
CREATIVE CRUSADER WORDMARK GUIDELINES

Calligraphic identity system for website, apps, presentations, and branded communication.

Core principle: no shield, no icon, no crusader illustration. The identity is the handcrafted wordmark itself.



Version 1.0 | Logo PNG Pack + usage rules

1. Wordmark System

The Creative Crusader identity is a pure handwritten calligraphic wordmark. The name is the mark. The decorative flourish underneath is part of the lockup and should be treated as a signature stroke.

Platinum / Silver



Premium metallic version for covers, hero sections, event screens, dark posters, and high-impact presentation openers.

Red + Black



Primary light-background version for paper, canvas, proposals, decks, documents, and off-white website sections.

Red + White

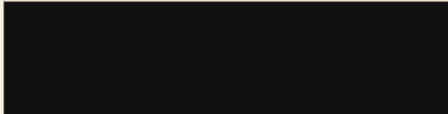
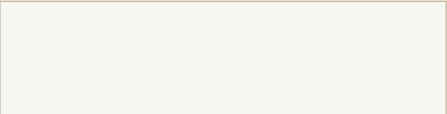
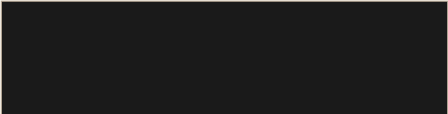
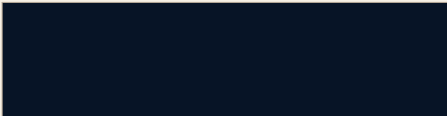
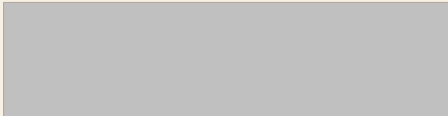
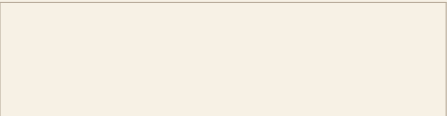


Primary dark-background digital version for website hero, dark navigation, app splash screens, and social banners.

Preferred master: use the Red + White version on dark backgrounds and Red + Black on paper or light backgrounds. Use the metallic version sparingly for premium moments only.

2. Colour + Material System

The palette should feel like old ink meeting a modern premium interface: parchment, graphite, Ferrari red, dark digital surfaces, and refined metallic accents.

 Ferrari Ember #D71920 Action, highlights, Creative word, flourish	 Ink Black #111111 Crusader on light, copy, premium contrast	 Signal White #F7F7F2 Crusader on dark, clean space	 Graphite Command #1A1A1A Dark UI panels, navigation, footer
 Midnight Navy #071426 Deep digital sections	 Brushed Platinum #C0C0C0 Metallic wordmark, dividers, premium detail	 Parchment Canvas #F7F1E5 Notebook/paper sections	 Stone Grey #8E8E8E Secondary text, muted borders

Material cues: brushed titanium, brushed platinum, polished marble, raw stone, ink on parchment, paper grain, graphite leather, and Ferrari red gloss. Use them as texture references, not as heavy decorative wallpaper.

3. Clear Space, Minimum Size + Placement

Clear space

Keep breathing room around the wordmark. Minimum clear space should equal the height of the lowercase “r” in Crusader on all sides. No text, icons, menu items, borders, or photos should enter this zone.

Minimum size

Desktop header: minimum 180 px wide. Mobile header: minimum 128 px wide. Presentation cover: minimum 360 px wide. Never use the full flourish version so small that the hairlines disappear.

Placement

Header placement should be clean and functional. Hero placement can be more expressive. Avoid placing the wordmark over busy photography unless a dark or paper overlay is used.



Use the red-white version on dark digital surfaces. The flourish can be used as a subtle divider or signature accent, but only when it does not compete with the main wordmark.

4. Incorrect Usage

The wordmark is delicate and expressive. The most important rule is to protect legibility and preserve the handwritten authority of the selected style.

× Do not add a shield, CC icon, crest, mascot, or crusader illustration.	× Do not redraw the letters or replace the chosen calligraphy style with a generic script.
× Do not compress, stretch, tilt, or distort the wordmark.	× Do not place the light version on pale backgrounds or the black version on dark backgrounds.
× Do not add heavy neon glows, bevels, cartoon shadows, or 3D effects except the approved metallic version.	× Do not remove the flourish from the formal lockup unless using a compact header crop.
× Do not use handwriting for long body copy. Keep it for accents, notes, and signatures.	× Do not overcrowd the logo with taglines, icons, borders, or decorative frames.

Production note: these PNGs are suitable for visual testing and Base44 implementation. For final production, trace the approved wordmark into a clean SVG/vector master so it remains sharp at every size.

5. Digital + Presentation Usage

Website header	Use compact wordmark. Prefer red-white on dark navigation. Keep the flourish removed or reduced if height is limited.
Hero section	Use the full expressive wordmark. Add paper/canvas texture, red marker accents, and founder-style handwritten notes.
Apps / favicon	Do not invent a symbol. Use a cropped wordmark or a simple typographic “CC” only if a square app mark becomes absolutely necessary.
PowerPoint covers	Use the metallic or red-white version on dark covers. Use red-black on parchment or paper-style covers.
Data-heavy slides	Keep logo small in the corner. Let the content breathe. Use Ferrari red only for action, emphasis, and positive directional cues.
UI components	Buttons remain sharp and modern. Handwriting appears as annotations, hover underlines, note cards, and strategic callouts.

Recommended Base44 instruction: preserve the dark luxury website base, replace shield/icon usage with the calligraphic wordmark, and apply the paper-canvas handwritten layer as a signature design system - not as a full scrapbook theme.

6. File Inventory + Practical Use

File	Usage
creative_crusader_logo_red_white_transparent.png	Primary dark-background logo. Use on black, graphite, midnight navy, or dark hero sections.
creative_crusader_logo_red_black_transparent.png	Primary light-background logo. Use on paper, parchment, canvas, marble, or white layouts.
creative_crusader_logo_silver_metal_transparent.png	Premium special-use logo. Use sparingly for covers, intro screens, event visuals, or hero lockups.
creative_crusader_logo_preview_red_white_on_black.png	Preview file for approvals and presentations.
creative_crusader_logo_preview_red_black_on_paper.png	Preview file for approvals and presentations.
creative_crusader_logo_preview_silver_on_graphite.png	Preview file for approvals and presentations.

Final production checklist: approve one master wordmark, trace it into SVG, export web PNGs at 1x/2x/3x, create a favicon/app icon approach, and lock the exact colours in the website design system.