EONORYX

READ THE HORIZON

BRAND & PUBLICATION STYLE GUIDE

One identity for every publication

Colour, typography, logo, layout and document standards for EONORYX research publications

Extracted from the live eonoryx.com stylesheet and assets on 2 November 2026. Verified values are marked as such; the handful of print-only values derived for ivory interiors are marked as derived. Nothing here is invented.

SECTION 1

Purpose, scope and provenance

This guide fixes the visual identity of EONORYX publications — white papers, research charters and reports, dossiers, books and downloadable documents — so that everything the institution publishes is recognizably one body of work and visibly belongs to eonoryx.com.

1.1 Where the values come from

Every colour, font and proportion marked `VERIFIED` was read directly from the live website on 2 November 2026: the custom properties and rules in the production stylesheet (/assets/style.8fa85b5243a8.css), the @font-face declarations, the emblem (/assets/emblem-small.02ae040d344f.webp), the vector favicon (/assets/favicon.db369b75a735.svg) and the masthead markup. Values marked `DERIVED` do not exist on the website: they are the small set of light-interior colours needed to print long documents on ivory paper, and each is derived from a verified token and stated as such. No value is invented.

1.2 The design principle

The website is dark: near-black abyss, ivory text, copper and amber metal. A 100-page scientific document cannot be read or printed that way. The publication system therefore uses the **dark identity for covers, section dividers and emphasis**, and an **ivory interior with dark text and copper detail** for reading pages. Both halves use the same three typefaces, the same metal accents and the same emblem, so a reader moving from the site to a PDF sees one brand.

1.3 What this guide governs

- Colour palette and the roles each colour may play.
- Typography: families, weights, scales and hierarchy for screen and print.
- Logo and wordmark usage, clear space, minimum sizes.
- Cover, divider and interior page layouts; running heads and folios.
- Tables, callouts, badges, figures, charts and scientific diagrams.
- Document types and their required front and back matter.
- File naming, metadata, versioning and the publication pipeline.

SECTION 2

Colour

2.1 Core palette VERIFIED

The eleven tokens below are the website's :root custom properties, reproduced exactly.

--abyss · #0B1018
Primary dark background; site page background; theme-color

--ink · #080C12
Deepest black; footers, deep panels

--deep · #18212A
Elevated dark surface; card gradient start

--bone · #F0E9DD
Primary text on dark; the EONORYX ivory

--sand · #CBB79A
Secondary text; footer mono text

--copper · #C48A52
Primary metallic accent; tagline; emblem ring; rules

--amber · #F0B868
Bright gold; eyebrows, hover, solid buttons, emblem horns

--cyan · #7CC8D0
Cool accent, sparingly; data and atlas markers

--subtle · #A7A399
Muted warm grey text

--muted · #737C88
Muted cool grey text

--rule · rgba(240,233,221,
Hairline rules on dark

2.2 Secondary observed values VERIFIED

Used by specific components on the site and available for the same roles in print.

#E0D8C7
Hero lead text on dark

#EDC996
Light gold

#FFD69E
Pale gold highlight

#182430
Card gradient start (with abyss)

#A9ACB0
Section lead paragraph grey

#838B90 Label grey	**#80634F** Text-link underline	**#5B5A56** Muted text (also used on ivory)	**#8E522B** Dark copper (used for small text on ivory)	**#C48A5245 · #CBB79A38 · #FFFFFF34** Alpha hairlines: emblem border, header border, card borders

2.3 Publication extensions for ivory interiors DERIVED

Seven values for print interiors. Each sits inside the warm ivory–copper gamut and is derived from a verified token; they are not website colours and should not be added to the site without a design decision.

ivory page · #F6F1E7 From bone, lightened for large paper areas	**ivory panel · #EDE5D6** Bone/sand mix; table heads, keyboxes	**ivory line · #D9CFBC** Sand tint; hairlines on ivory	**text on ivory · #141B23** From abyss/ink; body text	**gold wash · #F5E6C8** Amber at ~20% over ivory; highlight bands

2.4 Rules

- **Dark for identity, ivory for reading.** Covers, part dividers and the founder's-note callout are abyss with bone text. Everything the reader has to read for more than a paragraph is on ivory.
- **Metal is detail, not surface.** Copper and amber are used for rules, eyebrows, numerals, badges and the horizon line — never as a page background and never for body text. Amber on ivory fails contrast for text; use dark copper #8E522B for small text and keep amber for lines and fills.
- **One cool accent.** Cyan appears only in data figures where a second series must be distinguished from the warm series, and never decoratively.
- **No pure white, no pure black.** Ivory and abyss replace them everywhere.
- **Classification colours.** Registry classes use dark copper (I), a muted teal #3E6E72 (II), a muted iris #5A4BA8 (III) and a muted plum #7A3A66 (IV) — low-saturation so that they read as labels, not as brand colours. These are publication-only and derived.

SECTION 3

Typography

3.1 Families VERIFIED

The website declares three families and uses them in strictly separated roles. Publications use the same three, in the same roles. All are released under the SIL Open Font License and are supplied in the publication kit as woff2 subsets with Latin, Latin-extended and Cyrillic coverage.

DISPLAY · PRATA · WEIGHT 400 ONLY · --SERIF

The Unnamed Transition

Wordmark, headings, pull quotes and lede paragraphs. Large sizes take negative tracking (−0.035 to −0.045 em, as on the site's hero and section headings); the wordmark takes wide tracking (+0.11 to +0.19 em). Never bold, never italic.

TEXT · ONEST · WEIGHTS 300–700 · --SANS

Body copy, lists, tables, captions and interface text. Regular 400 for body, 600 for emphasis and table keys, 300 for secondary cover text. Onest has no italic; use emphasis sparingly and prefer semibold. Base size 16 px on the web; 10.3 pt in print.

Light 300 · Regular 400 · **Medium 500** · **Semibold 600** · **Bold 700**

LABELS · IBM PLEX MONO · WEIGHTS 400–600 · --MONO

EYEBROWS · IDENTIFIERS · RUNNING HEADS · FOLIOS · METADATA · COORDINATES

Always small (12 px web, 7–8 pt print), usually uppercase, always letter-spaced (0.08–0.27 em). The site's tagline READ THE HORIZON is set this way at 0.27 em in copper. Used for registry identifiers (EON-DR-01), evidence grades and verification tags.

3.2 Scale VERIFIED · WEB DERIVED · PRINT

ROLE	WEB (OBSERVED)	PRINT A4 (PUBLICATION SYSTEM)	FAMILY · TRACKING
Hero / cover title	clamp(49–98 px) / 1.16	42 pt / 1.05	Prata · −0.04 em
Section heading (H1)	clamp(35–66 px) / 1.23	25 pt / 1.12	Prata · −0.03 em
H2	clamp(31–52 px) / 1.25	15.5 pt / 1.22	Prata · −0.02 em
H3	clamp(23–35 px) / 1.33	12 pt / 1.28	Prata · −0.01 em

ROLE	WEB (OBSERVED)	PRINT A4 (PUBLICATION SYSTEM)	FAMILY · TRACKING
H4	—	10.2 pt Onest 600, dark copper	Onest
Lede	clamp(17–24 px) / 1.7, #E0D8C7	11.8 pt / 1.5, #2A3038	Prata
Body	16 px	10.3 pt / 1.5	Onest 400
Table text	14 px	8.8 pt	Onest 400 · heads Plex Mono 7 pt
Eyebrow / label	12 px, 0.18 em	7.8 pt, 0.18 em	Plex Mono, uppercase
Running head / folio	—	6.6 pt, 0.12 em	Plex Mono, uppercase
Caption	12 px	7.4 pt / 1.5	Plex Mono

3.3 Rules

- Headings and titles never end in a full stop.
- Prata is never emboldened or italicized; hierarchy comes from size and space.
- Body text is never set in Prata or Plex Mono; labels are never set in Onest.
- Mathematics is set in Latin Modern Math at 11 pt, centred, with equation numbers in Plex Mono at the right margin.
- Cyrillic editions use the same families (all three carry Cyrillic); the Russian wordmark and tagline are not translated.

SECTION 4

Logo and wordmark

4.1 The emblem VERIFIED

A long-horned oryx head, ivory on near-black, inside a thin copper ring that opens into a horizon arc below the head. The website serves it at 192 × 192 px as a circular crop with a one-pixel border of copper at 27% alpha (#C48A5245). A simplified vector mark exists as the favicon (rounded square #0B1018, horns #F0B868, head outline #F0E9DD, eyes #C48A52).



4.2 Usage

ELEMENT	SPECIFICATION
Lockup	Emblem at 48 × 48 px (14 mm print), circular, copper hairline; 12 px gap; wordmark EONORYX in Prata 24 px (20 pt), tracking 0.11 em; sub-line READ THE HORIZON in Plex Mono 12 px (7.5 pt), tracking 0.27 em, copper.
Footer lockup	Wordmark 24 px Prata, tracking 0.19 em, with an amber span (as on the site footer).
Clear space	At least the emblem's radius on all sides (derived rule).
Minimum size	Emblem 12 mm in print, 32 px on screen; wordmark 18 pt / 20 px (derived rule).
Backgrounds	Emblem on abyss or ink only. On ivory pages use the wordmark alone in text colour, or the emblem inside a dark panel. Never place the emblem directly on ivory, on photographs or on gradients.
Do not	Recolour, outline, add effects, rotate, crop the ring, or set the wordmark in any face but Prata.

4.3 Assets in the kit, and assets still needed

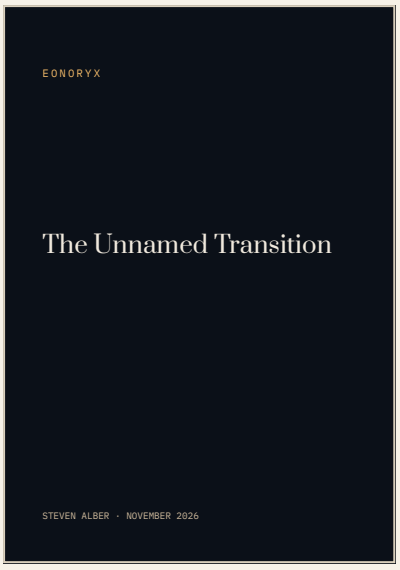
Supplied: emblem 192 px (webp and png, fetched from the site); favicon SVG (simplified mark). **Needed from the designer for a complete kit:** the vector master of the detailed emblem; the 512 px avatar (/assets/eonoryx-avatar-512…png, exists on the site, not fetched); the social image (/assets/og-eonoryx-en-v02…jpg, exists, not fetched); and a monochrome (single-colour) emblem for embossing and print at small sizes. Until the vector master is supplied, the emblem must not be scaled above 40 mm in print.

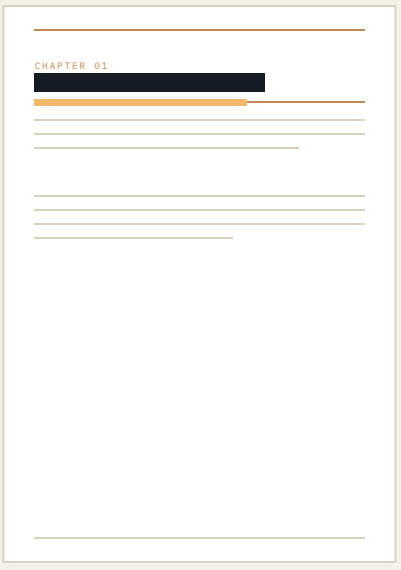
SECTION 5

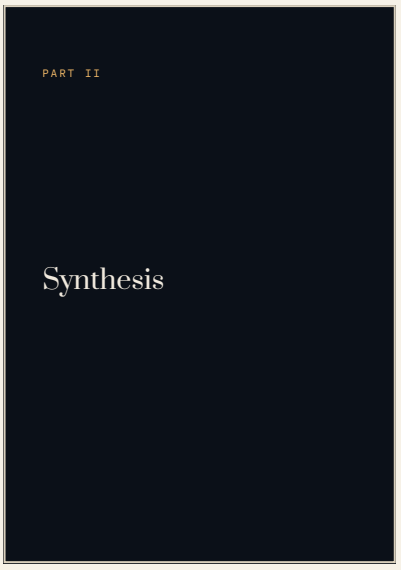
Page system

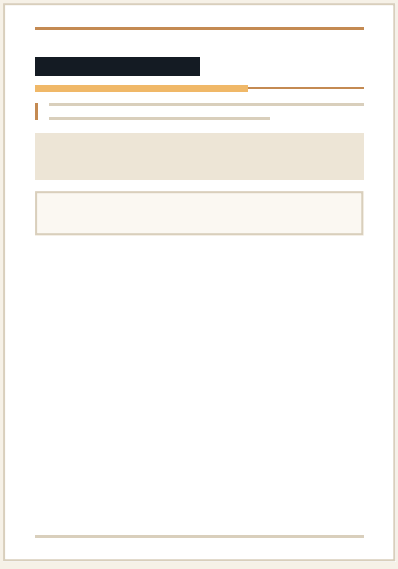
5.1 Format and margins

A4 portrait (210 × 297 mm). Interior text block: 19 mm left and right; 20 mm top (running head sits at 12.5 mm from the top edge); 18 mm bottom (folio at 10.5 mm from the bottom edge). Single column for body text; two columns only for glossaries, contents and reference lists. Covers and part dividers bleed to the page edge.









Left to right: cover (full bleed, abyss), chapter opener (ivory; chapter eyebrow, Prata H1, copper rule with amber tab), part divider (abyss plate within the text block), registry/content page (card with copper left rule, panel, callout).

5.2 Cover

Abyss background. Masthead lockup top-left at 24 mm from the top. Document class as an amber Plex Mono eyebrow beneath it. Title in Prata 42 pt bone, beginning at about 46 mm below the lockup, maximum width 152 mm. Subtitle in Prata 14 pt at #E0D8C7. Descriptive paragraph in Onest 300 at 10.5 pt, #A9ACB0. A horizon hairline — a copper-to-amber-to-copper gradient fading at both ends — at 34 mm from the bottom with a soft amber glow beneath it (the site's "glowing future horizon"). Author and date block in Plex Mono at the bottom corners. No images other than the emblem.

5.3 Part dividers

An abyss plate filling the text block (256 mm tall), with the part number as an amber eyebrow, the part title in Prata 34 pt bone, and one sentence of Prata 12.5 pt at #E0D8C7. Dividers carry the running head and folio like any other page.

5.4 Chapter openers and running heads

Chapter number as a copper Plex Mono eyebrow (0.2 em), H1 in Prata, then a one-pixel copper rule with a 28 mm amber tab at its left end — the signature mark of the interior. Running head: left, the institution and document; right, author, date and version — Plex Mono 6.6 pt uppercase, dark copper. Folio: left, EONORYX.COM · READ THE HORIZON; right, page / total — Plex Mono 6.6 pt, muted.

5.5 Tables

Full-width; no vertical rules. Header row on ivory panel with Plex Mono 7 pt uppercase dark-copper labels and a one-pixel copper rule beneath. Body rows separated by ivory-line hairlines; key column in Onest 600. Rows do not break across pages. Family or group rows span all columns as a Plex Mono label on the panel colour.

5.6 Callouts and badges

Four callouts, each a hairline box on #FBF8F2 with a Plex Mono label: *experiment* (teal left rule), *falsifier* (plum left rule), *key point* (gold wash with amber left rule) and *founder's note* (abyss plate with bone text and amber label). Badges are Plex Mono 7 pt uppercase in a one-pixel border of their own colour; status chips are filled — abyss with amber text for Priority, panel for Monitor, light for Hold, struck-through for Archived.

5.7 Figures, charts and scientific diagrams

- Diagrams are drawn as vector graphics in the brand palette: boxes in ivory panel or abyss, arrows and emphasis in dark copper, labels in Plex Mono, titles in Prata. No drop shadows, gradients (except the cover horizon) or decorative icons.
- Charts use at most four series in this order: copper #C48A52, abyss #0B1018, cyan #7CC8D0, sand #CBB79A; amber #F0B868 is reserved for a highlighted value. Gridlines are ivory-line hairlines; axes are labelled in Plex Mono; units are stated.

- Every figure has a numbered caption in Plex Mono 7.4 pt beginning "Figure n.m ·" and stating the source.
- Figures appear only where they show a mechanism, a comparison or an architecture. A figure that could be a sentence is a sentence. No decorative illustration is used as if it were evidence.
- Photographs of people are not used in research publications. The founder's portrait appears only on the About page of the site.

SECTION 6

Document types

TYPE	REQUIRED STRUCTURE	IDENTITY MARKS
Research charter	Cover · imprint and contents · parts with dividers · chapters · appendices (references with verification tags; methodology; definitions; provenance; version history)	Full system; founder's signature blocks; version on cover
White paper	Cover · imprint · summary · numbered sections · references · version history	Full system; no part dividers under 40 pages
Research dossier	Cover · preregistration summary · method · results (controls in the same figures) · critic's report · decision · data and code statement · references	Full system; "Research dossier" eyebrow; status chip on cover (preregistered / complete / closed)
Book	Cover · half-title · imprint · contents · chapters · notes · index	Prata display; chapter openers without copper rule tab; running heads by chapter title
Downloadable brief (≤ 8 pages)	Dark masthead band instead of a cover · summary · body · one reference block	Masthead lockup; folio; no part dividers
Registry export	Machine-readable JSON and CSV with the published schema; human-readable table in the charter	Identifier style EON-DR-NN in Plex Mono

6.1 Front and back matter

Every publication longer than eight pages carries an imprint page (commissioned by, institution, document class, version, companion files, preparation statement), a contents list, a references list with verification tags, and a version history. Every public document states its version, date and status on the cover and in the PDF metadata.

6.2 Language editions

English and Russian editions share one design. Wordmark and tagline remain in English. Cyrillic text is set in the same three families; Prata and Onest carry Cyrillic natively. Running heads translate; identifiers and verification tags do not.

SECTION 7

Files, metadata and pipeline

7.1 Naming

EONORYX_<DocumentType>_<ShortTitle>_v<major.minor>[_<lang>].pdf — for example EONORYX_Founders_Research_Charter_001_v1.0.pdf, EONORYX_Research_Dossier_P1_Order_Parameter_Tournament_v1.0_RU.pdf. Underscores, no spaces, version always present.

7.2 PDF metadata

Title: full title with document class. Author: the commissioning director as named on the cover, with the institution. Subject: one sentence. Keywords: institution, topic terms. Creator and Producer: "EONORYX publication pipeline". No tool, model or vendor names in any metadata field.

7.3 The publication kit

eonoryx-brand-tokens.json	All colour, type and logo values with their verified/derived status and source
eonoryx-publication.css	The complete print stylesheet: tokens, page rules, typography, components, cover and divider styles
fonts/woff2, fonts/ttf	Prata, Onest and IBM Plex Mono subsets (SIL OFL); TTF copies for running-head stamping
assets/	Emblem (webp, png) and favicon SVG as fetched from the site
build/build.py	Assembles HTML parts, resolves citation keys, renders with Chromium, stamps running heads in the brand mono font, merges and writes metadata
template/	A starter project (meta.json, cover.html, parts/, refs.json, back.html) for a new publication

7.4 Producing a new publication

1. Copy template/ to a new folder; edit meta.json (title, author, running heads, output filename).
2. Write chapters as HTML parts in parts/, numbered for order; cite with [[key]] against refs.json, giving each reference a verification tag.
3. Run python3 build/build.py <folder>. The script warns about headings ending in full stops, missing citation keys and unused references.
4. Rasterize and inspect every page; check metadata; archive the source with the PDF.

> ONE IDENTITY
>
> If a page could not be mistaken for an EONORYX page without its logo — by its ivory, its copper rule with the amber tab, its Prata headings and its Plex Mono labels — it is not finished.