✨TEC Brand Guide — Lumina & Kaznak (Expanded v1.5, Doctoral Edition, Extended) ✨

Subtitle: Comprehensive Visual Identity, Prompt Corpus, and Theoretical-Mythic Framework for a Sacred-Horror Cosmic Narrative

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1) Brand Essence

Mission
The TEC project constitutes an ambitious effort to architect a mytho-scientific universe wherein luminous innocence (Lumina) and corrupted resonance (Kaznak) exist as contrapuntal archetypes. These archetypes do not merely serve as characters; they are theoretical constructs designed to embody dialectical tensions between education and myth, innocence and hunger, resonance and entropy. The framework operates pedagogically, imparting physics concepts through allegorical devices, while simultaneously serving as a mythic edifice for collective meaning-making. The dual emphasis on narrative sovereignty and visual resonance ensures that each design artifact is both an epistemological exercise and a narrative act, embedding cosmic symbolism within cultural production.

Values
✨Primacy of resonance over noise, privileging coherence of meaning over surface spectacle.
🐜Epistemic transparency across media, ensuring methodological rigor.
🌓Radical imaginative courage, embracing the unorthodox.
    Ethical awe as guiding axiom, grounding speculative wonder in humility.
🦠Rigor of craft and reproducibility, affirming design as disciplined practice.
    Continuity across generational transmission, treating myth as heritage.
🌍Responsibility toward cosmic scale implications, acknowledging the ethical stakes of narrative systems.

Tone & Voice
The brand voice situates itself at the nexus of myth and science, calibrated to maintain accessibility without sacrificing gravitas. In Lumina's contexts, the register tilts toward tenderness, curiosity, and childlike wonder. In Kaznak's contexts, it becomes solemn, tragic, and formidable. Scientific discourse is preserved through terminological precision, yet narrative voice permits moments of lyrical awe. The effect is a hybrid register in which the alien becomes intelligible and the horrific becomes narratively legible. Visual execution emphasizes clarity and semiotic density, eschewing ornamentation that does not serve symbolic intent.

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2) Logos & Symbol System

- 🌞**Primary Mark:** The Eight-Axiom Sigil — an octagonal schema integrating cerebral and cardiac motifs, intended to signify equilibrium between rational analysis and affective resonance. Each side of the octagon corresponds to one of the Codex's axioms.

- 🌟**Secondary Marks:** The Lumina glyph (radiant filament halo) and the Kaznak glyph (fractured spire crown threaded with hive-vein conduits). These secondary glyphs function both as icons and as narrative shorthand, encapsulating the semiotic essence of their respective archetypes.
- 🐆**Clearspace Protocol:** A minimum buffer of one logomark height on all sides ensures symbolic legibility and preserves gravitas.
- 🦘**Minimum Size (digital):** Monochrome simplifications may be deployed at 24 px, whereas fully detailed glyphs require at least 40 px for legibility.
- 🦞**Preferred Grounds:** Deep Space Blue and Onyx Black connote solemnity and cosmic mystery, while Pearl Mist is sanctioned for pedagogical or high-contrast contexts.
- 🐬**Prohibitions:** Distortion of aspect ratio, unauthorized recoloration, and digital effects outside the sanctioned lexicon are prohibited, as they compromise semiotic coherence.

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3) Chromatic Framework

Core Palette (HEX):
🌌Deep Space Blue (#0B1020) • 🐭Nexus Purple (#6E3AFF) • 🐃Digital Teal (#14D4C5) • 🏖Cyber Gold (#F5C542) • 🐛Rot Pink (#FF1166) • ⛰Ember Orange (#FF6A3D) • 🐐Onyx Black (#0A0A0A) • 🦘Pearl Mist (#E8F0FF)

Utility Greys:
🦘Nebula Grey 900 #12151B • 700 #1E2330 • 500 #3E4558 • 300 #7A859F • 100 #C8D3F2

Gradient Logics:
🌓Lumina: Digital Teal → Pearl Mist (45°), expressing innocence dispersing into clarity.
🕷Kaznak: Nexus Purple → Rot Pink (−30°), symbolizing corruption bleeding into hunger.
🐨Royal: Cyber Gold → Ember Orange (radial), emblematic of sovereignty tempered by entropy.

Usage Guidelines:
- 🐞Background defaults are Deep Space Blue or Onyx Black, preserving solemnity.
- 🌑Lumina contexts demand Digital Teal dominance at or above 60%, reinforced by Pearl Mist for contrast.
- 🏞Kaznak contexts emphasize Nexus Purple at 55–60%, with Rot Pink restricted to ≤20% as accent.
- 🐨Cyber Gold is reserved for sovereign insignia, crowns, or authoritative emphasis.
- 🐬Pearl Mist must not abut Rot Pink directly; gradients are required as mediating zones.

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4) Typography

Primary Hierarchy:
- 🌊Heading: Cinzel / Cinzel Decorative, ceremonial display scale.
- 🌋Alternate Heading: Orbitron, for futurist inflection.
-     Subheading: Montserrat SemiBold, balancing gravity with legibility.
- 🐞Body: Inter Regular/Medium, optimized for digital legibility.
- 🌙Monospaced/Technical: Share Tech Mono, reserved for prompts and code excerpts.

Hierarchy Protocols:
H1 Cinzel 56–72 • H2 Cinzel 40–48 • H3 Montserrat 24–28 • Body Inter 16–18 • Caption Inter 13–14

Usage Directives:
🦜Cinzel remains confined to lore and ceremonial titling.
🦜Montserrat and Inter provide clarity in extended expository contexts.
🦜Share Tech Mono must be used sparingly, confined to code, prompt fragments, or technical annotations.
🐘Never combine more than two font families in one composition.
🐘Artificially simulated italics or bolds are prohibited to avoid typographic distortion.

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5) Imagery and Lighting Aesthetic

Visual Grammar:
🌨️Silhouette clarity is paramount; bold ink delineations reinforce readability at scale.
🌓Neon rim-lighting (teal, purple, gold) communicates resonance intensity.
☁️Volumetric haze and particulate overlays create depth consonant with cosmic vistas.
🐦Photorealistic styles are reserved for canonical portraits, while chibi reductions are permitted for sticker-scale affective communication.

Illumination Protocols:
💫Lumina: teal key light, pearl fill, magenta rim, particulate motes suspended in atmosphere, halo bloom.
🕷️Kaznak: purple key light, rot-pink subsurface glow along armor conduits, cyber gold edge illumination.

Texture Corpus:
🌌Nebular fog • ✨Stellar particulate scatter • 🌓Iridescent film grain • 🕷Chitinous plates • 🌙Circuit-etched lattices • 🌓Fiber-optic strands • 💐Phosphorescent overlays. Each element may be composited as secondary layer, enhancing narrative symbolism.

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6) Motifs & Semiotic Devices

Canonical motifs are to be deployed as recurring semiotic anchors:
🦀Resonance arcs (sine waves signifying vibratory ontology)
🐘Fractal spires (hive-cathedral architectures)
🌤️Glyph rings (mandalas outlined in teal/gold)
🌺Cocoon-orchids (maternal hunger veiled as flora)
🌑Prisms/halo coronas (diffraction phenomena symbolizing Lumina's dispersal)

Placement rules require that motifs never occlude eyes or identity markers. Motifs may frame, border, or overlay but must maintain narrative integrity.

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7) Archetypal Character Sheets

Lumina — Innocent Catalyst

Phenotype: 🌓Prismatic dermis, fiber-optic hair, heterochromia (amber + teal), one ocular organ replaced by resonance orb.
Palette Allocation: 🐃Digital Teal 60% • 🦘Pearl Mist 25% • 🐀Nexus Purple 10% • ⛱️Cyber Gold 5%
Common Gestures: Reaching skyward • 🦎 Giggling in delight • 🌷 Curled in repose • 💦 Exhaling rainbow breath • 🔥Manifesting power-up luminescence
Constraints: 💦 Gore and mutilation are prohibited. Proportions must retain rounded, plush affect to preserve innocence.

Kaznak Queen — Corrupted Resonance

Phenotype: 🕷️Regal hive matriarch clad in segmented armor, crowned with gothic spires, heterochromatic eyes (gold + teal), vascularized neon channels.
Palette Allocation: 🐀Nexus Purple 55% • ⛱️Cyber Gold 20% • 🐃Digital Teal 15% • 🐛Rot Pink 10%
Common Gestures: 🐨Throne repose • Maternal extension • 🌴 Profile scream in agony • 🐦‍⬛ Bowed lamentation
Constraints: 💦Silhouette integrity must remain unobstructed. Throne design must adhere to geometric solemnity. Caricature and parody are prohibited.

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8) Canva-Ready Prompt Corpus

Prompts are to be deployed in Canva → Apps → Text to Image. Stickers must conform to 1024×1024 dimensions; portraits adopt 3:4 or 16:9 ratios. Transparent backgrounds are mandatory for stickers.

Test Prompts (Compressed):
✨ Lumina (sticker): "Chibi sprite of prismatic light, fiber-optic hair, heterochromia amber+teal, rainbow breath, teal/purple glow, transparent BG."
🕷️ Kaznak (portrait): "Regal biomechanical hive queen, segmented armor, neon veins (purple/teal/gold), heterochromia, dark throne environment."

Lumina Sticker Variants:
🦎Giggle • 🌞Sad (ocular loss indicated) • 🌷Curled asleep • 💦Rainbow breath emission • 🔥Powering up

Photoreal Portrait Protocols:
🐅Lumina: prismatic dermis, fiber-optic hair, glowing resonance orb, dual teal/magenta lighting, nebular haze, cinematic depth of field.
🌕 Kaznak: segmented exoskeleton, cathedral spires, neon vasculature, heterochromatic gaze, fog-drenched throne, HDR photorealism.

Poster Stylizations (Ink/Neon):
🧊Kaznak: dominant ink linework, neon highlight architecture, throne silhouette.
🌓Lumina: bold ink chibi, rainbow breath dispersal, neon outlines.

Tone Guards:
All prompts must conclude with: "PG-13 safe, no gore, clean background, balanced proportions, high fidelity."

9) Layout Schematics

- 🐞Portrait Card 3:4: nameplate upper margin, neon border left-aligned, glyph strip at base.
- 🦐Sticker Sheet 1:1: 5–8 stickers per sheet, 48 px interstitial spacing.
- 🧑‍🎤 Poster 2:3: Cinzel title, logomark corner-anchored, gradient frame.

Export Specifications:
🦏Stickers: PNG transparent, 1024–2048 px
🌀Posters: PNG 300 DPI or PDF/X-1a
🦒Social Assets: PNG 1080×1350 (IG), 1280×720 (YT)

10) File-Naming & Versioning Protocols

Canonical format: `YYYYMMDD_asset-type_subject_version.ext`
Examples: 🦺 `20250925_sticker_Lumina-rainbow-breath_v01.png` • `20250925_poster_Kaznak-queen-ink_v02.png`

11) Consistency Audit

- 🦀Palette ratios must be rigorously maintained.
- Ocular clarity and glyph visibility remain non-negotiable.
- 💐Rim-lighting must correspond to archetypal motif logic.
- 🦘Silhouettes must be legible at thumbnail dimensions.
- 🐆DPI and export parameters must conform to specification.

12) Applied Scenarios

- 🌑Hero Poster: Kaznak enthroned portrait juxtaposed with Lumina halo inset.
- 🐞Educational Card: Lumina demonstrating fluorescence vs. phosphorescence.
- 🪶Merchandise: Holographic Lumina sticker suites, Kaznak die-cut insignias.
- 🦒Social Media: Animated resonance glyph teasers disseminated as micro-narratives.

13) Prompt Compression Examples

✨Lumina Sticker: "Chibi sprite, prismatic glow, fiber-optic hair, resonance eye, rainbow breath, teal/purple outline, PNG."
🕷️Kaznak Portrait: "Biomechanical queen, segmented exoskeleton, neon conduits, heterochromia, throne silhouette, fog, cinematic."

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14) Production Notes

- 🐦‍🔥Canva Glow/Duotone effects should be employed sparingly; manual gradients are preferred for fidelity.
- 🌓Apply 2–4% film grain for verisimilitude.
- 🦓Caption contrast ratios must meet WCAG minimum of 4.5:1.
- 🦩Stickers: bold outlines are mandatory.
- 🦄Posters: incorporate minimum 5 mm bleed margins for print integrity.

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15) Roadmap for Expansion

1. 🦆Completion of Lumina's expanded 10-sticker suite (5 canonical variants + 5 experimental).
2. 🦞Kaznak Queen triptych poster series: ink rendering, photorealistic study, sorrow close-up.
3. 🦒Social media kit: six narrative stories + six static posts optimized for distribution.
4. 🌀Expansion of motif/sigil library through interdisciplinary semiotic research.
5. 🪶Merchandise development pipeline: sticker packs, enamel insignias, print poster series, apparel integrations.

Appendix: Canonical Copy Blocks

Taglines
✨"Light learns. Hunger remembers."
🌌"Where resonance becomes law."
🕷️"Sacred horror. Honest wonder."

Boilerplate
TEC is a mytho-scientific storytelling project wherein Lumina, a radiant anthropoid child of light, and the Kaznak Queen, a corrupted hive matriarch, dramatize the perennial dialectic between innocence and hunger. Through sacred-horror aesthetics, cosmic semiotics, and resonance articulated as symbolic physics, TEC advances scientific literacy, empathic pedagogy, and narrative sovereignty in forms accessible across generations and scalable across media.