



Dalt

Science simplified, delivered daily.

SPEC
PRIMARY
STYLE

MERRIWEATHER / LATO + JETBRAINS MONO
#323477 · INDIGO
MONOGRAPH

Contents.

01	Foundation	3
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02	Voice	4
----	-------------	---

03	Palette	5
----	---------------	---

04	Typography	6
----	------------------	---

05	Logo Concepts	7
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10	Logo Usage	12
----	------------------	----

11	Design System	13
----	---------------------	----

12	Landscape	14
----	-----------------	----

13	Applications	15
----	--------------------	----

14	Story	16
----	-------------	----

The foundation.

MISSION

Dalt reads yesterday's scientific papers overnight — every arXiv and PubMed release — and sends the few that matter to your inbox by morning, scored for what they could become commercially.

VALUES

Yesterday, not someday

The digest covers papers published the day before. Currency is the product; a week-old breakthrough is someone else's deal flow.

Scored, not hyped

Every paper carries its relevance, innovation, and business-potential scores. We show the numbers instead of writing 'groundbreaking.'

Free tier, full respect

The General Science edition is free and never a teaser. Premium buys depth in your field, not release from nagging.

PERSONALITY

credible • plain-spoken • punctual • curious • unhurried

VISION

The morning paper for people who build on science: every founder, investor, and R&D lead starts the day knowing what was discovered yesterday and why it matters to their work.

Five minutes, honestly

If an email takes longer than five minutes, we cut papers, not corners. The reader's morning is the budget.

The abstract is not the story

We say what a result could be used for and who should care, in plain words a non-specialist can act on.

TAGLINE CANDIDATES

Science simplified, delivered daily.

Yesterday's papers, this morning.

The five-minute morning read for what's next.

How we sound.

Measured about big claims

DO Early results; n=12, no control group — worth watching, not citing.

DON'T This revolutionary breakthrough changes everything!

Concrete about the business case

DO Cuts catalyst cost roughly 40% if it scales past lab volumes.

DON'T Unlocks limitless commercial potential.

A colleague, not a feed

DO Three papers worth your coffee today; the second is the interesting one.

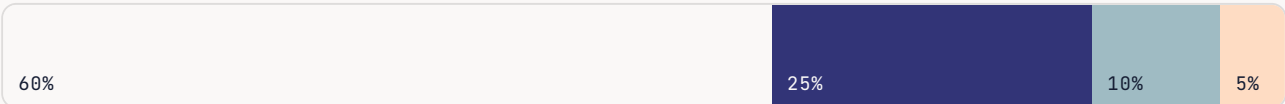
DON'T TOP AI PAPERS YOU CAN'T MISS!

The palette.



	ROLE	NAME	HEX	USAGE
	PRIMARY	Indigo	#323477	The wordmark and the one color Dalt is known by. Deep evening indigo — the hour the papers land on arXiv.
	SECONDARY	Morning Mist	#9FBBC3	Quiet blue-gray for rules, tables, score chips, and chart furniture. Structure that never competes with a headline.
	ACCENT	Dawn	#FEDCC3	Delivery-hour peach. Highlights the one thing per surface that should be noticed first — the top paper, the CTA. Always plated on Indigo or Midnight for contrast; never body text.
	SURFACE	Paper	#FAF8F7	Creamy morning-paper white. Default page, email, and dashboard background.
	INK	Midnight	#161E34	Body text and line work. The blue-black of last night's sky — papers are published at midnight, read at dawn.
	SUCCESS	Laurel	#3F6B54	Confirmations, active subscriptions, high business-potential scores. An academic laurel green, not a growth-chart green.
	DANGER	Retraction	#A03B2E	Errors, failed payments, withdrawn papers. Named for the worst thing that can happen to a paper.

PROPORTIONS



SURFACE 5 PRIMARY SECONDARY ACCENT

Surface leads; primary speaks; accent is scarce on purpose.

The type.

DISPLAY • MERRIWEATHER

Dalt

TEXT • LATO

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MONO • JETBRAINS MONO

Dalt.com • v1.0 • hello@dalt.com

CHARACTER SET • MERRIWEATHER

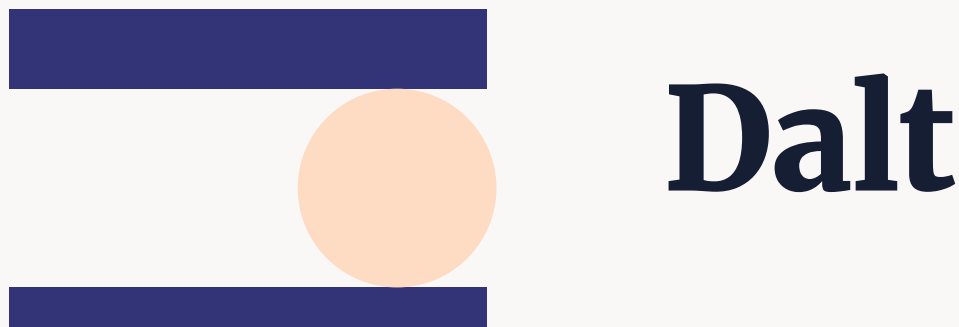
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 &?!%()

Aa 400 **Aa** 700 **Aa** 900

Merriweather was drawn for on-screen editorial reading — it gives Dalt the register of a morning paper rather than a tech feed, and it is already the brand's live display face. Lato keeps five-minute body copy warm and fast. JetBrains Mono sets the things Dalt refuses to hype: scores, dates, DOIs.



VERTICAL



SYMBOL



MONO-POSITIVE



MONO-REVERSE

01 • FULL STOP • RECOMMENDED PRIMARY

Take the furniture from under a broadsheet nameplate — the thick rule, the thin rule — and reduce the entire folio line between them to one full stop. Punctual comes from punctus, the point, and the point is the product: the issue lands in its slot, the same slot, every day. The dot is tangent to both rules with zero slack and sits right of center the way a dateline ends its line; its round edge overshoots the rules' flat terminus slightly, because optically that is what alignment looks like. The point takes the one warm color in the system. In the favicon and one-color uses it goes indigo, a policy declared here so nobody discovers it by accident. Thick over thin is a century of front-page grammar; we are borrowing the trust, not the pastiche.

concept-1-full-stop.svg



VERTICAL



SYMBOL



MONO-POSITIVE

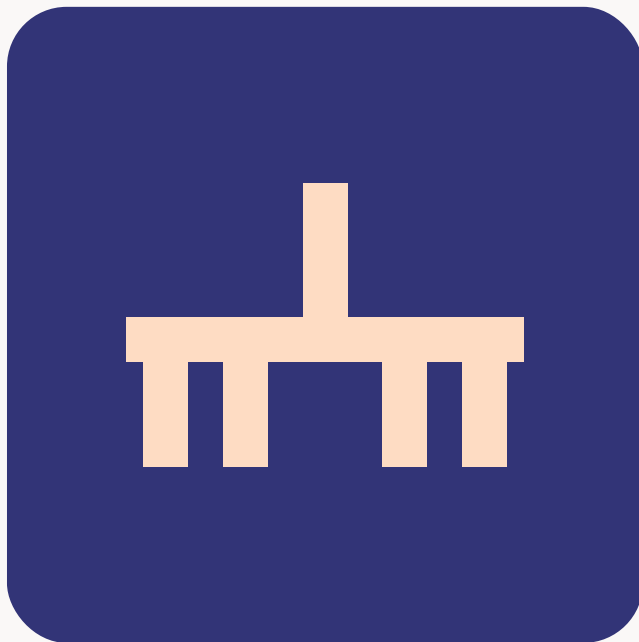


MONO-REVERSE

02 • DAWN

A disc caught exactly halfway through a masthead rule. The rule and the submerged half fuse into one indigo mass — yesterday's papers, read overnight, still under the line — and only the crest surfaces in peach. Every sunrise logo floats a semicircle above a baseline; this one refuses to hide the half below, because the half below is the work. The silhouette is a coin threaded on a dash, closer to punctuation than to weather. Ten path commands. On dark grounds the peach crest is first light; on paper the indigo mass carries it.

concept-2-dawn.svg

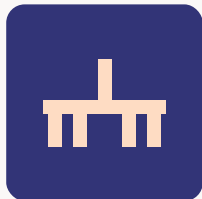


Dalt

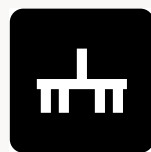


Dalt

VERTICAL



SYMBOL



Dalt

MONO-POSITIVE



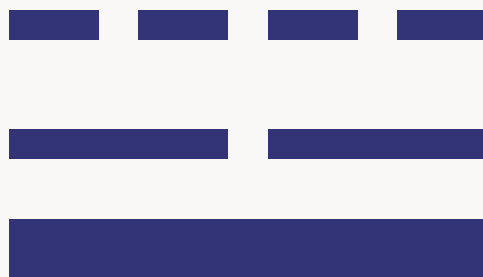
Dalt

MONO-REVERSE

03 • CUT

Dalt's mechanism, drawn once: a threshold rule, four readings hanging below it at identical length, one standing above. Thousands of papers are scored every night; the mark does not dramatize the ones that missed — the below-ticks are deliberately equal, because "scored, not hyped" applies to rejects too. The instrument sits on a full-bleed indigo tile: that is where the dawn peach clears contrast, and where an app icon has to live anyway. In one-color print the instrument is punched out of the tile as negative space, so the mark exists without its color.

concept-3-cut.svg



Dalt



VERTICAL



SYMBOL



MONO-POSITIVE



MONO-REVERSE

04 • BOTTOM LINE

Four short rules, then two, then one at double weight. The whole product is that cascade: yesterday's literature, halved and halved again until what remains is the line worth your five minutes. The terminal rule is twice the weight of everything above it — weight as editorial judgment, the only emphasis this mark allows itself. One color. Horizontal rules are what a newsletter is typeset with; the mark is the medium's own furniture, counted down. Four, two, one.

concept-4-bottom-line.svg



Dalt

VERTICAL

SYMBOL

Dalt

MONO-POSITIVE

Dalt

MONO-REVERSE

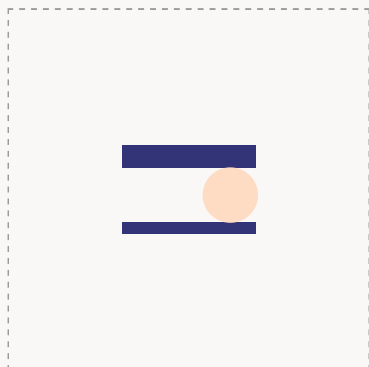
05 • INITIAL

A capital D drawn like a nameplate initial: slab-serifed stem, high-contrast bowl, standing on its folio rule. The counter is cut out of the letter and then printed once more in peach — the morning held inside the bowl, and the detail that keeps the aperture open in a 16-pixel browser tab. Take the color away and the D is still complete; the hole does the work. Serif gravitas is the oldest trick in daily publishing because it ages at the speed of the medium, which is to say barely.

concept-5-initial.svg

Using the mark.

CLEAR SPACE



Keep one quarter of the symbol's height clear on every side. Nothing enters this zone — no type, no rules, no page edge. The dashed line marks the minimum; more is better.

MINIMUM SIZE



10 MM PRINT • ACTUAL SIZE 16 PX SCREEN • ENLARGED

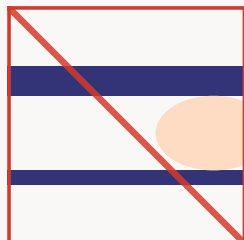
Below these sizes, switch to the favicon file — its geometry is drawn for 16–32 px rendering. Never scale the full lockup below 40 mm in print.

ONE COLOR

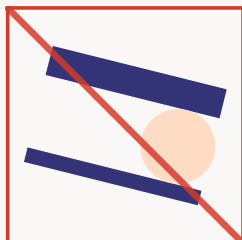


ON LIGHT • MONO-POSITIVE ON DARK • MONO-REVERSE

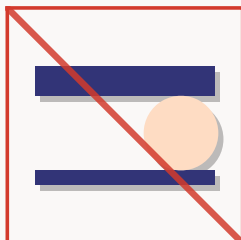
NEVER



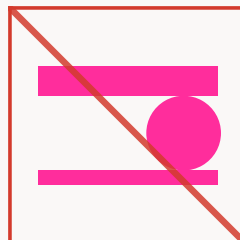
DON'T STRETCH OR SQUASH



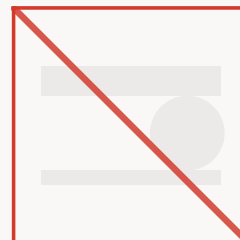
DON'T ROTATE THE MARK



DON'T ADD DROP SHADOWS



DON'T RECOLOR OUTSIDE THE PALETTE

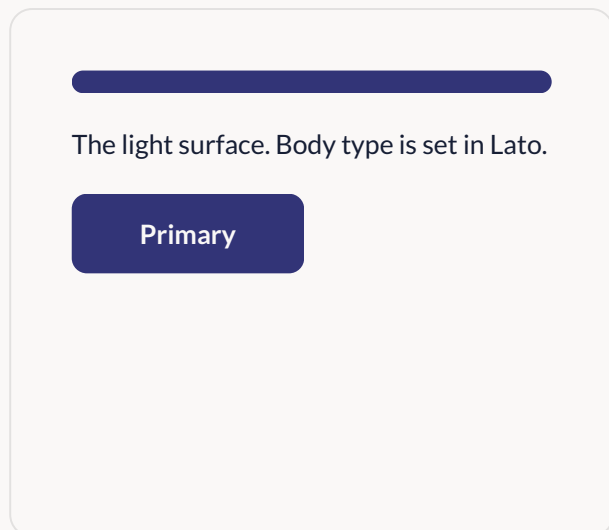


DON'T USE LOW-CONTRAST COLOR COMBINATIONS

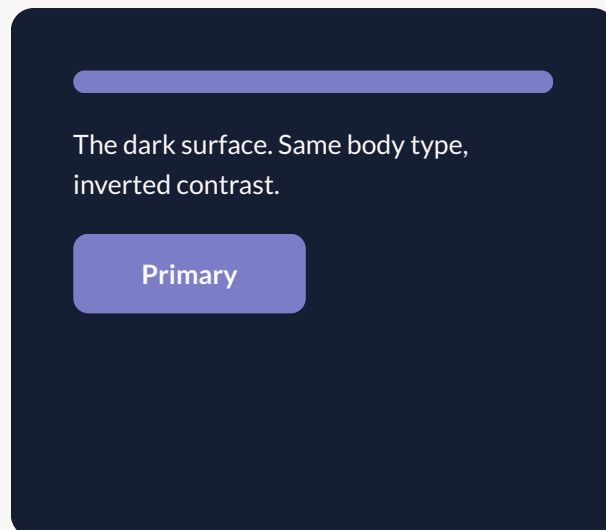
- Redraw the wordmark in another typeface, or set it in a banned face.
- Place the full-color mark on photography without a surface-colored plate behind it.

The system.

LIGHT MODE



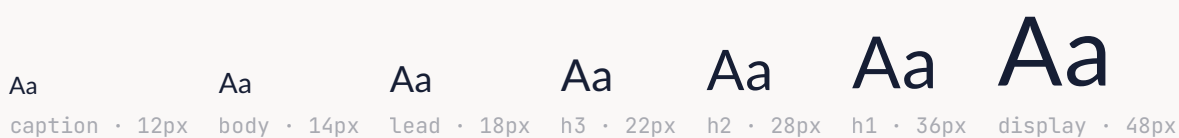
DARK MODE



SPACING SCALE



TYPE SCALE



The landscape.

tldr.tech

Keep up with tech in 5 minutes

Daily tech newsletter delivering curated summaries of startup, technology, and programming stories to 1.6M+ professionals in five minutes.



therundown.ai

Learn AI in 5 minutes a day.

Daily AI news and learning platform for professionals seeking to stay current and apply AI knowledge in their work.

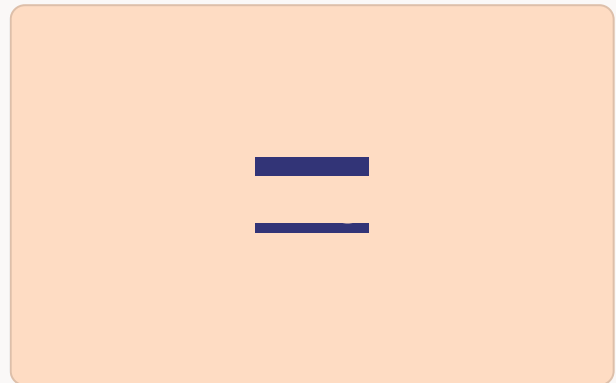


WHERE THE GAPS ARE

1. Both incumbents summarize news and blog posts — coverage of coverage. Nobody reads the primary literature. Dalt's raw material is the papers themselves, a day after publication, which is where the actual edge lives.
2. Both are AI/tech-only. Science with commercial consequence is bigger than software: materials, biotech, energy, neuroscience. Dalt's 21 field editions own everything the tech newsletters can't parse.
3. Both look like tech media: black-on-white, hard sans-serifs, subscriber-count flexing. A daily built like a morning paper — serif, cream, unhurried — reads as the credible original next to them.
4. Neither shows its selection logic. Dalt publishes per-paper relevance, innovation, and business-potential scores — the reader can audit the curation instead of trusting an editor's taste.

In the wild.

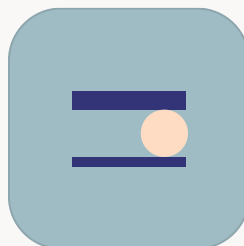
BUSINESS CARDS • 85.6 × 54 MM



APP ICON



180 PX

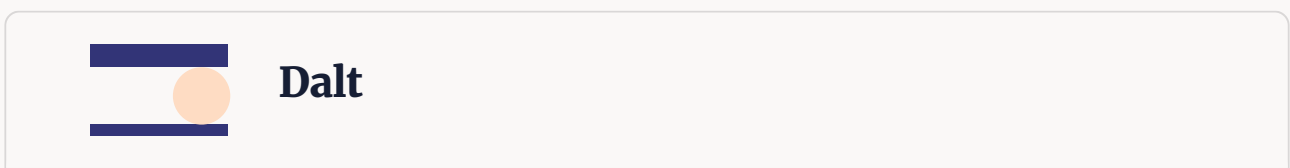


64 PX



32 PX

EMAIL HEADER



The Dalt story

The promise

By the time you finish your first coffee, you know what happened in science yesterday and which of it could become a product, a position, or a company. Five minutes. Scored, sourced, and honest about uncertainty.

The story

Roughly ten thousand papers land on arXiv and PubMed every working day. Somewhere in that stack is the catalyst result a hardware founder needs, the trial data an investor's thesis depends on, the method an R&D team is about to spend a quarter rediscovering. Almost nobody reads at the source anymore; they read coverage of coverage, days late and stripped of the numbers.

Dalt reads the source. Overnight, it ingests the day's releases, scores each paper for relevance, innovation, and business potential, and writes the short honest version of the few that clear the bar: what was shown, how solid it is, who should care. The digest is in your inbox by morning, Tuesday through Saturday, because the papers come out Monday through Friday.

The name is the method: Daily Advances in Leading Technologies. Not weekly roundups. Not trending threads. Yesterday's literature, this morning.

The positioning

For founders, investors, and R&D leads who build on science, Dalt is the daily digest that reads the primary literature — every arXiv and PubMed release from yesterday — and delivers the few papers with real commercial signal, scored and summarized, in a five-minute morning email. Unlike tech newsletters, which summarize the news, Dalt summarizes the source.

Premium rules

1. Show the scores. Every paper carries its relevance, innovation, and business-potential numbers; curation you can audit beats curation you have to trust.
2. Name the uncertainty. Sample sizes, missing controls, and preprint status appear in the summary, not in fine print.
3. Never "revolutionary," never "game-changing." If a result is big, the numbers say so.
4. The free edition is a whole product. General Science ships the same craft as premium; it is never crippled to force an upgrade.
5. Respect the five minutes. Cut papers, not depth. An issue that runs long is an editing failure, not a bonus.

Voice in action

- A 404: "This page isn't in yesterday's literature. The archive is."
- A confirmation: "You're in. Your first digest arrives tomorrow at 7:00 — three to five papers, five minutes, scores included."
- A hard message: "Your payment didn't go through, so premium pauses after Friday's issue. The General Science edition continues free either way. Update your card when convenient; nothing is deleted."