

# EARMARK

MACHINES FOR THINKING

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## DESIGN LANGUAGE

VISUAL COMPILATION RULES FOR PDF PROJECTION

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EARMARK OPEN INTELLIGENCE PROTOCOL

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## STRUCTURAL TRANSPOSITION // 01

The design acts as a transposition of the governed corpus into a formal surface. Markdown headers map to visual hierarchy: Level 1 headers become external headers for major terminal sections; Level 2 headers become section header blocks with numeric indices and rules; Level 3 headers become structural emphasis markers; Level 4 headers become minor technical headings. Paragraphs become justified body text. List items become governed lists with hanging indents. Horizontal rules become thematic breaks.

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## CORE PALETTE // 02

- **Paper:** #F8F6F1 -- warm off-white, the ground layer.
- **Ink:** #1E1E1E -- rich charcoal for primary text.
- **Mid:** #7A7A7A -- grey for metadata and secondary labels.
- **Rule:** #BFBFBF -- light grey for hair rules.
- **Accent:** #D15421 -- red-orange for numeric indexing and page numbers.

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## TYPOGRAPHY // 03

- **Primary technical (body):** Courier New or Liberation Mono. Fixed-width blueprint feel that governs content rhythm.
- **Structural emphasis:** Courier New Bold. Same size as body. Used for system markers.
- **Secondary technical (metadata):** Courier or Nimbus Mono PS. Thicker typewriter weight for authority labels and copyright.
- **Headers:** Arial Narrow Bold or Liberation Sans Narrow. Efficient label aesthetic for high-authority anchors.
- **Minor heading:** Arial Narrow Bold at approximately 9pt.

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## BRANDING // 04

### The logo

Line 1: "EARMARK" in Arial Narrow Bold at approximately 26pt. Line 2: "MACHINES FOR THINKING" in Courier New at approximately 8pt. The tagline's character spacing must be programmatically adjusted so its horizontal footprint matches Line 1 exactly. This equal-length alignment rule applies wherever the branding appears.

### Section headers

Format: SECTION TITLE // 0X. Title in uppercase Courier at ink color, approximately 11.5pt. Separator " // " in accent color. Index as two-digit number in accent color. Separated by a 0.5pt rule above the text. Section headers must never be the final element on a page.

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## LAYOUT CONFIGURATION // 05

- **Margins:** 32mm left, 28mm right, 30mm top, 28mm bottom.
- **Frame width:** all structural elements align to approximately 150mm.
- **Hair rules:** weight 0.5pt, typically with 2mm space before and 8mm space after.
- **Body text:** 9.5pt, leading 14.7pt (1.55x), justified.
- **Governed lists:** left indent 12mm, hanging indent 6mm (bullet at 6mm from left frame edge).
- **Page footer:** "EARMARK" left in grey, " // 0X" right in accent, full-width faint rule 8mm above the page bottom edge.

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## TABLES // 06

Tables use Courier New fixed-width with single-spaced text within cells. Alignment is strictly left-aligned; justification is forbidden. Cell rules are minimal: double-weight horizontal line below header (1pt), standard weight at the bottom (0.5pt), no vertical borders. Increased padding between columns (8mm) and rows (2mm) delineates semantic boundaries without borders.

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## COMPILATION RULES // 07

- All content must be strictly ASCII-compliant. Non-ASCII characters must be sanitized or transposed to their closest ASCII equivalents.
- Bold text resolves to the bold weight of the primary font family.
- All headers render with keep-with-next logic to prevent orphan positioning at page boundaries.
- Atmosphere: no generic conversational tone. The final artifact must look like high-end compiler output or a technical manual.