

TARE

BRAND GUIDELINES

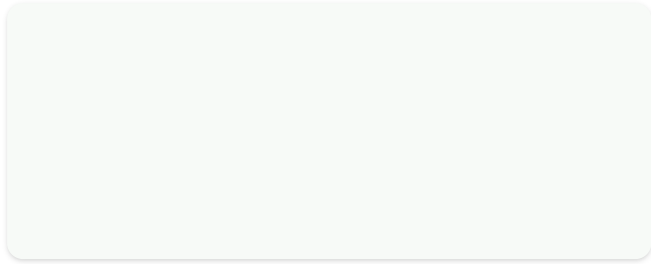
This document outlines the core visual identity for TARE (Technical Analysis & Research Environment). Our brand reflects high-assurance scientific operations, reviewable records, and modern lab software.



COLORS

TARE uses a light operational palette by default: neutral surfaces, visible borders, high-contrast text, and restrained teal accents.

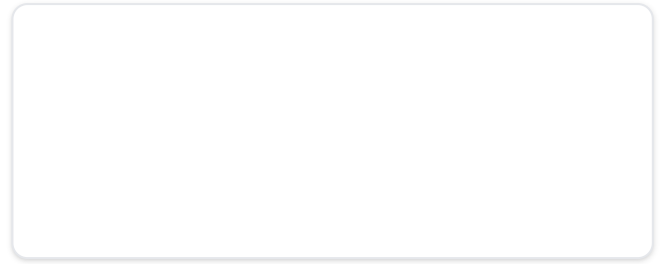
OPERATIONAL CANVAS



Light Canvas

#f7faf7

WORK SURFACE



Card

#ffffff

OPERATIONAL TEAL



Primary

#0f766e

DEEP SLATE INK



Foreground

#10201f

TYPOGRAPHY

We use Geist Sans and Geist Mono to keep dense lab workflows readable and precise.

HEADINGS / DATA / SIGNALS

GEIST MONO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@#\$%^&*()

BODY / INTERFACE

Geist Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

USAGE & LAYOUTS

Our application layouts prioritize function over decoration. The authenticated product defaults to a lighter operational theme.

- **Borders:** Use subtle 1px borders to distinguish content zones.
- **Corner Radii:** Consistent use of medium rounded corners ('rounded-lg' or 'rounded-md') on cards and inputs.
- **Shadows:** Interfaces remain predominantly flat. Shadows are reserved for modals, dropdowns, and persistent navigation.
- **Data Indicators:** Status indicators are vivid but restricted. Red, amber, and emerald are exclusively used for alerts, warnings, and success signals respectively.
- **Ecosystem Claims:** VIPC backing may be described as grant backing. NVIDIA Inception should be described as program membership unless separate investment proof exists. Homepage proof strip: "Backed by Virginia Innovation Partnership Corporation (VIPC) and member of NVIDIA Inception."
- **Logos:** Use transparent TARE logo assets in live UI; avoid legacy white-rectangle logo files on colored or textured surfaces. Approved ecosystem marks are `VIPC-logo-full-color.png` and `nvidia-inception-program-badge-rgb-1c-blk-for-screen.svg`.