Open Scaffold Labs — Brand Management System & Visual Identity Standard (`v2.1`)

Prepared By: Dale Raaen (Founder & CEO), Open Scaffold Labs CEO, & Open Scaffold Labs CMO
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Live Interactive Brand Portal: `https://www.openscaffoldlabs.com/brand/`
Canonical Asset & Design Package: `@openscaffold/design` (`/brand/osl-mark.svg`, `/brand/brand-system.js`, `tokens.css`, `branding.js`)

1. Executive Summary: Retiring the 5-Month-Old Founder Prototype Cube for a Unified Architectural Brand System

Five months ago, during the earliest engineering sprint of Open Scaffold Labs, Dale sketched our initial inline SVG prototype cube (`#52525b` zinc faces, `#a78bfa` / `#a855f7` violet grid lines, and `#fbbf24` / `#f59e0b` amber nodes on a `#09090b` dark-zinc developer background). That founder prototype carried us through building 17 applications across 12 vertical industries, our shared `@openscaffold/books` v3.3 general ledger, and our wholesale `Rail B` payment engine.

Today, Open Scaffold Labs serves Board Presidents, Club Presidents, Fire Chiefs, General Managers, Head Golf Professionals, Superintendents, Practicing Dentists, Executive Chefs, Landscape Contractors, Pastors, and CPA Firm Managing Partners. Those buyers do not want a dark-zinc developer-tool aesthetic or hardcoded inline SVGs scattered across individual HTML files. They expect **warm architectural authority, institutional trust, effortless convenience, and one single source of truth**.

Effective October 26, 2026, Open Scaffold Labs officially retires the 5-month-old zinc/purple/amber prototype SVG and transitions 100% of corporate, product, and presentation surfaces to the **Open Scaffold Labs Brand Management System (`@openscaffold/design` v2.0)**:

Dimension	Retired 5-Month-Old Founder Prototype (`v0.1`)	Canonical Open Scaffold Labs Brand System (`v2.1`)
Primary Mark Geometry	Unframed isometric zinc box (`#52525b` / `#3f3f46`) with violet (`#a78bfa`) and amber (`#fbbf24`) lines	**Architectural Hexagonal Shield + Isometric Structural Scaffold (`osl-mark.svg`)** in Deep Forest (`#1f2b22`), Architectural Gold (`#c9ab66` / `#e5cb87`), and Warm Ivory (`#fbf7ef`)
Meaning of the Mark	Generic developer wireframe cube	**1. Hexagonal Shield:** Institutional trust & security **2. Isometric Bays & Gold Columns:** The `90.4%` shared Open Scaffold foundation **3. Ivory Harmonic Wave & Twin Nodes:** *"A Bot Uses an App, and a Human Uses the Bot and the App"* (`Human ⇔ Bot ⇔ App`)
Core Color Palette	Dark Zinc (`#09090b`), Violet (`#a78bfa`), Amber (`#fbbf24`)	**Forest Rail (`#1f2b22`), Primary Forest (`#2f4a34`), Architectural Gold (`#c9ab66` / `#c4a35a`), Warm Tan Paper (`#e7d9c1`), Warm Ivory Card (`#fbf7ef`), Deep Ink (`#243126`)**
Typography System	Generic `Inter` + `JetBrains Mono`	**Display & Editorial Titles:** `Newsreader` (serif) **UI & Body Copy:** `Source Sans 3` (sans-serif) **Deterministic Integer-Cent Ledger Figures:** `JetBrains Mono` (`tabular-nums`)
Asset Governance	Copy-pasted `<svg>` polygons inside each HTML file	**Single-Source-of-Truth Loader (`/brand/brand-system.js` + `/brand/osl-mark.svg`)** — updating one master asset updates every navbar, hero, product page, and pitch deck site-wide
Customer Co-Branding	Static colors with manual CSS overrides	**Automated WCAG AA (`4.5:1`) Contrast Clamping (`branding.js`)** + 4 instant 1-click user looks (`Warm Classic`, `Clinical Light`, `Midnight Dark`, `High Contrast`)

2. Master Corporate Mark Construction, Grid Geometry & Approved Lockups

2.1 Structural Symbolism (`160×160` Master Grid & `24×24` Small-Scale Optical Grid)

The **Open Scaffold Architectural Mark (`/brand/osl-mark.svg`)** is constructed on a precision `160×160` coordinate grid with 30-degree isometric projection and a golden-ratio (`1:1.618`) vertical column span: 1. **The Outer Architectural Hexagonal**

Shield (`points="80,18 134,46 134,114 80,142 26,114 26,46"`): Rendered in Deep Forest (`#1f2b22`) with a `3.5px` Architectural Gold (`#e5cb87` $ ightarrow$ `#c9ab66` $ ightarrow$ `#a88842`) perimeter stroke. Represents institutional permanence, fiduciary auditability, and multi-tenant isolation. 2. **The Three Isometric Structural Faces (`#3a5a40` top, `#243528` left, `#2f4a34` right) & Twin Vertical Gold Columns (`x=68` , `x=92`):** Represent the **shared Open Scaffold (`90.4%` shared platform packages)**: `@openscaffold/books` , `@openscaffold/auth` , `@openscaffold/billing` , `@openscaffold/messaging` , `@openscaffold/esign` , and `@openscaffold/design` . 3. **The Warm Ivory Harmonic Wave (`#fbf7ef`) & Twin Intelligence Nodes (`cx=68, cy=80` and `cx=92, cy=80`):** Represent our foundational thesis — ***"A Bot Uses an App, and a Human Uses the Bot and the App"*** — where the human operator (`Node 1`) and the role-specific AI specialist (`Node 2`) meet on the exact same live application record (`y=80` crossbeam).

2.2 Canonical Master Brand Files (`/brand/`)

All official brand files are hosted at `https://www.openscaffoldlabs.com/brand/` and mirrored in `@openscaffold/design/brand/` : - **`/brand/osl-mark.svg` :** Primary full-color Master Architectural Mark (`160×160` viewBox, Forest + Gold + Ivory with hexagonal shield). Used for hero displays, partner badges, and social/press kits. - **`/brand/osl-mark-nav.svg` :** Optical small-scale mark (`20×20px` to `32×32px` navigation headers and inline badges) with simplified stroke weights for crisp sub-pixel rendering. - **`/brand/osl-mark-light.svg` :** High-contrast Ivory & Gold variant for dark forest (`#1f2b22`) or obsidian (`#0b1220`) backgrounds. - **`/brand/osl-mark-gold.svg` :** Monochrome Architectural Gold stamp (`#c9ab66` / `#e5cb87`) for formal certificates, legal/CPA seals, and embossed presentation covers. - **`/brand/osl-lockup-dark.svg` & `/brand/osl-lockup-light.svg` (`640×160`):** Full horizontal corporate wordmark lockups pairing the Master Architectural Mark with `Open Scaffold Labs` set in `Newsreader` SemiBold (`600`) and the sub-kicker `CLEAN-SHEET AI · BOT + APP + HUMAN` set in tracked `Source Sans 3` Bold (`700`). - **`/brand/osl-app-icon.svg` & `/brand/osl-app-icon-1024.png` (`1024×1024`):** Master Apple App Store (`iOS` / `iPadOS`), Google Play (`Android`), macOS dock, and PWA homescreen icon.

2.3 Clear Space & Minimum Size Rules

- **Minimum Clear Space:** Maintain a clear-space buffer around the mark equal to **`25%` of the mark's width (`0.25W`)** on all four sides. No text, borders, or competing badges may enter this zone.
- **Minimum Render Sizes:**
- Full Shield Mark (`osl-mark.svg`): minimum `28×28px` digital / `0.35 in` print.
- Navigation Optical Mark (`osl-mark-nav.svg`): minimum `16×16px` digital (favicons, compact navbars).
- **Prohibited Modifications:** Never revert to the retired `#52525b` / `#a78bfa` / `#fbbf24` prototype cube; never stretch or skew the isometric aspect ratio; never place low-contrast text over the mark; never recolor the structural gold columns to unapproved neon hues.

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3. The 17-Application Vertical Crest System & Domain Color Tokens

Every Open Scaffold Labs application belongs to one unified family while honoring the visual traditions of its profession. Each vertical crest retains the **Open Scaffold Hexagonal Architectural Frame + Gold Structural Columns** and pairs them with a vertical domain accent and named AI specialist persona:

#	Application Name	Vertical Slug	Primary Domain Color	Accent / Highlight	Named AI Specialist Persona(s)	Default Curated App Look
1	**Open HOA**	`open-hoa`	Forest `#2f4a34`	Gold `#c4a35a`	**Built-In HOA Board & Treasurer AI**	`warm-editorial` (Warm Classic)
2	**OpenCPA 2.0**	`open-cpa`	Emerald `#1b4332`	Brass `#c9ab66`	**Luca** (Audit, Tax & 4-Book Tie-Out AI)	`warm-editorial` (Warm Classic)
3	**Open Firehouse**	`open-firehouse`	Maltese Red `#9f2d20`	Gold `#d4a338`	**Sparky** (NERIS, Apparatus & Grant AI)	`midnight` / `warm-editorial`
4	**Open Fire Investigator**	`open-fire-investigator`	Amber Flame `#b45309`	Gold `#e5c158`	**Sparky CFI** (NFPA 921 / 1033 Casefile AI)	`midnight` (Field Dark)
5	**OpenChurch**	`open-church`	Sanctuary `#3b2f4a`	Gold `#c9ab66`	**Harbor** (Pastoral, Donor & Vestry AI)	`warm-editorial` (Warm Classic)
6	**Open Landscape Business**	`open-landscape-business`	Turf Green `#1f5132`	Earth Gold `#c4a35a`	**Clover** (Crew, Route & Take-Off AI)	`warm-editorial` / `high-contrast`
7	**Open Landscape Architect**	`open-landscape-architect`	Botanical `#2d5a42`	Copper `#b8860b`	**Sage** (CAD Planting & Spec Sheet AI)	`warm-editorial` (Warm Classic)

#	Application Name	Vertical Slug	Primary Domain Color	Accent / Highlight	Named AI Specialist Persona(s)	Default Curated App Look
8	**Open Plants**	`open-plants`	Leaf Green `#2b6435`	Sun Gold `#c4a35a`	**Flora** (Botanical Encyclopedia & Yard AI)	`warm-editorial` (Warm Classic)
9	**Open Golf Course OS**	`open-golf-course-os`	Augusta `#1b4d2e`	Championship Gold `#c9ab66`	**Links** (Tee Sheet, Pro Shop, Turf & Club AI)	`warm-editorial` (Warm Classic)
10	**The Match (Golf Companion)**	`the-match`	Fairway `#15803d`	Trophy Gold `#d4a338`	**Caddie** (Live Scoring, Side-Games & GHIN AI)	`high-contrast` / `warm-editorial`
11	**Open Dentist & ClearSight**	`open-dentist`	Clinical Sky `#0369a1`	Diagnostic Cyan `#0284c7`	**Pearl / Wispr & ClearSight** (Chairside Voice & X-Ray AI)	`clinical-light` (Clinical Light)
12	**Open Restaurant**	`open-restaurant`	Bistro Terracotta `#7c2d12`	Warm Brass `#c9ab66`	**Basil** (Floor, KDS, Prime Cost & Tip Pool AI)	`midnight` / `warm-editorial`
13	**Open Caterer**	`open-caterer`	Espresso `#432818`	Champagne `#c9ab66`	**Ginger** (BEO, Banquet & Commissary AI)	`warm-editorial` (Warm Classic)
14	**Open Property Developer**	`open-property-developer`	Blueprint `#1e3a5f`	Girder Gold `#c9ab66`	**Mason** (AIA G702/G703, Pro Forma & Draw AI)	`warm-editorial` (Warm Classic)
15	**Open Interior Design**	`open-interior-design`	Atelier Slate `#334155`	Brushed Gold `#c4a35a`	**Olive** (FF&E Tear-Sheet, Room Board & PO AI)	`warm-editorial` (Warm Classic)
16	**OpenService & Pro Suite**	`open-service-pro`	Workshop `#1f3a3d`	Brass `#c4a35a`	**Scout** (Dispatch, Bay, Chair & Matter AI)	`warm-editorial` (Warm Classic)
17	**Open Tickets**	`open-tickets`	Marquee `#243126`	Ticket Gold `#c9ab66`	**Encore** (Box Office, Seating & Gate Scan AI)	`warm-editorial` (Warm Classic)

4. Typography, Surface Tokens & Automated WCAG AA (`4.5:1`) Co-Branding

4.1 The Three-Font Typographic Hierarchy (`tokens.css`)

1. **Editorial Display & Page Titles (`--os-font-serif: "Newsreader", Georgia, serif`):** Used for hero headlines, executive section headers, and major financial callout figures. Gives every application and executive brief the warmth and permanence of a private club ledger or architectural monograph.
2. **Application UI & Body Copy (`--os-font-sans: "Source Sans 3", system-ui, sans-serif`):** Used for all navigation rails, form controls, tables, buttons, and body paragraphs. Engineered for effortless legibility across desktop monitors, iPads, and iPhones.
3. **Deterministic Monetary & Audit Figures (`--mono: "JetBrains Mono", monospace` with `font-variant-numeric: tabular-nums`):** Mandatory for all integer-cent general ledger tables (`.money-table`), reconciliation variance scoreboards (`$0.00 Variance`), X12 EDI claim codes, and API/CLI snippets so decimal points align vertically down every column.

4.2 Canonical Surface & Semantic Color Tokens (`@openscaffold/design`)

Every surface token is pre-verified against WCAG 2.1 AA (`4.5:1+` normal text, `3.0:1+` UI controls) and AAA (`7.0:1+` primary reading surfaces):

Token Name	Hex Value (`Warm Classic`)	Contrast Ratio	Semantic Role Across All Apps & Marketing
`--os-paper`	`#e7d9c1`	Base Page Surface	Warm tan architectural paper background behind cards (never stark `#ffffff` glare).
`--os-card`	`#fbf7ef`	`12.7:1` with `--os-ink`	Warm ivory card surface for tables, forms, and executive panels.
`--os-ink`	`#243126`	`9.8:1` on paper / `12.7:1` on card	Deep forest-charcoal primary body text.
`--os-muted`	`#505b4c`	`5.1:1` on paper / `6.7:1` on card	Secondary labels, timestamps, and table column headers.

Token Name	Hex Value (`Warm Classic`)	Contrast Ratio	Semantic Role Across All Apps & Marketing
`--os-primary`	`#2f4a34`	`8.5:1` with `#f4efe4` text	Primary action buttons (`.os-button-primary`), active states, and links.
`--os-rail`	`#1f2b22`	`12.8:1` with `#f4efe4` text	Left navigation rail, top mobile bar, and dark executive hero sections.
`--os-gold-on-rail`	`#c9ab66`	`6.7:1` on `--os-rail`	Navigation section headings, badge counts, and architectural highlights on dark forest rails.
`--os-gold-text`	`#72561b`	`4.9:1` on paper / `6.4:1` on card	Accessible darkened gold for inline text callouts on light paper/ivory surfaces.
`--os-good` / `--os-good-bg`	`#2b6435` on `#e7eee2`	`6.0:1` on pill	Paid, reconciled, `$0.00 Variance`, and verified status pills.
`--os-owed` / `--os-owed-bg`	`#9f2d20` on `#f6e1dc`	`5.8:1` on pill	Past-due balances, exceptions, and destructive action warnings.

4.3 Customer White-Label Co-Branding & Automated Contrast Clamping (`branding.js`)

When a country club, HOA, parish, dental practice, or CPA firm uploads its own logo (`PNG`, `JPEG`, or `WebP` up to `512 KB`, verified by magic-byte header inspection via `sniffLogoType()`) and selects four custom organization colors (`primary`, `rail`, `accent`, `page`), `@openscaffold/design`'s `deriveTheme()` engine automatically: 1. Computes relative luminance (`0.2126 R + 0.7152 G + 0.0722 B`) and WCAG contrast ratios for every text-on-surface pair. 2. Nudges any customer-picked color that falls below `4.5:1` **(WCAG AA)** toward white or black in `4%` steps while preserving the customer's hue, and explains the adjustment in plain English (`ADJUSTMENT_NOTES`). 3. Emits sanitized `:root` CSS variables (`brandCss()`) and exposes `"Organization Brand"` alongside the 4 built-in 1-click user looks (`Warm Classic`, `Clinical Light`, `Midnight`, `High Contrast`) in the upper menu bar (`LookSwitcher`).

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5. Single-Source-of-Truth Governance & CMO Brand Enforcement Protocol

To ensure Open Scaffold Labs never drifts back into fragmented logos or inconsistent terminology, the CEO and CMO enforce five mandatory brand rules across all 12 Vertical Marketing VPs and engineering repositories:

1. **Single-Source-of-Truth Logo Loading (`/brand/brand-system.js` & `/brand/osl-mark.svg`):** No developer or marketer may paste ad-hoc `<polygon fill="#52525b">` or `#a855f7` inline SVGs into HTML pages or decks. All pages load `/brand/osl-mark.svg`, `/brand/osl-mark-nav.svg`, or `/brand/brand-system.js`.
2. **Lead With the Three Buyer Pillars Before Financial Consolidation Math:** Every homepage, product showcase, and executive deck leads with **(1) Effortless Convenience**, **(2) Total End-to-End Integration**, and **(3) Practical, Role-Specific AI Support** (*"A Bot Uses an App, and a Human Uses the Bot and the App"*), followed by the financial consolidation math for the CFO, Controller, Treasurer, or Practice Owner.
3. **Plain-English Financial Language (Zero `"TCO"` Acronyms):** Never use the acronym `"TCO"` or `"Total Cost of Ownership"` in any user-facing heading, button, table, or pitch deck. Always say ***"Add Up Your Invoices"***, ***"Total Annual Software & Payment Cost"***, or ***"Annual Cost & Savings Calculator"***.
4. **Canonical Disruptor Annual Pricing & Zero `"Free Forever"` Claims:** Every product surface quotes the exact Disruptor Annual Charge (`$29.99/yr` flat per HOA association; `$299/yr` Firm Base + `$29.99/yr` per Client Ledger File for OpenCPA 2.0; `$9.99/yr` to `$999/yr` across all 17 apps) paired with our **60-Day Zero-Double-Entry Parallel Proof** (`Day 1 ~15 min` import $ ightarrow$ `Days 2–60 0 min/day` Automated Shadow Sync $ ightarrow$ `~2 min/week` `$0.00 Variance` verification). Never advertise a `"free forever"` tier.
5. **100% QuickBooks Online & Desktop Replacement:** Always state that `@openscaffold/books` v3.3 **replaces 100% of QuickBooks Online & Desktop** (never `"90% of QuickBooks"`), and never leak internal engineering standard tags (`STD-*`, `DOC-*`) into customer-facing copy.

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6. Naming & Product-Architecture Doctrine: Why "Open", Why "Scaffold", and Our Dual-Axis Product Matrix (`Open Books` & `Open Building`)

6.1 Why We Use "Open" — 5 Enforceable Commitments vs. Industry "Open-Washing"

Unlike **OpenAI** (now closed-weights), **Open Dental** (a 2003 `C# WinForms` + `MySQL 3306` Windows Server app that went proprietary in v24.4 and requires 6 bolt-on subscriptions), **OpenTable** (per-cover diner tolls), **Opendoor** (home-flipping spread), or **OpenGov / OpenText** (`$25,000–$100,000+/yr` enterprise contracts), **"Open"** at Open Scaffold Labs means five concrete commitments: 1. **Open to Both the Bot and the Human (*"Two-Door Open Architecture"*):** Warm `@openscaffold/design` human workbench (`Door 1`) + native Model Context Protocol (`MCP` `/api/agent/mcp`) agent interface (`Door 2`) on one shared PostgreSQL record with 100% human sign-off. 2. **Open to Your Whole Organization Under One Roof:** Unlimited users across every role with **zero per-seat tolls** under one flat annual license. 3. **Open Data Ownership & Zero Lock-In:** 100% customer data ownership with 1-click export (`CSV`, `JSON`, `PDF`, `X12/EDI`, `4-Book General Ledger`) and a guaranteed post-cancellation export window. 4. **Open Books & Transparent Verification (`$0.00 Variance` Proof):** Source-linked auditable AI + **60-Day Zero-Double-Entry Parallel Proof** (`~15-min` Day-1 import, `0 min/day` Automated Shadow Sync, `~2-min/week` `$0.00 Variance` check) + Zero-PBC CPA portal. 5. **Open Disruptor Access:** Enterprise-grade software at `$29.99/yr` (Open HOA), `$9.99–$49/yr` (consumer/community passes), and `$99–$999/yr` (commercial vertical OSs).

6.2 Why We Use "Scaffold" — From Open-Source Reuse 5 Months Ago to Our Clean-Sheet Structural & Cognitive Frame

Five months ago, "Open Scaffold" originally referred to reusing open-source modules across apps. After proving that third-party open-source packages cannot deliver deterministic integer-cent accounting or unified Bot + App security, we built our **100% clean-sheet proprietary platform from scratch**: - **Meaning 1 — Structural Engineering Frame (`90.4%` Shared Load-Bearing Core):** Our 14 proprietary `@openscaffold/*` modules (`books`, `billing`, `licensing`, `schedule`, `catering`, `gift-cards`, `shop`, `esign`, `messaging`, `tour`, `vi`, `design`, `crm`, `import-migrate`) carry 90.4% of the architectural load across every app. - **Meaning 2 — Human & Cognitive Scaffolding:** Every app's built-in AI Chief of Staff (`Harbor`, `Luca`, `Sparky`, `Clover`, `Sage`, `Flora`, `Links`, `Wispr`, `Basil`, `Ginger`, `Mason`, `Olive`, `Scout`, `Encore`) surrounds each person in their specific role — staging the work while **the human stays 100% in control**.

6.3 What We Sell — The Dual-Axis Product Matrix (`12 Vertical OSs` + Standalone `Open Books` & `Open Building`)

- **Axis 1 — 12 Complete Vertical Operating Systems (17 Apps):** Pre-wired industry operating systems with every module built in.
- **Axis 2 — Standalone Horizontal Flagships (`Open Books` & `Open Building / Open Property`):**
- **Yes — We sell `Open Books` (`https://openscaffold-books.vercel.app`) as a standalone 100% QuickBooks replacement** (`$99/yr` standalone SMB / `$299/yr` multi-entity holdco / `$29.99/yr` per CPA client ledger via `OpenCPA 2.0`) for *any* business in any industry, with 1-click zero-migration upgrade to any Vertical OS.
- **Yes — We sell `Open Building / Open Property` (`https://open-property-developer.fly.dev`)** as a standalone construction, property development, AIA G702/G703 draw, 3D spatial virtual tour, and facilities suite (`$299–$599/yr`).