

Brand Guidelines

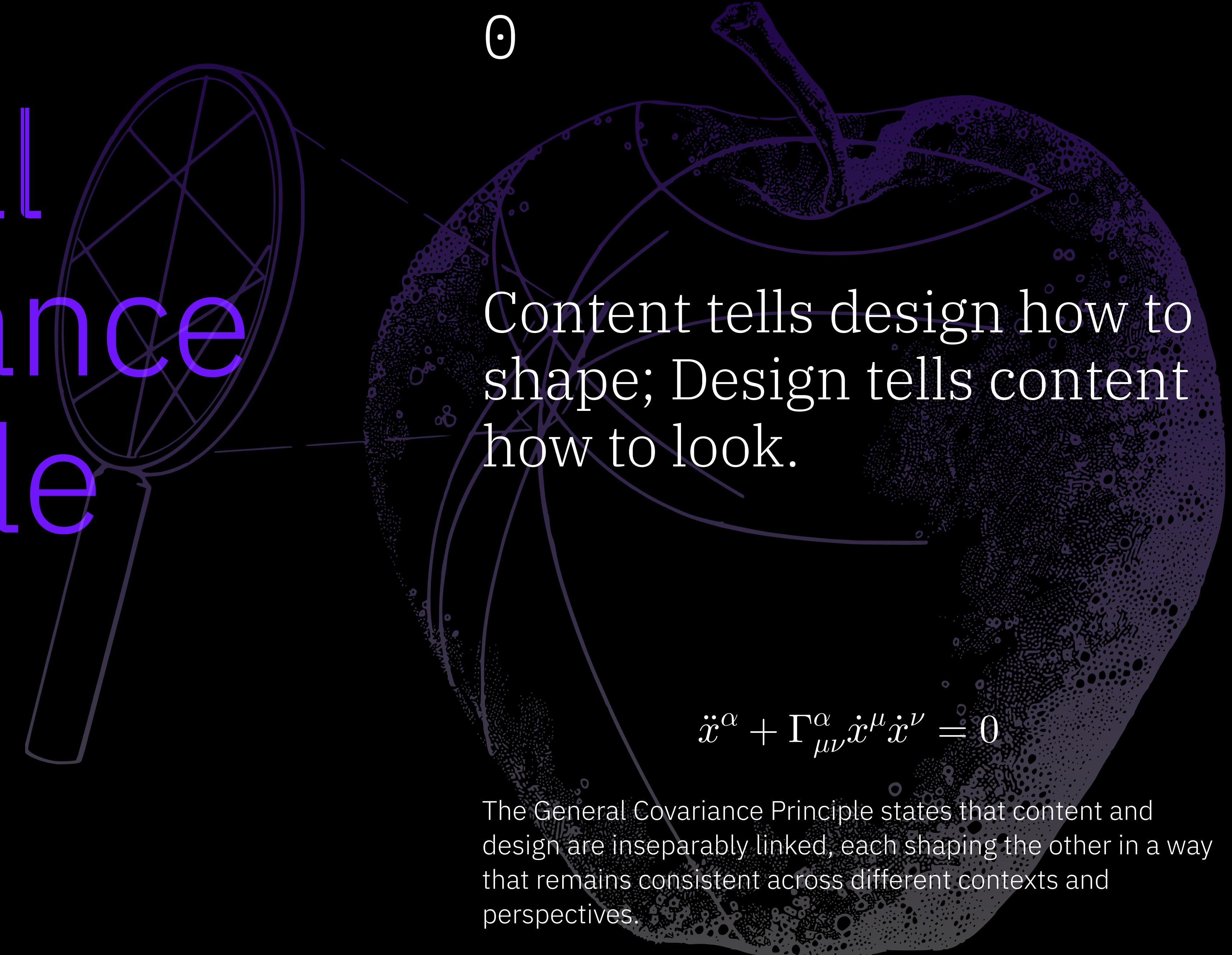
Independent  
Society of  
Knowledge

# Design Language



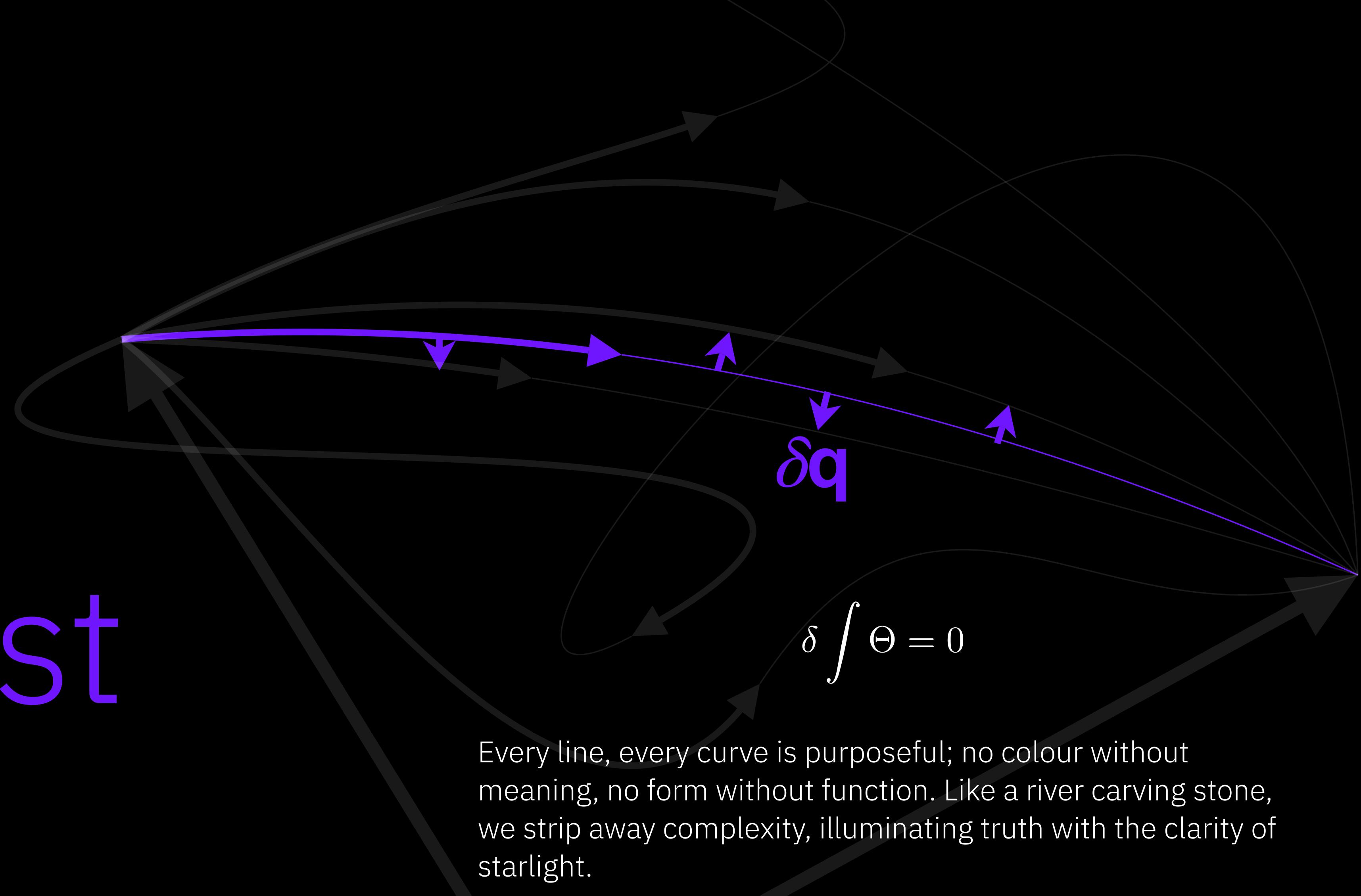
Zeroth Principle

# General Covariance Principle



# The Least Action Principle

# First Principle



Every line, every curve is purposeful; no colour without meaning, no form without function. Like a river carving stone, we strip away complexity, illuminating truth with the clarity of starlight.

*In this design, knowledge breathes freely, evolving through minimalism that is as timeless and powerful as the universe itself. It is a commitment to progress, efficiency, and a bold simplicity that shapes the future of discovery.*

# The Goldstone Principle

Just as symmetry creates harmony in physical laws, our designs prioritize visual balance and intuitive interactions.

We craft consistent layouts, ensuring that similar actions lead to similar outcomes.

As symmetry brings familiarity, breaking it conveys adventure

3

Design starts by combining atomic components. A superposition of everything acceptable in our design, should result in another acceptable design.

$$|\psi\rangle = \alpha|0\rangle + \beta|1\rangle$$

We design modular systems where components work alone yet combine seamlessly. Typography, grids, and interactions should harmonize like waves, reinforcing clarity instead of clashing.

Fourth Principle

# The Superposition Principle

# Uncertainty Principle

$\alpha \Delta p$

Users should never feel lost. Every design choice minimizes uncertainty by guiding attention.

Clear visual hierarchies, predictable navigation, and intuitive interactions ensure understanding without hesitation.

# Renormalization Principle

Fifth Principle

Just as physics simplifies infinities through renormalization, our design continuously refines and distills complexity into clarity.

The process of design is not static; it evolves through feedback, iteration, and refinement—eliminating noise and enhancing meaning.

*Simplicity is not the absence of detail but the result of perfect refinement.*

# The Information Principle

At its core, ISK is about knowledge—the most valuable form of information.

Every pixel, every line of text, every interaction must convey meaning efficiently. Just as information is physical, our designs manifest knowledge in its purest, most accessible form.

Clarity, precision, and elegance ensure that the user experience is never burdened but always enlightened.



For every symmetry, there exists a conserved quantity—a fundamental truth in both physics and design.

Our visual systems follow this law: **when we establish a design language, we create a visual momentum that remains conserved across different platforms.**

The structure of a website mirrors that of a research paper, a video frame aligns with a presentation slide. Consistency builds trust, trust builds knowledge.

Seventh Principle

# The Noether Principle

*We design,  
as nature innovates.*

$$g_{\mu\nu} dx^\mu dx^\nu$$

Geometry/  
Structure

# Shapes

Content flows within shapes, which are the bones of design

## No Rounded Corners

Every edge is sharp, no border-radius—reinforcing precision.

## Strict Rectangular Containers

Every UI element (buttons, cards, sections) follows a perfect rectangular form.

## Diagonal Cuts (Optional)

If any variation is needed, sharp diagonal divisions (not curves) can be used to create dynamic layouts while maintaining a rigid, structured feel.

## Strict Rectangular Grid

Every layout follows a precise, modular structure with no deviations into curves or free-form elements.

## Mathematical Proportions

Grid ratios will be based on fixed increments (e.g., 8px, 12px, or 16px) for precise alignment.

## Strong Visual Hierarchy

Larger, block-like sections define major content areas, ensuring clarity and order.

Geometry

# Grids and Layouts

Typography

Typography is the voice of ISK's design. It reflects our commitment to clarity, intelligence, and modernity, ensuring that every piece of text, from scientific papers to UI components, embodies the Least Action Principle—no excess, only purpose.

# Minimal & Functional

Every letter is there for a reason.

# Sharp & Geometric

No unnecessary embellishments, just clarity.

# Consistent & Scalable

Works seamlessly across digital, print, and scientific contexts.

# Bold & Futuristic

Represents ISK's vision of the future of knowledge.

# Typeface

ISK adopts IBM Plex as the universal type family. This ensures uniformity across all platforms while providing flexibility for various needs.

## IBM Plex Sans

The default typeface for UI, website, presentations, and general design materials.

## IBM Plex Mono

Used in formal documents, academic papers, and long-form reading materials.

## IBM Plex Serif

Reserved for code, technical data, terminal interfaces, and mathematical notations.

# Color

## Philosophy of Color

Color in ISK is not decorative—it is deliberate, functional, and symbolic. Rooted in the Least Action Principle, our palette minimizes excess and maximizes meaning, ensuring that every hue serves a distinct purpose.

ISK's color system reflects its bold, scientific, and forward-thinking identity. By adhering to a monochrome core with a disciplined use of purple, we ensure a timeless, minimal, and distinctive presence across all ISK touchpoints.

# Mono- chromatic

Black, white, and a structured range of grays dominate the palette.

# Accentuation

Used sparingly,  
purple highlights  
innovation, curiosity,  
and intellectual  
depth.

A neutral base that  
remains adaptable for  
all ISK products and  
communications.

Timeless

Works seamlessly across digital, print, UI, and branding.

Purple is used with discipline—it never overshadows the monochrome base but serves as an indicator of importance and innovation.

Consistent

# Our Accent

i #7017FF

ii #6215E0

iii #5412C0

iv #380C80

v #1C0640

vi #0E0320

# Gradient