VISUAL IDENTITY · V1.1 · AUGUST 2026

# RackWire

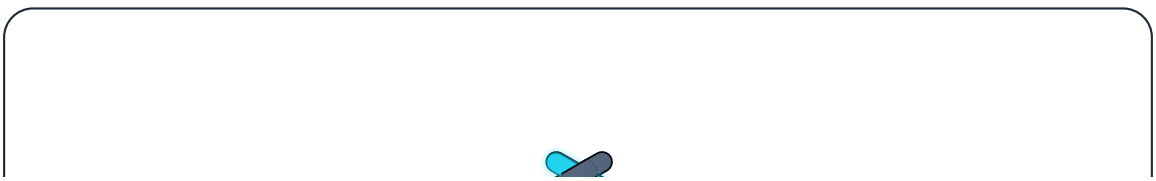
A hexagonal rack aperture woven from six cable runs. Three runs carry signal colour and ride over the frame; three are structural steel and pass beneath. The interlace closes without a seam — every run is over once and under once.

## PRIMARY LOCKUP



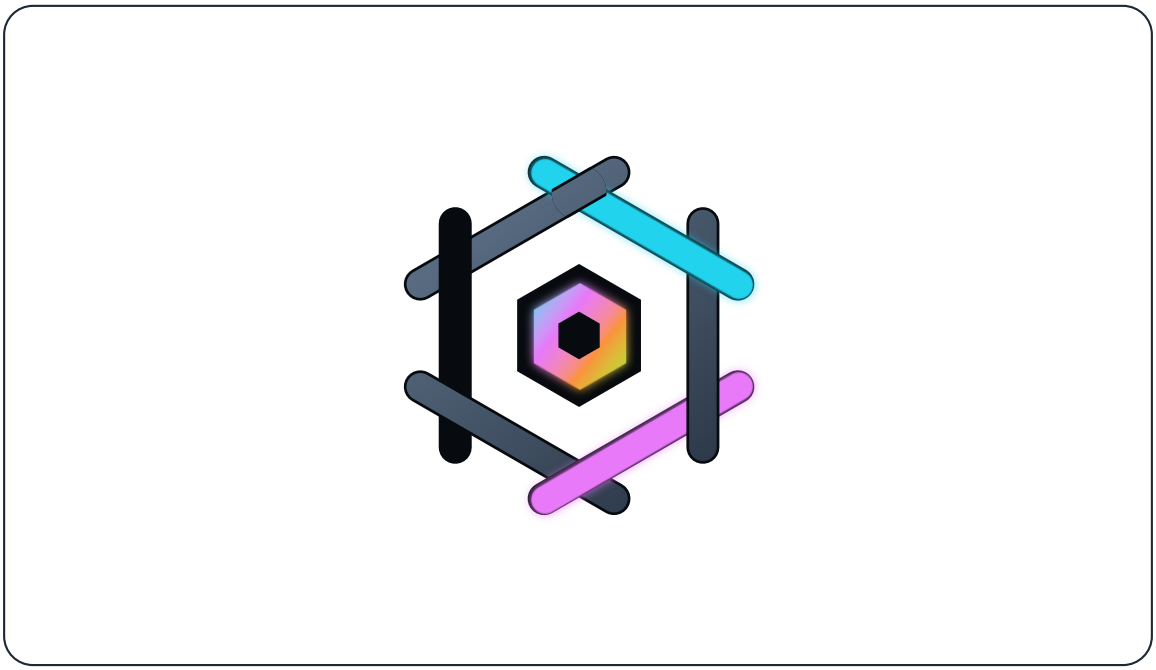

The default signature. Use wherever horizontal space allows — application headers, documentation mastheads, presentation title bars.

## SECONDARY LOCKUPS






Stacked — square-ish placements, splash screens, merchandise.



Mark alone — favicons, avatars, watermark, loading states.

## MONOCHROME



Knockout white — over photography, dark print, single-colour vinyl.




Solid ink — invoices, laser etch, fax-grade reproduction.

Both files inherit `currentColor`, so a single asset recolours from CSS. In monochrome the weave is expressed as a break in the under-run rather than a dark casing.

## APPLICATION ICON & SCALE



132 px 64 px 32 px 16 px

Below roughly 40 px the full mark's casing gaps close up, so a simplified cut with heavier runs and a solid core takes over. That switch is already baked into `rackwire-favicon.svg`.

## PRODUCT TIERS

Tier lockups append a descriptor beneath the wordmark, left-aligned to the **R** in the

horizontal signature and centred in the stacked one. The descriptor is set at 30% of the wordmark cap height, tracked wide, in Frame Steel so it labels the product without competing with it. The mark itself never changes between tiers.




RackWire Pro — primary.




RackWire Studio — primary.



RackWire Pro — stacked.




RackWire Studio — stacked.




Pro, knockout white.



Studio, solid ink.

| PROPERTY | VALUE | NOTE |
| --- | --- | --- |
| Descriptor cap | `30` u | 30% of the 100 u wordmark cap height. |
| Descriptor stroke | `17` u | Optically weighted, not scaled from the wordmark stroke. |
| Tracking | `46` u | Wide enough to read as a label at small sizes. |
| Baseline drop | `143` u | Top of descriptor, measured from the wordmark cap line. |
| Colour | `#8FA3BA` | Frame Steel. In monochrome it inherits currentColor with the rest. |

Set the base product as **RackWire** with no descriptor — never “RackWire Base” or “RackWire Free”. Do not invent further tiers by swapping the descriptor text; new tiers need their own drawn outlines, since the descriptor is vector, not live type.

## COLOUR

**Signal Cyan**

#22D3EE

Network / data runs

**Signal Magenta**

#E879F9

Lighting & DMX runs

**Signal Amber**

#FB923C

Power & distribution runs

**Signal Lime**

#A3E635

Audio runs

**Frame Steel**

#63788F

Structural runs, highlight

**Frame Shadow**

#25303F

Structural runs, shade

**Type White**

#EDF3F9

Wordmark, primary text

**Rack Ink**

#070A0E

Ground, cable casing

The four signal hues are the same tokens the planner uses for its cable domains, so the identity and the application UI stay in sync. Steel is reserved for structure and must never carry signal meaning.

## CONSTRUCTION

| PROPERTY | VALUE | WHY |
| --- | --- | --- |
| Grid | 60° | Every run lies on a hexagonal axis; no arbitrary angles exist in the mark. |
| Circumradius | 156 u | Measured in the 512 u artboard the mark is authored in. |
| Run body / casing | 30 / 36 u | A 3 u dark gap on each side reads as an overlap, not a break. |
| Overhang | 44 u | Must exceed half the casing cut, or the under-run loses its tip. |
| Core node | 58 u | The patch point; carries all four signal hues as one gradient. |
| | | |

| | | |
|---|---|---|
| Clear space | `1 core` | Keep the width of the core node clear on all sides of any lockup. |
| Minimum size | `24 px / 7 mm` | Mark alone. Lockups: 120 px / 32 mm wide. |

## USAGE

### Do

- Place on ink, near-black, or a dark desaturated photograph.
- Scale the SVG — it is resolution independent and hand-built on a 60° grid.
- Use the monochrome cut whenever the background is busy or light.
- Let the neon stay an accent; the composition should read dark first.

### Don't

- Recolour individual runs or reassign a hue to another domain.
- Rotate the mark — the vertical steel run anchors it upright.
- Add outer glow, drop shadow, or bevel on top of the supplied art.
- Set the wordmark in a substitute typeface; it is drawn as outlines.
- Place the full-colour mark on white without the ink ground behind it.

## FILES

| ASSET | USE |
|---|---|
| `rackwire-lockup-horizontal.svg` | Primary signature |
| `rackwire-lockup-stacked.svg` | Vertical signature |

| | |
|---|---|
| `rackwire-mark.svg` | Mark, full colour |
| `rackwire-mark-mono.svg` | Mark, single colour (currentColor) |
| `rackwire-lockup-mono.svg` | Signature, single colour (currentColor) |
| `rackwire-app-icon.svg` | Rounded tile, desktop & mobile |
| `rackwire-pro-lockup-{horizontal,stacked,mono}.svg` | RackWire Pro signatures |
| `rackwire-studio-lockup-{horizontal,stacked,mono}.svg` | RackWire Studio signatures |
| `rackwire-favicon.svg` | Simplified cut for 16–32 px |
| `*.png` | Transparent raster exports, 1024–2400 px wide |

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