



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.

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.

BOILERPLATE — CLEAR FOR PRESS USE

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



SPECTRUM · PRIMARY



BLACK · MONO



WHITE · ON DARK

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 750 #1E1E29 Card (dark)
	Ink 600 #2A2A35
	Ink 400 #7B7B8A
	Ink 200 #D2D2DC
	Ink 50 #FAFAFB Page (light)

	Ink 800 #15151C
	Ink 700 #1F1F29
	Ink 500 #5B5B6B Muted text
	Ink 300 #A6A6B3 Placeholder
	Ink 100 #F4F4F7 Hairlines

Accent & semantic

	Accent #7C5CFF Brand violet
	Accent soft ·D #1F1938 Panel tint (dark)
	Warn #F59E0B

	Accent soft ·L #E8E1FF Panel tint (light)
	Success #22C55E
	Danger #EF4444

Surfaces (dark)

	Page (dark) #0B0B0F
	Glow lavender #EDE7FF

	Text (dark) #F5F5F7
	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 artsunami 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.



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.

ASSETS — ARTSUNAMI.COM/DESIGN-KIT

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



artsunami.com · © 2026 artsunami
Verifiable authenticity · No custody · Creator-owned