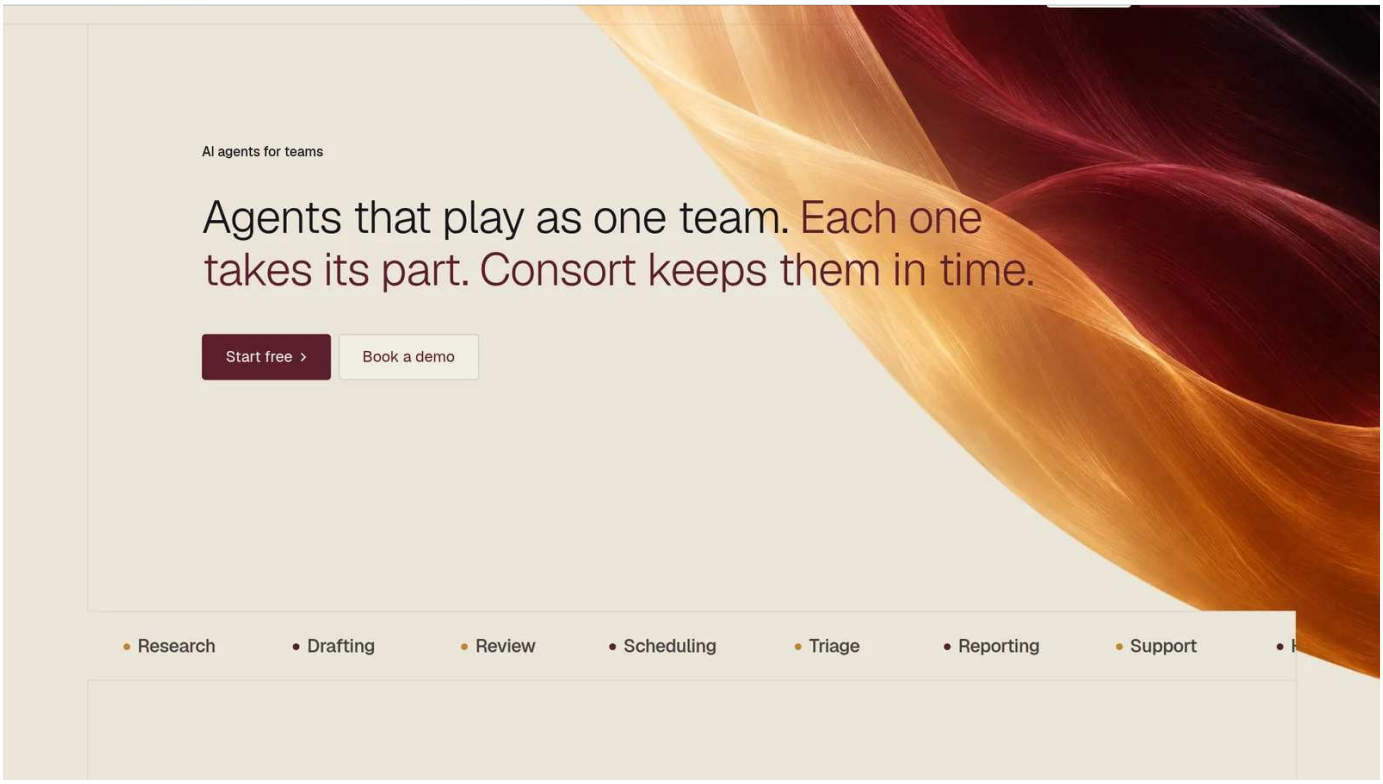
Consort Guidelines.

AI agents for teams: each agent takes its part, and Consort keeps them in time.

Introduction



The website's first screen: two silk voices, rosin over claret, crossing once like the bands of the mark.

Consort makes AI agents for teams. Research, drafting, review, scheduling and triage each have their own agent, and Consort keeps them working as one: every agent knows its part, and the hand-offs are where the work lives.

The name is the old word for a small group of players who perform together. The mark is a C of two bands of one width that swap places once at its back: two voices crossing in counterpoint and staying one music. CONSORT is drawn at the bands' weight, with the C and S cut on the same vertical line as the band ends.

The brand sits in a warm music room rather than a server hall: gut-string cream, ebony, a rosin amber that reads as brass and varnish, and a claret second voice. Calm, exact and well made, for teams who hand real work to software.

At a glance

LOGO

CONSORT

COLOURS

Gut
#ECE6DA

Linen
#F6F2EA

Ebony
#17151A

TYPE

Aa Geist

Aa Instrument Serif

LINE

Agents that play as one team.

BRAND KIT

49 files · 1.7 MB

Download the zip

Wordmark scale

72 px **CONSORT**

60 px **CONSORT**

48 px **CONSORT**

38 px **CONSORT**

30 px **CONSORT**

24 px **CONSORT**

18 px **CONSORT**

The C leads and CONSORT follows it, the mark 1.73 times the cap height so the bands and the letters are one weight, the gap 0.8 of the cap height. Use the lockup wherever there is room; the wordmark alone in a navigation bar where the C would crowd it; the C alone for the app icon, the profile picture, foil and embroidery. The crossing always sits at the back of the C, on the left: never mirror, rotate or redraw it.

Mark construction



Clear space is 3x on every side, where x is the width of one band. Both bands measure the same (385 and 386 units on a 3148-unit C, 12.2 percent of its height), the bowl is an exact mirror top to bottom, and all four band ends sit on one vertical cut.

Signature

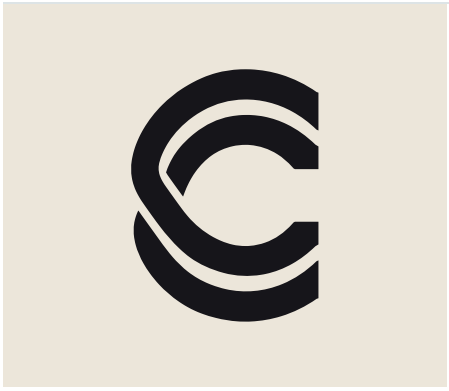


Rosin on Ebony is the signature: signage, foil, the cover of every document. Rosin reads as brass on the dark ground.



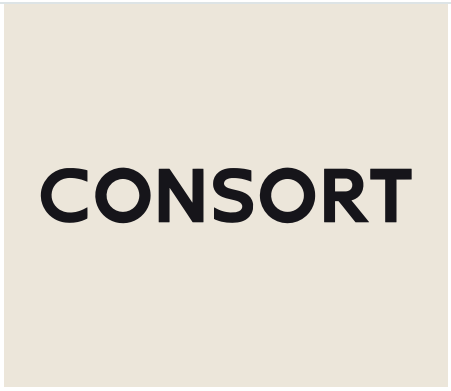
Ebony on Gut on every light surface: the website, letters, cards. Rosin is never used on Gut: it falls to 2.5:1.

Three cuts



The C

Two bands, one width, crossing once at the back. The app icon, the profile picture, foil, embroidery and the favicon.



Wordmark

Monoline capitals at band weight, two identical circular O's. For navigation bars and narrow bands.



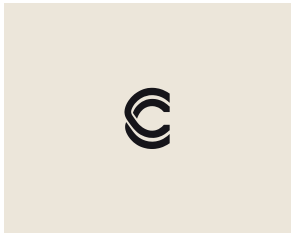
Lockup

The C and the word, one weight. The default wherever there is room.

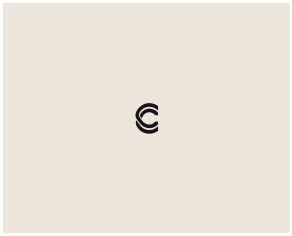
Small sizes



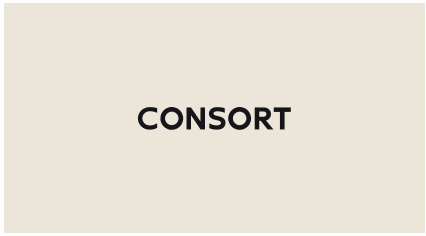
Lockup, 120 px wide



The C, 32 px



The C, 16 px



Wordmark, 12 px

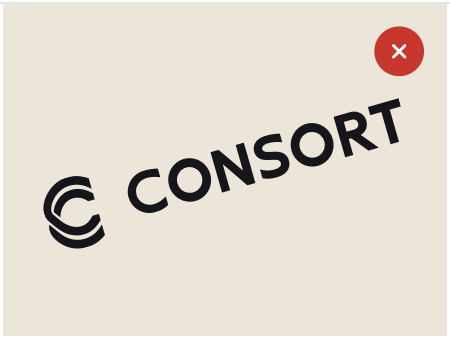
Logo on your background



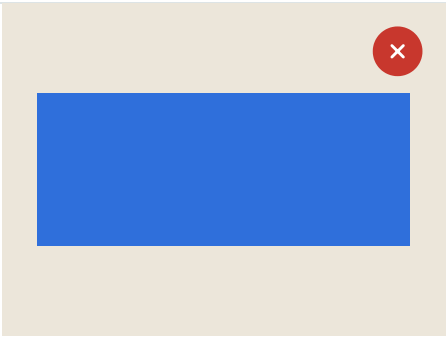
Please don’t



Don’t stretch or squeeze it. The two bands must stay one width.



Don’t turn it. The crossing stays at the back of the C, on the left.



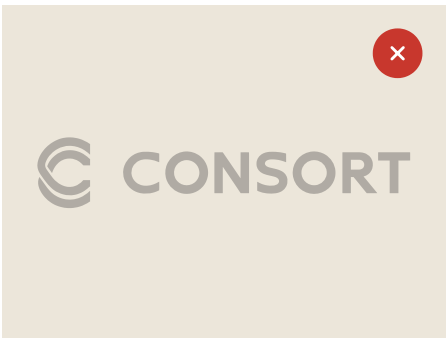
Don’t recolour it. Ebony, Gut or Rosin, nothing else.



Don’t set it where it drowns. Rosin on Gut fails; check any ground with the tool above.



Don’t add shadows, bevels or glows. Brass and foil are the material’s job, not the file’s.



Don’t fade it or make it see-through. One solid colour, always.

Core palette

Gut

HEX #ECE6DA

RGB 236, 230, 218

CMYK 0, 3, 8, 7

Linen

HEX #F6F2EA

RGB 246, 242, 234

CMYK 0, 2, 5, 4

Ebony

HEX #17151A

RGB 23, 21, 26

CMYK 12, 19, 0, 90

Pewter

HEX #6A635C

RGB 106, 99, 92

CMYK 0, 7, 13, 58

Claret

HEX #5C1F2C

RGB 92, 31, 44

CMYK 0, 66, 52, 64

Rosin

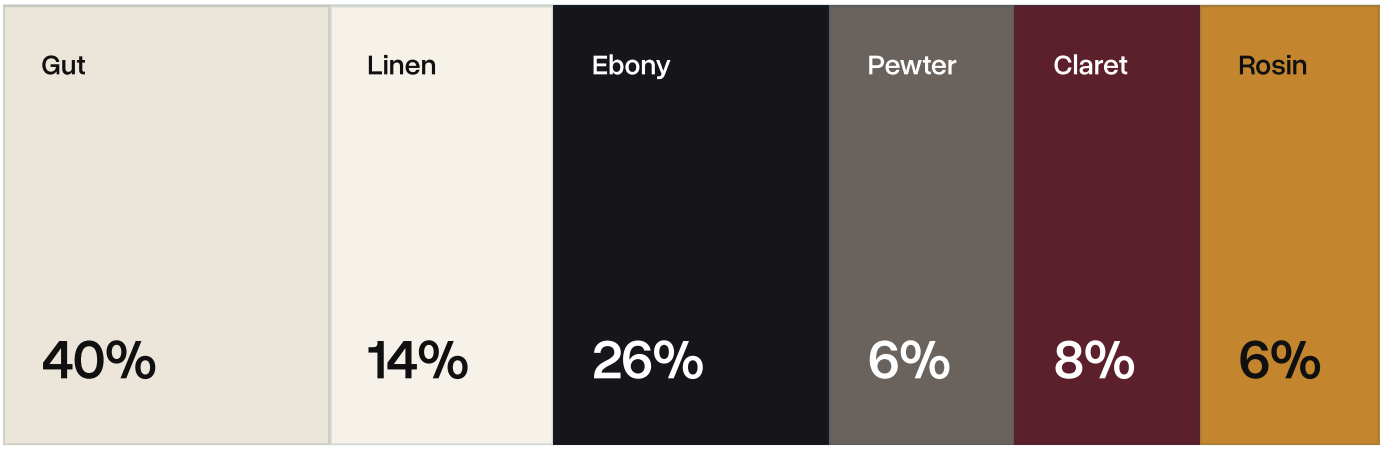
HEX #C4862F

RGB 196, 134, 47

CMYK 0, 32, 76, 23

Taken from the logo and the music room it comes from. Gut is the cream of a gut string and the page; Ebony the fingerboard and the ink; Rosin the amber a bow leaves behind, which reads as brass on dark grounds. Claret is the second voice: the website's second headline sentence and its primary button, the colour the silk turns as it crosses. CMYK values are a plain device conversion for reference; match Rosin from a printed or metal swatch.

Color proportions



Gut and Linen carry most surfaces and Ebony carries the words. Claret is the one active colour; Rosin is the signature, small and precious.

Readable combinations

Aa	Ebony on Gut	14.5:1	AAA
Aa	Ebony on Linen	16.2:1	AAA
Aa	Pewter on Gut	4.7:1	AA
Aa	Claret on Gut	10.0:1	AAA
Aa	Linen on Claret	11.1:1	AAA
Aa	Gut on Ebony	14.5:1	AAA
Aa	Rosin on Ebony	5.8:1	AA
Aa	Ebony on Rosin	5.8:1	AA
Aa	Rosin on Claret	4.0:1	AA Large

Aa	Rosin on Gut	2.4:1	Fail

Rosin on Gut fails for text and for the mark: keep Rosin to dark grounds. Rosin on Claret passes only for large display and the mark. Pewter is the lightest text colour that holds AA on Gut. Ratios are WCAG 2 contrast, measured on the sRGB values above: AAA from 7:1, AA from 4.5:1, AA Large from 3:1 (large or bold text only).

Check a pairing

Type system

Geist: Each one takes its part.

Headlines and text, as on the website: light 300 at 48 px with –0.96 px tracking for the hero line, regular 400 for text and buttons. Its plain geometry sits beside the monoline wordmark without imitating it. By Vercel, SIL Open Font License 1.1, about 70 KB for the variable file. This preview doesn't load it yet, so the line above falls back to your system's face.

Instrument Serif: Agents that play as one team.

The print voice: posters, covers and the occasional pull quote, never in the interface. A condensed, calm serif that brings the music room into large lines. By Rodrigo Fuenzalida and Jordan Egstad, SIL Open Font License 1.1, Google Fonts, about 60 KB for two styles. This preview doesn't load it yet, so the line above falls back to your system's face.

`Geist Mono: review → hand-off 14:20`

For agent names, hand-off times and logs. By Vercel, SIL Open Font License 1.1. This preview doesn't load it yet, so the line above falls back to your system's face.

Type scale

DISPLAY

Geist · 300 · 71.5px · 4.472rem

Play as one team.

HEADING 1

Geist · 300 · 53.7px · 3.355rem

Agents that play as one team.

HEADING 2

Geist · 300 · 30.2px · 1.888rem

Every agent knows its part.

HEADING 3

Geist · 300 · 22.7px · 1.416rem

Research · Drafting · Review

BODY

Geist · 300 · 17px · 1.063rem

Each one takes its part. Consort keeps them in time, so nothing is dropped between them.

CAPTION

Geist · 300 · 12.8px · 0.797rem

AI agents for teams

Tone of voice

Consort speaks like a good ensemble leader: calm, exact and generous with credit. It describes what each agent does and how the work passes between them, in short plain sentences.

The music is in the structure, not the vocabulary: parts, hand-offs, timing. One musical word per surface at most, and never a pun.

The leader of the ensemble

Not a conductor waving at the front: the first chair who listens to everyone and keeps time. The people reading hand real work to software, so Consort says exactly who does what and what happens if something goes wrong.

SIGNATURE

Agents that play as one team.

BRAND STATEMENT

Each one takes its part. Consort keeps them in time.

INTRODUCTION

Every agent knows its part. Research, drafting, review and hand-off run as one score, so nothing is dropped between them.

WHO IT'S FOR

For teams who hand real work to more than one agent.

CALL TO ACTION

Book a demo

Name the part

Say which agent does what, and when the work passes on. No vague “AI magic”.

SAY	AVOID
The review agent reads every draft before it reaches you.	Our AI handles everything for you.
Drafting hands off to review at 14:20.	Unleash the power of autonomous agents.

Keep time, keep calm

Short sentences, one idea each. Problems are stated plainly with the next step.

SAY	AVOID
Scheduling is waiting on one answer from you.	Oops! Something went wrong!!

One musical word, no puns

Part, time, ensemble: once per surface, where it is the clearest word. Never a joke about orchestras.

SAY	AVOID
Every agent knows its part.	Let’s make beautiful music together!

Reception wall



The lockup in solid brushed brass, set a few millimetres off an ebony wall: Rosin on Ebony made in metal.

Station poster



Print speaks in Instrument Serif: the lockup in Rosin over the signature line in Gut.

Cards



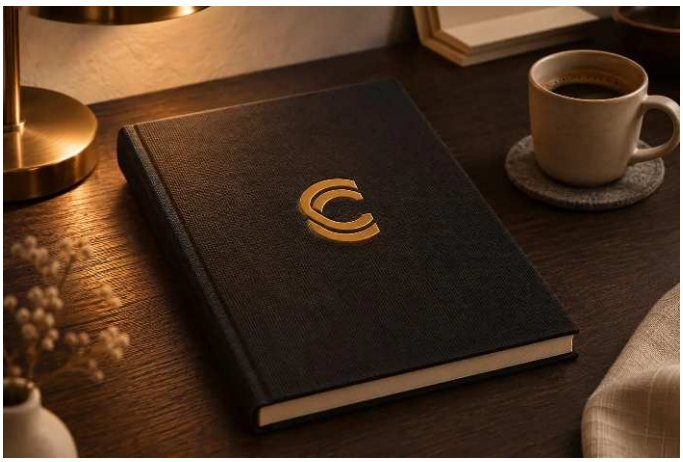
Rosin hot foil on Ebony stock; the back in Ebony letterpress on Gut-coloured cotton.

Meeting-room door



The C alone, frosted into the glass at head height: the two bands and the crossing read through the room behind.

Notebook



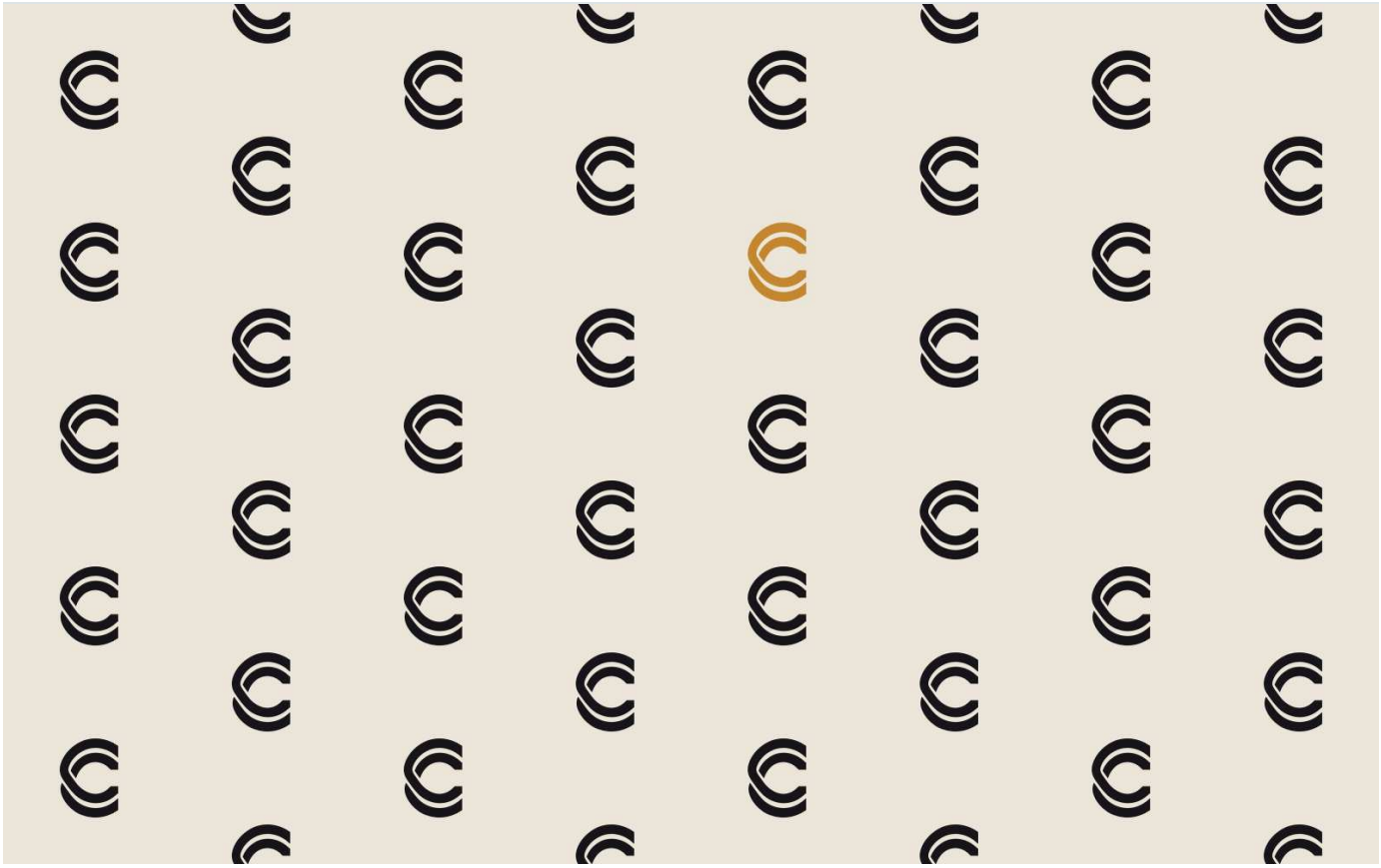
Blind deboss filled with Rosin foil on ebony cloth: the welcome notebook.

Cap



Rosin satin stitch on ebony wool. Embroidery keeps the gap between the bands at this size.

Pattern: ensemble

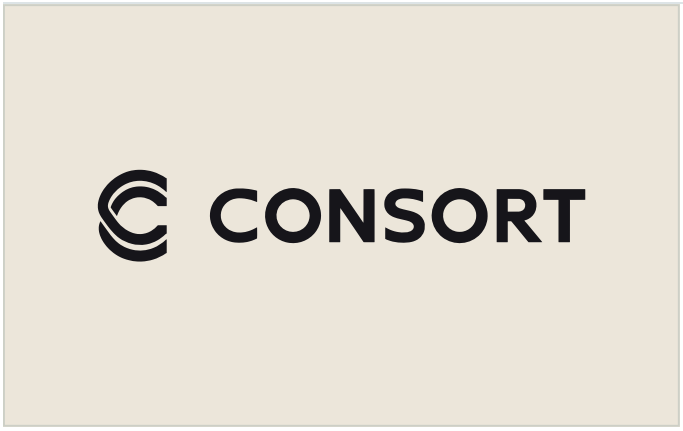


The C repeated as an ensemble, one in Rosin for the agent playing now. As a device, the crossing alone, cropped by the frame, opens covers and sections.

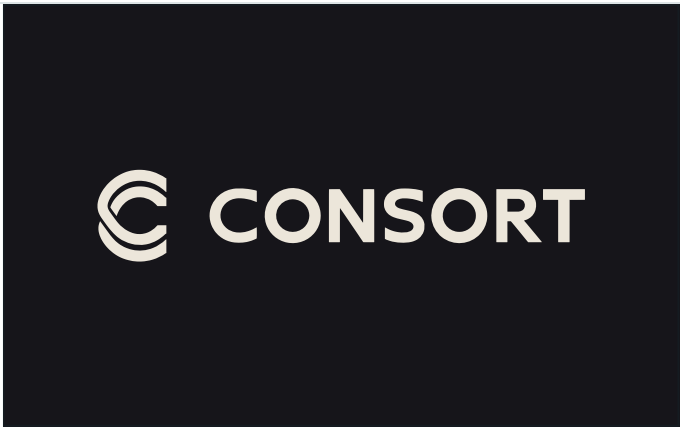
Export assets

▶ What's inside the zip · 49 files · 1.7 MB

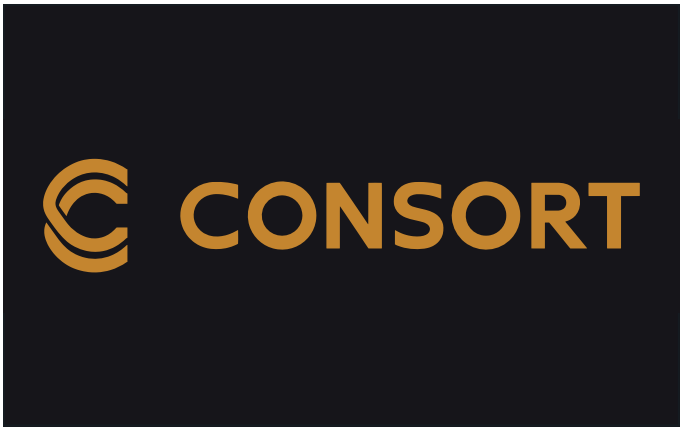
Lockup



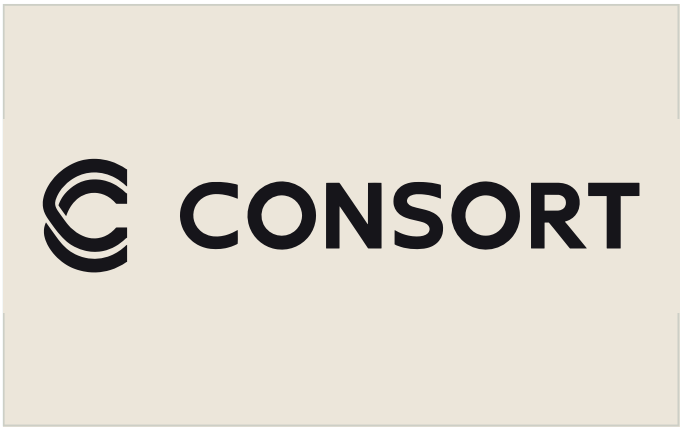
Ebony on Gut



Gut, for dark grounds



Rosin on Ebony



Ebony on Gut, with ground

The C



Ebony



Gut



Rosin on Ebony

Wordmark



Ebony



Gut

Profile pictures



Ebony



Rosin

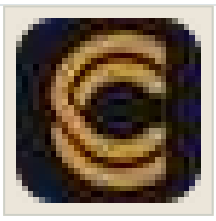


Gut

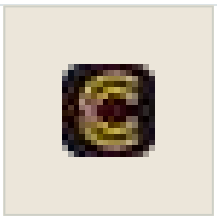
Favicons



Favicon SVG



Favicon PNG



Favicon ICO



Apple icon

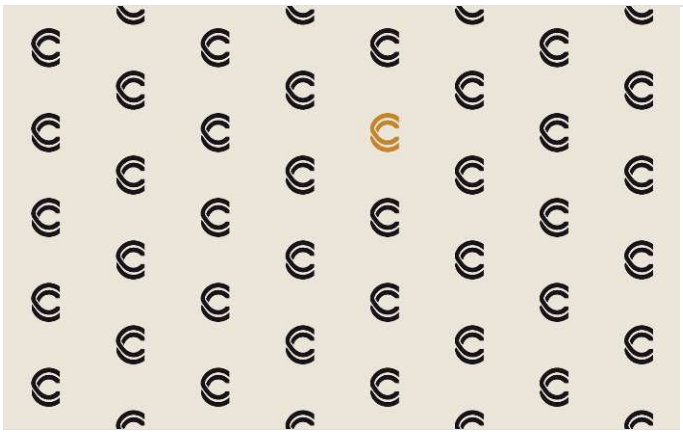


PWA icon



PWA icon large

Pattern



Ensemble, tile



The crossing, device

Applications



Consort · 01



Consort · 02



Consort · 03



Consort · 04



Consort · 05



Consort · 06

Typography

Aa	Geist
Aa	Instrument Serif
Aa	Geist Mono

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