

A story without an end.

A soft screen. A continuous ribbon. One distinctive mark for an endless, audience-directed streaming experience.

The logo guide

Construction / Color / Scale / Placement / Misuse / Asset handoff



01 / SOFT LOOP

SYMBOL ONLY

"Soft Loop" identifies the design. It is not the platform name.

01 / THE IDEA

One shape. Three associations.

The screen perimeter and diagonal ribbon form one filled shape with two open counters. Keep them together.



Rounded screen + continuous diagonal ribbon

A place to watch

The softly rectangular silhouette recalls a modern screen, without antennas, a pedestal, or retro hardware.

Always another moment

The ribbon merges with opposite edges to suggest continuity and infinity. It is not a separate infinity icon inside a box.

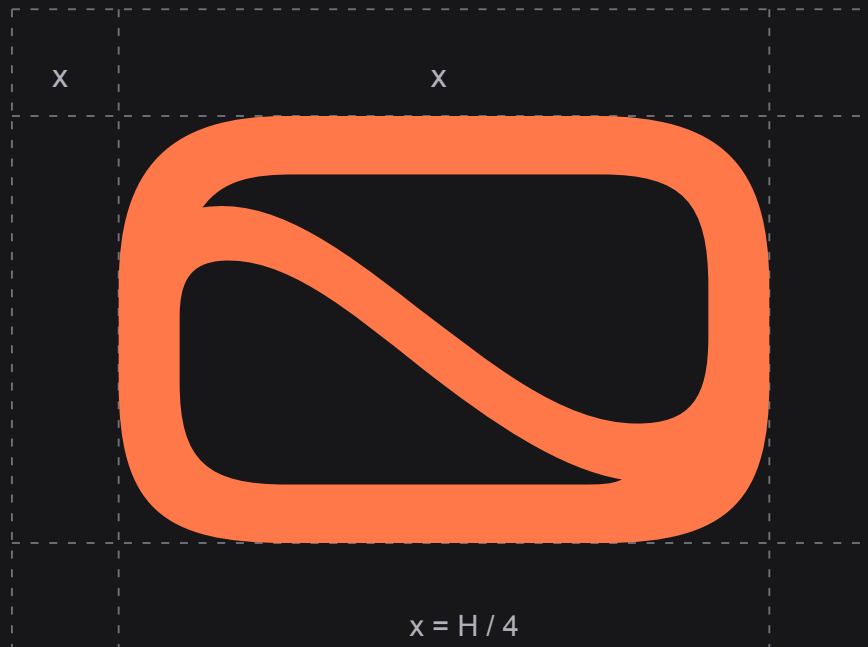
A more human signal

Soft corners and generous counters bring a calm, approachable presence to a lively streaming interface.

02 / CONSTRUCTION

Give the loop room.

The SVG canvas is tight to the artwork. Clear space belongs to placement, not to an extra outline or border.



Master proportions: 256 x 168

Ratio 32:21. Resize uniformly. Use the supplied filled path and preserve both counters; do not redraw with strokes.

Clear space: one quarter of height

At 32 px high, reserve at least 8 px on all four sides. Keep text, icons, container edges, and crops outside this area.

Orientation: always horizontal

The ribbon flows from upper left to lower right. Do not mirror, rotate, split, or isolate any part of the mark.

03 / COLOR

Warm signal. Quiet canvas.

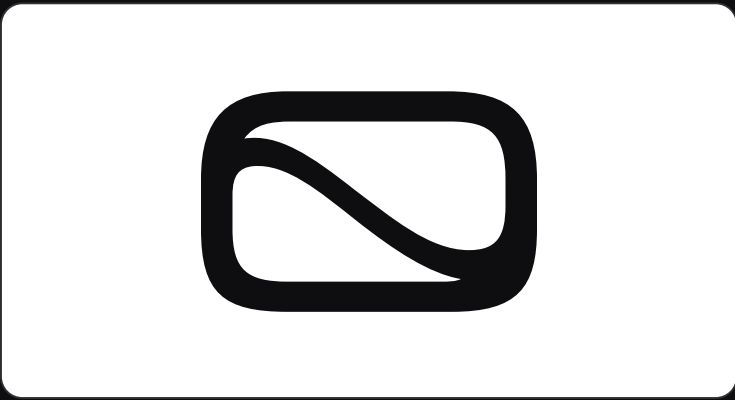
Three approved flat fills. Use exact colors at full opacity. All master files have transparent backgrounds and counters.



Signal orange

#FF7849 RGB 255 / 120 / 73

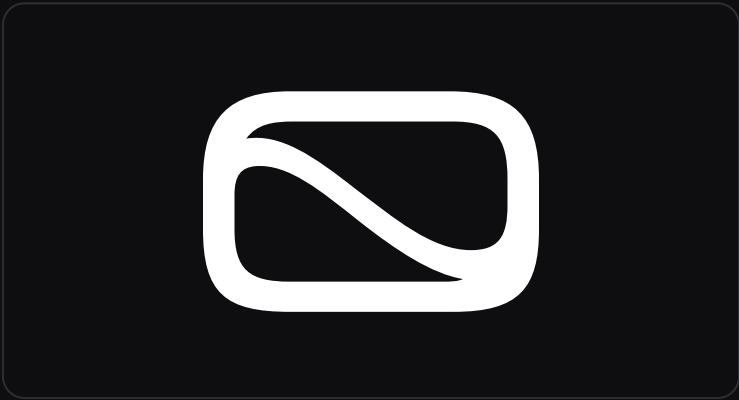
Primary expression on graphite and approved dark surfaces.



Graphite

#0E0E10 RGB 14 / 14 / 16

For light backgrounds, documents, and one-color production.



White

#FFFFFF RGB 255 / 255 / 255

Reversed use on graphite when orange competes with content.

Print: convert sRGB with the printer's output profile and approve a physical proof. No spot color is specified. Hover orange is a UI state, not an alternate logo fill.

04 / SCALE

Small enough to belong.

Regular minimum: 24 px visible symbol height on screen; 6 mm in print. SVG is preferred. Do not measure the padded canvas.



24 px high



32 px high



48 px high



64 px high

Favicon-only exception

The supplied browser icon uses compact padding at 16, 32, and 48 px. Use only this export below the regular minimum; never shrink the app tile padding yourself.

Size specimens are nominal design dimensions; PDF zoom and print scaling alter their physical display size.



16 px



32 px

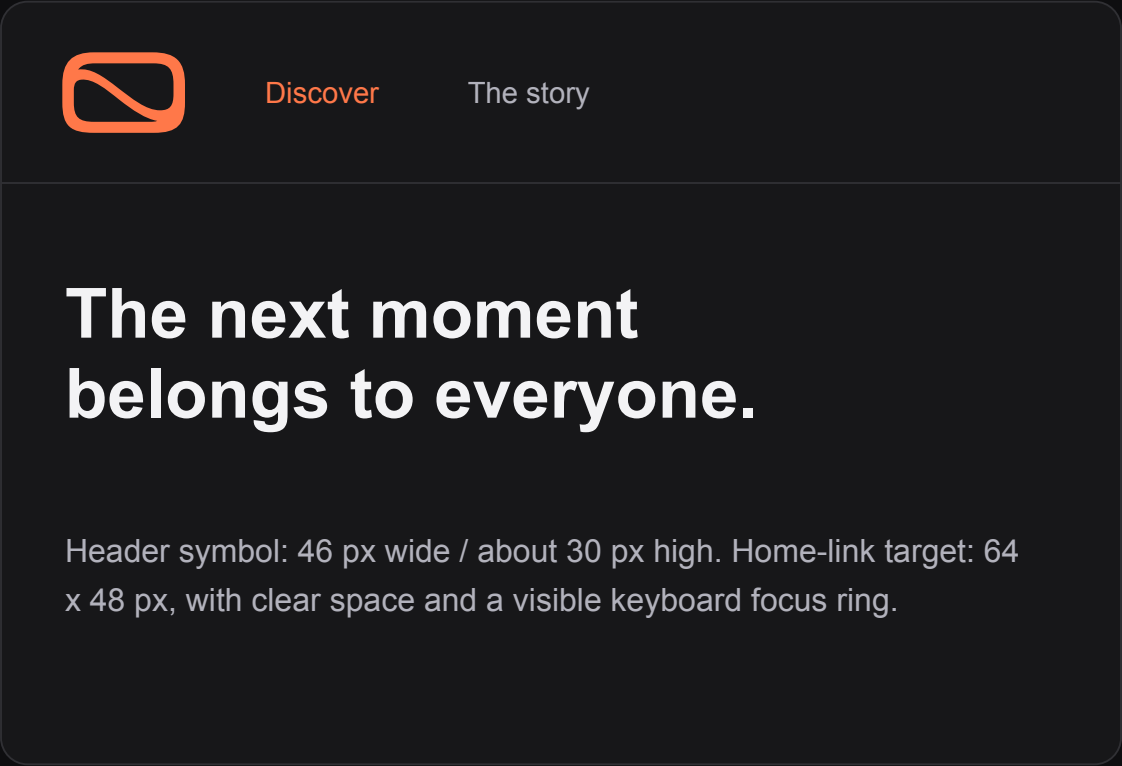


48 px

05 / PLACEMENT

Let the content lead.

Use one mark per surface. The header is primary; the footer may repeat it after a full page of content.



No wordmark for now

Do not add "Soft Loop," "Untitled," "Endless," or any candidate as a text logo. Descriptive page titles are not brand lockups.

Back to the stream

Use this accessible name on home links; hide decorative SVGs from screen readers. Keep targets at least 44 x 44 px.

Solid, calm backgrounds

Use orange on graphite, graphite on white or orange, or white on graphite. Over footage, add a solid graphite backing with clear space.

06 / MISUSE

Keep its character intact.

These are incorrect treatments. The logo is a fixed shape, not a container for effects.

**X Do not stretch**

Keep the 32:21 proportions.

**X Do not rotate**

Keep the horizontal orientation.

**X Do not outline**

Use a solid fill, not a stroke.

**X Do not recolor**

No competitor purple or neon green.

**X Do not fade**

Keep a clear, full-opacity silhouette.

**X Do not crowd**

Respect protected clear space.

Also avoid gradients, shadows, bevels, extra symbols, spinning, pulsing, or use as a loading indicator. Motion needs separate approval.

07 / ASSET HANDOFF

One master. Every screen.

Download production assets from /logo-guide. Do not use screenshots or generated concept art as the final logo.

SVG masters	Orange / graphite / white Scalable, transparent, filled vectors for digital and print.
Transparent PNGs	256 / 512 / 1024 px wide Raster exports for tools that cannot accept SVG.
App and browser icons	512 px app / 180 px Apple / ICO + SVG Padded app tile and separate compact browser icon.
Specifications	README + specification.json Version, palette, viewBox, exact path, and usage rules.

Symbol selected. Name still open.

Selected from 01 / Soft Loop on 30 August 2026; normalized as vector master v1.0. Naming, wordmark design, trademark review, deployment, and launch approval remain separate decisions.