



Brand guidelines

The marks, colours and type behind Eaon, and how to use them.

The Eeon logo, and an app icon.

Eeon has one logo. The white disc in the Dock is the app icon of one product, Eeon Desktop. It is not the Eeon logo, and the two are not interchangeable.



The Eeon logo

A white peak on a coral tile. It is the mark in `eaon.dev`'s header and favicon, and the one in every lockup. Use it for Eeon.

Eeon Desktop app icon only



The Eeon Desktop app icon. Not the Eeon logo.

A white disc with two slots cut in from the right, on a dark tile: the icon of the Eeon Desktop app. Use it to show that app, in a store listing, a review or a screenshot of the Dock. Never as Eeon's logo, in a lockup, or as Eeon's own favicon.

Lockups and the wordmark.

A lockup is the Eaon logo and the lowercase wordmark in the proportions of the site's header. The wordmark is outlined: never retype it.



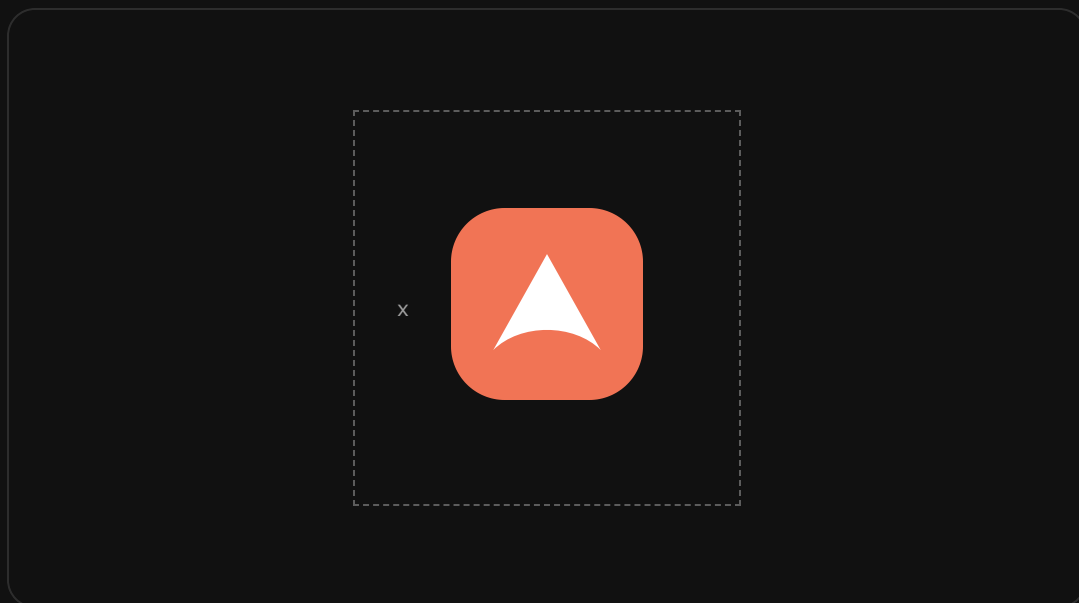
eaon

eaon

White artwork goes on Ink, black on Paper. Lockups are made with the Eaon logo only, never with the app icon.

Clear space and minimum size.

Leave half the mark's width free on every side. Nothing else sits inside that space: no text, edges or other logos.



x is half the mark's width. The same space applies around a lockup, measured from the mark's height.

Below these sizes the marks stop reading. Shown here at actual size.

The Eaon logo, 16 px on screen and up



Lockups, 20 px high on screen and up



In print, 6 mm for a mark and 8 mm for a lockup

Ink, Paper and one coral.

The site and the app are near black with white type. Coral is the only colour: the Coral mark, selection, one point of emphasis. Hex, RGB and HSL below.

Ink #111111 17 17 17 0 0% 7%	Paper #FFFFFF 255 255 255 0 0% 100%	Coral #F17455 241 116 85 12 85% 64%	Coral Deep #AD3E18 173 62 24 15 76% 39%		
Gray 100 #EDED 237 237 237 0 0% 93%	Gray 200 #C9C9C9 201 201 201 0 0% 79%	Gray 400 #A1A1A1 161 161 161 0 0% 63%	Gray 600 #5C5C5C 92 92 92 0 0% 36%	Gray 700 #3F3F3F 63 63 63 0 0% 25%	Gray 950 #0A0A0A 10 10 10 0 0% 4%

Which pairs are safe for text.

Contrast ratios are WCAG 2. Body text needs 4.5:1. Coral is bright enough on Ink and too light on Paper: use Coral Deep there.

Pair	Ratio	Use
 Gray 100 on Ink	16.13:1	Text and graphics
 Gray 400 on Ink	7.31:1	Text and graphics
 Coral on Ink	6.63:1	Text and graphics
 Gray 950 on Paper	19.80:1	Text and graphics
 Gray 600 on Paper	6.69:1	Text and graphics
 Coral Deep on Paper	6.04:1	Text and graphics
 Coral on Paper	2.85:1	Do not use for text
 Paper on Coral	2.85:1	Do not use for text

Type

Inter, with Plex Mono for code.

One sans family does nearly everything. Both faces are open source and free to use.

Aa Gg 123

Inter SemiBold, headings, tracked -0.035em

Free, open source, no account. Eeon runs every model on your keys or your own hardware.

Inter Regular, body text

```
npm i -g eeon-cli
```

IBM Plex Mono, commands and code only

Face	Weights	Source
Inter	400, 500, 600	fonts.google.com/specimen/Inter
IBM Plex Mono	400, 500	fonts.google.com/specimen/IBM+Plex+Mono

- Headings: Inter 600, tight tracking, sentence case.
- Body: Inter 400 at 16 to 18 px, line height 1.5.
- Fallback: the system sans.

Say what it does and what it costs.

Naming

- Write **Eaon**, with a capital E, in running text.
- The lowercase **eaon** is the wordmark. It is a logo, not a spelling.
- Never EAON, and do not add "AI" or "app" to the name.
- Eaon Desktop and Eaon CLI tell the two apps apart when it matters.

Voice

- Plain and specific. A number beats an adjective.
- No em dashes or en dashes in copy.
- Do not claim what we cannot show.

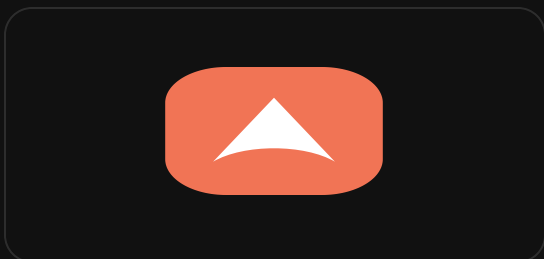
In the site's words

Built to put the AI toll booths out of business.

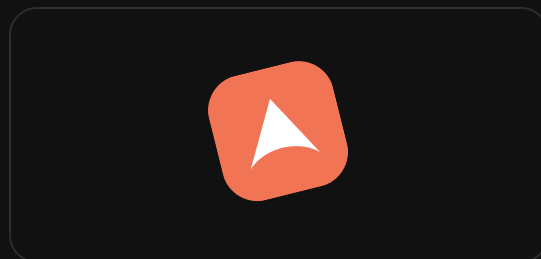
Free, open source, no account.

No subscriptions. No markup. No apologies.

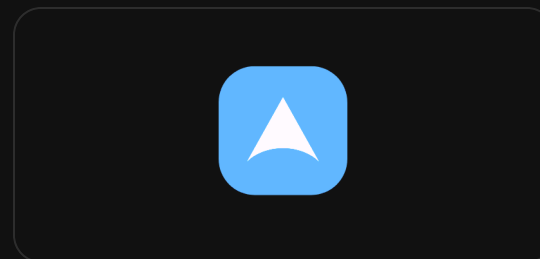
Keep the marks as drawn.



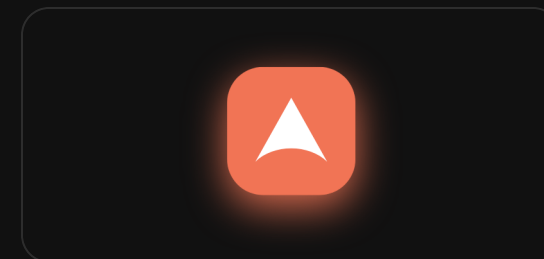
Do not stretch or squash



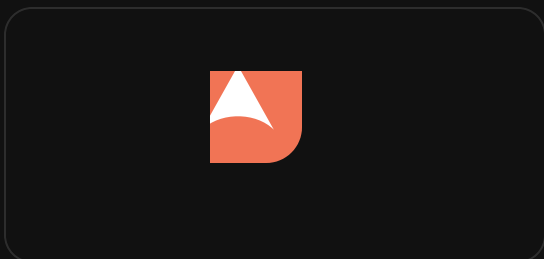
Do not rotate or tilt



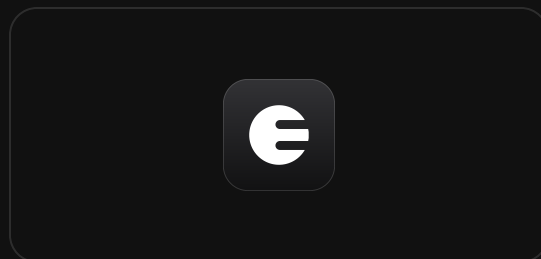
Do not recolour



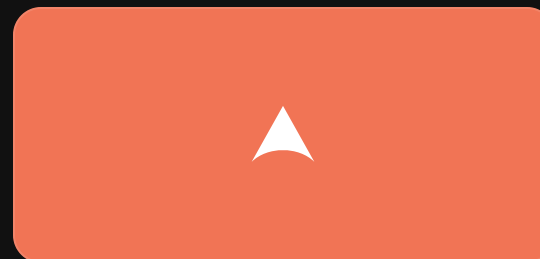
Do not add shadows or glow



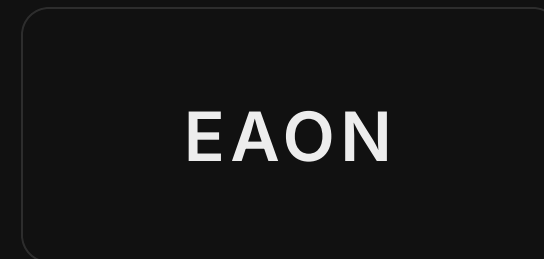
Do not crop the tile



Do not use the Eon Desktop app icon as the Eon logo



Do not put Coral on coral



Do not retype the wordmark

Use the files as supplied, on a plain ground. On a photo, put the mark on a plain panel or use the single-colour version.

Use the marks to refer to Eon, and do not use them in a way that suggests Eon made or endorses your product.

Everything is in the kit.

- **logo:** the Eeon logo as SVG and PNG, with lockups and the wordmark
- **eaon-desktop-icon:** the Eeon Desktop app icon, not the logo: the official .icns, PNGs and SVG
- **favicon:** browser and home screen icons, coral/ for Eeon and eaon-desktop/ for the app
- **colors:** JSON, CSS, Adobe swatches and a sheet
- **social:** link preview, GitHub, X and LinkedIn images, avatars
- **about:** names, descriptions and facts to copy

Site
eaon.dev

Source
github.com/eaonlabs

Questions about the marks
support@eaon.dev