KANTE: identity system

One mark, two faces, six colours and one rule about red. This page is the source of truth for the book, the frame and every surface after them.

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1. The mark

Concept. The bike's only bright metal is the diamond-cut chamfer on its four machined nodes. The wordmark is drawn with the same idea: straight strokes only, and every square outer corner cut at 45°. The A has no point. Its apex is cut flat, as a milled part would be, and its counter is cut flat to match. Nothing else is added: no symbol, no box, no swoosh.

Construction (units on a 100-unit cap height):

- Vertical stems 17. Horizontal bars 15. Diagonals ≈ 17 measured perpendicular.
- Corner cut 8 at 45°, on every square corner of each letter's outer box. The T's foot and the E's middle bar stay square because they are not box corners.
- The A apex is cut flat, 18 wide. The counter apex is cut flat to match.
- The letters are spaced by eye and fixed inside the drawing. The drawing is 450 × 100.

The one true form. The mark is a drawing, not a font. It exists only as these files, and every use places them unchanged:

File	Use
`Extras/kante-wordmark.svg`	**MASTER.** Graphite #111213 on light grounds
`identity/kante-wordmark-reversed.svg`	Chamfer #E6E7E6 on graphite and on dark plates
`identity/kante-wordmark-frame-tonal.svg`	Tonal #8C8E90, the frame layer on the Graphite bike
`identity/kante-wordmark-frame-tonal-raw.svg`	Tonal #2A2B2D, the frame layer on the Raw bike
`identity/kante-k.svg`	The K alone, unaltered, for spaces too small for the word (see 1.4)

File	Use
`identity/kante-wordmark-graphite.png` / `-reversed.png` / `-frame-tonal.png`	3000 × 638 transparent PNG, for surfaces that cannot take SVG

All of them share the same path data. Only the fill changes. Never retype KANTE in Geist or any other face. Never stretch, outline, add a shadow to, or re-space the mark.

1.1 Clear space

Keep **half the cap height** (X/2) empty on every side. No type, image edge or rule enters it.

1.2 Minimum size

- Screen: 12 px cap height. Proofed: it holds at 12 px, and at 28 / 56 / 112 / 224 px it is clean on both grounds (see `kante-mark-sheet-2.png`).
- Print: 3 mm cap height.
- Laser-marked metal: 4 mm cap height. Below that, use the K.

1.3 Lockup (the only one)

The wordmark, then below it, flush left to the K stem, the descriptor in Geist Mono at **22% of the mark's cap height**, tracking +8%, uppercase: `KANTE 01 · ELECTRIC CITY BIKE` The gap between the mark's baseline and the descriptor's cap line is **35% of cap height**. Specs never join the lockup. They live on their own line, in sentence case with correct unit case (kg, Wh, Nm, km).

1.4 The K

The K is the first letter of the wordmark, cut out unchanged. It appears in exactly two places: the boot screen of the 32 mm stem display (white, 9 mm tall, centred), and the head of the battery lock key. It never appears beside the full wordmark.

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2. Type: two faces

Role	Face	Weights	Use
Display + text	**Geist**	300 Light (display), 400 Regular (text), 500 Medium (rare emphasis, table heads)	Headlines, body, captions

Role	Face	Weights	Use
Figures + technical	**Geist Mono**	400	Every spec figure, table, unit, plate caption, page folio, the lockup descriptor

The drawn wordmark is the third voice. It is never set in type.

- Files: `identity/fonts/Geist-Regular.ttf`, `identity/fonts/GeistMono-Regular.ttf`. In HTML, load both families from Google Fonts with the 300/400/500 weights. SIL Open Font License.
- **Display:** Geist Light, tracking −2%, tight leading (1.0–1.05). Sentence case. Big and quiet. Headlines never go to bold.
- **Text:** Geist Regular 9.5–10.5 pt, leading 1.45, measure 60–72 characters.
- **Figures:** always Geist Mono, so columns align like a drawing's dimension table. The number and its unit are separated by a thin space: `21.5 kg`, `~670 Wh`, `60–120 km`, `85 Nm`, `700c × 50`.
- **Labels and folios:** Geist Mono 7–8 pt, uppercase, +8% tracking. Uppercase is for labels only. Units keep their own case.

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3. Colour: the frame's own palette

Token	Hex	What it is	Use
`graphite`	**#111213**	Hard-anodised matte black	Primary dark ground, the master mark, text on paper
`anodise`	#1C1D1F	The frame's lit black face	Second dark surface: panels and table bands on dark spreads
`tonal`	#8C8E90	Laser-marked grey on black anodise	The frame mark, secondary text on dark, hairlines
`raw`	#A7A9AA	Clear-anodised satin aluminium	The aluminium ground, the Raw colourway
`chamfer`	**#E6E7E6**	Diamond-cut bright edge	Reversed mark, text on dark, the single hairline rule

Token	Hex	What it is	Use
`paper`	#F1F0EC	Uncoated book stock	Text pages

The edge rule. The system has one graphic device, and it is the bike′s: a 0.5 pt `chamfer` hairline on dark grounds (a `graphite` hairline on paper) used as the only divider. It is never a box and never a frame around anything.

Red is functional only. It is not a brand colour. The rear light slot is red because the law needs it to be. That is a signal, not a choice of style. Red appears in the identity exactly where the bike emits it: in photographs of the lit rear slot, and nowhere else. No red type, no red rules, no red dot. That restraint is part of the register. A red accent beside matte black and silver would also read as a borrowing from Leica, which is the last thing a mark in this register can afford. The white front light is treated the same way: it is light, not colour.

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4. The mark on the frame

Home: both flanks of the down tube, and only there. The down tube is the largest flat face on the bike, and the battery lives inside it. The head-tube node was the other candidate, but its front face and flanks carry the white light slot, and the light owns that face. One mark per flank, nowhere else on the frame. The nodes stay clean, because the chamfers are already the signature.

- **Orientation:** reads from the bottom bracket up toward the head tube, on both sides. Baseline parallel to the tube axis (≈ 47° in the master profile).
- **Position:** centred on the tube′s flat flank at mid-length between the drive cradle and the head-tube node.
- **Size:** cap height **35% of the flank′s width**, which is ≈ 24 mm on the 70 mm tube and gives a mark ≈ 108 mm long.
- **Process (stated as design intent):**
  - *Graphite:* laser-marked into the hard anodise. It reads as tonal grey, `tonal` #8C8E90, roughly 50% visual weight against the black.
  - *Raw:* laser-darkened on the clear anodise. It reads as `#2A2B2D` at about 60%.
  - No paint, no decal, no lacquer.
- **The layer, never the pixels.** On every image the mark is composited over the canonical frame as a separate layer with a perspective pin. It is never asked of an image engine.

- `Extras/mark-on-frame-graphite.png`: the master side profile with the tonal layer. Corners in source px: TL 1104.75,568.45 · TR 1196.95,469.85 · BR 1218.85,490.35 · BL 1126.65,589.15. `kante-wordmark-frame-tonal.svg`, opacity 0.5.
- `Extras/mark-on-frame-raw.png`: the Raw profile. TL 1551.7,687.6 · TR 1676.1,556 · BR 1705.3,583.6 · BL 1580.9,715.2. `kante-wordmark-frame-tonal-raw.svg`, opacity 0.6.
- For any new plate, take the down tube's two silhouette edges, centre the mark between them, and set the cap height to 0.35 × the distance between them.

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5. The mark in the book

- **Cover:** graphite ground, or a full-bleed dark plate. Reversed wordmark in `chamfer` at **one third of the page width**, top-left on the margin grid. Nothing else on the cover except the lockup descriptor at the foot.
- **Over plates:** the wordmark alone, reversed, in the plate's calm zone (the studio sweep, never across the bike). Cap height at most 6% of the page height. **Never a sentence over a plate.** A plate carries the mark, a Geist Mono caption, or nothing.
- **Front matter / running head:** the master or reversed mark at 28 px (≈ 5 mm) cap height, top-left, with clear space kept.
- **Back cover / colophon:** the lockup, plus the headline line in Geist Mono: `21.5 kg · ~670 Wh · 60–120 km · 85 Nm · 12 speeds · belt drive · 700c × 50`. These figures agree with `Extras/spec.pdf` §10. Weight, battery and range are design targets, and the book says so once.
- **Never:** the K and the wordmark on the same page; the mark inside a box or a badge; the mark in red.

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6. Tokens, for the editorial designer

```
--graphite:#111213; --anodise:#1C1D1F; --tonal:#8C8E90;
--raw:#A7A9AA; --chamfer:#E6E7E6; --paper:#F1F0EC;
--font-text:'Geist',sans-serif;          /* 300 / 400 / 500 */
--font-mono:'Geist Mono',monospace;      /* 400 */
--mark:url(kante-wordmark.svg);          /* 450 × 100; clear space = 0.5 × cap height
*/
```