

Brand

Brand and palette

Updated 12 October 2026

The Gurbani Soul palette, typography and rules for the app, and how this wiki draws with the same tokens — every colour read from docs/brand/tokens.json.

<https://docs.gurbanisoul.com/brand/>

Gurbani Soul is the app; this wiki and the website are separate, scholarly properties that borrow its palette. Scripture is never branded: it is always *Sri Guru Granth Sahib Ji* · *Ang N*.

The brand book

the gold rule, palette, typography, mark, voice, accessibility and the gates (G1–G4)

The contrast report

every required pair, in all four legs, generated by `scripts/brand/contrast_report.py`

tokens.json

¹the source of truth: surfaces, Soul Gold, brand and status colours, light · dark · increased contrast

The rules in one breath

- **Gold is a fill, never text.** The literal brand gold #FFBC0D measures 1.69:1 on white, so it appears only as `accentFill`, always with an `accent` border; text, icons and links use `accent` or `accentText`.
- **Red is fill-only** — badges, never text, never beside Gurmukhi — and never in a poster or a diagram on this wiki. Never a gold mark on a red square.
- **Gurmukhi is ink-coloured Sant Lipi**, never gold, never red. Headings use Source Serif 4.
- **Dark mode is warm ink**, not grey.

The palette

Surfaces — contrast ink on it

Token	Light	Dark
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Token	Light	Dark
surfaces.canvas	 #F2F2F7 15.45:1	 #151210 15.86:1
surfaces.card	 #FFFFFF 17.24:1	 #1E1A17 14.69:1
surfaces.paper	 #FBF7F0 16.15:1	 #171412 15.59:1
surfaces.paperWarm Soul Gold — contrast on paper	 #FDF6E3 15.98:1	 #171412 15.59:1

Token	Light	Dark
soul.accentFill	 #FFBC0D 1.58:1	 #FFBC0D 10.87:1
soul.accent	 #A87900 3.64:1	 #FFBC0D 10.87:1
soul.accentText	 #8A6100 5.19:1	 #FFBC0D 10.87:1
soul.onAccent	 #2B1A05 9.94:1 on accentFill	 #2B1A05 9.94:1 on accentFill
soul.accentDeep	 #FFB81C 1.62:1	 #C08B00 6.05:1

Brand — contrast on paper

Token	Light	Dark
brand.red	 #DA291C 4.56:1	 #DA291C 3.77:1
brand.onRed	 #FFFFFF 4.87:1 on red	 #FFFFFF 4.87:1 on red
brand.maroon	 #8A1538 8.76:1	 #E0658A 5.59:1
brand.kraft	 #B69A81 2.48:1	 #B69A81 6.92:1

Status — contrast on paper

Token	Light	Dark
status.positive	 #27703F 5.66:1	 #5BC98C 8.89:1
status.negative	 #B33528 5.69:1	 #FF7A6B 7.20:1
status.info	 #2A63C9 5.28:1	 #7FB0FF 8.34:1
status.special	 #6D3FBF 6.32:1	 #B79AF2 7.79:1

Theme groups — contrast on paper

Token	Light	Dark
themeGroup.divine	 #9C4D10 5.65:1	 #F2A060 8.71:1

Token	Light	Dark
themeGroup.condition	#6B5440 6.63:1	#CDB39A 9.18:1
themeGroup.vices	#7B3F91 6.64:1	#D7A0EA 8.82:1
themeGroup.path	#1D6B67 5.87:1	#62CEC4 9.73:1
themeGroup.virtues	#3E6A1E 5.99:1	#A6D47A 10.76:1
themeGroup.states	#1F62A6 5.86:1	#8EC2F5 9.77:1

The wiki's own theme (docs-site/src/styles/theme.css) uses the same values for paper, card, accent, accent text, accent fill and the status colours; the docs gates fail a pull request when the two drift (the docs gates).

Three things about the wiki that touch the brand:

- **The reading layout** (docs-site/src/styles/look.css) takes its patterns from good help centres and its dress from this brand: a 17px body on a 44rem measure, serif headings, a summary under each title, callouts tinted with the status colours (each tint is its colour mixed 10% into paper, 14% into ink; a test recomputes them from tokens.json and checks ink at 4.5:1 and the rule at 3:1), and gold only as a fill. A quotation of scripture is the plainest thing on a page: no tint, no box.
- **Section tabs are quiet.** The row under the wiki's header is plain text; the current section is ink with a 2px accent rule under it — never a gold fill, never a pill.
- **On paper the body is serif.** On screen, headings are Source Serif 4 and the body is the system sans. A printed page and a downloaded PDF set the body in Source Serif 4 as well (docs-site/src/styles/print.css), so every machine embeds the same face; Gurmukhi is Sant Lipi in ink in both. Print is always the light palette, whatever the reader's theme.
- **The wiki links out to assistants; the product does not.** Each wiki page offers *Ask ChatGPT* and *Ask Claude* as plain outbound links with an instruction that holds the scripture rule. That is a convenience of the engineering wiki, not a feature of Gurbani Soul, which generates nothing: “verbatim, cited by Ang, never AI-invented” is unchanged (ADR-0013).

Links

1. <https://github.com/Algorythmos-AI/siggs-platform/blob/integration/docs/brand/tokens.json>