

RackWire

Brand Standards

Version 1.1.0 **Issued** 2026-08-11 **Format** Deck · 1920×1080 **Home** rackwire.studio

Amendment v1.1.0 — cable signal palette: Signal Blue and Signal Slate added, Open Yellow canonised, pages 09–10

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FOUNDATION

Origin & principles

RackWire began as a single HTML file for planning the cabling of a theatre rig — one document, opened from disk, that made no network request and asked for no account. That constraint turned out to be the product. A planner used in a rack room, a dimmer beach or a loading dock has to work where the signal does not, and a plan that cannot be opened in ten years is not a plan. Everything below follows from holding that line while the tool grew from one stage to three editions.

Offline is the default, not a mode

Every edition opens from a local file and completes its core work with the network unplugged. Features that require a connection are additive and are named as such at the point of use. A release that cannot be exercised on an air-gapped laptop has regressed.

Provenance over plausibility

Any figure a user could sign a load schedule against carries its source. Datasheet values and representative values are visually distinct everywhere they appear, and the tool never silently upgrades one to the other.

The file outlives the vendor

Plans are plain JSON with a documented shape, exportable to CSV without loss of the fields an engineer needs. No format we ship should require RackWire to read it.

FOUNDATION

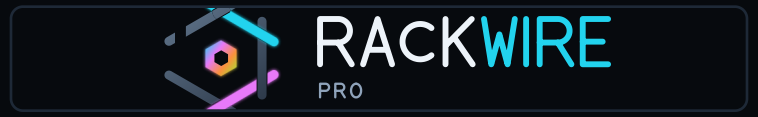
Product tiers

One mark, three editions, one descriptor rule

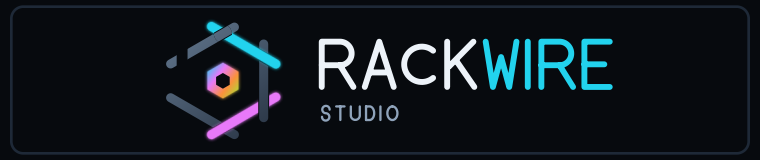
EDITION	AUDIENCE	CEILING	SCOPE	DESCRIPTOR
RackWire	Homelab & small business	Up to 50 devices	Computing, networking and power gear. Plan, analyse, export.	None
RackWire Pro	IT professionals	Up to 150 devices	Everything in RackWire, plus realtime device discovery and analysis.	PRO
RackWire Studio	Media production facilities	Unlimited devices	Adds professional sound and lighting alongside network and power, with Pro discovery.	STUDIO



Base edition. No descriptor — never “Free” or “Base”.



Descriptor left-aligned to the **R**.



Longest descriptor sets the tracking for all tiers.

IDENTITY

Logo suite



Primary
Default signature wherever width allows



Stacked
Square placements, splash screens, merchandise



Mark
Avatars, favicons, watermarks, loading states



Monochrome
Busy grounds, one-colour print, laser etch

The monochrome cut inherits `currentColor`, so a single file serves both knockout and solid-ink reproduction. Its interlace is cut into the geometry rather than masked, which is why it survives scaling inside a lockup.

IDENTITY

Construction & clear space



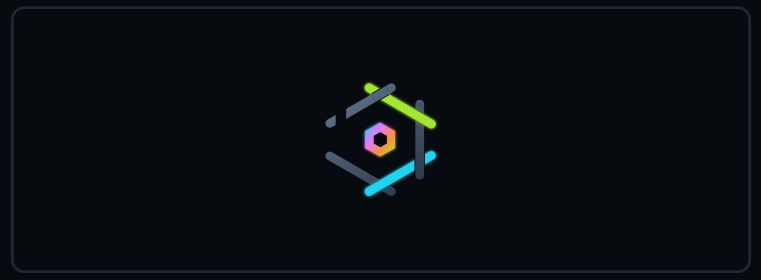
Dashed frame = one core node **C** on every side.

Unit	*C* — the width of the core node, 116 u of the 512 u artboard
Grid	60°. Every run lies on a hexagonal axis; no other angle exists in the mark
Circumradius	156 u
Run body / casing	30 u / 36 u — a 3 u dark gap each side reads as overlap
Overhang	44 u, which must exceed half the casing cut
Clear space	1 *C* on all four sides of any lockup
Minimum — mark	24 px screen · 7 mm print
Minimum — lockup	120 px screen · 32 mm print
Below 40 px	Switch to the simplified favicon cut; casing gaps close up

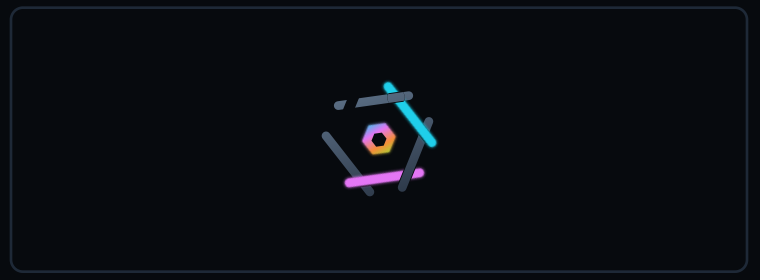
IDENTITY

Misuse

Prohibitions only — none of these is a judgement call



Recolour a signal run
Hues are bound to cable domains



Rotate the mark
The vertical steel run anchors it upright



Stretch either axis
The 60° grid is destroyed by non-uniform scale



Add glow, shadow or bevel
The supplied art already carries its own light



Place full colour on white
Neon needs the ink ground behind it



Retype or respace the wordmark
It is drawn outlines, not live type

SYSTEM

Colour

Signal Cyan
Network & data
#22D3EE
RGB 34 211 238
CMYK 72 0 6 0

Signal Magenta
Lighting & DMX
#E879F9
RGB 232 121 249
CMYK 27 56 0 0

Signal Amber
Power & distribution
#FB923C
RGB 251 146 60
CMYK 0 51 84 0

Signal Lime
Audio
#A3E635
RGB 163 230 53
CMYK 40 0 87 0

Frame Steel
Structure, chrome
#63788F
RGB 99 120 143
CMYK 56 34 20 12

Type White
Body copy, wordmark
#EDF3F9
RGB 237 243 249
CMYK 3 1 0 0

Surface
Panels, cards
#0E1420
RGB 14 20 28
CMYK 78 62 47 76

Rack Ink
Ground, cable casing
#070A0E
RGB 7 10 14
CMYK 82 66 51 90

The signal hues are the same tokens the planner uses for its cable domains, so the identity and the running application cannot drift apart. Steel carries structure only and must never be given signal meaning — the full hue↔domain binding, including the two hues added at v1.1, is on page **09**. Across any surface the signal hues together cover no more than **40%** — the composition reads dark first, colour second.

SYSTEM

Cable signal palette

DOMAIN	TOKEN	HEX	CSS CUSTOM PROPERTY	ON INK
Network & data	**Signal Cyan**	#22D3EE	`--rw-cable-net`	11.0:1
Power & distribution	**Signal Amber**	#FB923C	`--rw-cable-power`	8.8:1
USB & serial	**Signal Blue** new	#2E6BE6	`--rw-cable-usb`	4.1:1
Other	**Signal Slate** new	#74889D	`--rw-cable-other`	5.4:1
Unconnected / open end	**Open Yellow** canonised	#FFE04D	`--rw-cable-open`	15.1:1
Lighting & DMX	**Signal Magenta** reserved · Studio	#E879F9	`--rw-cable-lighting`	8.1:1
Audio	**Signal Lime** reserved · Studio	#A3E635	`--rw-cable-audio`	13.2:1

Names and bindings are frozen

A plan drawn in Pro renders identically in Studio. New domains may add hues; bindings never move.

Slate is not Steel

Slate **#74889D** draws cables only; Frame Steel **#63788F** stays chrome and never signals meaning.

One field, both themes

Fixed against Rack Ink, never per theme. In a light theme the field stays dark — yellow reads 1.2:1 on paper.

SYSTEM

Cable palette separation

Measured in OKLab, ΔE ×100, simulated for protanopia, deuteranopia and tritanopia

PAIR	WORST CASE	ΔE	NORMAL	STANDING
Blue ↔ Magenta	Protan	11.9	27.6	Clear
Blue ↔ Cyan	Worst CVD	27.0	—	Clear
Slate ↔ Magenta	Protan	14.0	—	Clear
Slate ↔ Amber	Worst CVD	17.4	—	Clear
Open Yellow ↔ Amber	Worst CVD	14.8	18.7	Clear — the yellow is held out of the amber band
Blue ↔ Slate	Tritan	7.3	—	6–8 band — secondary encoding mandatory
Magenta ↔ Cyan	Deutan	5.9	—	Below the band — recorded exception; the dash is primary

The floor is 8; 15 for normal vision. Blue↔Slate sits in the 6–8 band, legal only with a secondary encoding — labels, punch list and connector geometry separate every run. Magenta↔Cyan sits below the band, both hues locked at v1.0: a recorded exception — a Studio lighting run draws its reserved dash pattern as a primary channel, never colour alone. All seven hues clear the **3:1** chrome gate against Rack Ink (page **09**).

SYSTEM

Contrast

GROUND, INK, CHROME AND ACCENT

FOREGROUND	BACKGROUND	RATIO	PERMITTED FOR
Ink	Steel	4.1:1	Large text only
~~Ink~~	~~Cyan~~	~~1.6:1~~	~~Do not use~~
Ink	Ground	17.7:1	Body text
Steel	Ink	4.1:1	Large text only
~~Steel~~	~~Cyan~~	~~2.5:1~~	~~Do not use~~
Steel	Ground	4.4:1	Large text only
~~Cyan~~	~~Ink~~	~~1.6:1~~	~~Do not use~~
~~Cyan~~	~~Steel~~	~~2.5:1~~	~~Do not use~~
Cyan	Ground	11.0:1	Body text
Ground	Ink	17.7:1	Body text
Ground	Steel	4.4:1	Large text only

REMAINING SIGNAL HUES AGAINST GROUND

FOREGROUND	BACKGROUND	RATIO	PERMITTED FOR
~~Magenta~~	~~Amber~~	~~1.1:1~~	~~Do not use~~
~~Magenta~~	~~Lime~~	~~1.6:1~~	~~Do not use~~
Magenta	Ground	8.1:1	Body text
~~Amber~~	~~Magenta~~	~~1.1:1~~	~~Do not use~~
~~Amber~~	~~Lime~~	~~1.5:1~~	~~Do not use~~
Amber	Ground	8.8:1	Body text
~~Lime~~	~~Magenta~~	~~1.6:1~~	~~Do not use~~
~~Lime~~	~~Amber~~	~~1.5:1~~	~~Do not use~~
Lime	Ground	13.2:1	Body text
Ground	Magenta	8.1:1	Body text
Ground	Amber	8.8:1	Body text

Measured at render time, not authored. Body copy ≥ 7:1; chrome ≥ 3:1; below 3:1 prohibited. **Frame Steel** clears 3:1 but not 7:1 — chrome only, never body copy.

SYSTEM

Typefaces

System stack by policy — a webfont that fails to load changes every measurement

Aa Ee Rr

Terminate the DMX chain at the last fixture.

Role	Headings, wordmark substitute, UI labels
Stack	system-ui, -apple-system, Segoe UI, Roboto, Helvetica Neue, Arial
Licence	None required — resolves to the host OS face
Weights	400 regular · 600 semibold · 800 for eyebrows

0123 Aa

SOCA-19 · 32 A · 3-phase · 208 V

Role	All measured values, hex, port and cable identifiers
Stack	ui-monospace, SF Mono, Cascadia Mono, Menlo, Consolas
Licence	None required — resolves to the host OS face
Weights	400 regular · 600 semibold

The wordmark is **drawn outlines**, not set type, so no licensed display face is required to reproduce the logo. Where a heading must visually echo the wordmark, use the heading stack at 600 with `-0.02em` tracking — never attempt to re-set the logotype.

SYSTEM

Type scale

STEP	SIZE	LINE HEIGHT	WEIGHT	USE
Display	104px	1.02	800	Cover and closing poster fields only
Title	76px	1.08	700	Page titles, one per page
Section	40px	1.2	600	Block headings inside a page body
Lead	30px	1.45	600	Opening paragraph, cell lead lines
Body	26px	1.5	400	Default prose. The minimum for running copy
Caption	24px	1.4	400	Figure captions, table cells, footer
Eyebrow	24px	1.2	800	Uppercase, 0.18em tracking, accent coloured

The floor is 24px in this format and 12px in the printed document format. Nothing renders below it, including captions, table cells and legal lines. If content does not fit above the floor, the page is carrying too much and must be split — never shrink to fit.

SYSTEM

Spacing, grid & placement



12 columns · 32px gutter · 96px margin, at 1920px.

Base unit	8px. Every gap, pad and offset is a multiple
Scale	8 · 16 · 24 · 32 · 48 · 64 · 96 · 128
Deck page	1920×1080, padding 88px 96px, block gap 32px
Document page	816×1056 Letter · 794×1123 A4, padding 44px 60px 36px
App header	Mark at 32px, left, 24px from the edge, vertically centred
Marketing site	Primary lockup, 180px wide, 96px from the left margin
Manual masthead	Tier lockup, 260px wide, above a 4px accent rule
Clearance	1 *C* everywhere, without exception for tight headers

SYSTEM

Iconography



Rack unit



Patch point



Discovery



Device



Signal



Enclosure

Library	Lucide — used unmodified for every general-purpose icon
Licence	ISC. Redistributable; retain the copyright notice in the asset bundle
Stroke	1.75px on a 24px grid, round cap, round join
Sizes	16 · 20 · 24 · 32px. Never scale a 24px icon past 32px
Bespoke	Only for rack-domain concepts Lucide has no term for, drawn to the same grid and stroke. The six above are the complete bespoke set
Colour	Inherits `currentColor`. Signal hues only when the icon denotes that cable domain

PRACTICE

Imagery & AI policy



Plan canvas
Ground background, no browser chrome, 16:10



Punch list
Real seeded data, never lorem



Legend detail
Cropped at 2×, one concept per figure

Treatment recipe

Capture at 2× device pixel ratio on the ground background with browser chrome removed. Crop to the feature, never the whole window. No drop shadow, no perspective, no device frame. Corner radius 8px. Annotate with the accent at 2px stroke only.

Generated imagery — permitted

Exploratory concept work and internal moodboards. Abstract textures and geometry where no human, no identifiable artist's style and no third-party mark is depicted.

Generated imagery — prohibited

Any screenshot or depiction of the product. Anything imitating a living artist's style. Depictions of real equipment, venues or people. Any generated asset that ships without disclosure in the asset record.

PRACTICE

Voice & tone

RackWire talks to somebody standing in front of a half-patched rack with a call in forty minutes. It states what is true, names what it does not know, and gets out of the way.

Precise, not pedantic

Give the number, the unit and the source. Do not restate the obvious, do not hedge a value that is measured, and never pad a sentence to sound thorough.

Plain, not folksy

Short declarative sentences in the language an engineer already uses. No exclamation marks, no jokes in error states, no addressing the user as “friend”.

Candid, not alarming

Name the failure and the fix in the same breath. A warning that cannot be acted on should not have been written.

Onboarding	Brief and confident. Assume competence; the user has racked gear before.
Analysis warning	State the rule, the offending element, and the remedy. No apology.
Error	What failed, what was preserved, what to do next — in that order.
Marketing	Claims that survive a datasheet check. Name the ceiling, not “unlimited power”.

PRACTICE

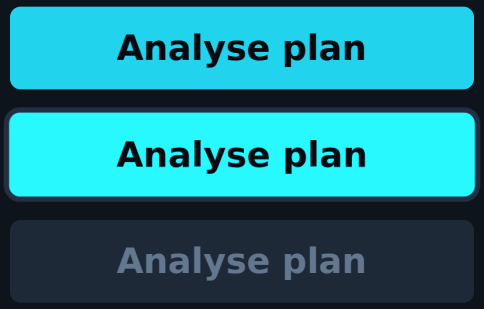
Copy rules

DON'T	DO
Oops! Something went wrong 😕	Import failed at line 42: unknown port type “XLR7”.
Unlimited devices, infinite possibilities!	Studio plans an unlimited device count. Pro stops at 150.
This device might use around 500W	575 W — nominal. Confirm before signing a load schedule.
Warning: potential DMX issue detected	Universe 2 is unterminated. Terminate at the last fixture.

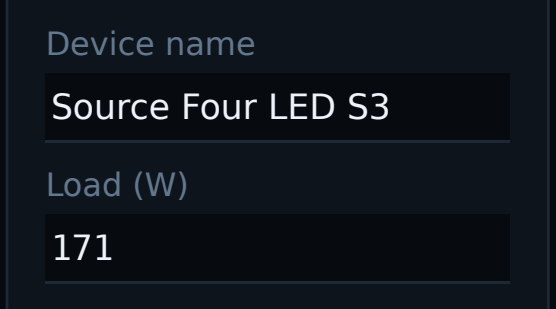
Each “don’t” above shipped on a real surface at some point. The pattern behind every rewrite: **name the thing, give the number, state the next action.** Adjectives that cannot be checked against a datasheet do not appear on any RackWire surface, marketing included.

PRACTICE

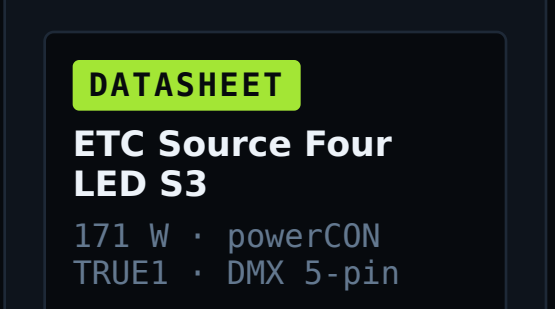
Components



Button
Rest · hover · disabled. Ground text on an accent field



Field
Label above, 1px rule, accent on focus



Card
Provenance badge always first



Alert
Rule, element, remedy — in that order

Provenance badges are the one place colour carries meaning outside cable domains: **green** for a datasheet value, **amber** for a representative one. That pairing is fixed and must not be restyled to match a surrounding surface.

PRACTICE

Motion

Instant — 120ms

Hover, focus ring, button press, checkbox. Anything acknowledging a pointer that is already on the element. Easing `ease-out`.

Transition — 220ms

Panel open, inspector slide, tab change, cable dialog. The default for anything moving a region of the interface. Easing `cubic-bezier(.2,.8,.2,1)`.

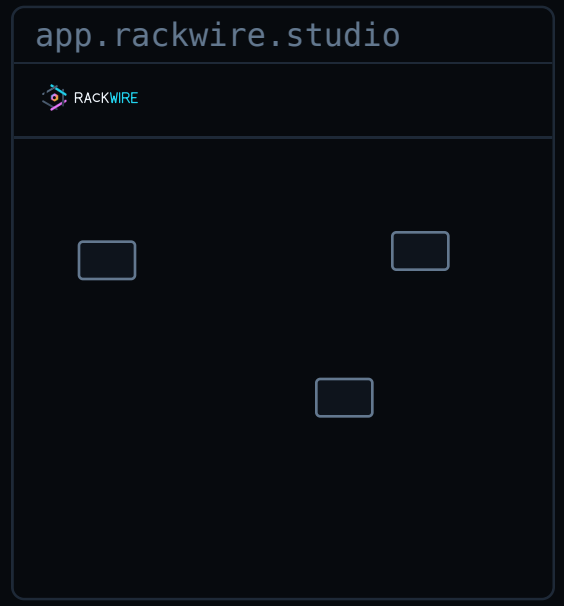
Deliberate — 400ms

Full-view change and first paint of the canvas. Nothing exceeds 400ms; a plan of 150 devices must never wait on an animation.

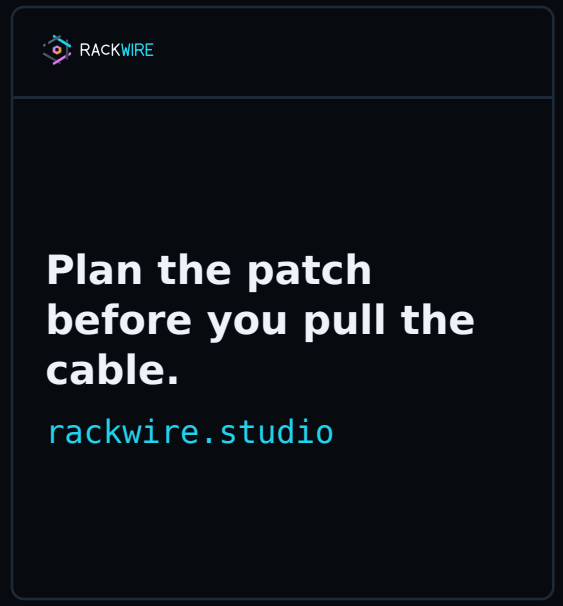
Reduced motion	Under `prefers-reduced-motion: reduce` every duration collapses to 0ms and transforms are removed. Opacity changes may remain. This is mandatory and ships with the first release that has any motion at all
Never animate	Analysis results, punch-list rows, or any measured value. A number that fades in reads as a number still settling
Canvas	Pan and zoom follow the pointer directly with no easing and no inertia

PRACTICE

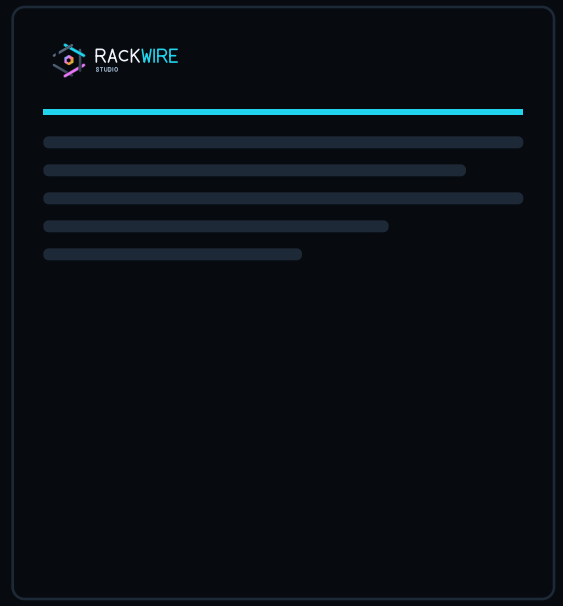
Applications



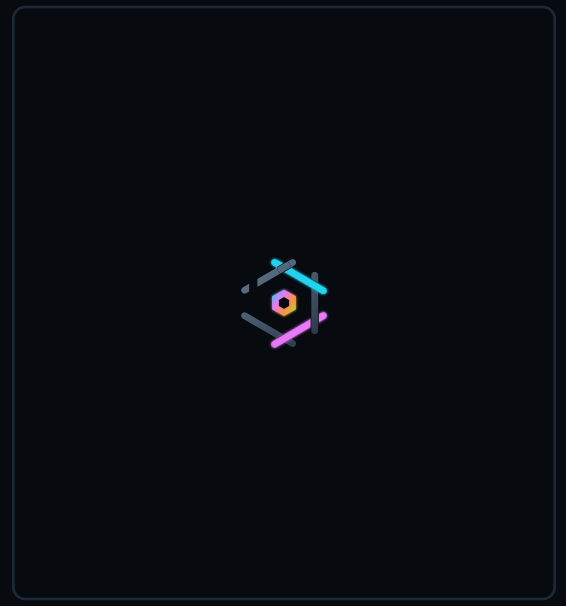
Application
app.rackwire.studio



Marketing site
rackwire.studio



User manual
Tier lockup on the masthead



Application icon
Desktop, mobile, PWA install

All three editions ship from **rackwire.studio**, with the application at **app.rackwire.studio**. The tier descriptor appears on the manual masthead and in the application header; the marketing site uses the base lockup and names the edition in copy.

PRACTICE

Assets, licence & contact

Logo suite	SVG (primary, stacked, mark, mono, app icon, favicon) and PNG at 1024–2400px, transparent
Tier lockups	SVG and PNG for Pro and Studio, horizontal, stacked and monochrome
Identity sheet	RackWire-Identity.html — self-contained, no network
This guide	RackWire-Brand-Standards.html — prints to PDF at 13.333×7.5in
Fonts	None to distribute. System stack by policy
Icons	Lucide, ISC licence, retained in the asset bundle

Home	rackwire.studio
Application	app.rackwire.studio
Asset licence ○	To be set by the owner. Covers artwork redistribution and is a separate instrument from any code licence
Code licence ○	To be set by the owner
Trademark ○	To be set by the owner. A code licence does not grant use of the name or the mark; state that separately
Review cadence	Every minor release, and on any new edition

Rows marked **open** are slots for the brand owner to fill or have reviewed, left empty rather than filled with plausible boilerplate.

Read the plan by colour first, geometry second.

When this guide does not cover the case — hold the principle, not the example: offline by default, provenance over plausibility, the file outlives the vendor.

Then ask rackwire.studio