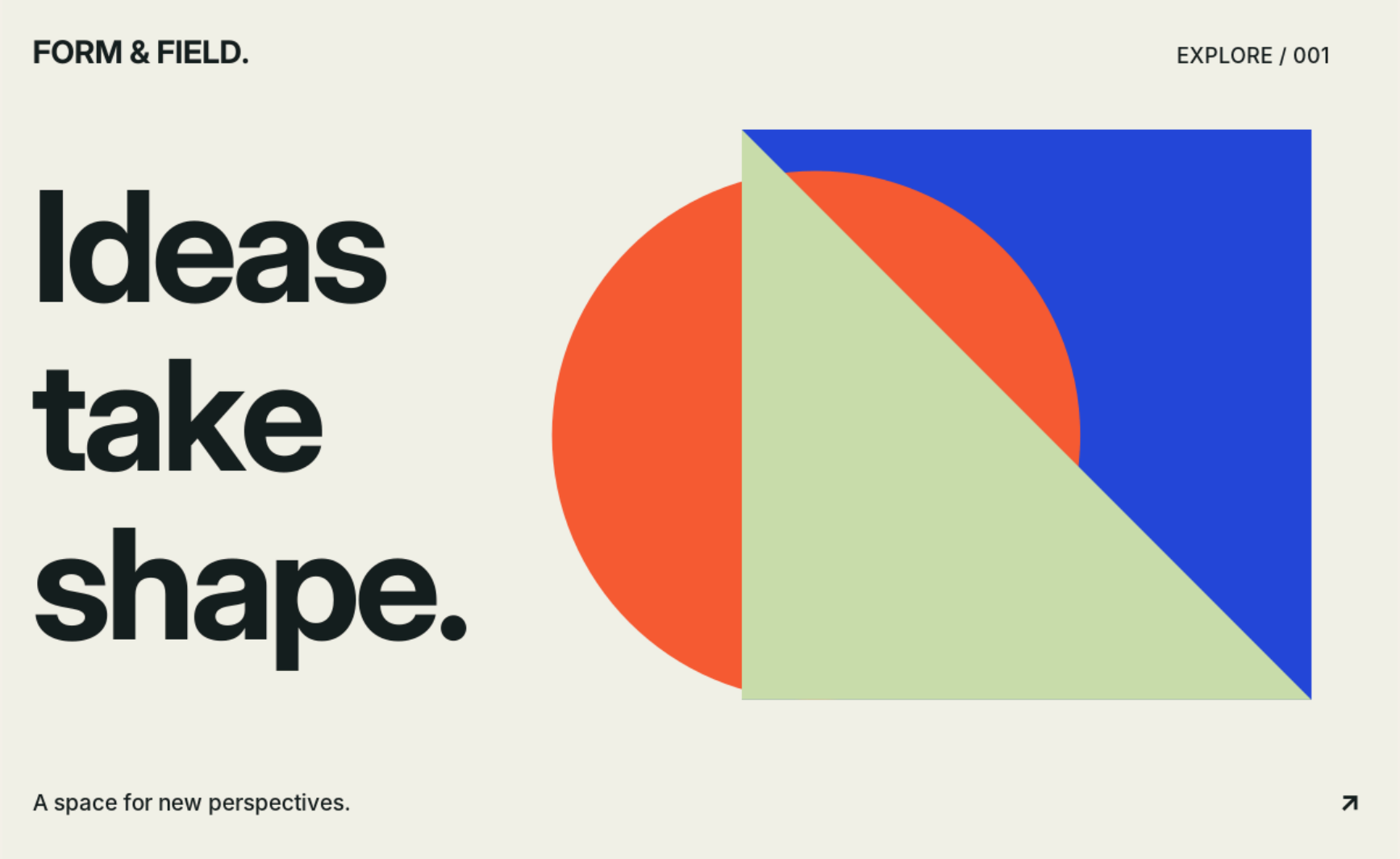
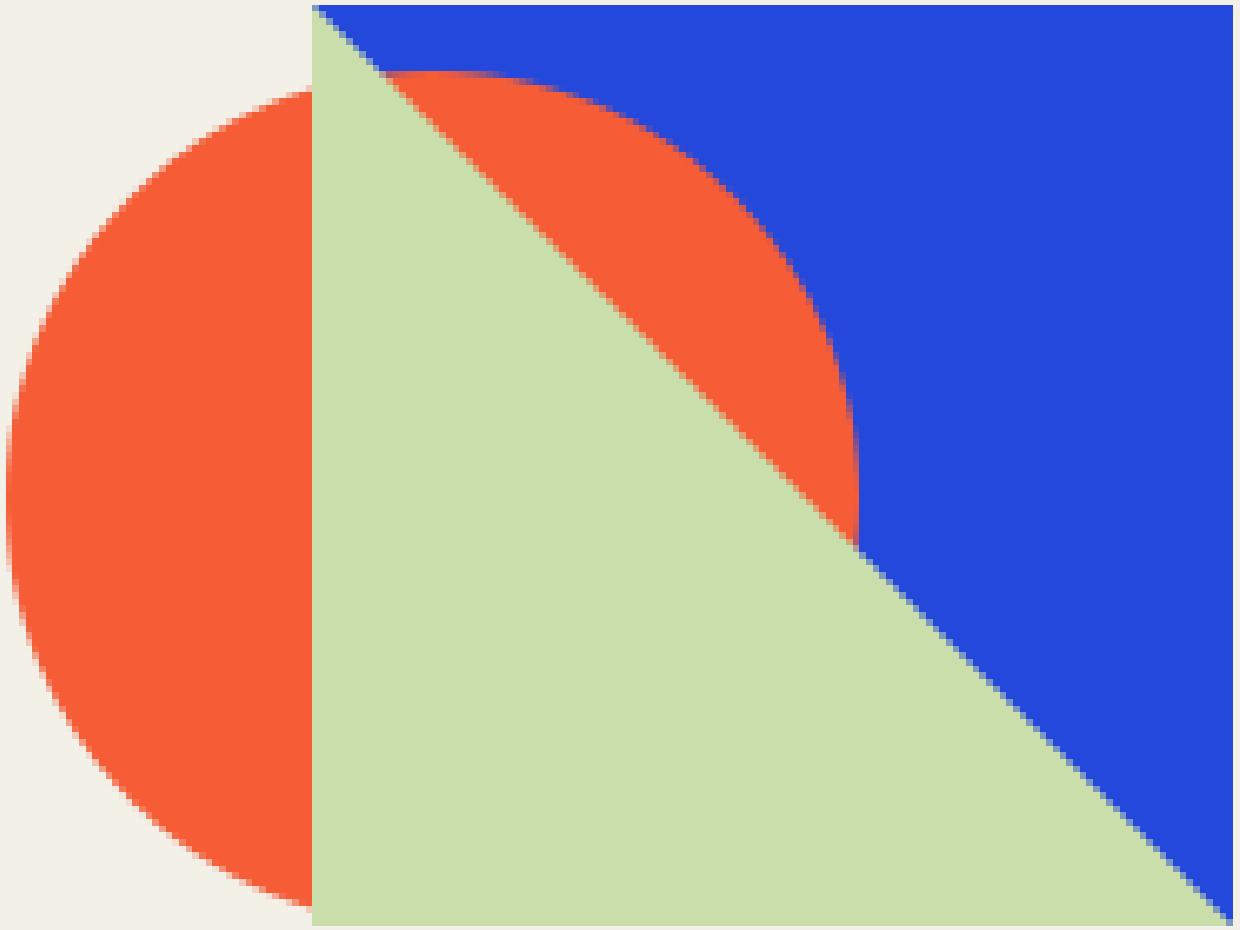
Brand foundation

FORM & FIELD is a fictional cultural platform for art, technology and ideas. Ideas take shape. A space for new perspectives. The identity uses a restrained editorial grid and a small vocabulary of geometric forms.



Identity and color

Keep the uppercase wordmark upright and compact. Use Ink on Canvas or Canvas on Ink. The geometric mark is an exploratory secondary asset, not a cleared trademark. Preserve the five exact palette values. Use Ink on Canvas or Sage for small text; use Canvas on Cobalt. Avoid small text on Vermilion.



Typography and composition

Inter Display Bold for headlines, Inter Regular for body, IBM Plex Mono for technical labels. The supplied headline and wordmark outlines use Inter Display Bold; supporting SVG text remains editable and uses Inter with Arial fallback. Use an 8-unit grid, generous margins, left alignment and a clear reading zone.

CANVAS / #F3F0E8

INK / #18201F

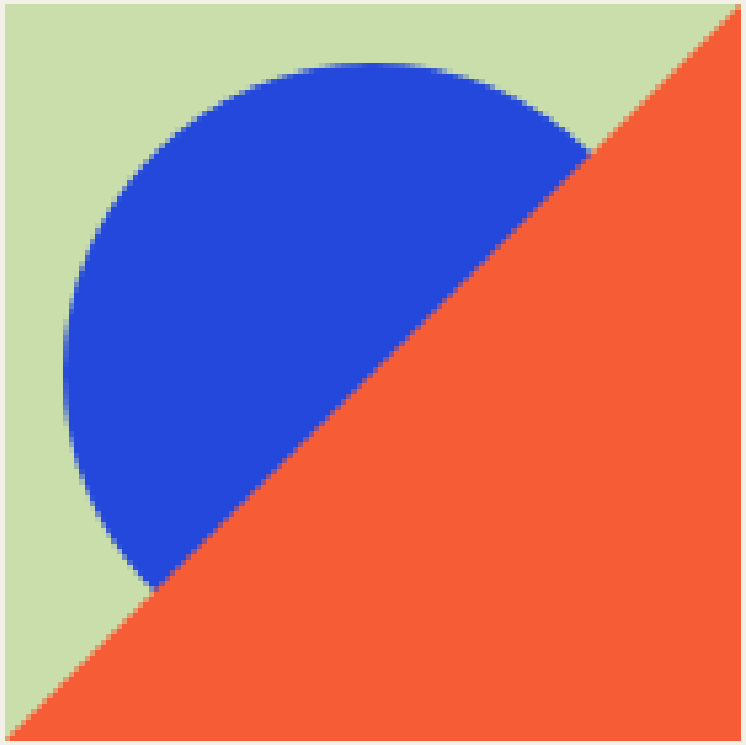
COBALT / #2448DB

VERMILION / #F65C35

SAGE / #C9DEAA

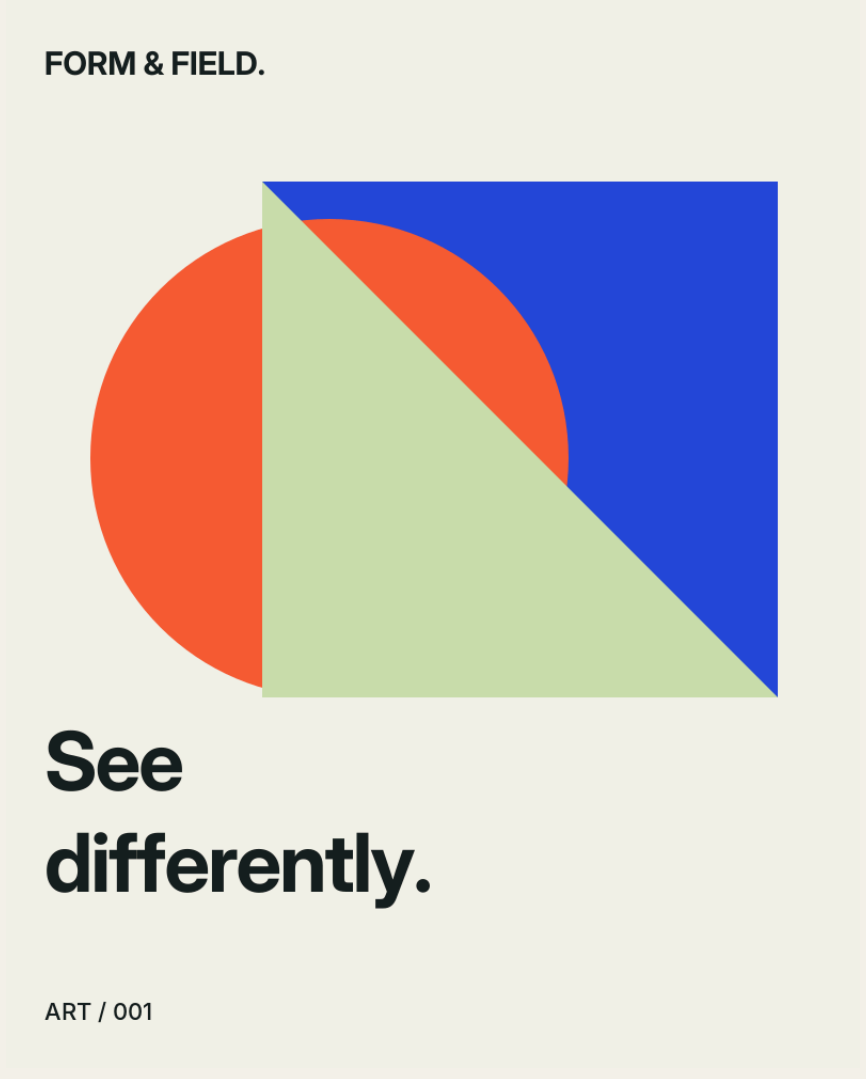
Generative grammar

Use square, circle and right triangle. Layer in a deliberate order. Keep no more than three dominant forms. Rotate in quarter turns, vary scale from 0.75 to 1.25 and maintain text clearance. The master composition is the reference; alternative geometry studies are proposed. Motion may translate or rotate shapes over 600 ms; provide static reduced-motion alternatives.



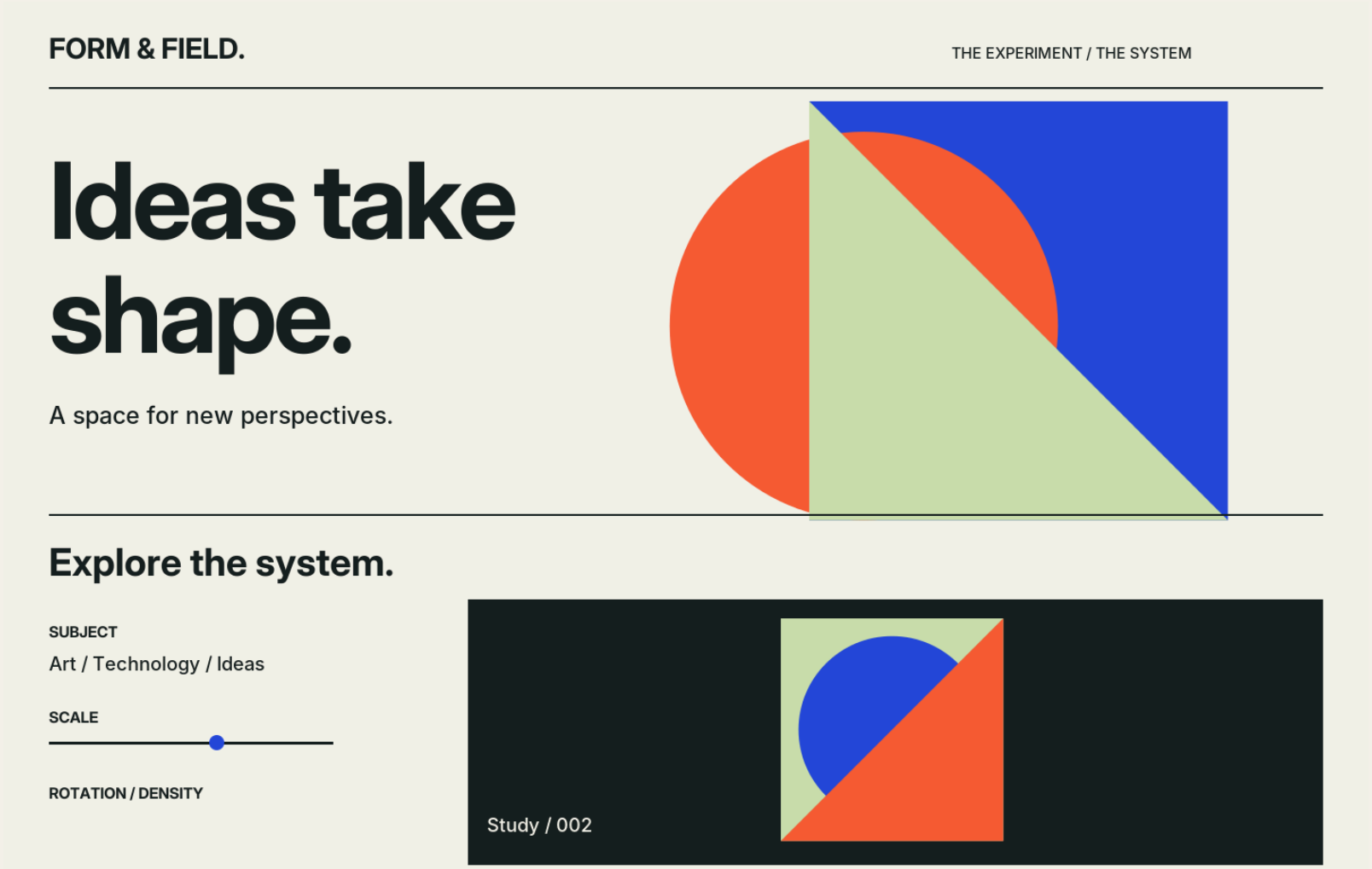
Editorial applications

Art: See differently. Technology: Imagine what’s next. Ideas: Ideas take shape. Maintain the same wordmark, palette and typographic hierarchy across poster and digital formats. The three posters are original proposed studies.



Experience concept

A static desktop and mobile mockup explores subject, scale, rotation and density controls. In a future prototype, deterministic rules will update compositions; no live AI or functioning controls are included here. Keep the artwork dominant and controls keyboard accessible.



AI workflow and review

Use the structured creative brief to guide AI-assisted exploration. Human review checks legibility, palette, geometry, originality and fit. Clearly disclose AI assistance. No performance results or live generation are claimed. This kit is a review candidate, not a shipped identity.

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