# WeSense.earth

*Sense Your World. Share Our Planet.*

BRAND & STYLE GUIDE

---

# Brand Essence

WeSense is a community-owned environmental sensor network. The brand should feel **rooted in the natural world** while being **trustworthy and accessible**. We are grassroots scientists, not a Silicon Valley startup. The aesthetic is: *a field notebook meets open data*.

## Brand Personality

| TRAIT | WHAT IT MEANS | WHAT IT'S NOT |
|-------|---------------|---------------|
| Grounded | Earthy, honest, rooted in real data | *Not corporate or sterile* |
| Open | Transparent, welcoming, community-first | *Not gatekept or exclusive* |
| Purposeful | Clear mission, every element has a reason | *Not trendy or decorative* |
| Living | Growing, adaptive, connected to nature | *Not static or mechanical* |

# Colour Palette

| #1B4332 | #2D6A4F | #52B788 | #D4A017 | #3D7A7A | #1A1A18 | #E8E4DD |
|---------|---------|---------|---------|---------|---------|---------|

## Primary — Canopy Green

The core brand colour. Represents the natural environment, growth, and the living systems WeSense monitors.

**Deep Forest**
`#1B4332`
Dark headers, dark mode backgrounds

**Canopy**
`#2D6A4F`
Primary brand colour, buttons, links

**Fern**
`#52B788`
Hover states, highlights, success indicators

**Lichen**
`#B7E4C7`
Light accents, tag backgrounds, subtle fills

**Morning Dew**
`#E8F5EE`
Tinted backgrounds, light mode surfaces

## Secondary — Warm Amber

A warm counterpoint that evokes sunlight, community warmth, and the analogue world. Used sparingly for emphasis.

**Dark Honey**

`#8B6914`

Amber text on light backgrounds

**Amber**

`#D4A017`

Call-to-action accents, badges, highlights

**Golden Haze**

`#F2CC8F`

Subtle warm backgrounds, notification banners

## Tertiary — Slate Teal

A cooler, muted tone for data-heavy contexts like the Respiro map, charts, and technical UI.

**Deep Teal**

`#1E3A3A`

Data viz dark range, code blocks

**Slate Teal**

`#3D7A7A`

Secondary links, map overlays, info elements

**Seafoam**

`#7FB8B2`

Chart lines, tertiary accents

## Neutrals — Warm Stone

All neutrals carry a slight warm undertone to avoid a cold, corporate feel.

### Charcoal
`#1A1A18`
Headings, high-emphasis text

### Dark Stone
`#3D3D38`
Body text, dark mode surfaces

### Warm Grey
`#8D8478`
Muted text, captions, placeholders

### Pebble
`#C7C1B7`
Borders, dividers

### Light Stone
`#E8E4DD`
Card backgrounds, surfaces
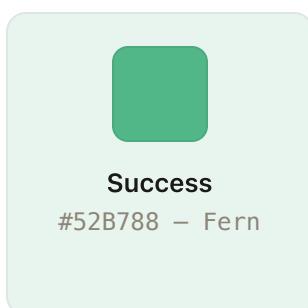
### Warm White
`#FAFAF5`
Page background

## Semantic Colours

**Success**
#52B788 — Fern

**Warning**
#D4A017 — Amber

**Error**
#B33A3A — Terracotta

**Info**
#3D7A7A — Slate Teal

# Dark Mode

Dark mode uses the deeper shades from each palette family. The key principle: **darken by shifting into the palette's own dark end**, not by inverting or adding grey.

**Light Mode**

Page background
#FAFAF5

Surface / cards
#E8E4DD

Primary text
#1A1A18

Muted text
#8D8478

Primary accent
#2D6A4F

Secondary accent
#D4A017

**Dark Mode**

Page background
#1A1A18

Surface / cards
#3D3D38

Primary text
#E8E4DD

Muted text
#C7C1B7

Primary accent
#52B788

Secondary accent
#F2CC8F

# Typography

## Sense Your World

BODY — INTER REGULAR

Your sensor measures six things about the air around you. All that data is open —
forever. WeSense connects communities through transparent, permanent
environmental data.

MONOSPACE / DATA — JETBRAINS MONO
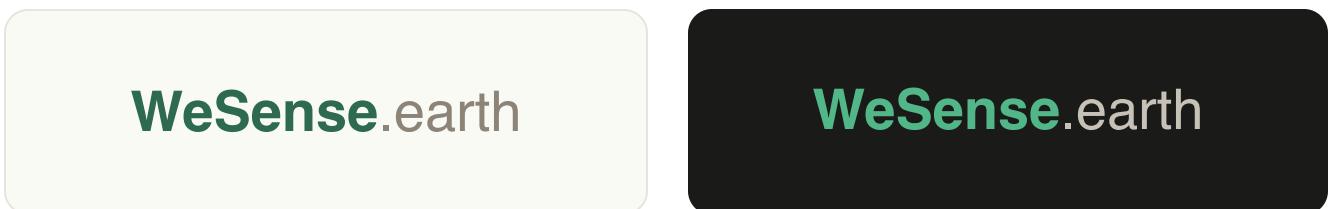
`PM2.5: 12.4 µg/m³    |    CO₂: 418 ppm    |    Temp: 21.3°C`

| ELEMENT | FONT | SIZE | WEIGHT | LINE HEIGHT |
|---------|------|------|--------|-------------|
| H1 | DM Sans | 2.5rem (40px) | 700 | 1.2 |
| H2 | DM Sans | 2rem (32px) | 700 | 1.25 |
| H3 | DM Sans | 1.5rem (24px) | 700 | 1.3 |
| H4 | DM Sans | 1.25rem (20px) | 600 | 1.35 |
| Body | Inter | 1rem (16px) | 400 | 1.6 |
| Caption | Inter | 0.875rem (14px) | 400 | 1.5 |
| Data | JetBrains Mono | 0.875rem (14px) | 400 | 1.5 |

# Logo & Wordmark

### Wordmark

The "WeSense.earth" wordmark can be rendered in text using brand colours.

WeSense.earth

WeSense.earth

### Logo Rules

| Minimum Size | Clear Space | Backgrounds |
|---|---|---|
| 32px height (digital) / 10mm (print) | Padding = height of ".earth" text on all sides | Warm White (#FAFAF5) or Charcoal (#1A1A18) only |

# Iconography

| Style | Stroke | Colour | Set |
|---|---|---|---|
| Line icons (not filled) — organic, hand-drawn feel | 1.5–2px weight at 24px icon size | Canopy #2D6A4F or Charcoal #1A1A18 | Lucide (lucide.dev) — open source |

# Tone of Voice

**Do**

✓ Speak plainly and directly

✓ Say "we" — it's a community

✓ Be specific: "PM2.5 readings" not "data"

✓ Acknowledge complexity honestly

✓ Use active voice

**Don't**

✗ Use jargon or buzzwords

✗ Say "our platform" or "the product"

✗ Be vague or abstract

✗ Oversimplify or overpromise

✗ Use passive or corporate voice

**Yes:** "Your sensor measures six things about the air around you. All that data is open — forever."

**No:** "Our cutting-edge platform leverages IoT sensors to democratize environmental data."

# Data Visualisation Scales

Sensor data on the Respiro map uses scientific standard colour scales. These are separate from the brand palette and must never be modified.

> **Rule: Neutral UI Near Data**
> When brand UI sits adjacent to data visualisation (map panels, legend containers, control cards), use the **Neutral (Warm Stone) palette only** — not the brand greens. This prevents the Canopy Green family from blending with the green temperature range (0–25°C). Legend swatch borders use Charcoal #1A1A18 at 1px.

## Temperature — BOM 2013 Extended Scale

Bureau of Meteorology 2013 Extended Color Scale. 28 stops from −80°C to +58°C.

**HOT +58°C → +20°C**

| Range | Hex | Name |
|---|---|---|
| > 58°C | #FFC0CB | Pale Pink |
| 56 – 58°C | #FF69B4 | Hot Pink |
| 54 – 56°C | #FF1493 | Deep Pink |
| 52 – 54°C | #FF00FF | Magenta |
| 50 – 52°C | #993399 | Deep Purple |
| 48 – 50°C | #200000 | Near Black |
| 46 – 48°C | #800000 | Maroon |
| 44 – 46°C | #8B0000 | Dark Red |
| 42 – 44°C | #FF0000 | Bright Red |
| 40 – 42°C | #FF4500 | Red-Orange |
| 35 – 40°C | #FF8C00 | Dark Orange |
| 30 – 35°C | #FFA500 | Orange |
| 25 – 30°C | #FFD700 | Goldenrod |
| 20 – 25°C | #FFFF00 | Yellow |

**COLD +20°C → −80°C**

| Range | Hex | Name |
|---|---|---|
| 15 – 20°C | #ADFF2F | Chartreuse |
| 10 – 15°C | #32CD32 | Kelly Green |
| 5 – 10°C | #228B22 | Forest Green |
| 0 – 5°C | #006400 | Dark Green |
| −5 – 0°C | #E0FFFF | Pale Aqua |
| −10 – −5°C | #87CEEB | Sky Blue |
| −20 – −10°C | #00BFFF | Cerulean |
| −30 – −20°C | #1E90FF | Cobalt Blue |
| −40 – −30°C | #0047AB | Medium Blue |
| −50 – −40°C | #00008B | Dark Blue-Violet |
| −60 – −50°C | #4B0082 | Deep Indigo |
| −70 – −60°C | #6A5ACD | Desaturated Violet |
| −80 – −70°C | #9FAEB5 | Steel Grey |
| ≤ −80°C | #F2F2F2 | Ghost White |

# Other Metric Scales

## PM2.5 — US EPA AQI (revised May 2024)

Official standard. Hex codes from AirNow API.

| | | |
|---|---|---|
| 🟩 | `0–9.0` | Good |
| 🟨 | `9.1–35.4` | Moderate |
| 🟧 | `35.5–55.4` | Unhealthy (sensitive) |
| 🟥 | `55.5–125.4` | Unhealthy |
| 🟪 | `125.5–225.4` | Very Unhealthy |
| 🟫 | `225.5–325.4` | Hazardous |

## PM10 — US EPA AQI

Same colours, different breakpoints (µg/m³).

| | | |
|---|---|---|
| 🟩 | `0–54` | Good |
| 🟨 | `55–154` | Moderate |
| 🟧 | `155–254` | Unhealthy (sensitive) |
| 🟥 | `255–354` | Unhealthy |
| 🟪 | `355–424` | Very Unhealthy |
| 🟫 | `425–604` | Hazardous |

## $CO_2$ (ppm) — De facto convention

No official standard. Consensus from WELL v2, RESET Air, ASHRAE, Aranet4 / German $CO_2$-Ampel. EPA AQI colours for consistency.

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 🟩 | `< 600` | Excellent | 🟩 | `600–800` | Good | 🟨 | `800–1000` | Moderate | 🟧 | `1000–1400` | Poor |
| 🟥 | `1400–2000` | Unhealthy | | | | 🟪 | `> 2000` | Hazardous |

## Humidity (%) — No formal standard

Convention: dry = warm/brown, wet = cool/blue. Based on Windy.com / NOAA NDFD pattern.

| | | |
|---|---|---|
| ■ | < 20% | Extremely dry |
| ■ | 20–35% | Dry |
| ■ | 35–50% | Moderately dry |
| ■ | 50–65% | Comfortable |
| ■ | 65–80% | Humid |
| ■ | 80–100% | Very humid / saturated |

## Pressure (hPa) — No formal standard

Convention: low = blue/cool, high = red/warm, centred on ~1013 hPa. Based on OpenWeatherMap.

| | | |
|---|---|---|
| ■ | < 960 | Very deep low |
| ■ | 960–980 | Deep low |
| ■ | 980–1000 | Moderate low |
| ■ | 1000–1013 | Near standard |
| ■ | 1013–1020 | Weak high |
| ■ | 1020–1040 | High pressure |
| ■ | > 1040 | Very high |

**Source of truth:** All scale definitions live in `wesense-respiro/public/app.js`. Any changes must be made there first. The scales above should be implemented to replace the existing ad-hoc values.

## Quick Reference

| | | |
|---|---|---|
| Primary colour | #2D6A4F | Canopy |
| Secondary colour | #D4A017 | Amber |
| Tertiary colour | #3D7A7A | Slate Teal |
| Body text | #1A1A18 | Charcoal |
| Background | #FAFAF5 | Warm White |
| Heading font | DM Sans Bold | |
| Body font | Inter Regular | |
| Mono font | JetBrains Mono | |
| Border radius | 8px (cards) / 4px (buttons, inputs) | |
| Tagline | Sense Your World. Share Our Planet. | |