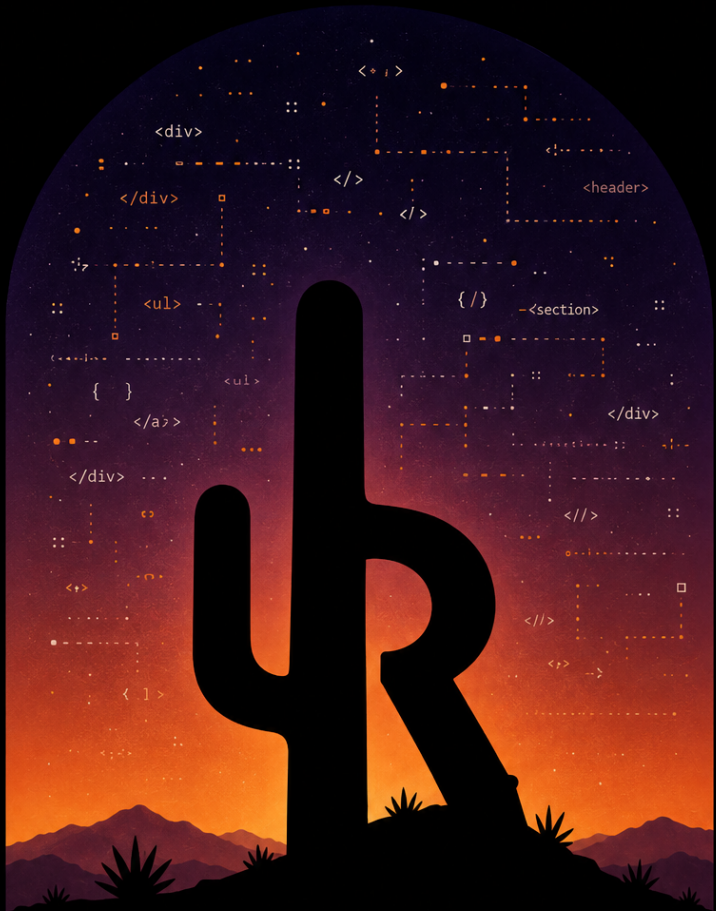


VISUAL IDENTITY

Raw ideas.
Refined software.

Desert warmth. Technical precision.
An identity rooted in the Sonoran landscape.



REFINERY
CONSULTING
— RAW IDEAS. REFINED SOFTWARE. —



REFINERY
CONSULTING
— RAW IDEAS. REFINED SOFTWARE. —

THE SIGNATURE

A landscape with
a point of view.

The saguaro forms an R. The sunset brings warmth. Fine code fragments become constellations: raw ideas given structure.

Grounded

Sonoran mountains and a solid black foreground.

Precise

A clear silhouette and measured, open letter spacing.

Atmospheric

A luminous horizon with quiet detail in the night sky.

THE EVERYDAY LOCKUP

Space to work.



REFINERY
CONSULTING
RAW IDEAS. REFINED SOFTWARE.

Web & product

Use across wide headers and product introductions.

Proposals & decks

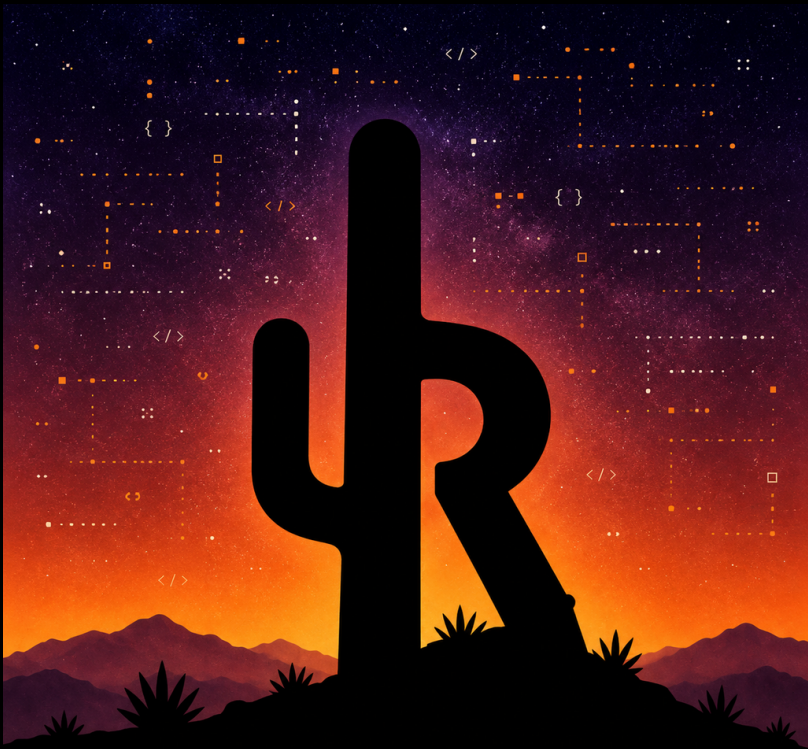
Give the lockup its own clear, uninterrupted field.

Keep it legible

At compact sizes, use the icon instead of a tiny tagline.

ONE IDENTITY, DIFFERENT SCALES

Recognition at a glance.



APP ICON / 1024 x 1024

Full-bleed square artwork. The app platform can apply its own corner shape.

One consistent favicon family

512 / 256 / 128 / 64 px



512



256



128



64

The same artwork, scaled down

Every size below 128 px is a direct reduction of the 128 px icon, retaining its sky, gradient and star detail.



48 px



32 px



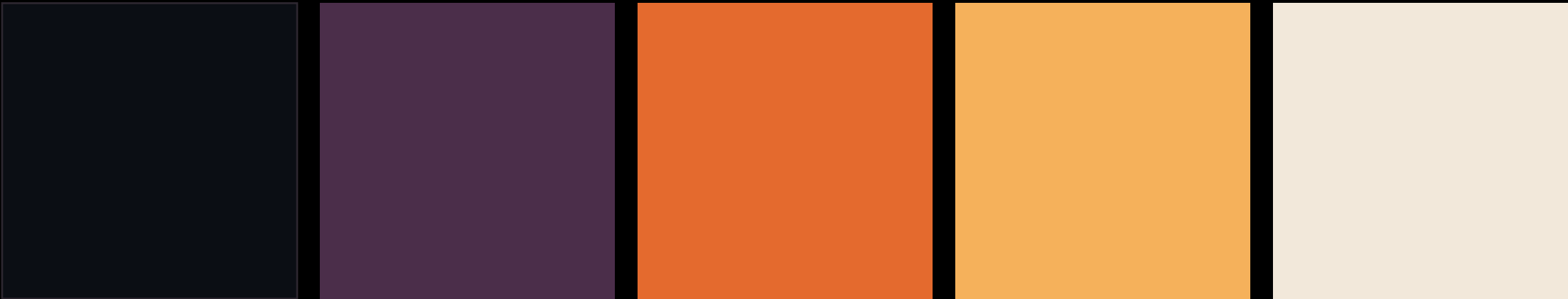
16 px

SHOWN AT 1 PT PER PX

FROM NIGHT SKY TO DESERT LIGHT

Warmth against depth.

Use these flat colors in layouts and interfaces. The illustrated sky moves between them with tonal gradients and fine texture.



Midnight

#0B0E14

RGB 11 / 14 / 20

Primary surfaces

Desert Purple

#4B2E4A

RGB 75 / 46 / 74

Atmospheric depth

Sunset Orange

#E46A2E

RGB 228 / 106 / 46

Accent & emphasis

Golden Sand

#F5B15B

RGB 245 / 177 / 91

Warm highlights

Warm Ivory

#F2E8DA

RGB 242 / 232 / 218

Type on dark fields

LOGO FIELD / PURE BLACK #000000

SUPPORTING TYPOGRAPHY

Clear. Open. Deliberate.

Avenir Next

Aa Bb Cc / 0123456789

Regular

Body copy, explanations and longer reading.

Medium / Demi Bold

Headings, navigation and short labels.

This is the supporting type direction used in this book. The supplied logo wordmarks are artwork; place the PNGs rather than retyping the logo.

THE VOICE

Say what it does.

Be direct about the problem, thoughtful about the solution and specific about the result. Keep the warmth of a working conversation.

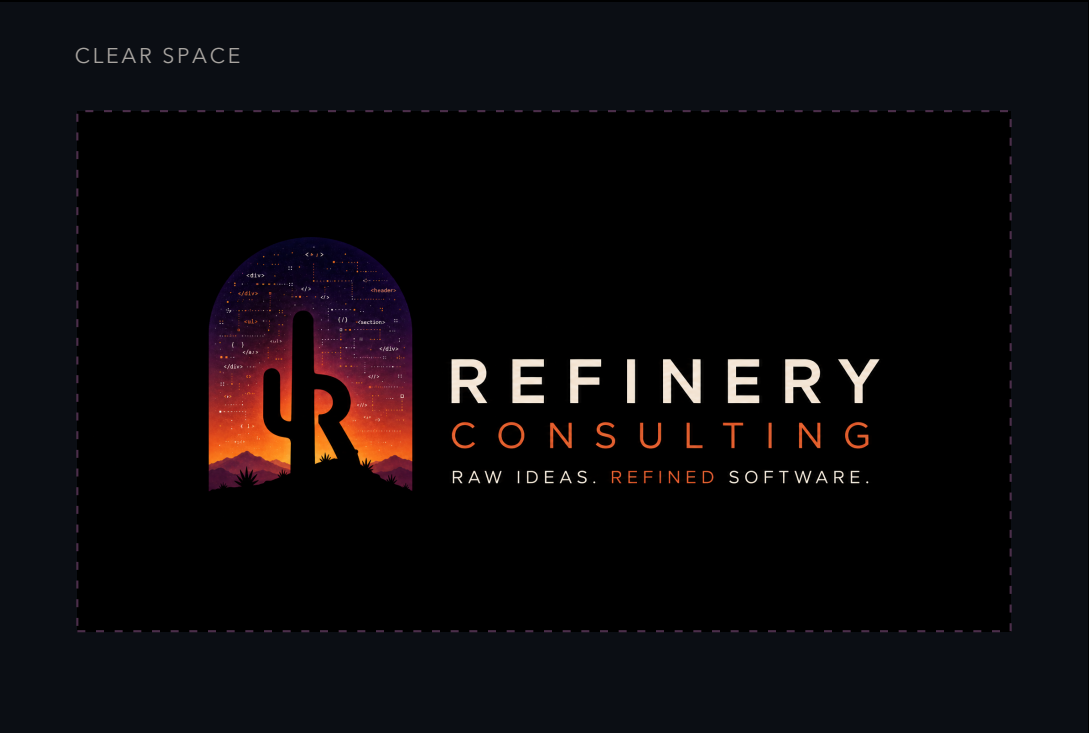
RAW IDEAS.

REFINED SOFTWARE.

The primary tagline.

PROTECT THE CHARACTER

Give the identity room.



Allow at least one main-stem width of open space around the visible logo. More room is welcome.

Use the dark field

Primary and horizontal PNGs have an opaque black background. Place them on black or inside an intentional black panel.

Size for the smallest line

As a starting point, keep the primary logo at least 480 px wide and the horizontal logo at least 640 px wide when the tagline must be read.

Keep the atmosphere intact

Preserve the proportions, dark silhouette and warm horizon. Avoid stretching, recoloring, extra effects or placing a busy image behind the logo.

For compact spaces, switch to an icon.

READY TO USE

The complete package.

ASSET	DIMENSIONS	FORMAT
Primary logo	1024 x 1536	PNG / opaque black field
Horizontal logo	2048 x 768	PNG / opaque black field
App icon	1024 x 1024	PNG / full-bleed square
Detailed favicons	512, 256, 128, 64 px	PNG / square
Small favicons	48, 32, 16 px	PNG / same detailed artwork
Browser icon bundle	16 through 256 px	ICO / six embedded sizes

Artwork is newly generated from the original visual reference. The PNGs preserve the illustrated sky and texture. These are raster masters; the PDF has selectable document text and embedded raster logos.

Also included: source icon artwork, generation prompts, an asset manifest and a short implementation guide.

LIGHT-BACKGROUND LOGO

Same identity. A lighter setting.



Transparent PNG / 2048 x 768 / for white and light backgrounds

REFINERY: black. CONSULTING: orange.

RAW IDEAS. and SOFTWARE.: black. REFINED: red-orange.

Keep the illustrated arch, cactus and landscape intact.

Do not stretch, recolor, add shadows or remove black from the emblem.

Keep at least one cactus-stem width of clear space around the mark.

Use at least 640 px width when the tagline needs to be readable.

Choose the background intentionally

The original primary and horizontal files retain their black backgrounds.

This light variant is the exception to the dark-field guidance on page 7.

It supplements the asset list on page 8; existing dark assets are unchanged.

Current brand library: <https://refinery.consulting/brand>

Edit brand guidance in CMS Pages; manage approved files in CMS Media.

The PDF and ZIP are dated exports. Re-export them when guidance changes.