

finx.

The mark, colour, and type for a staff-engineer portfolio. Cool graphite neutrals, one deliberate indigo accent, and an **f>** mark that works as a 512px app icon, a horizontal lockup, and a single-glyph favicon.

01 — CONSTRUCTION

The mark

A lowercase **f** and a code-prompt chevron, drawn on one 9-unit stroke grid. The chevron is the payload — it carries the accent and survives alone as a favicon.



01

One stroke weight.

The whole mark is a single 9-unit round-cap stroke — no fills, no tapering. Scales without hinting.

02

The f is a hook, not a letter.

A vertical stem with a soft 10-radius shoulder and one crossbar reads as "f" without literal serifs.

03

Chevron



carries the **accent**. The > is the only indigo element — the shell/prompt cue that says “engineer” and doubles as the favicon.

04

Optical, not centred. The chevron sits slightly right of the f so the counter-space between them stays even — never mathematically centred.

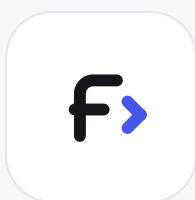
02 — APP ICON

512 × 512, rounded square

Light is canonical. The indigo tile is for avatars and marketing; mono ink for anywhere colour can’t be trusted.



Icon + wordmark



finx.

ON LIGHT • CANVAS #F7F8FA

PRIMARY



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ON DARK • INK #14161A

PRIMARY



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ON TINT • INDIGO 8%

SECONDARY



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REVERSE • ON INDIGO

MARKETING

Holds from 16px up

Full mark

≥ 32px — f + crossbar +
chevron, all present.



Favicon mark

≤ 24px — crossbar removed,
stroke +40%.



Space Grotesk + JetBrains Mono

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DISPLAY

Space Grotesk

700 · tracking
-0.04em

BODY

Space Grotesk
400 / 500

MONO

JetBrains Mono

400 · labels, code, meta

ACCENT DOT

Period, indigo
#4457E8

FALLBACK

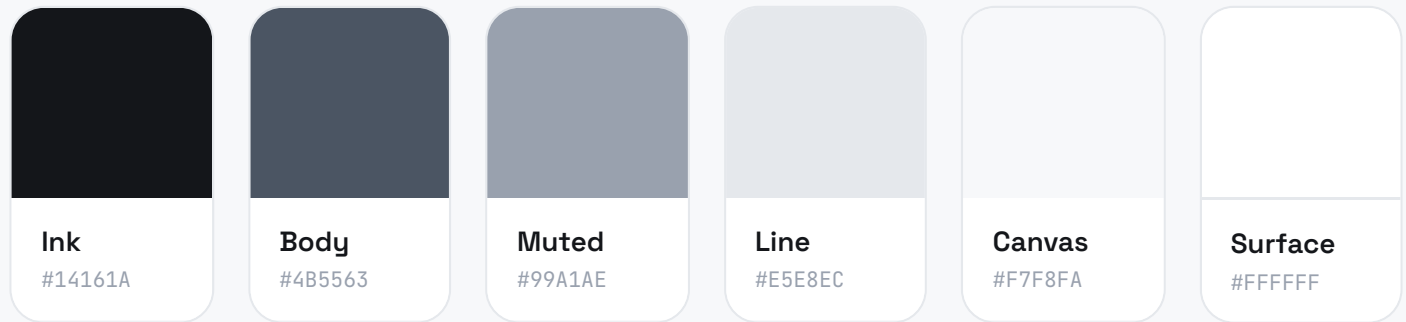
system-ui, Segoe UI, sans-serif

WHY

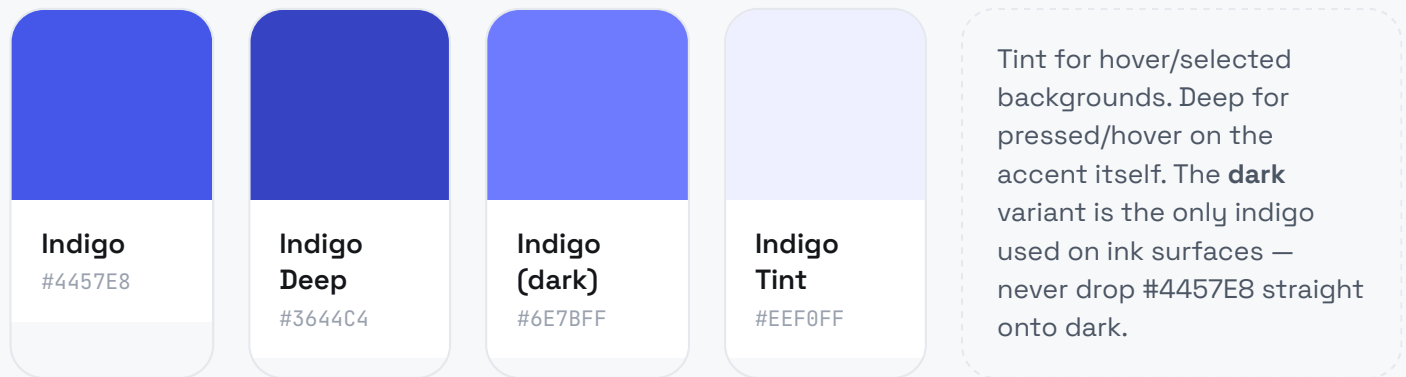
Grotesk's cut "f" and squared terminals echo the mark; mono signals the terminal without theming the whole site.

Cool graphite, one indigo

CORE



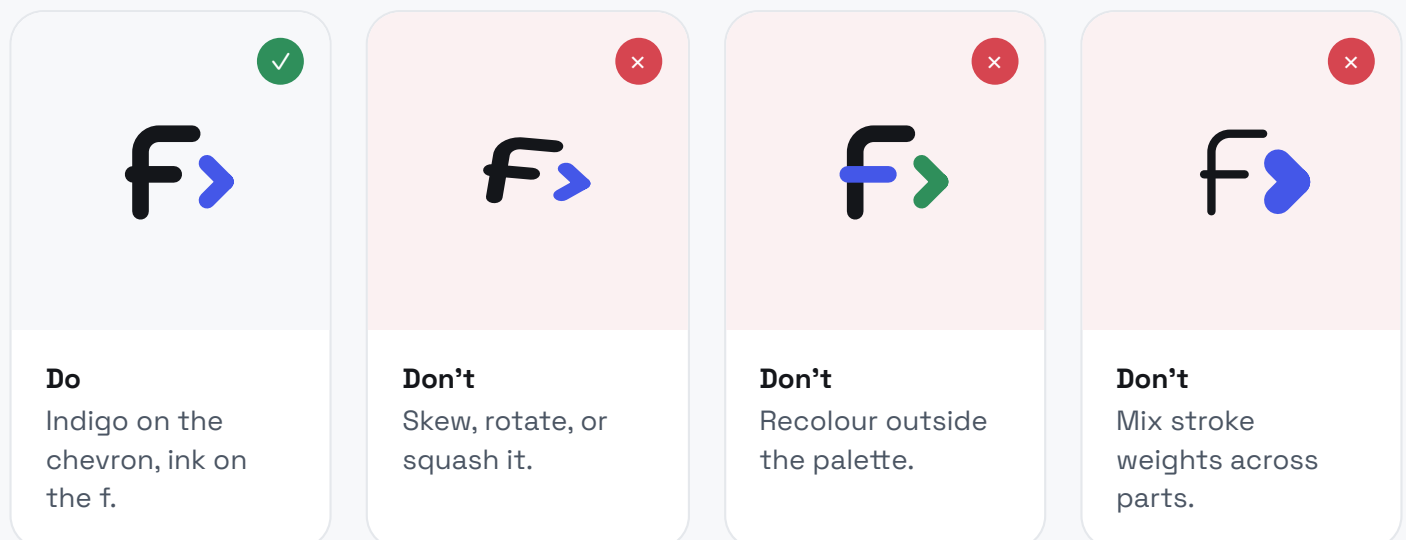
ACCENT



07 — USAGE

Keep the stroke weight even and the indigo on the chevron only.

A short list of don'ts



Design tokens

```
/* tokens.css — finx.dev */
:root {
  --bg:          #F7F8FA;
  --surface:     #FFFFFF;
  --line:        #E5E8EC;
  --text:        #14161A;
  --text-soft:   #4B5563;
  --muted:       #99A1AE;

  --accent:      #4457E8;
  --accent-hover:#3644C4;
  --accent-tint: #EEF0FF;

  --radius: 14px;
  --font:    "Space Grotesk", system-ui;
  --mono:    "JetBrains Mono", ui-monospace;
}
```

```
/* dark mode */@media (prefers-color-scheme: dark) {
  :root {
    --bg:          #14161A;
    --surface:     #1B1E24;
    --line:        #262B33;
    --text:        #F7F8FA;
    --text-soft:   #A8B0BB;
    --muted:       #6F7680;
    --accent:      #6E7BFF;
    --accent-hover:#8A94FF;
    --accent-tint: #1E2340;
  }
}

/* usage */
a { color: var(--accent); }
.btn { background: var(--accent);
        border-radius: var(--radius); }
```

REFACTOR ORDER

1 — paste **tokens.css** and replace hard-coded hexes with the vars. 2 — swap the two fonts. 3 — retire every other blue so indigo only appears on links, the mark, and one primary button per view. 4 — drop in the **f>** favicon + app icons. Everything else (spacing, layout) stays.