

FORGE.

V1.0 · 2026 · ATLANTA

We build
AI infrastructure
that earns its keep.

FORGE DEV STUDIO ESTABLISHED 2025 ATLANTA · GEORGIA

Inside.

01	Cover	01	14	Voice · Words to Use	14
02	Manifesto	02	15	Voice · Headline Patterns	15
03	Contents	03	16	Imagery · Atmosphere	16
04	The Wordmark	04	17	Imagery · Do / Don't	17
05	Clear Space & Min Sizes	05	18	Iconography	18
06	Construction	06	19	Layout & Grid	19
07	Color · Primary	07	20	Product UI Chrome	20
08	Color · Status Accents	08	21	Marketing Surfaces	21
09	Color Usage & Pairs	09	22	Logo Do / Don't	22
10	Typography · System	10	23	Asset Registry	23
11	Type Scale	11	24	Maintainership	24
12	Numerals & Pairings	12	25	Maintenance Discipline	25
13	Voice · Manifesto	13			

The mark.

FORGE.

PRIMARY

DISPLAY USE,
SHARE COVERS,
HERO
PLACEMENTS.

FORGE.

DISPLAY

DOCUMENT
HEADERS, IN-
PRODUCT
CHROME, LARGE-
FORMAT PRINT.

FORGE.

COMPACT

SIDEBARS,
SIGNATURES,
INLINE
MENTIONS.

FORGE.

ON CREAM STOCK

PRINT CONTEXTS
ONLY. THE LIME
PERIOD DARKENS
TO #6A8A17 TO
MAINTAIN
OPTICAL
BALANCE
AGAINST WARM
PAPER.

Breathing room.



Clear space (X). The minimum margin around the wordmark in any direction equals the cap-height of the F. Never crowd the mark with other typography, edges, or graphics inside this zone.

Why it matters. The lime period must read as part of the wordmark, not as a stray pixel. Crowding kills that read at small sizes and on busy backgrounds.

FORGE.

MINIMUM PRINT
10pt · 0.14"

FORGE.

MINIMUM SCREEN
18px equiv.

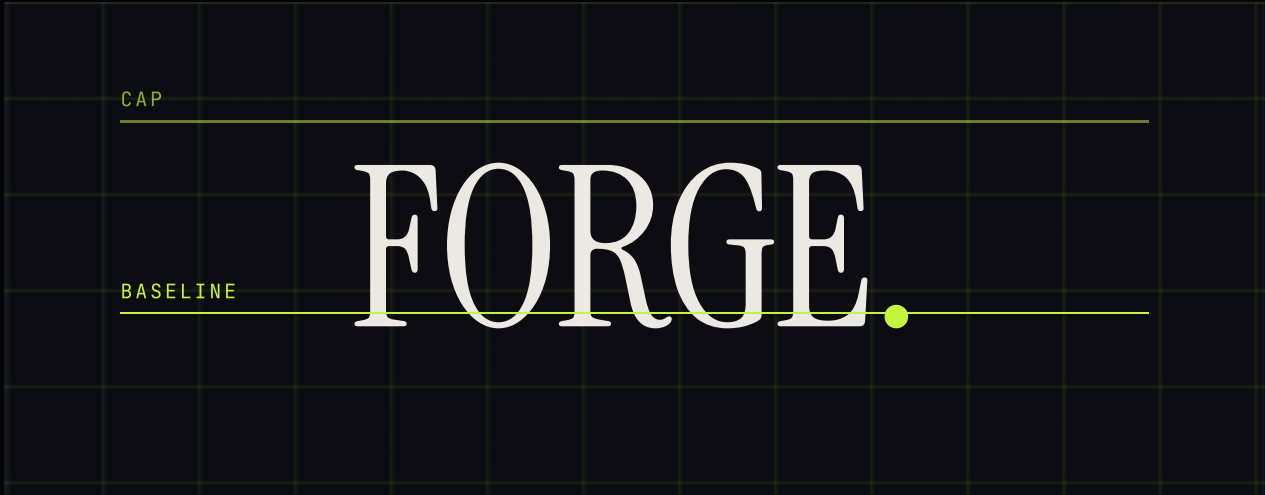
FORGE.

EMAIL SIGNATURE
24-28px

FORGE.

DOCUMENT HEADER
40pt

Geometry.



TYPE

Instrument Serif

Roman, weight 400. No italic.

TRACKING

-0.01 em

Slightly tightened from default to seat the period.

THE PERIOD

#c4f43b.

Color #c4f43b. Always solid. Never re-tinted.

Two voices.

Canvas.

BACKGROUND

#050508

The default canvas. Every Forge surface starts here.

SURFACE

#0c0c12

Cards, panels, raised surfaces. One step above bg.

SURFACE RAISED

#14141d

Modals, hovered surfaces, elevated chrome.

Accent.

LIME · PRIMARY

#c4f43b

The brand accent. The wordmark period. The hairline rule.

LIME · DARK

#b5e332

Hover state, subtle pressed-button shift.

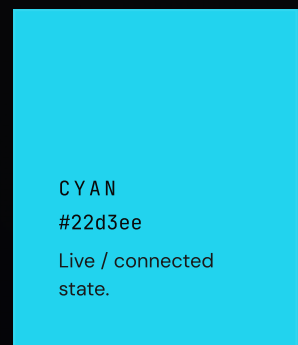
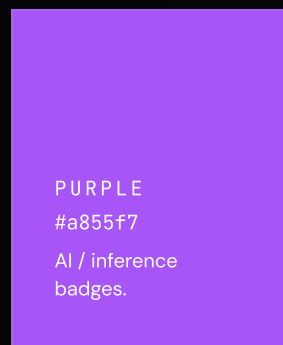
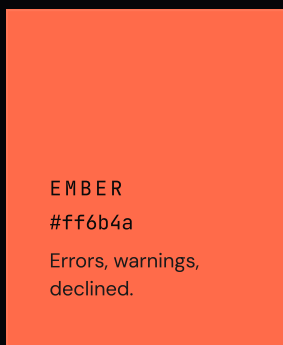
LIME · LIGHT

#d9ff7a

Glow halos, low-opacity accents only.

Product, not marketing.

Status accents are reserved for product UI — an alert badge, a chart series, a category indicator. They are never used on marketing surfaces, share cards, the homepage hero, or any context where the lime accent already carries the visual load. The brand has one voice; the product has many.



One accent per composition. If lime is already speaking, status colors stay quiet.

Sixty thirty ten.

Forge compositions follow a **60 / 30 / 10 ratio**: 60% canvas, 30% surface, 10% accent. The accent is almost always smaller than you think it should be.

CANVAS	SURFACE	LIME
60% · #050508	30% · #0C0C12	10% · #C4F43B

Approved pairs.

Cream on canvas. 12.4 : 1 · AAA	Soft on surface. 7.8 : 1 · AAA	Lime on canvas. 14.6 : 1 · AAA
Canvas on lime. 14.6 : 1 · AAA	Ink on cream. 15.2 : 1 · AAA	Dim on surface. 4.7 : 1 · AA

Three voices.

INSTRUMENT SERIF · DISPLAY

GOOGLE FONTS · WEIGHT 400 + ITALIC

Never miss another *call*.

JETBRAINS MONO · LABELS

GOOGLE FONTS · 400/500

FORGE · AI INFRASTRUCTURE

DM SANS · BODY

GOOGLE FONTS · 400/500/600/700

Forge Voice answers every call you can't, twenty-four hours a day. Trained for thirty days by a real engineer to sound exactly like your business. Captures the lead. Books the work.

Serif speaks to the human. Mono speaks to the system. Sans is the supporting voice.

Hierarchy.

DISPLAY 1
SERIF · 60PT ·
1.0 LH

Display 1.

DISPLAY 2
SERIF · 44PT ·
1.0

Display 2.

H1
SERIF ITALIC ·
32PT · 1.05

Heading one.

H2
SERIF ITALIC ·
22PT · 1.1

Heading two.

H3
SERIF ITALIC ·
16PT · 1.15

Heading three.

BODY
SANS · 11PT ·
1.55

Body copy carries the substance. Forge writes like a magazine, not a brochure.

CAPTION
SANS · 9PT · 1.5

Captions, footnotes, secondary metadata.

EYEBROW
MONO · 9PT ·
0.18EM TRACKING

FORGE · AI INFRASTRUCTURE

Detail.

Numerals.

01234
56789

Use **tabular** figures for tables, prices, and dashboards. Use **lining** figures inline with text. The lime period in a number is reserved for a single emphasized stat — never sprinkled.

Pairings.

Built for trades. SERIF · ITALIC

FORGE · INFRA MONO

Stripe-ready in five minutes. SANS

\$19.99/mo MONO · TABULAR

v1.0 · 2026 MONO · METADATA

Mix three voices on a page maximum. Pair an italic serif headline with a mono eyebrow and sans body. **Don't** stack two italic serifs in the same composition.

How we sound.

Forge writes the way a senior engineer talks at the bar. *Plain*, technical when it needs to be, never marketing-speak.

We assume the reader is busy and intelligent. So we cut the throat-clearing, the filler verbs, the SaaS adjectives. We say what we mean. We let the work argue for us.

Say. Don't say.

Say.

Built. *Past tense, decisive.*

Ships. *Engineering verb. Not "launches."*

Earns its keep. *Value framed as work.*

Trained. *Specific, technical.*

Captures the lead. *Outcome, not promise.*

Real engineer. *Trust signal.*

Sounds like you. *Concrete, not "personalized."*

Don't.

Empower. *Vacuous SaaS.*

Game-changer. *Cliche, lazy.*

Synergy. *Never. Ever.*

Cutting-edge. *Show, don't claim.*

Solutions. *Use the actual product name.*

Seamless. *Description disguised as feature.*

Revolutionary. *Confident brands don't shout.*

15 · HEADLINE PATTERNS

How we open.

PATTERN A · THE NEGATION

Never miss another *call*.

Open with what you stop. The reader feels the relief before they read the offer.

PATTERN B · THE DECLARATIVE

We build *infrastructure* that earns its keep.

A confident first-person sentence. Italicize one keyword for editorial weight.

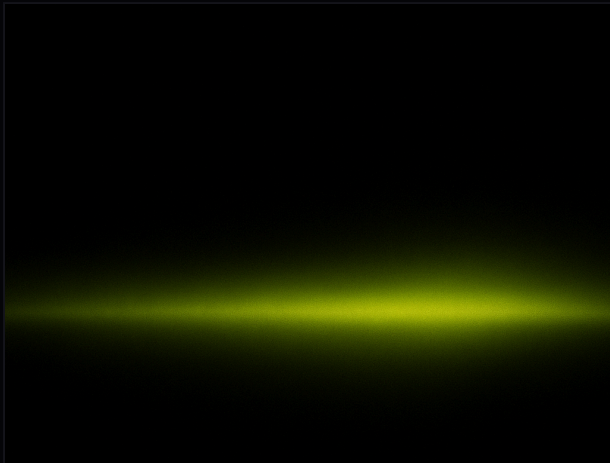
PATTERN C · THE CONTRAST

Keep your number. *Live* in five minutes.

Two short clauses against each other. The reader does the math.

Atmosphere.

Forge does not use stock photography. Images are atmospheric — near-black canvas, single lime spark, suggestive rather than literal. When AI-generated imagery is required, prompt against this reference set.



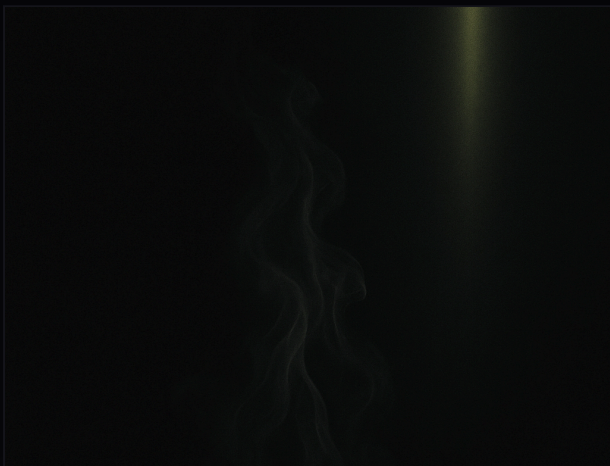
THE FORGE EDGE

A HORIZON OF LIME ENERGY. USE FOR COVER PLATES AND HERO BACKDROPS.



ETCHED INFRASTRUCTURE

MACRO CIRCUIT AT OBLIQUE ANGLE. USE FOR PRODUCT / ENGINEERING SURFACES.



SIGNAL · VAPOR

DRIFTING SMOKE WITH A SINGLE BEAM. USE FOR VOICE / INFERENCE SURFACES.



PRINT ARTIFACT

CREAM STOCK WITH A LIME HAIRLINE. USE FOR PRINT + EDITORIAL SURFACES.

Restraint.

Do.

Generate atmospheric, abstract plates. Macro textures, light through smoke, paper-and-ink, etched surfaces.

Hold the canvas at #050508. Even photo-realistic plates should land in the brand's tonal range.

Allow exactly one lime spark per plate. A glow, a beam, a single rule. No more.

Prompt with editorial reference. "Stripe Press cover," "Pentagram identity plate," "macro product photography."

Don't.

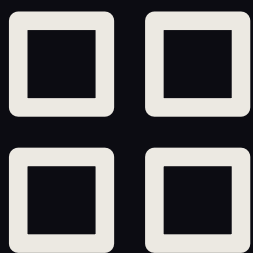
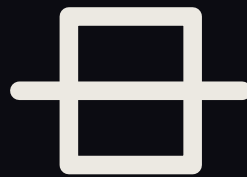
Don't use stock photography. No people on laptops, no handshakes, no abstract gradients with smiling icons.

Don't render the literal product. No phones, no headsets, no AI-robot illustrations. Mood, not literal.

Don't add text into the image. All text is set in HTML or print, never baked into a generated image.

Don't pair lime with another saturated color. The status accents stay inside product UI.

Line, not glyph.



Editorial column.

Forge surfaces sit on a 12-column grid with generous gutters. Editorial content occupies 8 of 12 columns; the remaining 4 are negative space, not filler. White space is the most expensive element on the page.



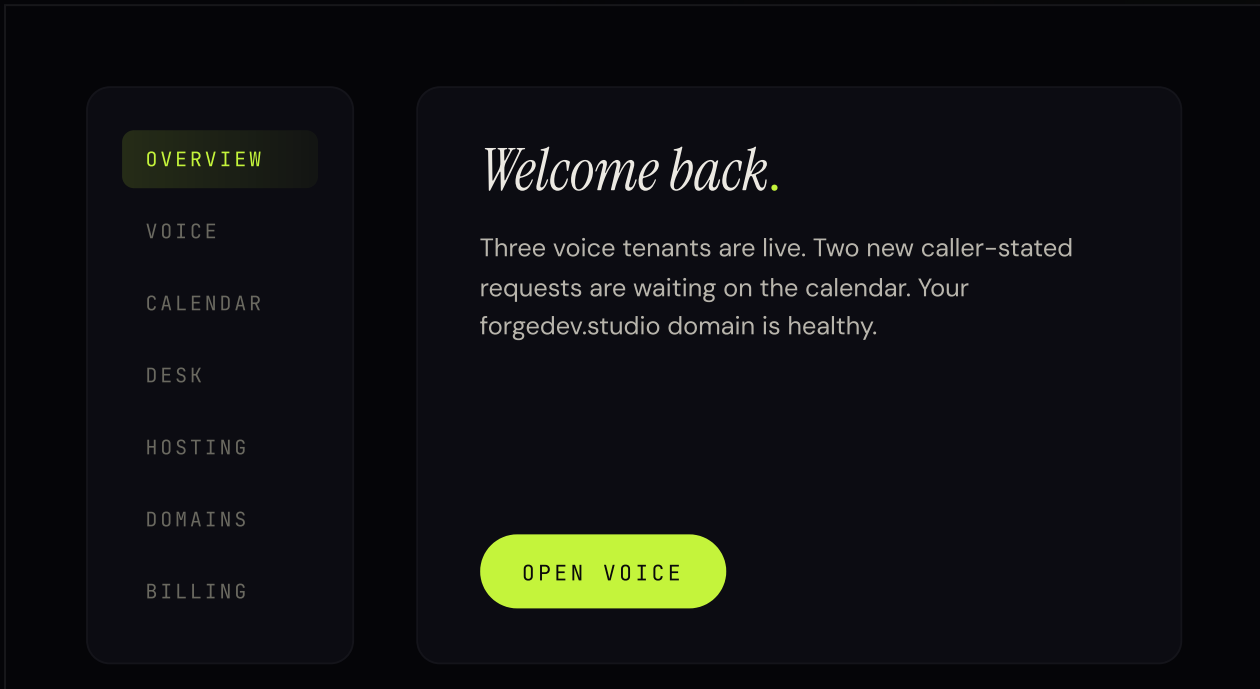
Aneditorialcolumn.

I **Top-anchor.** Set the headline first, then the body, then the CTA. Don't center body copy.

II **One subject.** Each surface argues for one thing. If you find yourself listing four pillars, you have four surfaces.

III **Negative space is intentional.** If a section feels empty, it's not done; it's quiet.

Chrome.



Surface stack. Bg #050508, surface #0c0c12, raised #14141d. Three depths only.

Chrome details. 12px corner radius. 1px border at rgba(255,255,255,0.06). No drop shadows except on modals.

Active state. Always lime gradient + 1px lime border + 3px lime tab indicator. Reserved for the single active item.

Buttons. Mono uppercase, 0.16em tracking, pill radius. Lime fill for primary; ghost outline for secondary.

Out in the world.

FORGE · AI INFRASTRUCTURE

Never miss another *call*.

FORGE.

SOCIAL SHARE CARD · 1200X630

FORGE · PRINT

We build *infrastructure*
that earns its keep.

FORGE.

MAGAZINE QUARTER PAGE · 3.5 X 4.75"

FORGE VOICE

Your AI *receptionist*.

FORGE. · forgedev.studio

EMAIL HEADER · 600PX

CONTACT

Corey Redwine

FOUNDER · FORGE DEV STUDIO

corey@forgedev.studio

FORGE.

EMAIL SIGNATURE

Do, don't.

Do.

Place the mark on a dark canvas with breathing room equal to the cap-height of F on every side.

Pair with one mono eyebrow only when product context is needed (FORGE · AI INFRASTRUCTURE).

Use lime once per composition. The hairline rule, the period, an italic keyword. Pick one.

Set in Instrument Serif Roman 400. Always. No swaps, no fallbacks in marketing surfaces.

Don't.

Don't put the mark on a busy photo. Add a dark scrim or move the mark.

Don't re-color the lime period. #c4f43b on dark canvas, #6a8a17 on cream stock. That's the only exception.

Don't italicize the FORGE wordmark itself. Italic is for the surrounding sentence.

Don't crop, rotate, or stretch. The wordmark is a unit. Treat it as one.

Registry.

CANVA ID	NAME	USE
MAHITSGM00Q	Forge Wordmark on Dark (1024x1024)	Primary logo
MAHITRXG9sE	Forge Hero Cover A (2400x1260)	Full-bleed background
MAHITWExEis	Forge Icon Mark (SVG, vector)	Vector mark, scalable
MAHITfYV0a0	Forge Favicon Mark (SVG)	Tight-space mark
—	atmos-01-forge.png · Edge of lime energy	Cover backdrops, hero plates
—	atmos-02-circuit.png · Etched infrastructure	Product / engineering surfaces
—	atmos-03-vapor.png · Signal & vapor	Voice / inference surfaces
—	atmos-04-paper.png · Print artifact	Editorial / magazine surfaces

*All atmospheres are AI-generated via gpt-image-1 against the Forge prompt set.
Re-render via `node docs/brand/generate-atmosphere.js`.*

24 · MAINTAINERSHIP

Built to be edited.

SOURCE

```
docs/brand/forge-brand-  
reference.html  
docs/brand/render-brand-  
reference.js  
docs/brand/generate-  
atmosphere.js
```

OWNER

```
Corey Redwine  
corey@forgedev.studio  
+1 706 290 0000
```

TOKENS

```
studio/public/css/tokens.css  
The single source of truth.  
Editing here cascades  
everywhere.
```

VERSION

```
v1.0 · 2026  
Re-render: node  
docs/brand/render-brand-  
reference.js  
Public PDF:  
forgedev.studio/brand
```

FORGE.

No drift.

The brand stays consistent because its values live in one file: `studio/public/css/tokens.css`. Every Forge surface, every blog post, every dashboard, every share card pulls from there. These are the rules that keep it that way.

-
- I **Use the token, never the literal.** If a value has a token in `tokens.css`, use `var(--token)`. No raw hex (`#c4f43b`), no raw `rgba(196,244,59,X)`, no defensive fallbacks like `var(--accent, #c4f43b)`. The fallback is dead weight that trains future code to copy literals around.

 - II **Derive alphas from the token.** When you need an alpha not covered by `--accent-soft` / `--accent-glow` / `--accent-line`, use `color-mix(in srgb, var(--accent) X%, transparent)`. The token stays the only source.

 - III **Never invent a token.** Before naming a CSS variable, `grep tokens.css`. If you genuinely need a new one, add it there first. Inventing `--border-line` when `--border-hard` already exists is how design systems rot.

 - IV **Status accents stay in product.** `--ember`, `--blue`, `--purple`, `--cyan`, `--gold` and their `*-glow` / `*-soft` variants are for product UI. Marketing surfaces speak in `--accent` and silence.

 - V **This brand book is a frozen snapshot.** The values inlined in `docs/brand/forge-brand-reference.html` are the v1.0 record. They do not auto-update if `tokens.css` changes. Re-render the brand book intentionally as v1.1, v1.2, etc. when the canonical brand evolves — never silently.
-

Single source of truth. One token, one place, one rule.