

*A starter design system for consistent BGecko outputs.*

## Brand principles

- Curiosity, creativity, rigor. Humility with ambition.
- Show the work: derivations, artifacts, reproducibility.

## Voice & tone

- Write like a calm expert: clear claims, explicit assumptions, no hype.
- Prefer concrete examples and diagrams over slogans.

## Visual system (starter)

- Primary color suggestion: deep blue (#1F4E79) to match existing site header tone.
- Typography: modern, readable sans for web; clean serif or sans for math PDFs.
- Imagery: math + engineering + craft; avoid generic stock.

## Asset rules

- Every public asset has: source, license, creator (if any), and intended use.
- File naming: YYYY-MM-DD\_project\_asset\_vN.ext

## Production standards

- Images exported at 2x for web; keep originals.
- Video: consistent intro/outro, captions, and references in description.