eidon

CROSS-FORMAT DESIGN SYSTEM

DESIGN SYSTEM.

Make complex ideas clear,
compelling and memorable.



Version 3.0.0 / 29 October 2026

Website / Presentations / Proposals
Case studies / Digital products

THE EIDON APPROACH

BUILT TO EXPLAIN. FREE TO EXPLORE.

Website, presentations, client proposals, case studies and future digital products. One coherent identity, adapted to the purpose of each medium.

Visual language / Frame / field / focus

Compose precise editorial frames around expressive fields of colour, light and material. Use depth to explain relationships, with one clear focal point.

Motion language / Respond / transform / settle

Motion follows a cause. Forms retain continuity through fluid transformations, gather momentum and settle with believable weight. Pacing follows the argument.

Storytelling / Question / insight / idea / proof / next

Reveal complexity in layers. Give each scene one purpose and connect every expressive moment to something the audience needs to understand.

Creative flexibility / Core / adaptable / experimental

Keep recognition, legibility, truthful content and accessible behaviour constant. Vary composition, material and pacing deliberately within a declared purpose.

Working standard. Product patterns are specifications for future implementation; website examples are reference implementations.

This PDF is searchable and visually structured. It is not certified as tagged PDF or PDF/UA. Use the semantic HTML guide where that provides a more accessible reading experience.

01 / PRINCIPLES

PRINCIPLES

Intelligent, curious, expressive and human. Eidon combines strategic thinking, creative experimentation and technical making.

Purpose before format

Start with the audience, the question and the desired change. Choose the medium after the story is understood. Strategy, Design, Motion and Experiences are connected capabilities, not competing identities.

Clarity with character

Make the hierarchy understandable before adding expression. Use confident editorial type, generous negative space and a purposeful contrast between quiet reading and expressive visual moments.

Frame / field / focus

The frame establishes order; a field of colour, image or material introduces energy; a focal point carries the idea. Use this relationship in a page, a slide, a proposal spread or a product screen.

A recognisable core

Keep the Eidon name or supplied approved mark, tonal palette relationships, type roles, direct voice and accessible interaction consistent. Do not redraw a mark, stretch lettering or invent a new logo treatment.

Deliberate freedom

Adapt image direction, accent choice, grid rhythm, material and motion to the story. One dominant experiment per scene is a useful default, not a quota. Surround it with enough stable structure to understand it.

Permission to break convention

Break a compositional rule only when it improves meaning. Record the intended effect, preserved brand cues, accessibility fallback and owner in the exception log. An experiment must never obscure a task, misstate evidence or remove access.

Same identity, different context

Expressive moments can lead a website or talk. Proposals prioritise a clear argument and commercial detail; products prioritise task completion. Carry the same visual grammar across all five channels.

Core / adaptable / experimental



02 / COLOUR

COLOUR

Anchor in Midnight. Support with Mineral Teal. Choose one lead accent.

Brand palette

Use roughly 65% Canvas, 20% Midnight, 10% support and 5% accents. Choose one lead accent. Keep long copy on quiet surfaces. Underline links and pair status colour with words or icons.

Semantic roles

Canvas and Midnight anchor reading; Mineral Teal supports links and panels. Use Midnight labels on coral, gold, electric teal and Soft Stone Glass. Use Canvas on Mineral Teal. Do not use Midnight text on Mineral Teal. Canvas or white on coral is for large text only.

Tints and shades

The token export supplies 50, 100, 300, 500, 700 and 900 steps for each pigment. The 500 step is the original brand value; lighter/darker steps mix with white/black in sRGB. These are palette resources, not automatic text-safe pairings.

Feedback colours

Success, warning, error and information have distinct semantic values in both themes. Pair each with an icon and explicit text. Field errors explain the correction; never use a colour change as the only signal.

Contrast

Target at least 4.5:1 for normal text, 3:1 for large text and meaningful interface boundaries. The pair table is calculated from solid sRGB values. Recheck gradients, opacity, images, hover states and exports against their actual backgrounds.

Expressive pigments

Warm coral, Honey gold and Electric teal are the expressive accents. Choose one lead accent per composition, supported by Midnight, Canvas and Mineral Teal. Gold and Electric teal controls need Midnight labels and a Midnight border when their edge must stand out on Canvas.

Print and projection

Use sRGB as the digital master. Convert through the printer’s supplied ICC profile and approve a physical proof; no universal CMYK conversion is specified. Check decks on a projector and keep essential distinctions readable in greyscale.

REFERENCE / COLOUR

COLOUR IN PRACTICE

Apply the shared rule to the medium and audience. Specimens and channel profiles complement the specification.

Palette / brand pigments



Use semantic roles for interfaces. Tints and shades are palette resources; verify the actual foreground/background pairing before use.

Verified solid colour pairs

Pair	Contrast	Use
Midnight on Canvas	15.55:1	AA normal text on this solid pairing
Midnight on Electric teal	11.32:1	AA normal text on this solid pairing
Midnight on Honey gold	10.81:1	AA normal text on this solid pairing
Midnight on Soft Stone Glass	8.72:1	AA normal text on this solid pairing
Canvas on Mineral Teal	5.82:1	AA normal text on this solid pairing
Midnight on Warm coral	4.71:1	AA normal text on this solid pairing

03 / TYPOGRAPHY

TYPOGRAPHY

Give the idea presence and the explanation room. Type hierarchy carries the narrative across every format.

Families and fallbacks

Use Geologica for headlines, body copy and interfaces, with Arial and sans-serif fallbacks. Permanent Marker is reserved for the shared “What’s on your mind?” contact invitation. Use the supplied Eidon SVG logo rather than typesetting the wordmark.

Weights and hierarchy

Geologica is a variable family from 100 to 900. Use 400 for reading, 500-600 for controls and emphasis, and 700-800 for headlines. One H1 names a web page; H2 introduces sections and H3 explains them.

Responsive scale

Web body starts at 16 px; supporting metadata is 13-14 px. Page headings scale from 36 to 84 px and section headings from 32 to 56 px. Aim for two balanced lines on longer headings where the available width allows; short headings can remain on one line. Keep body copy readable and never clip a heading to enforce a line count.

Editorial exception

The homepage message also uses Geologica, with approximately 1.15 line height. The handwritten contact invitation uses Permanent Marker. Keep headings as real text and preserve the accessible reading order.

Leading and measure

Use 1.6-1.75 line height for web reading, 1.1-1.25 for short display lines and 1.4-1.5 for controls. Keep paragraphs near 55-70 characters. Never shrink copy to solve overflow; edit it or add a page.

Tracking and case

Use -0.03em for Geologica headlines and -0.01em for reading text, with +0.08em for short uppercase labels. The Permanent Marker contact invitation retains -0.025em. Sentence case is the default for interface text. Do not use all caps for paragraphs, errors or essential instructions.

Portable fonts

Embed licensed fonts in PDFs and presentation exports. If the recipient cannot use them, use Arial for body and Arial Bold for headings, then reflow the document. Do not assume a narrow display fallback will preserve the layout.

REFERENCE / TYPOGRAPHY

TYPOGRAPHY IN PRACTICE

Apply the shared rule to the medium and audience. Specimens and channel profiles complement the specification.

Type by channel

Channel	Display / headings	Reading / supporting
Website	36-84 px page; 32-56 px section	16-24 px body; 13-14 px metadata
Presentation (16:9)	40-64 pt title; 28-36 pt section	22-28 pt body; 16-18 pt source notes
Client proposal (A4)	28-40 pt title; 18-24 pt section	10.5-12 pt body; 9-10 pt notes
Case study	Use the web or print scale for its medium	Keep captions readable; show attribution
Digital product	24-40 px page; 20-28 px section	16 px reading/control; 14 px supporting

Display / reading hierarchy

THINK IT THROUGH.
MAKE IT MATTER.

Geologica 400 carries reading; 700-800 gives headlines presence.

Embed licensed fonts in exported documents. Reflow the layout when the recipient requires fallback fonts.

04 / LAYOUT

LAYOUT

A precise frame makes expressive content legible. Build on a shared spacing rhythm and adapt density to the medium.

Grid

Use 12 columns for large web/editorial layouts, 8 for medium canvases and 4 for compact screens. Spans may change but alignment edges repeat. Reading columns should not stretch across the whole grid.

Spacing

Use the shared 4, 8, 12, 16, 24, 32, 48, 64, 96 and 128 px scale. Use 8-16 px within controls, 24-32 px between related blocks and 64-128 px between narrative chapters. Existing section spacing may use fluid interpolation.

Containers

Use a 1440 px maximum for ordinary content and a 70ch maximum for reading. Immersive imagery can bleed to the viewport edge. Existing editorial website sections may remain full-width with fluid 22-100 px gutters.

Responsive rules

Canonical bands are compact below 650 px, medium 650-1023 px and wide from 1024 px. Stack paired content at 650 px; the complex hero adapts at 760 px. Breakpoints respond to content failure, not device labels.

Alignment and order

Align text to a shared baseline and protect the intended DOM/reading order. Do not use visual reordering to create a different keyboard sequence. Offset images and asymmetry are allowed when the focal point and reading route remain clear.

Print and slide units

Web spacing tokens use px/rem. Print profiles use millimetres and points; slides use proportions of the canvas. Preserve relationships rather than converting one CSS pixel into one print point. Keep page furniture outside the reading column.

Density

Use generous space for storytelling and a compact product mode only when repeated tasks benefit. Product density can reduce gaps to the next spacing step; retain 44 px controls, readable labels and adequate separation.

REFERENCE / LAYOUT

LAYOUT IN PRACTICE

Apply the shared rule to the medium and audience. Specimens and channel profiles complement the specification.

Canvas profiles

Profile	Frame and margins	Composition
Website	Fluid 22-100 px gutters; 1440 px standard max	12 / 8 / 4 columns; full-bleed story exceptions
Presentation	16:9, e.g. 1920 x 1080; 5% safe inset	12 columns; one main claim per slide
Client proposal	A4 portrait; 18 mm side / 20 mm top-bottom	6 columns; 4 mm gutter; numbered pages
Case study	Web chapters or A4 portrait; 16:9 summary	Question, insight, idea, execution, evidence
Digital product	4 compact / 8 medium / 12 wide columns	Stable app shell; explicit loading/empty/error states

05 / SHAPE

SHAPE, MATERIAL AND DEPTH

Precise frames meet fluid fields. Materiality supports the idea without competing with information.

Geometry

Use rectangular image/editorial frames, pill actions and restrained rounded utility surfaces. The contrast between a precise frame and a fluid internal field is a signature device. Avoid adding organic silhouettes to every component.

Radius and stroke

Use 0 for editorial frames, 4 px for small fields, 12 px for utility panels, 24 px for feature containers and a full radius for pills. Standard stroke is 1 px; strong boundaries 2 px; keyboard focus 3 px. Decorative hairlines are not sufficient for essential boundaries.

Material vocabulary

Paper: matte reading surface and quiet grain. Glass: occasional transparent overlay with a solid fallback. Pigment: expressive, diffused colour field. Light: image-led glow or reflection. Choose one leading material per scene.

Texture

Texture is decorative, non-repeating where practical and subordinate to copy. Start at 2-4% opacity and review at actual size. Never use grain as the only data encoding or place high-frequency texture behind small text. Print requires a proof at final scale.

Depth and elevation

Use flat composition for reading, a subtle shadow for raised controls, a stronger shadow for popovers and a scrim for dialogs. Establish depth through occlusion, scale and light direction before adding blur. Shadows do not replace visible boundaries.

Layer model

Use content 0, raised surface 10, sticky navigation 20, popover 30, modal 40 and toast/status overlay 50 within a documented stacking context. A status message must not cover focused controls. Keep decorative canvases below content with pointer-events disabled.

Guardrails

Do use one depth cue to explain a relationship. Do not stack glass, glow, noise and parallax simply for atmosphere. Under forced colours or reduced transparency, remove decorative layers and retain system-colour borders and readable text.

REFERENCE / SHAPE

SHAPE, MATERIAL AND DEPTH IN PRACTICE

Apply the shared rule to the medium and audience. Specimens and channel profiles complement the specification.

Material vocabulary and geometry



Use paper for reading, glass for selective layering and pigment for expressive fields. Essential boundaries remain visible without shadow, texture or blur.

06 / IMAGERY

IMAGERY

Images should reveal the work, its context and the thinking behind it. Art direction connects physical and digital worlds.

Photography

Prefer purposeful compositions, credible human activity, real materials and clear relationships between detail and context. Look for light, structure, rhythm and making. Avoid interchangeable stock imagery or technology clichés that add no evidence.

Illustration and diagrams

Use editorial simplification: precise structure with selective expressive fields. Diagrams label the relationships they explain. Illustration may introduce impossible forms, but must be identified as a concept when it could be mistaken for a delivered outcome.

Treatment

Preserve source colour and tonal detail in portfolio work. Tonal fields, scrims and fluid ink can frame the story without misrepresenting the artifact. Do not apply a universal brand tint to client work or obscure text in a photographed design.

Composition

Define a focal point and leave breathing room for text. Pair a contextual image with a useful detail, prototype or process view. Vary scale deliberately; repeated hero images without new information do not advance a narrative.

Image frames

Hero: full-viewport cover crop. Project chapter: 4:5 desktop, approximately 1.2:1 compact. Case-study lead: 16:10 desktop, 4:3 mobile. Paired galleries default to 4:3 and wide rows to 16:9; preserve native ratios where the composition needs it.

Focal point and exceptions

Store crop coordinates with the asset and review compact, wide and slide crops. Depth Sessions photography uses native 3:2 gallery proportions and a protected DJ/projection focal point. Document subject-specific exceptions instead of forcing every image into a template.

Attribution and access

Meaningful images need contextual alt text; decorative images use empty alt. Captions identify source, role, date and concept status when relevant. Obtain usage rights and client approval; never fabricate a project outcome or imply authorship of another studio’s work.

REFERENCE / IMAGERY

IMAGERY IN PRACTICE

Apply the shared rule to the medium and audience. Specimens and channel profiles complement the specification.

One artifact / two purposeful crops



16:10 / CONTEXT



4:5 / DETAIL

Context and detail from the existing C40 case-study artifact. A change of crop must preserve meaningful content, subject focus, source colour and authorship.

07 / ICONOGRAPHY

ICONOGRAPHY

Icons clarify an action or category. A consistent family and optical rhythm make them feel part of the identity.

Family

Use the locally supplied Google Material Symbols SVGs for interface and service icons. Use outlined, unfilled forms consistently. Retain the supplied Apache licence. Do not mix families within a functional group.

Size and weight

Use 24 x 24 px as the standard box; 20 px for dense supporting UI and 32 px for feature signposts. Source outlined symbols at weight 400, grade 0 and the nearest matching optical size. Existing supplied icons are the reference set.

Custom geometry

Custom functional icons use a 24 px viewBox, an approximately 2 px optical stroke and consistent terminals. Filled silhouettes are permitted only where the family requires them or to communicate selected state with a text/state cue. Do not apply SVG stroke to outlined path exports to fake a weight change.

Optical alignment

Align the visual mass to the text cap height and centre it within its box. Allow a documented 1 px optical correction; never distort the glyph. Use an 8 px icon-label gap as the default. Arrow direction must agree with the action.

Meaning and labels

Show a text label for unfamiliar actions. Icon-only buttons need an accessible name, a 44 px target and a tooltip on hover and keyboard focus. Hide decorative icons from assistive technology and keep their SVGs unfocusable.

States

Use the same silhouette across default, hover, focus, pressed and disabled states. Selection needs a check, label or native state in addition to colour. Reflect toggles with aria-pressed and disclosures with aria-expanded.

Brand versus function

Expressive symbols and illustration may vary by story, but must not replace familiar task controls. Do not use decorative service icons as clickable controls unless the whole component has an explicit destination.

08 / MOTION

MOTION

A cause, a continuous transformation and a credible settle. Motion reveals relationships and carries the pace of the story.

Physical behaviour

Respond to input immediately, accelerate purposefully and decelerate into rest. Preserve an object's origin, direction and visual mass through a transformation. Larger elements travel more slowly. A spring may overshoot once subtly; avoid perpetual bounce or abrupt velocity changes.

Fluid transformations

Keep a recognisable anchor as image, colour or form changes. Let the leading edge flow and the trailing edge settle. The website fluid solver is an expressive approximation, not a physical claim. Always preserve a readable static image and real text.

Pacing and choreography

Use one dominant movement at a time. Introduce context, reveal the focal idea, hold for reading, then resolve. Stagger related elements by 40-80 ms, capped at 300 ms total. Essential text and task controls must never wait for a decorative sequence.

Duration and easing

Use 120 ms for feedback, 240 ms for small state changes, 400 ms for structural transitions, 600 ms for entrances and 900 ms for an expressive reveal. Standard easing is cubic-bezier(.16,1,.3,1); use ease-in for exit and linear timing for progress.

Hero and narrative transitions

The current hero holds a scene for 6 s and uses a 2.4 s fluid image transition, with a soft dissolve fallback. Longer transitions are storytelling exceptions, not defaults for product controls. Menu entrance is 600 ms; exit is 350 ms; link stagger is 55 ms.

Interruption

A new input cancels or retargets the previous transition. Avoid queuing gestures. Manual hero selection pauses autoplay until Play. Pause decorative work off screen and in hidden tabs; keep pointer effects on fine-pointer devices only.

Reduced motion

Respect the system preference and the visible site motion toggle. Replace spatial travel, ink flow, parallax and letter waves with an immediate state change or a short opacity dissolve of at most 120 ms. Never animate essential content out of reach.

Beyond the website

Presentations default to cuts or a short dissolve, with one meaningful transformation per argument. Proposal and PDF exports use a selected still plus explanatory labels. Product transitions communicate state, continuity and feedback before brand expression.

Motion safety

Provide pause controls for ongoing motion and avoid flashing more than three times per second. Do not use scroll hijacking or require pointer movement. Captions/transcripts convey meaningful audio and video content; do not autoplay sound.

REFERENCE / MOTION

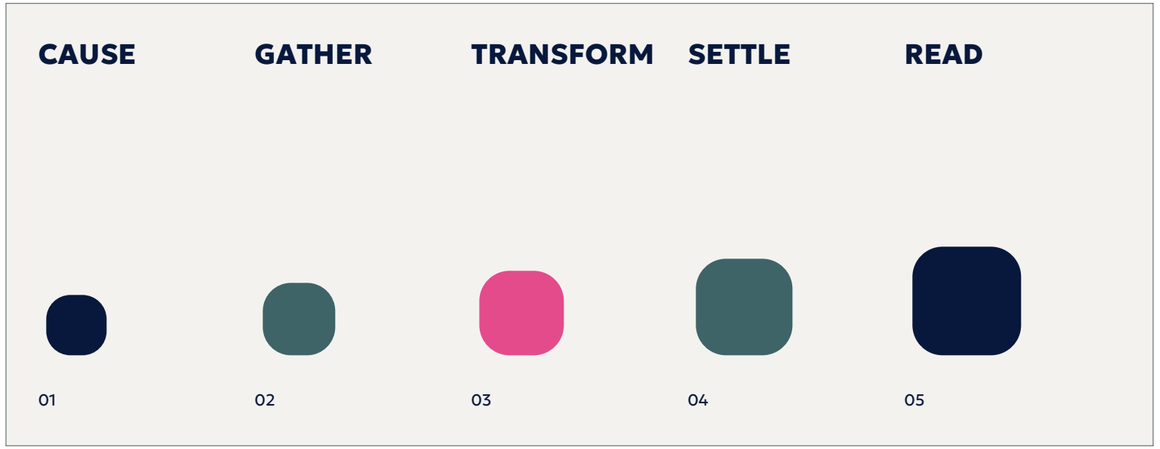
MOTION IN PRACTICE

Apply the shared rule to the medium and audience. Specimens and channel profiles complement the specification.

Motion presets

Preset	Timing / curve	Use
Feedback	120 ms / standard	Press, hover, validation feedback
State	240 ms / standard	Toggle, filter, small reveal
Structure	400 ms / standard	Panel, disclosure, layout change
Entrance / exit	600 ms standard / 350 ms ease-in	Menu and narrative entrance
Expressive reveal	900 ms / standard	One focal transformation
Fluid hero exception	2400 ms; 6000 ms hold	Existing image narrative only
Reduced	0-120 ms / linear	Immediate change or opacity only

Cause / transform / settle



Keep one recognisable anchor through the transformation. Reduced motion preserves the same information and task outcome without spatial travel.

09 / COMPONENTS

COMPONENTS

Every component has a purpose, a state model and a clear contract. Reference examples do not imply a complete product library already exists.

Component anatomy

Document purpose, slots, semantic element, variants, states, token dependencies, responsive behaviour and access requirements. Reuse native controls first. A component is ready only when its required states have been reviewed.

Actions and navigation

Primary actions use solid ink; secondary actions use an outline; destinations use anchors with clear text. Use buttons for actions and preserve native disabled behaviour. Give an editorial section one clear next step; keep additional routes in the relevant navigation or destination page. Never use hover alone to reveal an essential route.

Breadcrumb navigation

Show breadcrumbs on every website content page except Home, including project, sector, legal, error and design-guide pages. Use a labelled navigation landmark and an ordered list. Link ancestors; render the current page as plain text with aria-current="page". Use neutral slash separators, no coloured dots. Wrap long paths and preserve keyboard focus and touch targets.

Fields and forms

Persistent labels sit above fields. State required markers before the form. Support empty, filled, focused, invalid, disabled, read-only and submitting states. Show a field message plus linked error summary; preserve entered data and move focus to the useful next point.

Cards and editorial blocks

Project cards combine cover image, title, discipline, summary and destination. Use consistent destinations for image and title; avoid nested links. Content-only service lists remain static: no underlines, per-item borders, link arrows, pointer cursor or hover treatment. Captions and credits stay attached to their artifacts in all formats.

Overlays and disclosures

Use native dialog for blocking tasks, details/summary for simple disclosures and explicit buttons for menus. Dialogs need a title, sensible initial focus, focus containment, Escape close where safe and return to the opener. Do not nest modals.

Product system states

Future products must include loading, skeleton, empty, error, success and offline/stale states. A loading state preserves layout and announces progress when useful. Empty states explain why and offer a next action. Error states preserve work and provide recovery.

Non-interactive formats

Decks and proposals reuse title, evidence, quote, comparison, process, image/caption and call-to-action blocks. Remove control styling from static content. Interactive states become labelled specimens when shown in print.

Implementation status

Website reference: actions, navigation dialog, project card, service list, accordion, enquiry fields and email-draft outcome. Defined for future implementation: product shell, data table, tooltip, popover, toast, upload, skeleton and offline patterns. These need build and access review before shipping.

REFERENCE / COMPONENTS

COMPONENTS IN PRACTICE

Apply the shared rule to the medium and audience. Specimens and channel profiles complement the specification.

Required state contract

Family	Minimum states	Access / responsive rule
Button / toggle	Default, hover, focus, pressed/selected, disabled, loading	44 px target; name + native state; no layout shift
Field / select	Empty, filled, focus, invalid, disabled, read-only	Persistent label; error association; one column compact
Menu / dialog	Closed, opening, open, closing	Keyboard entry/exit; focus return; compact viewport fit
Card / link	Default, hover, focus, visited where useful	One clear destination; no hover-only information
Table / results	Loading, populated, empty, error, stale	Semantic headers; named scroll region or alternate view
Notice / toast	Info, success, warning, error, dismissed	Status announcement; no urgent message that vanishes

10 / PATTERNS

PATTERNS AND STORYTELLING

Make complexity engaging by revealing it in a purposeful order. Each chapter should change what the audience understands.

Narrative spine

Question: what matters? Insight: what changed our understanding? Idea: what organising concept follows? Proof: how does it work and what evidence supports it? Next: what should happen now? A short story may combine chapters, but should preserve the logic.

Progressive disclosure

Lead with a plain-language claim and a clear visual. Offer a diagram, detail or method next, with full evidence available afterward. On the web use semantic sections and optional details; in a deck use successive slides; in a proposal use headings, summaries and appendices.

Scene anatomy

Give each scene a purpose, one main message, one dominant artifact, a useful caption and a transition to the next idea. Alternate overview, close detail and breathing space. Do not confuse a dramatic visual change with a new argument.

Evidence pattern

State the claim, show the artifact or data, name the source and explain the implication. Separate observation, inference and proposal. Use honest chart scales, direct labels and accessible alternatives. Mark unmeasured outcomes as intended benefits, never achieved results.

Case-study structure

Context and challenge; Eidon’s role and collaborators; insight and concept; execution across formats; outcomes or evidence limits; next step. Identify dates, credits and delivered versus conceptual work. Outcomes can be qualitative when the source supports them.

Proposal structure

Client question; understanding of the audience; proposed direction; scope and deliverables; approach and milestones; team and responsibilities; fees and assumptions; next step. Keep exclusions and terms findable. Never insert invented pricing or commitments.

Product journeys

Define entry point, intent, action, feedback, recovery and completion. Use one primary action per decision area, preserve work across interruption and make back/cancel behaviour predictable. Test both the successful path and recovery from invalid input, empty results and connection loss.

Creative exception pattern

Record the brief, normal rule, intended departure, invariant brand/access cues, static/reduced fallback, evidence and accountable approver. Time-box experiments and either promote them into a documented variant or retire them.

REFERENCE / PATTERNS

PATTERNS AND STORYTELLING IN PRACTICE

Apply the shared rule to the medium and audience. Specimens and channel profiles complement the specification.

Story by channel

Channel	Reusable sequence	What remains constant
Website	Fluid opening > selected work > brief studio introduction > client experience > contact; detailed services and experiments have their own routes	Readable routes, semantic order, credible project evidence
Presentation	Question > insight > big idea > proof > invitation	One claim per slide; source notes; a clear spoken arc
Client proposal	Understanding > solution > scope > plan > commercial detail > decision	Client relevance, clear responsibilities and assumptions
Case study	Context > role > insight > execution > evidence > next	Authorship, concept status, attribution and honest outcomes
Digital product	Orient > act > feedback > recover or complete	Task continuity, clear state and accessible interaction

11 / CONTENT

CONTENT

Sound like thoughtful creative thinkers and makers. Explain the idea, its significance and the next useful action.

Voice

Be intelligent without posturing, curious without vagueness, confident without exaggeration and human without forced familiarity. Use active voice, connected prose and specific examples. Avoid stock slogans, jargon chains and unsupported claims.

Tone by context

Brand narratives may be exploratory and expressive. Proposals are precise and reassuring. Product instructions are direct. Errors are calm and helpful. Never make a joke at the reader's expense or imply blame for an interface failure.

Messaging hierarchy

Lead with the audience-relevant proposition, explain the mechanism, provide evidence and offer a clear next step. A headline carries one idea; a summary explains it; detail substantiates it. Do not rely on a visual effect to convey missing meaning.

Labels and microcopy

Name the outcome: Prepare email draft, Download proposal, Save changes. Link text describes its destination. Use sentence case and consistent terms. Avoid Click here, ambiguous Yes/No buttons and instructions based only on colour, shape or screen position.

Feedback

Describe what happened, whether work was saved and what the user can do. Error example: We could not save your changes. Your draft is still here. Try again. Confirmation example: Draft saved. Do not claim an email was sent when only a local draft was prepared.

Accessible language

Use plain English, define acronyms at first use and write descriptive headings. Keep required-field instructions explicit. Supply meaningful image descriptions, captions and transcripts; use real text rather than text baked into decorative imagery.

Editorial practice

Prefer complete thoughts and varied sentence length. Remove decorative ordinals where they add no meaning; retain real steps, dates, quantities and edition numbers. Use questions only when they advance an argument. Preserve client terminology and approved legal wording.

Claims and sources

Attribute collaborators, quotes and third-party work. Record the source and date of factual claims. Mark concepts and proposals clearly. Obtain approval before reusing confidential client information; do not invent metrics, testimonials, costs or outcomes.

12 / ACCESSIBILITY

ACCESSIBILITY

Access is part of Eidon's creative standard. Every expressive treatment needs an equivalent usable experience.

Target and evidence

Use WCAG 2.2 AA as the target for new digital work, while preserving the existing website's accessibility baseline. This is a delivery target, not a conformance claim. Pair automated checks with manual keyboard, visual and assistive-technology review.

Contrast and alternatives

Check text at 4.5:1, large text at 3:1 and essential non-text UI at 3:1. Never encode meaning with colour alone. Provide alt text for meaningful images, data equivalents for charts and captions/transcripts for meaningful audio or video.

Keyboard and focus

All actions work by keyboard without a trap. Provide a skip link, logical focus order, a visible 3 px focus indicator and focus that is not hidden by sticky content. Dialogs contain focus while open and return it to a sensible opener on close.

Touch and pointer

Use a 44 x 44 CSS px minimum target as the Eidon default. Permit smaller inline text links only when clearly separated and accessible. Provide alternatives to dragging and multi-point gestures. Hover content must also be available on focus and dismissible.

Structure and announcements

Use landmarks, hierarchical headings, semantic tables and native controls. Set accessible names and state attributes. Connect errors to fields; announce useful status changes politely. Do not send decorative letter animations or pointer effects to the accessibility tree.

Reflow and preferences

Test 320 CSS px width, 200% text zoom and 400% page zoom; allow text-spacing overrides. Honour reduced motion, forced colours and system preferences. Spatial layouts may scroll when intrinsically necessary, but preserve a useful text alternative.

Documents and slides

Use selectable text, logical reading order, meaningful links and image descriptions. Author native heading structure and run the destination app's accessibility checker. Accessible delivery may require tagged PDF/PDF-UA remediation; this generated visual guide alone is not certified as tagged or PDF/UA compliant.

Manual release checks

Review keyboard-only navigation, dialog opening/closing, form errors, focus visibility and mobile reflow. Test the supported browser/assistive-technology combinations, including NVDA with a supported Windows browser and VoiceOver with Safari when a Mac/iOS build is in scope. Log the version, results and remaining issues.

13 / TOKENS

DESIGN TOKENS

One structured source connects identity decisions to reusable implementation values. Semantic roles let the same system adapt across formats.

Layers

Primitive tokens hold palette, spacing, type, shape and motion values. Semantic tokens express surface, text, action, focus and feedback roles per theme. Component tokens name their purpose, such as button height or dialog radius. Channel profiles express print and slide units explicitly.

Naming and types

Use stable dotted paths in JSON and --eidon-kebab-case in CSS. Every token has a value and a type; aliases use braces, for example {color.palette.navy.500}. Do not put a channel-specific unit into a generic token without naming the channel.

Exports

tokens.json is the canonical machine-readable definition. tokens.css is generated, with light/dark semantic selectors and compatibility palette names. The HTML/PDF guide and reference tables are built from the same authoring data. Never edit a generated export as the source of truth.

Implementation

The website build includes generated CSS before existing styles. Shared palette, gutter, reading size, heading scale and standard easing map to the new tokens. Legacy local values remain during migration; new components should use semantic/component tokens. Do not describe every existing hard-coded value as migrated.

Modes and channels

Select light/dark with data-theme. Deck, A4 and product profiles supply their own type and layout values in points, millimetres or CSS pixels. Token names preserve the decision’s role even when the output unit changes.

Validation

Resolve every alias, reject cycles and missing references, check declared types and recompute contrast for documented pairings. Validate token export parity with the guide version. A change to a shared primitive requires checking all affected semantic roles and output formats.

Deprecation

Keep a deprecated alias for one minor release when renaming a public token. Mark its replacement in the changelog. Remove it in the next major release after consumers have migrated. Do not silently change a token’s meaning under an unchanged name.

REFERENCE / TOKENS

DESIGN TOKENS IN PRACTICE

Apply the shared rule to the medium and audience. Specimens and channel profiles complement the specification.

Reference token mapping

Decision	Token	Example
Body size	type.web.body	1rem
Pill radius	component.button.radius	{radius.pill}
Standard motion	motion.easing.standard	cubic-bezier(.16,1,.3,1)
Slide reading	profile.presentation.type.body	24pt
Proposal margin	profile.proposal.marginX	18mm
Focus colour	themes.light.focus	{color.palette.blue.500}

Download the complete typed JSON and generated CSS from the HTML guide. The export includes primitive, semantic, component and channel values.

14 / DOCUMENTATION

DOCUMENTATION

A system must be usable by someone who did not design it. Show the rule, the reason, a working example and the limits.

Reference set

Use this self-contained HTML guide for navigation and interaction, the PDF for visual review, token JSON/CSS for implementation and the source content for maintenance. All carry the same version. The older brand page is a summary linked to this guide.

Component specification

Each component entry records purpose, anatomy, variants, state matrix, content limits, responsive behaviour, keyboard/assistive requirements and tokens. Include a useful do/don’t example and label planned components separately from implemented ones.

Pattern specification

Record audience intent, entry/completion conditions, narrative or task sequence, evidence needs, failure/recovery behaviour and channel adaptations. Case-study, proposal and product patterns should link to the source claims they use.

Example quality

Show light/dark, compact/wide and static/reduced-motion specimens where relevant. Specimens illustrate the standard; they are not proof that every production page or external deck conforms. Keep actual project content and concept examples clearly distinguished.

Delivery checklist

Check text and image rights, source attribution, contrast, reading order, keyboard access, focus, reflow, responsive crops, motion preferences and links. For print, check bleed and physical proofs; for decks, check projector readability and font embedding.

Maintenance path

Edit content.json and tokens.source.json, run the guide/token generators, rebuild the website and run checks. Regenerate and inspect the PDF. Record the change and verification evidence. Publishing is a separate release action using Option 2’s existing site identity.

Known limits

This release defines cross-format standards and visual/reference examples. It does not create editable PowerPoint/Word templates or a complete production product component library. The PDF is searchable but not represented as fully tagged. These are explicit follow-on implementations.

15 / GOVERNANCE

GOVERNANCE

Give the system an owner, a release process and a place for useful experiments to become shared practice.

Accountability

The Eidon Creative directors are the accountable brand owners. For each delivery, nominate a design-system steward, an implementation owner and an accessibility reviewer in the release record. One person may hold multiple roles; a role must not be silently unassigned.

Decision rights

Brand owners approve changes to the name/mark, core visual principles and cross-channel direction. The steward approves documented variants and editorial standards. Implementation owners validate exports and compatibility. Accessibility reviewers record evidence and unresolved issues before release.

Contribution process

Submit a problem, audience/channel, existing gap, proposed solution, alternatives and example. Include tokens, states, responsive/static fallbacks and access considerations. Review against real use; update documentation and implementation together, then record approval and release.

Versioning

Use semantic versioning. Major: changed identity, removed token or incompatible component contract. Minor: additive token, component or pattern. Patch: correction or compatible clarification. The guide and token exports share a version; deployment records identify the version actually published.

Quality gate

Require token/alias checks, website build/route checks, contrast calculations, manual visual and access review, PDF layout inspection and channel-specific export checks. Record what was tested and what was not. A failed essential-access check blocks release of the affected component.

Exceptions

Record exception ID, context, normal rule, departure, rationale, invariants, fallback, owner, approval status and review date. Unapproved exceptions remain experiments. Review them at project close; promote useful repeatable variants and retire one-off treatments.

Maintenance cadence

Review at project kick-off and close, triage contributions monthly and audit shared components quarterly. Review supported browsers, fonts, licences, sources and access evidence before major releases. Archive old exports with their version; never overwrite historical release evidence.

Adoption

Start with new work and frequently reused components. Migrate existing pages when they are touched, prioritising readability, access and token consistency. A version number describes the standard, not automatic conformance of every website page, proposal or future product.

REFERENCE / GOVERNANCE

GOVERNANCE IN PRACTICE

Apply the shared rule to the medium and audience. Specimens and channel profiles complement the specification.

Release responsibilities

Role	Owns	Required record
Brand owner	Identity and creative direction	Decision and approval for core changes
Design-system steward	Rules, variants, contribution triage	Changelog and accepted specification
Implementation owner	Tokens, components, exports	Build/check results and affected consumers
Accessibility reviewer	Access evidence and remediation	Manual/automated results and remaining issues
Project lead	Channel delivery and release scope	Named owners, delivered files and publication status

CROSS-FORMAT VISUAL RECIPES

ONE IDENTITY. DIFFERENT JOBS.

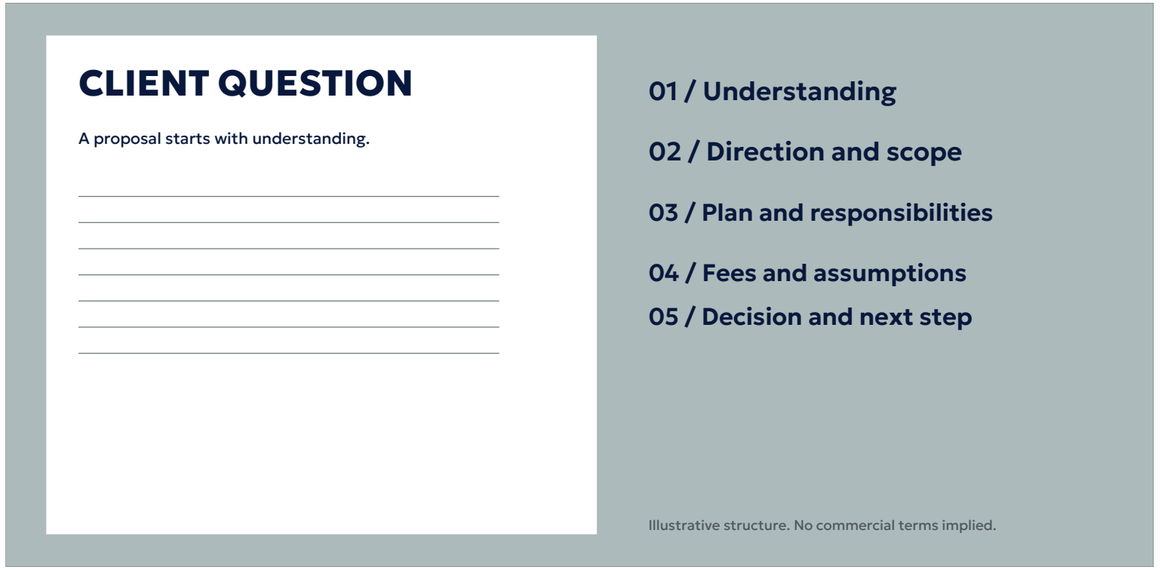
These are composition specimens, not editable application templates. Use the channel profiles for exact type and margin rules.

Presentation / focus the argument



A confident title and one expressive field. Keep the spoken story ahead of decoration.

Proposal / make the decision legible

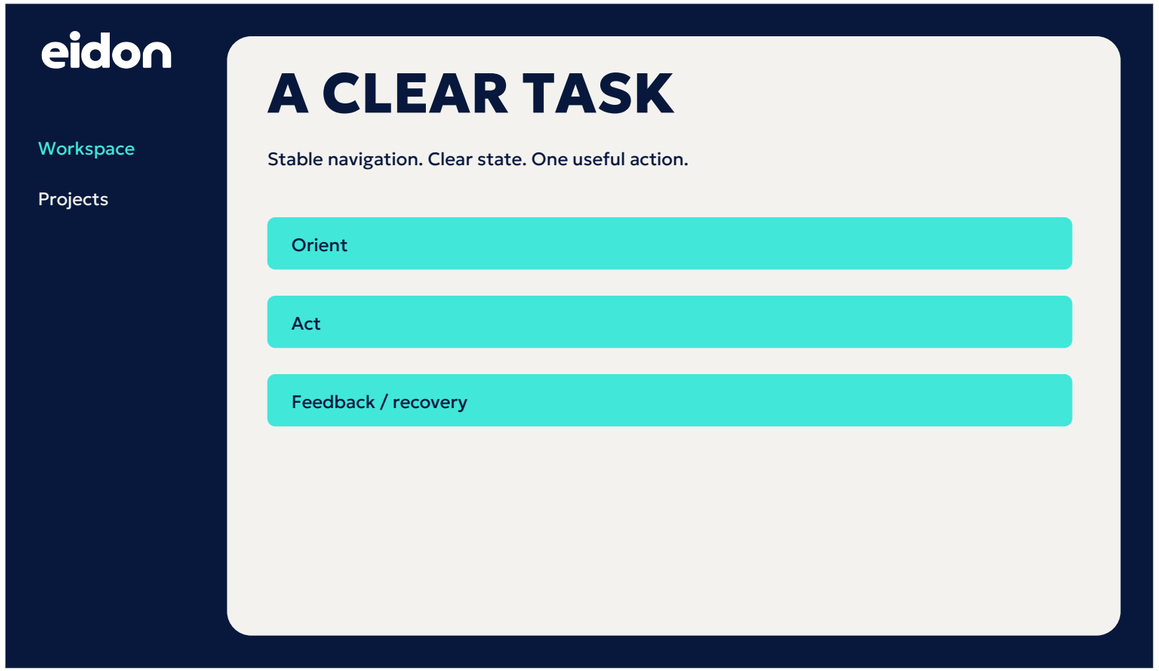


A calm reading frame carries scope, assumptions and commercial detail.

FUTURE DIGITAL PRODUCTS

EXPRESSION FOLLOWS THE TASK.

The core identity supports a stable shell, clear feedback and recoverable journeys. Product components remain defined patterns until implemented and reviewed.



Orient > Act > Feedback > Recover or complete

Keep navigation and actions in predictable positions. Introduce expressive fields at orientation, explanation or completion moments where they do not compete with work. Use accessible native controls and explicit loading, empty, error and offline states.

Adoption note

The website remains the reference implementation for editorial components and motion. These product recipes specify future behaviour; they do not claim a finished product library or automatic conformance.