

// DESIGN BRIEF · 02

> geflecht.app

// visual identity & brand system

```
owner      joey_harwood
domain     geflecht.app
category   personal_career_atlas
vibe       matrix + cyberpunk + terminal
```

This document defines the visual identity, voice, and design principles for Geflecht. It complements the build brief (which covers implementation) by focusing entirely on how the product looks, sounds, and feels.

// 01

Brand pillars

Three things Geflecht always is, and three things it isn't. The design language exists to reinforce those pillars at every touch.

> always_is

- » **Considered.** Every element is deliberate. Space to breathe. One idea per view. Nothing shouts, but nothing whispers either.
- » **Sovereign.** The user owns their data. The site never touches it. This is the wedge, expressed in every design decision.
- » **Woven.** Everything is about connections between things. Lines matter as much as nodes. Motion is drift, not action.

> never_is

- » **SaaS-y.** No dashboard chrome, no trial CTAs, no "upgrade" prompts, no onboarding tour with a bouncing arrow.
- » **Neutral.** Not a generic blue-and-white toolkit that could belong to any product. The dark terminal aesthetic is specific.
- » **Warm.** This is not paper. This is not editorial. This is glowing nodes on a dark grid, monospace chrome, electric violet. Cold on purpose.

Positioning

> "A personal career atlas. Your network as a woven graph.
Your browser. No one else."

Geflecht sits between two crowded markets: personal CRMs (Folk, Dex, Monica) that treat your network as a list, and analyst graph tools (Kumu, Gephi) that treat it as an abstract dataset. Between them is open territory: visualization-first, career-framed, individually owned.

> audience

Chiefs of Staff, founders, strategy consultants, business operators, investors, journalists, researchers. People whose career capital lives in their network and who already think about that network in spatial or graph terms. Think hackers with LinkedIn premium.

Voice & tone

Terminal-native. Considered. Quietly confident. Reads like a well-commented config file or a technical manifesto. The product respects the user's intelligence and time. The copy does the same.

> do_write_like_this

```
"// Import a CSV. Watch it become a graph. Own the file."  
"Your network is yours. The app never sees it."  
"> drag a node. watch its neighbors settle."  
"// The empty middle: visualization-first, career-framed, individually owned."
```

> never_write_like_this

```
"Unlock the power of your network with AI-driven insights."  
"Transform how you manage relationships at scale."  
"Join thousands of professionals who trust Geflecht."  
"Take control of your professional destiny."
```

> rules

- » No em dashes. Rephrase with commas or sentences.
- » No exclamation points. Ever. The tone is quiet.
- » No AI-isms or growth-hack verbs ("unlock," "supercharge," "transform").
- » Terminal cues in copy: // for asides, > for actions.
- » Lowercase in monospace contexts (labels, keys, section headers). Sentence case in prose.
- » German words used sparingly and only when meaningful. Geflecht itself. Not for decoration.

Color system

Near-black dominates. Electric violet is the primary accent. Cyan and fuchsia are the cool and hot counterweights. Amber is reserved for the user's own node in a graph (the you-node). Everything else is dim grid or lavender text.

token	hex	role
bg	#0a0a14	primary background. near-black, slight violet undertone
bg_light	#13131f	panel/card backgrounds. secondary depth
grid	#1a1a2e	faint grid lines. barely visible. atmosphere
violet	#a855f7	primary electric accent. glowing nodes, headlines
indigo	#6366f1	secondary accent. colleague edges
cyan	#22d3ee	cool accent. mentor edges, timeline view
fuchsia	#d946ef	hot accent. intro edges, path view
amber	#f59e0b	the you-node. reserved. never elsewhere
lavender	#c4b5fd	body text. readable on dark
white	#f5f5ff	headlines. maximum contrast
mute	#8b8bb0	secondary text. labels
dim	#4a4a68	tertiary text. metadata

> usage_rules

- » **Near-black is the only background.** No light mode. No compromise.
- » **Amber is sacred.** Only the you-node uses amber. Never a button. Never a heading.
- » **Violet is scarce despite being primary.** Use it for glowing nodes, the cursor prompt (>), and one accented column in a table. If everything is violet, nothing is.
- » **Node glow uses three concentric shapes.** Outer at 25% opacity, mid at 45%, core at 100%. This makes them read as light sources, not filled circles.
- » **Edges are colored by type.** works-at = violet, colleague = indigo, mentor = cyan, intro = fuchsia, friend = lavender, founded = amber.

Typography

use	font	notes
display / prompt	Space Grotesk (falls back Arial)	bold, 48-84px. Used with > prompt prefix.
section / label	JetBrains Mono (falls back Courier)	3-4 letter-spacing. lowercase. 11-14px.
body	Inter (falls back Arial)	regular, 14-16px, generous line-height
code / labels	JetBrains Mono (falls back Courier)	tags, IDs, terminal chrome
node labels	JetBrains Mono (falls back Courier)	11-12px, lavender, no decoration

> the_prompt_pattern

Every major headline is preceded by a violet > character in the same font size as the headline. This is the signature typographic move and turns every title into what reads as a terminal prompt. Never use it decoratively elsewhere.

Motion & texture

The whole interface is quiet and continuous. The force simulation never stops, so the graph gently breathes at all times. Node glows pulse subtly. The grid stays static.

> motion_vocabulary

- » **Node drift.** The force simulation runs continuously at low alpha (0.02-0.05) so nodes never freeze. The graph looks like it's breathing.
- » **Glow pulse.** Selected and hovered nodes pulse their glow at 2s intervals, opacity oscillating 40-80% on the mid-glow ring.
- » **Slow ease.** All UI transitions use cubic-bezier(0.4, 0, 0.2, 1) at 300-500ms. No snap. No bounce. No spring.
- » **Terminal cursor.** The > prompt character blinks at 1s intervals on the landing hero only. Nowhere else.
- » **No stepped motion.** Everything is smooth. Cold. Deliberate.

> texture

- » **The grid.** Faint violet-tinted lines at 40-50px spacing across the entire background. 5-8% opacity. Never in the foreground. Sets atmosphere.
- » **Node rendering.** Three concentric ellipses per node (outer glow / mid glow / solid core). Fill by role, subtle white stroke at 40% opacity on the core.
- » **Edge rendering.** Straight lines colored by relationship type. 50-60% opacity. Width by tie strength (1-3px). Never dashed.
- » **Scan-line overlay (optional).** Ultra-subtle 2-3% opacity horizontal scan lines across the whole screen for extra CRT feel. Toggle in settings.

The graph as brand expression

The graph itself is Geflecht's logo. There is no separate wordmark, favicon, or icon system beyond the terminal-style > `geflecht.app` in Space Grotesk and the graph's own glowing silhouette. The product is the identity.

> graph_anatomy

- » **Nodes.** Three concentric glow rings. Fill by role (person = violet, company = indigo, org = cyan, self = amber). Size log-scaled to degree.
- » **Edges.** Straight lines colored by relationship type. Width by strength. Opacity 50-60% so dense clusters read as intensity, not black clumps.
- » **Clusters.** Emerge naturally from the force simulation. Not drawn or labeled. The graph organizes itself.
- » **The you-node.** Amber. Always slightly larger than any other node. Always at the attracted center of the simulation.

Sample applications

> the_landing

Dark page. A single glowing graph fragment in the top-right corner drifting gently. Space Grotesk headline: > geflecht.app. Below in mono: // noun (German). A woven mesh, plait, braid. Two CTAs at the bottom: > load_sample and > import_yours. No hero image. The product is the demo.

> the_graph_view

Dark canvas with faint grid. Force-directed graph filling the space, glowing against black. Left rail in mono: three filter dimensions (tag, era, tie strength). Top-right view switcher: graph · timeline · path. Right panel slides in when a node is selected, showing name, first_met, context, edges.

> the_empty_state

A single centered card on the dark canvas, faint violet grid behind. Space Grotesk headline: > your network. your browser. no one else. Two >-prefixed buttons: sample or import. Below in mono at 11px: // nothing you import ever leaves your machine.

> the_about_page

One long essay on the dark canvas. Space Grotesk headline, lavender Inter body at 15px. 1000-1500 words on why the product exists, the gap in the market, the privacy philosophy. Reads like a hacker manifesto that a strategy consultant wrote. Links to the open-source repo at the bottom, styled as > github.com/joeyharwood/geflecht.

Do this. Not that.

- > **D0** Near-black as the constant background.
- > **DONT** No light mode. No pure white. No accidentally-cream tints.
- > **D0** Space Grotesk headline, JetBrains Mono chrome, Inter body.
- > **DONT** No decorative fonts. No serifs anywhere.
- > **D0** Nodes render as three concentric glow rings.
- > **DONT** Never flat filled circles. The glow is non-negotiable.
- > **D0** Violet for the > prompt, glowing nodes, and the Geflecht column in tables.
- > **DONT** Don't paint everything violet. It becomes noise.
- > **D0** Amber is reserved for the you-node.
- > **DONT** Never use amber for a button, header, or accent line.
- > **D0** Motion is drift and slow ease.
- > **DONT** No spring physics. No bounce. No stepped animation.
- > **D0** Copy uses terminal chrome (// and >) sparingly.
- > **DONT** Don't decorate everything with slashes. Signal, not noise.
- > **D0** Empty states explain the privacy promise plainly.
- > **DONT** Don't hide the privacy story behind a policy link.