



BRAND BOOK

We don't sell perfection. We solve problems — honestly, with craft.

A studio working in the gap between design and engineering. This is how we sound, how we look, and what we mean when we say it.



What's inside.

The brand, end to end — the words, the look, and the rules that keep both honest.

01	The idea	Where products break, and our discipline.
02	Purpose	Why we exist, and where we're going.
03	The promise	What we promise — and what we won't.
04	Positioning	Where we stand.
05	Personality	The honest master craftsman.
06	Voice & tone	How we sound — four principles.
07	Messaging	What we say. Proof, not adjectives.
08	Naming	What we call things.
09	Visual identity	Logo, colour, type, and the seam.
10	Principles	How we think about building.
11	In practice	The brand, applied.
12	Assets	Take what you need.

The gap between design and engineering is where products break. We make it our discipline.

the pace is a design and technology studio. We build our own products — Parlance, Lexicon, and a growing portfolio — and we build for teams who care about getting the design-to-development handoff right.

Most studios pick a side. We live in the seam between the two, because that's where intent gets lost, accessibility gets dropped, and good ideas drift into something nobody chose.

The name carries two meanings: a surname, and a belief — that building well is about the right pace, not the fastest one.

Why we exist, and where we're going.

MISSION

Why we exist

To close the gap between design and engineering — turning design intent into accessible, technical reality with clarity, structure, and care.

VISION

Where we're going

A world where design and development speak one language, where accessibility is the default, and where the people building products are trusted because they're honest — not because they claim to be flawless.

What we promise — and what we won't.

We are problem-solvers, not perfection-sellers. We don't promise you a flawless answer — because anyone who does is lying. We promise to solve the problem in front of us, honestly, with you, and to own the parts that are hard.

We're rigorous about how we work, and honest about everything else. Honesty lowers the risk you feel; craft raises the quality you get. Trustworthy and excellent — most pick one.

Being human is the feature: we show our reasoning, name tradeoffs out loud, and say when something's uncertain.

Where we stand.

For product teams who feel the gap between design and engineering, the pace is the design and technology studio that turns design intent into accessible, systematic, technical reality — because we work in the seam others ignore, and we're honest about the work instead of selling perfection.

CATEGORY

A design & technology studio — not an agency, not a freelancer.

WHO WE'RE FOR

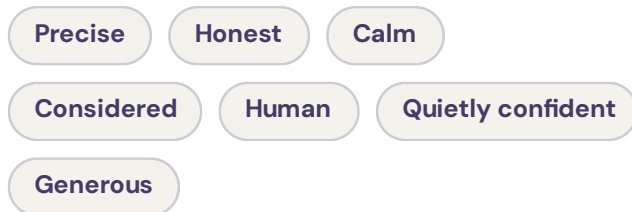
Teams with designers and engineers, suffering handoff drift, inconsistent UI, and accessibility debt — especially regulated, multi-brand operators.

WHY US

Twelve-plus years in design systems and regulated platforms; tools we built ourselves; standards we can prove, not preferences we defend.

The honest master craftsperson — who tells you the truth.

We are



We are not



How we sound.

Four principles guide every word.

Plain over clever

Clarity is the highest craft.

Honest over impressive

Name limits and tradeoffs; under-claim.

Precise over vague

Specifics, specs, numbers — “WCAG 2.2 AA,” not “accessible-ish.”

Human over corporate

A real voice, never a press release.

Do & don't

✓ DO

Design and code that agree.

× DON'T

Synergistic, paradigm-shifting design solutions.

✓ DO

Here's the tradeoff: faster to ship, harder to maintain. We'd choose maintainable.

× DON'T

We deliver flawless, pixel-perfect experiences, every time.

✓ DO

This audit found 14 issues. Three block release. Here's the order to fix them.

× DON'T

Leveraging best-in-class methodologies to maximise impact.

Tone by context

CONTEXT	TONE
Marketing	Confident, inviting.
Docs	Precise, neutral.
Errors & empty states	Calm and owning — never blame the user.
Proposals	Honest and specific.
Social	Generous and sharp.

What we say.

Apps that move design and engineering as one.

We won't sell you perfection. We'll solve the problem, honestly, with craft.

Three pillars

At the gap

We work in the seam between design and engineering — where intent is lost and quality leaks.

Systems that scale

Tokens, contracts, and components built to hold up — not just to ship once.

Honest craft

Rigorous about the work, honest about everything else. Trustworthy and excellent.

Proof, not adjectives

Parlance	8 surfaces — one contract between design and code.
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Lexicon	122 components, re-skinned in one pass.
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Nettaker	Live on the App Store.
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Boilerplate

the pace is a design and technology studio working in the gap between design and engineering. We build our own products and partner with teams who care about getting the handoff right — with craft, accessibility, and honesty.

What we call things.

the pace

The brand — always lowercase, even at the start of a sentence.

Product names

Evocative single real words — Parlance, Lexicon, Auditor, Capital, Pacer. Title case, no sub-brand soup.

Surfaces

Our word for where a product lives — web, browser, VS Code, Xcode, Figma, MCP. Not “platforms,” not “integrations.”

How we think about building.

Standards over opinions

Every decision validates against real specifications — not preferences.

Shared language first

Design and development don’t naturally speak the same language. That’s the first thing to fix.

Craft over speed

Shipping right matters more than shipping fast. Precision, accessibility, maintainability.

Systems, not pages

Every component, token, and contract is built to scale — not just to ship.

How we look.

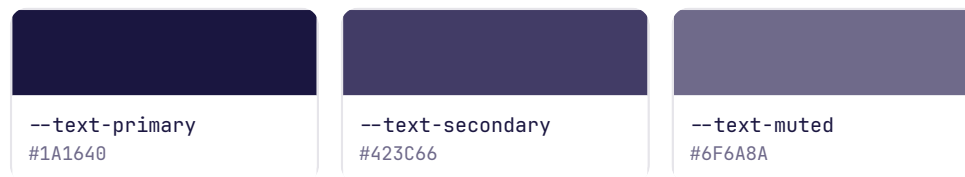
One restrained system — midnight indigo, warm off-white, a single accent. Values shown are the light-theme tokens; the palette ships dark and light.

Colour

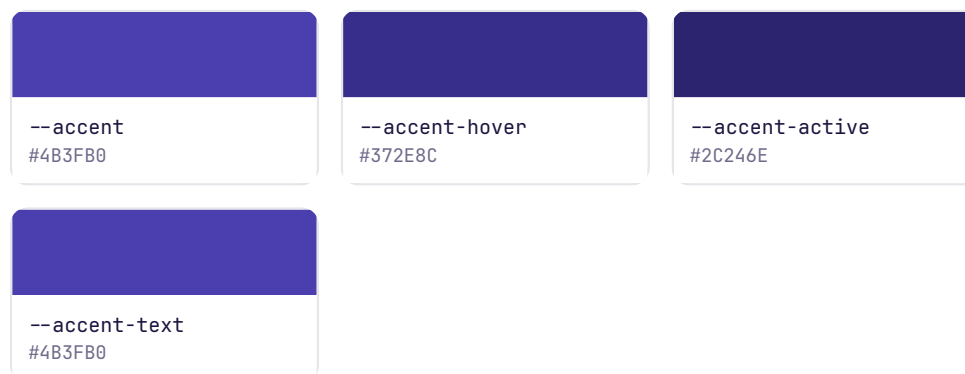
SURFACES



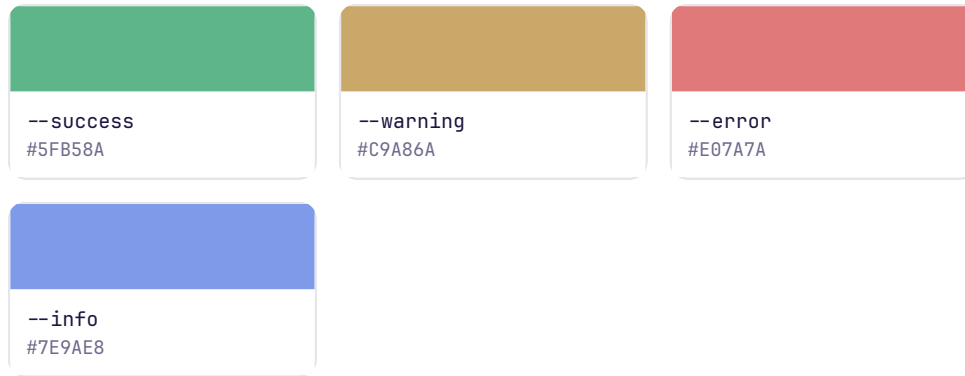
INK



ACCENT



SEMANTIC



BORDERS



Typography

--font-display · Satoshi · 600 · display

Design and engineering as one.

--font-display · Satoshi · 600 · heading

We work in the seam.

--font-body · DM Sans · 400 · body

The humanist sans carries the writing — plain, warm, and readable at length. This is the design voice.

--font-mono · JetBrains Mono · 400 · code & metadata

```
color: var(--accent-text); /* tokens, never a raw hex */
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Two voices, one system: the humanist sans for everything human-facing, the monospace for eyebrows, numbers, token names, and code. Specimens here are set in DM Sans and JetBrains Mono — the two faces embedded in this PDF.

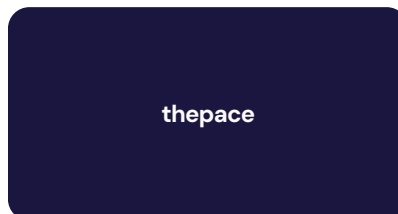
Logo

The wordmark ships in two forms — off-white for dark and accent surfaces, ink for light. The “p” mark is the wordmark’s p on the icon panel, for avatars and app icons. Reach for the variant that fits the surface; never recolour or redraw it.

CLEAR SPACE & MINIMUM SIZE



Clear space = one cap-height (the height of the “p”) on every side. Nothing crowds it.

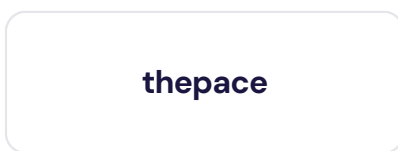


Minimum 18px on screen / ~12mm in print — never smaller.

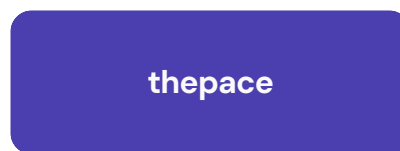
✓ CORRECT USE



On a dark surface
Off-white wordmark.



On a light surface
Ink wordmark.



On the accent
Off-white wordmark.

× NEVER



× Don’t stretch



× Don’t rotate



× Don’t recolour



× Don’t kill contrast



× Don’t crop



× Don’t re-typeset

Also never: drop shadows, glows, outlines, gradients, or busy backgrounds behind the mark.

The seam

Two thin rules meeting at a single rotated-square node — the gap between design and engineering, closed. A quiet divider, never decoration.



Templates

Stand-in social layouts — illustrative, not real exports. The logo sits in a consistent corner inside its clear space; on stories, keep the dashed safe zone clear for platform UI. Each format ships in two variants — text-only and with an image slot — across square, portrait, story/reel, and landscape; the editable, export-ready set lives in the brand Figma file.



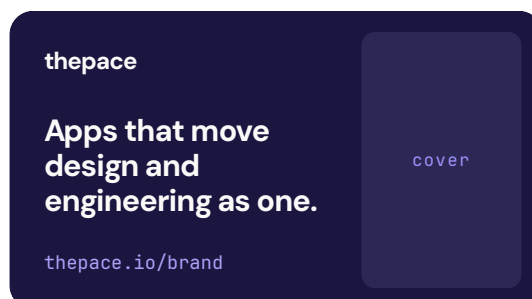
Instagram post

1080 × 1080



Story / Reel

1080 × 1920



Banner / cover

1920 × 1080

Common rules: one logo per frame; keep the wordmark's clear space; lead with the headline; use the accent and the seam sparingly. The background is the dark canvas or a single image — never both fighting for attention.

The brand, applied.

Real components, real copy — the voice and the tokens in use.

Primary action

Explore apps →

Active voice. A verb and a destination — say what happens next.

Error state

We couldn't save your changes.

The connection dropped before we finished — nothing was lost. Try again, and if it keeps happening, tell us and we'll look into it.

Calm, owns it, points to the fix. No apology theatre, no blame.

Proposal opener

"Here's what we'd do, what it costs, and the one thing we'd push back on before we start."

Honest and specific from the first line.

Take what you need.

The wordmark, the mark, social cards, the seam, and the palette — ready to download, correct by default. Download them at thepace.io/brand.

Logos

The wordmark. Off-white for dark and accent surfaces, ink for light.

Wordmark — dark	SVG · 1674 × 421
Wordmark — light	SVG · 1674 × 421
Wordmark on indigo	PNG · 1600 × 600

Marks

The “p” app icon — the wordmark’s p on the icon panel, light and dark.

App icon — dark	SVG · 1024 × 1024
App icon — light	SVG · 1024 × 1024
App icon	PNG · 1024 × 1024

Social

Cards and wallpapers, generated from the same construction as our OG images.

Social banner	PNG · 1200 × 630
Square avatar	PNG · 1024 × 1024
Desktop wallpaper	PNG · 2560 × 1440
Phone wallpaper	PNG · 1170 × 2532

Motifs

The seam — two rules meeting at a node, in monochrome accent.

The seam	SVG · 520 × 24
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Colour

The full palette as a single sheet, dark and light side by side.

Swatch sheet	PNG · 1600 × 1000
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Precise in method. Honest in promise.

the pace · thepace.io/brand · 2026