zr&

Brand guide

Zack Rodger · zrodger.com

COLOR: TWO INKS, NOTHING ELSE

Paper
#F2EFE8 · 242 239 232

Ink
#2A35C8 · 42 53 200

Ink deep
#222BA4

Ink 25%
#C1C1E0 · lines

Ink 12%
#DAD9E4 · fills

TYPE

Headlines

Instrument Serif
Titles and big statements. Regular weight only.

Body & labels

Karla 400 / 600
Everything you read. 600 for names and buttons.

01 · 2026

JetBrains Mono
Small numbers, dates and section labels.

MARKS

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Wordmark: headers, cards, anywhere small

&

Halftone &: the hero, as big as possible

&

Outline &: the offset "ghost" behind it

&

Solid &: icons and anything under 64px

SHAPES



RULES

- Ink on paper, or paper on ink. Never a third color.
- The & is the biggest thing on the page, and it can bleed off the edge.
- Halftone & at large sizes, solid below 64px.
- Three to five shapes per layout, scattered, never touching text.
- Headlines in sentence case and plain words. No periods on titles.
- Leave room. Empty paper is part of the look.

Source files: brand/ in the zrodger.com repo

npm run brand

zr&

The kit

Every piece, and where it lives · 1 of 3

IDENTITY

Logos
Wordmark and the three ampersands, as SVG
`brand/logos/`

Shapes
The six riso shapes, as SVG
`brand/shapes/`

Bios
One line to 170 words, first person and read-aloud
`brand/bio/bios.md`

Headshots
Blue, paper and cut out, 1024 px
`brand/headshots/`

Press kit
zrodger.com/press, with one zip of everything
`public/press/ · npm run brand:press`

STATIONERY

Business cards
Front and back, 3.5 × 2 in
`brand/print/business-card-*.html`

Letterhead
Word template with header and footer
`brand/letterhead/ · npm run brand:letterhead`

Envelope
#10, return address in RETURN
`brand/print/envelope.html`

Notepad
Half-letter to-do pad
`brand/print/notepad.html`

Invoice
PDF from a JSON file
`brand/invoice/ · npm run invoice -- file.json`

CARDS AND GIFTS

Thank-you card
Folded A2, blank inside
`brand/print/thank-you-card.html`

Holiday card
Folded A2 with a short note
`brand/print/holiday-card.html`

Postcards
Four fronts and a shared back, 4 × 6 in
`brand/print/postcards.html`

Referral card
Business-card size, fill in YOU and THEM
`brand/print/referral-card.html`

Gift certificate
7 × 5 in, fill in GIFT or pass it in the URL
`brand/print/gift-certificate.html`

2027 calendar
Cover and twelve months, letter
`brand/print/calendar-2027.html`

Zine
Eight pages from one letter sheet
`brand/print/zine.html`

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The kit

CLIENT WORK

New client
Folder, icon, filled-in documents and emails
`scripts/new-client.mjs · npm run client -- "Company"`

Proposal
Word, with signatures
`brand/proposal/ · npm run brand:proposal`

Welcome, handoff, care plan, terms
Word and PDF
`brand/client-docs/ · npm run brand:client-docs`

Website checkup
Scorecard PDF for a prospect, with screenshots
`brand/checkup/ · npm run checkup -- file.json`

Launch kit
Framed print and "we're live" posts
`brand/launch/ · npm run launch -- "Company"`

Coming-soon page
One file for their domain
`brand/coming-soon/index.html`

Site credit badge
Three footer credits to paste in
`brand/badge/site-credit.html`

Capabilities
One-pager
`brand/capabilities/`

Services and pricing
One-pager; prices live in prices.json
`brand/pricing/`

Print and order guide
What to send where, and how many
`brand/print/order-guide.html`

EMAIL

Signature
HTML signature for Proton
`brand/email/signature.html`

Contact form emails
Sent by the site
`src/emails/contact.js`

Client emails
Kickoff, feedback, payment, quote request, year in review, referral, out of office
`brand/email/client/ · npm run brand:client-emails`

DEVICES

Wallpapers
Mac, iPhone, iPad, Watch, ultrawide
`brand/wallpapers/`

App icons
Home Screen icons for iPhone
`scripts/app-icons.mjs · node scripts/app-icons.mjs`

Folder icons
Seeded per folder name
`scripts/folder-icons.mjs · node scripts/folder-icons.mjs`

Editor themes
VS Code and Terminal
`brand/editor/`

Contact art and emoji
Contact photos, Slack emoji
`brand/contacts/, brand/emoji/`

Animated stickers
Six GIFs for iMessage and Slack
`brand/motion/stickers/ · npm run brand:stickers`

SOCIAL AND VIDEO

Share cards
Made for each post and case study
`public/og/ · npm run brand -- writing (or work)`

Testimonial posts
A client quote, square and story
`brand/social/testimonial.html · npm run testimonial -- "quote" --name`

Brand story
Unlisted page: zrodger.com/notes/one-ampersand
`src/pages/notes/ · npm run brand:story`

LinkedIn
Cover, post and carousel
`brand/social/`

GitHub, Zoom, avatar
Banner, background and profile picture
`brand/social/`

Slides
PowerPoint theme and backgrounds
`brand/slides/ · npm run brand:slides`

Intro animation
Square and wide, MP4 and GIF
`brand/motion/ · npm run brand:motion`

YouTube thumbnail
?title= for each video
`brand/video/youtube-thumb.html`

Lower third
Name bar on transparent, 1080p
`brand/video/lower-third.html`

Podcast cover
3000 px, ?title= for the show
`brand/video/podcast-cover.html`

MERCH AND PACKAGING

Tees, tote, mug
Print files
`brand/merch/`

Stickers
Die-cut singles and a kiss-cut sheet
`brand/stickers/`

Desk mat
900 × 400 mm, vector
`brand/merch/desk-mat.html`

Pin and patch
Artwork and spec for the maker
`brand/merch/pin-patch.html`

Label, hang tag, tape
For boxes, bags and merch
`brand/packaging/`

Stamps
Round logo and PAID, solid black for the maker
`brand/stamps/`

Patterns
Seamless confetti and ampersand tiles
`brand/patterns/`

EVENTS

Name badge
4 × 3 in, ?name= for someone else
`brand/events/name-badge.html`

Table tent
Letter, folded into an A-frame
`brand/events/table-tent.html`

Pull-up banner
33 × 80 in, vector
`brand/events/banner.html`