

One brand, *two registers.*

Paper is how ASF publishes; Ink is how ASF convenes. One monogram, one ink, one teal-to-mint signal family.



One brand, two registers. The website's black-and-white editorial style (*Field Notes*) and the ASF-2026 mint-on-dark identity (*Borealis*) are one system. They share one logo, one ink and one teal-to-mint signal family. **Paper** is how ASF *publishes*; **Ink** is how ASF *convenes*.

Machine-readable source of truth: [tokens/tokens.css](#) · [tokens/tokens.json](#). Logo: [logo/](#). Icons: [docs/icons.md](#). Components: [docs/components.md](#) · [registry/](#). Font: [fonts/](#). Changes: [CHANGELOG.md](#).

1. Registers — which one to use

	REGISTER A · PAPER	REGISTER B · INK
Use for	Website, publications, reports, PDF, newsletter body	Events, LinkedIn, stage slides, podcast covers, social cards, newsletter masthead
Ground	Paper #F4F1E9 / White #FFFFFF	Ink-900 #0B0F19
Accent	Teal --asf-signal-600 #137B70	Mint --asf-signal-200 #16FFBB
Headline face	Serif display	Serif display or Spline Sans (event headlines)
Voice	Editorial, durable, evidence-first	Convening, energetic, forward

Mixing is allowed by **band**: an Ink band (masthead, footer, publication pane) can sit inside a Paper page. Never mix accents inside one band.

2. Logo

Geometry and wordmark are unchanged from ASF-2026: a ring with “AI” plus the single-line wordmark “AI SECURITY **FORUM**”. Only the colourway follows the register.

FILE	USE
logo/asf-logo-ink.svg	Primary on dark – white ring, mint “AI” and “FORUM”, #F0FCFF wordmark
logo/asf-logo-paper.svg	Primary on light – ink ring, teal “AI” and “FORUM”, ink wordmark
logo/asf-logo-mono-ink.svg	Single colour – print, co-branding strips
logo/asf-logo-mono-white.svg	Single colour – over photography and video
logo/asf-mark-paper.svg	Ring-mark only – website header (≤ 40px), small spaces
logo/asf-mark-ink.svg	Ring-mark on filled disc – favicon, social avatar, podcast app icon

FILE	USE
logo/asf-mark-reverse.svg	Ring-mark, transparent, white ring + mint "AI" – on ink-800/900 artwork (LinkedIn avatar zone, podcast covers, slides)
logo/avatar/asf-signature-r3-standard.{svg,png}	Social avatar, ≥ 160px – ASF Signature r3. Ink only, circle-crop safe (ring margin 24.5px), 300×300 PNG
logo/avatar/asf-signature-r3-compact.{svg,png}	Social avatar, < 160px – ASF Signature r3 Compact. Same rules as Standard

- **r3 avatar:** approved for avatar channels only (LinkedIn, newsletter, partner avatars). Never recoloured, never placed on paper, never scaled into page layouts; files are byte-for-byte the approved r3 sources.
- **Clear space:** at least the ring radius on every side. **Minimum size:** ring-mark 24px; full lockup 160px wide.
- **Don't:** use mint on paper or white (1.16:1 contrast). Don't add glow, gradient or glass behind the mark. Don't set the wordmark in the serif. Don't let partner marks out-size ASF in co-branding.
- The SVGs use live text in Spline Sans. For external print vendors, export outlined versions.

3. Colour

Signal ramp (shared)

TOKEN	HEX	ROLE
--asf-signal-600	#137B70	Teal. Text, links and accents on Paper
--asf-signal-400	#29DDDA	Cyan. Charts, secondary rules on Ink
--asf-signal-300	#62D7BF	Signal light. Focus ring and kicker on Ink
--asf-signal-200	#16FFBB	Mint. Logo and primary accent, on Ink only

Ink – one family, two depths

TOKEN	HEX	ROLE
--asf-ink-900	#0B0F19	Ground on Ink; text colour on Paper
--asf-ink-800	#16212C	Raised: cards, bands, footer, publication pane, buttons on Paper
--asf-ink-700	#263241	Rules and borders on Ink

Rule: *900 is what you stand on, 800 is what sits on it.* Never place two full-bleed sections of 900 and 800 next to each other without a rule between them.

Paper and text

TOKEN	HEX	ROLE
--asf-paper	#F4F1E9	Page ground
--asf-surface	#FFFFFF	Cards, reading panes
--asf-rule	#D7D2C7	1px rules
--asf-muted	#5F6971	Secondary text (darkened from #667078 for AA)
--asf-surface-soft	#E5EAE2 (approx.)	Soft surface: callouts, notices, side notes, table heads. Use via register-resolved --asf-soft / --asf-soft-border (Paper: soft green; Ink: ground 55% / raised 45%)
--asf-on-ink / -- asf-on-ink-muted	#EEF5F2 / #B9CBC0	Text on Ink
--asf-amber	#F1C84B	"Unconfirmed" or warning status, on Ink only

Semantic status and data viz

ROLE	ON PAPER	ON INK	CONTRAST (PAPER / INK-900)
Positive / confirmed	#137B70	#16FFBB	4.54 / 14.64
Info	#1F6FA8	#37A7E7	4.77 / 7.15
Warning / unconfirmed	#8A6100	#F1C84B	4.91 / 11.95
Critical	#B3261E	#FF8A7A	5.79 / 8.36

Use --asf-positive, --asf-info, --asf-warning and --asf-critical; they resolve per register. Chart series order: signal-600 → blue → amber → cyan → muted, five at most. Always label status in text.

Verified contrast (WCAG 2.x)

PAIR	RATIO
Ink-900 on Paper	16.97:1
Muted on Paper / White	4.97:1 / 5.61:1
Teal on Paper	4.54:1 – use ≥ 16px
White on Teal	5.13:1
On-ink on Ink-800	14.73:1
On-ink-muted on Ink-800	9.60:1
Mint on Ink-900 / Ink-800	14.64:1 / 12.47:1
Signal-300 on Ink-800	9.31:1
Amber on Ink-900	11.95:1

PAIR	RATIO
Ink-900 / Muted / Warning on Soft (#E5EAE2)	15.68 / 4.59 / 4.54:1
Teal / Info on Soft	4.20 / 4.41:1 – fails AA for small text

Soft-surface rule: inside `--asf-soft`, kicker, link and status text uses `--asf-ink-900` or `--asf-text-muted`; teal appears only as ≥ 24 px text or a 3px marker / UI border ($\geq 3:1$).

4. Typography — web and Office roles

ROLE	STACK	USE
Display (Web) <code>--asf-font-display-web = --asf-font-display</code>	lowan Old Style → Palatino → Georgia → Songti SC	Web H1-H3, publication titles, pull quotes. Regular 400 (headings never bold); italic only for a final line
Display (Office) <code>--asf-font-display-office</code>	Georgia → Times New Roman → Songti SC	PPTX/DOCX only
Body	Avenir Next → Avenir → Segoe UI	Body 16–18px / 1.62, measure ≈ 67 ch; UI labels 14px/600
Body (Office) <code>--asf-font-body-office</code>	Arial → Helvetica	PPTX/DOCX only
Metadata	SFMono → Consolas → Liberation Mono	Kickers, dates, versions, status. 11–13px uppercase, +0.08em; 11px is the floor
Brand	Spline Sans 700 (self-hosted, OFL-1.1) · Barlow Condensed 600	Wordmark always; Ink-register event headlines and stage or social titles only

Metadata (Office) `--asf-font-mono-office`: Consolas → Courier New, PPTX/DOCX only. Web and Office roles are independent; consumers of `--asf-font-display` get the Web role.

Spline Sans has no weight above 700. Every stack ends in PingFang SC / Microsoft YaHei for Chinese text.

5. UI elements

- **Shape:** panels, cards and tags are square (`--asf-radius 0`). Controls use 2px (`--asf-radius-control`), media 4px (`--asf-radius-media`). Round only for the ring-mark, avatars and timeline nodes. 1px rules, flat rows.
- **Elevation:** hard offset “paper stack” shadows only (`--asf-shadow-stack-sm/md/lg, -ink`), with no blur. Mark the current item with `--asf-shadow-marker` (3px inset accent bar).
- **Buttons:** Paper uses an Ink-800 primary and an outlined secondary. Ink uses a mint primary with #06120F text and a signal-300 outlined secondary. Minimum target 44px.
- **Focus:** 3px ring, teal on Paper and signal-300 on Ink.

- **Status:** a mono uppercase tag in a 1px box. Always write status as text, never colour alone.
- **Motion (three speeds):**
 - **Feedback** (hover, press, toggle) uses `--asf-duration 180ms` with `--asf-ease`.
 - **Step** (scrolly highlight, accordion) uses `--asf-duration-step 320ms`.
 - **Reveal** (entrance, Ink register only) uses `--asf-duration-reveal 800ms` with `--asf-ease-reveal`.
 - Hover travel is at most `--asf-move-max 2px`. No autoplay, parallax, scroll hijack or infinite decoration.
 - `prefers-reduced-motion` zeroes every duration through the token file.
 - Generative backgrounds (e.g. the old SignalField) need a static fallback.
- **Icons:** 24px grid, 1.7 stroke, round, `currentColor`, always with a text label. Use the sprite `icons/asf-icons.svg` first and Lucide (stroke 1.7) as the fallback. No shields, padlocks or brains. v1.5.0 adds mail, podcast, community and image.
- **Action Link (v1.5.0):** every operation link is **leading purpose glyph + visible label + trailing directional arrow** (arrow).
 - Purpose is declared per call site, never inferred from href. Map (`registry/patterns.json` → `action-link.purposes`):
 - `publication` → `publication` (go to the publications index)
 - `read` → `read` (read a text)
 - `record` → `record`
 - `concept` → `concept` (planned / unconfirmed)
 - `archive` → `archive`
 - `video` → `video` (watch)
 - `image` → `image` (figure at full size)
 - `audio` → `audio` (listen to an episode / audio hub)
 - `podcast` → `podcast` (subscribe / follow the podcast)
 - `mail` → `mail` (newsletter / email)
 - `community` → `community` (forum, working groups)
 - `download` → `download`, **with no arrow** (truthful download)
 - `linkedin` → `third-party mark linkedin-in-bug`
 - Buttons are glyph + label; they add the arrow only when explicitly outbound.
 - Exactly one glyph. Only the arrow moves (`≤ --asf-move-max`, none under reduced motion).
 - Glyph `--asf-icon-size-sm`; target $\geq 44\text{px}$; focus as above.
 - **Not Action Links:** header/footer navigation, breadcrumb, TOC, index rows, inline prose and captions, metadata values, seek/timestamps, heading anchors and footnote back-links.
- **Borealis elements:**
 - **Keep:** the mint accent rule (2px × 72px) and the mono kicker.
 - **Limit:** chamfer corners (`--asf-chamfer-frame`) to stage and social frames only.
 - **Retire:** glass blur, glow shadows and gradient washes.

6. Channel rules

CHANNEL	REGISTER	NOTES
Website	Paper, with Ink header band optional and Ink footer	Official ring-mark in header, official Ink lockup in the Ink footer; Field Notes layout contract stays in asf-website DESIGN.md
Publications / PDF	Paper	Ink publication pane allowed on covers
LinkedIn banner (1584×396)	Ink	Left 400px avatar zone in ink-800 carrying the reverse ring-mark; serif headline plus a mint kicker
LinkedIn avatar	Ink	logo/avatar/asf-signature-r3-standard (< 160px: Compact)
Newsletter / partner avatar	Ink	Same r3 files, 300×300 PNG ≤ 3MB
Favicon	Ink	asf-mark-ink.svg (unchanged)
Newsletter	Ink masthead band, Paper body	Teal kicker in the body
LinkedIn link mark (web)	Paper / Ink	Third-party linkedin-in-bug (third-party/linkedin/): official black on Paper, white on Ink (blue only on solid white); never recoloured, redrawn or locked up; beside a visible label, linking only to the ASF page
Partner-event slides (e.g. HCE)	Host template for cover and thank-you only ; every content page in the ASF template (Ink for stage, Paper for documents)	No nesting of ASF pages inside the host frame. Applies to every partner event. Mint keyword highlight; chamfer allowed
Podcast cover (3000²)	Ink-800	Reverse ring-mark top-left, "ASF Podcast" top-right, mint rule, serif title (last word italic)

7. Office documents (PPTX, DOCX)

Office files cannot carry CSS font stacks and recipients may lack brand fonts. Map roles to portable fonts: display **Georgia** (`--asf-font-display-office`), body **Arial** (`--asf-font-body-office`), metadata **Consolas** (`--asf-font-mono-office`; Courier New fallback). Spline Sans appears only inside logo images (PNG rendered from logo/*.svg). Colours come from tokens/tokens.json. Partner events: host template for cover and thank-you only; every content page uses the ASF template.

8. Layout

Shell `min(1220px, 100% - 64px)`. Breakpoints: 900px (navigation collapses), 620px (single column), 360px (small devices; test at 320px). z-index scale: raised 1 · sticky 20 · progress 30 · overlay 100.

9. Templates (presentation decks)

`templates/deck-v1.0.0/` carries the editable example decks (Paper and Ink, `.pptx`) and four real slide previews, byte copies of release r7 built on brand v1.2.2 (`PROVENANCE.json` records source and sha256). They are distributed through the release tag, not `dist/`. Boundary: for authorised ASF presentations; sample data, photo and contact slots are placeholders, not ASF facts; fonts (Georgia, Arial, Courier New in place of Consolas) are not included; ASF marks remain identity assets. They are not a POTX and do not track the latest brand version.

Appendix A · Colour tokens

	--asf-ink-900 #0B0F19		--asf-ink-800 #16212C		--asf-ink-700 #263241
	--asf-paper #F4F1E9		--asf-surface #FFFFFF		--asf-rule #D7D2C7
	--asf-muted #5F6971		--asf-signal-600 #137B70		--asf-signal-400 #29DDDA
	--asf-signal-300 #62D7BF		--asf-signal-200 #16FFBB		--asf-blue #37A7E7
	--asf-amber #F1C84B		--asf-on-ink #EEF5F2		--asf-on-ink-muted #B9CBC0
	--asf-on-mint #06120F		--asf-wordmark-on-ink #F0FCFF		--asf-positive-paper #137B70
	--asf-positive-ink #16FFBB		--asf-info-paper #1F6FA8		--asf-info-ink #37A7E7
	--asf-warning-paper #8A6100		--asf-warning-ink #F1C84B		--asf-critical-paper #B3261E
	--asf-critical-ink #FF8A7A				

Shape, motion, icons, layout

TOKEN	VALUE
--asf-radius	0px
--asf-radius-control	2px
--asf-radius-media	4px
--asf-radius-round	50%
--asf-shadow-stack-sm	4px 4px 0 var(--asf-paper-edge)
--asf-shadow-stack-md	7px 7px 0 var(--asf-paper-edge)
--asf-shadow-stack-lg	17px 17px 0 var(--asf-rule)
--asf-shadow-stack-ink	7px 7px 0 color-mix(in oklch, var(--asf-on-ink) 13%, var(--asf-ink-800))
--asf-shadow-marker	inset 3px 0 0 var(--asf-accent)
--asf-ease	cubic-bezier(.2, .65, .3, 1)
--asf-ease-reveal	cubic-bezier(.16, 1, .3, 1)
--asf-duration	180ms
--asf-duration-step	320ms

TOKEN	VALUE
--asf-duration-reveal	800ms
--asf-move-max	2px
--asf-icon-size	24px
--asf-icon-size-sm	18px
--asf-icon-stroke	1.7
--asf-bp-nav	900px
--asf-bp-mobile	620px
--asf-bp-small	360px
--asf-z-raised	1
--asf-z-sticky	20
--asf-z-progress	30
--asf-z-overlay	100

Appendix B • Logo files



logo/asf-logo-ink.svg



logo/asf-logo-mono-ink.svg



logo/asf-logo-mono-white.svg



logo/asf-logo-paper.svg



logo/asf-mark-ink.svg



logo/asf-mark-paper.svg



logo/asf-mark-reverse.svg

Appendix C • Icons

24px grid, 1.7 stroke, round caps and joins, currentColor. Sprite: `icons/asf-icons.svg`.

	arrow outbound / next (↗)		archive archive, past records		record event record
	concept concept / idea (dashed)		publication document / report		reserved reserved / planned slot
	development in development (dotted)		download download		audio podcast / audio
	chapters chapter list		read read online		search search
	back seek -/+		forward seek -/+		video video / film
	mail newsletter / email		podcast podcast channel (subscribe / follow)		community forum / community / people
	image image / figure at full size				

SOURCE: ASF-BRAND V1.5.0 • TOKENS/TOKENS.CSS IS THE SINGLE SOURCE OF TRUTH.