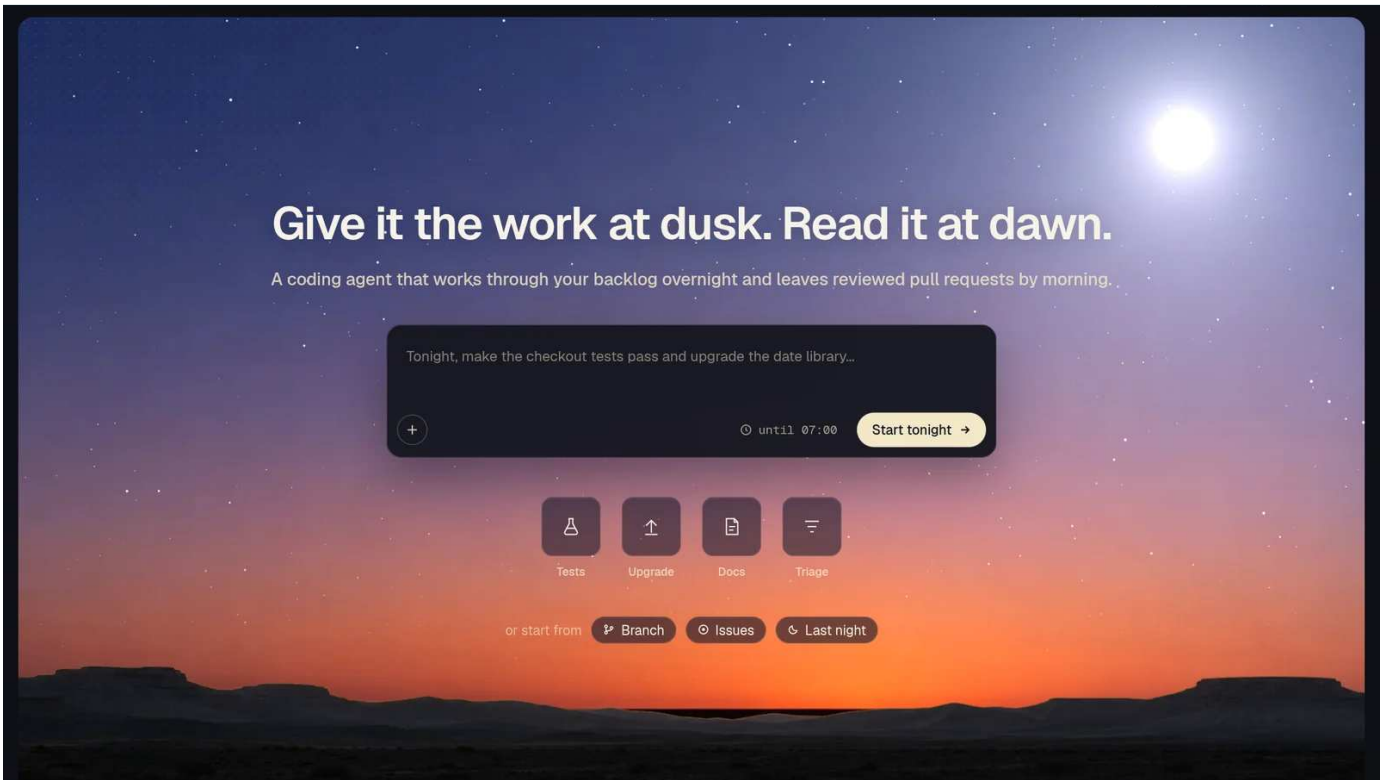
Hesper Guidelines.

A coding agent that works through your backlog overnight and leaves reviewed pull requests by morning.

Introduction



The website's first screen: a desert evening turning to night, Venus lit in the corner, the task box ready.

Hesper is a coding agent that works the night shift. Give it the backlog at the end of the day: tests to fix, a library to upgrade, docs to bring up to date. It works through them overnight and leaves reviewed pull requests to read in the morning.

Hesperus is the evening star, Venus, the first light to come out at dusk. The wordmark is hespər: the second e is the first e turned over, the way the evening turns into night. Said HES-pər, the turn is the name's whole idea and the icon on its own.

Night and Venus cream carry the brand, with Dusk blue and an ember horizon for the hours in between.

At a glance

LOGO

hespər

COLOURS

Night
#12141C

Venus
#F2E8C8

Haze
#A7A9B8

TYPE

Aa Geist

Aa Geist Mono

LINE

Give it the work at dusk.
Read it at dawn.

BRAND KIT

55 files · 1.3 MB

Download the zip

Wordmark scale

72 px 

60 px 

48 px 

38 px 

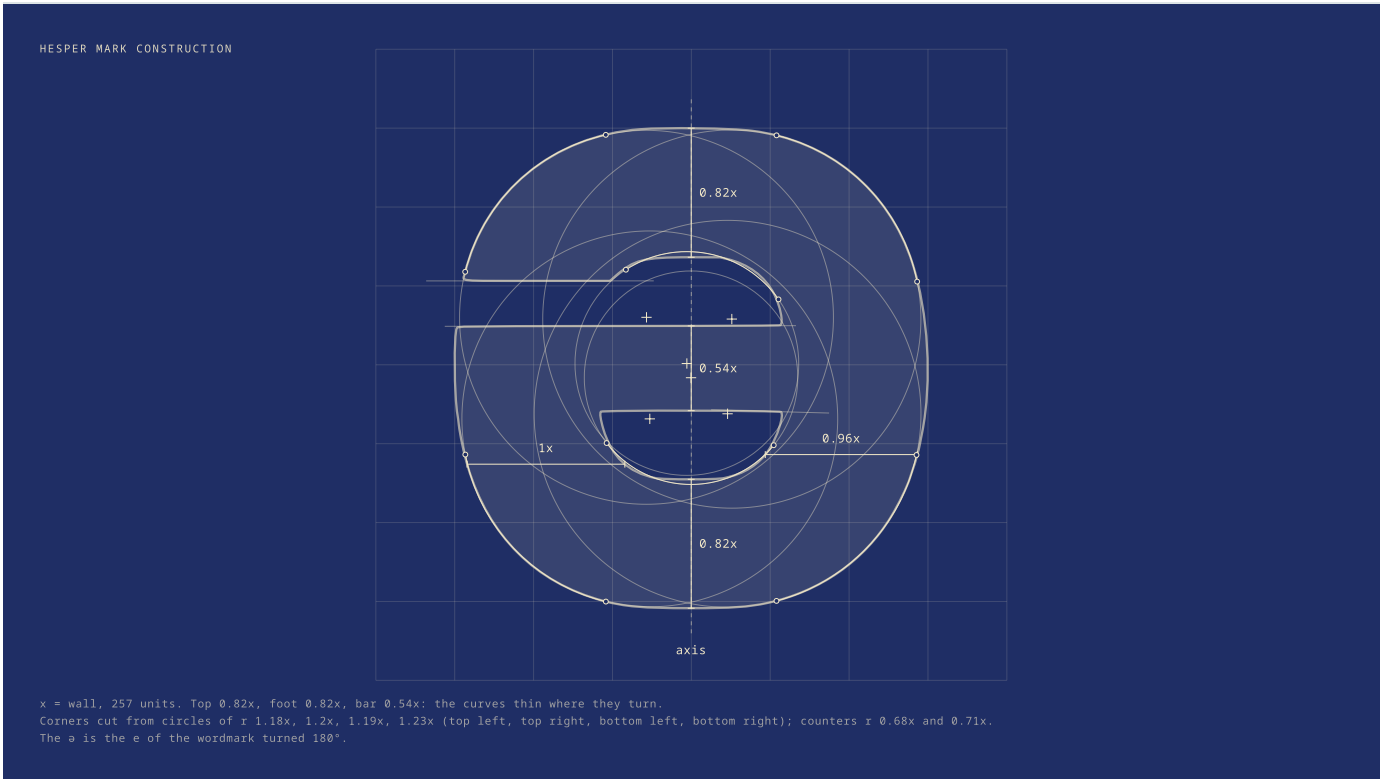
30 px 

24 px 

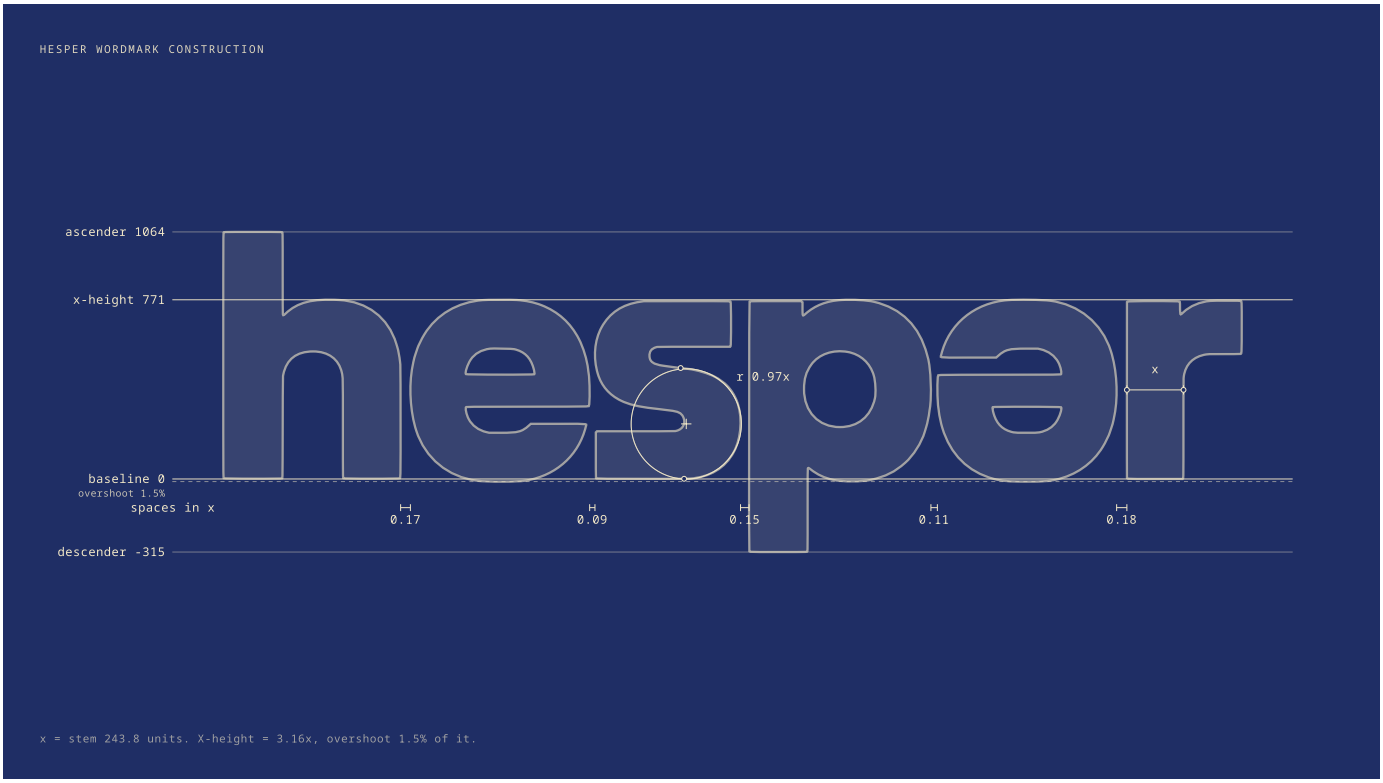
18 px 

hespər is always written with its turned ə: never two plain e's, never a capital H. Use the lockup (the ə tile, then the word) where the brand introduces itself; the wordmark alone in a navigation bar; the ə alone for the app icon, the profile picture and the favicon. In the terminal and in code, use the monospaced cut. Teach the turn once near the logo: hespər, said HES-pər.

Mark construction



The ə is drawn on a wall of x. Its four corners are cut from circles of about 1.2x, the top and foot thin to 0.82x and the bar to 0.54x where the curves turn, and the two counters are true arcs. It is the e of the wordmark turned 180°.



hesper stands on a stem of x with an x-height of 3.16x, one ascender line and one descender line. Round letters dip 1.5% below the baseline so they look level with the flat ones.

Signature



Venus on Night is the signature: the website, signage, merchandise. The night sky with its star.



Night on Venus for paper, light pages and documents.

Three cuts

hespər

hespər



Wordmark

Six letters in one heavy face; the second e turned into the ə.

Monospaced cut

Slab serifs on h, p and r, one equal advance. For the command line, code and the docs.

The ə

The wordmark's own ə, traced out of it. App icon, profile picture, favicon.



16 px cut

A pixel cut on a 16-unit grid, every cell full or empty, so the counter and the cut stay open at 16 px.

Small sizes



Lockup, 110 px wide

Wordmark, 14 px



The ə, 24 px

16 px cut

Clear space



Clear space is 2x on every side, where x is one stem. The ə is exactly the e turned 180 degrees, on the same baseline; the tile is as tall as the h, and the gap between tile and word is 0.3 of the tile.

Logo on your background



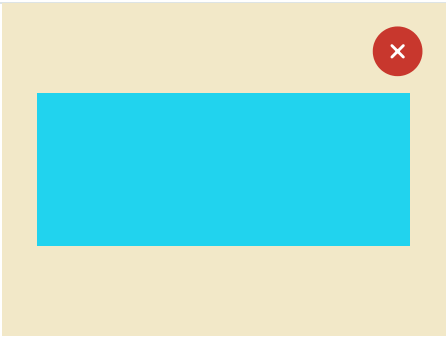
Please don’t



Don’t stretch or squeeze it. The ə must stay the e, turned.



Don’t rotate it. Only the ə turns, and it has already turned.



Don’t recolour it terminal cyan or neon. Night or Venus.



Don’t set it on a ground that swallows it. Check it with the tool above.



Don’t add glows or lens flares. Venus glows in the sky, not in the logo file.



Don’t fade it or make it see-through. One solid colour.

Core palette

Night

HEX #12141C

RGB 18, 20, 28

CMYK 36, 29, 0, 89

Venus

HEX #F2E8C8

RGB 242, 232, 200

CMYK 0, 4, 17, 5

Haze

HEX #A7A9B8

RGB 167, 169, 184

CMYK 9, 8, 0, 28

Dusk

HEX #1F2E66

RGB 31, 46, 102

CMYK 70, 55, 0, 60

Ember

HEX #E9784A

RGB 233, 120, 74

CMYK 0, 48, 68, 9

Dawn

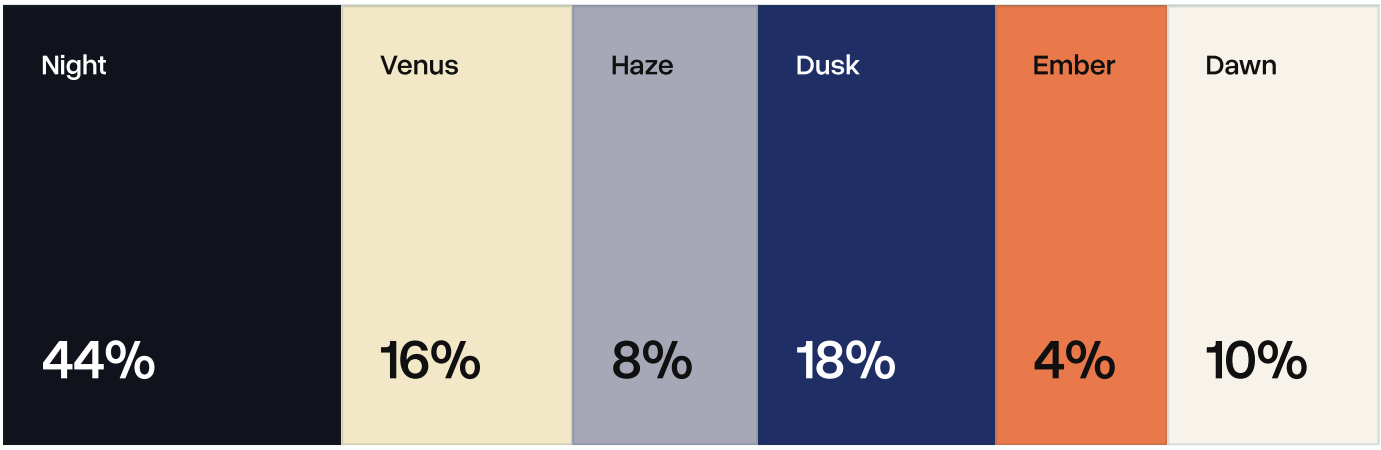
HEX #F7F3EA

RGB 247, 243, 234

CMYK 0, 2, 5, 3

The colours of one evening, from the hero's sky: Night for the ground, Venus for the star and every word that matters, Dusk for the blue hour, Ember for the last light on the horizon. Dawn is the morning the pull requests are read in: the light ground for documents and print. CMYK values are a plain device conversion for reference; proof Venus and Ember on press.

Color proportions



Night carries the brand and Venus the words. Dusk is the second ground; Ember appears once per surface, never as text on light grounds.

Readable combinations

Aa	Venus on Night	15.0:1	AAA
Aa	Haze on Night	7.8:1	AAA
Aa	Night on Venus	15.0:1	AAA
Aa	Venus on Dusk	10.4:1	AAA
Aa	Haze on Dusk	5.4:1	AA
Aa	Night on Dawn	16.5:1	AAA
Aa	Night on Ember	6.3:1	AA
Aa	Ember on Night	6.3:1	AA
Aa	Dusk on Dawn	11.5:1	AAA

Aa	Ember on Dawn	2.6:1	Fail

Ember is a dark-ground colour: on Dawn it falls to 2.6:1, so use Dusk for links and accents on light pages. Haze holds AA on both Night and Dusk. Ratios are WCAG 2 contrast, measured on the sRGB values above: AAA from 7:1, AA from 4.5:1, AA Large from 3:1 (large or bold text only).

Check a pairing

Type system

Geist: Read it at dawn.

Headlines and text, as on the website: semibold 600 at 48 px with –1.2 px tracking for the hero line, medium 500 at 18 px for the sub line, regular for text. A plain grotesque that sits under the heavy custom wordmark without competing. By Vercel, SIL Open Font License 1.1, about 70 KB variable. This preview doesn't load it yet, so the line above falls back to your system's face.

Geist Mono: until 07:00 · 4 PRs ready

Tasks, times, branch names and the command line, where the monospaced cut of the logo also lives. By Vercel, SIL Open Font License 1.1. This preview doesn't load it yet, so the line above falls back to your system's face.

Type scale

DISPLAY

Geist · 600 · 71.5px · 4.472rem

Read it at dawn.

HEADING 1

Geist · 600 · 53.7px · 3.355rem

Give it the work at dusk. Read it at dawn.

HEADING 2

Geist · 600 · 30.2px · 1.888rem

Queue it before you log off.

HEADING 3

Geist · 600 · 22.7px · 1.416rem

Tests · Upgrade · Docs · Triage

BODY

Geist · 600 · 17px · 1.063rem

A coding agent that works through your backlog overnight and leaves reviewed pull requests by morning.

CAPTION

Geist · 600 · 12.8px · 0.797rem

hespər, said HES-pər

Tone of voice

Hesper speaks like a trusted colleague on the night shift: brief, dry, exact. It reports what it did, what it didn't, and why, and it leaves the decisions to the morning.

Evening and morning are the brand's only images: dusk, dawn, the star. Never sleep jokes, never hustle.

The colleague on the night shift

Hand it the work at the end of the day; read its notes with your coffee. The people reading are engineers who review everything, so Hesper is precise about what it changed and honest about what it couldn't do.

SIGNATURE

Give it the work at dusk. Read it at dawn.

WHAT IT IS

A coding agent that works through your backlog overnight and leaves reviewed pull requests by morning.

SECTION HEADLINE

Queue it before you log off.

MORNING REPORT

Four pull requests ready. One task stopped: it needs a decision from you.

THE NAME

hespər, said HES-pər: the evening star.

CALL TO ACTION

Start tonight

Report, don’t perform

Say what changed, what was skipped and why. No enthusiasm, no exclamation marks.

SAY	AVOID
Upgraded the date library. Two tests changed; both explained in the PR.	Crushed your backlog overnight!!
Stopped at the migration: it needs your call.	10x your team while you sleep.

Dusk and dawn, nothing else

The evening star is the only metaphor. No robots, no wizards, no sleep puns.

SAY	AVOID
Ready by morning.	Hesper never sleeps so you can!

The engineer decides

Hesper proposes; people merge. Say so plainly.

SAY	AVOID
Every change waits for your review.	Ships straight to production, automatically.

Highway billboard



The signature line at the hour it describes: the lockup in Venus on Night, the evening star above the board.

Office lightbox



The wordmark lit in Venus in an empty office at night: the hours Hesper works.

Laptop sticker



The ə tile as a die-cut sticker: the first place an engineer puts a tool they like.

Enamel mug



Read it at dawn: the wordmark in Venus on a Night enamel mug, morning light over the city.

Pins and stickers



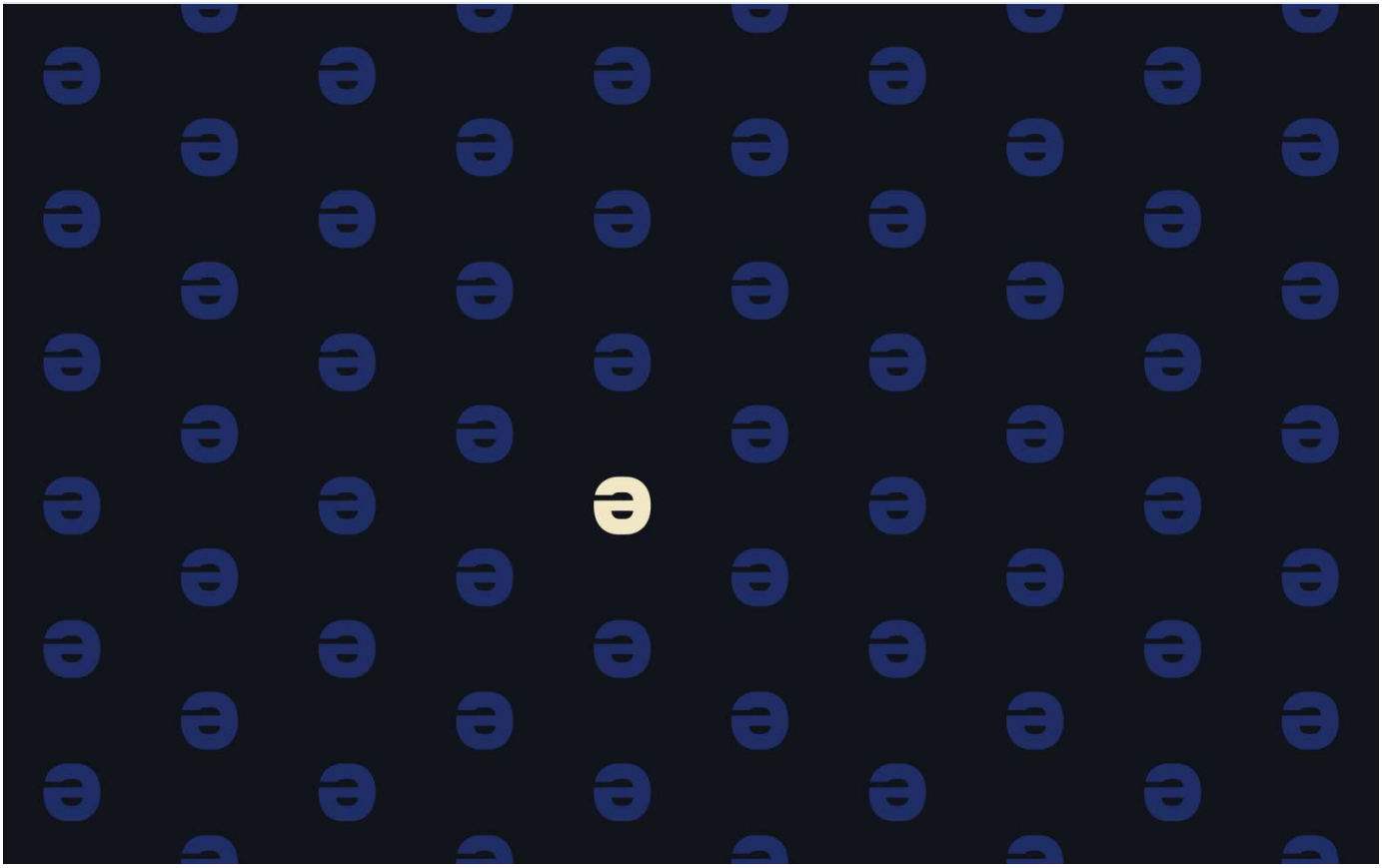
Hard-enamel ə pins and a die-cut wordmark sticker in Night on Venus.

Hoodie



The wordmark in cream satin stitch on Night cotton, the ə turned in thread.

Pattern: evening sky



The ə repeated in Dusk on Night, one in Venus: the star that comes out first. The device is the ə alone, large.

Export assets

▶ What's inside the zip · 55 files · 1.3 MB

Lockup



Venus on Night

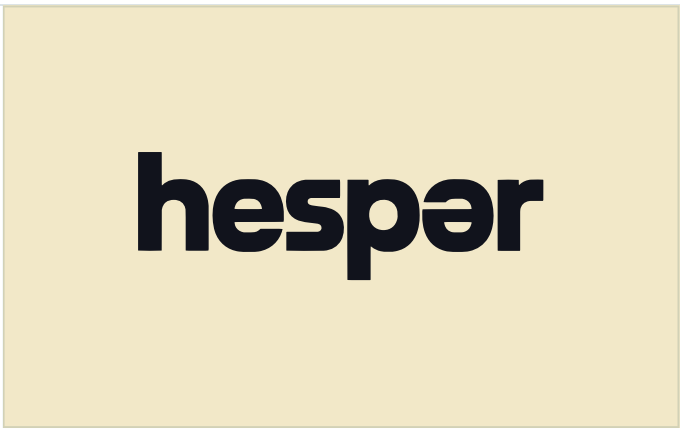


Night on Venus

Wordmark



Venus



Night



Monospaced, Venus



Monospaced, Night

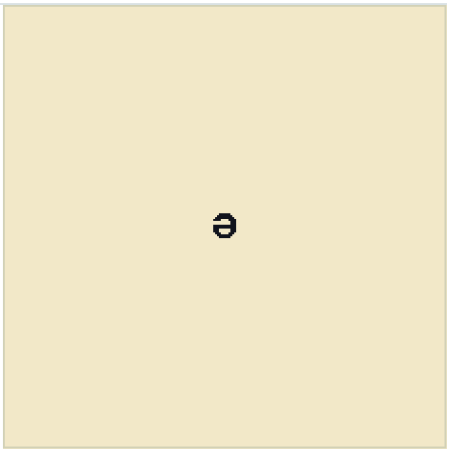
The ə



Venus



Night



16 px cut

Profile pictures



Night

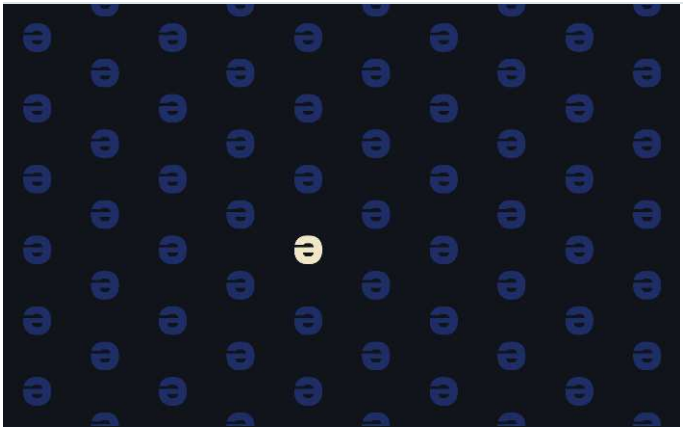


Dusk

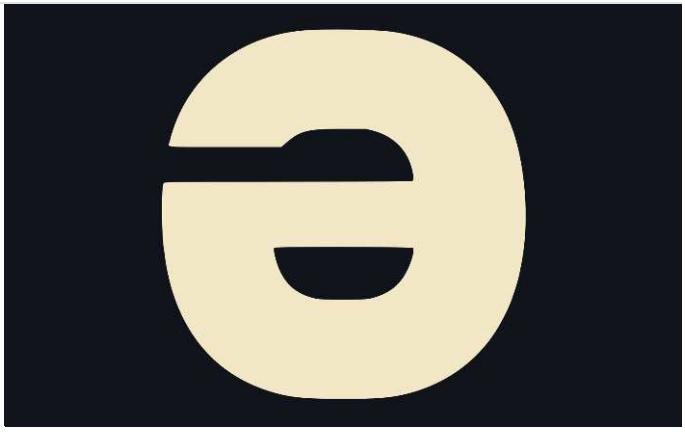


Venus

Pattern



Evening sky, tile

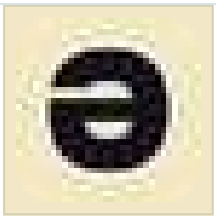


The turn, device

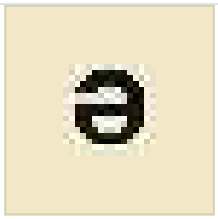
Favicons



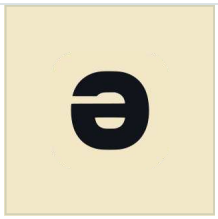
Favicon SVG



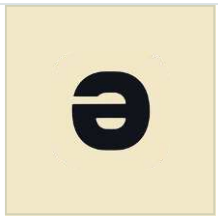
Favicon PNG



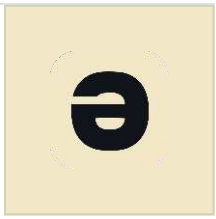
Favicon ICO



Apple icon



PWA icon



PWA icon large

Applications



Hesper · 01



Hesper · 02



Hesper · 03



Hesper · 04



Hesper · 05



Hesper · 06

Typography

Aa Geist

Aa Geist Mono

Brand and website designed by Plumage.

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