

Inkwell Brand Kit Summary

Logos

- inkwell-wordmark-gold.svg (Main Logo)
- inkwell-wordmark-navy.svg (Alternate Logo)
- inkwell-feather-gold.png (Feather Icon, Gold)
- inkwell-feather-navy.png (Feather Icon, Navy)
- favicon-48.png / favicon.ico (Favicon)

Color Palette



Inkwell Gold #D4AF37



Deep Navy #13294B



Off White #FAFAFA



Charcoal Gray #4E5666

Pure White #FFFFFF

Fonts

- Merriweather Bold – Titles and Headers
- Inter Regular – Body and UI text

Usage Notes

- Use gold logo on dark backgrounds and navy logo on light backgrounds.
- Maintain clear space equal to feather height around the logo.
- Avoid stretching or recoloring the logos.
- Gold feather symbolizes creativity and timeless craftsmanship.