

INDEPENDENT AI MODEL RESEARCH

Layered Step / full digital identity



RankLLMs

Discover / Compare / Understand

BRAND FOUNDATION

One symbol. Every surface.



A clearer way to evaluate AI.

Three ascending overlapping panels stand for layered insight.

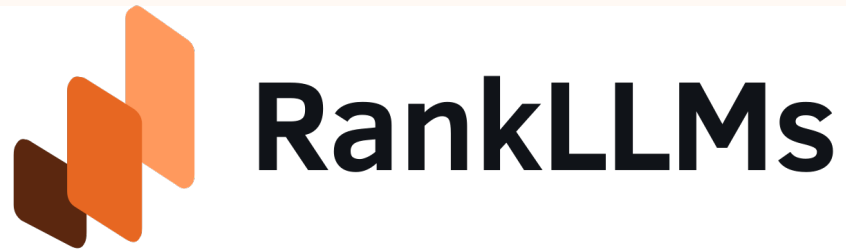
Editorial research first. Evidence over hype.

From logo and favicon to comparisons and social sharing.

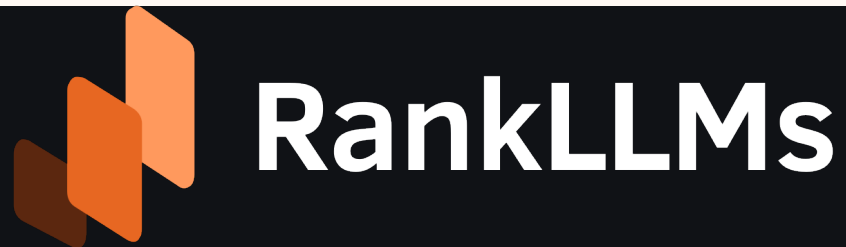
The mark is an interpretation of the selected raster concept.

PRIMARY / INVERTED / MONO

Approved logo variants



Primary / light



Reversed / dark

Use icon-only for social avatars, app tiles and favicons.

SPACING / INTEGRITY

Symbol and minimum sizes



180px example



92px example



48px example



24px example

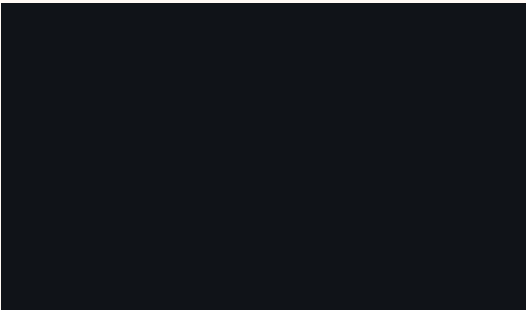
Clear space: keep at least $\frac{1}{5}$ of the symbol width free on all sides.

Use a white or near-black icon tile for mobile and social avatars.

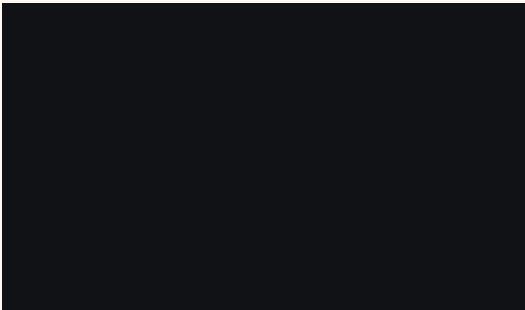
At 16px the silhouettes simplify optically; validate against actual devices.

HIGH CONTRAST / RESTRAINED COPPER

Core color palette



Obsidian
#101318



Ink Night
#101216



Deep Copper
#5B270F



Bench Copper
#B85B1A



Signal Orange
#E76722



Warm Peach
#FF995D



Warm White
#FFF9F4



Paper White
#FFFFFF

DIGITAL AND EDITORIAL

Distinctive, readable type

Clear Sans / headlines, UI, logo reference

AI comparisons without the noise

Charis / long-form article reading

Clarity comes from evidence, context, and careful comparison.

Suggested: UI 16/25px · articles 19/34px · H1 52/58px

Fallback: Segoe UI / Arial for sans; Georgia for serif.

Fonts are NOT included; use official licensed upstream releases.

EDITORIAL VISUALS AND SPACING

Graphic language

System characteristics

- Bold symbol, generous negative space.
- Warm neutral paper, copper as a controlled highlight.
- No generic AI brains, circuit patterns, or trophy motifs.
- Avoid layered gradients and 3D glows in UI components.
- Use clear factual imagery and source labels in research.

CLEAR SPACE AND MISUSE

Protect the mark

- Do not rotate, stretch, condense, or recolor individual panels.
- Do not add shadow, embossing, glow, stroke, or arbitrary textures.
- Do not put the color logo on similarly colored or busy photos.
- Do not replace the symbol with the former benchmark bar favicon.
- Do not use generated presentation-board text as a production font.
- Do not treat a design concept as legally trademark-cleared.

DIGITAL ASSETS

Website implementation

- SVG: horizontal logo in header and footer.
- ICO + 48px PNG: browsers and Google Search favicon.
- 180px opaque PNG: iPhone / iPad web clip.
- 192 / 512px PNG: Progressive Web App icons.
- 1200 x 630: default social link preview (Open Graph).
- 1024px icon: social media profiles and community accounts.
- Check README-DEPLOY.md before replacing Astro assets.

TRUST IS THE DIFFERENTIATION

Voice and editorial tone

- Say:** What is known, with sources and limits.
- Say:** How models compare on meaningful workflows.
- Say:** The total cost, not just a headline price.
- Avoid:** The undisputed best model, without evidence.
- Avoid:** Unsupported rankings or unqualified hype.
- Avoid:** Claims of independence without disclosure.

FIND THE RIGHT ASSET QUICKLY

Handoff and usage map

- 01_Logos: SVG vector masters and transparent PNG exports.
- 02_Favicons: favicon.ico, SVG, Apple touch and PWA sizes.
- 03_Social: avatars, social banners, share cards, article templates.
- 04_Graphics: supporting pattern and hero visuals.
- 05_Brand_Foundation: palette CSV, tokens JSON/CSS, typography.
- 06_Web_Implementation: HTML links, webmanifest, drop-in icons.
- 07_Guidelines: PDF book, README, legal and source notes.

Trademark / similarity clearance required separately before registration.