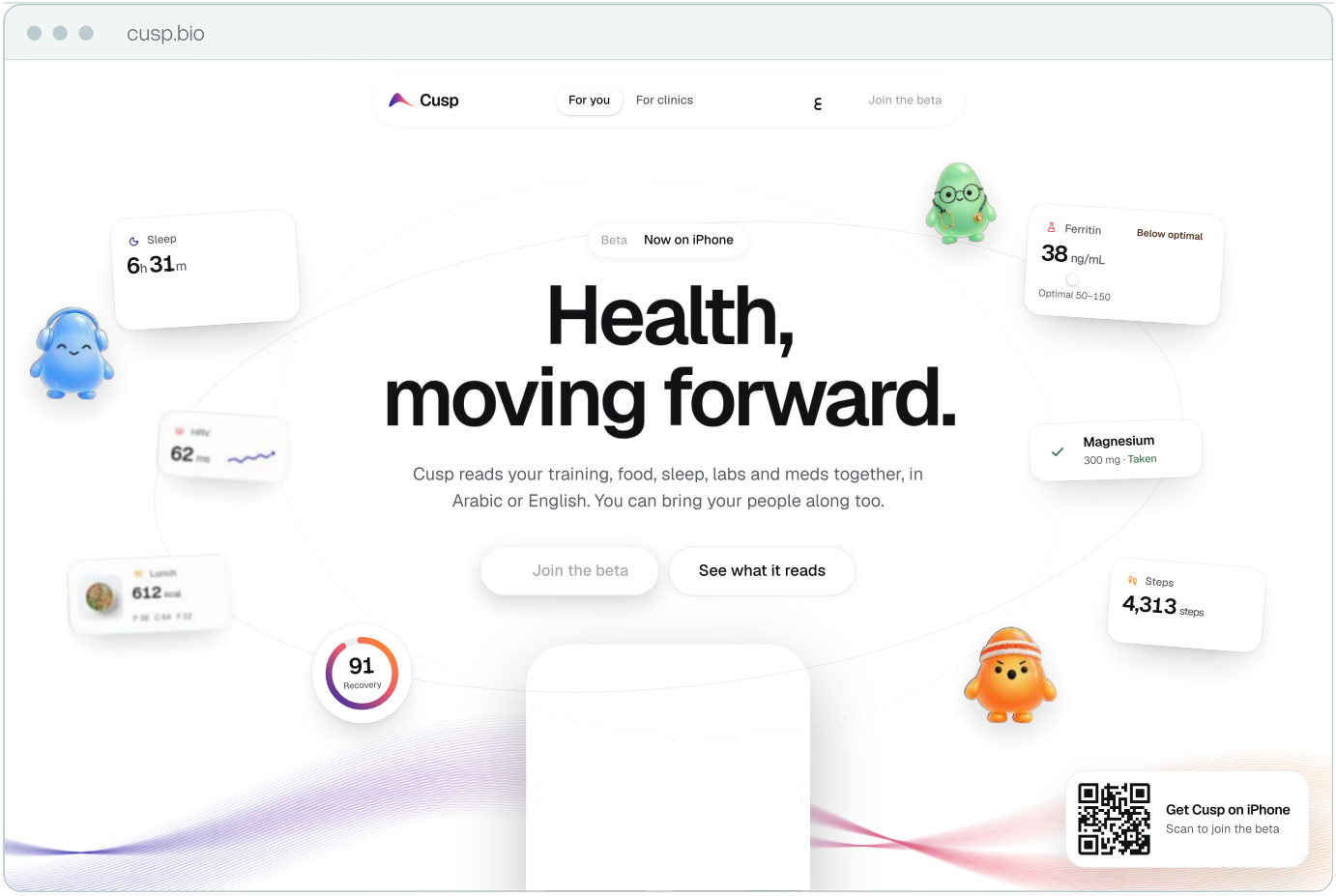
Cusp Guidelines.

A health and longevity app that reads your training, food, sleep, labs and medicines together, in Arabic or English.

Introduction



Website designed by the founder. cusp.bio, captured 10 November 2026. Visit cusp.bio

Cusp is a health and longevity app, in beta on iPhone. One record holds your training, food, sleep, wearable data, lab reports and medicines, and Cusp reads them together, in Arabic or English. Every lab marker is read twice, against the lab's range and a longevity-optimal one. Three agents, Everyday, Clinical and Pro, answer from the same record and show what they read; nothing changes without your tap, and you can share the record with a coach, a doctor or family and take it back. It never diagnoses.

The mark and the website are the founder's. The mark is redrawn smooth from the site's own file, not redesigned, and the colour, type and voice are taken from cusp.bio first, so the logo and the site are one brand.

Cusp should feel like the calm friend who has read everything about you and says only what matters this morning. The mark is a curve at the moment it turns, so every surface pairs one honest number with one next step, and leaves the decision to you.

At a glance

LOGO

Cusp

COLOURS

Mist
#F5F6F8

Paper
#FFFFFF

Ink
#111214

TYPE

Aa Geist

Aa Fraunces Italic

LINE

Health, moving forward.

BRAND KIT

55 files · 2.7 MB

Download the zip

Wordmark scale

72 px	Cusp
60 px	Cusp
48 px	Cusp
38 px	Cusp
30 px	Cusp
24 px	Cusp
18 px	Cusp

The mark comes first and the word follows it, at the spacing cusp.bio's header uses. Use the lockup wherever there is room; the mark alone for the app icon, the profile picture and the favicon. The mark is the indigo-to-amber gradient, running left to right, or one solid colour. In Arabic the order flips: the word, set in Alexandria, reads first from the right.

Mark construction



The lockup keeps the spacing of cusp.bio's header, measured from a capture at four times its size: the word is set in Geist SemiBold with −0.03 em tracking, its cap height just under the mark's height. Clear space is x on every side, where x is the height of the mark.

Signature



The gradient mark and the Ink word on Mist, as on cusp.bio. Use it on Mist or Paper.



On Night and other dark grounds the word turns white. The mark doesn't change.

Three cuts



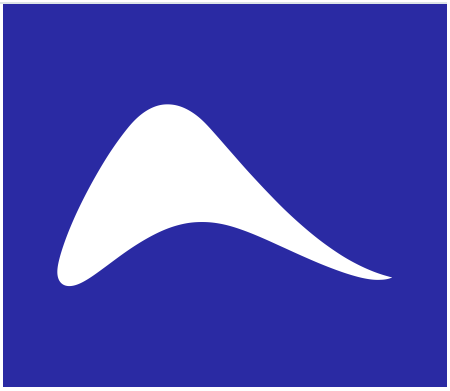
The mark

The founder's curve with the site's own gradient. The app icon, the profile picture, the favicon.



One colour

Ink alone, or white: stamps, totes, one-colour prints.



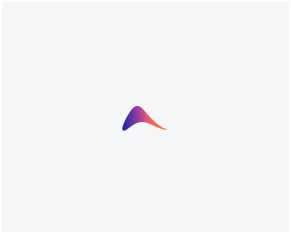
White on Indigo

On a brand colour the mark goes white, never a second gradient.

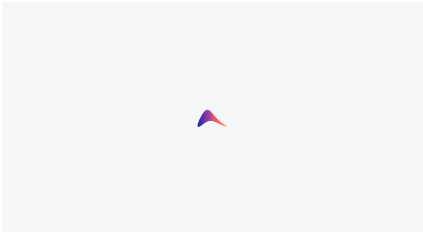
Small sizes



Lockup, 72 px wide



Mark, 24 px wide

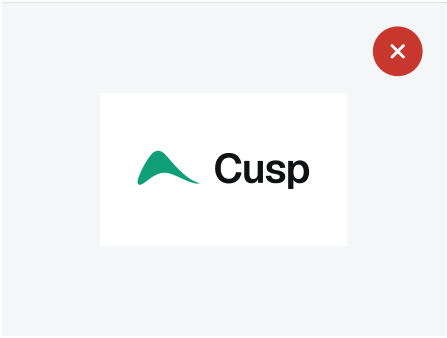


Mark, 16 px wide

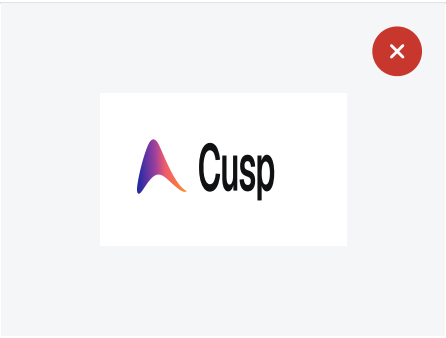
Logo on your background



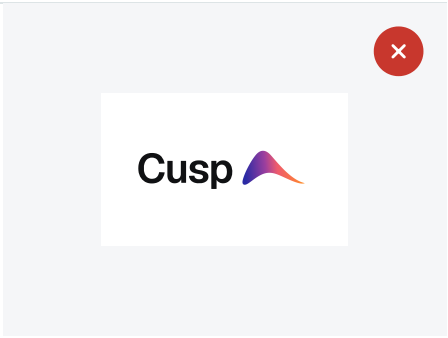
Please don’t



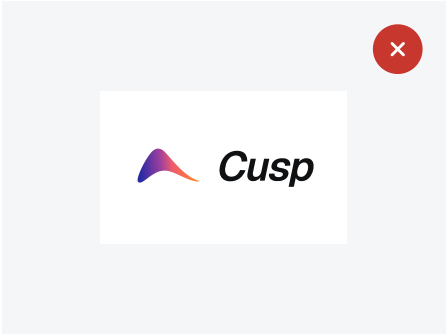
Don’t recolour the mark. It is the indigo-to-amber gradient, or one colour.



Don’t stretch or squash the lockup.



Don’t put the mark after the word, except in the Arabic lockup.



Don’t slant or restyle the wordmark.



Don’t fade it or make it see-through.



Don’t add shadows or glows. The gradient is the only effect.

Core palette

Mist

HEX #F5F6F8

RGB 245, 246, 248

CMYK 1, 1, 0, 3

Paper

HEX #FFFFFF

RGB 255, 255, 255

CMYK 0, 0, 0, 0

Ink

HEX #111214

RGB 17, 18, 20

CMYK 15, 10, 0, 92

Slate

HEX #5E6168

RGB 94, 97, 104

CMYK 10, 7, 0, 59

Night

HEX #0B0B10

RGB 11, 11, 16

CMYK 31, 31, 0, 94

Indigo

HEX #2A2AA4

RGB 42, 42, 164

CMYK 74, 74, 0, 36

Violet

HEX #9C3F9E

RGB 156, 63, 158

CMYK 1, 60, 0, 38

Coral

HEX #EE5B6D

RGB 238, 91, 109

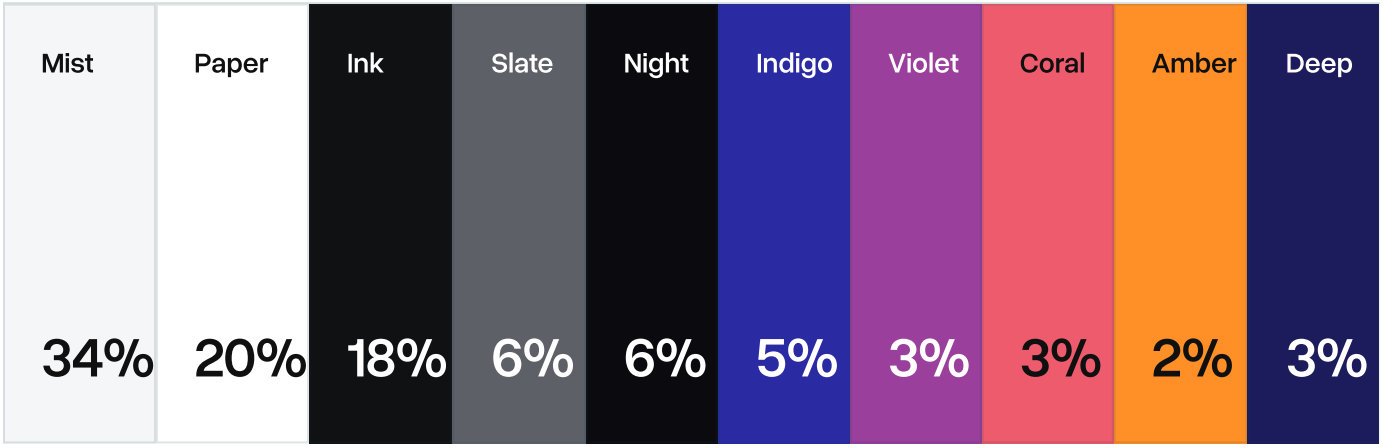
CMYK 0, 62, 54, 7

Amber	
HEX	#FF9027
RGB	255, 144, 39
CMYK	0, 44, 85, 0

Deep	
HEX	#1C1B5C
RGB	28, 27, 92
CMYK	70, 71, 0, 64

Taken from cusp.bio's own colour variables: the Mist ground, white cards, Ink, Slate body text and Night, and the four colours of the mark's gradient, which the site also gives to its agents: Indigo for Everyday, Coral for Clinical, Amber for Pro. Deep is the indigo of the agent and privacy sections. CMYK values are a plain device conversion for reference; proof the gradient before print.

Color proportions



Mist and Paper carry most of every surface and Ink carries the words. The gradient lives in the mark and in one moment per screen.

Readable combinations

Aa	Ink on Mist	17.3:1	AAA

Aa	Slate on Mist	5.7:1	AA
Aa	Ink on Paper	18.7:1	AAA
Aa	Paper on Ink	18.7:1	AAA
Aa	Paper on Night	19.6:1	AAA
Aa	Paper on Indigo	10.6:1	AAA
Aa	Paper on Violet	5.8:1	AA
Aa	Ink on Coral	5.6:1	AA
Aa	Paper on Coral	3.3:1	AA Large
Aa	Ink on Amber	8.2:1	AAA
Aa	Paper on Deep	15.4:1	AAA

White on Coral is for large text only. Small labels on Coral and Amber are set in Ink. 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: Health, moving forward.

Everything on cusp.bio: semibold 600 at 88 px with –3.96 px tracking for the hero, 56 px for sections, 19 px body in Slate. 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.

Fraunces Italic: read twice.

One accent word per headline, as on cusp.bio ("read twice.", "all of you."). By Undercase Type, SIL Open Font License 1.1. This preview doesn't load it yet, so the line above falls back to your system's face.

Alexandria: الصحة، إلى الأمام

Arabic, as on cusp.bio/ar, where it also sets the word Cusp. By Mohamed Gaber, 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 · 600 · 80px · 4.998rem

Health, moving forward.

HEADING 1

Geist · 600 · 60px · 3.749rem

Know where you stand before coffee.

HEADING 2

Geist · 600 · 33.8px · 2.11rem

Your agents read all of you.

HEADING 3

Geist · 600 · 25.3px · 1.583rem

Strain vs recovery

BODY

Geist · 600 · 19px · 1.188rem

Cusp reads your training, food, sleep, labs and meds together, in Arabic or English.

CAPTION

Geist · 600 · 14.3px · 0.891rem

Every morning

Tone of voice

Cusp speaks as cusp.bio already does: plain, exact and calm, in short sentences, with the reason shown. It never diagnoses and always asks first.

Every number is read against the person's own baseline and range, every answer names what it read, and every change waits for a tap.

The calm friend who has read everything

One honest number, one next step, and the decision left to you. Health is serious, so the voice stays quiet and the facts stay exact.

SIGNATURE

Health, moving forward.

LABS

Every lab marker, read twice.

EVERY MORNING

Know where you stand before coffee.

AGENTS

Cusp asks first. The decision is yours.

PRIVACY

Your record. Your rules.

CALL TO ACTION

Join the beta

Measured against you

Every number is read against your own baseline and range, and says so.

SAY	AVOID
Recovery 58%, under your usual 71%. Keep today easy.	Your recovery is BAD. Rest now!
Inside the lab's range, above optimal.	Optimise your biomarkers and live forever.

Show what it read

Answers name their sources: the nights, the panels, the trials.

SAY	AVOID
Ferritin is below optimal. Raise it with your doctor on Thursday.	You may have iron deficiency anaemia.

You decide

Cusp proposes and asks. Nothing changes without your tap, and sharing ends when you say.

SAY	AVOID
Move magnesium to 9:00 pm? Not now / Confirm	We've updated your plan for you.

Bus shelter



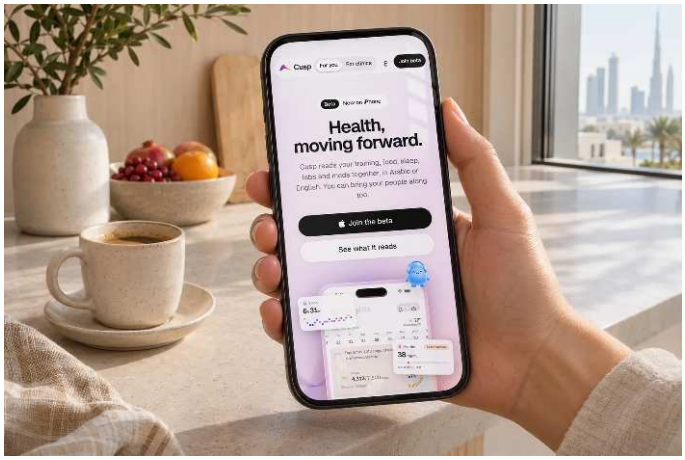
cusp.bio's own line in Ink on Mist, the lockup below it, on a calm morning street.

Clinic reception



Cusp for clinics: the lockup on the reception wall, nothing else.

cusp.bio on a phone



The founder's own mobile site, before coffee.

Pattern: rolling hills



The mark repeated in the palest tint on Mist, one in its gradient: the one number that moved today. As a device, the mark rises from a flat line where a number turns the right way.

Breakfast mug



Know where you stand before coffee: the mark alone on a breakfast mug.

Record folder



The record, printed for a visit, on the doctor's desk.

Tote



One colour, Ink, on canvas.

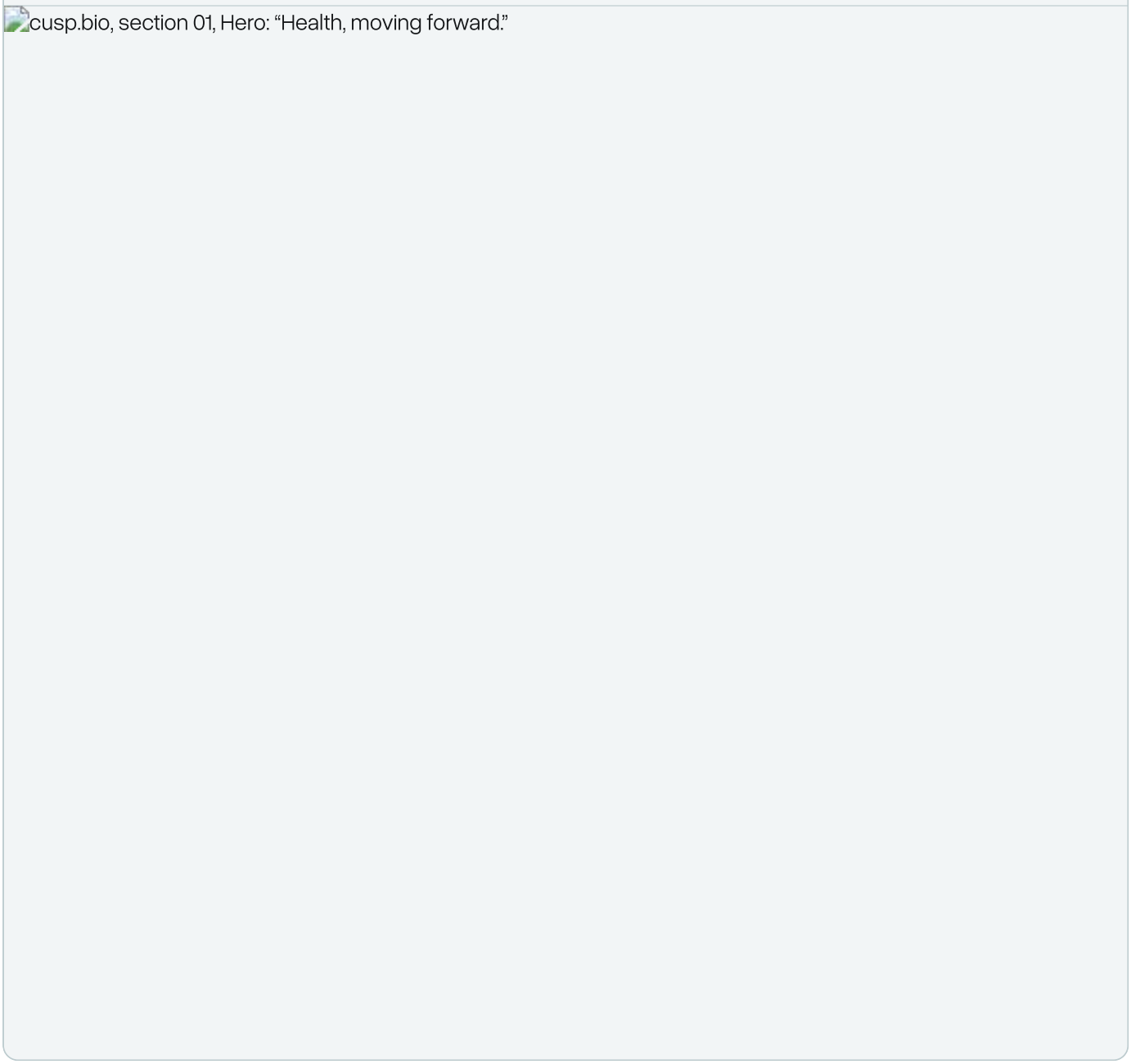
Website

The founder's landing page for Cusp, section by section as it stands on cusp.bio. A section that moves on the site plays here as a short loop; sections that move as you scroll play as a scroll through them; the rest are stills.

Website designed by the founder. cusp.bio, captured 10 November 2026.

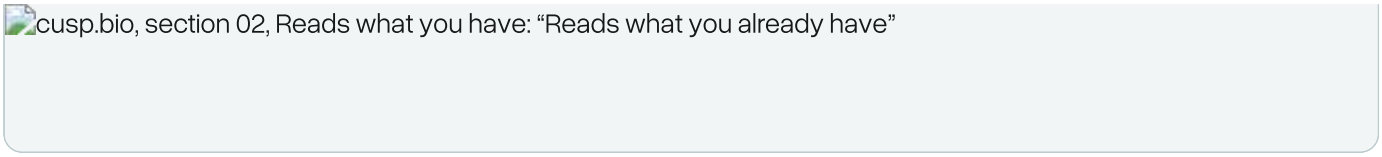
01 **Hero** Moving

cusp.bio



02 **Reads what you have**

cusp.bio



03 **Labs**

Moves on scroll

cusp.bio



04 **Before coffee**

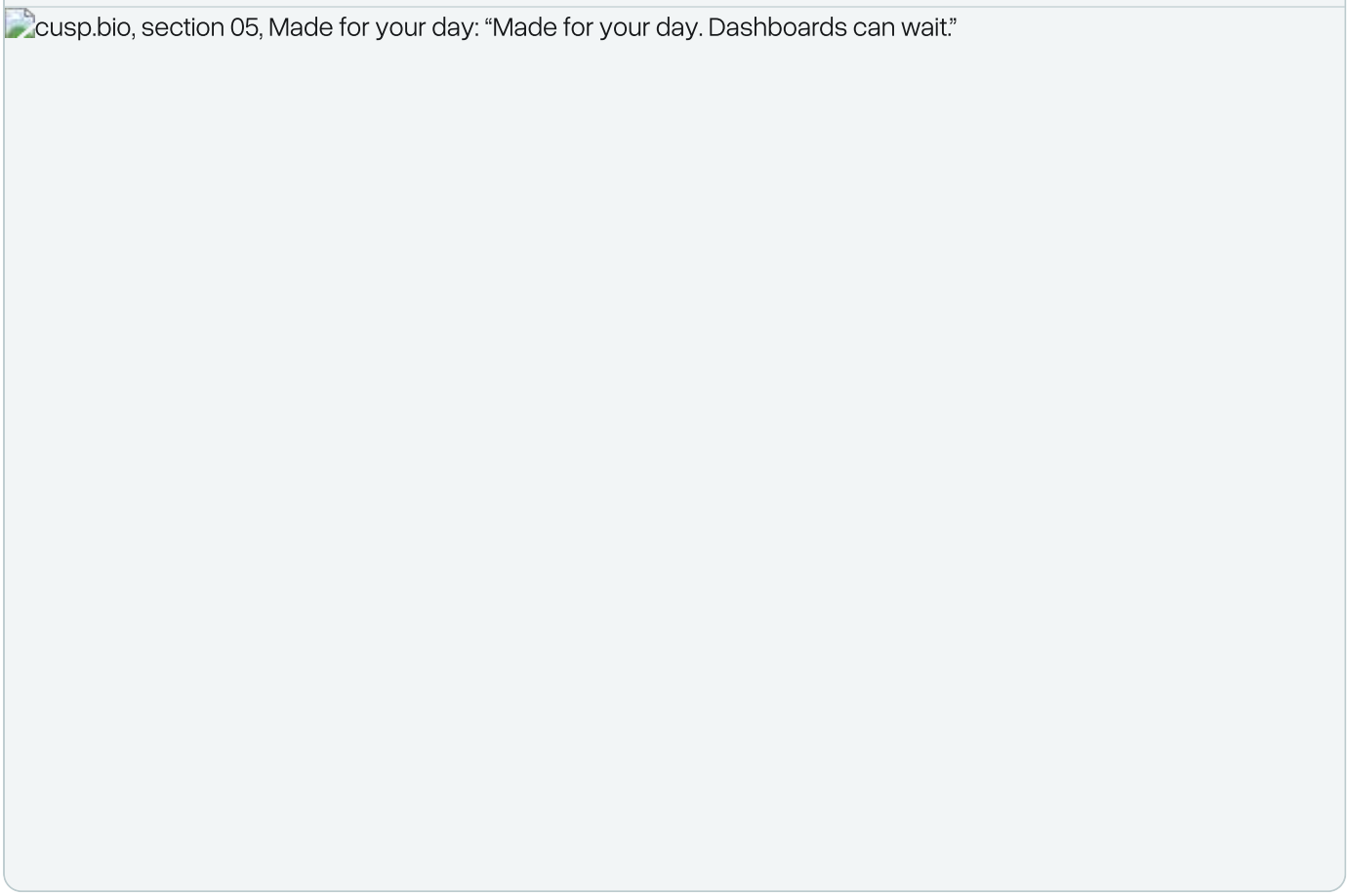
cusp.bio



05 **Made for your day**

Moving

cusp.bio



06 **Logging**

Moving

cusp.bio



07 **Coach**

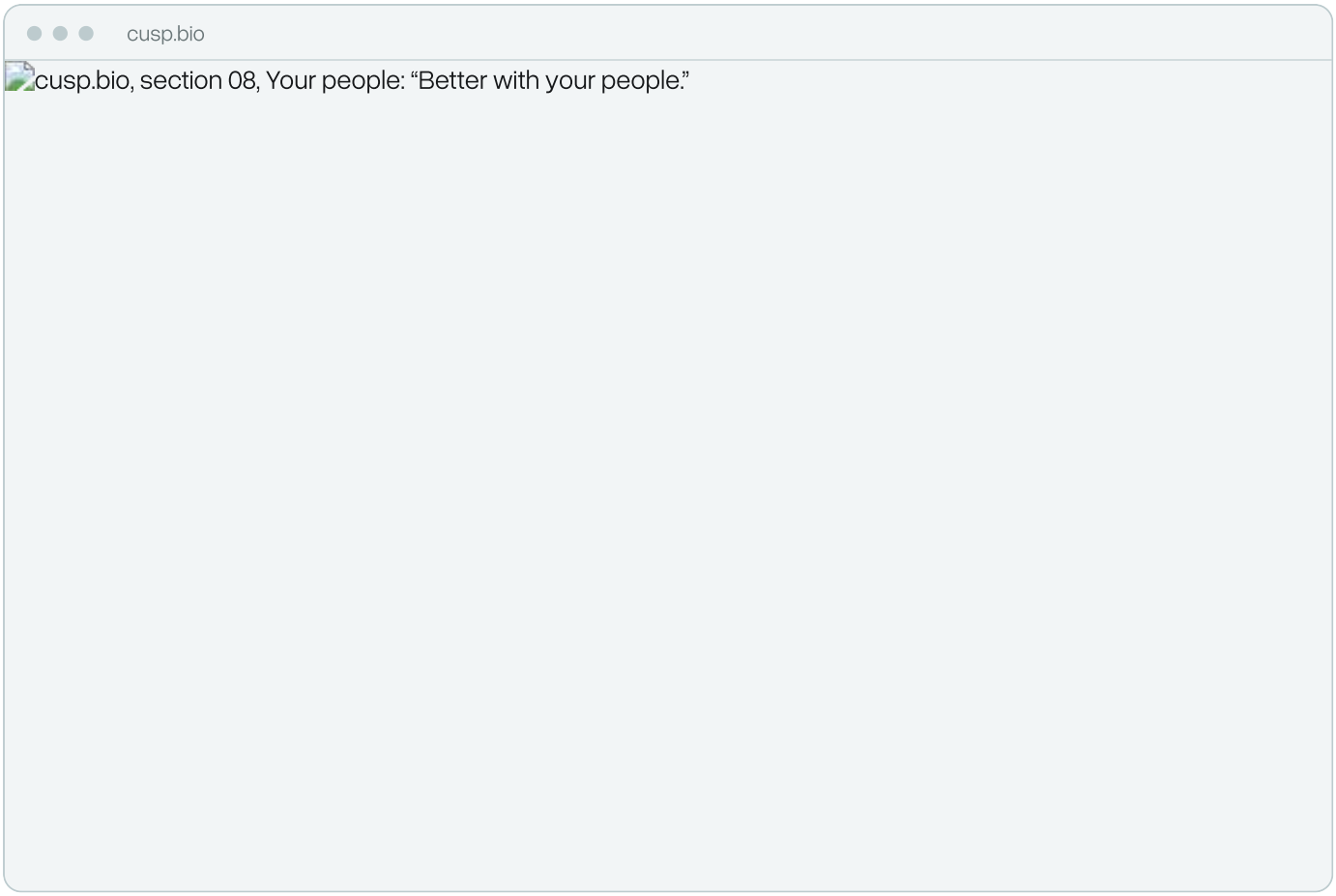
Moves on scroll

cusp.bio



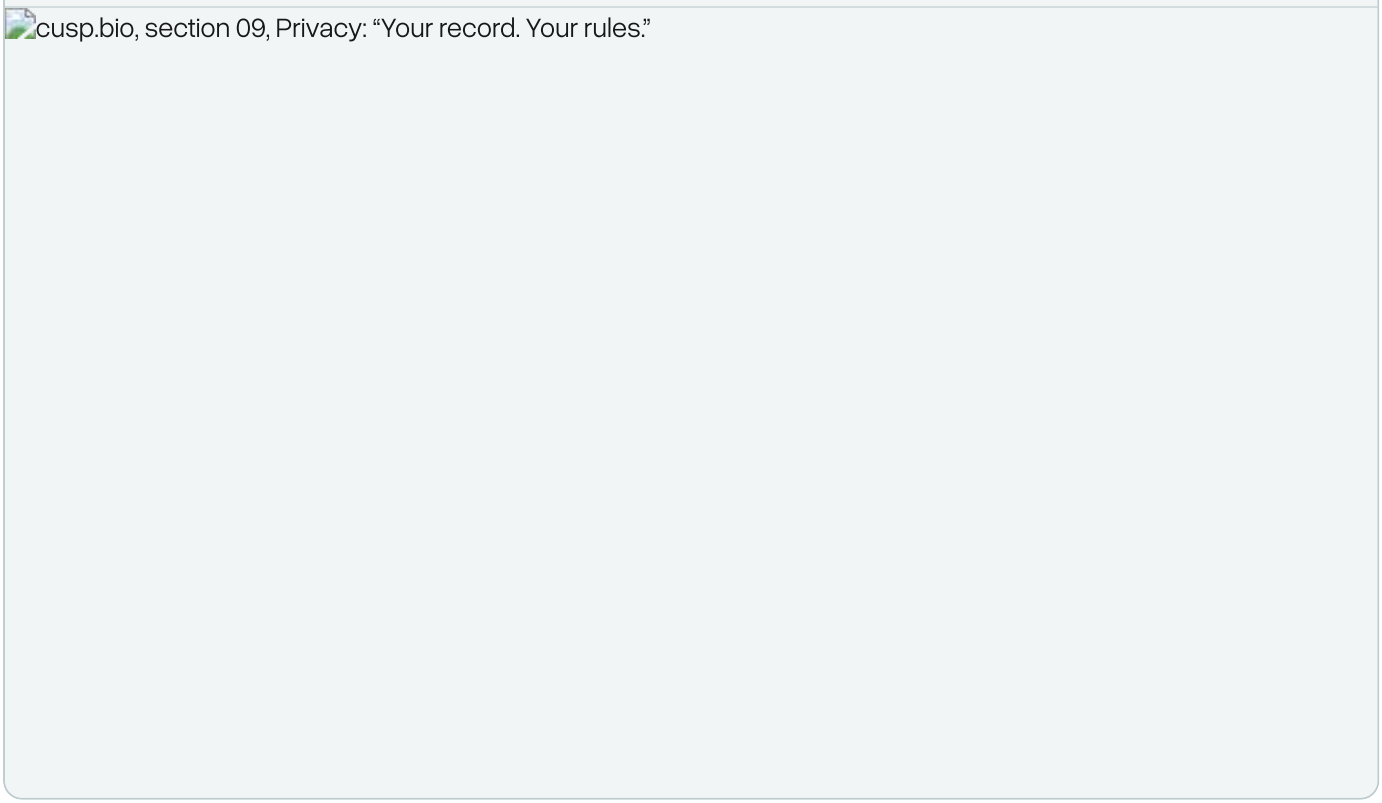
08 **Your people**

Moves on scroll



09 **Privacy**

cusp.bio



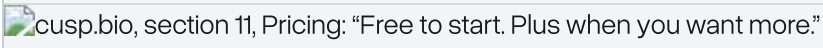
10 **Meet Innate**

cusp.bio



11 **Pricing**

cusp.bio



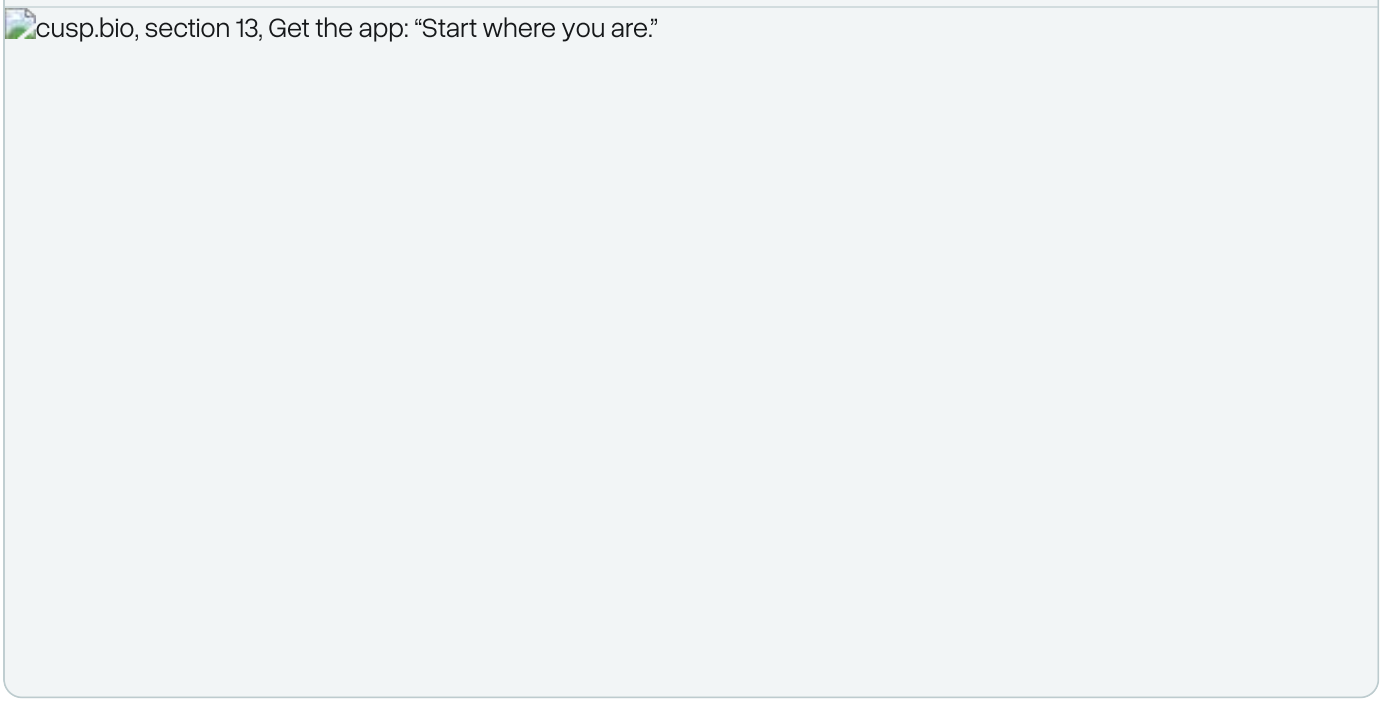
12 **FAQ**

cusp.bio



13 **Get the app** • Moving

cusp.bio



14 **Footer**

cusp.bio


cusp.bio, section 14, Footer: footer

Export assets

▶ What's inside the zip · 55 files · 2.7 MB

Lockup



Gradient mark, Ink word



For dark grounds



One colour, Ink

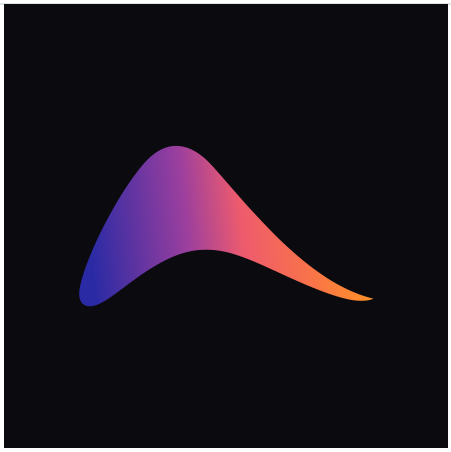


One colour, white

The mark



Gradient



Gradient on Night



Gradient on Mist



One colour, Ink



One colour, white

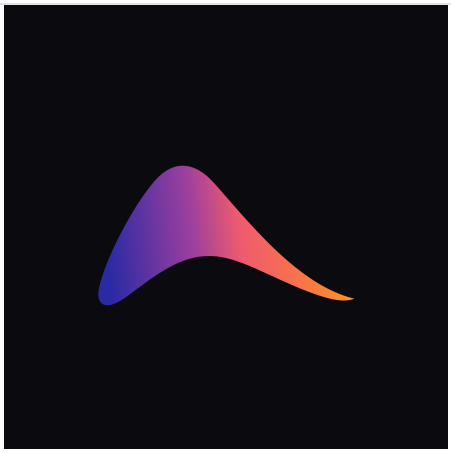


Wordmark

Profile pictures



Paper

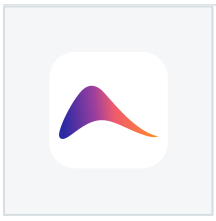


Night

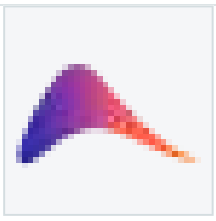


Indigo

Favicons



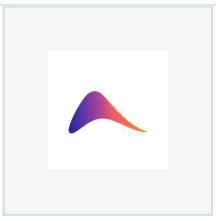
Favicon SVG



Favicon PNG



Favicon ICO



Apple icon



PWA icon

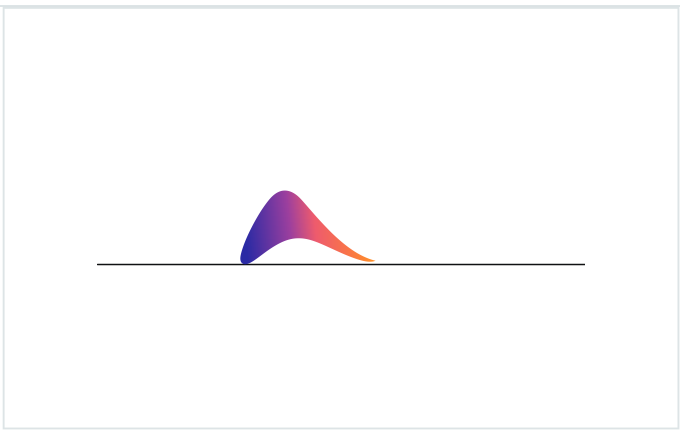


PWA icon large

Pattern



Rolling hills, tile



The turn, device

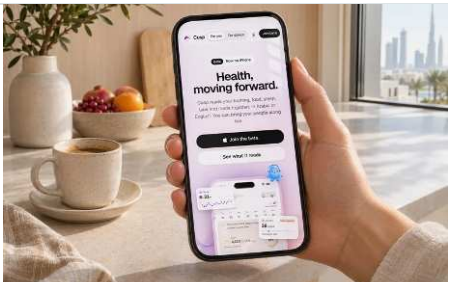
Applications



Cusp · 01



Cusp · 02



Cusp · 03



Cusp · 04



Cusp · 05



Cusp · 06

Typography

Aa Geist

Aa Fraunces

Aa Alexandria

Brand system by Plumage for the founder's Cusp. The mark and the website are the founder's design.

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