

ESSET MEAL Platform

Official Logo Reproduction Specification (AI-Portable)

1 Logo Structure Overview

Layout Type: Vertical Centered
Style: Minimalist Geometric Network Emblem + Wordmark
Design Intent: Structured intelligence, governance, connected evidence

2 Emblem Geometry Specification

Overall Emblem

- Shape: Circular containment arc (open ring style)
- Ratio: Emblem width = 1 unit
- Emblem height = 1 unit

Node Configuration

Total nodes: 5

Node	Position	Color	Meaning
Central Node	Exact center	Gold	Decision-grade intelligence
Top Right Node	45° upper right	Light Blue	Learning
Right Node	0° horizontal right	Soft Gray	Evidence
Bottom Left Node	225° lower left	Deep Navy	Governance
Top Left Node	135° upper left	Teal	Adaptation

All outer nodes:

- Distance from center: 0.38 of emblem radius
 - Node size: 0.14 of emblem width
 - Central node size: 0.18 of emblem width
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Connecting Lines

- Stroke thickness: 0.04 of emblem width
 - Color: Deep Navy
 - Connect all outer nodes directly to central node
 - Add one connecting line between bottom-left and right node
 - Add one connecting line between top-left and top-right node
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Circular Containment Arc

- Stroke thickness: 0.05 of emblem width
 - Color: Deep Navy
 - Covers 300° of circle
 - Bottom section slightly thicker curve forming stable base
-

3 Official Color Codes

Primary Colors

Name	HEX	RGB
Deep Navy	#0F2A4A	15, 42, 74
Teal	#1A8E94	26, 142, 148
Gold (Gradient center)	#F4B942 → #F39C12	244,185,66 → 243,156,18
Light Blue	#4BA3D9	75,163,217
Soft Gray	#9EA3A8	158,163,168
Neutral Text Gray	#6E6E6E	110,110,110

Central Node Gradient

Radial gradient:

- Center: #FFD36A
- Mid: #F4B942
- Edge: #F39C12

Glow intensity: subtle, 8% blur softness

Typography Specification

Primary Wordmark

Text: ESSET

- Font style: Geometric Sans Serif
- Recommended: Inter / Montserrat / Manrope / Satoshi
- Weight: Bold (700–800)
- Letter spacing: +3%
- Color: #0F2A4A

Size ratio:

- ESSET width = $1.6 \times$ emblem width
-

Secondary Line

Text: MEAL Platform

- Weight: Medium (500)
- Color: #1A8E94
- Size: $0.28 \times$ ESSET height
- Tracking: +2%

Horizontal thin lines on both sides:

- Color: #9EA3A8
 - Stroke: 1px
-

Tagline

Text: Strategy • Evidence • Adaptation

- Color: #6E6E6E
 - Weight: Regular (400)
 - Size: 0.22 × ESSET height
 - Dot separators: centered bullet points
 - Spacing: generous (150% line height)
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5 Layout Ratios (Critical for Consistency)

Spacing Rules:

- Emblem to ESSET gap: 0.25 × emblem height
 - ESSET to MEAL Platform gap: 0.15 × ESSET height
 - MEAL Platform to tagline gap: 0.18 × ESSET height
 - Minimum white space around logo: 0.5 × emblem width
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6 AI Universal Regeneration Prompt

Use this exact prompt in any image model:

PROMPT START

Create a minimalist, professional SaaS platform logo for "ESSET MEAL Platform".

Design specifications:

- A circular geometric network emblem.
- 5 nodes total.
- One central glowing gold node (#F4B942 to #F39C12 radial gradient).
- Four outer nodes positioned evenly in upper left (teal #1A8E94), upper right (light blue #4BA3D9), right side (soft gray #9EA3A8), and lower left (deep navy #0F2A4A).
- All outer nodes connected directly to the central node with navy lines (#0F2A4A).
- Include a circular containment arc in deep navy forming 300° of a ring with a slightly thicker lower curve for stability.
- Clean geometric proportions, no clutter, flat design.

- Below emblem, bold uppercase word "ESSET" in deep navy (#0F2A4A), geometric sans-serif.
- Below that, smaller "MEAL Platform" in teal (#1A8E94).
- Below that tagline in gray: "Strategy • Evidence • Adaptation".
- Centered vertical layout.
- White background.
- Modern institutional tone.
- No shadows except subtle glow on central node.
- Clean vector style, scalable SVG-ready.

PROMPT END

7) SVG Master Blueprint (Production Use)

If you want exact non-AI reproducibility, use this structured SVG skeleton:

```
<svg width="600" height="700" viewBox="0 0 600 700">
  <!-- Emblem -->
  <circle cx="300" cy="250" r="100" fill="none" stroke="#0F2A4A" stroke-width="12"/>
  <!-- Central Node -->
  <circle cx="300" cy="250" r="28" fill="url(#goldGradient)"/>
  <!-- Outer Nodes -->
  <circle cx="230" cy="180" r="22" fill="#1A8E94"/>
  <circle cx="370" cy="180" r="22" fill="#4BA3D9"/>
  <circle cx="390" cy="250" r="22" fill="#9EA3A8"/>
  <circle cx="230" cy="320" r="22" fill="#0F2A4A"/>
  <!-- Lines -->
  <line x1="300" y1="250" x2="230" y2="180" stroke="#0F2A4A" stroke-width="6"/>
  <line x1="300" y1="250" x2="370" y2="180" stroke="#0F2A4A" stroke-width="6"/>
  <line x1="300" y1="250" x2="390" y2="250" stroke="#0F2A4A" stroke-width="6"/>
  <line x1="300" y1="250" x2="230" y2="320" stroke="#0F2A4A" stroke-width="6"/>
</svg>
```

(You can refine arc styling to match the current version precisely.)

You Now Have

- Geometry spec

- Color system
- Typography system
- Spacing ratios
- AI universal prompt
- SVG base blueprint
- Brand-level reproducibility

This means:

The ESSET MEAL logo can now be regenerated consistently across any AI tool, any platform, any time.
