

Home / Brand

Brand

One idea runs through all of this: knowledge has a stable base and a moving edge. The mark says it, the palette stays out of the way, and the typography does the talking.

The mark



Three strata. The base is whole and heavy — the durable explanations of how a system works, the part that is safe to rely on. Above it the rows narrow, and the top row is **broken**: the dated, unsettled edge where things are still moving.

That is the actual structure of the product, not a decoration. Anything that closes the gap in the top row breaks the idea.



Primary —
monochrome



Two-tone — display
sizes only



Reversed

Clear space

Keep free space on all sides equal to the height of the base bar — one sixth of the mark. Nothing sits inside it.

Minimum size

16px for the mark on screen, 6mm in print. Below that the break in the top row stops reading, so use the solid favicon tile instead.

Lockup

Mark and wordmark, aligned on the optical centre, separated by one third of the mark's width. The wordmark is Instrument Serif at its regular weight — never bold, never letterspaced.

 My Context Provider

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Marketing

PPC

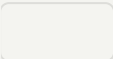
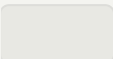
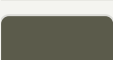
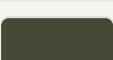
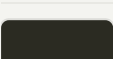
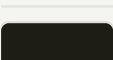
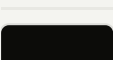
SEO

Connect

About

Palette

A single warm olive scale, and nothing else. There is no brand accent colour on purpose — the content carries the interest, and a second hue would compete with it. The one place colour means something is the provisional accent in the two-tone mark.

Swatch	Token	Hex	Used for
	olive-50	#FBFBF9	Reversed type on dark
	olive-100	#F4F4F0	Page background
	olive-200	#E8E8E3	Hover fills
	olive-300	#D8D8D0	Hairlines
	olive-400	#ABAB9C	Provisional accent, list markers
	olive-500	#7C7C67	Numerals, tertiary text
	olive-600	#5B5B4B	Fine print
	olive-700	#474739	Body text
	olive-800	#2B2B22	Reserved
	olive-900	#1D1D16	Reserved
	olive-950	#0C0C09	Headings, the mark, dark surfaces

Typography

Display — Instrument Serif

Aa Bb Cc

Headings, the wordmark, pull quotes

Regular weight only. Tightened tracking at large sizes. Used for anything that should be read as a voice rather than an interface.

Text — Inter

Aa Bb Cc

Body, labels, metadata

Regular and medium. Body sits at 16–18px on a generous leading; metadata drops to 14px in olive-600 and never smaller.

Voice

Specific, unhurried, and honest about what is not known. Say the number. Name the source. Where a platform and its practitioners disagree, give both positions rather than resolving them. Never manufacture urgency — the reader came here to understand something, not to be sold the understanding.

Sentences end. Adjectives are rationed. If a paragraph could have been produced by any competitor, it should not ship.

Do not

- Recolour the mark outside the olive scale.
- Stretch, rotate, outline or add effects to it.
- Rebuild the top row as a solid bar — the break is the meaning.
- Set the wordmark in anything other than Instrument Serif.
- Place the mark on a busy image without a solid panel behind it.

Assets

[Mark — monochrome, inherits colour](#)

[Mark — two-tone](#)

[Mark — reversed for dark](#)

[Favicon tile](#)

[This page as a PDF](#)

Marketing

Email & newsletters

Instagram

LinkedIn

X (Twitter)

PPC

Guide

Briefs

Sources

SEO

Guide

Briefs

Sources

Machine readable

MCP server

RSS feed

Sitemap

llms.txt

Brand

My Context Provider is an open knowledge base by Thomas Boles. Every story links to its original source; the analysis is ours and the reporting is theirs.