

NOESIS

A Living System for Self-Authored Meaning

DOCUMENT TYPE: BRAND IDENTITY SPECIFICATION
VERSION: 1.0 // PUBLIC RELEASE
CATEGORY: LIVING INQUIRY FIELD

CORE STANCE: ASSUMED CAPABILITY
METRIC: USER INDEPENDENCE

Primary Palette: The Unlit Space

The interplay of light and dark represents the transition from the unknown to the known. Deep Ink is not black (absence), but potential (the unlit space). Bone is the material substrate—paper, stone, ground.

NAME: DEEP INK

HEX: #1A1A2E

RGB: 26, 26, 46

USAGE: BACKGROUNDS, CORE UI

NAME: BONE

HEX: #F5F0E8

RGB: 245, 240, 232

USAGE: TYPOGRAPHY,
CONTRAST

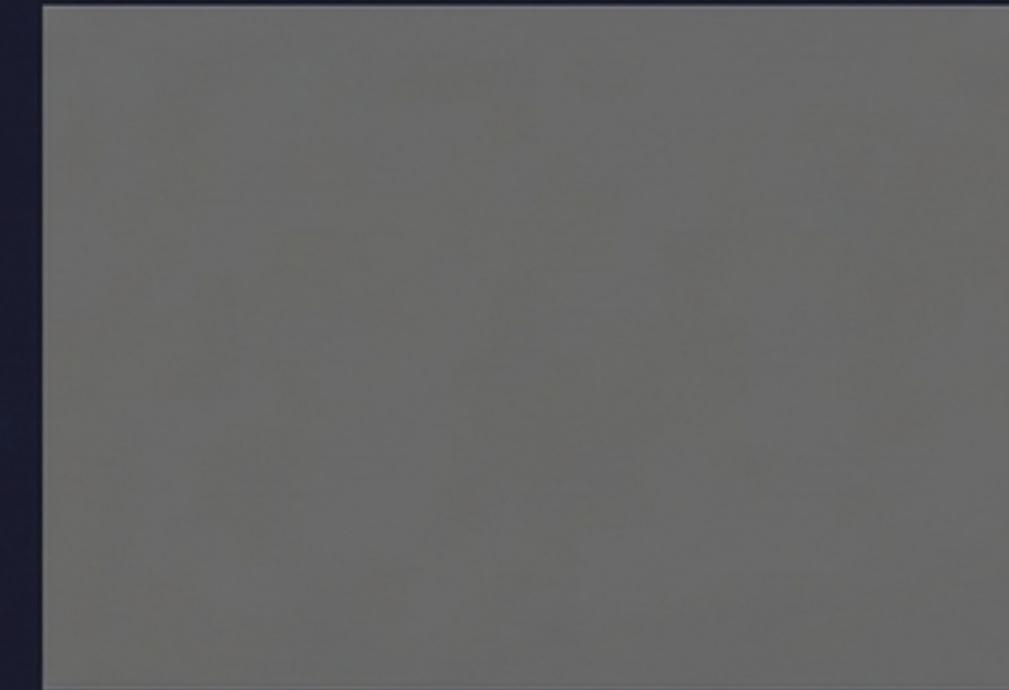
Accent & Utility Palette



Aged Gold

HEX: #B8860B | ROLE: VALUE

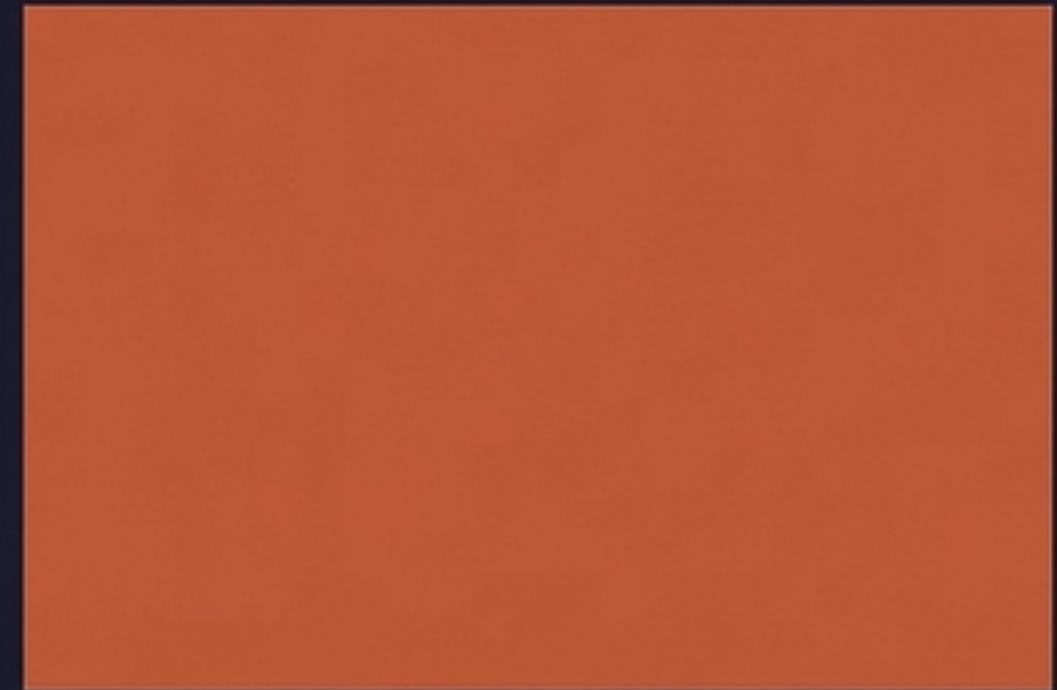
Psychology: Earned value, gravitas. Not “polished shine.” Use for key interactions only.



Stone Grey

HEX: #6B6B6B | ROLE: STRUCTURE

Psychology: Neutral ground, transition space. Secondary text and borders.



Terracotta

HEX: #C65D3B | ROLE: ALERT

Psychology: Earth-fire. Natural attention without alarm. Error states.

ACCESSIBILITY NOTE: Aged Gold on Deep Ink has a 5.3:1 contrast ratio (WCAG AA Compliant).

Typography System

Cormorant Garamond

Philosophical / Historical / Authoritative

A Living System for
Self-Authored Meaning.

Weights: Light (300), Regular (400), SemiBold (600).
Role: Headlines.

Source Sans 3

Humanist / Interface / Readable

The goal is to create a definitive Brand Identity document for NOESIS. This is a functional specification.

Weights: Regular (400), SemiBold (600).
Role: Body Copy, UI.

JetBrains Mono

Data / Code / Precision

return user_independence;

Weight: Regular (400). Role: Technical Data, Specs.

Type Scale & Hierarchy

H1 Headline (Cormorant Light)]→ 48px / 1.1 Line-Height

H2 Section Title (Cormorant Regular)]→ 36px / 1.2 Line-Height

H3 Subhead (Cormorant SemiBold)]→ 24px / 1.3 Line-Height

Body Copy (Source Sans 3 Regular)]→ 18px / 1.6 Line-Height

Utility / Mono (JetBrains Mono)]→ 14px / 1.5 Line-Height

LAYOUT CONSTRAINT

Max content width for body text: 680px
Optimized for long-form reading and focus.

Visual Identifiers

The Wordmark

NOESIS

Primary Identity. No distortion. No effects.

Clear Space



The Sigil



Secondary Mark.
Constrained Identity.
Recursive Loop.

Imagery Direction

Texture over Emotion. Evidence of Work.

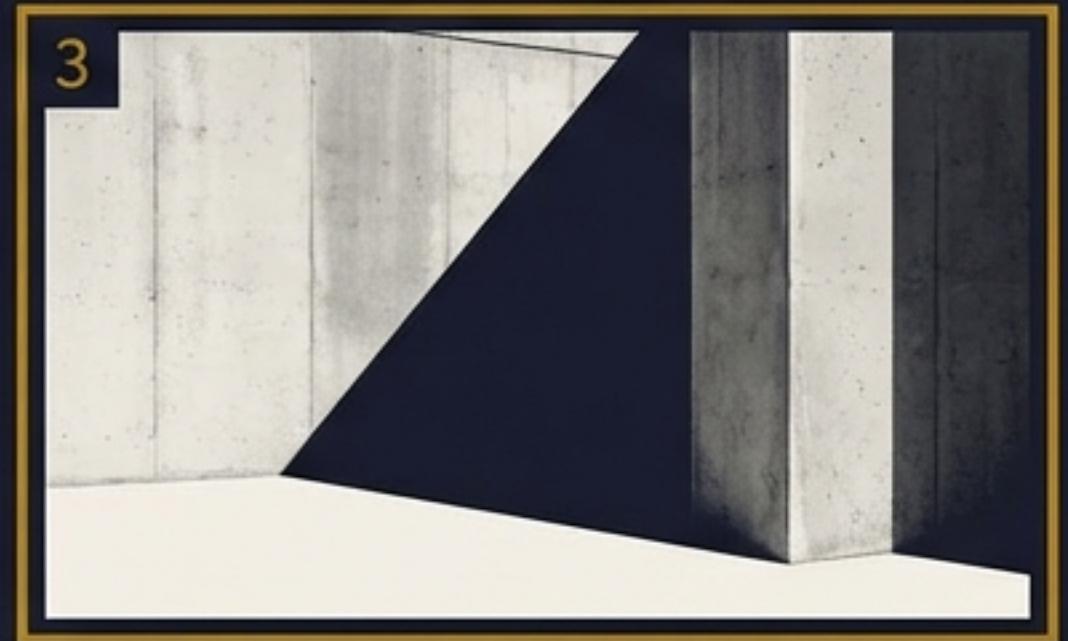
Materials



The Work



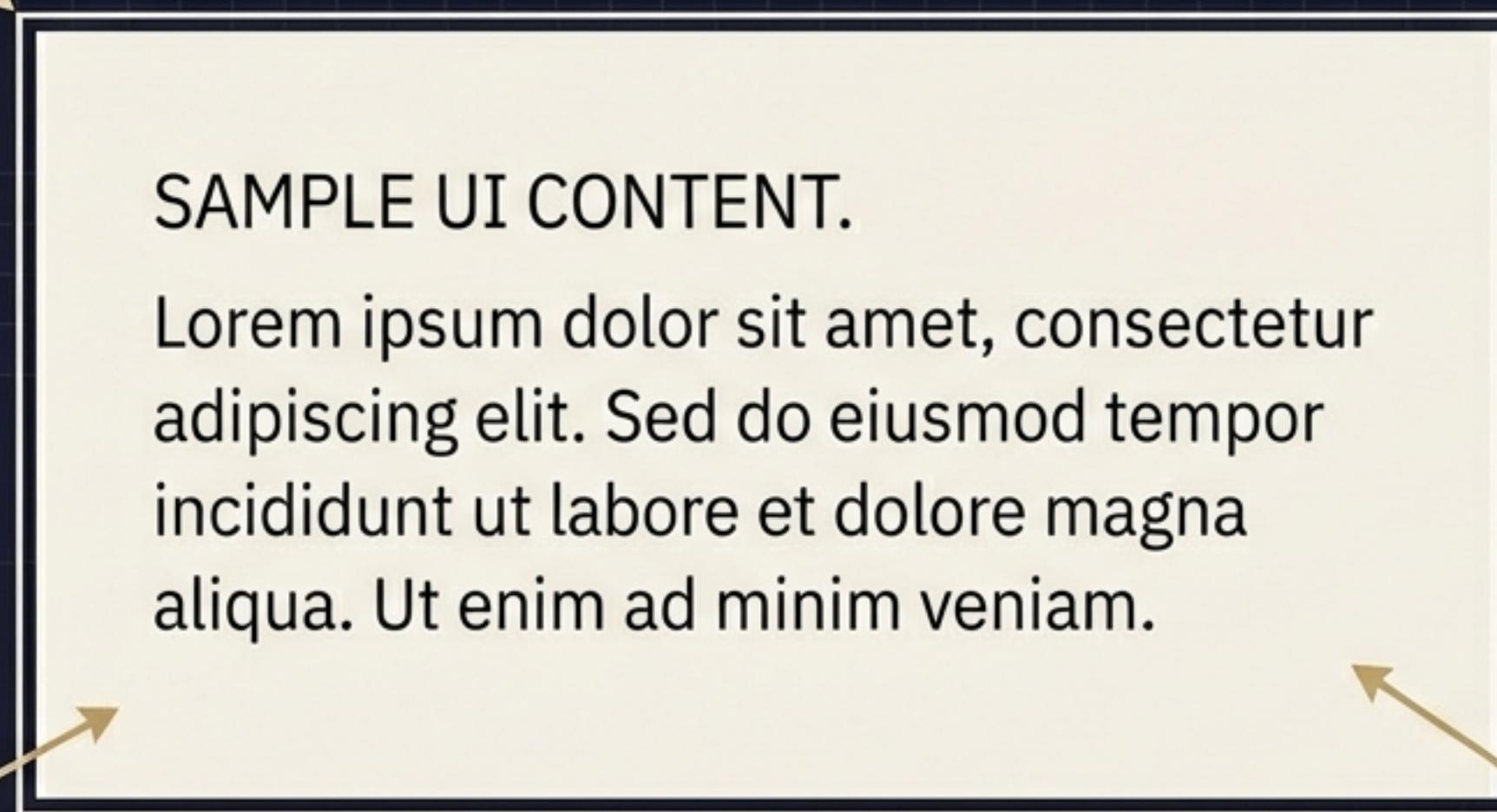
Architecture



- No faces looking at the camera.
- High contrast, natural light.
- Illustration style: Technical/Architectural line work only.
- No soft edges, gradients, or stock photo warmth.

Graphic Elements & UI Container

CORNER RADIUS: 0px.
Sharp = Intentional.



FILL: Flat Color.
No Gradients.

BORDER: 1px Solid.
Deep Ink or Stone Grey.

SEPARATOR:
Generous White Space.

The Grid: Subtle architectural grid (5-10% opacity) used as foundation.

Voice-Visual Alignment

VOICE PRINCIPLE	VISUAL EXPRESSION
Grounded	→ Deep, substantial colors (Deep Ink). No floating elements or drop shadows.
Direct	→ Sharp edges (0px radius). Clear typography. Minimal decoration.
Respectful-Challenging	→ High information density. Long-form text support.
Earned Authority	→ Classical typography (Cormorant). Timeless materials.
Protects Ambiguity	→ Generous negative space. Not everything is labeled.

Application Ecosystem

Web Interface

Source Sans 3



JetBrains Mono: Dark Mode Default.
Aged Gold interactions.

Print Artifact

Source Sans 3



JetBrains Mono: Uncoated paper stock.
Deep Ink dominant. Tactile feel.

Physical Object

Source Sans 3



JetBrains Mono: Natural materials (Wood/Metal).
Debossed/Engraved marks.

The User: Seeker Simon

PROFILE

Source Sans 3

- Age: 32-48
- Status: High-Income, Post-Therapy
- Mindset: Exhausted by performative growth. Reads philosophy.

THE ANTI-GOAL

Source Sans 3

He does NOT want:

- ✖ - Another Guru
- ✖ - A Streak Counter
- ✖ - A “Community” echo chamber
- ▬ - Gamification

“I’ve optimized the hell out of a life I never consciously chose. Classic.”

Seeker Simon

Product Architecture



Witness Agents

Internal guardrails.
Regulation of depth.



Somatic Canticles

Body-paced narrative
content.



Symbolic Narratives

Manga/Visual encoding
of meaning.



The Infinite Treasure Hunt

Long-form
philosophical game.



Decision Mirrors

Financial/Practical
reflection interfaces.



Ritual Objects

Physical artifacts bridging
symbol and body.

UX Philosophy: Somatic Pacing

The Standard Model

Source Sans 3

Binge Consumption / Dopamine Loops

Binge Consumption
/ Dopamine Loops
JetBrains Mono

Hook, Retention, Gamification.



The NOESIS Model

Source Sans 3

Somatic Pacing / Integration



Somatic Pacing / Integration

JetBrains Mono

Cultivation, Friction, Natural Breaks.

- ✓ The ‘Stop’ Feature: System prevents access until integration occurs.

The Anti-Patterns

Explicit Design Constraints.

- ✗ No Gamification (Streaks, badges, points)
- ✗ No ‘Guru’ Aesthetics (Hero images of founders)
- ✗ No False Urgency (Countdown timers)
- ✗ No ‘Community as Product’ (Forced social feeds)
- ✗ No Rounded Softness (Rejection of startup-friendly aesthetics)

Reason: These elements create dependency. NOESIS creates authorship.

The Builder's Ethos



We do not build cages; we build scaffolding.
Design accordingly.

SUCCESS METRIC: THE USER OUTGROWS THE SYSTEM.
NOESIS: A LIVING SYSTEM FOR SELF-AUTHORED MEANING.