

BELLSWORK

VERSION 6.0 / 2026

# Design System

A complete identity, web,  
interface, print, motion  
& character system.

Building brand systems & story worlds.





CONTENTS

# A system for clarity & wonder.

The document is organized as a sequence of foundations, behaviors & applications. Each section moves between engineered clarity & mythic atmosphere.

|    |                     |       |    |                 |       |
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01 / FOUNDATION

# Structure gives clarity.

We translate complex technology  
into visual systems that feel precise,  
meaningful & alive.

## STRUCTURE

Creates orientation,  
hierarchy & trust.

## ATMOSPHERE

Creates memory, feeling & the  
invitation to explore.

FIVE PRINCIPLES

# Clarity first. Wonder follows.

The system stays recognizable by protecting its principles, not by repeating a single treatment.

01

## Make complexity legible.

Information remains understandable even when the world becomes immersive.

02

## Build systems, not assets.

Every element should scale, repeat & adapt without losing identity.

03

## Let magic arrive quietly.

Light, rhythm, texture & transition create wonder without clutter.

04

## Give every detail a job.

Decoration matters only when it supports story, function or orientation.

05

## Leave room to evolve.

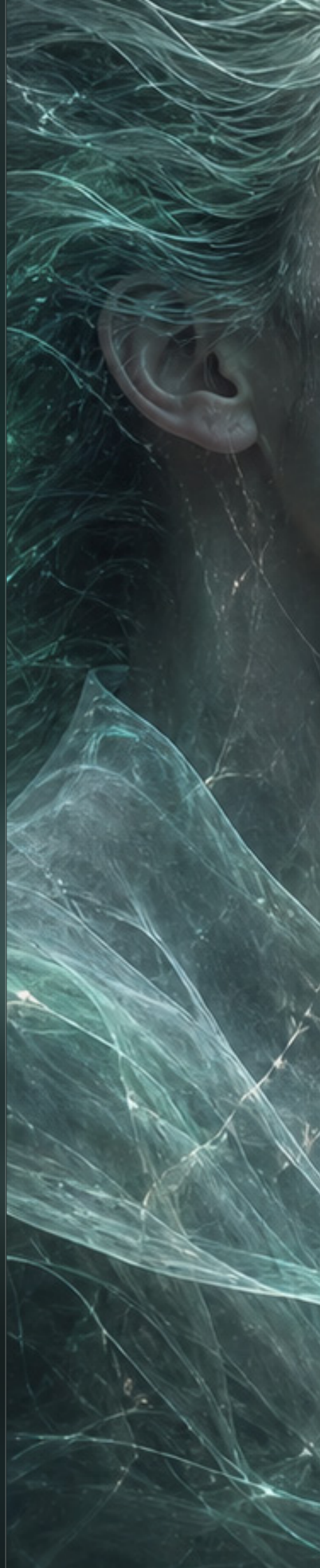
New expressions may expand the world while preserving the same visual DNA.



02 / IDENTITY

# A compass, not a costume.

The identity moves from functional  
to ceremonial without losing the  
same visual DNA.



B E L L S W O R K

Navigation, footer  
& wide identification.

IDENTITY ARCHITECTURE

# Three assets. One signature.

The system shifts from compact  
utility to formal authorship.



B E L L S W O R K

Brand Designer & Visual Storyteller



Avatar, favicon, marker  
& compact stamp.



THE SYMBOL

# Direction becomes meaning.

The emblem combines  
orientation, aspiration,  
transformation &  
authorship.

NORTH

Aspiration & possibility

CENTER

BW monogram & authorship

EAST / WEST

Orientation & balance

SOUTH

Transformation & passage

WORDMARK + LOCKUP

Quiet  
by design,  
ceremonial  
by choice.

Use the wordmark  
for frequent identification.

Reserve the full lockup for  
moments that establish authorship.

FORMAL / CEREMONIAL



FREQUENT / FUNCTIONAL

B E L L S W O R K



INCORRECT USAGE

# Intentional, never improvised.

Avoid changes that make the mark feel decorated,  
distorted or casually reconstructed.

B E L L S W O R K

**STRETCHING**

Preserve proportions.

B E L L S W O R K

**ROTATING**

Keep the primary axis.

B E L L S W O R K

**UNAPPROVED COLOR**

Use approved variants.

B E L L S W O R K

**ADDED EFFECTS**

No glow, outline or shadow.

L L S W O

**CROPPING**

Keep the complete mark visible.

B E L L S W O R K

**REARRANGED LOCKUP**

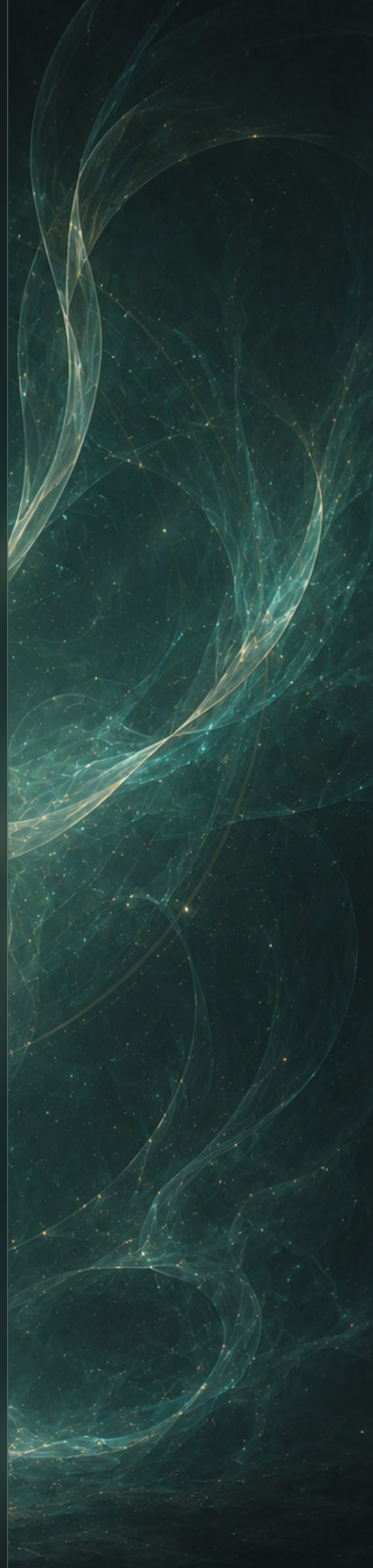
Keep approved relationships.

03 / COLOR

# Color creates atmosphere.

The palette is quiet by default.  
Aura appears as a moment of energy,  
revelation or interaction—never  
as constant decoration.

Structure stays quiet.  
Atmosphere carries the magic.



MAIN COLORS

# Five colors. One connected system.

Scale communicates structural importance. Specifications remain outside each swatch so every label stays AAA legible.

SPIRIT WHITE

#F8F8F4

Space, calm & editorial clarity.

45%

AURA

#7CB9B5

Interaction,  
revelation &  
internal light.

5%

OBSIDIAN

#181D1E

Typography, dark surfaces & depth.

20%

FOREST

#325C54

Identity, headings & anchoring emphasis.

20%

STONE

#666766

Metadata, secondary copy  
& quiet structure.

10%



PRODUCTION VALUES

Digital is exact.  
Print is proofed.

HEX & RGB are authoritative. CMYK & Pantone values are starting points that must be tested on the intended stock.

| COLOR                                                                                            | HEX     | RGB             | CMYK            | PANTONE        |
|--------------------------------------------------------------------------------------------------|---------|-----------------|-----------------|----------------|
|  Spirit White | #F8F8F4 | 248 / 248 / 244 | 0 / 0 / 2 / 3   | 663 C approx.  |
|  Obsidian     | #181D1E | 24 / 29 / 30    | 20 / 3 / 0 / 88 | Black 6 C      |
|  Forest       | #325C54 | 50 / 92 / 84    | 46 / 0 / 9 / 64 | 5477 C approx. |
|  Stone        | #656666 | 101 / 102 / 102 | 1 / 0 / 0 / 60  | Cool Gray 10 C |
|  Aura         | #7CB9B5 | 124 / 185 / 181 | 33 / 0 / 2 / 27 | 5493 C approx. |

SUPPORTING COLORS

# Depth without new identities.

Supporting tones extend surfaces  
& atmosphere while remaining  
subordinate to the main palette.

**MIST** #E7ECEA

Softens light layouts  
and separates  
content without  
adding visual weight.

**FOG** #D3DDDA

Creates quiet  
structure for  
secondary surfaces,  
glass and inactive  
states.

**BONE** #EFEDE6

Introduces warmth  
and a subtle, print-  
like human quality.

**ARCHIVE** #A89B70

Adds ceremonial  
emphasis to diagrams,  
linework and rare  
details.

**DEEP** #203b36

Builds layered dark  
surfaces while  
preserving the  
primary palette.

**ABYSS** #0E1719

Provides immersive  
depth, maximum  
contrast and  
concentrated focus.

## TONAL SCALES

# Tints extend the palette.

Each scale follows one repeated grid. Percentage labels are centered in contrast-safe chips rather than placed directly on uncertain midtones.





GRADIENTS

# Atmosphere, not decoration.

Gradients support motion, depth, mist & transition.  
They never replace flat identity colors in logos or core typography.

**MIDNIGHT VEIL**

#181D1E

Creates immersive depth for dark heroes, overlays and chapter transitions.

#325C54

**SPIRIT CURRENT**

#325C54

Expresses energy, movement and active interactions without becoming loud.

#7cb9b5

**MIST PASSAGE**

#7cb9b5

Softens imagery into light surfaces and creates space for readable content.

#F8F8F4

**STORY WORLD**

#325C54

Builds cinematic atmosphere and layered depth for immersive brand environments.

#7cb9b5

SURFACE BEHAVIOR

# Depth should improve orientation.

Glass, white containers & dark surfaces exist to clarify layers—never to decorate empty space.

LOW-OPACITY GLASS / BACKGROUND BLUR REQUIRED

Boundary, not decoration.

Use only enough lightness to define the layer. Keep light text on dark imagery. Blur the field behind the surface; never place translucent material over an equally sharp background.

Opacity 10–16% / Blur 18–24 px / Edge 8–14%

## ACCESSIBILITY

# Contrast is part of the brand.

Color never carries meaning alone. Text, state & focus remain clear without atmosphere.

Aa Obsidian / Spirit White  
15.99:1 AAA

Aa Forest / Spirit White  
7.06:1 AAA

Aa Spirit White / Forest  
7.06:1 AAA

Aa Spirit White / Obsidian  
15.99:1 AAA

Aa Aura / Obsidian  
7.67:1 AAA

Aa Aura / Spirit White  
2.08:1 ACCENT ONLY

Aura is not approved for body text on Spirit White. Use it as an accent, focus cue or internal light.



04 / TYPOGRAPHY

# Editorial presence. Functional clarity.

Newsreader creates a human, literary point of view.  
Manrope makes that point of view usable across  
interfaces, documentation & production.



One voice carries emotion.  
The other carries instruction.  
**Their contrast is the hierarchy.**

TYPEFACE OVERVIEW

# Two voices. One system.

The pairing separates emotional expression from functional explanation.

NEWSREADER

Aa

Display, section titles, project names, quotes & reflective language.

Editorial. Human. Quietly mythic.

MANROPE

Aa

Body copy, navigation, controls, labels, metadata & technical documentation.

Precise.  
Contemporary.  
Built to work.

NEWSREADER

# Emotion without excess.

Newsreader Light carries the H1 system.  
Newsreader Regular is reserved for H2.

Aa

Lorem ipsum  
dolor sit amet,  
consectetur

---

LIGHT

H1 Huge, H1 Heading, quotes & section openings.

REGULAR

H2 Heading only.

ITALIC

Editorial emphasis, principles & reflective lines.



MANROPE

Precise, contemporary,  
built for use.

Manrope carries paragraphs, interface logic, measurements

Aa

Lorem ipsum  
dolor sit amet,  
consectetur

---

**LIGHT** Large utility statements & subtle numerals.

**REGULAR** Body copy, controls, captions & labels.

**BOLD** H3, H4, navigation & interaction states.

TYPE HIERARCHY

A clear first glance.  
A calm second read.

Each level has a distinct role, weight & rhythm.

DISPLAY XL

Worlds.

H1 HEADING

Clarity creates.

H2 HEADING

Room to evolve.

H3 HEADING

**Responsive behavior.**

H4 / CAPTION

SELECTED WORK / 01

LEAD

Large paragraph for taglines & introductions.

PARAGRAPH

Paragraph for normal reading, guidance & documentation.

RESPONSIVE TYPE

Scale continuously,  
not abruptly.

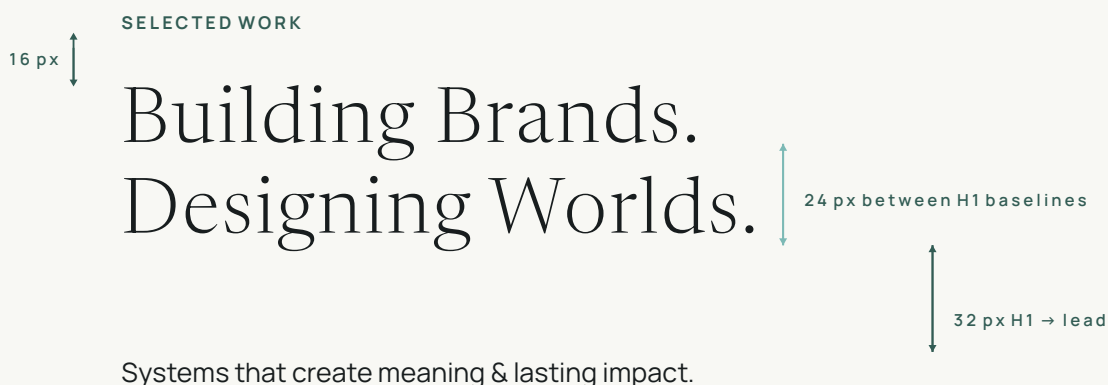
Use clamp() to preserve hierarchy between mobile & desktop.

| STYLE      | TYPEFACE           | DESKTOP / MOBILE | LINE | TRACKING |
|------------|--------------------|------------------|------|----------|
| DISPLAY XL | Newsreader Light   | 112 / 58         | .92  | 0        |
| H1         | Newsreader Light   | 80 / 48          | .96  | 0        |
| H2         | Newsreader Regular | 60 / 40          | 1.00 | 0        |
| H3         | Manrope Bold       | 36 / 28          | 1.10 | 0        |
| LEAD       | Manrope Regular    | 22 / 19          | 1.50 | .02em    |
| BODY       | Manrope Regular    | 16 / 16          | 1.65 | .02em    |
| SMALL      | Manrope Regular    | 14 / 14          | 1.55 | .005em   |
| EYEBROW    | Manrope Bold       | 12 / 11          | 1.35 | .14em    |
| NAVIGATION | Manrope Bold       | 13 / 12          | 1.20 | .12em    |

TYPE RHYTHM

# Measure the relationship

Every annotation points to the exact space being specified.



Measure baseline-to-baseline, object-to-object, or container edge-to-content edge. Never label a value without showing both endpoints.



PRINT TYPOGRAPHY

# Made for physical reading.

Print sizes prioritize reading distance,  
paper texture & stable hierarchy.

CASE STUDY 01

## Challenge

A scalable identity across products,  
campaigns & markets.



|               |             |          |
|---------------|-------------|----------|
| COVER DISPLAY | 52–64 pt    | .94      |
| CHAPTER TITLE | 38–46 pt    | 1.00     |
| PAGE H1       | 30–36 pt    | 1.05     |
| H2            | 22–26 pt    | 1.15     |
| BODY          | 9.5–10.5 pt | 14–15 pt |
| CAPTION       | 7.5–8.5 pt  | 11 pt    |

# Space is part of the story.

We balance deliberate emptiness with concentrated moments of detail.



## TYPEFACE

Creates orientation.



## IMAGERY

Creates emotion.



## COPY

Creates confidence without becoming visible.



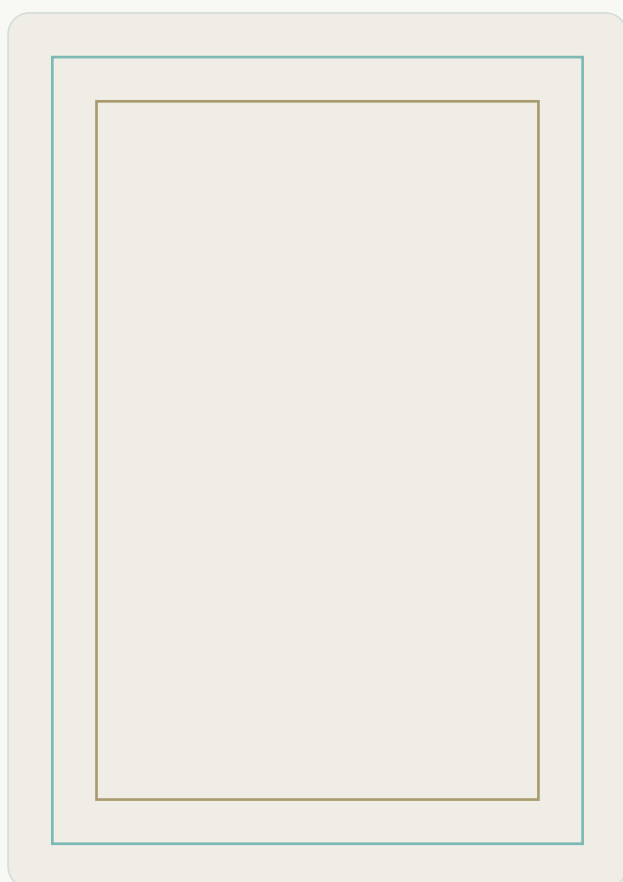
## SPACE

Creates emphasis.

A4 MARGINS

# Two boundaries. One disciplined field.

Content lives inside the 30 mm frame. It may extend to 15 mm only when the composition requires it.



● 15 MM EXTENSION

Imagery and necessary overflow may enter this field.

● 30 MM PRIMARY

Headlines, body copy, tables and essential controls begin here.

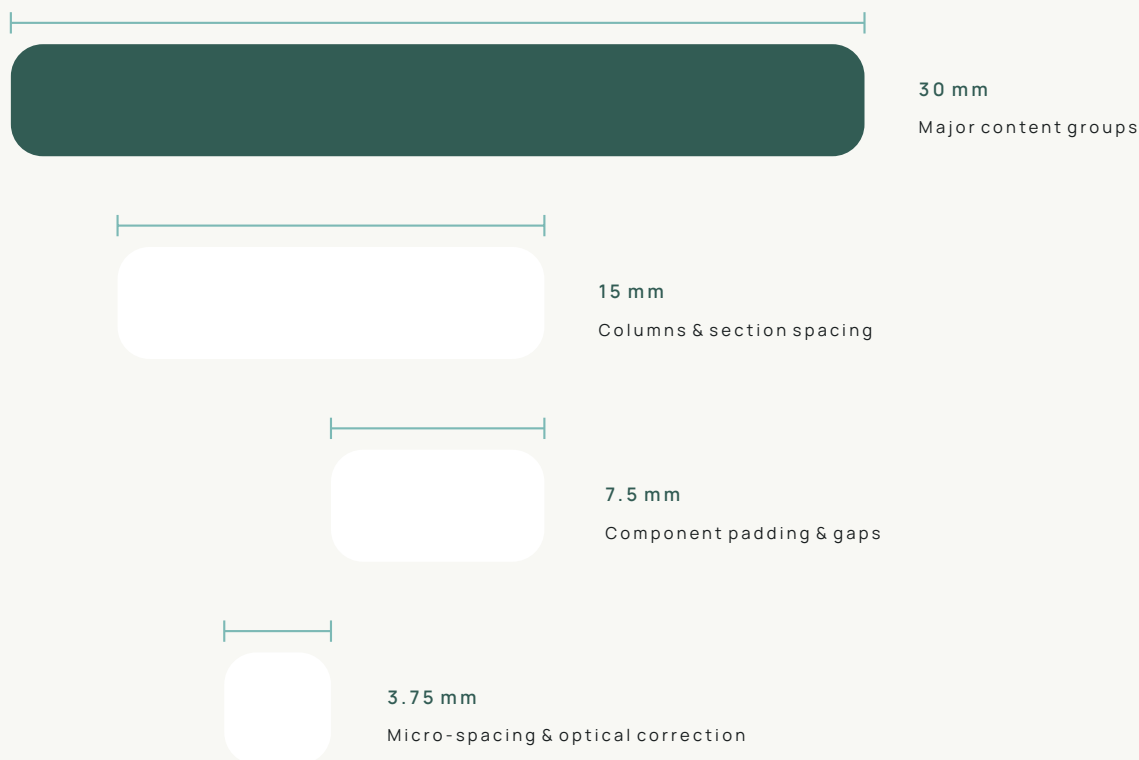
● FULL BLEED

Nothing crosses the 15 mm field unless it intentionally runs to the page edge.

SPACING SYSTEM

# Measured rhythm, not guesswork.

Use the 30 / 15 / 7.5 / 3.75 mm family across print.  
Each step is exactly half the one above it.



## Web equivalents:

160 / 80 / 40 / 20 px. Preserve the ratio before adjusting for context.

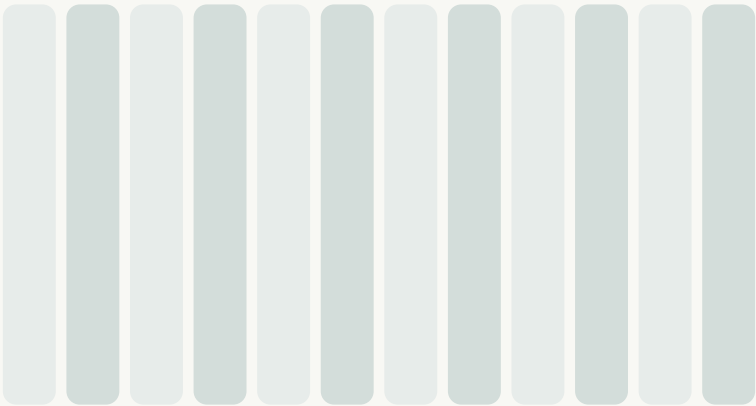


RESPONSIVE GRIDS

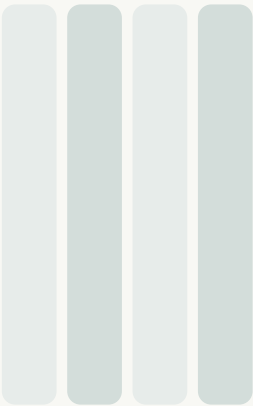
# One rhythm. Different widths.

The grid adapts without changing the relationship between copy, imagery & navigation.

DESKTOP / 12 COLUMNS



MOBILE / 4 COLUMNS



|                      |          |                         |               |
|----------------------|----------|-------------------------|---------------|
| Large desktop margin | 80-96 px | Standard desktop margin | 64 px         |
| Desktop gutter       | 24 px    | Mobile side padding     | 20-24 px      |
| Mobile gutter        | 16 px    | Touch target            | 44 px minimum |

SECTION RHYTHM

# Pace the experience.

Vertical spacing changes by density while preserving a recognizable cadence.

**HERO100svh**

minimum  
120 / 96 / 72 px

**STANDARD SECTION**

Primary content groups  
160 / 120 / 88 px

**COMPACT SECTION**

Controls & utility  
96 / 80 / 64 px

**STORY TRANSITION**

Atmospheric pause  
120 / 96 / 72 px

06 / NAVIGATION & UI

# Editorial. Engineered. Mythic.

Refined typography,  
predictable behavior & a  
subtle sense of passage  
must work together.





INTERACTIVE HERO

# The image responds.

Hover, focus or touch changes both the active content block and the character's body language in a cinematic movement.

01

Brand systems

02

Digital worlds

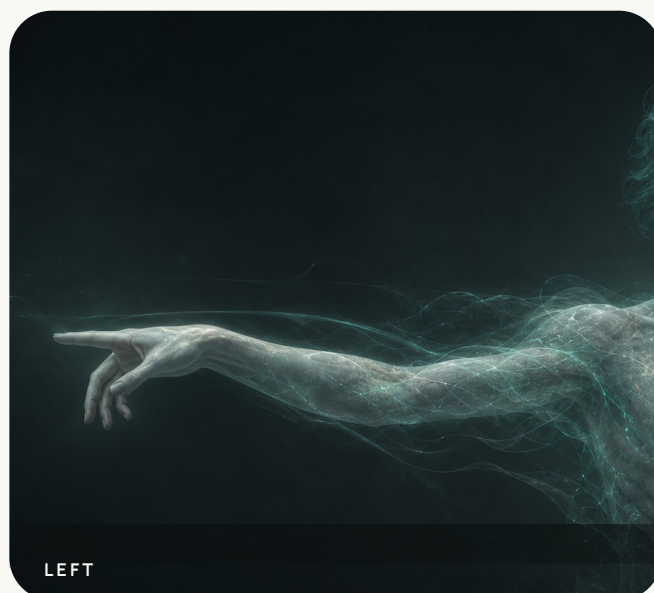
03

Story experiences

HERO STATE

# One character. Four intentions.

The pose and directional energy change while the interface remains structurally stable.





RESPONSIVE HERO

# Same story. Different stage.

Composition, content order & interaction adapt without losing the relationship between gesture and target.



DESKTOP / HOVER + FOCUS



MOBILE / TAP + FOCUS

## POINTER

Hover swaps the image and identifies the active target.

## TOUCH

Tap selects; a second tap opens the chosen destination.

## KEYBOARD

Focus produces the same visual state and reading order.

## REDUCED MOTION

Crossfade only; content and hierarchy remain identical.

DESKTOP STATES

# Visible states. Calm movement.

Hover, active & focus remain distinct without relying on color alone.

DEFAULT

BELLSWORK

WORK

EXPLORATIONS

ABOUT

CONTACT

HOVER

BELLSWORK

WORK

EXPLORATIONS

ABOUT

CONTACT

ACTIVE

BELLSWORK

WORK

EXPLORATIONS

ABOUT

CONTACT

KEYBOARD FOCUS

BELLSWORK

WORK

EXPLORATIONS

ABOUT

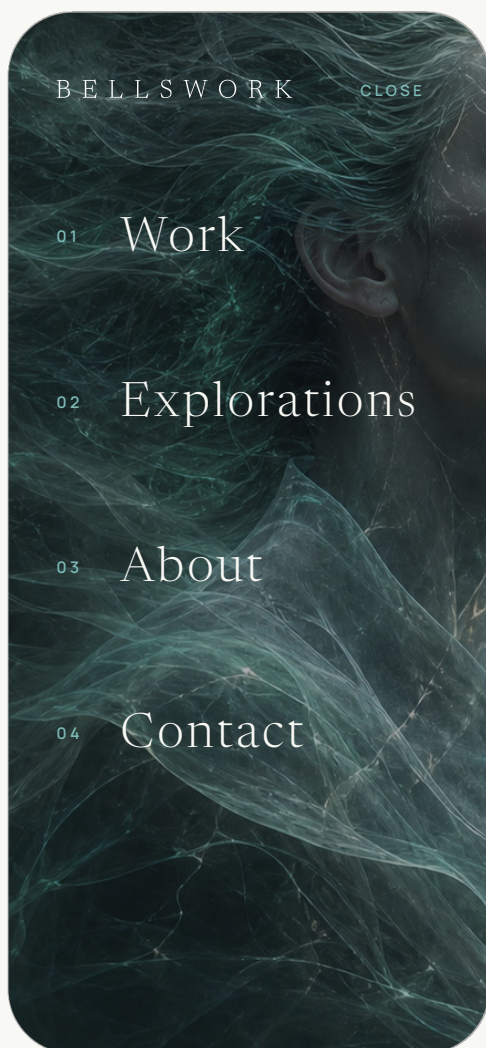
CONTACT

Initial height 80 px / scrolled  
height 64 px / horizontal  
padding 24-32 px /  
link gap 32 px.

MOBILE NAVIGATION

# Open a passage, not a drawer.

The mobile menu becomes a full-screen editorial field with clear ordering & generous targets.



64 PX HEADER

20 PX SIDE PADDING

44 PX TARGET MINIMUM

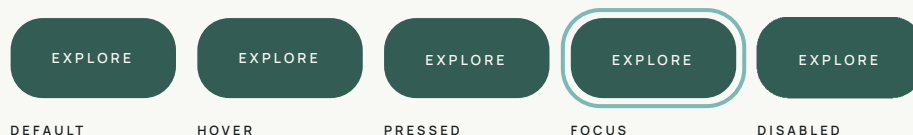
< 600 MS TOTAL TRANSITION

## BUTTON SYSTEM

# Purpose before style.

Buttons share one spacing logic while surface, hierarchy & state communicate intent.

## PRIMARY



DEFAULT

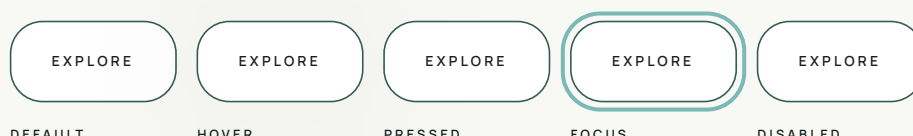
HOVER

PRESSED

FOCUS

DISABLED

## SECONDARY



DEFAULT

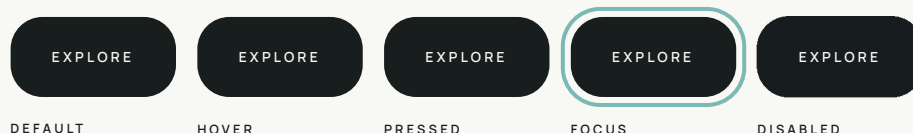
HOVER

PRESSED

FOCUS

DISABLED

## DARK



DEFAULT

HOVER

PRESSED

FOCUS

DISABLED



## FORM FIELDS

# Quiet surfaces. Explicit feedback.

Fields feel editorial while remaining unmistakably interactive.

## DEFAULT

Email address

## FOCUS

kevin@bellswork.com

## ERROR

Incomplete

Please enter a valid value.

## DISABLED

Unavailable

## TEXT AREA

Tell us about the world you are building.

## SELECTION + MENUS

# Small controls. Strong certainty.

Selection states remain obvious at a glance & under keyboard navigation.

## RADIO BUTTONS

- |                                  |                    |          |
|----------------------------------|--------------------|----------|
| <input type="radio"/>            | Brand systems      | DEFAULT  |
| <input type="radio"/>            | Digital experience | HOVER    |
| <input checked="" type="radio"/> | Worldbuilding      | SELECTED |
| <input type="radio"/>            | Story worlds       | FOCUS    |
| <input type="radio"/>            | Unavailable        | DISABLED |

## SELECT MENU

Choose an application



Website

Case study PDF



Presentation

Motion system

## CHECKBOXES



Include motion

SELECTED



Include print

FOCUS



Include code

DEFAULT



Include archive

DISABLED

TABS

# Expand the stage, not the chrome.

Tabs organize large experiences without shrinking content into a small panel.

STRATEGY

SYSTEM

EXPRESSION

APPLICATION

02 / SYSTEM

## Systems create trust.

The content stage changes; the tab rail stays quiet, stable & keyboard accessible.

FULL-SCREEN INTERACTION

# Enter the world. Do not browse it.

Controls remain clear while content occupies the full stage.

05 / CHARACTER SYSTEM



PREV

NEXT



CONTENT CONTAINERS

# Rounded. Quiet. Purposeful.

Use containers only when they clarify hierarchy, grouping or interaction.

CASE STUDY

## A modular system

across launches, products & markets.

PRINCIPLE

One focused shadow brings the active idea forward. Other surfaces stay quiet.

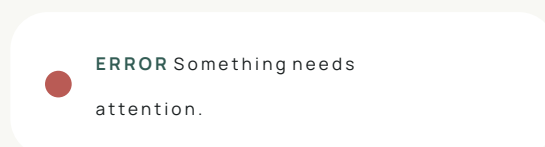
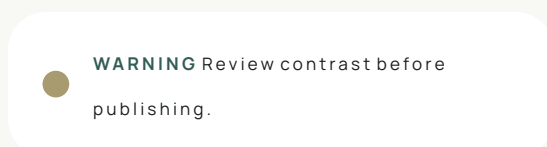
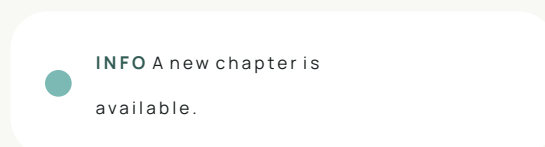
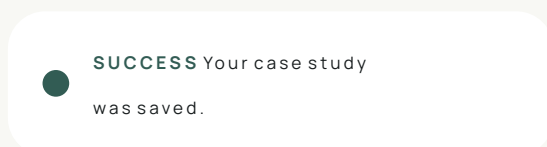
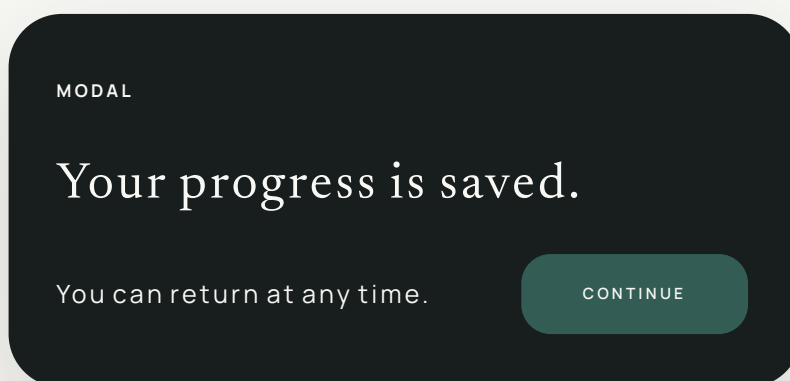
STORY TRANSITION

Use dark containers sparingly to change the emotional temperature of a page.

FEEDBACK

# Respond quickly. Interrupt carefully.

Status messages & overlays feel calm, direct & reversible.



## MOTION

# Reveal hierarchy. Preserve continuity.

Reduced-motion mode keeps every path usable without removing meaning.

## FAST

160 ms

Hover &amp; feedback

## STANDARD

280 ms

State changes

## SLOW

480 ms

Section reveal

## WORLD

800 ms

Immersive transition

## :ROOT

```
--motion-fast: 160ms;  
--motion-standard: 280ms;  
--motion-slow: 480ms;  
--motion-world: 800ms;
```

07 / IMAGERY & CHARACTER

# Presence. Proof. Passage.

Project work proves  
expertise. Worldbuilding  
creates meaning. Character  
imagery provides continuity.





IMAGE STRATEGY

# Change the emotional temperature.

Each image has a job:  
prove, transport or guide.

EVIDENCE

Detail, proof &  
technical credibility.

WORLD

Atmosphere, narrative  
& possibility.

PRESENCE

Character  
continuity &  
emotional focus.

CHARACTER ESSENCE

# A calm, wise, liminal guide.

The character is luminous, restrained and partially made of energy.

**KEEP** Spectral, desaturated skin and visible human detail.

**USE** Aura as internal light—never a neon wash.

**FRAME** Air, smoke and deliberate negative space.

**AVOID** Rainbow color, hard sci-fi neon and decorative overload.



DARK LIBRARY

# One essence. Many intentions.

Each pose directs attention without changing the character's identity.



CLOSEUPS



PROFILE



HERO



INTERACTIVE

LIGHT LIBRARY

# Ghostlike, not washed out.

On Spirit White, the character keeps facial detail, directional energy and a readable silhouette.



CONTENTS



TYPE



SYSTEM



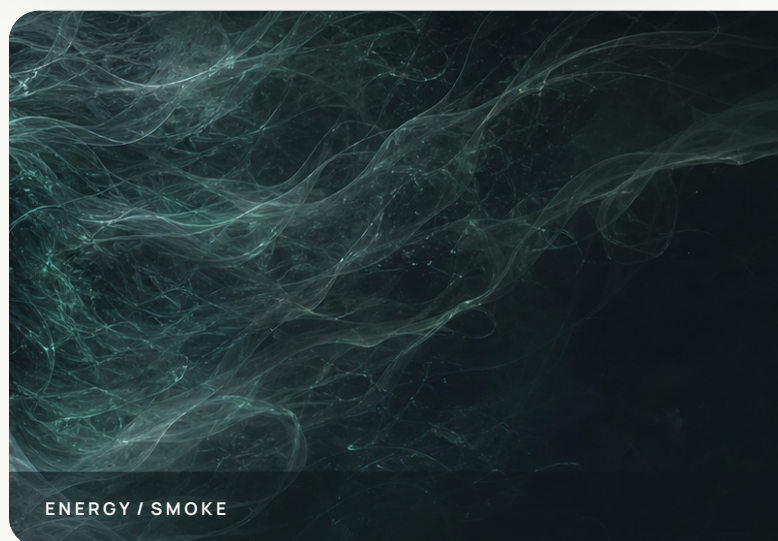
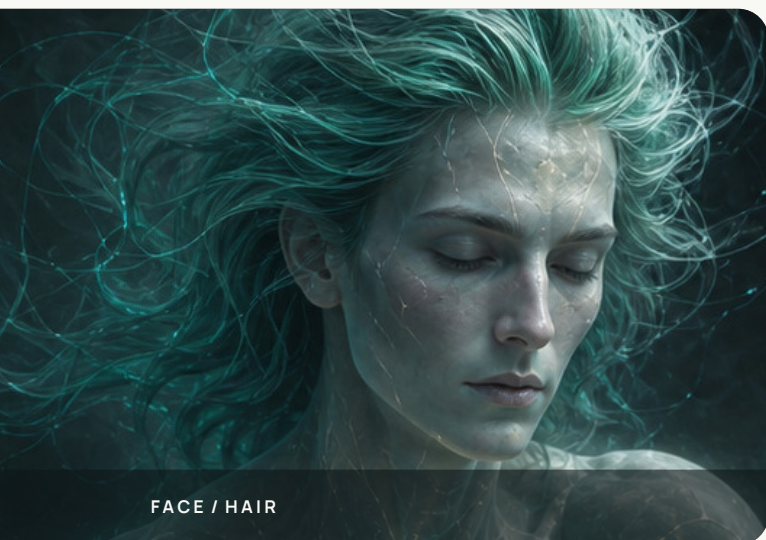
CLOSING



PURPOSEFUL CROPS

# Show less. Direct attention.

A face, hand, shoulder, hair movement or chest light can carry more meaning than a full figure.



BELLWORK

WORK

EXPLORATION

ABOUT

CONTACT

# Building brand systems & story worlds.

Interactive imagery can be  
cinematic while content remains  
aligned, accessible & usable.

01

Brand systems

02

Digital worlds

03

Story experiences

## IMPLEMENTATION

# Build the system. Leave room for wonder.

Use semantic tokens so the visual language can evolve without rewriting every component.

**FOUNDATION TOKENS**

```
--bw-canvas: #F8F8F4;  
--bw-ink: #181D1E;  
--bw-forest: #325C54;  
--bw-aura: #7CB9B5;  
--bw-space-1: 3.75mm;  
--bw-space-2: 7.5mm;  
--bw-radius-md: 20px;
```

**NAMING LOGIC****COLLECTIONS**

Foundation / Semantic / Components

**COMPONENTS**

bw-nav / bw-button / bw-tabs / bw-field

**VARIANTS**

size / tone / state / surface

**RESPONSIVE**

grid / clamp() / container queries



CLOSING PRINCIPLE

# One system. Many worlds.

The system succeeds when it creates  
confidence without closing the door to discovery.

