



Field & Fathom

Packed for the tide.

SPEC

FRAUNCES / INTER + JETBRAINS MONO

PRIMARY

#1D4E5F · FATHOM

STYLE

MONOGRAPH

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The foundation.

MISSION

Field & Fathom packs, calibrates, and customs-clears marine research kits so a study starts the day the boat does.

VALUES

Manifest honesty

Every kit ships with a signed manifest. If a sensor is refurbished, the manifest says so.

The dock is the deadline

Tides and charter windows don't reschedule. We pack backward from the sailing date.

No adventure theater

The gear is for work. We don't sell rugged; we sell working at 4 a.m. in horizontal rain.

PERSONALITY

salt-worn • exact • unhurried • dry • dependable

VISION

A field season where no marine lab loses a week to a late sensor, a dead battery, or a crate stuck in port.

Calibrate before it ships

Instruments leave our bench with a dated calibration certificate in the lid pocket, not a promise.

Speak in serial numbers

When a PI asks about a CTD, we answer with the unit's serial, its last service date, and who signed it off.

TAGLINE CANDIDATES

Packed for the tide.

Cleared for departure.

The kit is the easy part.

How we sound.

Exact where it counts

DO The CTD was calibrated 12 June; the certificate is in the lid pocket.

DON'T Our precision instruments are rigorously tested to the highest standards.

Calm in the weather

DO The strait closes Thursday. We can make the Wednesday tide if you confirm by noon.

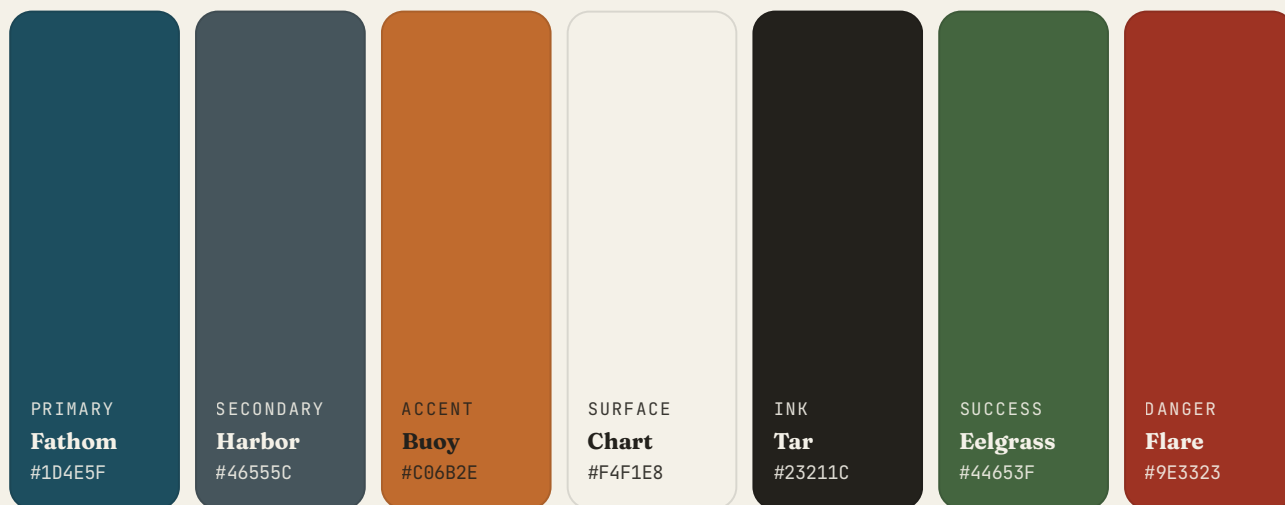
DON'T URGENT: potential shipping delay!!!

The science leads

DO Send us the sampling plan; we'll argue about crates.

DON'T Our revolutionary platform empowers researchers everywhere.

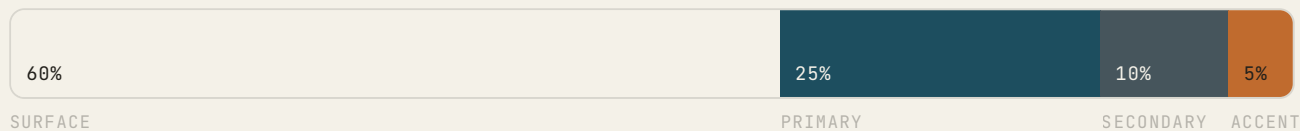
The palette.



	ROLE	NAME	HEX	USAGE
	PRIMARY	Fathom	#1D4E5F	The wordmark and the one color the brand is known by. Deep water past the shelf break, in daylight.
	SECONDARY	Harbor	#46555C	Structural gray-blue for headers, table rules, and chart furniture. Reads as weathered steel.
	ACCENT	Buoy	#C06B2E	Worn safety-orange for the one thing on the page that must be found fast. Never decorative.
	SURFACE	Chart	#F4F1E8	Chart-paper cream. Default page and packaging background; the palette's daylight.
	INK	Tar	#23211C	Body text and line work. Warm near-black, like tarred rope, never console black.
	SUCCESS	Eelgrass	#44653F	Confirmations and cleared-customs states. A working green, not a growth-metric green.
	DANGER	Flare	#9E3323	Errors and holds. Signal-flare red, dimmed to sit on chart paper without shouting.

The palette, in use.

PROPORTIONS



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

WORKING PAIRS

● Fathom	Aa CHART	TAR
● Harbor	Aa CHART	FATHOM
● Buoy	TAR	CHART
○ Chart	Aa TAR	Aa FATHOM
● Tar	Aa CHART	BUOY
● Eelgrass	Aa CHART	
● Flare	Aa CHART	

Pairs showing "Aa" carry text at 4.5:1 or better, measured. Everything else meets only as blocks — fills, rules, plates — never as type.

The type.

DISPLAY • FRAUNCES

Field & Fathom

TEXT • INTER

Field & Fathom packs, calibrates, and customs-clears marine research kits so a study starts the day the boat does.

MONO • JETBRAINS MONO

fieldandfathom.com • v1.0 • hello@fieldandfathom.com

CHARACTER SET • FRAUNCES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 &?!%()

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

Fraunces has the bookish weight of a ship's journal without costume; Inter keeps manifests and body copy legible and out of the way; JetBrains Mono sets serial numbers and calibration dates the way the brand talks about them: exactly.



Field & Fathom



Field & Fathom

VERTICAL



SYMBOL



Field & Fathom

MONO-POSITIVE



Field & Fathom

MONO-REVERSE

Tested where logos die: the tab bar.



APP ICON



32 PX



16 PX — ACTUAL SIZE

01 • MARK • RECOMMENDED PRIMARY

A solid disc with a punched center. Read it as a porthole, a life ring, or a depth gauge face; all three belong on a working boat. The hole is what makes it useful at small sizes — the mark survives a 16px favicon without turning to mud. Set beside Fraunces, it looks like equipment, not decoration.

REMEMBER A deep teal disc with a punched center and one cream bar straight through it, like a porthole.

CHOOSE THIS WHEN you need one mark that still reads at 16px and looks like gear on a working boat, not decoration.

File • concept-1-mark.svg

Field & Fathom



Field & Fathom

VERTICAL



SYMBOL

Field & Fathom

MONO-POSITIVE

Field & Fathom

MONO-REVERSE

Tested where logos die: the tab bar.



APP ICON



32 PX



16 PX — ACTUAL SIZE

02 • WORDMARK

The name set big in Fraunces with a Buoy-orange rule under it, like a masthead on a journal that gets wet. No mark to remember, nothing to misuse. If the company ever needs to stamp one thing on a crate, this is the safe pick.

REMEMBER The full name set big in Fraunces over a thin burnt-orange rule, like a journal masthead.

CHOOSE THIS WHEN the name should do all the work: no symbol to remember or misuse, the safe pick for stamping a crate.

File • concept-2-wordmark.svg



Field & Fathom



Field & Fathom

VERTICAL



SYMBOL



Field & Fathom

MONO-POSITIVE



Field & Fathom

MONO-REVERSE

Tested where logos die: the tab bar.



APP ICON



32 PX



16 PX — ACTUAL SIZE

03 • MONOGRAM

FF in a rounded tile. The double F does quiet work: field and fathom, land and water. This is the app icon and the crate stencil. It says nothing poetic, which is rather the point.

REMEMBER A bold double F in cream on a rounded deep-teal tile, built like a crate stencil.

CHOOSE THIS WHEN the app icon and the stencil matter most: a blunt tile that says nothing poetic and doesn't try to.

File • concept-3-monogram.svg



Field & Fathom

VERTICAL



SYMBOL



MONO-POSITIVE



MONO-REVERSE

Tested where logos die: the tab bar.



APP ICON



32 PX



16 PX — ACTUAL SIZE

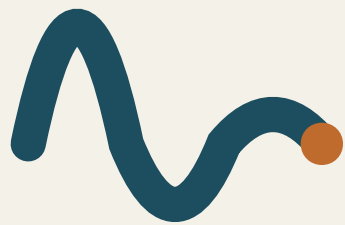
04 • EMBLEM

A ship's-paper seal: two rings, the name across the middle, EST. 2026 above and the trade below in mono. It borrows the look of a customs stamp on purpose — this is a company whose main promise is that paperwork clears.

REMEMBER A two-ring customs-stamp seal: the name in italics across the middle, EST. 2026 above, the trade below.

CHOOSE THIS WHEN the promise is that paperwork clears: official-looking on documents and crates, but too dense to shrink to a favicon.

File • concept-4-emblem.svg



Field & Fathom



Field & Fathom

VERTICAL



SYMBOL



Field & Fathom

MONO-POSITIVE



Field & Fathom

MONO-REVERSE

Tested where logos die: the tab bar.



APP ICON



32 PX



16 PX — ACTUAL SIZE

05 • GLYPH

A damped wave settling to a final dot: the swell dying down to the one reading that matters. Kept as the loose, expressive alternate in a lineup that otherwise speaks in serials and cleared paperwork.

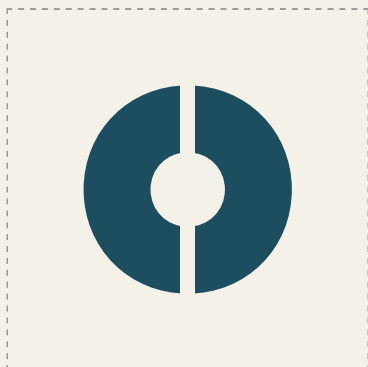
REMEMBER A single wave stroke that flattens out and ends in one small orange dot.

CHOOSE THIS WHEN you want one loose gesture in a lineup of stamps and stencils: the swell dying down to a single reading.

File • concept-5-glyph.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

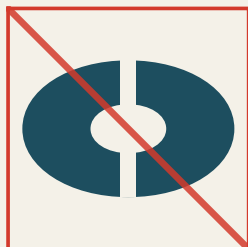


ON LIGHT • MONO-
POSITIVE

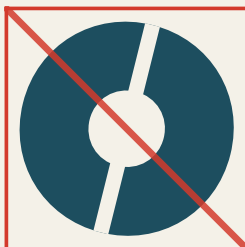


ON DARK • MONO-
REVERSE

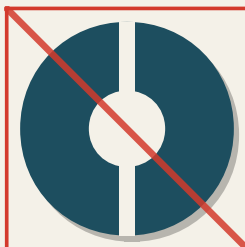
NEVER



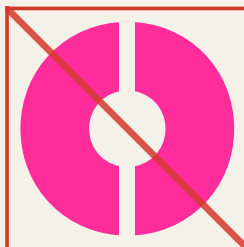
DON'T STRETCH OR
SQUASH



DON'T ROTATE THE MARK



DON'T ADD DROP SHADOWS



DON'T RECOLOR OUTSIDE
THE PALETTE

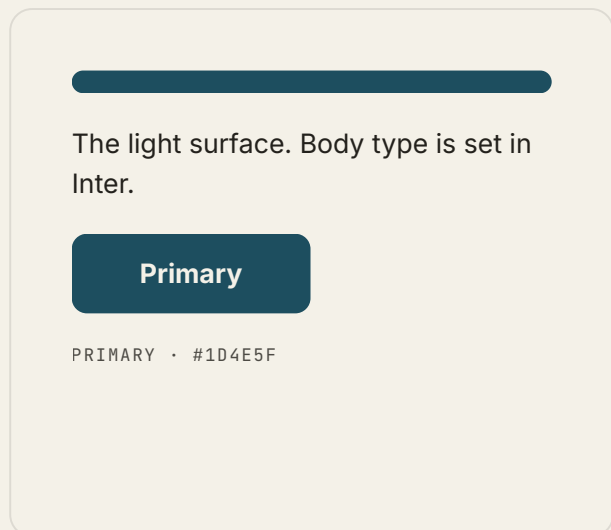


DON'T USE LOW-CONTRAST
COLOR COMBINATIONS

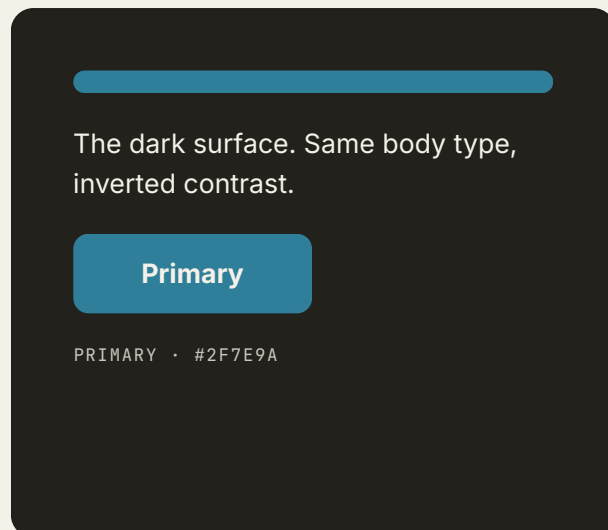
- × REDRAW THE WORDMARK IN ANOTHER TYPEFACE, OR SET IT IN A BANNED FACE.
- × PLACE THE FULL-COLOR MARK ON PHOTOGRAPHY WITHOUT A SURFACE-COLORED PLATE BEHIND IT.

The system.

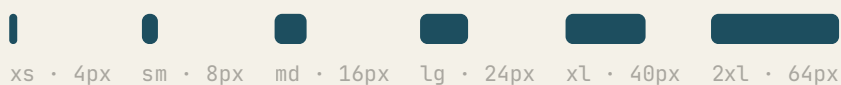
LIGHT MODE



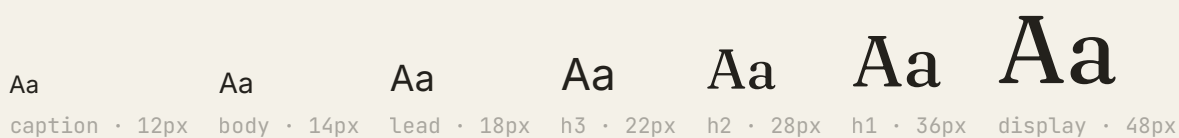
DARK MODE



SPACING SCALE



TYPE SCALE



In the wild.

BUSINESS CARDS • 85.6 × 54 MM



APP ICON



180 PX

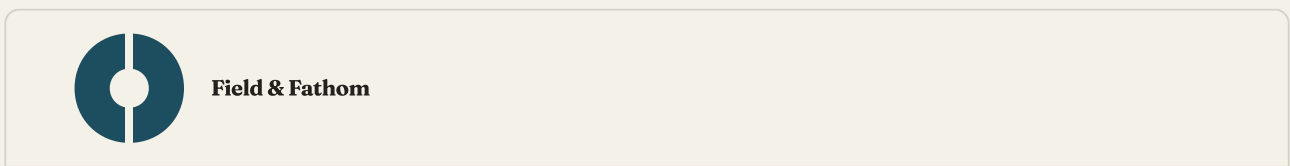


64 PX



32 PX

EMAIL HEADER



The story.

The promise

When the boat leaves, the kit is aboard, calibrated, and cleared. That is the whole promise. A Field & Fathom manifest is something you can cite in your methods section.

The story

Most research delays have nothing to do with science. A CTD held in customs. A pump that arrives with a dead cell and no charger. A crate that was packed for a warehouse, not a wet deck. The founder managed a field station for nine years and kept a private tally of lost days; the number that finally made her quit and start this company was 31 — one season, one lab, all logistics.

Field & Fathom exists to make that number zero. Scientists send the sampling plan. We spec the kit, calibrate every instrument on our own bench, pack it in cases that expect salt water, and file the customs paperwork under the right harmonized codes. The crate meets the boat. The certificate is in the lid pocket.

The positioning

For marine ecologists and field station managers who lose research days to gear logistics, Field & Fathom is the expedition outfitter that delivers calibrated, customs-cleared kits to the dock. Unlike adventure-gear brands, we pack for a methods section, not a photo shoot.

Premium rules

1. No yacht photography. Working decks only.
2. Every instrument ships with its calibration certificate; a missing certificate is a stop-ship.
3. Quote dates we can hold. If the strait closes, we say so before the client asks.
4. Write to scientists like colleagues: serials, dates, and depths, not marketing verbs.
5. The crate is the brand. Stencil, manifest pocket, and packing order are designed, always.

Voice in action

- A 404: "This page isn't on the manifest. The site index is."
- A confirmation: "Kit FF-1182 is packed. Manifest and certificates attached. Crate meets the boat Tuesday, 05:40 tide."
- A hard message: "The strait closes Thursday and your crate will not clear before then. Two options: air freight to the northern port at our cost, or hold for the Monday sailing. We need your call by 16:00."



Field & Fathom