

Catalyst Patriot

Brand Kit & Usage Guide — civic intelligence, nonpartisan transparency



Particles converge into pillars — transforming complex public data into civic clarity.

Brand Personality

Financial terminal × civic accountability organization

Archetype: The Analyst–Steward — neutral, methodical, audit-friendly.

Tone: calm, precise, factual. Explain sources and methodology. Clarity over persuasion.

Not this:

No campaign aesthetics, partisan cues, propaganda symbols, outrage framing, or media-style headlines.

Color System

Dark-mode dashboard palette

Deep Navy #081426

Usage: Background

Navy Surface 1 #0B1B33

Usage: Cards/panels

Slate 200 #C7D3E0

Usage: Primary text

Slate 500 #7E90A6

Usage: Secondary text/axes

Civic Cyan #34D2FF

Usage: Primary highlight

Electric Blue #2A7BFF

Usage: Links/focus/secondary

Amber Accent #F2B24A

Usage: Attention/anomalies

Success #2ED47A

Usage: Success

Error #FF4D6D

Usage: Error (minimal)

Typography & Logo Usage

Institutional, legible, dashboard-first

Typography

Use a neutral modern sans serif with high x-height and tabular numerals. Headings 600–700 weight; labels 11–12px with +3–6% tracking. Tables 12–14px with tabular numbers on; right-align numeric columns.

Logo rules

Clear space: X = narrowest bar width. Keep 2X around the mark. Minimum: symbol 16px (24px preferred); lockups 24px height. Do not add glow/gradients, distort, recolor into flag palettes, or randomize particles.

UI Integration • Exports • Voice

Consistency across product and marketing

UI integration

Charts: Civic Cyan primary, Electric Blue secondary, Amber anomalies; subtle gridlines. Cards: Surface 1, clear hierarchy, one primary KPI per card. Tables: tabular numbers, consistent rounding, low-contrast zebra rows.

Export checklist

SVG: symbol + horizontal + stacked; monochrome variants. PNG: transparent symbol 1024/512/256; lockups 2000px wide. Icons: 16/32/48/64 + Apple touch 180 + app icon 1024. OpenGraph 1200x630; Social banner 1600x900.

Messaging

Taglines: Clarity for every public dollar. • Public budgets, made legible. • Understand spending. Track outcomes.

Mission: Make government spending understandable, comparable, and verifiable for everyone.

Hero: See where the money goes — and what it delivers.