



APIARY

Automated Payload Intelligence & Attacker Response

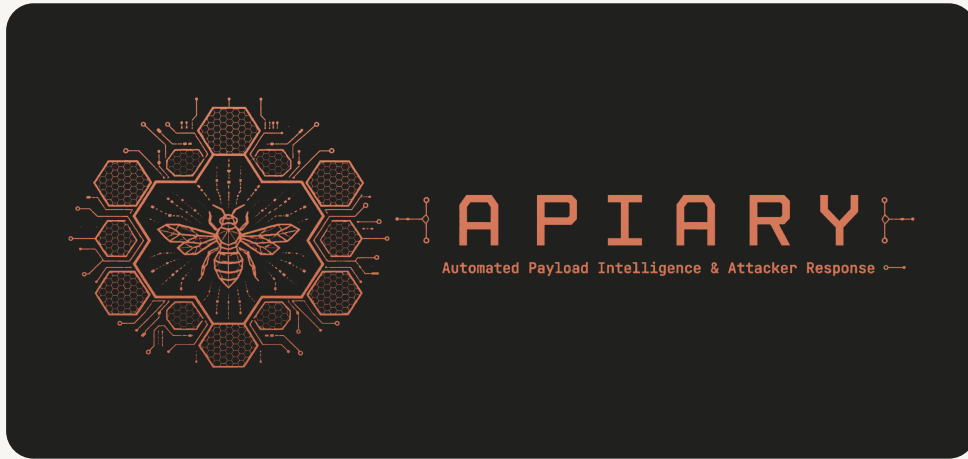
Brand system and implementation guide

Logo, color, typography, digital components, social assets, and PDF standards

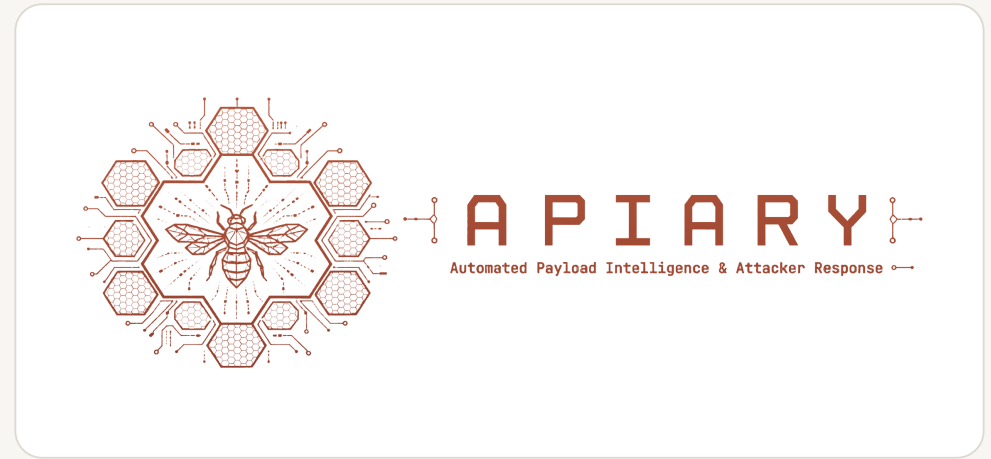
VERSION 1.0 / CANONICAL REPOSITORY ASSETS

Logo system

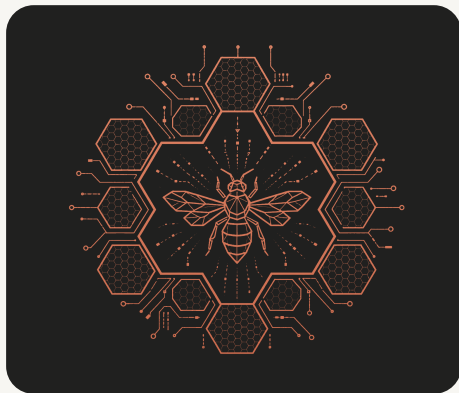
The horizontal lockup is primary. The emblem is reserved for square or compact placements, and the wordmark is used when the full emblem would compete with interface content.



FOR DARK SURFACES



FOR LIGHT SURFACES



EMBLEM / 64 PX MINIMUM



WORDMARK / COMPACT HORIZONTAL

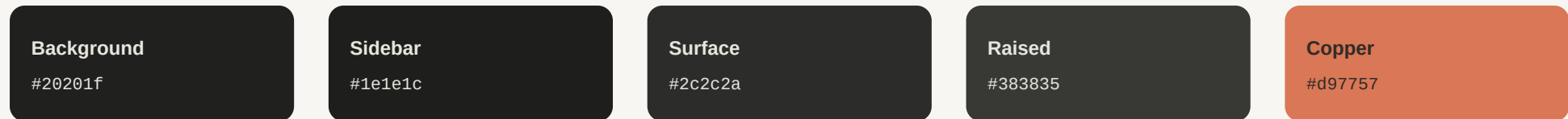
USAGE RULES

- Clear space: one A-stem on every side.
- Horizontal lockup: 420 px minimum.
- Emblem: 64 px minimum; use favicon below.
- Never stretch, rotate, glow, outline, or recolor.
- Never mix the dark and light surface variants.

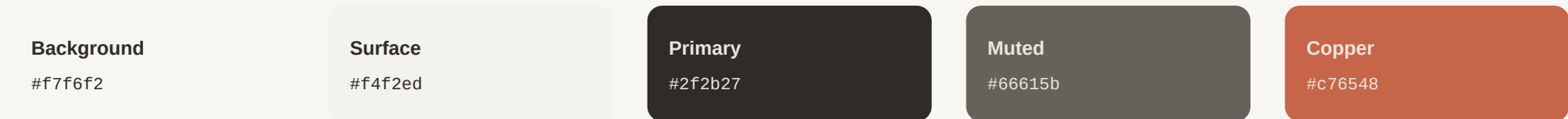
Color and contrast

Warm neutral surfaces keep dense technical content quiet. Copper identifies APIARY and primary actions. Semantic colors are reserved for evidence state and must not become decoration.

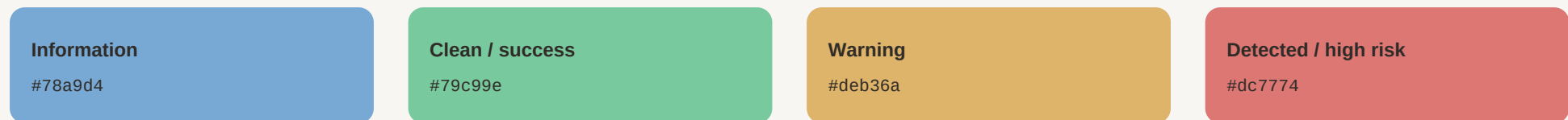
DARK INTERFACE



LIGHT INTERFACE



EVIDENCE SEMANTICS



Accessibility: verify foreground/background combinations at implementation time. Do not communicate severity by color alone; pair state color with text, iconography, or a status label.

Typography and interface voice

Space Grotesk carries display hierarchy, Fira Sans carries interface prose, and Fira Code identifies machine evidence, timestamps, hashes, protocols, and compact labels. Native fallbacks keep offline rendering predictable.

FIRA SANS / SPACE GROTESK

Know the payload.

Understand the attacker.

Fira Sans / 15 px body / 1.6 line height

Tight headings, calm prose, direct sentence case

EVIDENCE MONO

YARA.MATCH / MIRAI_DOWNLOADER

21:44:12 sha256:8f4a... cowrie.ssh

CASE/AP-2481 ANALYSIS.QUEUED CONTAINED

Fira Code / Cascadia Code / SFMono-Regular

VOICE PRINCIPLES

Specific

Name the evidence, action, or system state.

Operational

Prefer next-step clarity over promotional claims.

Calm

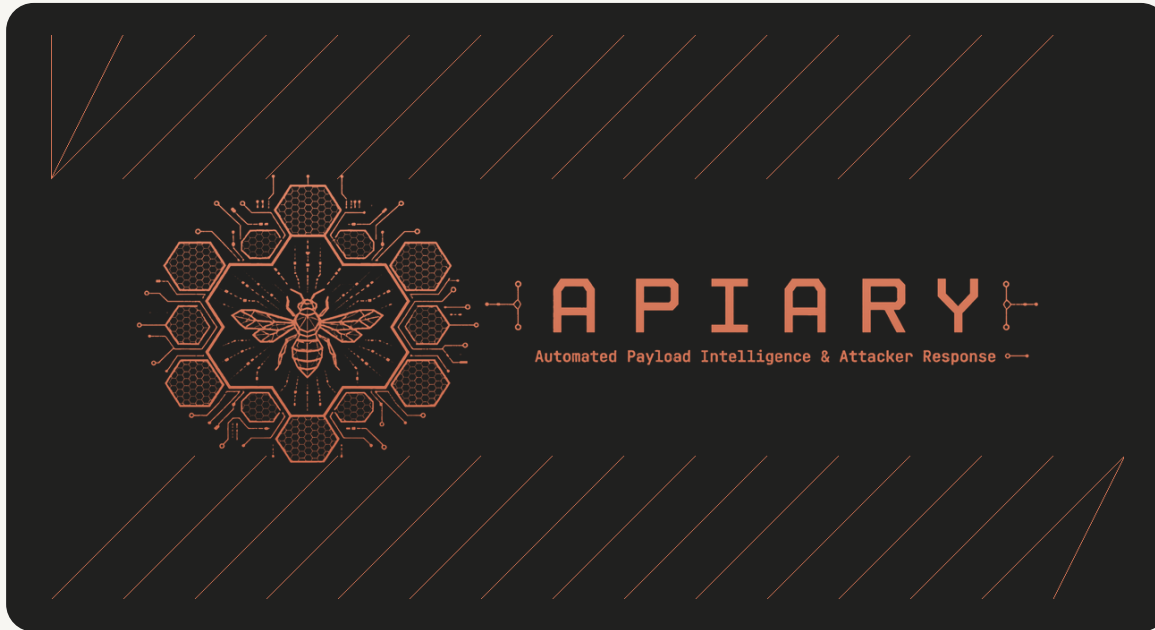
Describe risk without theatrical or militarized language.

Compact

Front-load meaning; move implementation detail into documentation.

Digital asset family

Use the packaged exports directly. Do not derive production icons by screenshotting the README logo; small sizes use optically simplified artwork for clarity.



OPEN GRAPH / 1200 X 630



FAVICON AND APP ICONS

WEB DELIVERY CHECKLIST

- ☒ Theme-aware transparent logo variants
- ☒ 180 px Apple touch icon and 192/512 px app icons
- ☒ PNG master plus compressed WebP hero background
- ☒ ICO plus 16, 32, and 48 px PNG favicons
- ☒ site.webmanifest with theme and background colors
- ☒ 1200 x 630 Open Graph image and 1024 px avatar

Application standards

Consistency comes from decisions, not from adding decoration. Start with the canonical assets and tokens, then let content hierarchy carry the experience.

Do

- Use copper as a restrained brand accent.
- Keep large areas warm-neutral and low contrast.
- Use monospace for evidence and compact labels.
- Pair semantic colors with explicit status text.
- Use the light PDF palette for print-first reports.

Do not

- Add green, neon, glow, or cyberpunk effects.
- Place detailed marks below their minimum size.
- Stretch, crop, rotate, or retype the wordmark.
- Use severity colors as general decoration.
- Put the transparent mark over busy photography.

CANONICAL SOURCE

Repository path: branding/. Regenerate raster exports with branding/scripts/export_brand_assets.py and rebuild this guide with branding/scripts/build_brand_guide.py.

Protect the signal. Keep the system quiet.