

BRAND BOOK.

The rules that carry the XERJ.AI identity across every surface — logo, colour, typography, UX, voice — codified in one place.

THIS BOOK CODIFIES THE LANGUAGE.

XERJ is a storage system. It looks like a storage system. The product is typography, negative space, and 1px lines — and this document is the rulebook that keeps it that way.

Seven chapters. Logo, colour, typography, UX and charts, philosophy, voice, and resources. Every rule herein is non-negotiable. A designer who wants to break one is welcome to file a 500-word essay explaining why, and if we ship the exception it becomes a new rule.

ISSUED BY · XERJ.AI DESIGN

VERSION · 1.0 · 2026-04

REPLACES · —

OWNER · BRAND · XERJ.AI

CONTENTS.

-
- | | | | |
|----|-------------|-----------------------|-------|
| 01 | LOGO | The word is the mark. | p. 04 |
|----|-------------|-----------------------|-------|
-
- | | | | |
|----|--------------|-----------------|-------|
| 02 | COLOR | Gold is earned. | p. 13 |
|----|--------------|-----------------|-------|
-
- | | | | |
|----|-------------------|------------------------------|-------|
| 03 | TYPOGRAPHY | Four typefaces. Seven sizes. | p. 17 |
|----|-------------------|------------------------------|-------|
-
- | | | | |
|----|----------------------|--------------------------|-------|
| 04 | UX & DATA | Type is the infographic. | p. 21 |
|----|----------------------|--------------------------|-------|
-
- | | | | |
|----|-------------------|-------------------------|-------|
| 05 | PHILOSOPHY | Why it looks like this. | p. 33 |
|----|-------------------|-------------------------|-------|
-
- | | | | |
|----|--------------|--------------------------|-------|
| 06 | VOICE | Solid. Quiet. Technical. | p. 37 |
|----|--------------|--------------------------|-------|
-
- | | | | |
|----|------------------|---------------------------|-------|
| 07 | RESOURCES | Downloads and references. | p. 39 |
|----|------------------|---------------------------|-------|
-
- CONTENTS
- 03

01

LOGO.

The word is the mark. Two 1px rules carry the story — a paper-coloured line under XERJ, a yellow line over .AI. Storage on the bottom. AI on top.

01 · PRIMARY WORDMARK

XERJ.AI

The primary lockup. Root word set in paper (#F4F2EC) on night (#0B0B0D). Suffix .AI in accent (#FFC400). Paper line under XERJ (the stored record). Yellow line over .AI (the answer served back).

01 · NIGHT · PRIMARY

XERJ.AI

CONSTRUCTION

Typeface: Big Shoulders Display 900. Tracking: +0.24 em. Both rules are exactly 1 px, placed 30 px from baseline (y=170) and 30 px from cap-top (y=70). Measured, not optical.

01 · RULE OF COLOUR

**STORED BELOW.
SERVED ABOVE.**

A rule always takes the colour of the text it touches. The paper line under XERJ is paper. The yellow line over .AI is yellow. Never cross-colour. Never extend one rule past the boundary to underline both halves.

DETAIL · THE TWO RULES MEET AT THE DOT



Each rule owns exactly its half of the record. The offset between them — one above, one below — reads as "storage → retrieval" in a single glance. That diagonal motion is the mark's identity.

01 · SHORTER FORMS

**SHORT.
SHORTER.**

When space is tight the wordmark drops the suffix. At favicon scale only the X remains. The rule system simplifies: both rules take the colour of whatever text is left.

02A · SHORT FORM · PAPER RULES

The wordmark 'XERJ' in a bold, white, sans-serif font, centered between two horizontal white lines.

02B · LETTER MARK · THE KEY

A large, bold, yellow 'X' lettermark, centered between two horizontal yellow lines.

03 · SYSTEM LINE · TRACKED SIGNATURE

The text 'XERJ.AI · OBSERVE' in a white, sans-serif font, centered between two horizontal lines. The line above the text is yellow, and the line below is white.

Approved second-tag variants: OBSERVE (default), INDEX (docs), EXPLAIN (compliance), QUERY (product dashboards). One tag per surface. Never stacked.

01 · COLOUR TREATMENTS

FOUR SURFACES. ONE MARK.

04A · NIGHT · #0B0B0D

The logo 'XERJ.AI' is displayed in a bold, sans-serif font. The 'XERJ' portion is white, and the '.AI' portion is a vibrant yellow. A thin horizontal line is positioned above the 'AI' and another below the 'XERJ'.

04B · DAY · #F6F4EE

The logo 'XERJ.AI' is displayed in a bold, sans-serif font. The 'XERJ' portion is black, and the '.AI' portion is a muted yellow. A thin horizontal line is positioned above the 'AI' and another below the 'XERJ'.

04C · PAPER · PRINT

The logo 'XERJ.AI' is displayed in a bold, sans-serif font. The 'XERJ' portion is black, and the '.AI' portion is a muted yellow. A thin horizontal line is positioned above the 'AI' and another below the 'XERJ'.

04D · MONO · OUTLINE

The logo 'XERJ.AI' is displayed in a bold, sans-serif font. The 'XERJ' portion is white, and the '.AI' portion is a vibrant yellow. A thin horizontal line is positioned above the 'AI' and another below the 'XERJ'.

Night is primary. Day is a courtesy. Paper is for print. Mono (currentColor) is the fallback for decks and partner surfaces we do not control — we do not ship neon yellow on someone else's background.

01 · CLEAR SPACE

CLEAR SPACE = HEIGHT OF X.

Minimum padding around the wordmark on every side is equal to the cap height of X at whatever size the mark is rendered. Absolute — no edge of the wordmark ever sits closer than one X to a container border, photo crop, another logo, or interface chrome.



01 · SIZE LADDER

THE LADDER. WHAT FITS **WHERE.**

Every surface has a pre-approved size. Below the minimum the wordmark drops to short form, then to letter mark, then it is removed. The mark is never rendered below 16 px cap height.

96 PT · DUAL RULES	XERJ.AI	COVER · SLIDE TITLE
56 PT · DUAL RULES	XERJ.AI	SECTION · DOC HEAD
32 PT · NO MARKS	XERJ.AI	NAV · APP HEADER
20 PT · NO MARKS	XERJ.AI	FOOTER · SIGNATURE
16 PT · MIN	XERJ	SHORT FORM ONLY
< 16 PT	X	LETTER MARK · FAVICON

The rules are drawn at a fixed 1px weight regardless of wordmark size. Below 56 pt the rules start to compete with the letterforms and drop off entirely.

01 · DO

WHAT SHIPS.

-
- DO** Set the wordmark in Big Shoulders Display 900, all caps, +0.24 em tracking. Accent the **.AI** suffix only.
-
- DO** Place on a solid night (#0B0B0D) or solid day (#F6F4EE) surface. Nothing in between.
-
- DO** Keep one full X-height of clear space on every side — including above and below.
-
- DO** Drop to the short form at 16 pt, then to the letter mark, then omit the logo entirely rather than shrink it further.
-
- DO** Colour each rule to match the text it touches — paper under XERJ, yellow over **.AI**. The rule *is* an extension of the glyph colour, not a separate ornament.
-
- DO** Draw rules at true 1px with `stroke-linecap: square`. Position them 30 px from baseline and 30 px from cap-top — measured, not eyeballed.
-

01 · DON'T

WHAT DOESN'T.

DON'T	Outline, stroke, emboss, or add a drop shadow. The mark is a solid typographic form. One weight, zero effects.
DON'T	Tint the root word. XERJ is always paper-on-night or ink-on-day. Never yellow, never red, never blue.
DON'T	Place the wordmark on photography, gradients, screenshots, or any surface with more than 5 % visual texture.
DON'T	Rotate, skew, stretch, condense, or redraw the letterforms. If it is not Big Shoulders 900 at +0.24 em, it is not the wordmark.
DON'T	Lock the wordmark up with an icon, mascot, illustration, or partner logo without a full X-height gap between them.
DON'T	Extend one rule past the XERJ/.AI boundary to underline the whole wordmark — that collapses the two-colour story into a single underline.
DON'T	Cross-colour the rules (yellow line under XERJ, paper line over .AI). The rule always matches the text it connects to, never the opposite half.
DON'T	Put both rules on the same side of the wordmark. The rule over .AI must be above cap-top; the rule under XERJ must be below baseline. Never co-planar.

02

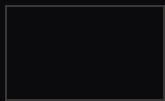
COLOR.

Five colours. One of them is yellow. It is a gold standard, not a mood — it is applied only where something has earned it.

02 · NIGHT · PRIMARY

NIGHT IS PRIMARY.

Night is the working palette. The product is read in dim rooms at 2 am when something broke. Every shade below has been tuned to print as 1px lines on ink bg and still hold contrast without glow.



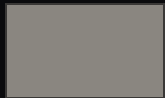
INK · BG

#0B0B0D



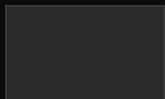
PAPER · INK

#F4F2EC



MUTE

#8A8680



FAINT · HAIRLINES

#2B2A28



LINE

#3A3836



ACCENT · SOLID

#FFC400

02 · DAY · COURTESY

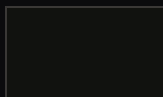
DAY IS A COURTESY.

Day exists because some surfaces insist on white backgrounds — invoices, press releases, partner decks. Accent shifts to ochre (#A06800) so the yellow stays brand-adjacent while meeting AA body contrast on cream.



PAPER · BG

#F6F4EE



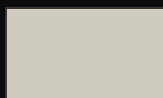
INK · INK

#11120F



MUTE

#696762



FAINT · HAIRLINES

#CFCBBF



ACCENT · DAY

#A06800

THE ACCENT IS EARNED.

Yellow (#FFC400 on night, #A06800 on day) is reserved for *three* things: the **.AI** suffix in the wordmark, the single key number a chart is about, and the one word a sentence is pointing to. A row-heading painted yellow because it "looks nice" devalues the stamp for the thing that actually deserves it.

02 · USAGE

ONE GOLD
PER ROW.

The block below is a product dashboard fragment rendered only with the palette above — ink bg, paper text, mute labels, one gold stamp per row on the number the reader is meant to look at. No fills, no icons, no gradients.

HYBRID QUERY P95	38 MS	GOLD
INGEST · SUSTAINED	1.55 M/S	GOLD
SIEM AGG · 1 M EVENTS	0.4 MS	GOLD
MEMORY · VS 4-NODE ES	21× LESS	GOLD
BINARY · STATIC	13 MB	GOLD
COLD START · VS JVM	300× FASTER	GOLD

Six numbers, six gold stamps, six 1px dividers, zero decoration. Everything a reader needs to know about the product is already here.

03

TYPE.

Four typefaces. Seven sizes. Nothing outside this grid ships.
Type is the primary visual element, not a label next to a "real" graphic.

03 · TYPEFACES

FOUR TYPEFACES.

DISPLAY · HEADLINES

BIG SHOULDERS DISPLAY 900

A condensed display face. All caps. Used only in headlines, the wordmark, and hero moments. Never body copy.

PROSE · BODY COPY

Inter Regular. The working voice of the system — long-form reading, captions, documentation.

DATA · LABELS & CHROME

IBM PLEX SANS 600 · EYEBROWS · KICKERS · UI CHROME

MONO · NUMBERS & CODE

JetBrains Mono — identifiers, hex, paths, tabular numerics,
p95=38ms

03 · SCALE

SEVEN SIZES.

Everything is built from seven sizes. An eighth requires a 500-word essay to the team defending the exception.

11 PX	EYEBROW · KEY — "TYPE IS THE UI"	EYEBROW · KEY
13 PX	Data · row · legend · 13 px	DATA · ROW
16 PX	Body copy — reading text · 16 px	BODY
20 PX	Lead paragraph · 20 px	LEAD
32 PX	SECTION H4 · 32	SECTION H4
56 PX	SECTION H3	SECTION H3
96 PX	SCENE	SCENE H2

03 · GRID & HIERARCHY

12 COLUMNS.

24 PX GUTTERS.

COLUMNS	12 — same on marketing, brand, product	12
GUTTER	24 px horizontal	24 PX
VERTICAL RHYTHM	4 · 8 · 12 · 16 · 24 · 32 · 48 · 64 · 96 · 128	8-STEP
MAX WIDTH	1680 px · centered above that	1680
BREAKPOINT	Single — 960 px	960

There is no tablet layout. The product does not have a tablet user. Below 960 px the hero folds to 96 px and metrics stack two-up — everything else collapses naturally.

SCALE IS THE HIERARCHY.

Nothing bold, nothing italic, nothing larger than the next rung on the ladder. If a designer wants emphasis, they pick a bigger size — they do not bold the word. The scale carries meaning; weight is reserved for the typefaces themselves.

04

UX & DATA.

Seventeen chart primitives. All 1px. An AI data company that cannot show a chart cleanly cannot sell storage cleanly either. Type is the infographic.

04 · CORE PRIMITIVES

01 · METRIC.

02 · SERIES.

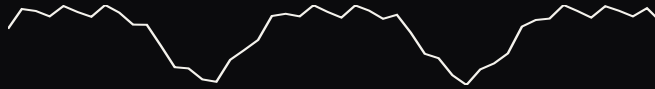
01 · METRIC · HEADLINE + 1PX SPARK

A number and its trend shape. No axis, no grid — the shape is the annotation.

INGEST · SUSTAINED

1.55

M/S

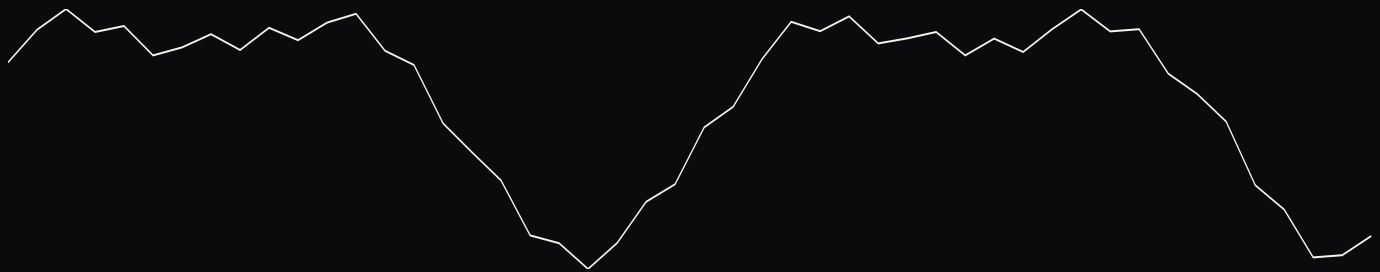


▲ 3.1 %
VS 24 H

02 · SERIES · 1 PX TIME LINE

One stroke across the panel. Endpoints called out beneath, never floating over the curve.

HYBRID QUERY P95 · 48 H



48 H AGO · 27.0 ms

MIN 15.0 · PEAK 30.1

16.9 ms · NOW

04 · CORE PRIMITIVES

03 · TOP-N.
04 · DIST.

03 · TOP-N · RANKED WITH 1 PX BARS

Replaces the horizontal-bar chart. A ranked list *is* one — label, value, bar, share.

TOP ENDPOINTS · 1 M REQUESTS · 24 H

/v2/search	4,230		27.7%
/v2/catalog	3,180		20.8%
/v2/cart	2,564		16.8%
/auth/session	1,923		12.6%
/billing/create	1,340		8.8%
/users/me	912		6.0%
/admin/logs	680		4.5%
/static/favicon	445		2.9%

04 · DIST · 1 PX SEGMENTED BAR

Replaces pie and donut. Opacity carries the segment identity; lengths carry the share.

HTTP STATUS · 24 H

2XX	3XX	4XX	5XX
9,620	410	190	48
93.7%	4.0%	1.9%	0.5%

04 · CORE PRIMITIVES

05 · HEATMAP.
06 · GAUGE.

05 · HEATMAP · NUMBERS ARE THE VISUALISATION

A grid where text opacity encodes magnitude. No cells, no boxes, no colour bands.

AGENT ACTIVITY · COHORT × HOUR

	00	02	04	06	08	10	12	14	16	18	20	22
COHORT A	28	27	33	53	81	118	138	144	134	110	87	55
COHORT B	34	33	39	59	87	115	144	150	140	116	93	61
COHORT C	40	30	45	65	93	121	150	156	146	122	90	67
COHORT D	46	36	51	71	99	127	147	162	152	128	96	73
COHORT E	52	42	48	77	105	133	153	168	158	134	102	70
COHORT F	58	48	54	83	111	139	159	165	164	140	108	76
COHORT G	64	54	60	80	117	145	165	171	170	146	114	82

06 · GAUGE · 1 PX TRACK

A bounded track that fills from zero to the reading. The threshold is a single 1px tick.

DISK PRESSURE · WAL VOLUME

73%

THRESHOLD · 85%

0100 %

04 · EXPANDED

07 · MULTIPLES.
08 · BAR.

07 · MULTIPLES · EIGHT SPARKS

One sparkline per dimension. The reader scans for the one that broke ranks.

SERVICE LATENCIES · P95 · 24 H



08 · BAR · VERTICAL 1 PX LINES

A bar is a stroke from baseline to value. No fill, no cap, no outline.

QUERIES BY HOUR · LAST 24 H



04 · EXPANDED

09 · SCATTER.
10 · STACKED.

09 · SCATTER · DOTS ARE CHARACTERS

The only chart with "point markers" — because the · *is* the datum.

LATENCY × THROUGHPUT · 80 TENANTS



10 · STACKED · HORIZONTAL DISTRIBUTIONS

One DIST per row. Opacity carries the segment; lengths carry share.

HTTP STATUS BY REGION



04 · EXPANDED

11 · TREEMAP.
12 · EVENTS.

11 · TREEMAP · INDENTED HIERARCHY

Not D3 — no packed rectangles. An indented ranked list with 1px bars, one row per node.

REQUEST TREE · API GATEWAY

root	13.0K		100.0%
· api-gateway	5.1K		39.2%
· · /v2/search	2.4K		47.1%
· · /v2/cart	1.8K		35.3%
· · /v2/catalog	900		17.6%
· auth-service	2.4K		18.5%
· billing	1.6K		12.3%
· checkout	1.4K		10.8%

12 · EVENTS · LIVE TAIL

Time, severity, message. Errors take the gold accent; info stays mute.

LIVE TAIL · TENANT=ACME

23:14:02.081	ERR	upstream timed out while connecting to upstream · tenant=acme · req=a1f...
23:13:51.602	WARN	slow query 842 ms · SELECT * FROM orders WHERE customer_id = ?
23:13:04.114	INFO	batch 238 committed · 14,402 docs · 112 ms · lsn=0x3F A2 1C
23:12:48.771	WARN	rate limit approaching 85% for tenant=acme · 8,452/10,000 req/min
23:12:09.033	INFO	segment merged · 3 → 1 · 412 MB → 386 MB · 640 ms
23:11:52.118	INFO	ingest partition 4 caught up · lag 0 ms · commits/s 1,212
23:11:41.884	ERR	chunk fetch 502 from storage-us-west-2 · retried once · succeeded

04 · AI · RAG · AGENTS

SAME LINE. SAME RULE.

The charts that follow are specific to AI workloads — embedding clusters, retrieval flows, token budgets, multi-dim agent runs, attention. They are not a different language. The strokes are still 1px, the type is still the label, the accent still falls only where the reader is meant to look.

CHARTS · 13–17

13 · EMBEDSPACE — CLUSTERS · UMAP PROJECTION · 1 PX CONVEX HULLS

14 · CHORDARCS — CONNECTIVITY · BÉZIER ARCS · SOURCE → TARGET

15 · FLOWBAND — ALLOCATION · ONE HORIZONTAL STRIP · LABELLED

16 · PARALLELCOORDS — MULTI-DIM · N AXES · 1 PX PER ROW

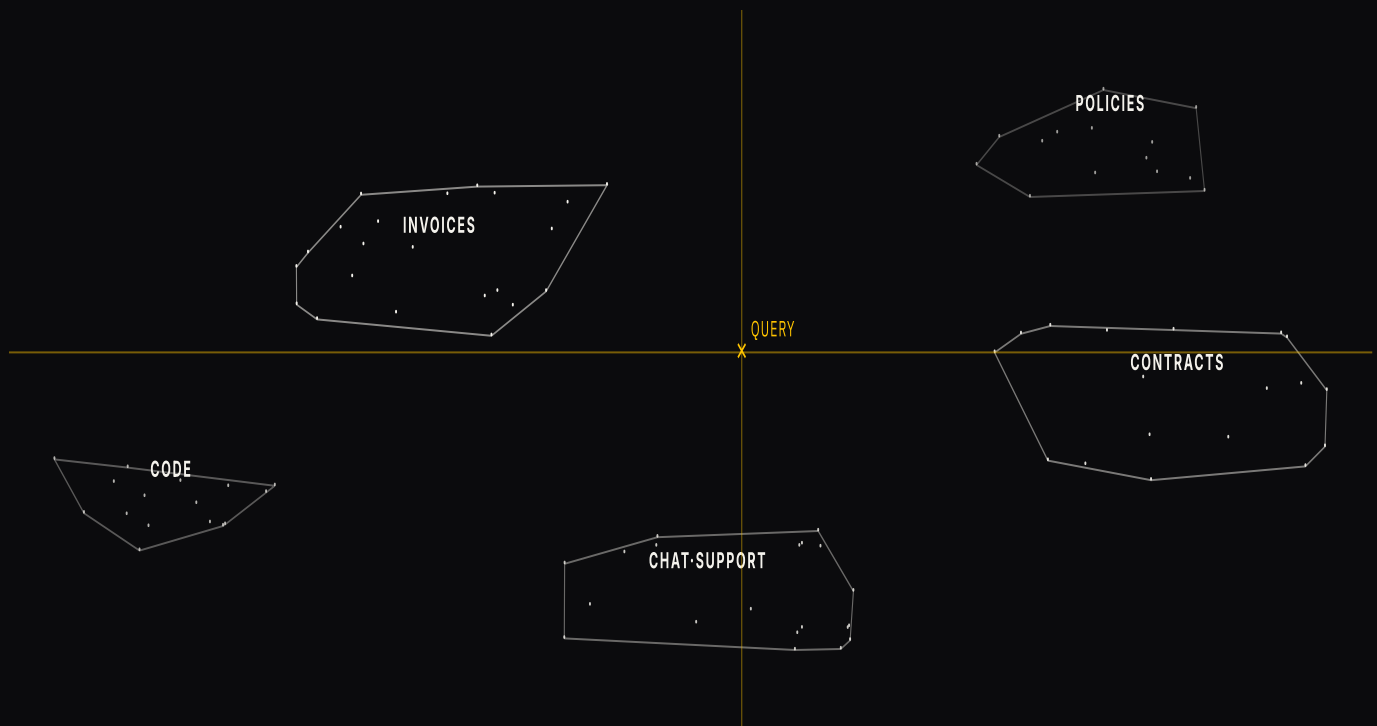
17 · ATTENTIONMAP — TOKENS · PER-TOKEN OPACITY · PARAGRAPH IS THE CHART

13 · EMBEDSPACE · CLUSTERS

CLUSTERS. WITH A QUERY.

The iconic AI visualisation. 2 D UMAP projection of high-dimensional embeddings, with 1px convex hulls around each cluster and centroid labels sitting outside the cloud. Dots are · characters; the gold crosshair is the current query's projected embedding. No kmeans fuzz, no colour palette.

EMBEDDING SPACE · UMAP



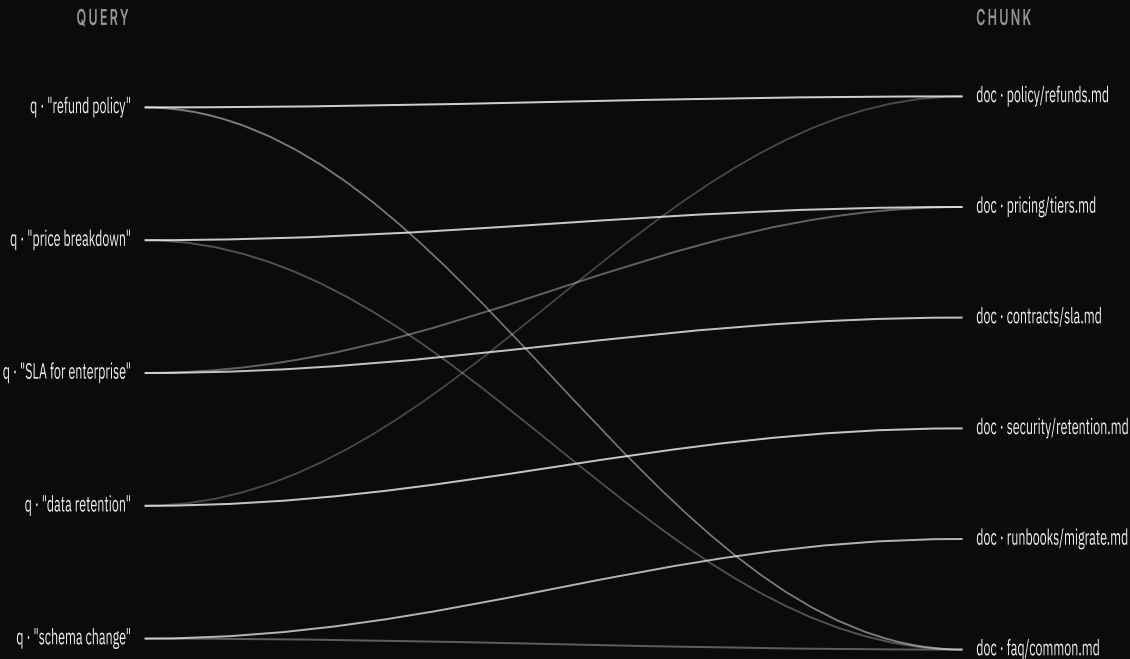
UMAP · 90 embeddings · 5 clusters

14 · CHORDARCS · CONNECTIVITY

RETRIEVAL.
AS ARCS.

Flow between two ordered sets — queries on the left, retrieved chunks on the right, one 1 px Bézier arc per retrieval. Arc opacity is the relevance score. Replaces Sankey for RAG pipelines because a Sankey wastes ninety percent of its ink on colour-coded ribbons; we only need the line.

RAG RETRIEVAL · TOP-K=2



10 flows · 5 → 6

04 · AI · 15-16

15 · FLOWBAND.

16 · PARALLELCOORDS.

15 · FLOWBAND · ALLOCATION

Horizontal strip split into segments, each labelled directly beneath. Token budgets, context windows, cost attribution.

CONTEXT WINDOW · 28 K TOKENS



16 · PARALLELCOORDS

N axes, N dimensions, one 1px polyline per row. Gold line = one highlighted run in the density cloud.

AGENT RUNS · 24 ROWS · 5 DIMENSIONS



24 rows · 5 dimensions · 1 highlighted

17 · ATTENTIONMAP

THE PARAGRAPH IS THE CHART.

Every token's opacity equals its attention weight; the peak tokens cross into the gold accent. For a RAG system this is the cleanest possible answer to *which tokens actually mattered*. No heatmap overlay, no coloured highlights — type rendered at the weight the model assigned.

ATTENTION · ANSWER TOKENS · PROMPT="WHAT DOES XERJ DO?"

The XERJ engine stores billions of vectors in a single segment cache and returns hybrid results in under 40 milliseconds.

peak attention on 40 · billions · vectors

17 PRIMITIVES. ONE RULE.

Every chart in this chapter is a 1px stroke, a number, or an opacity applied to a character. No fills, no colour bars, no icons on axes, no legends floating over curves. The storage is *for* the chart; the chart *is* the storage; the rules are the same line.

05

PHILOSOPHY.

Why the brand looks like this. Three decisions, none decorative — a gold accent, a 1px stroke, typography doing the work a chart would do.

05 · GOLD

THE GOLD IS A STANDARD.

Every industry that has a reference calls it the **gold standard**. A gold bar is 99.99 % pure by defined assay. A gold medal is the winner. A gold seal is notarised truth. The word holds across centuries — the Roman *solidus*, the Arabic *dinar*, gold leaf on Qur'anic manuscripts, gold trim on a *thobe*, gold on any document that has to still mean something ten years later. Gold earned the name because gold does not tarnish.

XERJ takes its name from the Arabic word for life — **ḥayāh** (حياة). In that tradition, gold carries weight beyond wealth. A gift of gold marks a milestone. Gold thread marks craft meant to outlast the wearer. Gold ink on parchment marks a truth the writer was willing to sign. Across all of it, gold is applied only to things already good enough to carry its weight. *Success, not material.*

We use the accent (#FFC400) the same way. It marks the *one* number a chart is about, the *one* word a sentence is pointing to, the p95 that says we are shipping. If a designer paints a row heading yellow because it "looks nice", they have devalued the stamp for the thing that actually deserves it.

05 · 1 PX

1 PX IS THE MINIMUM THAT CARRIES MEANING.

Any modern screen can render a 1px line. Most brands do not trust that to be enough. They add a gradient to give it depth. They add a shadow to give it weight. They widen it to 2px "for emphasis". Each addition is a concession that the idea underneath was not strong enough to carry the line alone.

Our rule is absolute. Every hairline, every axis tick, every divider, every border, every bar in every chart: **one pixel**. Never wider. Never gradient. Never feathered. If a design needs a thicker stroke to be legible, the design has a bigger problem that the thicker stroke is covering up. Fix the idea, not the border.

This is engineering discipline, not aesthetic minimalism. Engineers do not ship a thousand lines of code when ten will do. Designers who have lived inside production systems do not ship 3px borders when 1px is sufficient. The narrowest line that still carries the information is the correct line.

05 · TYPE IS DATA

TYPE IS THE INFOGRAPHIC.

An AI system outputs text. A log line is text. A query plan is text. A vector is a sequence of numbers rendered as text. A retrieval result is a snippet of text ranked against other snippets of text. The entire observable surface of a language model — prompt, response, embedding, audit trail — is plain text.

Marketing designers usually translate that text into pictures: illustrations, flowcharts, isometric servers with tiny humans standing next to them. Every translation loses fidelity. A query result drawn as a generic "document" icon tells you nothing; the same result as monospaced JSON tells you everything.

We do the opposite. Our dashboards are tables with good typographic taste. Our charts are 1px strokes over a typographic axis. Our marketing pages render the same numbers our customers see on their consoles, at the same precision, without stylisation. Type is the native format of an AI system. Any other format is a translation *away* from the truth. Typography is not a substitute for an infographic — **it is the infographic.**

06

VOICE.

Solid. Quiet. Technical. We write for engineers paged at 2 am.
Every sentence earns its place.

06 · DO · DON'T · NEVER

**SOLID.
QUIET.
TECHNICAL.****DO**

"Hybrid query p95 is 38 ms at 1 B vectors on one box." · "One binary, no JVM heap tuning." · "Agents are the workload." · "Explain plan is first-class."

DON'T

"Revolutionary." · "Paradigm shift." · "Unleash the power of..." · "Next-generation AI-powered cloud-native..." · Anything with *journey*, *storytelling*, or *magic*.

NEVER

Emojis in marketing. Humour as the primary register. Cute mascots. "Fun" at the expense of precision. We ship storage. Storage is serious.

LEAD WITH A NUMBER, A CONSTRAINT, OR A NAME.

Copy is not a pitch deck. Every opening sentence should contain at least one of: a measured value, a hard constraint, or a specific system name. If a line could appear in a LinkedIn influencer post, it does not ship.

BE DIRECT, NOT WARM.

We are not selling comfort. Warm copy reads as slick in our context. An engineer reading at 2 am does not want to be charmed; they want to know what the p95 is and whether it can take another tenant before the budget breaks. Answer that question, end the sentence, move on.

07

RESOURCES.

SVG downloads, cross-references, and links to the interactive playground where the chart primitives render live.

07 · DOWNLOADS

VECTORS. NO RASTERS.

Every asset ships as SVG. No PNG, no JPG variants — a raster of the wordmark is either wrong size or wrong compression, and both of those are easier to fix upstream by using the SVG.

WORDMARK · NIGHT	Primary lockup. Paper on night, yellow .AI. Use on every dark surface.	SVG →
WORDMARK · DAY	Courtesy treatment. Ink on cream, ochre .AI for AA contrast on paper.	SVG →
WORDMARK · MONO	currentColor fill for emails, third-party decks, unknown backgrounds.	SVG →
SHORT FORM	XERJ without .AI. App title bars, compact headers, system tray.	SVG →
LETTER MARK	Yellow X on night. Favicon, app icon, social avatar.	SVG →
LETTER MARK · INVERSE	Ink X on paper. Letterhead, print covers, debossed surfaces.	SVG →
SYSTEM LINE	XERJ.AI · OBSERVE tracked signature for footers and headers.	SVG →

CROSS-REFERENCES.

BRAND CONCEPT	/brand.html · the original five laws and voice spec.	URL →
ARCHITECTURE	/architecture/index.html · 1 px SVG topologies of the platform.	URL →
PLAYGROUND	/playground.html · every chart primitive in this chapter, live.	URL →

XERJ.AI

TYPE IS THE UI.
1 PX IS THE STANDARD.
GOLD IS EARNED.

7 CHAPTERS · 17 CHART PRIMITIVES · 14 DO/DON'T RULES · 5 COLOURS · 4
TYPEFACES · 7 DOWNLOADS