CREST BRAND SYSTEM · 2026 SPECIFICATION

The Crest Standard.

BRAND IDENTITY GUIDELINES AND PRODUCTION SPECIFICATIONS FOR CREST.

Crest is an invitation-only credit card rewards and private club concept. These guidelines define the visual, typographic, material, and mathematical principles that govern every physical and digital artifact across the Crest ecosystem.

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The Heraldic Shield.

SYMBOLISM AND GEOMETRIC CONSTRUCTION.

The Crest mark unites three foundational motifs: the sovereign crown apex, the classical heraldic shield profile, and the sweeping ‘C’ arc. Drawn strictly on a 48 × 56 unit coordinate grid with harmonic bezier transitions.



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Clear Space & Minimum Scale.

MAINTAINING MARK INTEGRITY ACROSS MEDIA.

Maintain a minimum clear space equal to twice the crown notch height on all four sides. Never scale the standalone mark below 20 px on screen or 8 mm in print. When rendered below 20 px, the secondary crown points collapse into a streamlined silhouette.

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Logo Misuse & Constraints.

PROHIBITED TREATMENTS AND ALTERATIONS.

Do not stretch, shear, outline, or rotate the mark. Never replace the Instrument Serif wordmark with sans-serif lettering. Do not add drop shadows, outer glows, or render the mark in unauthorized colors. The mark must always be gold, obsidian, bone, or blind embossed.

APPROVED USE

Set mark in pure Crest Gold (#C9A45C) on Obsidian (#0A0A0A) or Bone (#EDE6D8).

PROHIBITED

Never distort proportions, rotate beyond 0°, or apply drop shadows or bevels.

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The Obsidian & Gold Palette.

TACTILE DEPTHS AND SPECULAR BRILLIANCE.

Obsidian (#0A0A0A) provides deep acoustic silence, allowing the metallic warm brilliance of Crest Gold (#C9A45C) to command attention. Bone (#EDE6D8) introduces warmth for physical stationery, while Emerald Velvet (#0F3B2E) marks highest distinction.

Obsidian

#0A0A0A
RGB 10 / 10 / 10
CMYK 75 / 68 / 67 / 90

Crest Gold

#C9A45C
RGB 201 / 164 / 92
CMYK 20 / 32 / 75 / 5

Bone

#EDE6D8
RGB 237 / 230 / 216
CMYK 5 / 6 / 13 / 0

Emerald Velvet

#0F3B2E
RGB 15 / 59 / 46
CMYK 85 / 45 / 75 / 55

Gold Specular

#E2C98F
RGB 226 / 201 / 143
CMYK 12 / 18 / 48 / 0

Muted Taupe

#8F887A
RGB 143 / 136 / 122
CMYK 40 / 35 / 48 / 10

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Typography System.

THE CADENCE OF EDITORIAL AUTHORITY.

Instrument Serif carries the dignified heritage of private European clubs. General Sans provides rational, high-legibility structure for financial ledgers and interface controls. Geist Mono grounds statement balances, APR rates, and cryptographic proofs.

Instrument Serif · Display 48pt

General Sans · Semibold Interface 18pt

GEIST MONO · 12PT TABULAR NUMS · ₹1,24,500.00

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Voice & Tone Principles.

SPEAKING WITH QUIET CONFIDENCE.

We speak with understated precision. We never scream, cajole, or employ countdown timers. We explain rewards with pure mathematical clarity (1 Crown = ₹0.25). We celebrate paying statement balances in full, rejecting the gamification of revolving debt.

DO: PRECISE & QUIET

“Statement settled in full. 1,240 Crowns credited to your vault at ₹0.25 each.”

DON’T: HYPE & DEBT PROMOTION

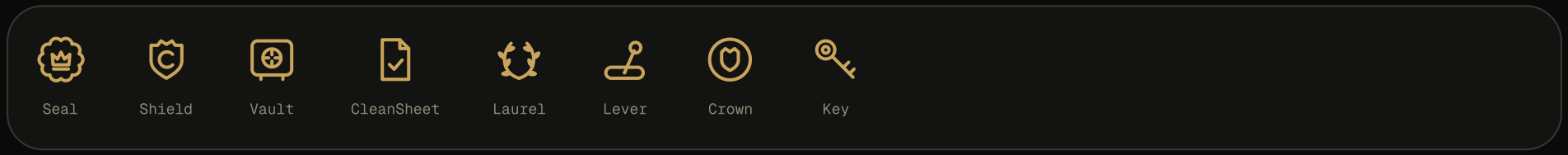
“Pay just ₹500 minimum due and unlock mindblowing scratch rewards today!!!”

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Heraldic Iconography.

CRISP 24PX SYMBOLIC LEXICON.

Every system icon is drawn with a consistent 1.5px stroke weight, sharp terminal caps, and geometric harmony. Icons are communicative anchors rather than decorative flourishes.



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Engraved Illustrations.

INTAGLIO CROSSHATCH TECHNIQUE.

Our visual assets draw inspiration from 19th-century bank note engravings. Delicate procedural crosshatching and concentric guilloche security lines evoke bank-grade security and hand-crafted artisanal luxury.

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The Members' Card.

PHYSICAL IDENTITY IN BLACK DLC STEEL.

The Members' Card is not a payment card—it is the physical passport of club membership. Machined from solid 304 stainless steel with a diamond-like carbon (DLC) obsidian finish, mirror-polished gold PVD perimeter rim, and concealed ceramic NFC window.

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Digital Interfaces & Motion.

PHYSICS, HAPTICS, AND SPATIAL CARDS.

Interfaces prioritize spatial physics over generic web fade transitions. In Crownfall, 2D rigid bodies cascade with metallic gravity. The 3D wallet uses demand-rendered Three.js meshes with true specular reflections. Haptic ticks occur at 6 ms intervals.

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Print & Production Standards.

MATERIALS, FOILS, AND FINISHING.

All physical stationery uses 450–600 gsm FSC-certified uncoated duplex stock. Gold accents must be struck in satin hot-stamped foil (Kurz Luxor 428). Envelope interiors are lined in emerald velvet paper with a matte black wax seal.

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Honesty & Regulatory Boundaries.

FICTIONAL CONCEPT & ILLUSTRATIVE METRICS.

Crest is a fictional concept project developed for design demonstration. All metrics, valuations (₹0.25/Crown), card features, and merchant partnerships are illustrative. Crest conducts no direct banking activities and claims no affiliation with the Reserve Bank of India.