Inter

Lynxtone brand book

Connection starts here.

Colors

Ink #0B0C0D / Paper #F4F4F0 / Signal #D7FF3E

Muted #5A5D60 / Hairline #D5D5CD / Alert #C0271D

Typography

Headings and body: Inter Variable. Technical labels: JetBrains Mono.

Use sentence case. Track headings -0.03em. Never use more than one accent color.

Logo

Clear space equals the height of the LX mark. Do not outline, recolor or rotate.

Minimum width: 96 px digital / 24 mm print.

Voice

Direct, technical, evidence first. Parameters before adjectives.

Do not claim certifications, customer logos or performance figures without evidence.