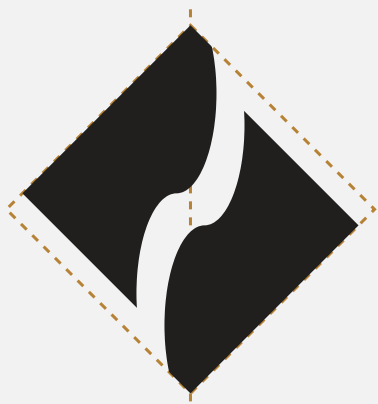




Strata

A visual knowledge layer over AI assistants

Two plates of ground, split along an S-shaped fault and displaced against each other. The letterform lives in the negative space: the seam is the S. The slip along the fault is what makes the mark Strata's own: the moment one body of understanding shifts against another, and the structure between them becomes visible.



Construction: a square rotated 45°, an S seam of constant width, a vertical slip of 8% of the mark's height

CLEAR SPACE

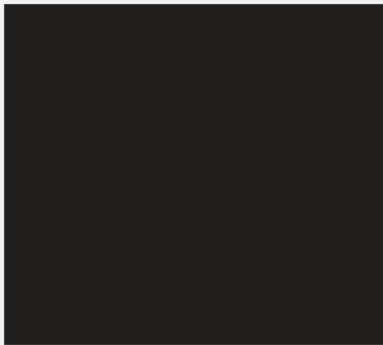
Keep a margin of one quarter of the mark's width free on all sides. Nothing sits inside it, neither the wordmark nor a rule.

MINIMUM SIZES



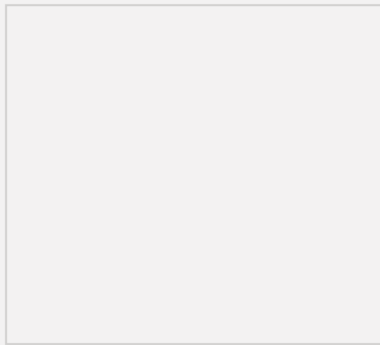
Digital: 16 px at the smallest (favicon). Print: 5 mm. Below that, use the plain diamond without the seam.

Three colors, used as ground, ink and seam. Color is applied as stroke and small marks, never as large decorative fills. Gold is reserved for the seam, for emphasis, and for the mark on dark ground.



Ink

#201F1D · the mark, text



Paper

#F3F2F2 · ground, the seam



Gold

#B68235 · accent, dark-ground mark

On light ground the mark is always ink. On ink ground it is paper or gold. The seam is never given a third color.

HEADINGS · CORMORANT GARAMOND, SEMIBOLD

What does this system understand?

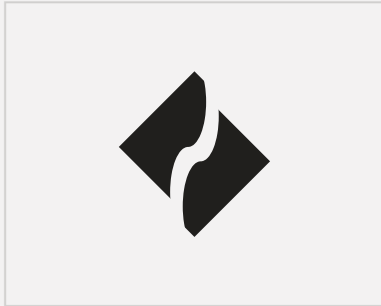
BODY · LORA, REGULAR

Understanding is decisions, the constraints that produced them, the questions still open, and how those things depend on one another. Body copy sets justified, at a comfortable measure, with italics for emphasis, never bold.

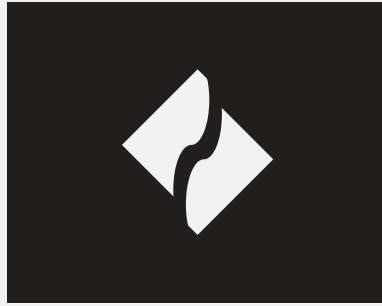


Strata
BY QUERYLABS

*The lockup: mark at cap height $\times 1.9$,
gap of half the mark's width, wordmark
tracked +4%.*



Primary · ink on light ground



Reversed · paper on ink



Ceremonial · gold on ink

DO

Keep the slip; it is the identity. Use one color per placement. Give the mark its clear space. Pair only with Cormorant Garamond and Lora.

DON'T

Don't rotate the mark, re-align the plates, outline it, add gradients or shadows, fill the seam with a third color, or set the wordmark in another face.