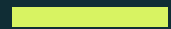




From
specification
to system.



KERNLINE / IDENTITY SYSTEM

TTA / SELF-INITIATED CONCEPT



The complete system.

FOUNDATION

- 03 Brand character
- 04 Tone of voice

LOGO

- 05 Primary signature
- 06 Colourways
- 07 Clear space
- 08 Minimum sizes
- 09 Incorrect use

COLOUR & TYPE

- 10 Palette
- 11 Colour in practice
- 12 Typography
- 13 Type hierarchy

VISUAL LANGUAGE

- 14 Signature graphics
- 15 Patterns
- 16 Iconography
- 17 Photography

APPLICATIONS

- 18 Layout principles
- 19 Stationery
- 20 Brochures
- 21 Website
- 22 Digital touchpoints

PRODUCTION

- 23 Export & production
- 24 Files & checklist

Clarity creates confidence.

Create an engineering partner that makes complex work feel structured and understandable. The identity must hold up in capability brochures, project documents and industrial environments.

EXACT

Use meaningful labels and name concrete deliverables.

PRACTICAL

Explain what the work does in straightforward language.

METHODICAL

Show the order of decisions and the next useful step.

ASSURED

Use a stable grid, clear hierarchy and measured emphasis.

Direct. Specific. Useful.

Lead with the task, explain the process and name the deliverable. Keep claims specific and supportable.

HEADLINE

From specification to system.

CLIENT EMAIL

Thank you for the brief. We will confirm the scope and next steps with you.

DESCRIPTION

Engineering concepts, project documentation and a clear route to handover.

EDITING RULE

Remove jargon and unsupported superlatives. State only verified capabilities.

The primary signature.

Use the supplied artwork. Preserve its proportions and the relationship between the symbol and name.



K
KERNLINE

STACKED



KERNLINE

WORDMARK



K

SYMBOL

One mark. Clear settings.

Choose the version for the surface. Pale artwork belongs on the primary dark; dark artwork belongs on a light or accent field.



PRIMARY



REVERSED



ACCENT FIELD

Transparent SVG and PNG assets are supplied in dark, light and accent versions. Use the accent logo only where the background provides enough contrast.

Protect the signature.

Measure clear space from the visible artwork, excluding the transparent padding around the exported canvas.



x = one quarter of the symbol width. Keep at least x clear around every lockup. Keep photography, text, trim and interface controls outside this zone.

Legible at every size.

These are starting sizes for the full asset canvas. Inspect the actual output and increase the size when the surface or reproduction requires it.

PRIMARY

Screen: 220 px wide. Print: 50 mm wide.

STACKED

Screen: 180 px wide. Print: 42 mm wide.

WORDMARK

Screen: 160 px wide. Print: 38 mm wide.

SYMBOL

Screen: 40 px wide. Print: 10 mm wide.



For small avatars and favicons, use the symbol. Do not shrink a complete lockup until the name becomes difficult to read.

Keep the system intact.

Do not distort

Never stretch, compress or skew the mark.



Do not decorate

No shadows, bevels or added symbols.



Do not rebuild

Keep the supplied shapes and lettering.



Do not obscure

Avoid busy images and low contrast.

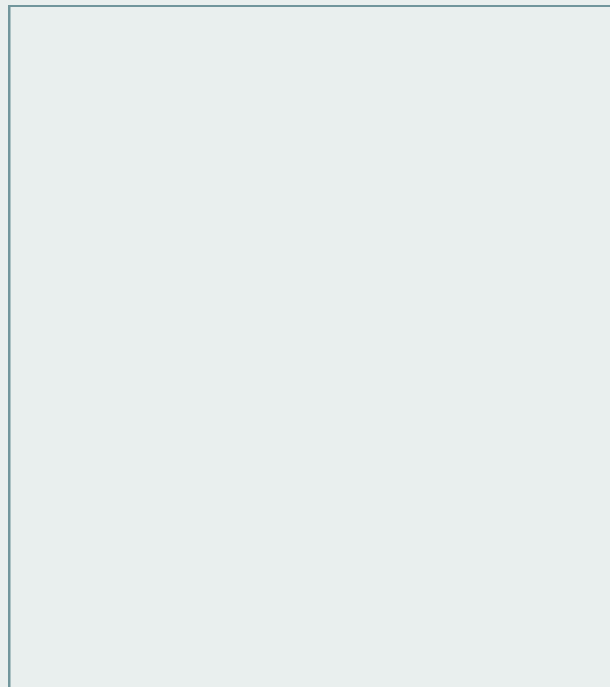


A disciplined palette.



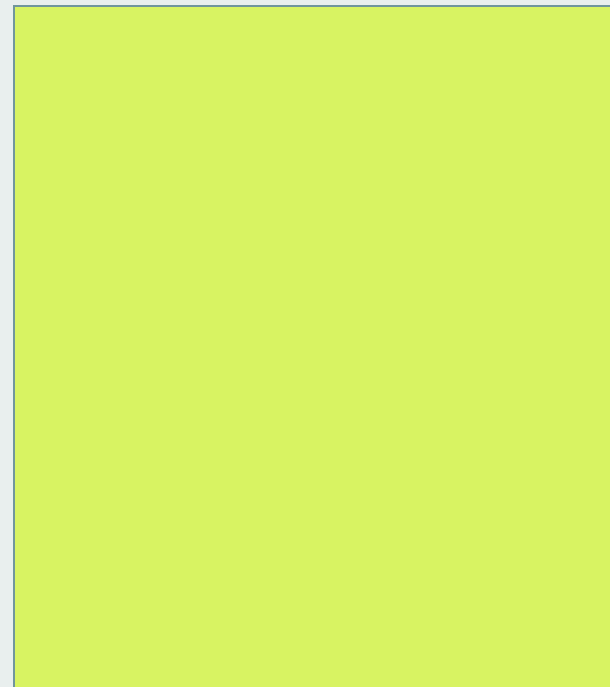
Petrol

#102D35



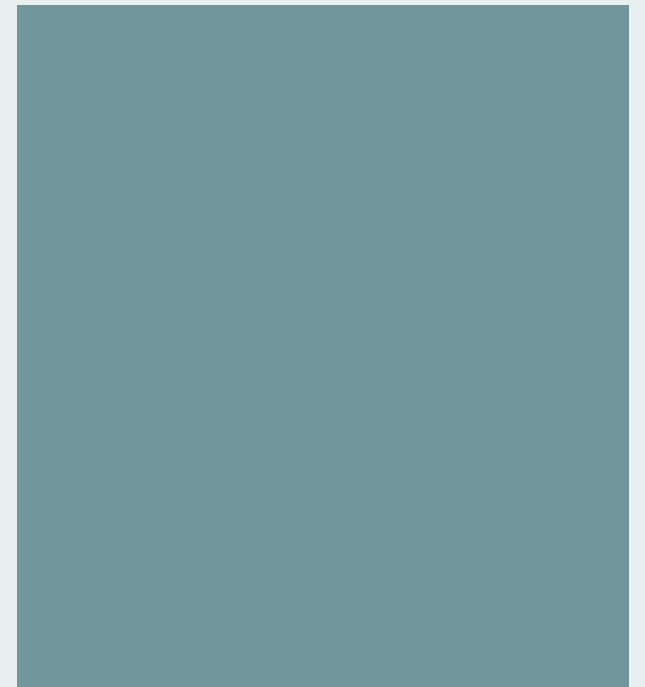
Frost

#E9EFEE



Signal

#D8F362



Steel

#71969C

Petrol and frost form the base. Signal yellow marks decisions and next actions.

Contrast carries meaning.

Use high-contrast pairings for text. Reserve weaker combinations for decoration and large graphic fields.

Aa

12.46:1

PRIMARY TEXT / TEXT

Aa

12.46:1

REVERSED TEXT / TEXT

Aa

11.68:1

TEXT ON ACCENT / TEXT

Aa

1.07:1

ACCENT ON PAPER / DECORATIVE

Ratios calculated from the supplied RGB colours. For normal text use at least 4.5:1; check interactive controls and focus states in implementation.

Clear forms. Useful detail.

Arial Bold provides confident headings. Arial Regular explains; Consolas labels technical information.

Arial

Aa Bb Cc Dd Ee Ff

0123456789 / @ & +

The fonts are installed desktop families and are not redistributed in this pack. Outlined logo SVGs remain portable. Keep live text in an available licensed font when editing.

A visible order of information.

HEADLINE / 40-64 PT

From specification to system.

SUBHEAD / 20-28 PT

A practical next step.

BODY / 11-14 PT

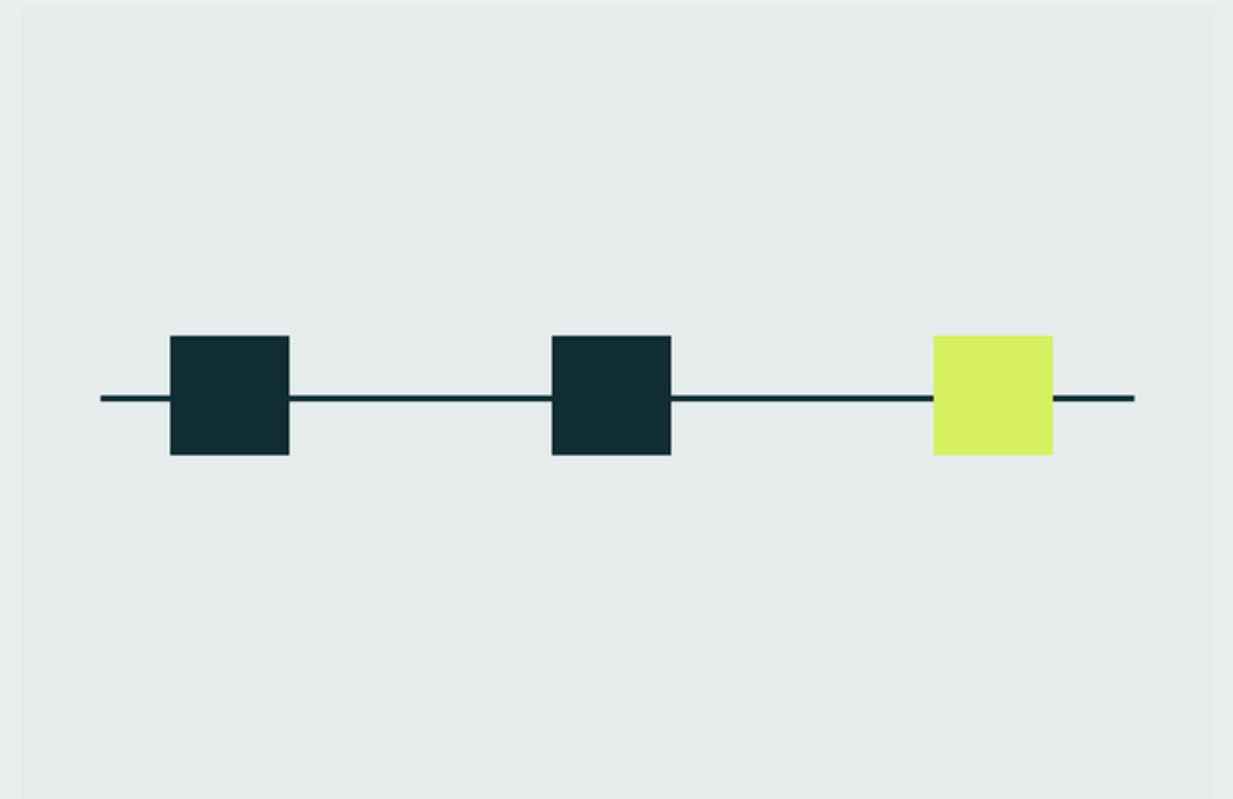
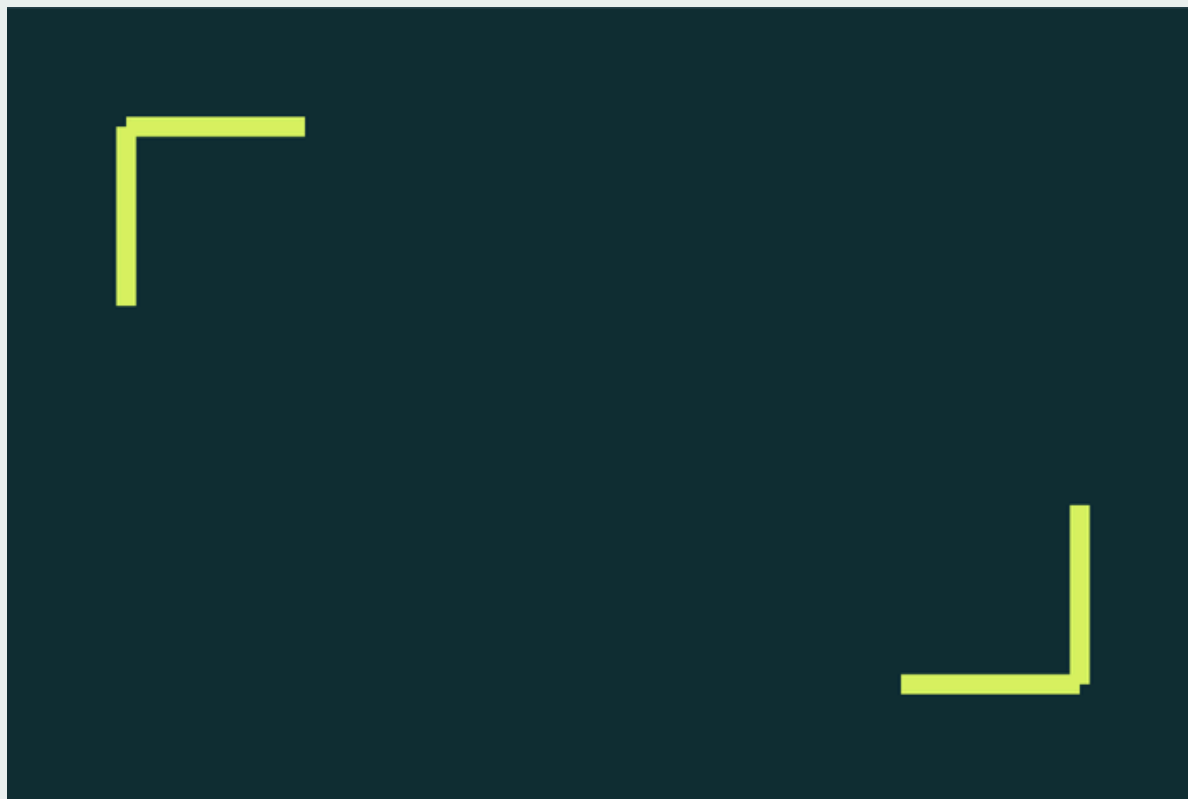
Explain the purpose clearly. Keep line lengths comfortable and leave enough space between thoughts. One dominant headline gives the page a clear starting point.

LABEL / 9-11 PT

INDUSTRIAL TECHNOLOGY

Structure becomes a signature.

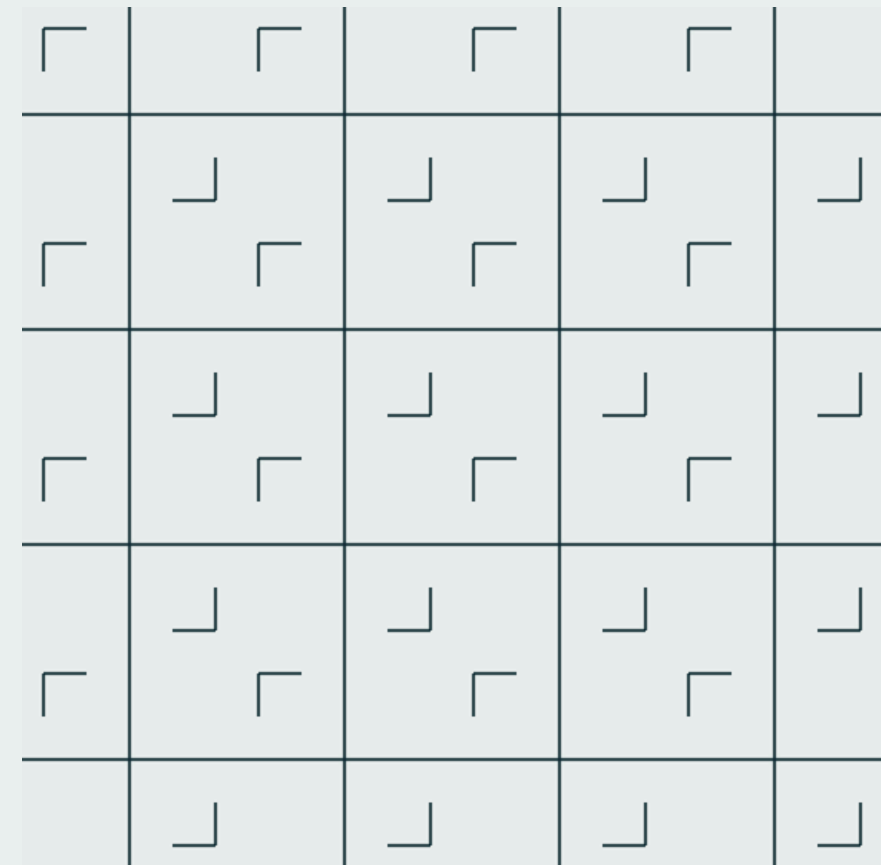
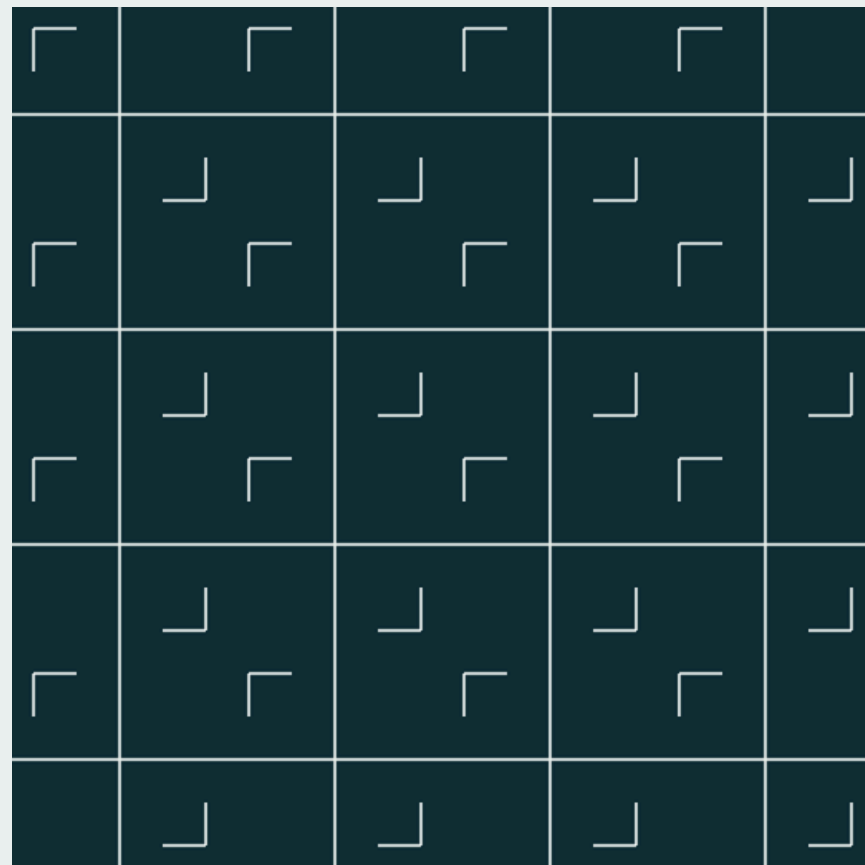
A modular grid, clipped brackets and numbered stages. Signal yellow marks the next action, never the whole page.



Use brackets to define modules. Directional rails connect stages and locate the next action.

A modular rhythm.

Two repeat tiles are supplied in light and dark versions. Repeat without a gap and scale uniformly.



Use as a secondary technical field, never as a substitute for a meaningful diagram.

Precise, functional signals.

Six symbols form a consistent family. Use them with meaningful labels; they are functional icons, not alternative logos.



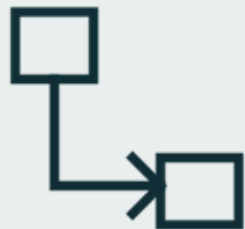
BRIEF



MEASURE



MODULE



PROCESS



REVIEW

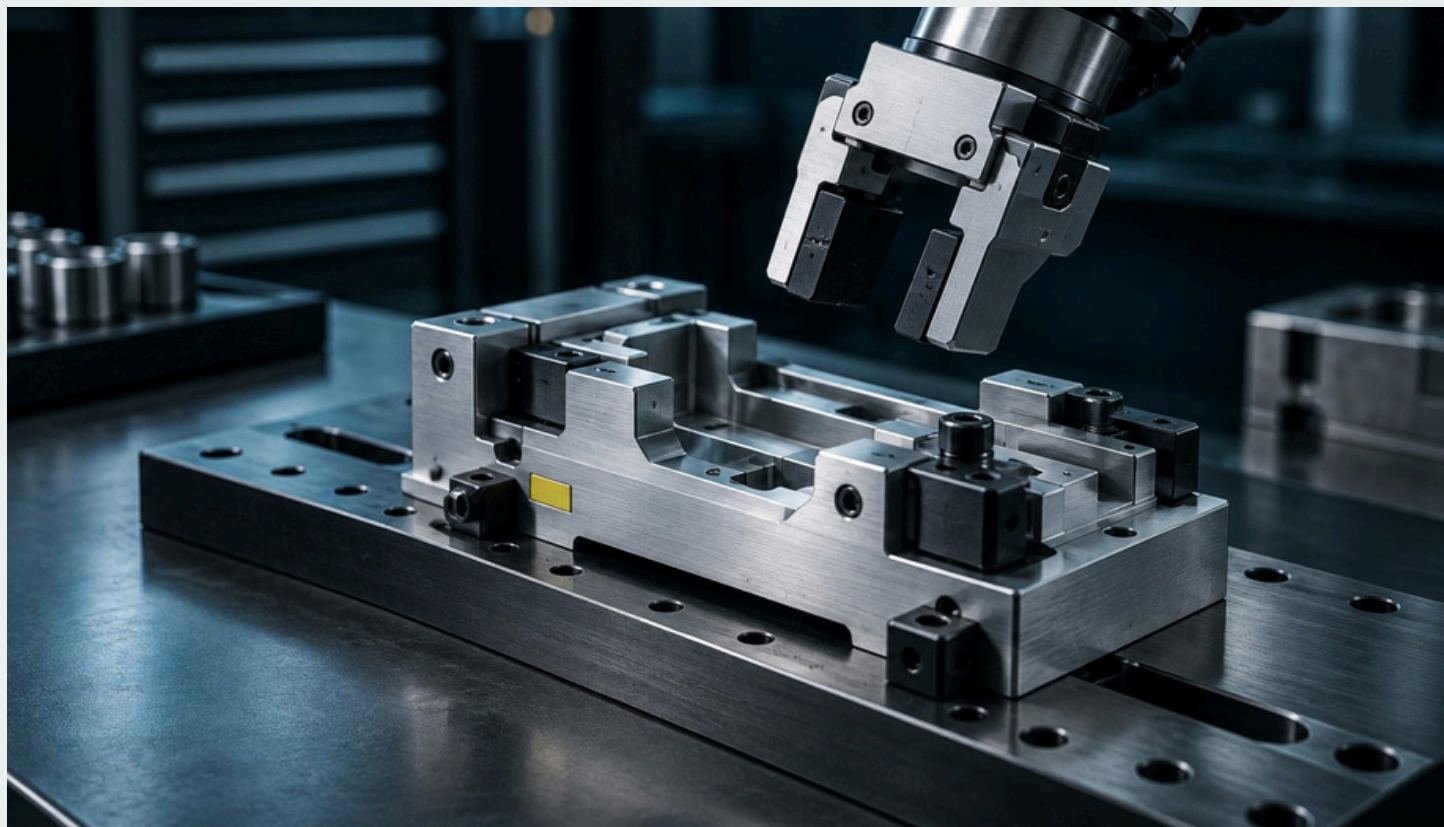


HANDOVER

48-unit canvas / consistent stroke weight / uniform scaling. Start at 32 px on screen and inspect the final size. Dark and light files are supplied.

Purposeful detail.

Use credible technical details, clean geometry and cool material contrast. Keep the subject easy to understand.



These images were generated for this fictional project. They illustrate art direction and applications; they do not document an actual property, product launch or engineering installation.

An indexed modular grid.



MARGINS

Start at 18 mm on A4; reserve a separate index rail.

GRID

Six columns, 5 mm gutters. Align labels, modules and action rails.

RHYTHM

Use an 8 pt spacing step. Repeat shared edges precisely.

Every detail has its place.



Project Team

hello@kernline.example

From specification to system.



Project correspondence

Thank you for getting in touch.

This sample letterhead demonstrates the identity
in everyday correspondence.

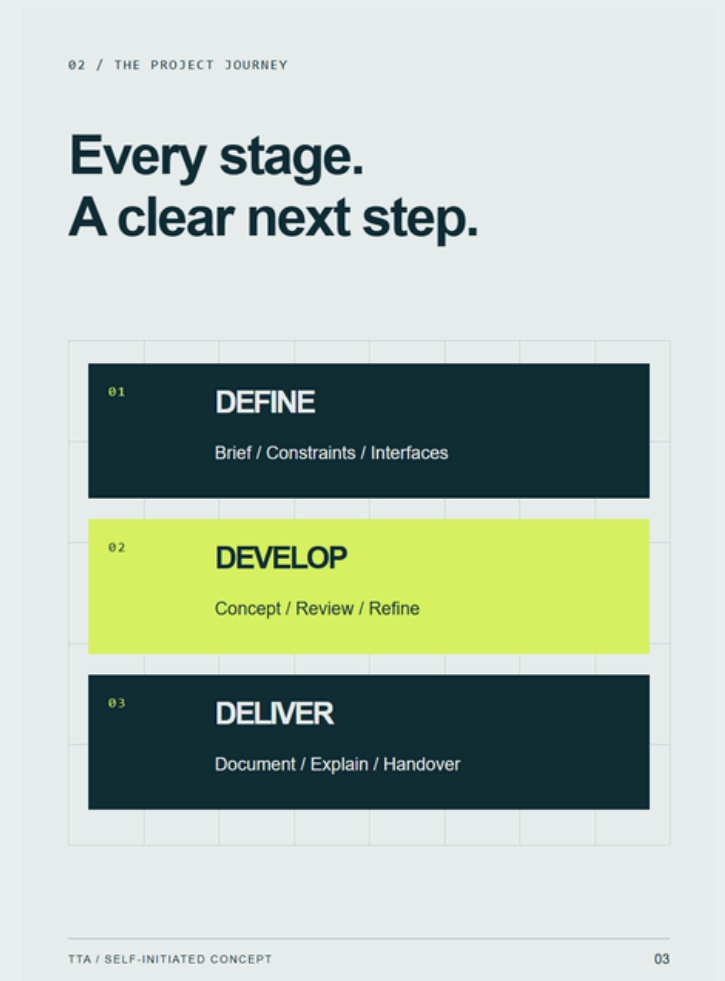
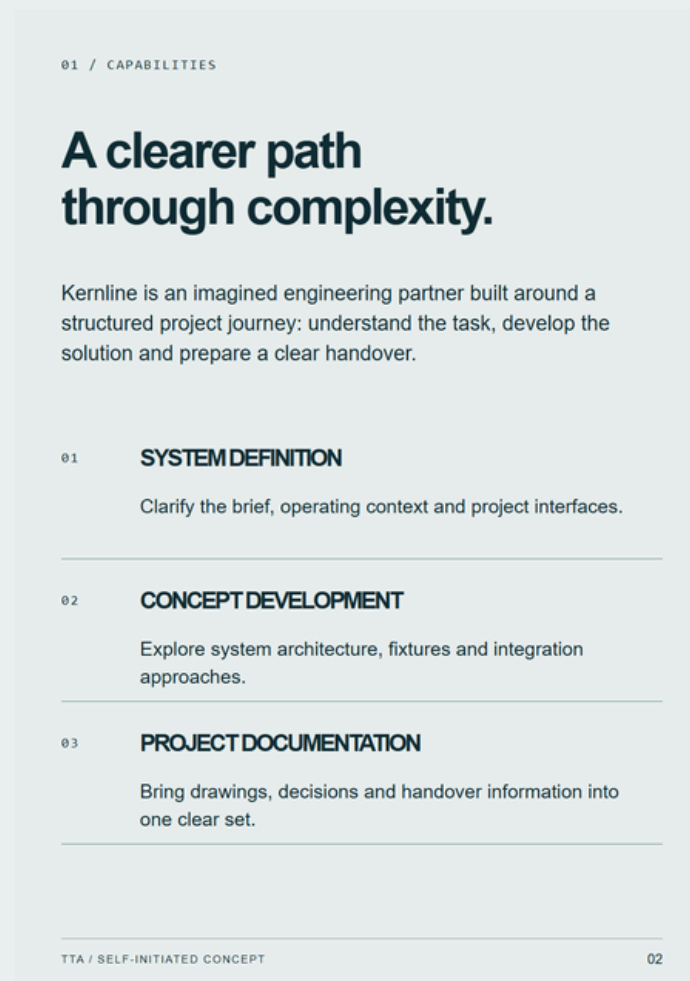
From specification to system.

hello@kernline.example

Card artwork uses an 85 × 55 mm trim canvas. Letterhead uses A4.
The SVG masters remain editable. Add printer-specified bleed and
replace the .example contact text before any real production.

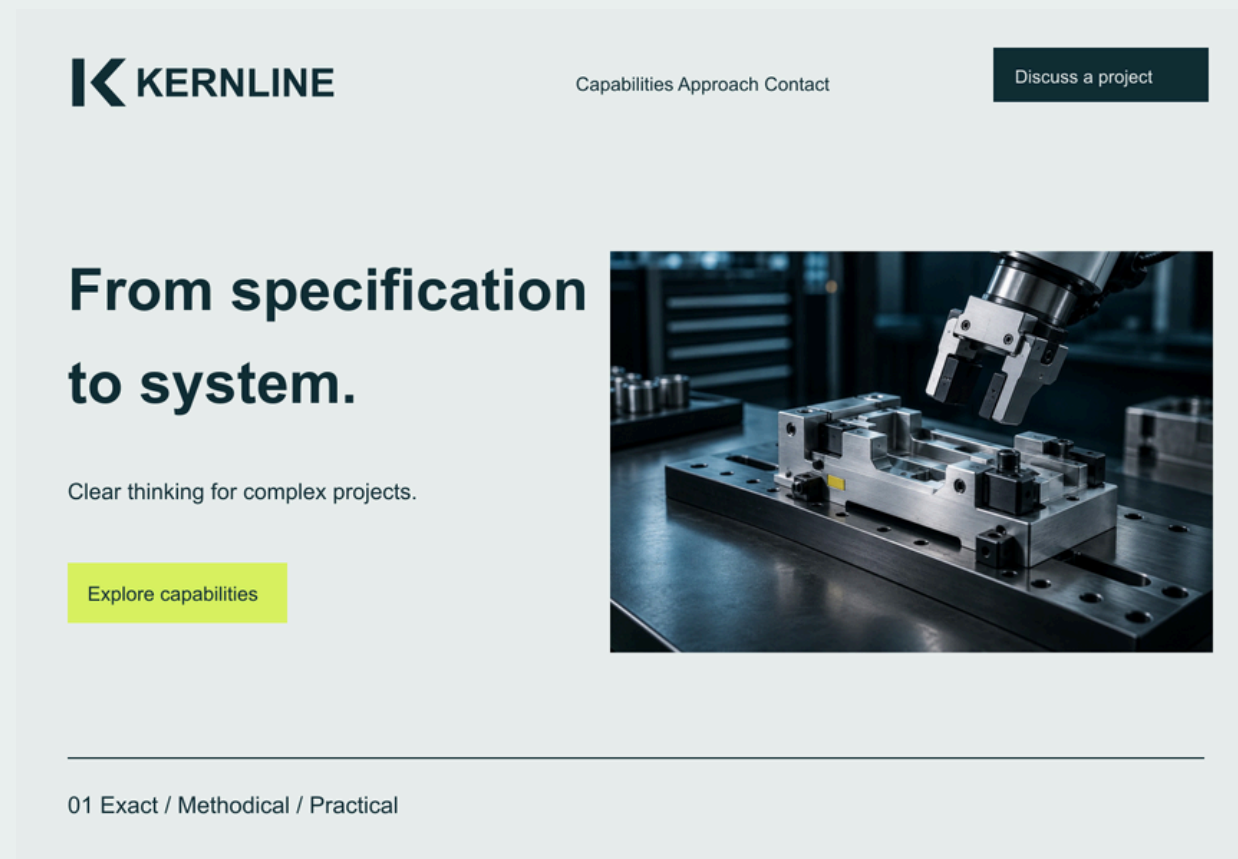
A structured capability story.

A complete four-page brochure accompanies this identity. Copy and imagery demonstrate the fictional brand in use.



A clear digital direction.

Desktop and mobile compositions show the identity in a useful interface. Preserve reading order, readable controls and the primary next action.



**From specification
to system.**

Explore capabilities

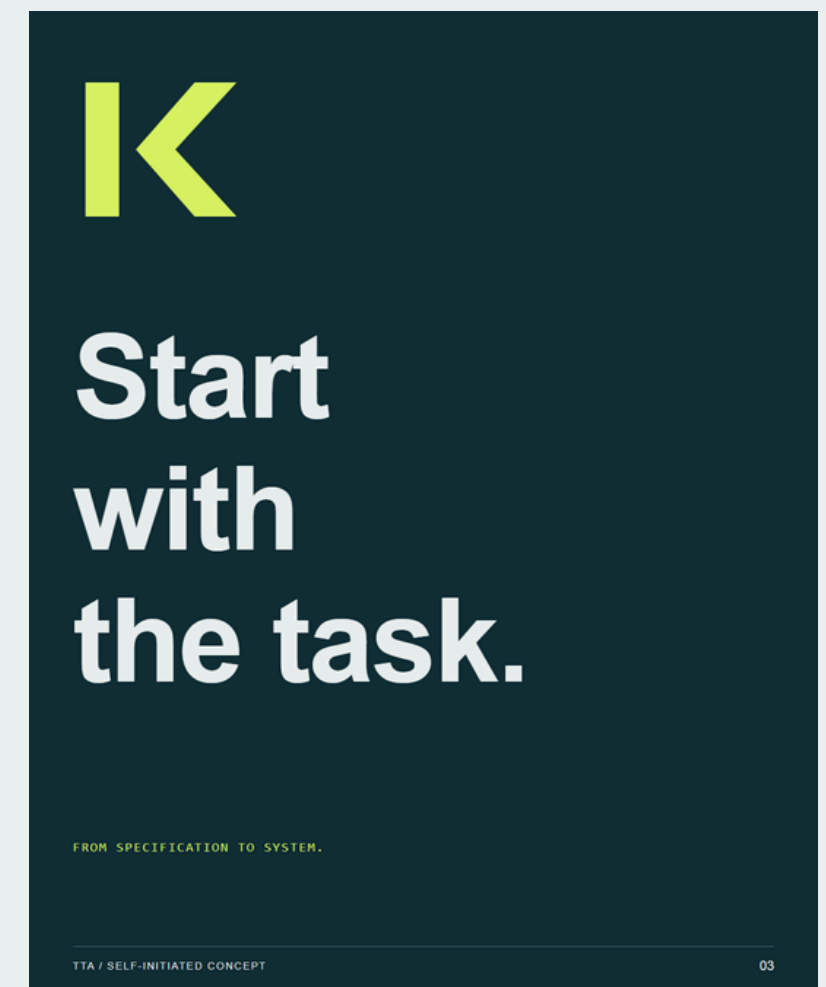
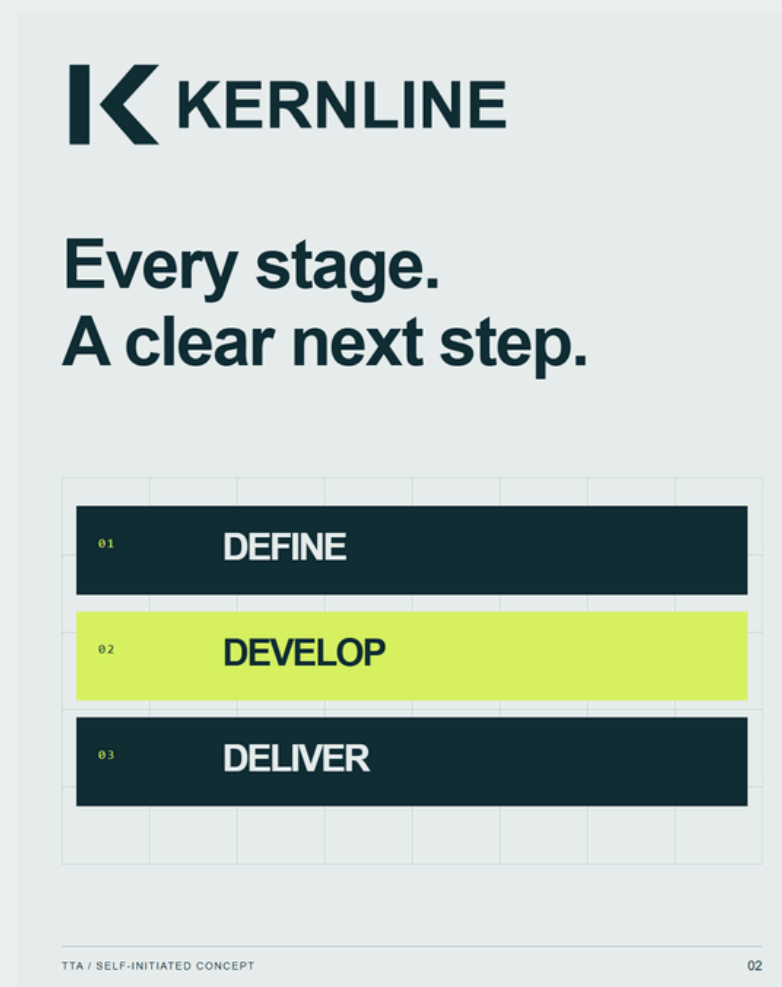
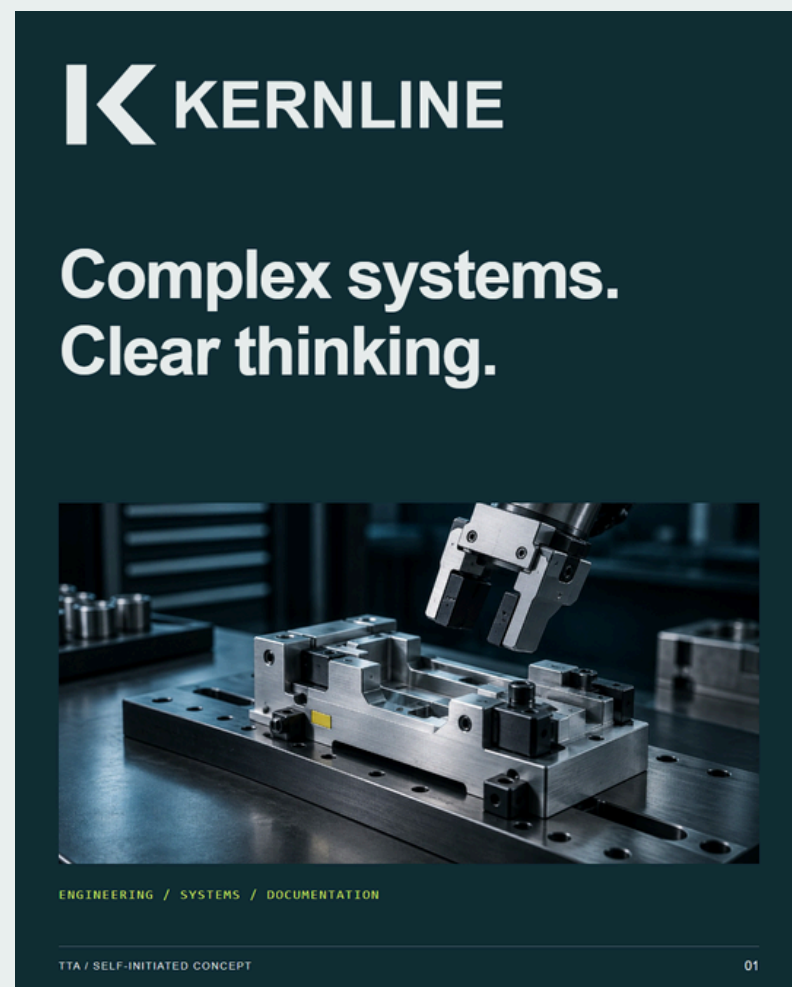


INDUSTRIAL TECHNOLOGY

Visual concepts only. Navigation, forms, responsive behaviour and accessibility need implementation in a working website.

The system adapts.

Three finished campaign layouts and an editable email signature accompany the identity. Adapt spacing and composition to the medium.



Keep social copy clear of platform controls. Use live contact text in email. Export for the destination and inspect the crop before release.

Built for delivery.

EDITABLE MASTERS

SVG logos, icons, patterns and application artwork. Canva sources retain live text and layout elements. Photographs and mockups remain image layers.

PNG / SVG

PNG is ready to place; SVG remains scalable. Preserve transparency and the exact palette. Do not trace a small PNG to rebuild the logo.

SCREEN PDF

Use RGB colour and no crop marks. Check page order, fonts and image quality. The supplied PDFs are screen-review editions.

PRINT HANDOFF

Confirm final trim size, bleed, colour profile and paper with the printer. Create a dedicated print export after those specifications are agreed.

One coherent delivery.

24

GUIDELINE PAGES

A complete reference for consistent design.
An independent visual identity and art direction.

IDENTITY

12 logo variants, 12 icon variants, 4 pattern tiles and 2 signature graphics. SVG and PNG versions.

APPLICATIONS

Business card, A4 letterhead, desktop and mobile visual concepts, and an editable email signature.

PUBLICATION

Four-page brochure, three campaign layouts, original images, case-study copy and Canva source files.

Before release: check clear space, exact colours, readable type, final copy and output size. Fictional portfolio concept; no client commission or commercial results are claimed.