



Halford Labs

AI for Geopolitical Risk

Field Identity *manual.*

DOCUMENT
BRAND GUIDELINES

OPERATOR
HALFORD LABS

SECTOR
AI • RISK • INTELLIGENCE

STATUS
IDEA-STAGE / ACTIVE

[CONTENTS]

Index of *issue*
A field manual for building a credible
category-defining brand at the intersection
of intelligence, AI, and geopolitical risk.

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[01] ESSENCE

A signal in the noise.

Halford Labs builds AI for geopolitical risk. The brand carries the discipline of an intelligence service and the precision of an instrument — built for operators, boards, and the desks where decisions actually get made.

MISSION	Turn geopolitical complexity into operational clarity for the people responsible for capital, continuity, and consequence.
VISION	The default intelligence layer for boards, treasuries, and risk committees navigating a multi-polar world.
AUDIENCE	Directors, CROs, CIOs, sovereign and family-office allocators, defense and policy advisors, and the analysts who brief them.
PROMISE	Faster, sharper, more defensible reads on what is happening, what it means, and what to do — with provenance you can take to a board.
PILLARS	Provenance · Discipline · Speed · Restraint. Every artifact we make can be sourced, defended, and trusted at executive altitude.
PERSONALITY	Calm operator. Field analyst. Quiet authority. Never alarmist, never glib.

WE ARE	WE ARE	WE ARE NOT	WE ARE NOT
Operator-grade	Source-led	Alarmist	Decorative

[02] VOICE

Write like a *briefing*, not a blog.

Halford speaks the way the best intelligence analysts write: lead with the call, then the evidence, then the caveat. Short sentences. Active voice. No hedging adverbs.

"The strait will tighten before it closes. Plan against the squeeze, not the headline."

— SAMPLE EDITORIAL LINE

DO

Lead with the assessment. State the confidence level. Cite the source. Make the action obvious. Use numbers as numbers.

CADENCE

Short. Declarative. Then a longer sentence that earns its length by adding texture, context, or qualification.

[BEFORE]

~~In an unprecedented turn of events, the regional environment has become increasingly challenging, with significant ramifications for the supply chain ecosystem.~~

DON'T

Don't catastrophize. Don't pad with adjectives. Don't bury the call. Don't use language that wouldn't survive an audit.

VOCABULARY

Assessment. Indicator. Signal. Provenance. Exposure. Posture. Field. Brief. Never "disrupt," "revolutionary," or "unprecedented."

[AFTER]

Assessment (high confidence): Red Sea routing premiums will hold above 35% through Q3. Pre-position inventory at Jebel Ali; expect a second tariff letter within 14 days.

[SECTION 03 — 06]

The *mark.*

PRIMARY LOCKUP
STACKED LOCKUP
ICON MARK
WORDMARK

—
CLEAR SPACE & SIZING
MISUSE REGISTER

[04] CONSTRUCTION

The *quadrant*.

Four rounded cells on a grid — a 2×2 risk matrix abstracted into a mark. Probability and impact, signal and noise, known and unknown. The icon reads at favicon scale and survives at billboard scale.

GEOMETRY

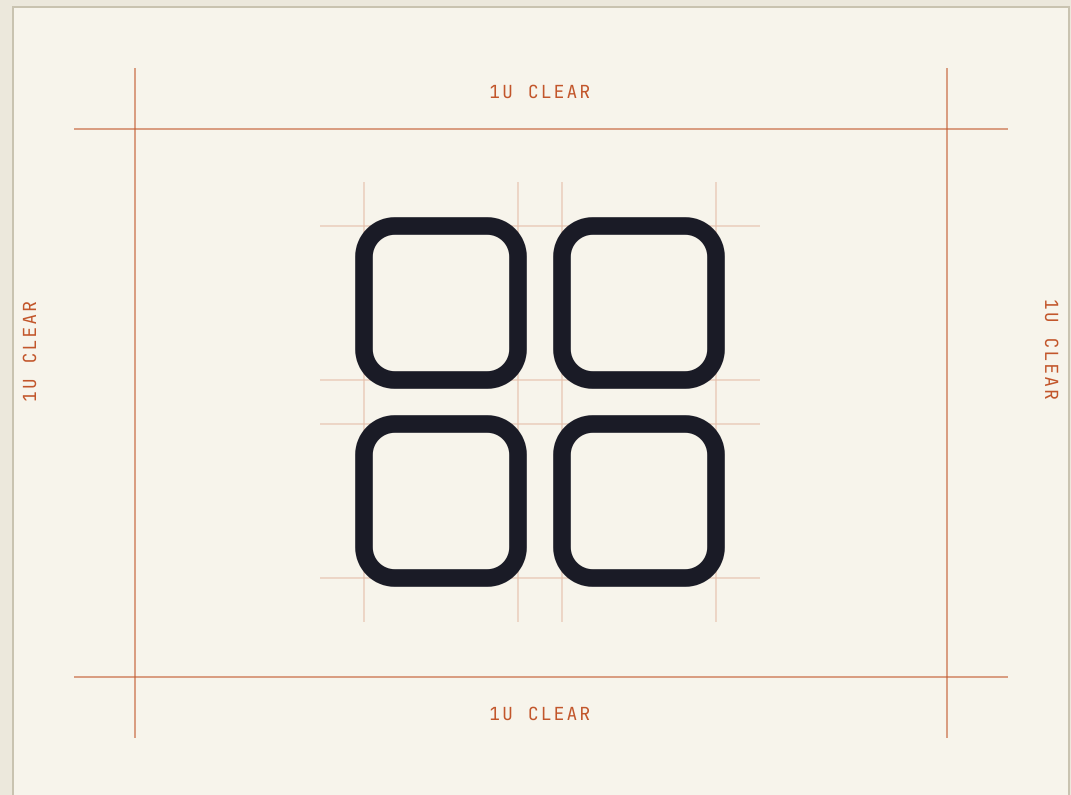
Built on an 8 × 8 unit grid.

Cell: 3u × 3u with 0.6u corner radius.

Stroke: 0.32u (4% of canvas).

Gutter between cells: 1u.

Clear space: 1u on all sides — equal to one cell-gutter.



FAVICON
16 / 24 px



APP / AVATAR
48 px



PRINT BODY
0.75 in



DISPLAY
1.5+ in

[A] PRIMARY HORIZONTAL — INK / PAPER



PRIMARY — DEFAULT USAGE ON LIGHT SURFACES.

[B] PRIMARY HORIZONTAL — BONE / SLATE



REVERSED — FOR SLATE AND INK SURFACES.

[C] STACKED LOCKUP



STACKED — FOR SQUARE FORMATS, AVATARS, AND REPORT COVERS.

[D] ICON MARK — STANDALONE

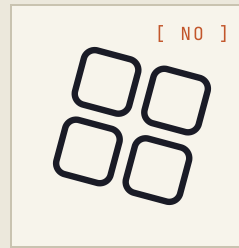


ICON — APP, FAVICON, SOCIAL AVATAR, PRODUCT CHROME.

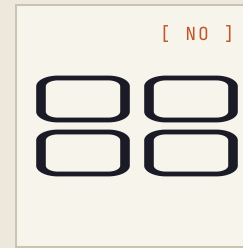
[06] MISUSE

Don't *decorate* the mark.

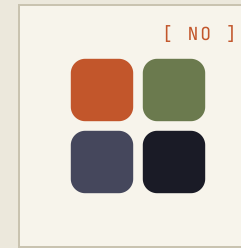
The mark earns its weight by holding its proportions. Do not redraw, recolor outside the system, or apply effects. If in doubt, default to the primary horizontal lockup on bone or slate.



DON'T ROTATE



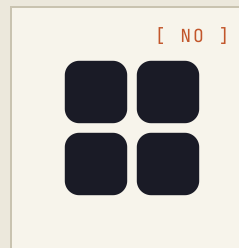
DON'T DISTORT



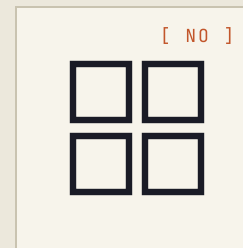
DON'T RECOLOR CELLS



DON'T PLACE ON GRADIENT



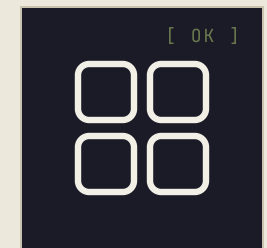
DON'T FILL CELLS SOLID



DON'T REMOVE RADII



DON'T RESET THE WORDMARK



DO. HOLD THE SYSTEM.

[07] COLOR

A muted *field.*

Slate carries the brand. Bone gives it air. Signal earns the eye, used only to mark alerts and live indicators. The palette is restrained on purpose — intelligence does not shout.

ALLOCATION BY SURFACE



Signal never exceeds 5% of any surface. Reserve it for live alerts, status, and the single most important number on a page.

CORE Halford Slate HEX #45475C RGB 69 · 71 · 92 CMYK 73 65 39 28 PMS 7546 C	CORE Deep Slate HEX #2E3040 RGB 46 · 48 · 64 CMYK 80 75 50 50 PMS 7547 C	CORE Halford Ink HEX #1A1B26 RGB 26 · 27 · 38 CMYK 80 75 55 80 PMS Black 6 C
NEUT Bone HEX #F2EFE6 RGB 242 · 239 · 230 CMYK 4 4 10 0 PMS 7527 C	SIGNAL Signal Orange HEX #C2562B RGB 194 · 86 · 43 CMYK 20 75 95 8 PMS 1685 C	SUPPORT Field Olive HEX #6B7A4E RGB 107 · 122 · 78 CMYK 55 35 80 20 PMS 5757 C

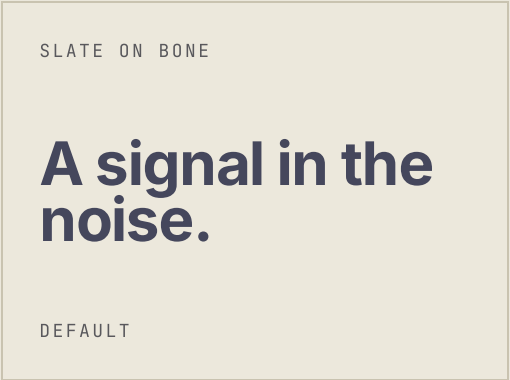
[08] PAIRING

Pair with *discipline.*

Six pairings cover 95% of brand work. Slate-on-bone is the default voice; ink-on-bone is the loudest. Signal pairs only with neutral surfaces.

CONTRAST RATINGS (WCAG)

Ink / Bone	17.8 : 1 AAA
Slate / Bone	9.3 : 1 AAA
Bone / Slate	9.3 : 1 AAA
Signal / Bone	4.6 : 1 AA
Bone / Signal	4.6 : 1 AA
Olive / Bone	4.5 : 1 AA



[09] TYPE

Inter, *closely held.*

Inter is the working typeface of the brand — a contemporary grotesque with the structural calm of a Swiss precedent and the engineering of a modern screen face. Set tight. Used confidently.

PAIRING

Display & UI — Inter (400 / 600 / 700 / 800)

Editorial italic — Fraunces (300 italic)

Tactical / Mono — JetBrains Mono (400 / 500)

All three are open-source and webfont-ready.

INTER — BOLD 800

Halford

FAMILY

INTER VARIABLE

WEIGHT

800 / 700 / 600 /
400

TRACKING

-0.030 TO -0.005
EM

LEADING

0.92 - 1.55

800 / BLACK

Briefing

500 / MED

Briefing

700 / BOLD

Briefing

400 / REG

Briefing

600 / SEMI

Briefing

300 / FRAUNCES IT

briefing

[10] HIERARCHY

A scale you can
brief from.

A six-step scale built on a 1.25 ratio.
Display sizes set tight (−0.025 em). Body
sizes set loose for reading at altitude on
slides, screens, and paper.

SYSTEM FALLBACKS

Print / PDF: Inter, Fraunces, JetBrains Mono (embedded).
Office / Slides: Calibri Bold (display), Calibri (body), Consolas (mono).
Web: Inter via Fontshare or Google Fonts CDN.

DISPLAY

Headline brief.

48 / 0.92

TITLE

Section title

30 / 1.00

HEADING

Subhead in line.

20 / 1.15

LEDE

A leading paragraph carries the brief.

15 / 1.45

BODY

Body copy sits at twelve on nineteen with optical kerning. Use
sentence case. Numerals tabular.

12 / 1.55

CAPTION

METADATA — JETBRAINS MONO

9.5 / 1.50

NUMERALS

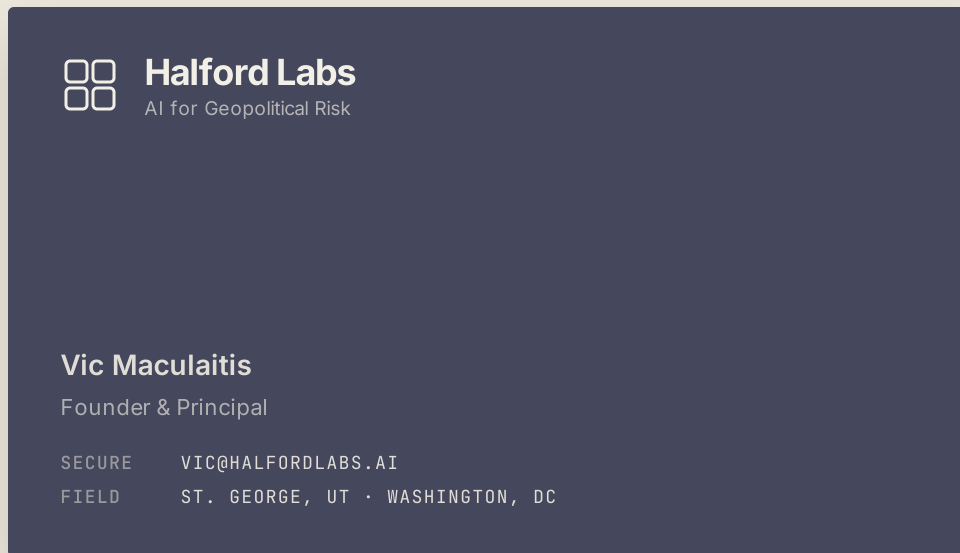
0 1 2 3 4 5 6 7 8 9 · +35.2%
· -14.6%

Tabular lining figures for all KPI, table, and dashboard values.

[11] FIELD

In the *wild*.

The system in service of the work — business card, intelligence brief, social presence, product chrome.



BUSINESS CARD — 3.5 × 2.0 IN • SLATE STOCK, BONE FOIL.



SLATE

INK

SIGNAL

BONE



FIELD BRIEF COVER — STANDARD REPORT TEMPLATE, INK STOCK.



Halford Labs

AI for Geopolitical Risk

Built for the *desks*
where decisions get
made.

ISSUE

[01] / V 1.0

DATE

JULY 2026

OPERATOR

HALFORD LABS

FIELD OFFICE

ST. GEORGE, UT • WASHINGTON, DC