



BRAND GUIDELINES / REVIEW CANDIDATE

From README to revenue.

A venture studio that researches hard problems, kills weak theses, validates demand, and packages what survives for transfer.

Version 1.0 · Final production candidate · No owner approval implied

COMMERCIAL PROMISE

Validated ventures, packaged for operators and buyers.

We sell transferable operating opportunities—not ideas, demos, or AI theater.

MINE Find expensive friction. Start with repeated pain, budget ownership, and measurable operational burden.	PROVE Demand earns build. Named thresholds and kill criteria govern every move toward product.	TRANSFER Package the residue. IP, evidence, operating plans, liabilities, and handoff requirements travel together.
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External rule: the commercial outcome must remain clear after every file, cursor, or syntax metaphor is removed.

EVIDENCE GATES

Every stage has an exit.

01 / MINE Problem density Repeated pain, named buyer, existing spend.	02 / KILL Adversarial test Disconfirm urgency, access, economics, and defensibility.	03 / BUILD Smallest proof Only enough product to answer the riskiest question.	04 / VALIDATE Paid behavior Evidence beats interest, compliments, and waitlists.	05 / PACKAGE Transferability Operator brief, IP, economics, risks, and handoff.
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Required receipt

HYPOTHESIS	Specific and falsifiable
THRESHOLD	Set before result
OWNER	Named person
EVIDENCE	Traceable artifact
DECISION	Advance · redesign · kill

PROOF MATRIX

Different buyers require different receipts.

PRIORITY 1 / OPERATORS Can I run this? Workflow map · implementation burden · unit economics · 90-day plan. 12-18% studio presence	PRIORITY 2 / ACQUIRERS Can I own this? IP inventory · liabilities · diligence index · transfer dependencies. 10-25% studio presence
PRIORITY 3 / FOUNDERS + COLLABORATORS Is the work real? Stage criteria · role map · decision rights · preserved failed learning.	PRIORITY 4 / INTERNAL What happens next? Gate owner · threshold · due date · evidence location · decision record.

Metaphor budget: no more than 20% of external language. File syntax may explain the method; it may not replace the value proposition.

ENDORSER SYSTEM

The venture stays dominant—and can leave cleanly.

APPROVED / HORIZONTAL

VENTURE WORDMARK

BUILT BY
.md Studios

Endorsement width: 12–18% of venture wordmark.

SPINOUT RULE

Removal without rework.

The venture’s core identity, color, and customer UI never depend on studio artwork.

PUBLIC THRESHOLD

TESTING OR LATER

Named owner required. Never publicly endorse a DRAFT concept.

ACCENT CONFLICT

Monochrome always.

If a venture uses red or orange, END remains Ink/Paper. Studio Oxide never wins.

Approved copy: **Built by .md Studios** or **A .md Studios venture**. Ban “Powered by,” dual-primary lockups, and “.md × Venture”.

SYMBOL, WORDMARK, LOCKUP

One recognizable system. Distinct jobs.



SYM / PRIMARY

Path-only Cursor mark for studio
identification.

.md
Studios

WM / PROOF

Outlined Plex wordmark master;
path-only production file.

.md_
Studios

LCK / PROOF

Cursor stays subordinate to the
name.



REVERSE



MONO

CUSTOM GEOMETRY

The cursor is a state—not decoration.



DOT

r = 6

Core Oxide in primary applications; Ink in mono END contexts.

CURSOR

5 units

Canonical underscore thickness. Sixty percent of principal stem weight.

CONSTRUCTION

Paths only

No live-text dependency inside production SYM masters.

Six-unit cursor geometry remains comparison-only and must never replace the owner-approved five-unit master.

PROTECTED AREA

Recognizable at sixteen. Quiet at one-sixty.

CLEARSPACE



Minimum protected area equals one dot diameter on every side.

SMALL-SIZE PROOF



16 · 24 · 32 · 64 · 160

Reject: cursor disappearance, collapsed counters, redrawn geometry, or decorative repetition.

ACCESSIBLE ROLES

Oxide attracts attention. Ink carries meaning.

INK
#171619

PAPER
#F3EFE4

CORE OXIDE
#C84630

RESTRICTED

4.178:1

Core Oxide fails AA for normal text on Paper.

NORMAL TEXT ALLOWED

4.560:1

Dark Oxide is the accessible text role.

PASSED

#176B4D

TESTING

#855A00

KILLED

#A92D2D

TWO FAMILIES

Commercial clarity first. Evidence metadata second.

PLEX SANS

Revenue.
Validated ventures.
Transferable operations.

Plex Sans carries headlines, buyer outcomes, body copy, actions, and interface language.

PLEX MONO

VENTURE / EXAMPLE	
STATUS	DRAFT
OWNER	UNASSIGNED
RESULT	NOT EVALUATED
EVIDENCE	NONE ATTACHED

Mono is reserved for evidence labels, states, hashes, thresholds, and timestamps.

DISPLAY

64/65 · 700

HEADING

36/40 · 700

BODY

16/25 · 400

STRUCTURED RESTRAINT

Editorial rhythm makes evidence navigable.

PRINT 12 columns US Letter · 0.62-inch horizontal safe area · baseline rhythm from 8-point units.	WEB 12 → 4 Desktop grid collapses to four mobile columns without changing outcome order.	PRESENTATION 16:9 One claim, one receipt, one decision per slide whenever possible.
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OUTCOME / 8 COLUMNS Validated ventures, packaged for transfer.		
Proof object	Risk / liability	Next decision

Depth is structural, not glossy: square corners, explicit borders, no floating glass panels, no gratuitous shadows.

ACCOUNTABLE STATES

A status without a receipt is decoration.

DRAFT

Hypothesis exists; public endorsement forbidden.

TESTING

Owner and exit criterion attached.

PASSED

Threshold met with traceable evidence.

KILLED

Legitimate result; reason preserved.

READY TO TRANSFER

Diligence and handoff gates complete.

REQUIRED FIELDS

Gate · hypothesis · threshold · result · owner · date · evidence · decision.

GATE

Pilot demand

THRESHOLD

3 paid design partners

RESULT

Not evaluated

OWNER

Unassigned

EVIDENCE

None attached

DECISION

Remain DRAFT

DOSSIER DEVICES

Receipts turn claims into operating decisions.

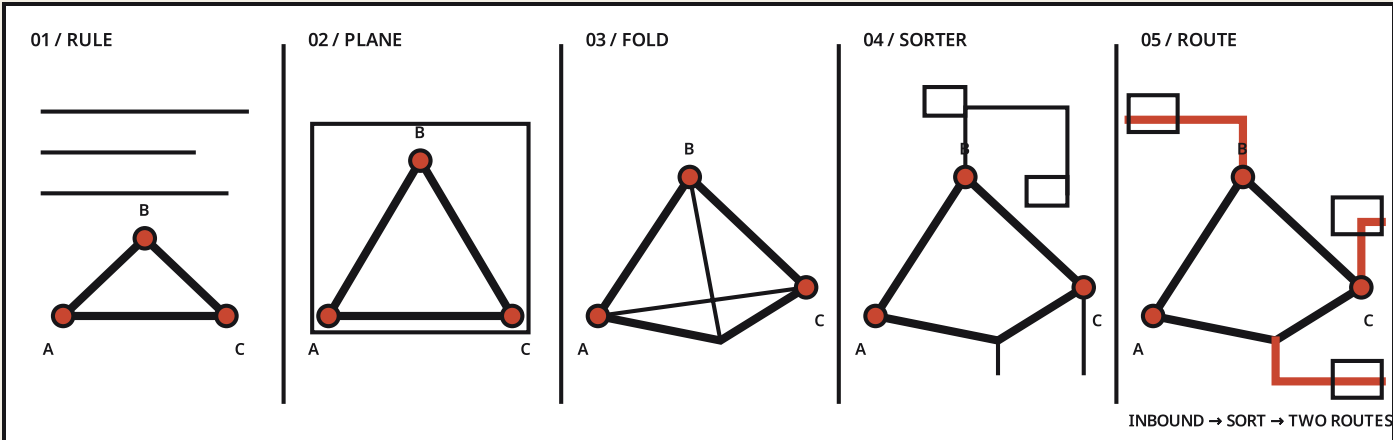
CLAIM Named buyer pain Plain-language burden, frequency, current workaround, and budget owner.	THRESHOLD Set before testing A number can appear only with source, method, date, and decision context.
LIABILITY Known gaps travel too Dependencies, unresolved risks, consent limits, and operating burden remain visible.	TRANSFER BADGE READY TO TRANSFER Allowed only after documented diligence completion.

Method motifs are secondary: file names, hashes, and states may organize evidence; they may not simulate technical sophistication.

ILLUSTRATION SYSTEM

Transformation must be mechanically legible.

FINAL SYSTEM MASTER – SHARED-VERTEX SEQUENCE



SYSTEM RULE

Vertices A/B/C retain identity through every frame.
Flat vector, two weights, square endpoints, Ink/Paper
plus Core Oxide only.

REJECT

Document icon + chart/building, glow, Cursor
confetti, or any transformation whose geometry
cannot be traced.

EVIDENCE IN THE PHYSICAL WORLD

Photograph accountable work —not startup theater.

SUBJECTS Annotated paper · physical prototypes · workshops · field environments · operators using products.	LIGHT Directional natural or practical light. Preserve material texture and purposeful negative space.	CROPS 4:5 portrait · 3:2 landscape · 16:9 editorial. Sensitive text obscured.
REQUIRED PROVENANCE creator · date · context · location_or_set · releases · rights_end · permitted_surfaces · pii_redaction · ai_generated	REJECT Server racks, hooded coders, neon terminals, handshakes, staged whiteboards, generic offices, purple/cyan light.	

AI photoreal may be labeled only as illustration or mood. It may never serve as customer, dossier, kill-test, or operating evidence.

BEHAVIOR

Motion clarifies state changes. It never performs intelligence.

CURSOR

400–600 ms

Blink only in active digital application chrome. Static in print and identity lockups.

TRANSFORMATION

3–5 states

Syntax-to-structure movement preserves shared geometry and readable causality.

STATUS

One transition

Labels update with evidence; no celebratory confetti for PASSED.

Reduced motion: replace all transformation with the final still and explicit state label.

Reject: parallax theater, autonomous floating objects, typing simulations, glow, elastic overshoot.

PRECISE, COMMERCIAL, SKEPTICAL, HUMAN

Say what changed, for whom, and how we know.

USE

“Three operators agreed to paid pilots.”

Names the behavior and commercial commitment.

REJECT

“Revolutionary AI unlocks exponential value.”

Unsupported superlatives and no accountable outcome.

USE

“Killed after procurement interviews.”

A direct decision with preserved reason.

REJECT

“Autonomous ideas become inevitable companies.”

Anthropomorphic hype pretending to be the offer.

Prefer active verbs, concrete nouns, sourced numbers, explicit uncertainty, and decisions that can be challenged.

AUDIENCE-SPECIFIC HIERARCHY

One studio. Four decisions.

OPERATOR Take over something runnable. “A validated workflow, operating plan, and known implementation burden—ready for a named owner.”	ACQUIRER Buy with the liabilities visible. “Evidence, IP inventory, economics, dependencies, and diligence index travel together.”
COLLABORATOR Work inside explicit gates. “Decision rights, thresholds, and preserved failed learning replace performative momentum.”	INTERNAL Know the next test. “Every venture names its owner, threshold, evidence location, and review point.”

OUTCOME-FIRST SURFACE

The homepage sells the transfer—not the metaphor.

HERO

Validated ventures, packaged for operators and buyers.

Primary CTA: Review available ventures · Secondary: How the gates work

Current ventures
Status + named proof

Operating model
Five evidence gates

Transfer package
What the buyer receives

DESKTOP

Commercial headline precedes mark explanation. No animated terminal, fake ticker, or invented metric.

MOBILE

Same hierarchy in four columns. Navigation and proof labels remain visible.

TRANSFER DOSSIER

A transferable venture arrives with receipts—and known gaps.

OPERATOR BRIEF
Workflow · buyer · measurable value · implementation burden · 90-day plan.

DRAFT EXAMPLE

ECONOMICS
Price, delivery cost, margin, cash needs, assumptions.

TRANSFER
IP · data room · risks · dependencies · handoff.

GATE	Pilot demand
THRESHOLD	3 paid design partners
RESULT	Not evaluated
OWNER	Unassigned
EVIDENCE	None attached
DECISION	Remain DRAFT

Kill-test plate

HYPOTHESIS
Named buyer pays to remove a specific burden.

EXIT
Kill or redesign if threshold misses review point.

RESIDUE
Notes, objections, economics, failed assumptions, reusable parts.

STUDIO THESIS + VENTURE TEASER

Capital sees the factory and the asset separately.

STUDIO-FUNDER THESIS

Portfolio learning compounds.

Show gate economics, capital allocation, kill rate, transfer model, and preserved reusable capability—with sourced numbers only.

VENTURE TEASER

The venture stands alone.

Lead with buyer pain, evidence, economics, risks, and transaction shape. Keep studio endorsement small and removable.

ALLOWED PROOF

Audited pipeline data · named receipts · documented diligence · explicit assumptions.

FORBIDDEN

Portfolio-logo walls of DRAFT concepts, unsourced TAM, decorative traction charts, dual-primary endorsement.

OPERATIONAL SURFACES

Every artifact carries one claim and one owner.

BUSINESS CARD .md Studios Name · role · direct contact. No QR theater.	SIGNATURE Name Role · .md Studios Canonical domain	DOCUMENT COVER VENTURE / DOSSIER STATUS DRAFT OWNER UNASSIGNED
LAUNCH CARD Problem → proof → operator No fake customer marks or vanity metrics.	PRESENTATION Claim / receipt / decision One accountable unit per slide.	GOVERNANCE Version + owner Source path and approval state always visible.

THE SYSTEM REFUSES

Distinctive is not the same as decorated.

DO / OFFER FIRST

Validated ventures, packaged for transfer.

DON'T / METAPHOR SWALLOW

"The file is alive."

DO / HONEST EVIDENCE

RESULT NOT EVALUATED
EVIDENCE NONE ATTACHED

DON'T / FAKE SIGNAL

MARKET SIGNAL 82%
STATUS PASSED

DO / CANONICAL IDENTITY



DON'T / HISTORICAL REVIVAL

Merge/network marks, File→Company as logo,
Markdown hex clones, Git forks.

DO / MONO END

BUILT BY
.md Studios

DON'T / STUDIO TAKEOVER

Inherited Oxide, dual-primary lockup, or
endorsement on public DRAFT.

OWNERSHIP + CUSTODY

The system ends in accountable files.

ROLES

Production: Herman
Identity review: Brick
Approval + merge: Human owner

CLASSES

SOURCE editable master
GENERATED deterministic derivative
HISTORICAL quarantined record

- SYM · masters/svg/dotmd-sym-*

WM · masters/svg/dotmd-wm-*

LCK · masters/svg/dotmd-lck-*

END · masters/svg/dotmd-end-*

RSTR · masters/png/{sym|lck|end}/

COB · masters/svg/dotmd-cob-dont-01...04
- VOICE · voice/VOICE.md

ANTI-SLOP · voice/ANTI-SLOP.md

PROVENANCE · imagery/provenance.schema.json

TOKENS · docs/gate-a/TOKEN-TABLE.md

MANIFEST · docs/gate-a/ASSET-MANIFEST.md

BOOK · gate-c/source/book.html

Review the source. Verify the receipt. Human merges.