

Core CK



Calvin Kennedy

The adopted identity for calvinkennedy.com. A C-shaped frame holds the K inside an open channel. The site keeps its existing typography, palette and artwork.

Selected by Calvin Kennedy on 10 September 2026 after comparison with the Cut and Join alternatives. The Atlas / Advanced Warfare reference informed the architectural restraint; this drawing uses CK, not the Atlas emblem.

One drawing. Two sizes.

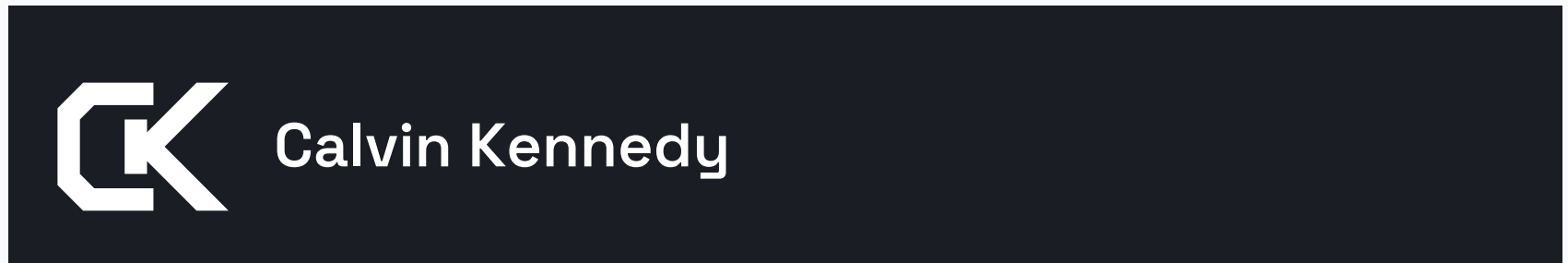


Master: 108 × 80 coordinate space, 14-unit main strokes, 45-degree corners. Keep at least 14 units clear on each side. Use at 48 CSS pixels wide and above.

Micro: a separate 24 × 20 drawing with simplified internal spacing. Use below 48 pixels. Favicon tiles add their own padding; judge them at 16, 24 and 32 pixels, not only enlarged.

Do not stretch, outline, add shadows or fill the gaps. Keep the symbol stationary. The shape must work entirely in one colour.

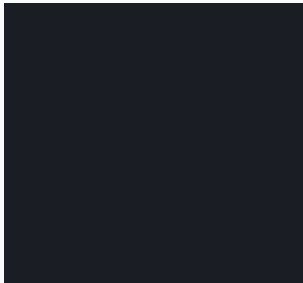
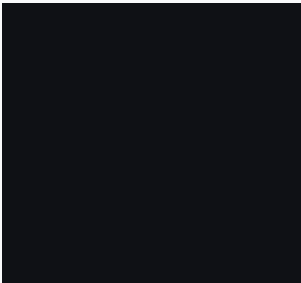
A name people can read.



Header and footer: pair the mark with the full name. Use a 12px gap and a 48px master. On mobile, use the micro at 28px and an 8px gap. The home link should have a visible keyboard focus state and an accessible name.

Ink on light, white on dark. Red is optional for editorial signatures; monochrome is the default. A transparent SVG sits directly on the page. Only the browser/touch icon deliberately uses a charcoal tile.

Keep the existing visual language.

				
Paper #F9FAFB	Ink #1A1D23	Red #B42518	Dark #0F1115	Dark red #F67D6F

Space Grotesk 600 for the name and headings. Inter for reading. JetBrains Mono for short labels. Preserve the existing font loading and headline scale.

Off-white and charcoal surfaces, restrained red emphasis, thin dividers and selected cropped corners. Preserve the alpine illustration and the clear space behind the text. Do not add a second giant logo beside the hero headline.

Colour by role: use foreground for reading and the theme accent for emphasis. The lighter red in dark mode is intentional. Other project brands keep their own colours.

Use the canonical files.

The shared identity data generates the site symbol, favicon and export assets. The header and footer use one component. Keep new applications attached to that source rather than redrawing the mark.

Files: core-ck-ink.svg, core-ck-white.svg, core-ck-red.svg, core-ck-micro.svg, favicon.svg, favicon-16.png, favicon-32.png and apple-touch-icon.png.

Before release: check both themes; 320, 390, 768 and 1280px layouts; readable names; actual browser icons; home-link and menu behaviour; keyboard focus; reduced motion; and the social preview.

Reference: Atlas in Call of Duty: Advanced Warfare. The reference supplied a design direction, not an affiliation or permission to use its mark. Original geometry and owner adoption are not a claim of global trademark clearance.

The original exploration compared alternatives. This guide records the selected Core CK system. Project branding and product-performance claims remain separate.