

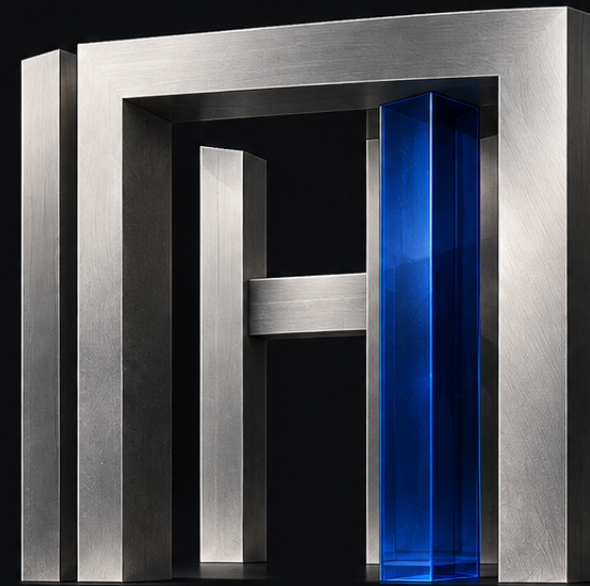


The Hall.

An architectural identity for the company behind the connected firm.

STRUCTURE / LIGHT / HUMAN AUTHORITY

ducathall.com



DUCAT HALL

A coherent place to run the firm.

Ducat Hall is the company and product brand. FirmOS remains the technical repository name.

THE NAME

Ducat Hall

Two words. Title case in prose. Use the supplied outlined wordmark for the logo.

THE DESCRIPTOR

The operating system
for private capital.

A clear explanation of the first market and the work the product supports.

THE PROMISE

The whole firm.
In your hands.

The platform connects records, relationships and decisions while people retain authority.

One entrance. One identity.



The outer portal frames an H. A detached rail gives the structure rhythm; one cobalt upright connects the flat emblem to the blue-glass sculptural artwork.

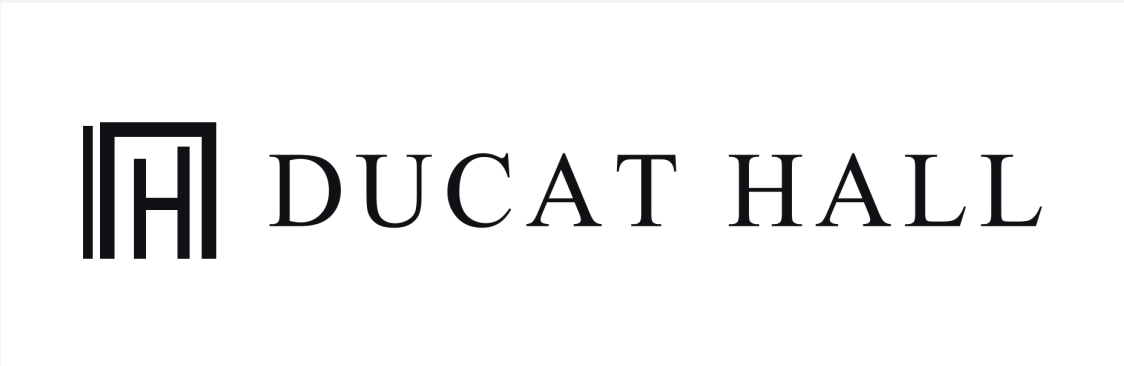
MASTER ARTWORK

Use supplied SVG paths.

Preserve proportions and lettering.

Keep clear negative spaces.

The right mark for the space.



Horizontal: 240 px minimum.

Stacked: 216 px minimum.

Full emblem: 48 px minimum.

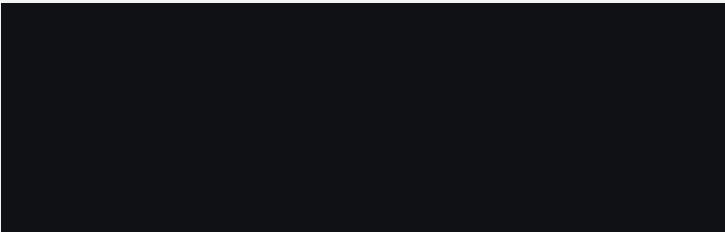
Preferred clearspace: 24/112 of the visible emblem height. In constrained layouts, keep at least 12/112. Never stretch or recreate the wordmark.

OPTICAL MICRO MARKS



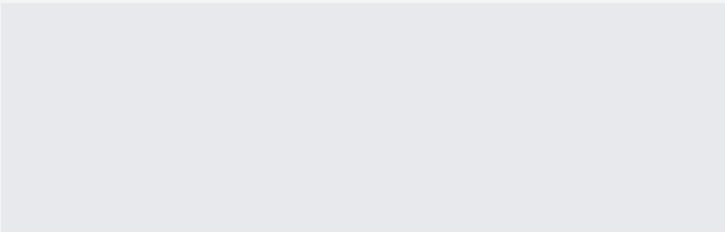
Below 48 px, use the matching optical master. The fine outer rail is removed and inner spaces are widened for clarity.

Silver structure. Cobalt signature.



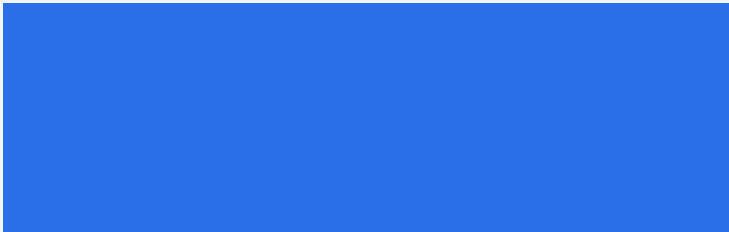
Charcoal #101114

The principal brand ground.



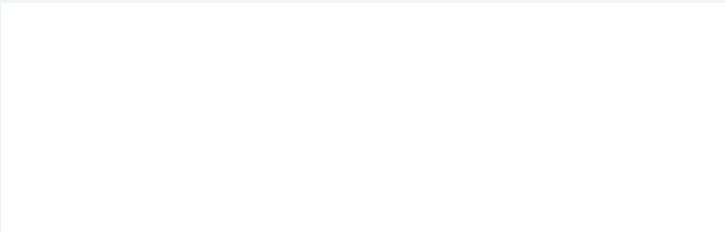
Mineral #E8E9EC

The flat equivalent of silver.



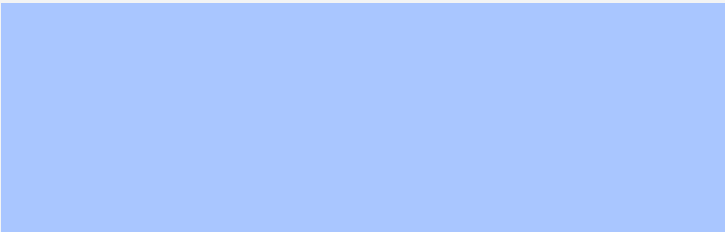
Cobalt #2A6FE8

The signature upright.



White #FFFFFF

Clear reproduction on light.



Pale blue #A9C6FF

Readable links on charcoal.



Product green #1F7A6B

Actions within the software.

Cobalt is the brand accent. Product status and action colors retain their semantic meaning. Use text and symbols as well as color to express state.

Composed. Specific. Accountable.

The whole firm.
In your hands.

Inter for the interface and body copy. JetBrains Mono for short labels. A restrained editorial serif for display. The logo lettering is supplied as outlines. Office templates document their font fallbacks.

WORDS TO WORK BY

Agents prepare. People decide.

Describe the work, its evidence and the person with authority. Keep roadmap targets dated. Do not turn identity approval into a claim of product readiness, certification or customer adoption.

Keep the wordmark separate from the type system: its custom-spaced serif outlines are artwork, not a font setting.

Make the important words readable.

Mineral on charcoal

15.55:1

Muted on charcoal

8.40:1

Pale blue on charcoal

10.98:1

Charcoal on paper

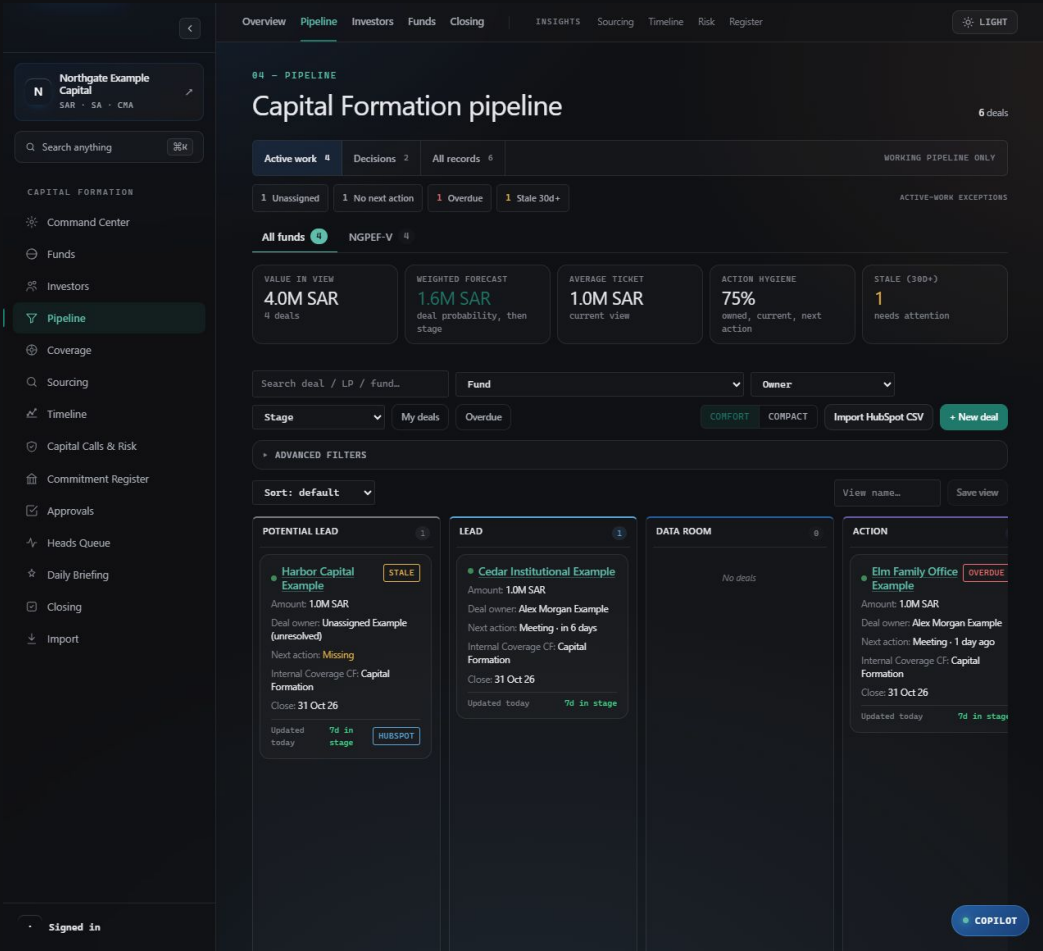
17.13:1

White on product green

5.18:1

These measured pairs exceed 4.5:1 for normal text. The cobalt logo accent is artwork; do not assume the same color is suitable for every text/background pairing.

Show the product. Keep its context.



ACTUAL INTERFACE / FICTIONAL DATA

Product captures use the unmodified FirmOS interface with isolated fictional demonstration data. Keep that qualification visible.

The architecture image and sculptural logo are generated brand artwork. They are not product screenshots or evidence of customer use.

Every introduction, considered.

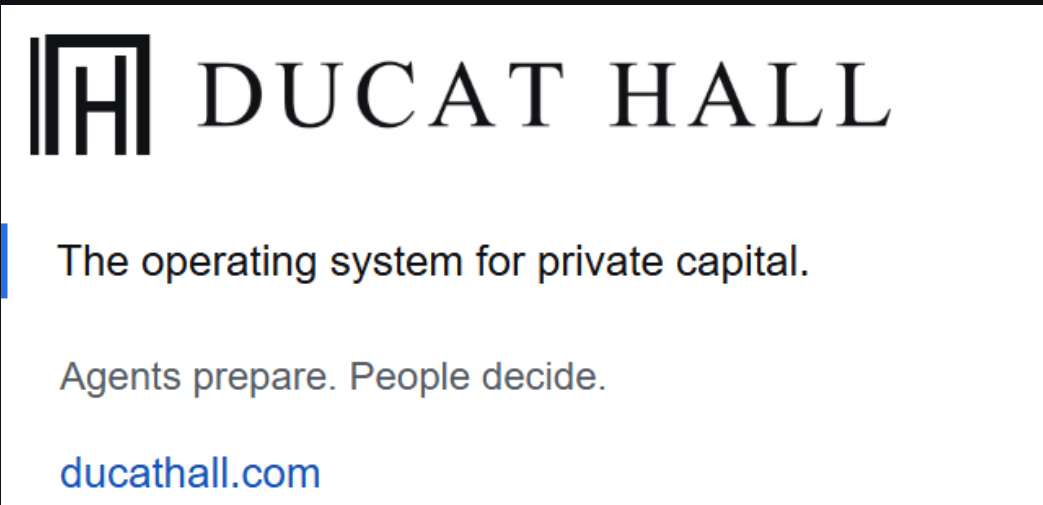


Company cards: 85 x 55 mm trim with 3 mm bleed. Letterhead: A4, with a generous editable body area. The Word template is the everyday writing master.



Use ducathall.com as the domain label. Add personal contact information only when it is confirmed and operational.

A consistent presence.



Ducat Hall

[Presentation
title]

The operating system
for private capital.

ducathall.com



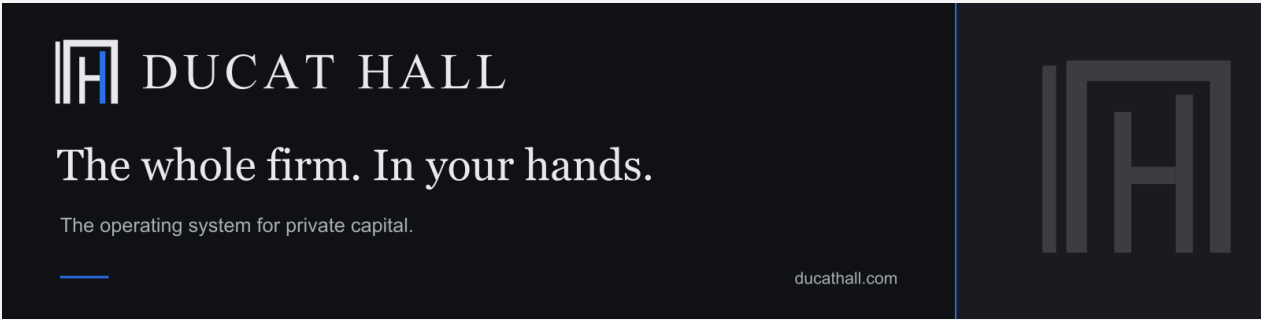
EMAIL SIGNATURE

Use the table-based HTML signature and its supplied PNG. Set a public image URL or embed it through the mail client before sending. The offline preview is a visual reference.

EDITABLE PRESENTATION

Nine layouts cover introductions, evidence, decisions and closing. Replace instructional placeholders with verified content.

Recognizable at a glance.



Keep the signature intact and use the supplied layouts as starting points. Adapt the content to the audience and preview the final crop in the destination.

The square and wide banner are editable artwork formats, not a claim that every platform uses the same upload dimensions.

One source for the whole company.

CANONICAL REPOSITORY LOCATION

brand/ducat-hall/

The approved identity, stationery, presentations, collateral, typography, tokens and guidance live together. Start with the root BRAND.md when working in FirmOS.

MAINTAIN THE SYSTEM

Preserve the approved masters.

Use relative asset paths.

Keep source and exports together.

Review light, dark and small sizes.

Record future identity revisions.

Ducat Hall is the vendor identity. Customer deployments retain their own configured firm name, logo and contact identity. The marketing website is maintained separately from the product workspaces.

APPROVED 09 SEPTEMBER 2026 / RELEASED 10 SEPTEMBER 2026