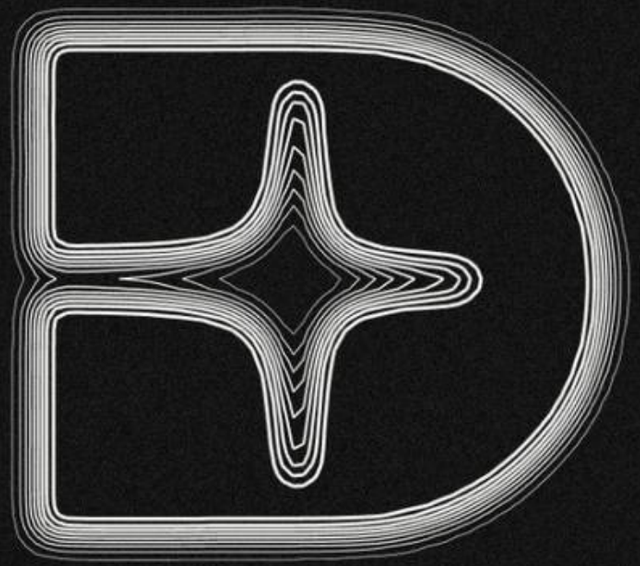
Dagny

Brand book

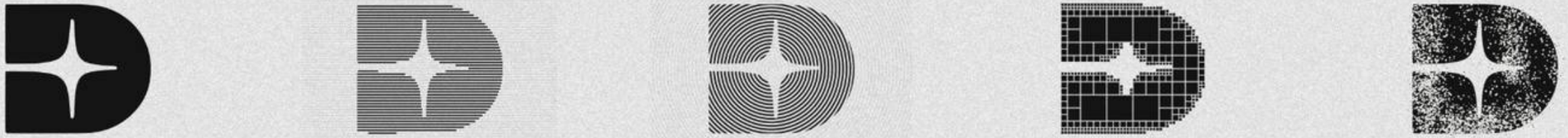


One mark, many prints · November 2026

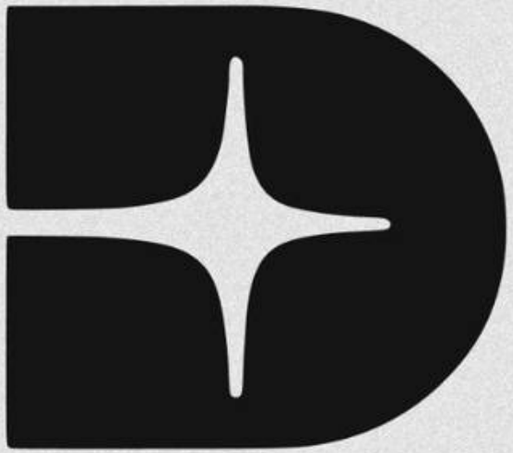
One mark. Many prints.

The shape of the mark never changes. How it is printed does.

That gives Dagny one fixed sign and an endless supply of images that are all recognisably ours. Every print is drawn by code from the same outline, so new ones can be made whenever we need them.



clear space = one star



The mark

Shape

A D with a four-point star cut out of it. Always Ink on light, Bone on dark.

Clear space

Keep one star's width empty on every side.

Smallest size

16px on screen, 6mm in print. Below 48px use the plain mark, never a print.

Lockup

Mark and wordmark, set once. Use the file, don't rebuild it.

Dagny

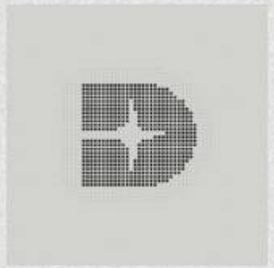
The sixteen prints

Each works in Ink on light and Bone on dark. New prints can be added as long as the outline stays untouched.


01 Blocks


02 Halftone


03 Rules


04 Dot matrix


05 Contours


06 Bars


07 Stipple


08 Tiles

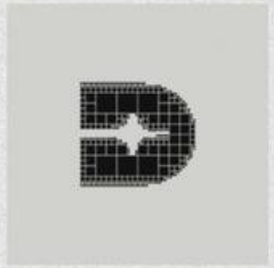

09 Relief


10 Plus


11 Hatch


12 Rings


13 Rain


14 Squares


15 Echo

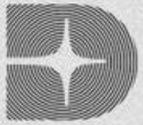

16 Worn

Which one, where



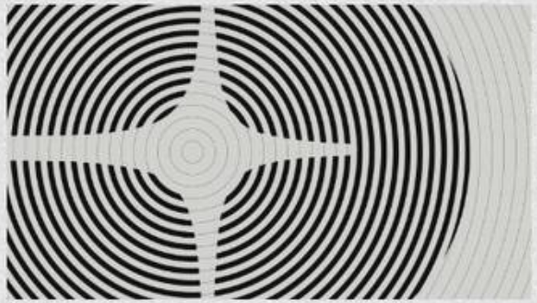
Plain mark

Product, favicon, app icon, legal, signatures. Anything small or anything a person has to act on.



A print

Posters, covers, social, merch, slides. One print per surface, shown whole.



A texture

A close crop of a print used as a ground. The mark does not have to be whole.

Never

Colour a print.

Stretch, rotate or outline the mark.

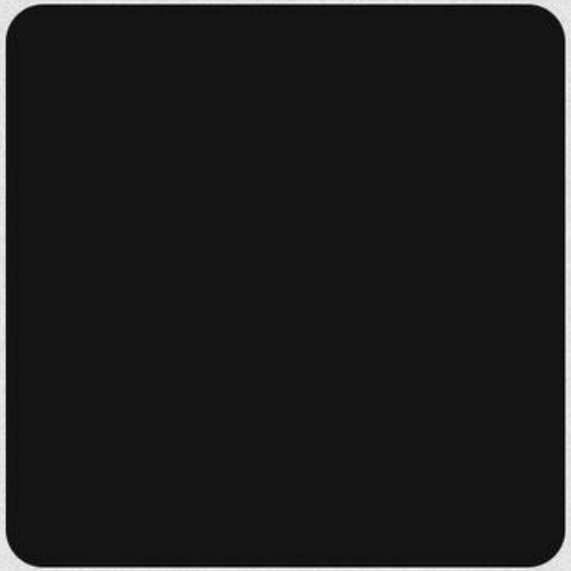
Put words inside it.

Show two prints at different sizes on one surface.

Use a print below 48px.

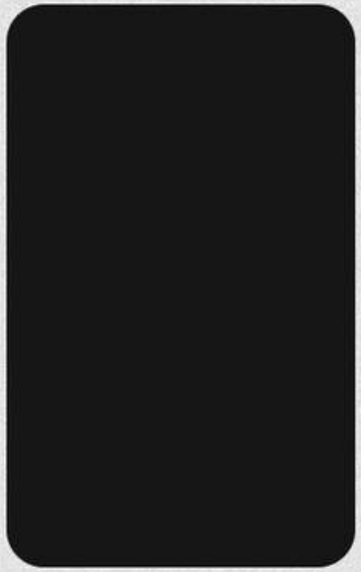
Colour

The brand is black, white and the greys between them. Grain does the work colour would normally do.



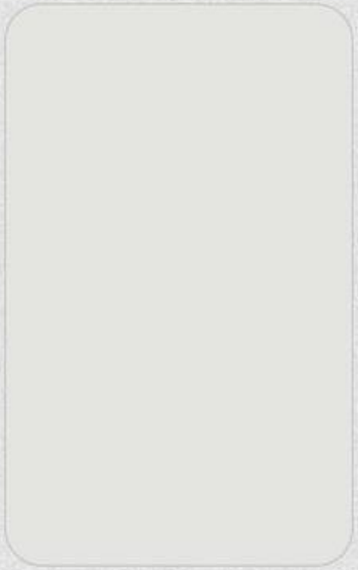
Ink

`#141414 · marks and text on light`



Night

`#161616 · dark ground`



Mist

`#E4E4E1 · light ground`

Bone

`#F2F2F0 · marks and text on dark`

Paper

`#FFFFFF · product surfaces`



Lime

`#CDF35A · product only, tiny`



Type

Meet Dagny, your AI.

Roboto Light · headlines

Run and grow your company with Dagny.

Roboto Regular · text

Hire Dagny

Roboto Medium · buttons and labels

02:14 · answered 3 emails · done

Geist Mono · small labels and figures

Both are free and work on any device. Large type is always Light, tracked tight, set in sentence case. No capitals for emphasis.

Meet Dagny, your AI.

Lines in use

Run and grow your company with Dagny.

Get started with AI. Use Dagny.

Done while you sleep.

Does the work. Get customers.

How we write

Say what Dagny does, then stop.

Short sentences. Plain words. One idea per line.

Say Dagny, not she or it.

Numbers are real or they are left out.

Not us

Big plans. Small team.

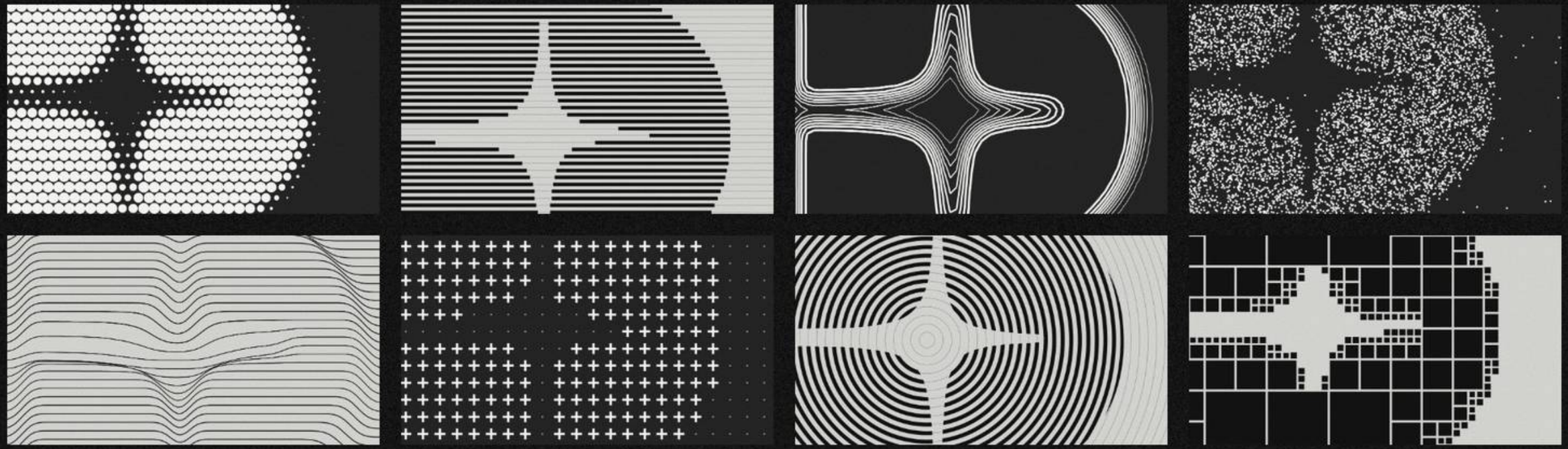
A small line above the headline.

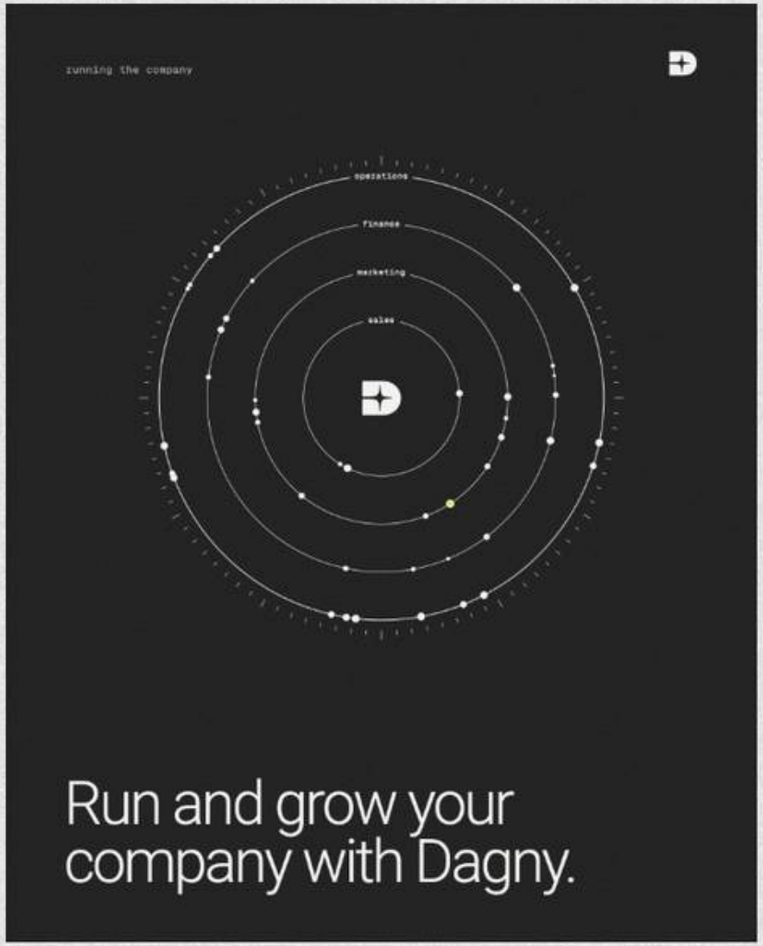
Capitals for emphasis.

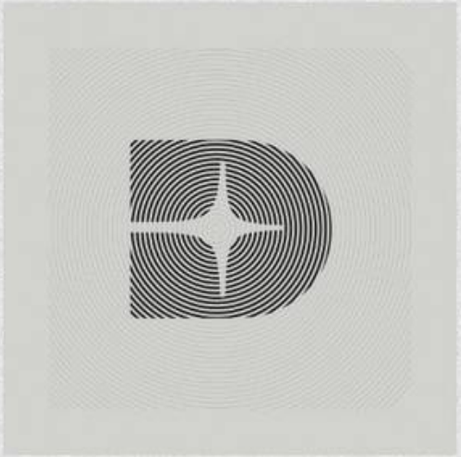
Promises we cannot show.

Textures

Close crops of the prints. Use one as a ground behind type, on packaging, or wherever a photo would normally go.









Layout

One figure, in the top two thirds.

One line in Roboto Light, bottom left, two rows at most.

The plain mark top right. A mono label top left, if needed.

Flat grain ground, light or dark. No gradients, no photos behind a print.

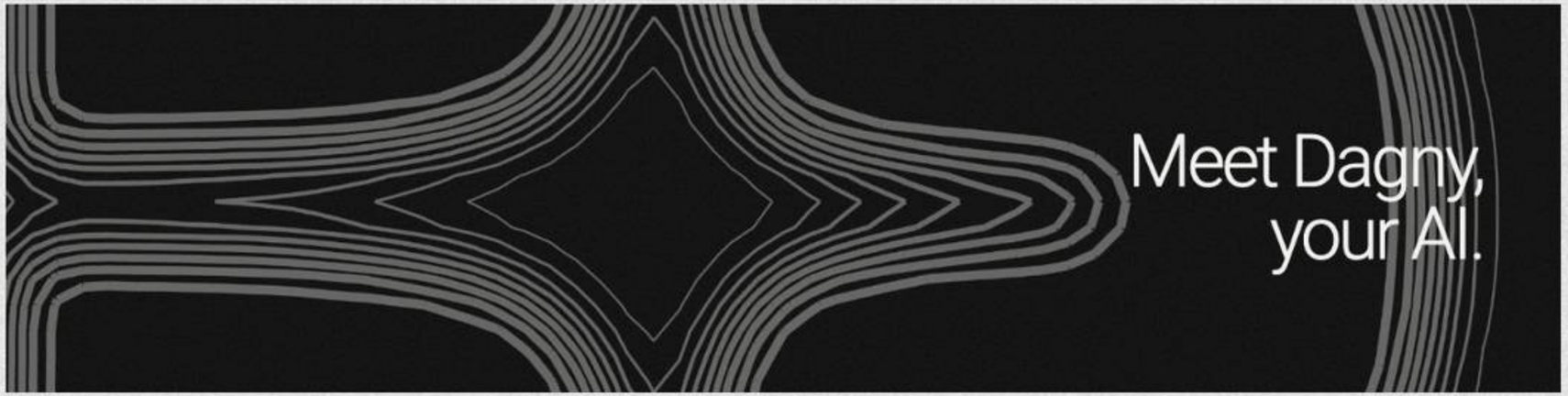
Squares carry the mark alone. Wide formats use a texture.

Social

The profile picture is always the plain mark. Banners are textures. Posts are prints or posters, one per post.



profile · dark is the default



banner · LinkedIn 1584 × 396, X 1500 × 500



posts · square prints at 1080, posters at 1080 × 1350

App icon and favicon

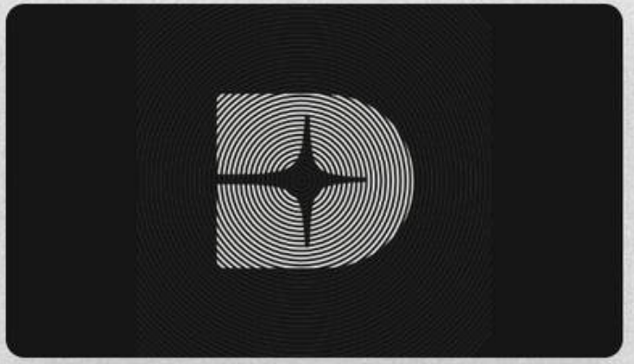
The plain mark, Bone on Night. Prints are for seasonal or beta builds only, and never below 64px.



Dagny · Home

browser tab at real size · sizes shown: 280, 96, 64, 32, 16

Stationery



Dagny

Name Surname

role · name@bydagny.com · bydagny.com

Dagny

Dear Acme Company,

bydagny.com

Name Surname

Role, Dagny

Dagny

email signature · lockup only, no print

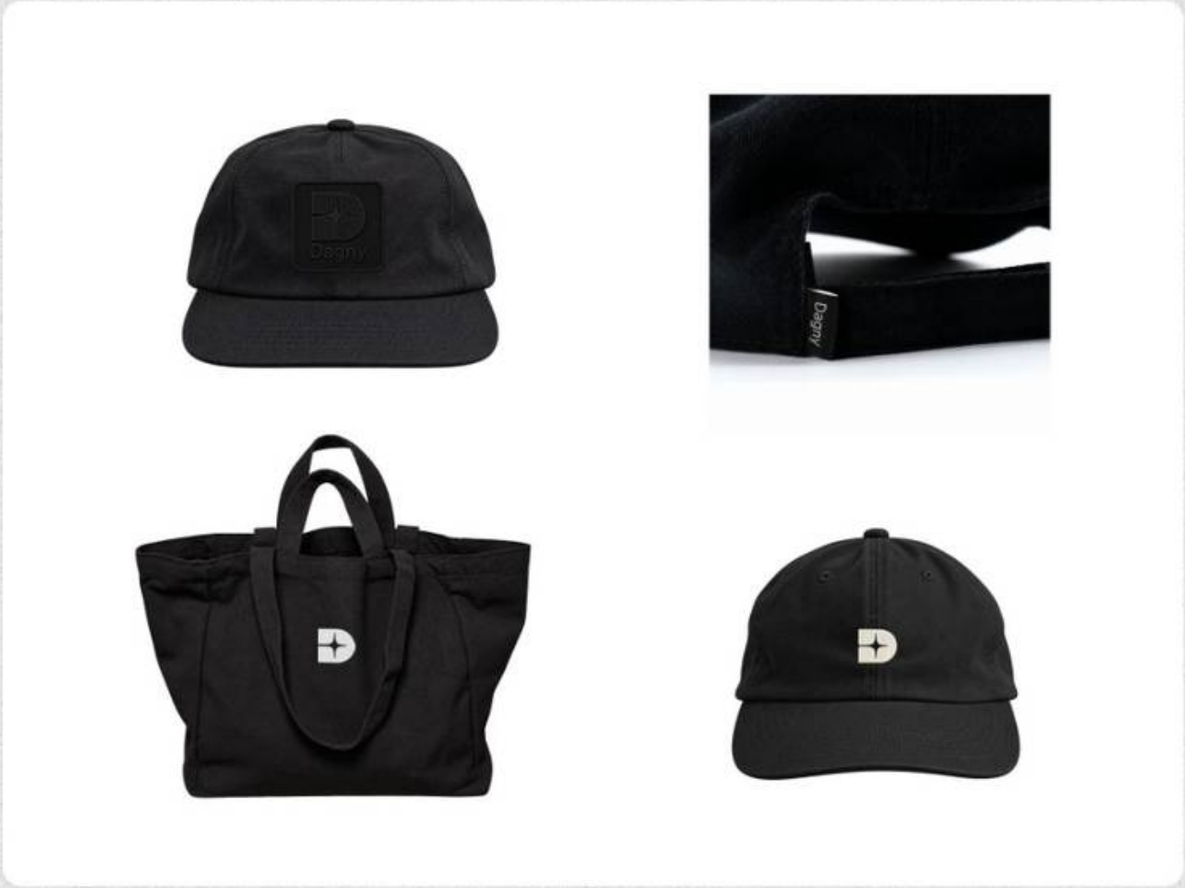
Card front: one print, Bone on Night. Each person can have a different print.

Card back and letters: the lockup, plain type, a lot of empty paper.

A small print may close a letter, bottom right.

Merch

What we ordered: black on black, with the plain mark small and embroidered. Quiet enough to wear every day.







Black canvas and twill. Bone thread, or black on black.

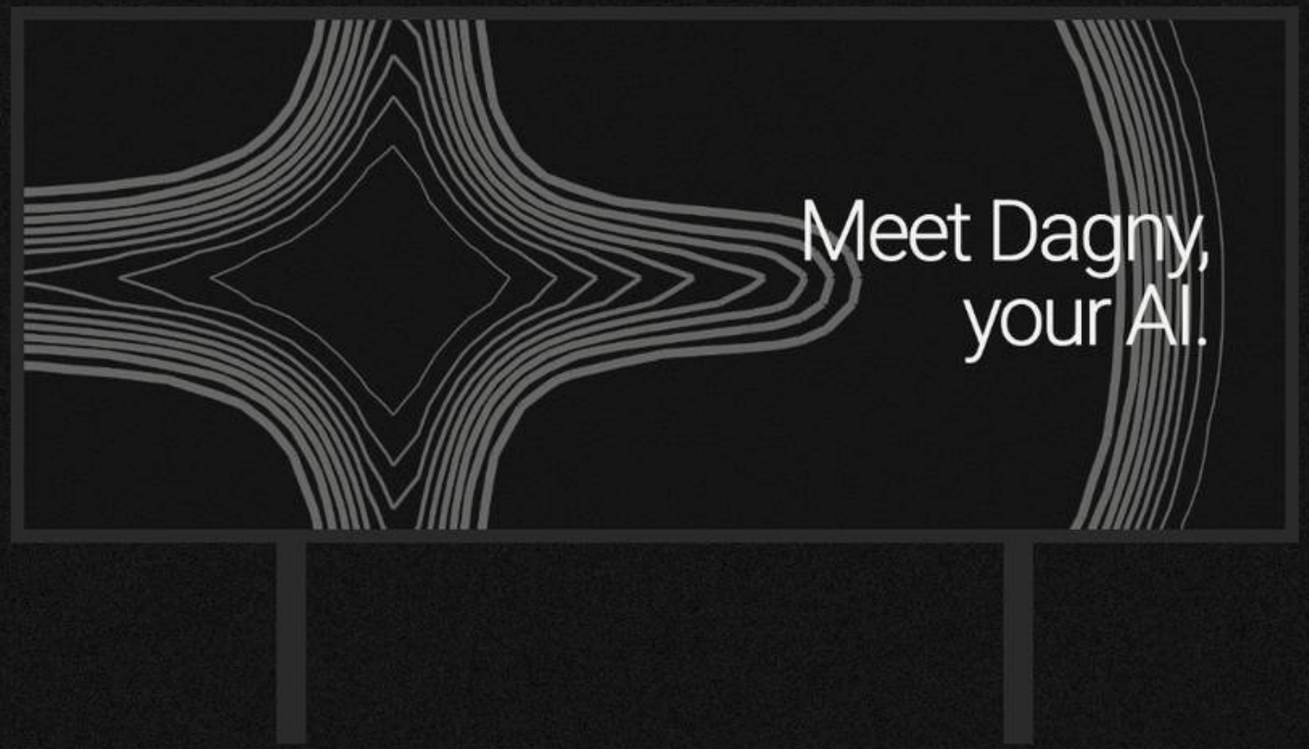
The plain mark, small and centred, embroidered. Never a print on fabric.

Caps: the small mark, or a tonal patch with mark and name.

A woven Dagny tag where a label would sit.

Out of home

Big formats get a texture and one line. Street posters run as a row of three, alternating light and dark.



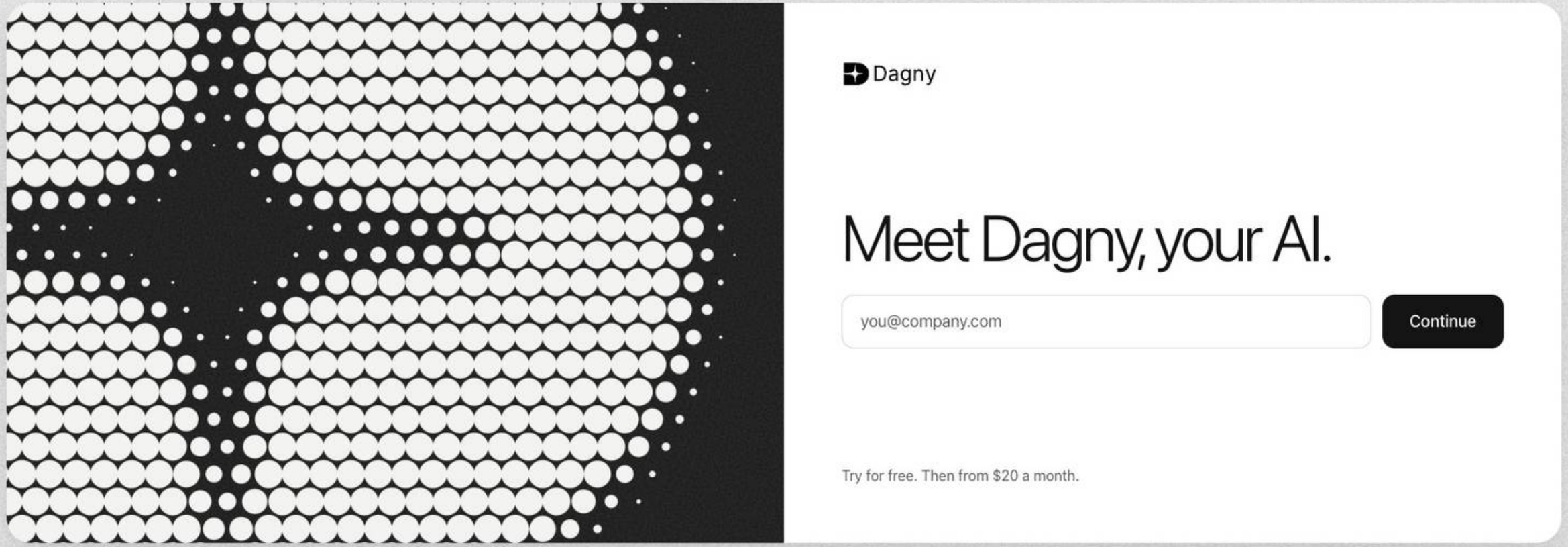






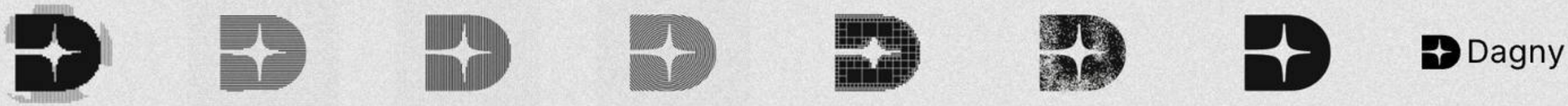
In the product

Prints appear where nothing needs doing: sign-in, empty states, loading. Working screens keep the plain mark and stay quiet.



Motion

The mark holds still and the print changes. That one move is the whole animation language.



Logo animation

Sixteen prints at an eighth of a second each, then the plain mark, then the lockup. About four seconds.

Poster loops

Half a second per sheet. No fades, no slides, no zoom.

Safety

Fast cuts stay on one ground so the frame never flashes between light and dark. Reduced motion shows the plain mark.

Files

Logo, vector	brand/logo · 4 svg
Prints, transparent	brand/marks · 34 png, 2000px
Textures	brand/textures · 8 jpg, 2400 × 1350
Social kit	brand/social · 37 files + 54 banners
App icons and favicons	brand/icons · 7 files
Logo animation	brand/motion · mp4, gif
Posters, four editions	posters · html, jpg, mp4, gif
Print generator	posters/v4.html
Design system	DESIGN.md
Guidelines, text	brand/BRAND.md

Banners

Eighteen designs, each in three sizes: LinkedIn profile, LinkedIn company page and X. Lines sit to the right so the profile picture never covers them.

