INTERIOR ILLUSIONS

Specification for production, print, web, and social. Use this document for day-to-day implementation. A separate Visual Guidelines deck is intended for client-facing education and reference.

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1. Brand Overview (Summary)

Brand: Interior Illusions
Essence: Calm Architectural Modern
Tone: Quietly confident, precise, modern
Promise: Editorial-grade design, architectural clarity, and a streamlined client experience.

What we do (one sentence): We transform everyday rooms into refined, light-shaping interiors—spaces that feel larger, calmer, and more intentional.

Primary audiences: Homeowners planning high-impact remodels; busy professionals upgrading kitchens/baths; design-curious clients seeking a modern aesthetic.

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2. Core Marks

2.1 Primary Mark (Doorframe "II")

- *Concept: Two vertical stems imply a doorway/threshold; the negative space forms the passage (a nod to "illusions" with depth implied, not rendered)..*
- *Color (default on dark): Mark Azure #93C5FD or Off-white #E7EAEE.*
- *Color (on light): Mark Deep Navy #0B0E14.*

2.2 Wordmark

- *Family: Satoshi (modern grotesk).*
- *Default case: Title Case — "Interior Illusions".*
- *Weight: Semibold 600 (master) or Medium 500 for small uses.*
- *Tracking (letter-spacing):*
  - *On dark: +0.01 – +0.02 em (Illustrator +10 – +20).*
  - *On light: 0 – +0.01 em (Illustrator 0 – +10).*
- *Kerning: Metrics as base; review pairs I-L / L-L / R-I / I-O; avoid the "picket fence" effect in ILL.*

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2.3 Lockups

- *Horizontal (default): Mark left, wordmark right.*
  - *Gap between mark and wordmark = 1.0 – 1.5× the mark stroke or ≈ 0.5–1.0 cap-height.*
- *Stacked (secondary): Mark centered above wordmark; vertical gap = 1.0 cap-height.*
- *One-color: All-white on dark / All-Navy on light.*
- *Small-use variant: If stroke details disappear ≤ 24 px, use the filled/simplified mark (no hairlines).*

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3. Clear Space & Minimum Sizes

- *Clear space unit (U): the cap-height of "I" in the wordmark.*
- *Keep ≥ 1U free around all sides of any lockup.*
- *Minimum digital sizes:*
  - *Favicon: 16 px (use simplified mark), 24 px, 32 px.*
  - *IG avatar: 1080 px artboard; preview legibility at 48–60 px.*
  - *Wordmark alone: min 120 px width on screens (x-height ≥ 7 px).*
- *Print minimums:*
  - *Business card mark height ≥ 6 mm; wordmark width ≥ 28 mm.*

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4. Color System (Palette B — Deep Navy & Cobalt)

Background (primary): Deep Navy #0B0E14
Primary Blue (Cobalt): #1D4ED8 (indicators/backgrounds, not small text)
Accent Azure: #93C5FD (links/labels, small icons)
Off-white (Headings/Logos): #E7EAEE
Slate (Body): #A3AAB4
Ivory (Light sections): #FAF7F2

Usage rules

- *Wordmark on dark: Off-white #E7EAEE only.*
- *Mark on dark: Azure #93C5FD (default) or Off-white; Cobalt #1D4ED8 reserved for large shapes/active pills.*
- *Inverse (light background): Both mark + wordmark Deep Navy #0B0E14.*
- *Avoid blue-to-navy gradients on dark (muddy/low contrast).*
- *Maintain WCAG AA contrast for navigational text and body copy.*

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5. Typography System

- *Primary family: Satoshi*
- *Scale & roles:*
  - *H1: 40–48, 600, letter-spacing +0.01–0.02em, color off-white*
  - *H2: 28–32, 500, +0.01em, color off-white*
  - *H3 / Eyebrow: 12–14, 500, uppercase, +0.08–0.12em, color azure*
  - *Body: 16–18, 400, color slate*
  - *Caption: 12–13, 500, color slate*
- *Spacing: 8-pt grid; line length ~60–75 chars.*
- *Numbers: Use proportional lining; switch to tabular for tables/quotes.*
- *Do not set paragraphs in blue; blue is for links/labels.*

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6. Iconography & Illustration

- *Style: Mono-weight strokes, rounded joins permitted; strokes align to typographic grid.*
- *Stroke: Match mark stroke at the target size (icon stroke ≥ 2 px at 24-px icon).*
- *Color: Azure on dark / Deep Navy on light; avoid gradients.*
- *Corner radii: Consistent per set (e.g., 2 px at 24-px icon).*
- *Do not mix outline and filled styles within one interface area.*

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7. Photography Direction

- *Look: Natural light, clean lines, strong verticals, light/shadow interplay.*
- *Shooting: Daylight or soft 5200–5600K; compose with frames-within-frames (arches, doorways).*
- *Treatment: Neutral whites, controlled contrast; correct perspective; keep blue out of photos (blue lives in UI).*
- *Usage: Avoid clutter; favor materials and textures.*

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8. Digital Applications

8.1 Navigation & Headers

- Nav labels: Off-white; hover/focus Azure + underline; active = Cobalt underline/pill.
- H1/H2: Off-white; H3/labels: Azure; body: Slate.

8.2 Buttons

- Primary: Cobalt background + Off-white text.
- Secondary/Ghost: Azure border + Azure text on Deep Navy.

8.3 Cards/Sections

- Background: Deep Navy or slightly lighter panel (e.g., #0D111B).
- Dividers: Slate at 20–30% opacity.

8.4 Favicon & Social Avatar

- Favicon exports: 16 / 24 / 32 px PNG; simplified mark if needed.
- IG avatar: 1080×1080 artboard; keep 1U safe area; preview at 48–60 px; use mark in Azure on Deep Navy or all-white on dark.

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9. Print Applications

- Paper: Uncoated or lightly coated with warm white (near Ivory).
- Logo color: Deep Navy spot (Pantone equivalent) or 100/80/40/40 CMYK approximation; avoid rich black.
- Foil/emboss: One-color lockups only; maintain clear space.

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10. Misuse (Never Do)

- Re-color the wordmark to blue on dark backgrounds.
- Add gradients, bevels, faux shadows to the mark.
- Alter stroke weights or aspect ratios.
- Place on busy imagery without a navy scrim.
- Add outlines/glows to "fix" contrast (choose correct color instead).
- Crowd the mark—always maintain ≥ 1U clear space.

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11. File Delivery & Naming

- *Logos: SVG, PNG (1×/2×), EPS*
- *Fonts: Satoshi license.*
- *Naming: II_logo-primary_dark-Azure.svg, II_logo-wordmark_light-Navy.svg, II_avatar_IG_1080.png, II_favicon_24.png.*

End of Technical Guidelines

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