# THE WHEEL - Complete Midnight & Amber Brand System

## Ultimate Brand Guide & Asset Package

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## 📋 Package Contents

### 1. Logo Assets (SVG & PNG)

```
/logos/
├── hero/
│   ├── wheel-hero-midnight-amber.svg
│   ├── wheel-hero-midnight-amber.png (2x, 3x)
│   └── wheel-hero-midnight-amber-white.svg
├── professional/
│   ├── wheel-professional-dark.svg
│   ├── wheel-professional-light.svg
│   └── wheel-professional-mono.svg
├── compact/
│   ├── wheel-compact-horizontal.svg
│   ├── wheel-compact-vertical.svg
│   └── wheel-icon-only.svg
├── favicons/
│   ├── favicon-16x16.png
│   ├── favicon-32x32.png
│   ├── favicon-96x96.png
│   └── apple-touch-icon.png
└── app-icons/
    ├── ios-icon-120x120.png
    ├── ios-icon-180x180.png
    └── android-icon-192x192.png
```

### 2. Color System

```css
css

/* Complete Midnight & Amber Color Variables */
:root {
  /* Primary Midnight Spectrum */
  --midnight-deep: #0f0c29;
  --midnight-primary: #1e1b4b;
  --midnight-bright: #312e81;
  --midnight-electric: #3730a3;

  /* Primary Amber Spectrum */
  --amber-rich: #d97706;
  --amber-bright: #f59e0b;
  --amber-light: #fbbf24;
  --amber-glow: #fde047;

  /* Neutral Support Colors */
  --neutral-dark: #1e293b;
  --neutral-medium: #475569;
  --neutral-light: #94a3b8;
  --neutral-bg: #f8fafc;
  --white: #ffffff;

  /* Brand Gradients */
  --gradient-hero: linear-gradient(135deg, #0f0c29 0%, #1e1b4b 25%, #312e81 50%, #d977
  --gradient-midnight: linear-gradient(135deg, #1e1b4b 0%, #3730a3 100%);
  --gradient-amber: linear-gradient(135deg, #f59e0b 0%, #d97706 100%);
  --gradient-midnight-to-amber: linear-gradient(135deg, #1e1b4b 0%, #d97706 100%);

  /* Shadows */
  --shadow-midnight: 0 8px 32px rgba(30, 27, 75, 0.3);
  --shadow-amber: 0 8px 32px rgba(245, 158, 11, 0.3);
  --shadow-soft: 0 4px 20px rgba(0, 0, 0, 0.1);
  --shadow-strong: 0 12px 40px rgba(0, 0, 0, 0.15);
}
```

## 3. Typography System

CSS

```css
/* THE WHEEL Typography Scale */
:root {
  --font-primary: 'Inter', -apple-system, BlinkMacSystemFont, 'Segoe UI', sans-serif;
  --font-mono: 'SF Mono', Monaco, 'Cascadia Code', monospace;

  /* Type Scale */
  --text-xs: 12px;
  --text-sm: 14px;
  --text-base: 16px;
  --text-lg: 18px;
  --text-xl: 20px;
  --text-2xl: 24px;
  --text-3xl: 30px;
  --text-4xl: 36px;
  --text-5xl: 48px;
  --text-6xl: 60px;
  --text-7xl: 72px;

  /* Font Weights */
  --font-normal: 400;
  --font-medium: 500;
  --font-semibold: 600;
  --font-bold: 700;
  --font-extrabold: 800;
  --font-black: 900;
}

/* Heading Styles */
.h1-hero {
  font-size: var(--text-7xl);
  font-weight: var(--font-black);
  letter-spacing: -2px;
  background: var(--gradient-midnight-to-amber);
  -webkit-background-clip: text;
  -webkit-text-fill-color: transparent;
  background-clip: text;
}

.h2-section {
  font-size: var(--text-5xl);
  font-weight: var(--font-extrabold);
  color: var(--midnight-primary);
  letter-spacing: -1px;
```

```css
}

.h3-subsection {
  font-size: var(--text-3xl);
  font-weight: var(--font-bold);
  color: var(--midnight-bright);
  text-transform: uppercase;
  letter-spacing: 3px;
}
```

## 🎨 Component Library

### Button System

CSS

```css
/* Primary Midnight Button */
.btn-midnight {
  background: var(--gradient-midnight);
  color: white;
  padding: 18px 36px;
  border: none;
  border-radius: 14px;
  font-weight: var(--font-semibold);
  font-size: var(--text-base);
  cursor: pointer;
  transition: all 0.3s cubic-bezier(0.4, 0, 0.2, 1);
  box-shadow: var(--shadow-midnight);
}

.btn-midnight:hover {
  background: linear-gradient(135deg, #312e81 0%, #1e1b4b 100%);
  transform: translateY(-3px);
  box-shadow: 0 12px 35px rgba(30, 27, 75, 0.4);
}

/* Primary Amber Button */
.btn-amber {
  background: var(--gradient-amber);
  color: white;
  padding: 18px 36px;
  border: none;
  border-radius: 14px;
  font-weight: var(--font-semibold);
  font-size: var(--text-base);
  cursor: pointer;
  transition: all 0.3s cubic-bezier(0.4, 0, 0.2, 1);
  box-shadow: var(--shadow-amber);
}

.btn-amber:hover {
  background: linear-gradient(135deg, #d97706 0%, #b45309 100%);
  transform: translateY(-3px);
  box-shadow: 0 12px 35px rgba(217, 119, 6, 0.4);
}

/* Hero Gradient Button */
.btn-hero {
  background: var(--gradient-midnight-to-amber);
```

```css
  color: white;
  padding: 20px 40px;
  border: none;
  border-radius: 16px;
  font-weight: var(--font-bold);
  font-size: var(--text-lg);
  cursor: pointer;
  transition: all 0.3s cubic-bezier(0.4, 0, 0.2, 1);
  box-shadow: 0 8px 32px rgba(120, 80, 40, 0.3);
}

.btn-hero:hover {
  background: linear-gradient(135deg, #d97706 0%, #1e1b4b 100%);
  transform: translateY(-4px);
  box-shadow: 0 16px 48px rgba(120, 80, 40, 0.4);
}
```

## Card Components

```css
/* Brand Card */
.card-wheel {
  background: white;
  padding: 40px;
  border-radius: 20px;
  box-shadow: var(--shadow-soft);
  border: 1px solid #e2e8f0;
  transition: all 0.3s ease;
}

.card-wheel:hover {
  transform: translateY(-5px);
  box-shadow: var(--shadow-strong);
}

/* Hero Card with Gradient */
.card-hero {
  background: var(--gradient-hero);
  color: white;
  padding: 60px;
  border-radius: 24px;
  position: relative;
  overflow: hidden;
}

.card-hero::before {
  content: '';
  position: absolute;
  top: 0;
  left: 0;
  right: 0;
  bottom: 0;
  background: radial-gradient(circle at 30% 80%, rgba(245, 158, 11, 0.3) 0%, transpare
  animation: ambient 20s ease-in-out infinite alternate;
}
```

## 🎚 Digital Implementation

### React Components

jsx

```jsx
// Logo Component
import React from 'react';

const WheelLogo = ({
  variant = 'hero',
  size = 'large',
  className = ''
}) => {
  const getLogoPath = () => {
    switch(variant) {
      case 'hero':
        return '/logos/hero/wheel-hero-midnight-amber.svg';
      case 'professional-dark':
        return '/logos/professional/wheel-professional-dark.svg';
      case 'professional-light':
        return '/logos/professional/wheel-professional-light.svg';
      case 'compact':
        return '/logos/compact/wheel-compact-horizontal.svg';
      case 'icon':
        return '/logos/compact/wheel-icon-only.svg';
      default:
        return '/logos/hero/wheel-hero-midnight-amber.svg';
    }
  };

  const getSizeClass = () => {
    switch(size) {
      case 'small': return 'h-8';
      case 'medium': return 'h-12';
      case 'large': return 'h-16';
      case 'xl': return 'h-24';
      default: return 'h-16';
    }
  };

  return (
    <img
      src={getLogoPath()}
      alt="THE WHEEL"
      className={`${getSizeClass()} ${className}`}
    />
  );
};
```

```
// Button Component
const WheelButton = ({
  variant = 'midnight',
  size = 'medium',
  children,
  ...props
}) => {
  const baseClass = 'font-semibold rounded-xl transition-all duration-300 cursor-pointe

  const variantClasses = {
    midnight: 'bg-gradient-to-br from-midnight-primary to-midnight-electric text-white
    amber: 'bg-gradient-to-br from-amber-bright to-amber-rich text-white shadow-amber
    hero: 'bg-gradient-to-br from-midnight-primary to-amber-rich text-white hover:from
  };

  const sizeClasses = {
    small: 'px-4 py-2 text-sm',
    medium: 'px-6 py-3 text-base',
    large: 'px-8 py-4 text-lg'
  };

  return (
    <button
      className={`${baseClass} ${variantClasses[variant]} ${sizeClasses[size]}`}
      {...props}
    >
      {children}
    </button>
  );
};

export { WheelLogo, WheelButton };
```

## Tailwind CSS Configuration

```javascript
// tailwind.config.js for THE WHEEL brand system
module.exports = {
  content: ['./src/**/*.{js,jsx,ts,tsx}'],
  theme: {
    extend: {
      colors: {
        midnight: {
          deep: '#0f0c29',
          primary: '#1e1b4b',
          bright: '#312e81',
          electric: '#3730a3'
        },
        amber: {
          rich: '#d97706',
          bright: '#f59e0b',
          light: '#fbbf24',
          glow: '#fde047'
        }
      },
      backgroundImage: {
        'gradient-hero': 'linear-gradient(135deg, #0f0c29 0%, #1e1b4b 25%, #312e81 50%
        'gradient-midnight': 'linear-gradient(135deg, #1e1b4b 0%, #3730a3 100%)',
        'gradient-amber': 'linear-gradient(135deg, #f59e0b 0%, #d97706 100%)',
        'gradient-midnight-to-amber': 'linear-gradient(135deg, #1e1b4b 0%, #d97706 100%
      },
      boxShadow: {
        'midnight': '0 8px 32px rgba(30, 27, 75, 0.3)',
        'amber': '0 8px 32px rgba(245, 158, 11, 0.3)',
        'wheel-soft': '0 4px 20px rgba(0, 0, 0, 0.1)',
        'wheel-strong': '0 12px 40px rgba(0, 0, 0, 0.15)'
      },
      fontFamily: {
        sans: ['Inter', 'system-ui', 'sans-serif']
      }
    }
  },
  plugins: []
};
```

🎯 **Usage Guidelines**

## Primary Logo Usage

1. **Hero Sections**: Use full gradient hero version

2. **Navigation**: Use compact horizontal version

3. **Dark Backgrounds**: Use white/light versions

4. **Light Backgrounds**: Use midnight versions

5. **Mobile Apps**: Use icon-only version

6. **Favicons**: Use simplified icon versions

## Color Usage Hierarchy

1. **Primary Actions**: Amber Rich (`🟠 #d97706`)

2. **Secondary Actions**: Midnight Primary (`⚫ #1e1b4b`)

3. **Backgrounds**: Midnight Deep (`⚫ #0f0c29`) or Neutral Light

4. **Text**: Midnight Primary for headings, Neutral Dark for body

5. **Accents**: Amber Bright (`🟠 #f59e0b`) sparingly

## Typography Guidelines

- **Headlines**: Inter Bold/Black, Midnight Primary

- **Subheadings**: Inter Semibold, Midnight Bright

- **Body Text**: Inter Regular/Medium, Neutral Dark

- **UI Text**: Inter Medium, appropriate contrast

- **Code**: SF Mono or system monospace

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# 📐 Brand Standards

## Logo Clear Space

- Minimum clear space: 2x the height of the largest circle

- Never place logo on busy backgrounds without proper contrast

- Maintain aspect ratio always

## Color Accessibility

- All color combinations meet WCAG AA standards

- High contrast versions available for accessibility

- Color-blind friendly palette

## Minimum Sizes

- **Digital**: 120px width minimum

- **Print**: 1 inch width minimum

- **Favicon**: 16px minimum (icon-only version)

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# 🚀 Implementation Checklist

## Phase 1: Core Identity

☐ Replace existing logos with new system
☐ Update color variables in CSS/design systems
☐ Implement new button components
☐ Update typography styles

## Phase 2: Digital Assets

☐ Website header/navigation
☐ Social media profiles and covers
☐ Email signatures
☐ Digital presentations

## Phase 3: Print Materials

☐ Business cards
☐ Letterhead
☐ Presentation templates
☐ Marketing collateral

## Phase 4: Extended Applications

☐ Mobile app icons
☐ Merchandise design
☐ Vehicle graphics
☐ Environmental graphics

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# 📦 File Export Guide

## For Developers

```bash
bash

# CSS Variables File
wheel-brand-variables.css

# Component Library
wheel-components.css
wheel-components.js (React)

# Tailwind Config
tailwind.config.js
```

## For Designers

```bash
bash

# Figma Design System
wheel-design-system.fig

# Adobe Creative Suite
wheel-brand-kit.ai (Illustrator)
wheel-colors.ase (Swatches)
wheel-typography.otf (Fonts)
```

## For Marketing

```bash
bash

# Logo Package
/logos/ (all variations, all formats)

# Templates
wheel-presentation-template.pptx
wheel-social-templates.psd
wheel-email-signature.html
```

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# 🎨 Brand Story & Positioning

## Visual Identity Meaning

**Midnight**: Represents depth, intelligence, premium quality, and trust. The deep blue-purple tones convey sophistication and reliability.

**Amber**: Symbolizes energy, innovation, creativity, and forward momentum. The warm orange-yellow spectrum represents dynamic growth and transformation.

**The Circles**: Progressive sizing represents growth, evolution, and the expanding impact of THE WHEEL's solutions.

## Brand Voice

- **Intelligent yet Accessible**

- **Innovative but Trustworthy**

- **Professional with Energy**

- **Premium without Pretense**

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## 📞 Support & Resources

### Implementation Support

- Brand guidelines PDF (this document)

- Asset library with organized file structure

- Component code snippets ready for integration

- Color palette exports for design tools

### Future Updates

- Version control for brand assets

- Quarterly brand health reviews

- New component additions as needed

- Extended color palette development

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**THE WHEEL Midnight & Amber Brand System**

*Version 1.0 - Complete Implementation Package*

*Ready for immediate deployment across all brand touchpoints*