



LucidSeal Badge Usage Guidelines (v1)

LucidSeal Badge - Usage Guidelines (v1)

The LucidSeal badge signals digital trust. Keep usage simple and consistent.

Variants

- **Dark (primary):** navy stroke #1d2d44 on light backgrounds. File: badge-dark.svg
- **Light (inverse):** white stroke #ffffff on dark backgrounds. File: badge-light.svg
- **Favicon/Icon:** uses `currentColor` so it inherits the surrounding text color. File: badge-favicon.svg
- **SVG Set (symbols):** lucidseal-badge-set.svg contains lucidseal-badge-dark and lucidseal-badge-light symbols for `<use>` embedding.

Clear Space

Reserve clear space around the badge equal to the height of the badge's checkmark (\approx one third of total height). No other graphics or text within this area.

Minimum Size

- Digital: 20px height minimum.
- Print: 7mm height minimum.

Colour

- Primary stroke colour: #1d2d44 (navy).
- Inverse stroke colour: #FFFFFF (white).
- Do **not** apply gradients, shadows, or outlines.

Backgrounds

- Approved: white, off-white, very light neutrals for dark variant; navy/near-black for inverse.
- Avoid: busy images, low-contrast colours.

Don'ts

- Don't recolour outside the palette.
- Don't distort, stretch, or rotate.
- Don't place over complex imagery.
- Don't add drop shadows or effects.

Pairing with Wordmark

The badge is icon-only. Pair with the “LucidSeal” wordmark set in your site’s UI font (recommended: system-ui stack). Typical lockup:

[badge] LucidSeal

Maintain at least the badge’s clear space between icon and text. Wordmark height should be **1.0–1.25×** the badge height.

Embedding Examples

Inline ``:

```

```

On dark header (inverse):

```
<header style="background:#0f172a">
  
</header>
```

Symbol `<use>` (from the set):

```
<!-- include the symbol set once, e.g., via <object> or inline server-side -->
<object type="image/svg+xml" data="/assets/lucidseal-badge-set.svg"></object>
<!-- reference the symbol -->
<svg width="48" height="48" aria-label="LucidSeal badge">
  <use href="#lucidseal-badge-dark"></use>
</svg>
```

Favicon (SVG):

```
<link rel="icon" type="image/svg+xml" href="/assets/badge-favicon.svg">
```

Versioning

Name files with semantic versions when updated, e.g., badge-dark.v1.1.svg. Keep a CHANGELOG for visual changes.

© LucidSeal. Use the badge to indicate participation/commitment to the LucidSeal principles. Do not imply certification unless explicitly granted.