



ZURVEK

BRAND KIT

Colour, typography, heading weights, spacing and logo rules.
These values mirror the live product tokens exactly.

The red

Zurvek uses a single red. Depth comes from opacity, never from a second hue, gradient or tint.

HEX #E00000

HSL hsl(0 100% 44%)

RGB 224 0 0

CMYK 0 / 100 / 100 / 12

TOKEN --primary

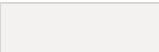
RED SCALE

	Red Deep #AD0000	Ticker bands, pressed states
	Red Base #E00000	CTAs, key numbers, rules, active state
	Red Text #A80000	Small red type on white (AA safe)
	Red Lift #FF1F1F	Red type on black terminals

OPACITY STEPS

	primary / 1.0	CTAs, active state, key numbers
	primary / 0.80	Secondary emphasis, icons
	primary / 0.45	Hover borders, rules
	primary / 0.30	Hairlines, dividers
	primary / 0.12	Tinted bands, glow wash

NEUTRALS

	Ink #0A0A0A	Body text and headings
	Frost #F3F2F0	Marketing background
	Paper #FFFFFF	Cards, panels, certificates
	Terminal #0B0B0C	Dark islands, agent terminals

Typography

DISPLAY / HEADING

Barlow Condensed

700 Bold · 900 Black

Uppercase, tracking -0.02em. All section and page headings.

BODY

Inter

400 Regular · 600 Semibold

16px / 1.6 for paragraphs, 13px for captions.

DATA / EYEBROW

DM Mono

400 · 500

Uppercase, tracking +0.14em to +0.24em. Labels, hashes, counters.

SCRIPT ACCENT

Iowan Old Style / Palatino italic

500 italic

One italic serif word inside a headline, always in red. Never body copy.

Heading weights and sizes

H1 – Hero

Barlow Condensed 900 · clamp(40px, 7vw, 84px) · leading 0.94 · tracking -0.02em

H2 – Section

Barlow Condensed 900 · clamp(32px, 5vw, 56px) · leading 1.05

H3 – Sub-section

Barlow Condensed 900 · clamp(24px, 3.5vw, 40px) · leading 1.1

H4 – Panel title

Barlow Condensed 700 · 20px · leading 1.2

Eyebrow

DM Mono 500 · 11px · tracking +0.20em · uppercase

Body

Inter 400 · 16px · leading 1.6

Caption

Inter 400 · 13px · leading 1.5

Metric

Barlow Condensed 900 · 40px · tabular numerals

Spacing and shape

Section	80px desktop · 56px mobile	Between page sections
Block	32px	Between blocks inside a section
Card padding	28px desktop · 20px mobile	Inside cards and panels
Grid gap	16px	Between grid and flex children
Radius	16px (rounded-2xl)	Global corner radius
Hairline	1px at primary / 30	Dividers and rules

Logo

Clear space on all four sides equals the height of the Z mark. Minimum width 96px on screen. Dark lockup on light surfaces, light lockup on dark surfaces.



Do and don't

DO

- One red only — depth comes from opacity, never a second hue
- Headings uppercase in the condensed display face
- Red type on white uses the darker Red Text value at small sizes
- Logo clear space equals the height of the Z mark on all four sides
- Dark lockup on light surfaces, light lockup on dark surfaces

DON'T

- No gradients, shading or tinted variants of the red
- No Tailwind amber, orange or yellow palettes
- No italic serif in body copy — headline accent word only
- Never place the red lockup on a red field
- Never letter-space the wordmark or redraw the Z