

StoryTangl

A research platform for graph-based computational narratology.

TURN THE G OVER AND READ THE REST.

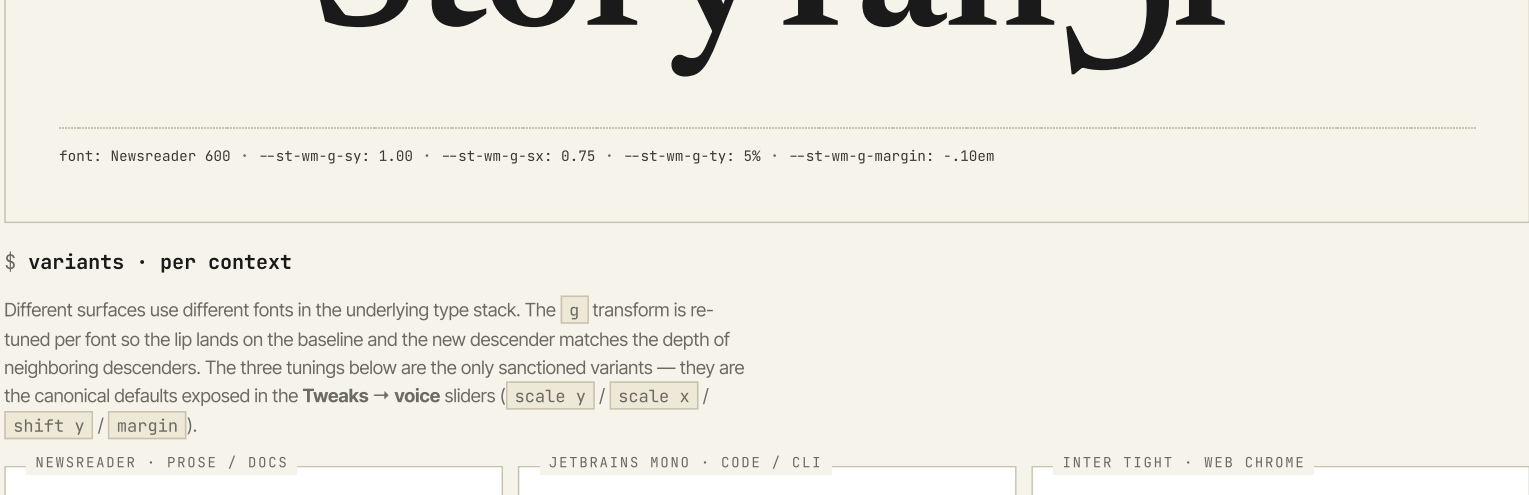
\$1 WORDMARK

CANONICAL · DO NOT REDRAW

// The wordmark is "StoryTangl" set in the body font, with a capital G turned 180°, narrowed, and dropped onto the baseline so it reads as the lowercase g. It stands in for. The turn is the mark; everything else is typography. It is the same letter the project inverts elsewhere — U+2141 Ꞥ, a turned capital G — here dressed as a g, and the trick holds at every size from favicon to billboard.

// The inversion exists on the page in CSS, in the terminal as Unicode U+2141 Ꞥ, and in SVG as a transform on the glyph. The mark survives medium-shift; the transform doesn't matter.

\$ canonical · newsreader 600



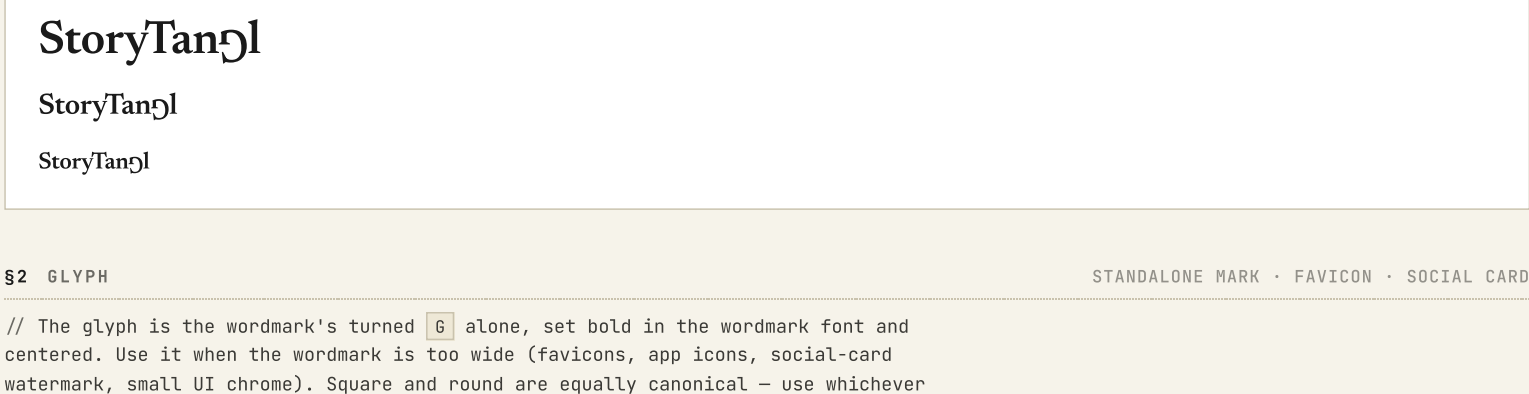
\$ variants · per context

Different surfaces use different fonts in the underlying type stack. The g transform is re-tuned per font so the lip lands on the baseline and the new descender matches the depth of neighboring descenders. The three tunings below are the only sanctioned variants — they are the canonical defaults exposed in the Tweaks → voice sliders (scale y / scale x / shift y / margin).



\$ sizes — keep the ratios; no minimum height

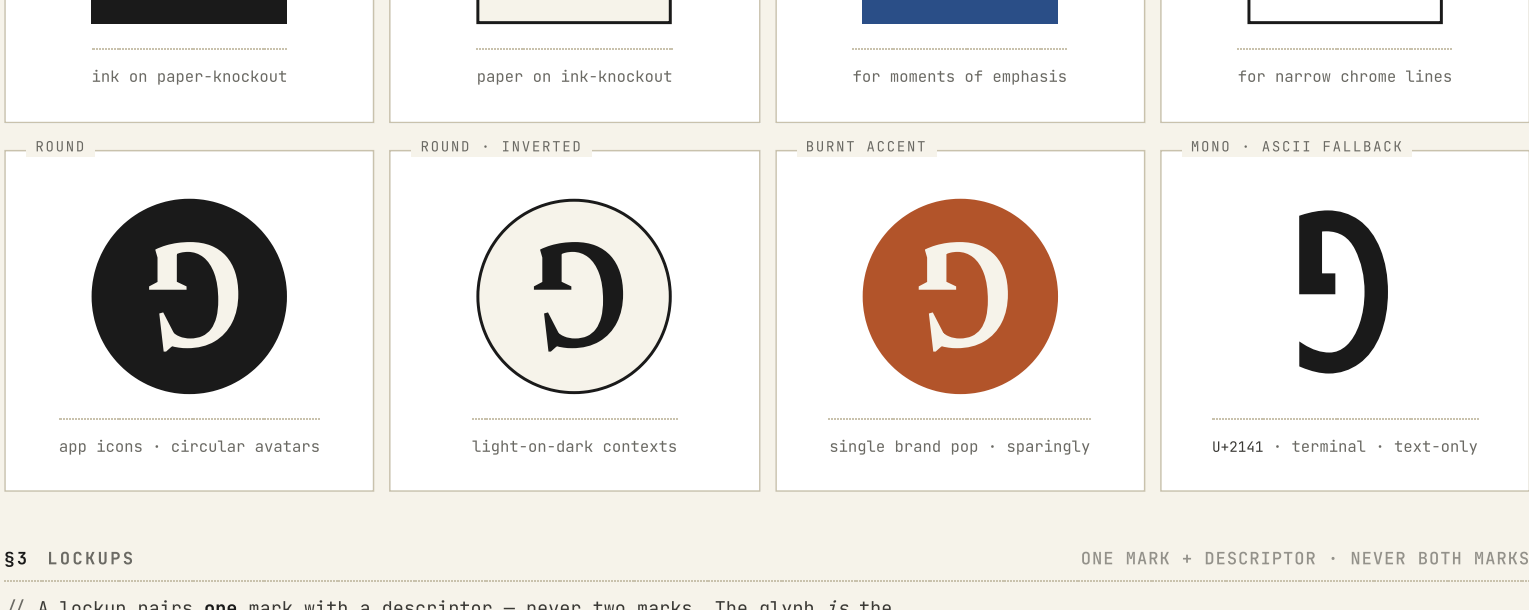
The wordmark scales freely; the transform is unitless. The turned G remains legible at small sizes because the inversion is the legibility. Below 16px the wordmark drops to the glyph-only form (see \$2).



\$2 GLYPH

STANDALONE MARK · FAVICON · SOCIAL CARD

// The glyph is the wordmark's turned G alone, set bold in the wordmark font and centered. Use it when the wordmark is too wide (favicons, app icons, social-card watermark, small UI chrome). Square and round are equally canonical — use whichever fits the surface: square reads as structural in dense UI and documents; round suits app icons, avatars, and circular host surfaces. Either is fine as a default. Reach for the framed (outline) treatment only on transparent or busy backgrounds where a fill would fight.



\$3 LOCKUPS

ONE MARK + DESCRIPTOR · NEVER BOTH MARKS

// A lockup pairs one mark with a descriptor — never two marks. The glyph is the wordmark's turned G, so setting them together just says the same thing twice. Use the wordmark when there's room to read it, the glyph when there isn't. The optional descriptor sits behind a 1px ink-3 rule at a 0.18em gap.



\$4 TYPE STACK

THREE FAMILIES · THREE ROLES · NEVER MIXED

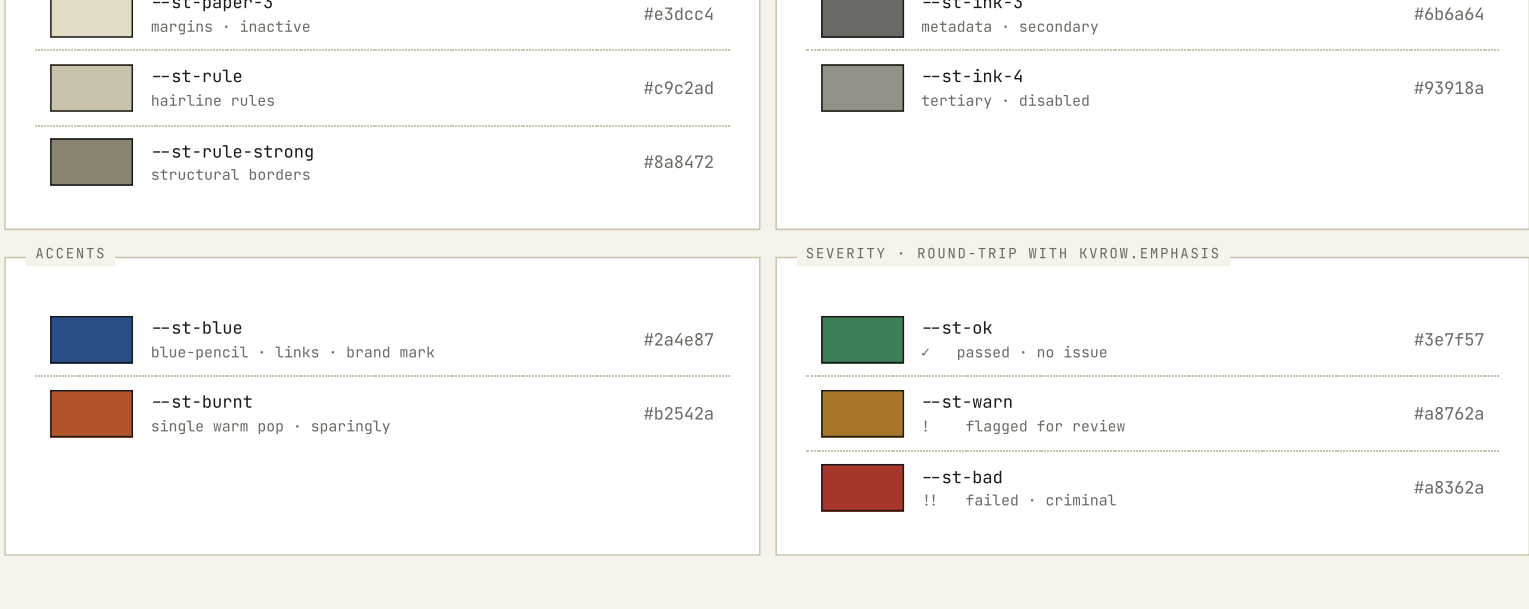
// Three families. Each family belongs to one role. No fourth family. If a context needs typographic emphasis, reach for weight or size, never an additional family. The wordmark sets in the prose family by default and falls back per \$1 when context demands.



\$5 PALETTE

ENGINEERING-NOTEBOOK · CLOSED SET

// The palette is small and closed. Paper, ink, blue-pencil, burnt accent, plus three severity tokens that round-trip with KVRow.emphasis in the widget vocabulary. Do not add hues; if a new severity surfaces, propose an addition in USAGE.md. The dark mode is a literal photographic negative; it is not a second palette.

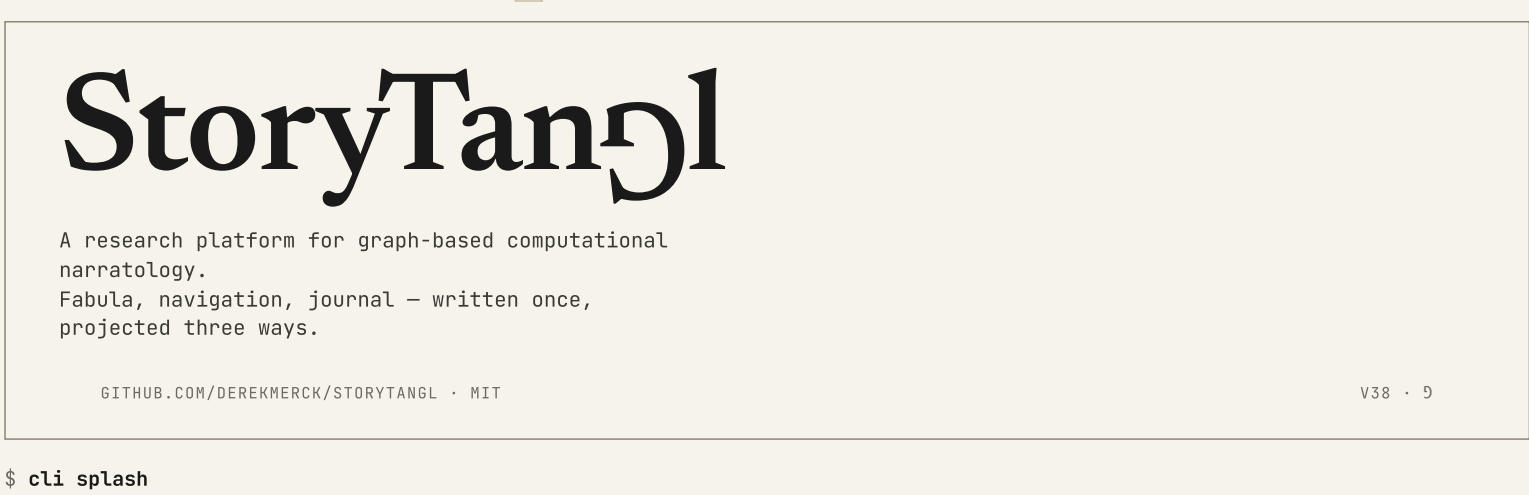


\$6 APPLICATIONS

WHAT THE BRAND LOOKS LIKE IN THE WILD

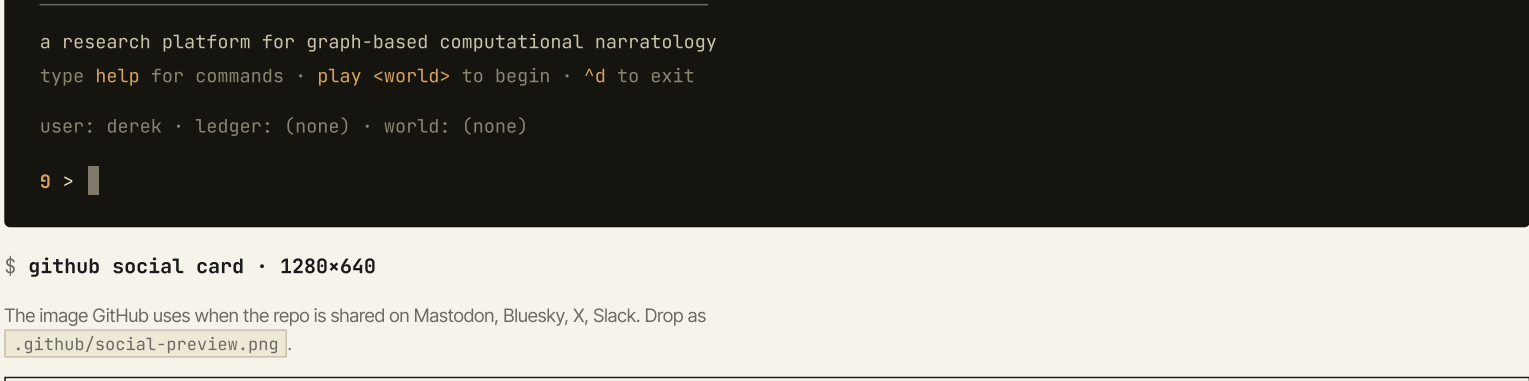
\$ readme banner

Drop into [assets/brand/README-banner.svg]; reference in README.md as a hero image above the title. Replaces the markdown title that lost the rotated g.



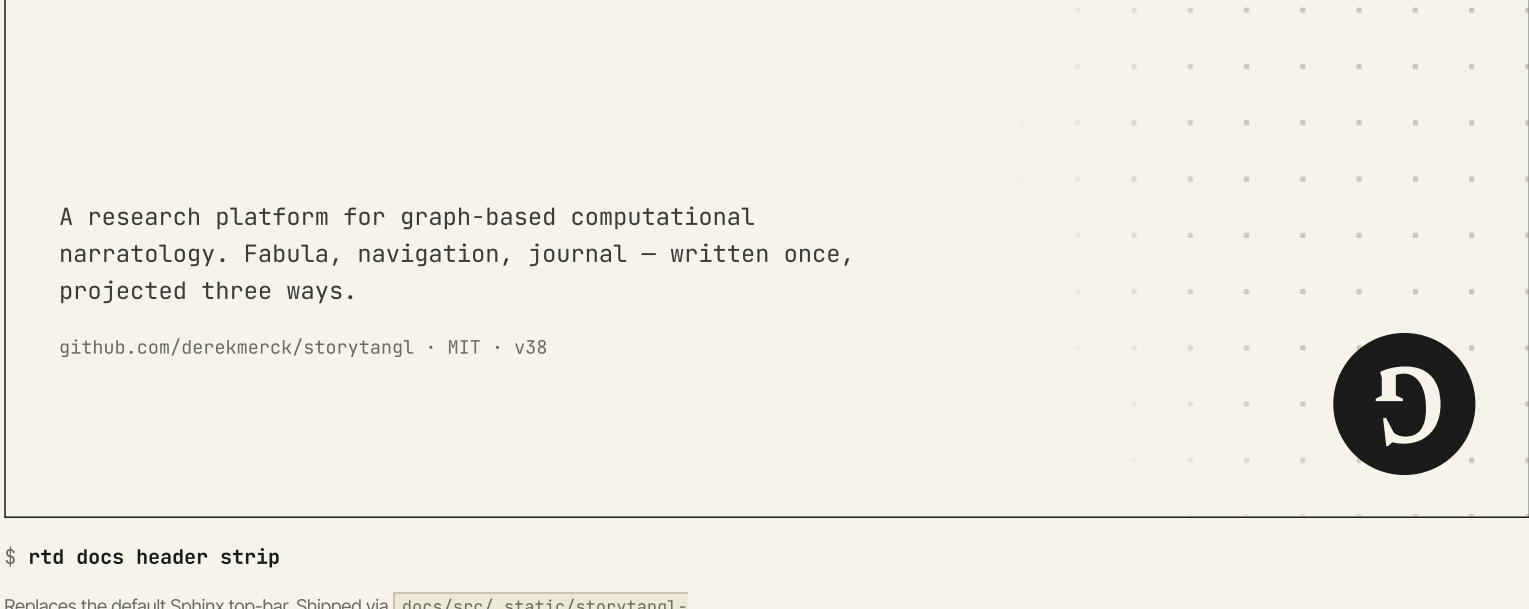
\$ cli splash

What [tangl-cli] prints on launch. Already-implemented splash; this just dresses it. The prompt itself uses Ꞥ as the input prompt — the same flipped g the wordmark uses.



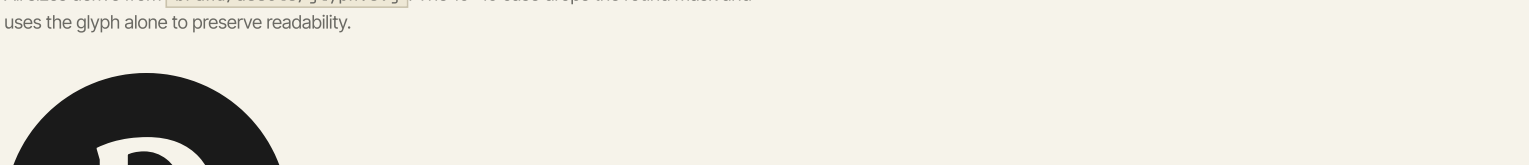
\$ github social card · 1280x640

The github social uses when the repo is shared on Mastodon, Bluesky, X, Slack. Drop as .github/social-preview.png.



\$ rtd docs header strip

Replaces the default Sphinx top-bar. Shipped via [docs/src/_static/storytangl-theme.css] + [docs/src/_templates/layout.html].



\$ favicons

All sizes derive from [brand/assets/glyph.svg]. The 16x16 case drops the round mask and uses the glyph alone to preserve readability.



\$7 DO · DON'T

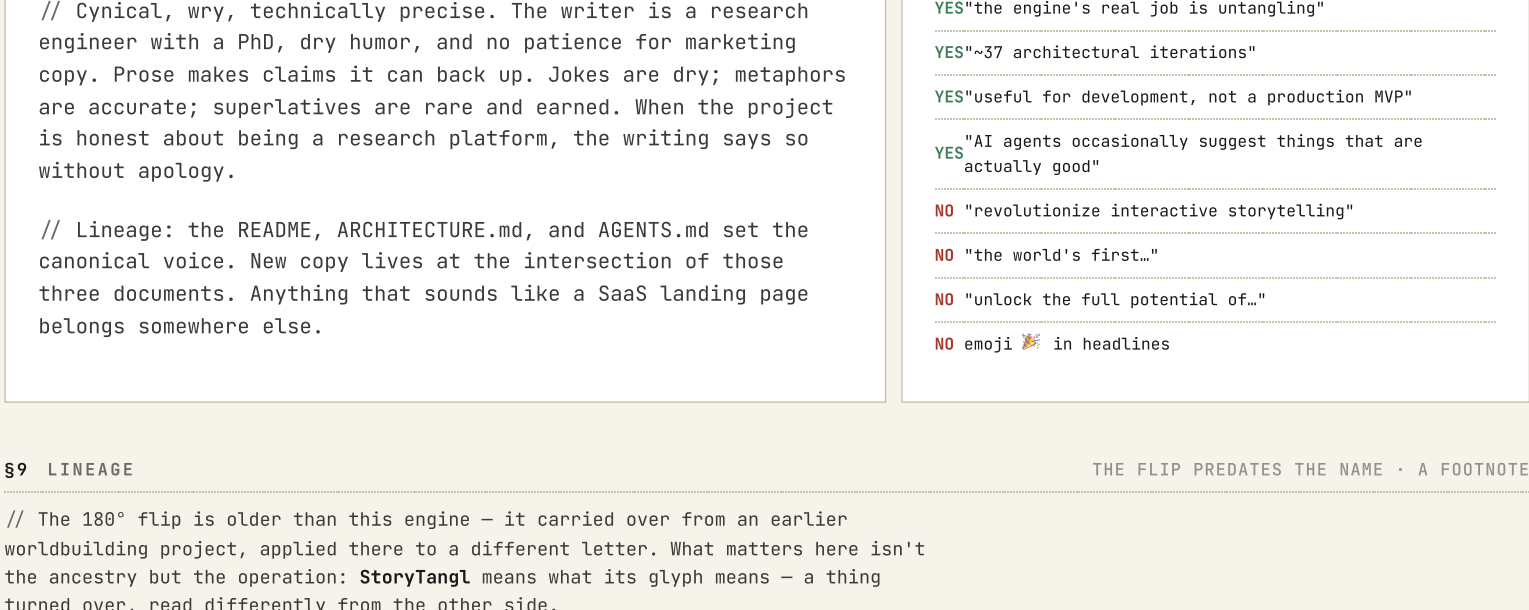
OPINIONATED · SHORT LIST · ENFORCE IN PRS



In running prose, just type StoryTangl — or the Ꞥ character where a turned mark is wanted. The constructed mark belongs to the wordmark and glyph, not every mention: this is a research project, and the name has to stay typeable.

\$8 VOICE & TONE

HOW THE PROJECT WRITES ABOUT ITSELF



\$9 LINEAGE

THE FLIP PREDATES THE NAME · A FOOTNOTE

// The 180° flip is older than this engine — it carried over from an earlier worldbuilding project, applied there to a different letter. What matters here isn't the ancestry but the operation: StoryTangl means what its glyph means — a thing turned over, read differently from the other side.

// The fuller provenance is recorded in USAGE.md §10. Treat it as a footnote, not a feature; don't build the brand around it.

\$10 ASSETS · INDEX

FILES IN THIS DIRECTORY · DROP-IN FOR THE REPO

PATH	PURPOSE	NOTE
brand/StoryTangl-Brand-Sheet.html	this document — canonical reference	review-only; not a production artifact
brand/assets/palette.css	color tokens (light + ink-mode)	:root + [data-st-mode="ink"]
brand/assets/type.css	type stack (Newsreader / Mono / Inter Tight)	Google Fonts import
brand/assets/wordmark.svg	canonical wordmark · Newsreader 600	live text · Newsreader with Georgia/serif fallback · width-locked via [textLength]
brand/assets/glyph.svg	standalone glyph · ink-on-paper	square; live text + serif fallback; clip-path-friendly
brand/assets/glyph-round.svg	round-masked glyph · for favicons	used at 16/32/48/96/192 px
brand/assets/favicon.svg	browser tab icon · 32x32 source	deploys at [apps/web/public/favicon.svg]
brand/assets/social-card.svg	GitHub social preview · 1280x640	deploys at [github/social-preview.png] (rasterize)
brand/assets/README-banner.svg	README hero · 1280x360	drop above the # StoryTangl line
brand/assets/cli-splash.txt	terminal launch banner · ANSI	used by [tangl-cli] on start
brand/USAGE.md	do / don't · sizing rules · what an LLM agent must never do	opinionated; enforce in PRs

// The brand is intentionally small. If an asset doesn't exist here, the answer is probably "you don't need one." If you genuinely do, add it here first; then deploy.