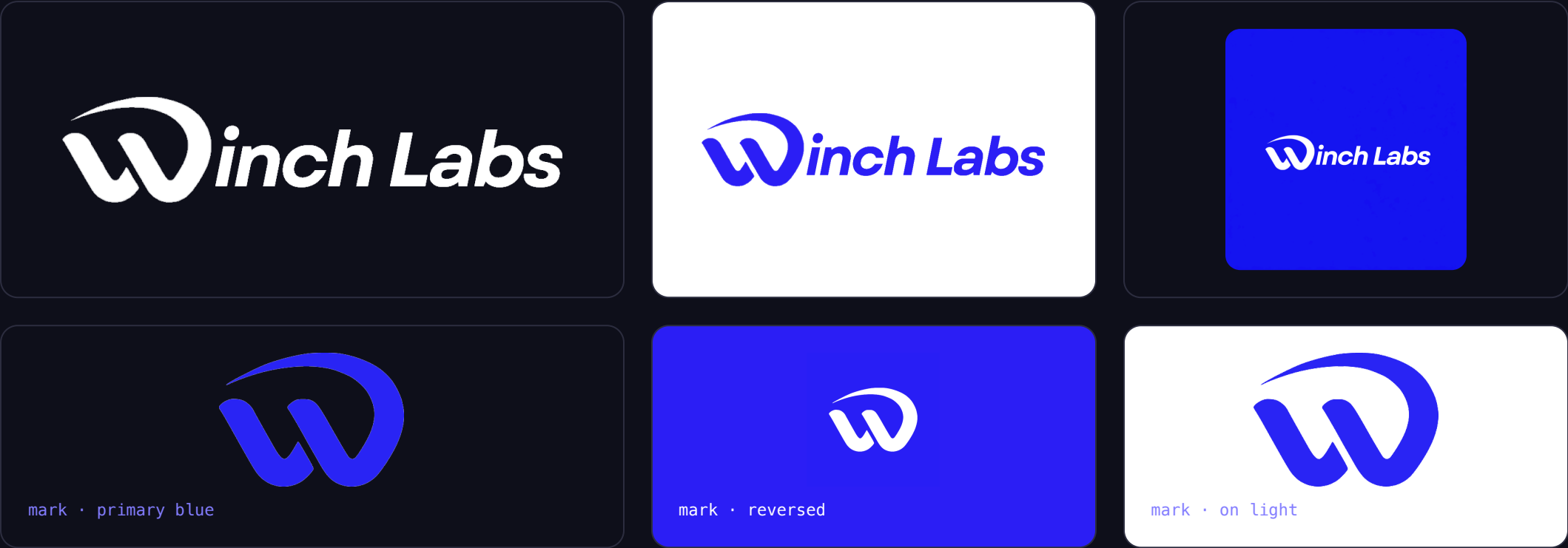




Brand Kit

Identity, color, typography and application guidelines
for Winch Labs and Garboard.

Winch Labs



The mark doubles as the W of the wordmark. Clear space: keep at least the height of the mark's left stroke free on all sides. Never stretch, recolor outside the palette, outline, or place on low-contrast backgrounds.

Garboard



Garboard is mark-only — no text lockup. The shield carries the identity at golden amber #E8A63C; product UI sets the name in plain type beside it when needed. The mark keeps its amber on every surface — including the blue-themed app — and amber is used for nothing else.

BRAND ARCHITECTURE

One theme, everywhere. The Winch Labs theme — Winch Blue, dark canvas, system sans + mono evidence — is the single theme across every surface: winchlabs.io, decks, slides, stationery, and the Garboard app itself. Golden amber #E8A63C belongs to exactly one thing: **the Garboard logo mark**. It never colors buttons, links, accents or headings. The endorsement line "Garboard · by Winch Labs" binds product to company; blue is how both of them speak.

Palette

Winch Blue

#2B1EF5 · rgb(43 30 245)

Blue Bright

#837DFF · accents on dark

Canvas

#0E0F1A · backgrounds

Foreground

#E8E9F2 · text on dark

Muted

#9A9CB0 · secondary text

Garboard Amber

#E8A63C · logo mark only

OK Green

#57C785 · pass / success

Finding Red

#E06552 · block / fail

One accent: Winch Blue, on every surface including the product. Amber exists only inside the Garboard mark. Green and red are reserved for gate results — never decoration.

Type system

Headings — system sans, bold, tight

ui-sans-serif / Inter / Helvetica · weight 700 · letter-spacing -0.03em

Body — the same family at 400–500, muted color, generous line height. Sentences, not fragments. Every product claim carries evidence.

weight 400–500 · line-height 1.6

code & identifiers — ui-monospace · file:line · \$24/user/mo · terraform
every path, price, SHA, rule id and eyebrow label is mono

The wordmark's italic letterforms live only in the logo artwork — never typeset "Winch Labs" in italic text to imitate it.

Asset sizes

ASSET	FILE	SIZE	USE
Favicon	favicon-32 / favicon-512.png	32 · 512 px	browser tabs, PWA
Touch icon	apple-touch-icon.png	180 px	iOS, bookmarks
Avatars	avatar-blue / white / dark.png	512 px	social profiles
OG / link card	og-card.png	1200 × 630	link previews
X banner	banner-x.png	1500 × 500	twitter/x header
LinkedIn banner	banner-linkedin.png	1584 × 396	company page
Square post	square-post.png	1080 px	social posts
Slides	slides/slide-*.png	1920 × 1080	presentation masters
Tee print	merch/tee-print-*.png	3600 × 2000 · 300dpi	DTG front print
Mug wrap	merch/mug-wrap.png	2550 × 1155	11oz full wrap
Bottle label	merch/bottle-label.png	2100 × 900	label wrap
Business card	stationery/business-card-*.png	1050 × 600 · 300dpi	3.5 × 2 in
Letterhead	stationery/letterhead-a4.png	2480 × 3508 · 300dpi	A4
Standee	stationery/standee-rollup.png	850 × 2000 mm	roll-up banner

Minimum mark size: 24 px tall on screen, 10 mm in print. Below that, use the mark alone — never shrink the full lockup beyond legibility.

Posts & banners



Merch

WINCH LABS — TEE



FRONT SIDE



BACK SIDE

tee – front & back (print files: tee-print-*.png)



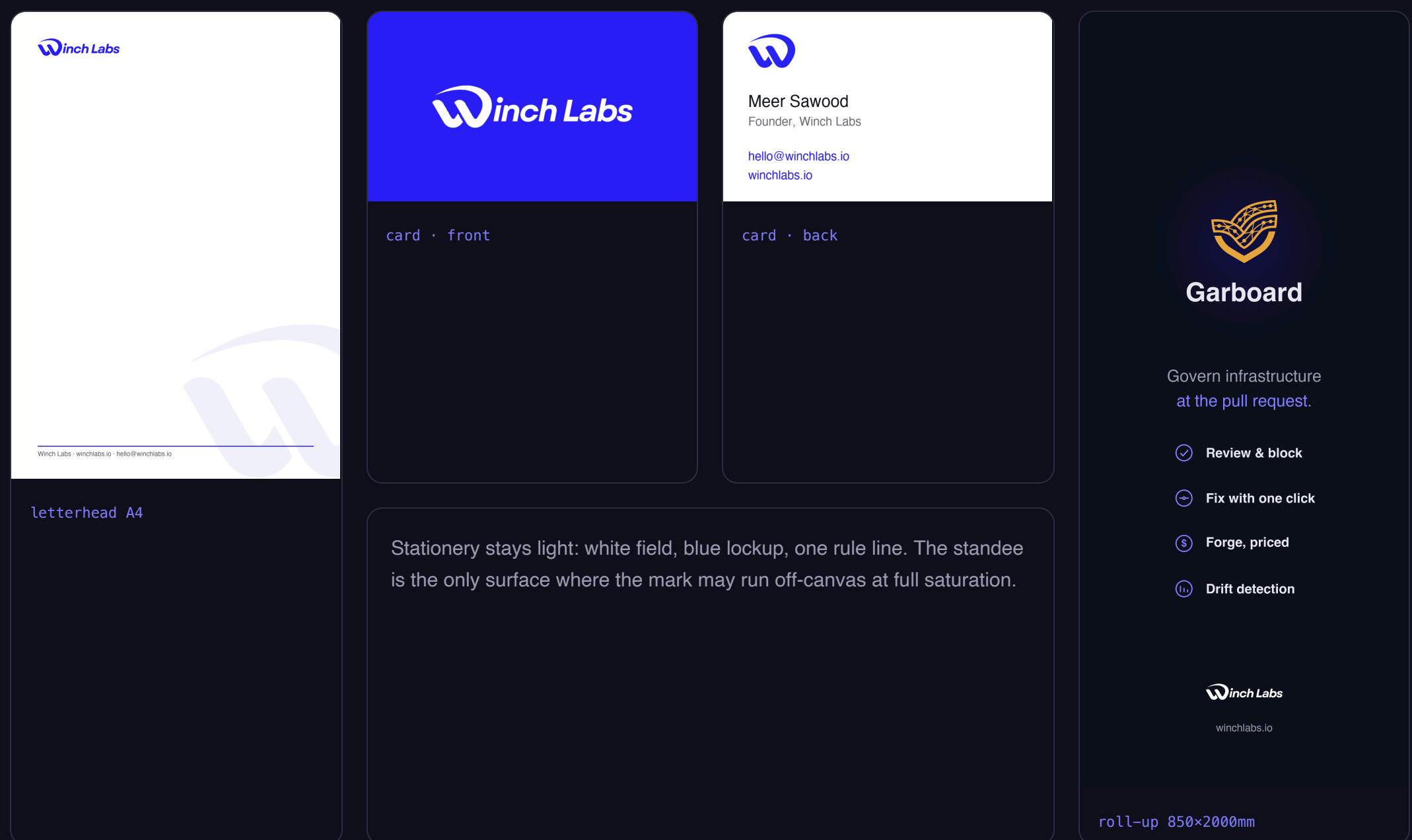
mug · 11oz (wrap file: mug-wrap.png)



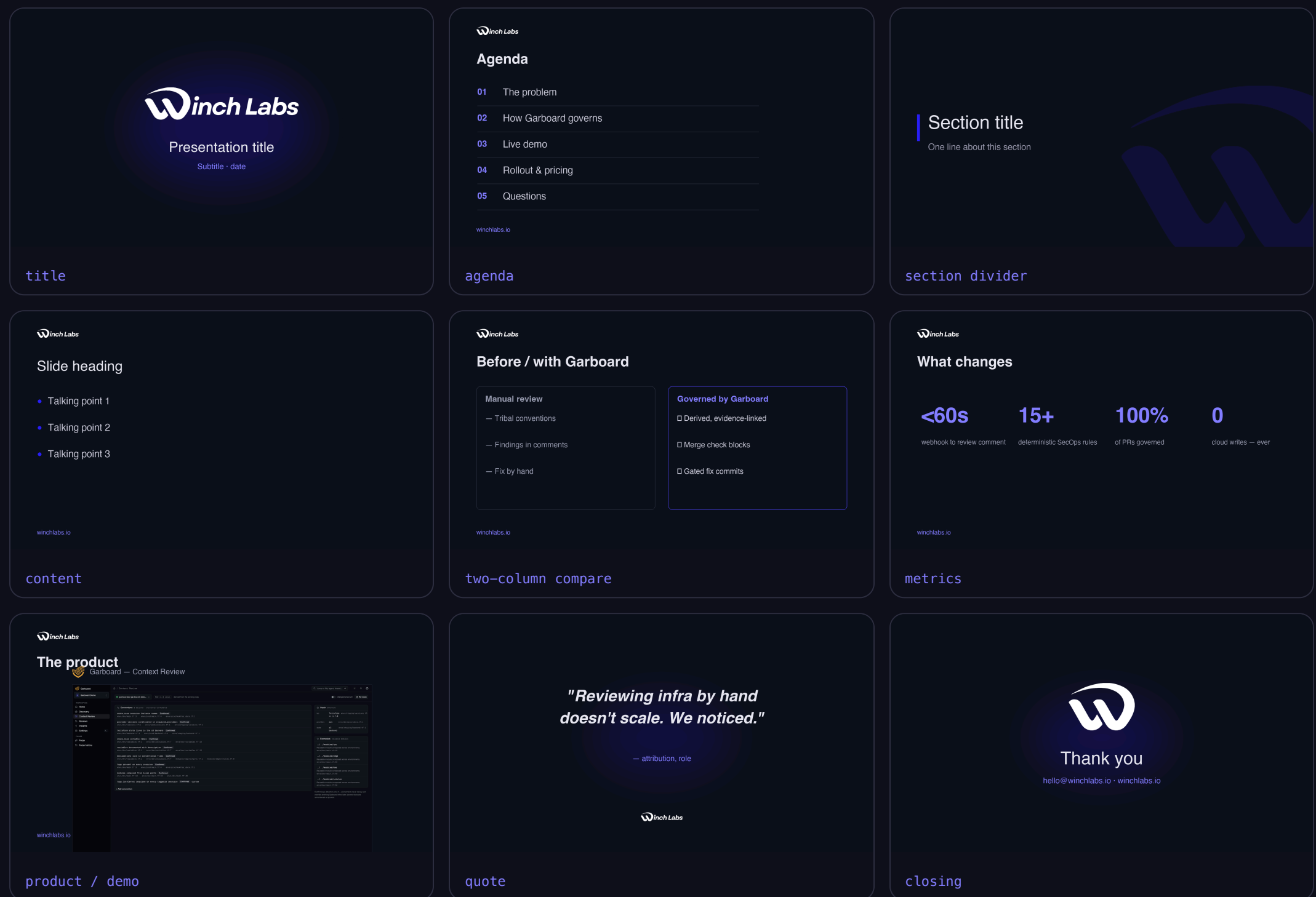
bottle (label file: bottle-label.png)

Print files are supplied at production resolution with the artwork on transparent backgrounds where the garment provides the color. Dark garments take the white print; light garments take the blue print. One logo per item — never mix Winch and Garboard marks on merch.

Stationery · standee



Slide templates



Nine 1920x1080 masters — use as slide backgrounds in Canva, Keynote or Slides. Dark canvas, one blue accent, evidence in mono.