

AUTOMATED IDEA VALIDATION & SPECIFICATION ENGINE – 375NM REAGENT VIOLET

DOCUMENT	ASSAY_BRAND_IDENTITY
PURPOSE	Definitive brand identity specification
CREATIVE	TDR – Technical Design Research
VERSION	1.0
DATE	2026.02.21
STATUS	ACTIVE

■ ASSAY™

FREQUENCY	#6B1FD3 – 375nm – Reagent Violet
DOMAIN	Automated idea validation & specification
TAGLINE	ANALYZE. VALIDATE. SPECIFY.
METAPHOR	The Analytical Laboratory
OPERATOR	ANALYST
BACKGROUND	#080610 – CRUCIBLE (deep UV dark)
FONTS	Cascadia Code + Inter
TARGET	Founders, innovation teams, accelerators

1. THE NAME

ASSAY.

Not a product name. A process.

In analytical chemistry, an assay is a procedure to determine the composition of a substance.

You submit a **SAMPLE**. You receive a **READING**.

In mining, an assayer examines ore.

Not to dig. To determine if digging is worth it.

The assay happens **BEFORE** the investment.

It doesn't build your idea. It examines it.

It doesn't validate your ego. It validates your market.

It doesn't produce hope. It produces specification.

Input: raw idea.

Output: truth.

NAMING RULES

RULE	IMPLEMENTATION
Always uppercase in UI	■ ASSAY™
Never abbreviated	Not "ASY", not "A." – always ASSAY
Trademark on first mention	ASSAY™ – then ASSAY in subsequent
Pronunciation	AH-say (English standard)
As a verb	"We assayed your idea" – acceptable in copy

2. FREQUENCY – 375NM REAGENT VIOLET

375nm sits at the boundary of human vision.

Near-ultraviolet. **UV-A**.

UV light is used in:

Spectroscopy – analyzing composition of substances

Fluorescence – revealing hidden properties of materials

Verification – proving documents are authentic

Mineral assay – determining if ore contains gold

375nm is **THE** wavelength that reveals what's hidden.

The frequency of analytical revelation.

SPECTRAL POSITION



375NM ASSAY

420 BOXWERK

490 SIGNAL

555 LUMEN

589 BLOKK

610 ASPHALT

660 VIRGIL




700+ STOW

← UV | VISIBLE SPECTRUM ————— | IR →




NOTE: ASSAY is the only product outside the visible spectrum.

3. COLOR PALETTE




FREQUENCY (BRAND)

 REAGENT Primary accent – the analytical light #6B1FD3	 PRECIPITATE Hover state – result forming #5818B0
 RESIDUE Disabled, decorative #3D1080	


SURFACES (BACKGROUND)

 CRUCIBLE Primary bg – analysis vessel #080610	 FLASK Panels, cards #101020
 RETORT Modals, elevated #181830	

TEXT & BORDERS

 VELLUM Primary text #e0e0e8	 NOTATION Secondary text #808090
 SEAL Borders #1C1C30	

SEMANTIC (STATUS)

 YIELD Valid / viable #00E676	 VOLATILE Invalid / critical #FF3D00
 CAUTION Warning / weak signal #FF9100	 SOLUTION Info / links #2196F3

4. TYPOGRAPHY

FONT ALLOCATION

ROLE	FONT	RATIONALE
System / mono	Cascadia Code	Terminal font. Designed for specs and data display.
Content / sans	Inter	Most legible screen font. Variable weight. Dense data.

TYPE HIERARCHY

ROLE	FONT	SIZE	WEIGHT	STYLE
Micro labels	Cascadia Code	10px	400	UPPERCASE
Status badges	Cascadia Code	11px	600	UPPERCASE
Primary UI	Cascadia Code	12px	400	UPPERCASE
Body content	Inter	13px	400	Sentence case
Section headers	Cascadia Code	14px	700	UPPERCASE
Hero numbers	Cascadia Code	24px+	700	Tabular nums

5. METAPHOR – THE ANALYTICAL LABORATORY

ASSAY is a **LABORATORY**, not a tool.
ASSAY runs **ANALYSES**, not searches.
ASSAY produces **READINGS**, not reports.

When the assay is complete, the **READING** appears:

**"SAMPLE VIABLE. MARKET: 2.3B PLN. GAP: CONFIRMED.
SPECIFICATION: 3 FILES. STATUS: READY FOR SYNTHESIS."**

Not excitement. Data.
Not opinion. Measurement.
Not hope. Specification.

VOCABULARY

GENERIC	ASSAY TERM	CONTEXT
Create	NEW SAMPLE	Submitting an idea for analysis
Dashboard	LABORATORY	The analysis workspace
Loading	ANALYZING...	Running the assay
Error	CONTAMINATION	Invalid input, process failure
Success	YIELD CONFIRMED	Analysis complete, positive
Alert (negative)	VOLATILE	Critical flaws
Alert (warning)	CAUTION	Needs investigation
Alert (positive)	VIABLE	Passes validation
User	ANALYST	The person running the assay
Score	READING	The measurement result
Export	DISTILLATION	Extracting pure output

6. LOGO SYSTEM

PRIMARY MARK



CONTEXT	FORMAT
UI navbar	■ ASSAY™ – Cascadia Code 700, 14px, REAGENT square
Landing hero	A S S A Y – wide tracking (0.4em), accent underline
Loading	ANALYZING... – opacity pulse 0.3→0.8
Favicon	A – REAGENT on CRUCIBLE, 32x32
Error/404	SAMPLE NOT FOUND – VOLATILE color
Empty state	NO SAMPLES YET – TRACE color

SIGNATURE ELEMENT – THE SPECTRAL BAR

The only animated gradient in TDR. Exception approved.
The gradient IS the spectrum – it represents SPECTRA's core identity.



Cycles through all SPECTRA frequencies during analysis.
When all phases complete, the bar is FULL SPECTRUM.

7. TONE & COPY

ASSAY speaks like a laboratory report.
Not excited. Not bored. **PRECISE.**

WRONG: "Great idea! Here's your validation! 🎉"
RIGHT: READING: VIABLE. MARKET: 2.3B PLN. GAP: CONFIRMED.

WRONG: "We think your idea has potential!"
RIGHT: SAMPLE ANALYSIS COMPLETE. 3 SPECIFICATIONS GENERATED.

WRONG: "Unfortunately, your idea might not work."
RIGHT: READING: VOLATILE. MARKET: SATURATED. RECOMMEND: PIVOT.

The laboratory does not have feelings about results.
The laboratory reports what it finds.

■ ASSAY™

THE INSTRUMENT THAT ANALYZES THE SPECTRUM
CANNOT BE PART OF IT.
IT MUST PRECEDE IT.

375nm – REAGENT VIOLET
ANALYZE. VALIDATE. SPECIFY.

This is a sample specification generated by ASSAY™.
Full specifications include additional sections: UI patterns, animation rules,
responsive strategy, CSS reference, and integration mapping.

assay.spctr.space