

Brand book

WW-BRAND · 2026.1-draft · effective 21 August 2026 · review quarterly

DRAFT. Tokens match docs/design/brand-assets.md.

One type stack on marketing, shop, admin, and Parts Exchange.

UI / body	Inter
Display	Plus Jakarta Sans
Mono / IDs	JetBrains Mono
WW ink / brand	#0b1220 / #0284c7
PE ink	#1e1b4b
Ops ink	#042f2e

Do not

Do not stretch lockups. Do not put the wrench mark on Parts Exchange product identity. Do not add SOC 2 or partner certification badges. Do not use stock cartoon wrenches. Clear space $\approx 1/8$ mark height.

Templates assist workflows. They are not legal advice, not a government form, and not a certification. Counsel must review before paying tenants or public compliance claims.