

dusken.



Brand guidelines

v1 · 2026 · hello@dusken.ai

The quiet hour

Dusk is when people finally say the true thing. The workday's over, the sun is down, the porch light is on. Nobody's taking minutes. Dusken is that hour, always available.

Warm dark, not scary dark. Candlelight, not terminal green.

Three motifs, carried everywhere

- **The full stop. dusken.** — sentences end; so do our records. The amber period doubles as the lamp.
- **The horizon line.** A single thin amber line on a dark ground — where the light meets the quiet.
- **Things that fade.** Deletions fade like light — they don't explode or crumple.

Taglines

MASTER

"Your AI remembers you. Our servers never do."

SHORT / SOCIAL

"Off the record, on your side."

FEATURE — BURNER

"The AI that doesn't remember you."

Wordmark, lamp, lockup

WORDMARK	Lowercase dusken. in Fraunces (weight 600). Always lowercase, always the full stop, and the full stop is always the lamp color.
THE LAMP	The full stop over the horizon line — one warm dot above a thin amber rule. App icon, avatar, loading dot, "chat ended" mark. One lamp, not fairy lights — never repeated or patterned.
LOCKUP	Vertical only: wordmark above, lamp centered below. Never side by side.
BADGE	"Built on Dusken" pill for third-party integrations. Links to dusken.ai/#builders .

Rules

- Use the shipped files. Never redraw, stretch, re-kern, outline, shadow, or add effects.
- Clear space: the wordmark's cap height on all sides. The lamp keeps clear space equal to its own height.
- Approved inks — dark grounds: letters #ECEAE4, lamp #E8A84E. Light grounds: letters #232030, lamp #A96D22. Black or white where print forces it.
- The mark never appears in Horizon violet, Verified sage, or all-amber.

Warm dark, one lamp

TOKEN	DUSK	DAYBREAK	USE
Night	#14151F	#F4F2ED	Ground. Indigo-black, never pure black.
Dusk (surface)	#1C1E2E	#FCFAF6	Cards, the chat canvas
Lamp	#E8A84E	#A96D22	THE accent: buttons, links, the full stop.
Horizon	#8F7FBC	#5F5390	Secondary violet — horizon-line gradient only
Lamplit paper	#ECEAE4	#232030	Text — warm off-white on dark
Verified sage	#7FB89A	#3E7D5F	Reserved for proof — audit chips, encryption states, nothing else

Deliberately not: hacker green · alarm red · neon pink · the blue-purple "generic AI" gradient · renaissance cream. Dusken owns warm dark.

Three faces, three jobs

DISPLAY	Fraunces	Warm, slightly wonky, literary. Large sizes only.
BODY / UI	Albert Sans	Clean, warm-neutral; disappears behind the conversation.
RECEIPTS	IBM Plex Mono	Reserved for proof. The typewriter means receipts.

Voice

A discreet friend, not a security vendor. Short sentences. Plain words. Calm about taboo topics, never leering. Confidence from proof, not volume.

Sounds like

- "Say what you actually think. It stays between us — provably."
- "We built the room, not the microphone."

Never

- "UNCENSORED AI — NO LIMITS 🔥"
- "They're watching. Protect yourself."
- Corporate AI-speak