unit. Consistent application creates visual rhythm across all layouts.

Size	Token	Use
8px	<b>xs</b>	Internal gap
12px	<b>sm</b>	Icon gap
16px	<b>md</b>	Base gap
24px	<b>lg</b>	Card padding
32px	<b>xl</b>	Section element
48px	<b>2xl</b>	Section gap
64px	<b>3xl</b>	Large gap
80px	<b>section</b>	Section padding

## Layout Rules

<b>Max content width</b>	1200px — centered with auto margins
<b>Section padding</b>	64px vertical · 40px horizontal (desktop)
<b>Card border radius</b>	12px — never use drop shadows, use border + contrast
<b>Border style</b>	1px solid — never thick or decorative

07

# Brand Voice & Tone

t.Co. speaks like a brilliant, well-traveled friend — not a customer service bot. Warm and direct, never robotic or corporate. It knows things, shares them confidently, and respects the user's intelligence.

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Offers depth without being asked. Never pads with filler.

"Tokyo works best in late October — crowds thin and the foliage peaks."

"Tokyo is a wonderful city with many great options for tourists!"

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Natural language, not jargon. Feels like conversation, not a form.

"I noticed you prefer quieter spots — skip Tsukiji at opening time."

"Based on inputted preferences, the following venues are recommended."

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Makes recommendations, not suggestions. Clear point of view.

"Book the 7am Shinkansen — it's worth the early start."

"You might want to consider perhaps taking an early train if possible."

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Says what needs to be said and stops. No filler.

"Flight delayed 40 min. I've moved your dinner reservation."

"We have detected a schedule update. Please see the following information..."

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References what it knows. Builds on past conversations. Never generic.

"You loved the ramen in Osaka — there's a similar spot near your hotel."

"Here are some popular restaurants near your location."

10

# Quick Reference

Before finalizing any output, ask: "Does this feel like a premium travel concierge product — dark, elegant, gold-accented, with quiet confidence?"

Token	Value	Usage
--gold	#C8A96E	Logo, labels, CTAs, accents
--teal	#4ECDC4	Interactive, AI indicators, implemented
--purple	#7C6FCD	Design status, secondary
--bg (dark)	#0A0A0F	Default page background
--font-latin	'Poppins'	All Latin / UI / headings
--font-mono	'JetBrains Mono'	Code, IDs, hex, metadata
--radius-lg	12px	Cards, major containers
transition	all 0.2s ease	Standard hover transition
Brand name	t.Co.	Bold, both periods, lowercase t, uppercase C