



Brand & Design System

The studio for generative art. Colour, type, logo, components and motion — the single reference for building and talking about artsunami.

A studio for code-driven art

artsunami is the studio for generative art. Creators release code-driven collections — generative art, games, trading cards and PFPs — where every token is a **unique seed rendered live** in the browser, never a stored image.

There is no subscription and no custody: keys and funds stay with the creator, and every release carries a **public authenticity certificate**. Collectors mint and own directly, with creator royalties honoured on resale.

BOILERPLATE — CLEAR FOR PRESS USE

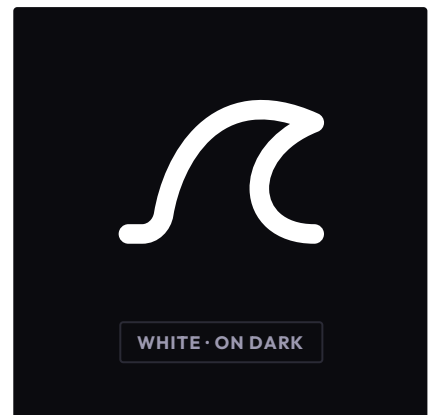
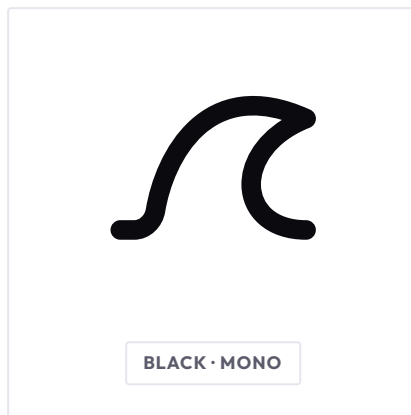
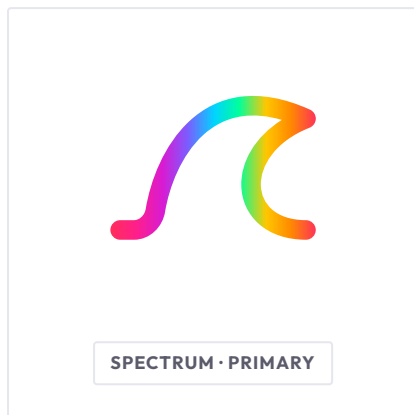
At a glance

- Generative-first: each token is a seed rendered live, not a stored file.
- Self-custody — artsunami never holds creator keys or collector funds.
- Every release ships a public, verifiable authenticity certificate.
- No subscription; creators keep royalties on secondary sales.

VOICE

Confident, precise, maker-to-maker. We say *generative*, *seed*, *authenticity certificate*, *self-custody*. We avoid hype and jargon-for-its-own-sake.

The wave mark



Clear space & lockup

Keep clear space of at least the height of the mark's inner loop on all sides. The horizontal lockup pairs the mark with the wordmark **artsunami** (always lowercase) at 2.5× the mark's gap.



Don't

- Recolour the mark outside the black, white or brand-spectrum fills.
- Rotate, stretch, add shadows or outline the mark.
- Set the wordmark in another typeface, or capitalise it.
- Place the spectrum mark on a busy or low-contrast background.

Palette

Ink — neutral ramp



Ink 900
#0B0B0F
Text · CTA fill



Ink 700
#1F1F29



Ink 400
#7B7B8A



Ink 100
#F4F4F7
Hairlines



Ink 800
#15151C



Ink 600
#2A2A35



Ink 300
#A6A6B3
Placeholder



Ink 50
#FAFAFB
Page (light)



Ink 750
#1E1E29
Card (dark)



Ink 500
#5B5B6B
Muted text



Ink 200
#D2D2DC

Accent & semantic



Accent
#7C5CFF
Brand violet



Success
#22C55E



Accent soft ·L
#E8E1FF
Panel tint (light)



Warn
#F59E0B



Accent soft ·D
#1F1938
Panel tint (dark)



Danger
#EF4444

Surfaces (dark)



Page (dark)
#0B0B0F



Text (dark)
#F5F5F7



Glow lavender
#EDE7FF



Glow blue
#DCEBFF

Brand spectrum

Animated across the logo, card outlines and CTA rings. Order is fixed; it loops back to the first stop.



#FF2D5C

#FF1F8A

#D81BD3

#7C5CFF

#00D4FF

#00FF9B

#FFC700

#FF8A00

Type scale

DISPLAY / H1

56 / 108% · -2%

Generative art, live

Mozilla Headline · 900

HEADING / H2

36 / 118% · -2%

Each token a unique seed

Mozilla Headline · 900

SUBHEAD / H3

24 / 125% · -1%

Rendered in the browser

Mozilla Headline · 800

BODY

17 / 160%

Release code-driven collections where every token is rendered live.

Outfit · 400

LABEL / EYEBROW

12.75 / 120% · +6%

AUTHENTICITY CERTIFICATE

Outfit · 700 · uppercase

Typefaces

Mozilla Headline

Display — headings H1–H3. Self-hosted variable font (200–700 axis; brand uses 800–900). --font-display

Outfit

Text — body, UI, addresses & token IDs (mono maps here too, to stay on brand mid-paragraph). Weights 400 / 500. --font-sans

Silkscreen PARTNER ONLY

Reserved for the Beatsnack partner wordmark. Not part of the artsunامي scale.

Root font-size 17px. Heads use fluid clamp(); the sizes shown are the desktop ceilings.

Building blocks

Buttons

Primary CTA

Accent CTA

Soft

Ghost

The brand-spectrum ring appears on hover and sweeps continuously. All corners 2px.

Surfaces

Card

Elevated surface · 2px corner. Rainbow outline on hover.

Generative

PFP

Game

Cards

Search collections...

LABEL / EYEBROW

Foundations

Radius	2px · sharp
Avatar radius	full
Easing	swift
Durations	300 / 500ms

cubic-bezier(.22,1,.36,1) — the single brand easing on every transition. Motion respects prefers-reduced-motion.

SEMANTIC Accent #7C5CFF Success #22C55E Warn #F59E0B Danger #EF4444



Talk about artsunami

ONE-LINER

The studio for generative art — code-driven collections where every token is a unique seed, rendered live.

BOILERPLATE

artsunami is the studio for generative art. Creators release code-driven collections — generative art, games, trading cards and PFPs — where every token is a unique seed rendered live in the browser rather than a stored image. There is no subscription and no custody; every release carries a public authenticity certificate, and creator royalties are honoured on resale.

ASSETS — ARTSUNAMI.COM/DESIGN-KIT

- Logo — spectrum, black, white (SVG)
- Design tokens — DTCG & Tokens Studio (JSON, Figma-ready)
- This guide (PDF · landscape & A4 portrait)



For interviews, partnership or press enquiries, reach the team through the site. Please keep the mark, wordmark and colours exactly as specified in this guide.