



BRAND BOOK · V4 · GREEN · 2026
ONE GREEN · THE PACK

T H E S T A N D A R D

The Green Book

One house, one voice, **one green**. This is how Dogware looks, sounds, and signs its name.

DOGWARE / H Q · THE SINGLE SOURCE OF TRUTH FOR THE BRAND

●● DOGWARE.AI

COLOUR

The palette

The house runs on **one green**, tuned per surface: bright green on the dark ground, **green-ink** for anything read on white, **green-soft** for quiet fills. Colour stays sparing over a monochrome ground; one accent speaks per surface. **Gold is retired**. Contrast is measured on white paper.

PRIMARY

Green

#10B981

The house colour. Leads every surface: wordmark accent, hero, primary marks, links, one live signal.

on ink 7.5:1 on white 2.5:1

TEXT-SAFE

Green deep

#0B8A63

The structural, text-safe green. Hairlines, deep headings, green body text on paper.

white 4.3:1 AA AA-large

SECONDARY

Green soft

#5FD6AE

The quiet second note. Soft fills, chips, dots, hairlines, a kicker. Sits under green, never competes with it.

on ink 9.8:1 on white 1.8:1

RETIRED

Gold

removed

Gold is retired (operator 2026-07-15). The house is green. Do not use gold on any Dogware asset. If a brief names gold, the brief is stale.

X DO NOT USE

SURFACES & NEUTRALS

Paper

#ffffff

Ground

#0b0d0b

Ink

#0E0E10

Muted

#64748b

Line

#e2e8f0

THE COLOUR LAW

- Green leads, always. It is the one colour the eye should find first.
- Green-soft is **rare and quiet**: a hairline, a dot, one soft fill. Never rivals green.
- One accent per surface. **Gold and violet are retired**, never used.

T Y P O G R A P H Y

The type

Three families, one voice. **Anybody** carries every headline and the wordmark; **Heebo** reads the body in every language, Latin and **Hebrew** alike; **Space Mono** handles the small print, labels, data and page numbers. Nothing else sets Dogware type.

dogware

Anybody

DISPLAY / WORDMARK

Weights: 400 / 700 / **800** / 900

Headlines, section titles, the wordmark and hero numerals. Tight tracking, weight 800 for the mark.

עברית

Heebo

BODY / LATIN + RTL

Weights: 400 / **600** / 800

נקי וברור. גופן אחד לכל שפה.

A1</>

Space Mono

META / DATA / CODE

Weights: **400** / 700

Kickers, labels, tables, code and page numbers. Uppercase, spaced, always the quiet layer.

T Y P E S C A L E & R O L E S

Display

Heading one

Heading two

Body text, Latin and Hebrew, reads long and clean.

META / LABEL / 01

Anybody **800** hero, covers

Anybody **700** page titles

Anybody **700** sections

Heebo **400** running copy

Space Mono **400** data, kickers

LOGO & MARK

The mark

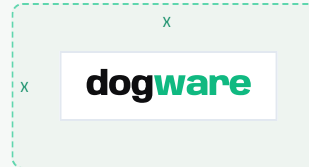
One mark, one lockup, no drift. The **Pack** mark and the **dogware** wordmark are the signature. Give it room, keep the two-tone law, and never recolour, stretch or decorate it. The **soft-green** block is the quiet second tone.

PRIMARY LOCKUP



Mark + wordmark, set in Anybody 800. This is the default signature for every HQ surface. The mark may stand alone where space is tight; the wordmark never sets without it in **brand** contexts.

CLEAR SPACE



Keep a clear zone of X on every side, where X equals the mark height. Nothing (type, edge, image) enters it.

THE TWO-TONE LAW

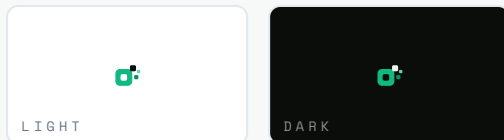


The green core node is **never** the same colour as the pack blocks. That contrast is the mark. Break it and it stops being Dogware.

GEOMETRY #1213, THE FOUR PARTS

- Core node green #10B981
- Big pack block ink (flips per theme)
- Small block green-soft #5FD6AE
- Mid block green-deep #0B8A63

THE PACK, LIGHT + DARK



MINIMUM SIZE

Lockup, print	12mm wide
Lockup, screen	96px wide
Mark alone, print	6mm
Mark alone, screen	24px

NEVER

- Recolour the core or repaint the pack blocks
- Stretch, squash or rotate the mark
- Add shadows, glows, gradients or outlines
- Crowd it or set it on a busy background

VOICE & TONE

The voice

AI-run companies. Human standards. The voice is premium and quiet: we state facts and let the work talk. Confident, exact, never loud, with one warm note. We never oversell, we prove.

VOICE

01

Plain over clever

Say the thing in the fewest true words. Real verbs, no jargon, no filler.

VOICE

02

Confident, quiet

We state facts and let the work stand. No hype, no exclamation walls.

VOICE

03

Proof over promise

Every claim carries a number, a name, or a link. Trust is earned, not asked for.

VOICE

04

One warm note

Steady and exact, with a single human touch. Like the green: earned, rare and deliberate.

TONE SHIFTS BY SURFACE

Product / UI	Direct, terse, done. "Saved." over "Your changes were saved successfully!"
Docs / specs	Patient, ordered, complete. The reader is smart and busy.
Social / market	Sharper, a little wit, still true. Premium, never loud.
Legal / trust	Plain and exact. No hedging, no scare, no small-print games.

MESSAGING PILLARS

- 1 AI-run, human-standard. A company where AI is the team, held to a senior firm's bar.
- 2 One house, many companies. Every venture keeps its name and carries "A Dogware company".
- 3 The work does the talking. Half the market rate, none of the drop in standard.

SAY

ship proof standard house
exact run verify

AVOID

revolutionary seamless unlock
game-changer dive in
cutting-edge

IN ONE LINE

- x ~~Unlock seamless, game-changing AI to elevate your brand in today's fast-paced world.~~
- ✓ AI-run companies, held to a human standard. The work does the talking.

U S A G E & C O - B R A N D

Usage & co-brand

One house, one visual language. Green **leads**; green-soft is the quiet **second** note. Gold and purple are retired. Colour stays sparing over a monochrome ground, and one accent speaks per surface. Every venture keeps its own name and logo and carries the endorsement below.

R U L E

01

Ground & contrast

The mark sits on **white** or a **dark ground** only. Keep clear contrast; never on a busy photo or a competing colour.

R U L E

02

Space & rhythm

Give the mark room: **clear-space** of one **core node** on every side. Colour stays sparing; the page breathes.

R U L E

03

Where it goes

Site **footer**, about and contact, decks, the favicon. The endorsement lives in the footer of every group site.

R U L E

04

Colour discipline

Green leads. Green-soft is **rare**: a soft fill, a dot, one block. Never a fill that competes with green. Gold is retired.

T H E E N D O R S E M E N T , C A N O N I C A L L O C K U P



Placed in the footer and the about / contact of every group site. One green dot, one **soft-green** dot, the mark, then the line. Latin brand tokens stay upright in RTL.

T H E P A C K , O N E F A M I L Y

	Dogware HQ	the house, green leads
	Polymarket	keeps its own hue, carries the lockup
	Moneyline	keeps its own hue, carries the lockup
	Lab	keeps its own hue, carries the lockup

D R O P - I N S N I P P E T , P A S T E I N T O A N Y V E N T U R E F O O T E R

```
<a class="dw-cobrand" href="https://dogware.ai">
  <svg class="dw-mark" viewBox="0 0 64 64" >...</svg>
  <span>A Dogware company</span>
</a>
```

D O / D O N ' T

- ✓ Keep the exact words "A Dogware company" and the mark together.
- ✗ Recolour the mark, restyle the words, or swap in a venture logo.
- ✗ Never stretch, rotate, or crowd the lockup against other logos.

RTL & HEBREW

עברית ו-RTL

עברית היא ברירת המחדל של הקבוצה, לא מחשבה שנייה. הקהל שלנו קורא מימין לשמאל, ולכן כל משטח נבנה מהיסוד כדי להתהפך באופן מלא: הטקסט מיושר לימין, הפריסה מתהפכת, והמותג הלטיני נשאר זקוף.

מה מתהפך, מה נשאר זקוף

מתהפך

פריסה · רשת · יישור טקסט · חצים · קרוסלות

נשאר זקוף

Dogware · URL · 2026 · code

דוגמה חיה · תחתית של אתר עברי

בעברית תחילה

dogware

מהירות של תוכנה, בסטנדרט של צוות בכיר.

המשך ←

A Dogware company

כלל

03

היפוך מלא, לא חצי

הפריסה, הרשת, החצים והקרוסלות מתהפכים יחד. חצי היפוך תמיד נראה שבור.

כלל

02

המותג נשאר זקוף

השם Dogware, כתובות ה־URL והמספרים נשארים בכיוון לטיני זקוף גם בתוך טקסט עברי.

כלל

01

CSS לוגי בלבד

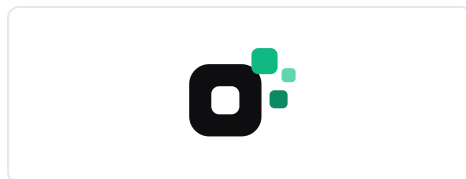
משתמשים ב־inset / start / end / margin-inline, לעולם לא ב־left / right. אותו קובץ סגנון מתהפך נכון בשתי השפות.

SECTION 08

Logo pack - every mark

The complete offline set: 11 vector marks, green-only. Mark (colour / mono / mono-ink / favicon), wordmark and lockup in light, mono and dark. Wordmark is Anybody 800 outlined to paths, no font dependency.

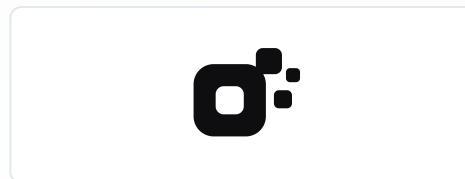
ON LIGHT



mark-color.svg



mark-mono.svg



mark-mono-ink.svg



favicon.svg



wordmark-light.svg



wordmark-mono.svg

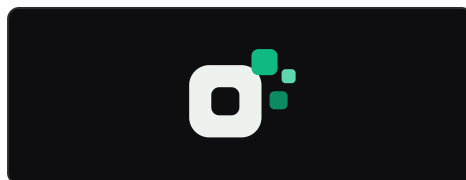


lockup-light.svg



lockup-mono.svg

ON DARK



mark-dark.svg



wordmark-dark.svg



lockup-dark.svg