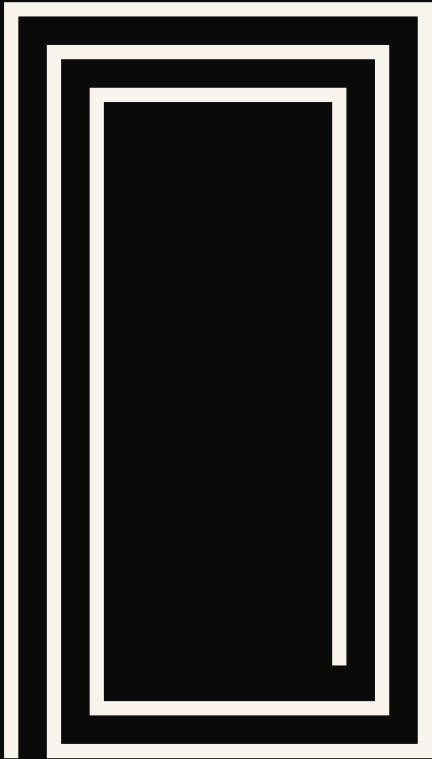




monolith street

THE RECORD OUTLIVES THE MOMENT

The record outlives the moment.

Monolith Street is the independent record of how durable work gets made. It publishes slowly, revises in the open, and keeps the evidence where anyone can walk in and read it.

WHO IT IS FOR

The week someone stops shipping reactively and starts building something they will still defend in five years. Independent builders, researchers, practitioners.

WHAT IT ACTUALLY SELLS

Standing. A reader who cites Monolith Street is buying the confidence to make a slow decision in a fast room.

THE DIFFERENTIATOR

It revises published work in public and dates every revision. Competitors will not do that, because it costs them the appearance of authority.

THE TERRITORY

Where an archive meets a street: permanent enough to return to, open enough to enter without permission.

The one line the identity has to protect. Everything downstream is built to make it true.

NOT THE FAST OPINION LETTER — PERSONALITY FIRST, NO RECORD KEPT.
NOT THE DESIGN MONOGRAPH — BEAUTIFUL, CLOSED, PRICED, FINISHED.

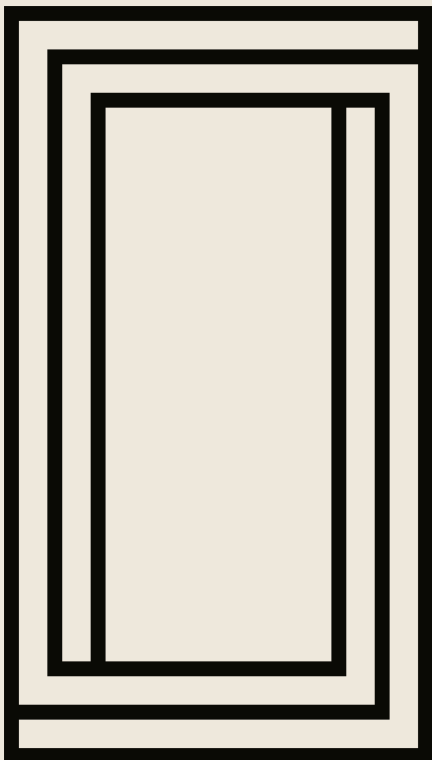
One line turns in.

The mark is a single continuous line. It enters at street level, turns three times, and stops at the opening. Frame and route are the same stroke — the monument is what the street becomes when it holds still.

ONE STROKE · THREE TURNS · TWO OPENINGS

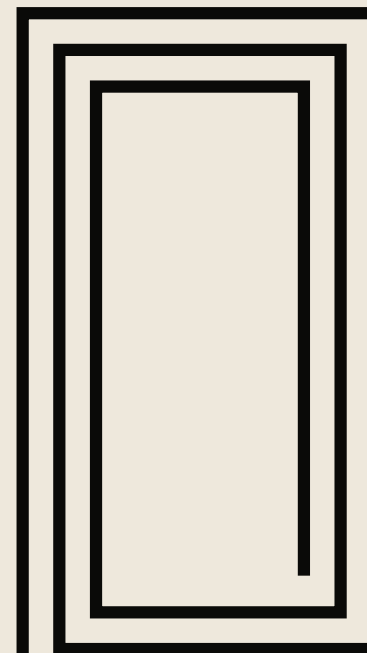
ENTRY — THE STREET GOES IN

TERMINAL — THE OPENING

BEFORE — February 2025 master

The idea is right and nobody else in the category owns it. The execution contradicts itself three times, which is why the mark has never survived a small size.

- 01 Two stroke weights — 4.72 and 9.02 units — alternating with no rule. The mark reads as arbitrary frames rather than as one line.
- 02 The line's terminal runs 18 units past the opening and stops in open field. It reads as a drawing error, not a decision.
- 03 Nothing is modular. No band, gap or turn is a whole multiple of anything, so the mark cannot be redrawn or reduced reliably.
- 04 Three of the four outer corners close. The fourth does not. Nothing explains why.

AFTER — this edition

One stroke. Channels at exactly twice the stroke. The terminal lands on the opening. The open corner becomes the entry — the reason the line is there at all.

THE PROOF, AT TRUE SIZE · BOTH MARKS REDUCED TO 30 PX AND 16 PX



2025 AT 30 PX
OUTER FRAME
GONE



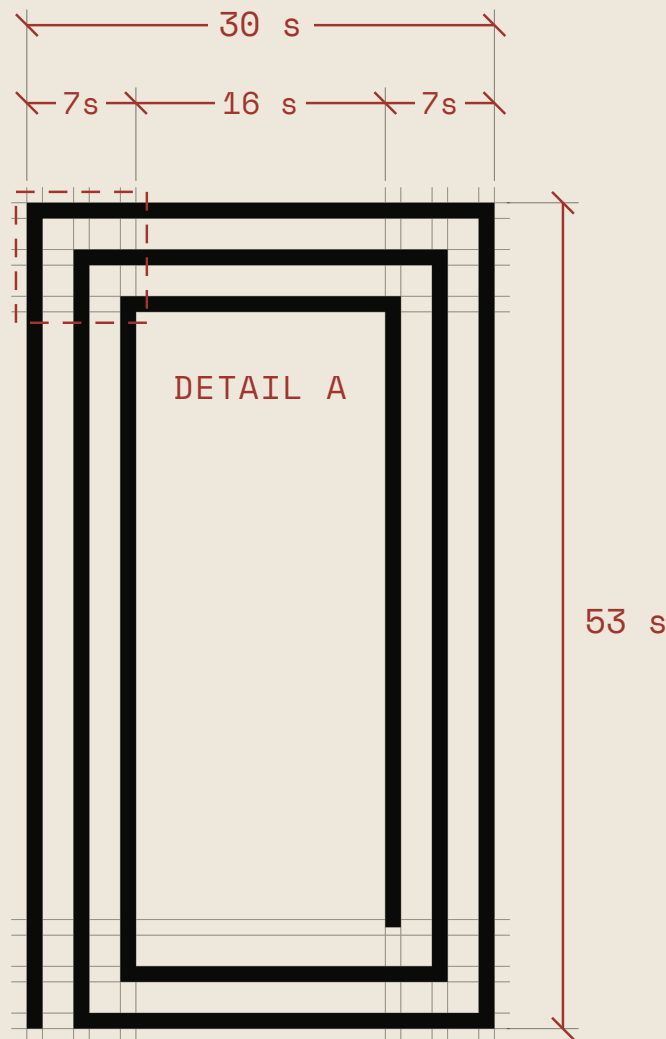
2026 AT 30 PX
INTACT



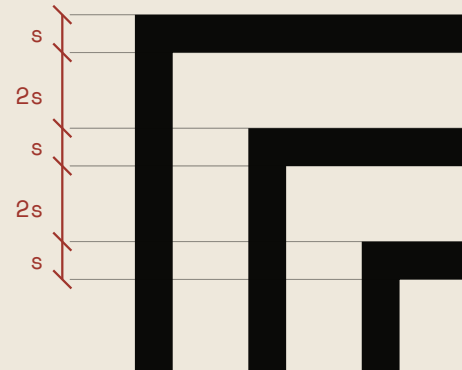
2025 AT 16 PX
A BLACK SLAB



2026 AT 16 PX
READS



DETAIL A · ×8



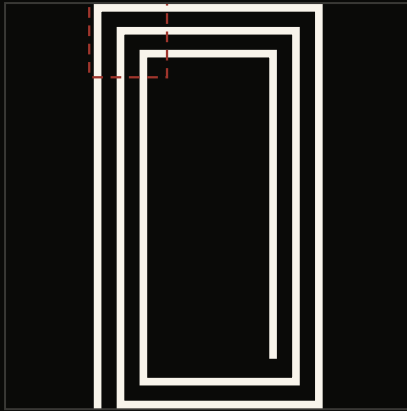
Rail, channel, rail, channel, rail. The sequence is identical on all four sides and at every turn, which is what makes the mark redrawable from a table.

The unit is the stroke.

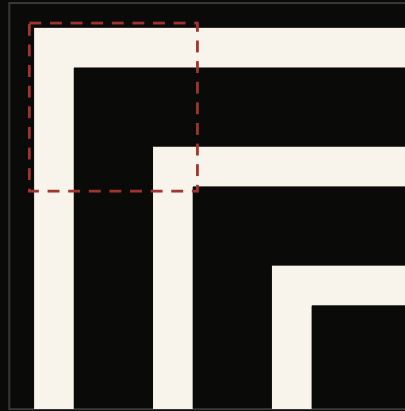
Everything in the mark is a whole multiple of one stroke width, **s**. Redraw it from the table and it will be right. There is no other way to make it.

MEASURE	VALUE
Stroke	1 s
Channel	2 s
Turn pitch	3 s
Width	30 s
Height	53 s
Opening	16 s × 39 s
Entry gap	2 s
Proportion	1 : 1.7667

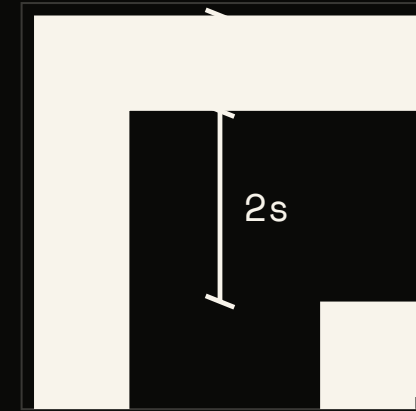
CORNERS MITRE. NO RADIUS, EVER.
PRODUCTION FILES CARRY OUTLINED PATHS,
NOT A CENTRELINE STROKE.



A · ×1 THE MARK
THE WHOLE OBJECT



B · ×5 THE CORNER
THREE RAILS TURNING



C · ×13 THE RAIL
ONE STROKE, ONE CHANNEL

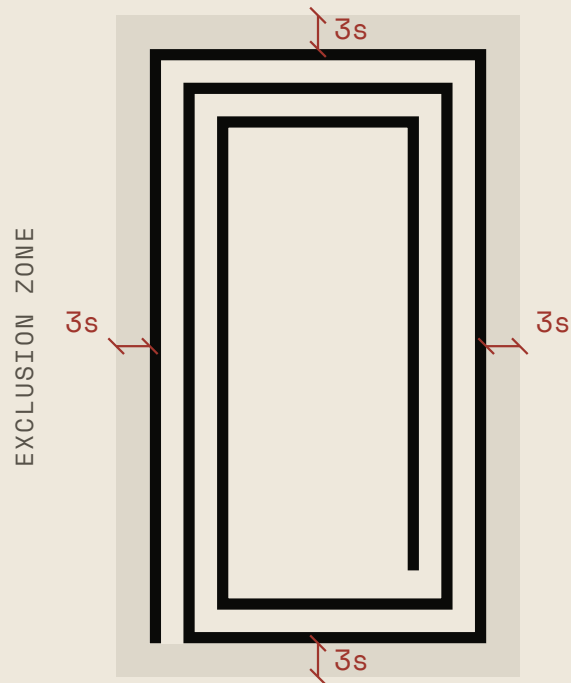
A rail, at a pitch of one to two.

One object, three magnifications. C printed at one pixel is the hairline rule that runs through every page of the publication. B printed at three hundred millimetres is The Corner. A is the mark. Nothing else in this system is drawn.

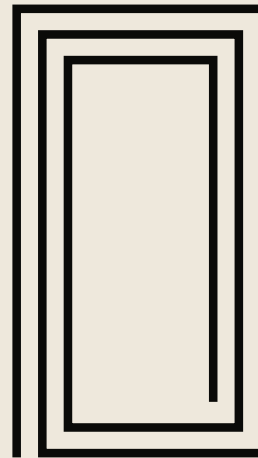
INSTRUMENT	VALUE	HOW TO CHECK IT, ALONE, AT 2 AM
Stroke : channel	1 : 2	Measure any two adjacent rails. If the gap is not twice the line, it is not ours.
Turn pitch	3 × stroke	Rail centre to rail centre, at any magnification.
Radius	0	Zoom to 800%. Any corner that is not a mitre is a defect.
Diagonals permitted	1	The t terminal in the wordmark. Any second diagonal is decoration — remove it and see whether anything breaks.

CLEAR SPACE = ONE TURN

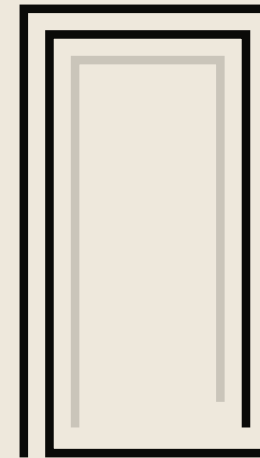
3s on every side — the pitch between two rails. It is a ratio of the mark, so it holds at any size. Nothing enters it: no type, no rule, no image edge.

**THREE FORMS, ONE SILHOUETTE**

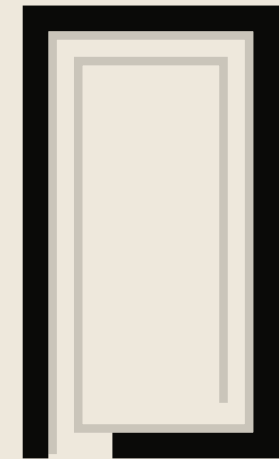
A hairline spiral dies long before a favicon does. Rather than thicken the full mark, the mark sheds a turn. The dropped turn is ghosted below so the difference reads; the outline never changes, so all three are the same object at every distance.



FULL / 3 TURNS
53 px AND ABOVE

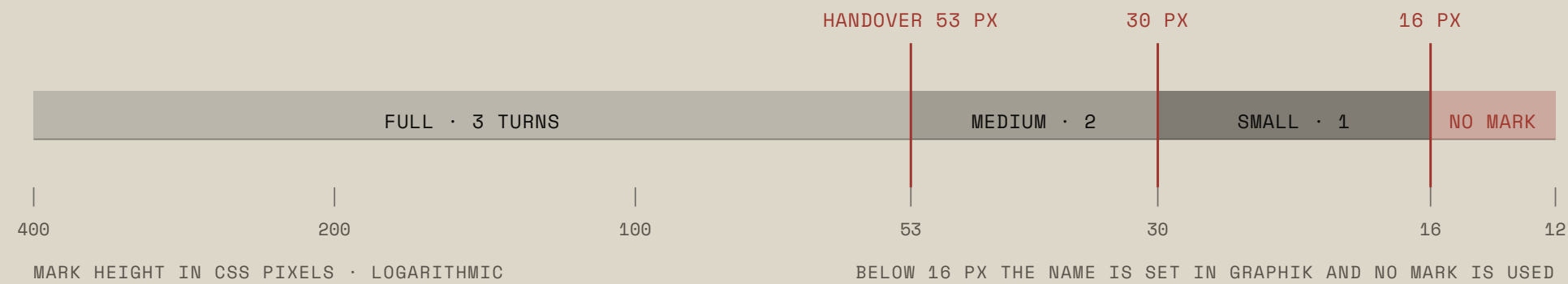


MEDIUM / 2 TURNS
30-52 px



SMALL / 1 TURN
16-29 px, STITCH,
FAVICON

There is no letter monogram. The small form already does that job, and a second mark would only dilute the first. — REMOVED FROM THE 2026 PROPOSAL, WHICH INTRODUCED AN "MS" MONOGRAM.



THE HANDOVER, AT TRUE SIZE · FAILURE ON THE LEFT OF EACH PAIR



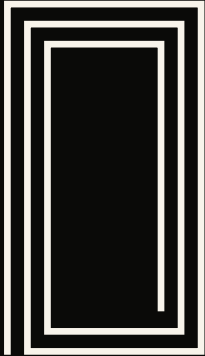
THE TEST: RENDER AT THE HANDOVER SIZE AND ZOOM TO 800%. IF ANY CHANNEL IS NARROWER THAN ITS RAIL, YOU ARE ONE FORM TOO LOW ON THE LADDER.

THE FLOOR IS SET BY THE PROCESS, NOT CHOSEN

PROCESS	THINNEST STROKE HELD	FORM	MINIMUM SIZE
Screen, full form	1 px	3 turns	30 × 53 px
Screen, medium form	1 px	2 turns	17 × 30 px
Screen, small form	1 px, snapped	1 turn	9 × 16 px
Screen print, uncoated	0.80 mm	3 turns	24 mm wide
Satin embroidery	1.20 mm	1 turn	12 mm wide
Blind deboss, 300 gsm	0.60 mm	2 turns	18 mm wide
Foil, hot stamp	open	2 turns	confirm on a proof

MULTIPLY THE THINNEST STROKE A PROCESS HOLDS BY THIRTY. THAT IS THE NARROWEST THE FULL MARK MAY BE MADE IN IT.

PRIMARY / STACKED



monolith street

HORIZONTAL



monolith street

MASTHEAD / MEDIUM + GRAPHIK



Monolith Street

REVERSED ON PAPER



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SINGLE COLOUR / OXIDE ON PAPER



monolith street

STAMP / SMALL FORM, LOCKED FIELD



THE SIGNATURE IS SET LOWERCASE IN LEXEND. IN RUNNING TEXT AND INTERFACE CHROME THE NAME IS WRITTEN NORMALLY – MONOLITH STREET, IN GRAPHIK. ONE LOCKUP PER COMPOSITION.

monolith street

DRAWN, NOT TYPED

The 2025 wordmark is Lexend Medium, lowercase, set flat. It is the right face and the right case. It was never optically corrected, so it is corrected here and then outlined — production files carry paths, not a live font.

SETTING	VALUE
Face	Lexend Medium (500)
Case	lowercase, always
Tracking	-20 / 1000 em
Word space	0.42 em
Mark height : x-height	53 s : 11 s

THE FOUR CORRECTIONS

01	Round overshoot	o, e and s are drawn 1.5% taller than the flat-sided n and h, so they sit level to the eye rather than to the metric.
02	The l-i-t rhythm	Three vertical stems in a row. Sidebearings between them open by 6/1000 em; without it the word puckers at display size.
03	The t terminal	Lexend's angled cut stays. It is the only diagonal in the signature and it echoes nothing else, so it remains the one moment of speed.
04	Word space	Opened to 0.42 em so the two words read as one field at masthead scale and do not fuse at small sizes.

FORBIDDEN: TITLE CASE IN THE SIGNATURE · ANY WEIGHT BUT MEDIUM · TRACKING IT OPEN FOR "ELEGANCE"
· SETTING IT IN GRAPHIK · "MONOLITH" ALONE AS THE PUBLICATION NAME

Two colours make the identity.

Black and white were the whole palette in 2025 and they remain the whole palette of the *identity*. The mark, the signature and every locked asset are drawn in one or the other. Nothing else is ever the logo's colour.

INK	VALUE
HEX	#000000
RGB	0 0 0
CMYK	0 / 0 / 0 / 100
Pantone	Black 6 C direction — confirm on press
Thread	Madeira Classic 1000 direction — confirm on stitch

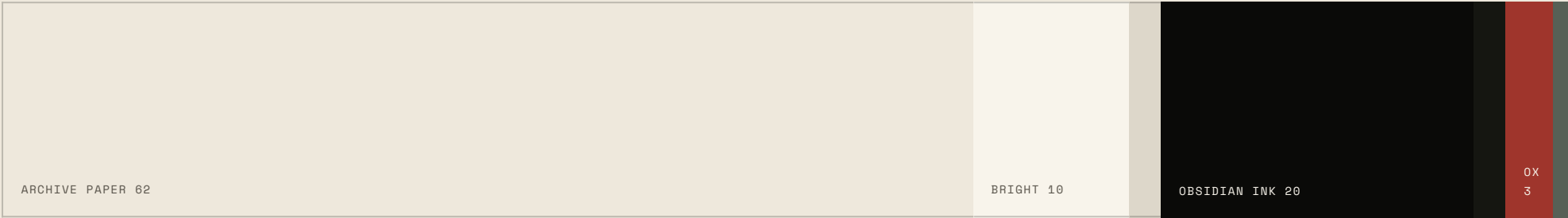
PAPER	VALUE
HEX	#FFFFFF
RGB	255 255 255
CMYK	0 / 0 / 0 / 0
Stock	uncoated, unbleached where available
Contrast	21.00 : 1

TWO VALUES. NO TINTS OF EITHER INSIDE A LOCKED ASSET.

One dominates. One structures. One signs.

Paper is not light mode. Ink is not dark mode. They are the two materials the publication is made of, and they hold a fixed ratio. Oxide is the editor's mark and appears at the scale of a correction, never a decoration.

THE FIELD AT ITS TRUE DOMINANCE — A SWATCH ROW WOULD MISREPRESENT THIS



SANCTIONED TEXT PAIRINGS — MEASURED, NOT ESTIMATED

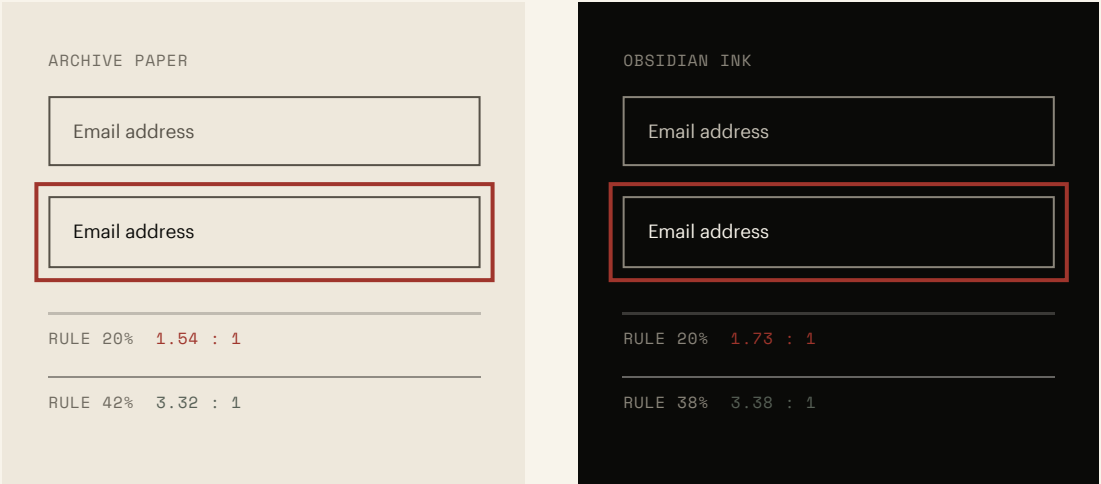
PAIRING	RATIO	VERDICT	PERMITTED FOR
Ink on Archive Paper	16.24 : 1	AAA	everything
Ink on Paper Bright	18.05 : 1	AAA	everything
Paper Bright on Ink	18.05 : 1	AAA	everything
Ink Secondary #565148 on Paper	6.46 : 1	AA	body, captions
Oxide on Archive Paper	5.70 : 1	AA	links, marks, small type
Moss on Archive Paper	5.36 : 1	AA	labels, department tags
Muted #6F6A60 on Paper	4.41 : 1	fails AA	nothing below 18.5 pt
Oxide on Ink	2.85 : 1	fails AA	graphic rules only, never type

OXIDE ON INK IS THE ONE COMBINATION THE LIVE SITE STILL USES FOR FOCUS OUTLINES. AT 2.85 : 1 IT IS NOT LEGIBLE TYPE. IT MAY DRAW A LINE. IT MAY NOT CARRY A WORD.

Text passed. The boxes around it did not.

Every previous audit measured type on surface. Nobody measured the boundaries — rules, borders, focus rings — which WCAG 1.4.11 holds to 3.00:1. Recomputed from the deployed token values, three of them fail. Two are shipping today.

RENDERED AT TRUE SIZE, ON BOTH SURFACES



The oxide focus ring is legible on paper at 5.70 : 1 and invisible on ink at 2.85 : 1. On ink surfaces the ring is Paper Bright, and oxide keeps the underline.

THE FIX IS ONE LINE OF TOKEN: WHERE A RULE CARRIES STRUCTURE RATHER THAN TEXTURE, IT USES THE 38% VARIANT. THE 20% RULE IS PERMITTED ONLY WHERE NOTHING DEPENDS ON SEEING IT.

NON-TEXT CONTRAST · WCAG 1.4.11 · THRESHOLD 3.00 : 1

BOUNDARY	COMPOSITE	RATIO	VERDICT
Hairline rule, 20% paper on ink	#3B3A38	1.73 : 1	fails — ships today
Hairline rule, 20% ink on paper	#C4C1BA	1.54 : 1	fails — ships today
Oxide focus ring on ink	#9F352C	2.85 : 1	fails — ships today
Weathered Silver on paper	#8B8B84	2.81 : 1	retire the token
Rule, 38% paper on ink	#666562	3.38 : 1	passes
Oxide focus ring on paper	#9F352C	5.70 : 1	passes
Input border #565148 on paper	#565148	6.46 : 1	passes

3.58% of the surface. And nothing at all on three pages in six.

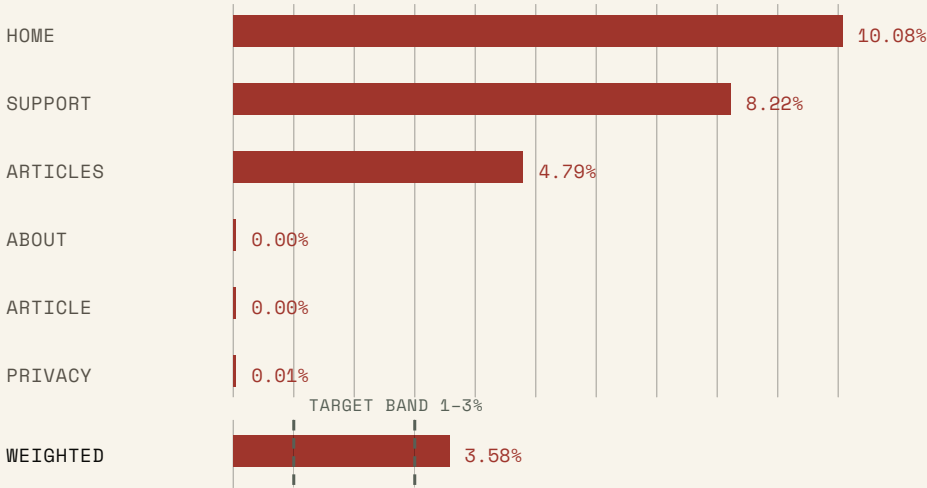
Sampled from the six live desktop pages. The accent is not scarce — it is absent where people read and doubled where they are being sold to. That is the opposite of an editor's mark.

THE TARGET

Any single page	1.0 – 3.0% of surface
A reading page	never 0.00%
A marketing page	never above 4.0%
Oxide elements per screen	1

THE TEST: SCREENSHOT THE PAGE, COUNT OXIDE PIXELS, DIVIDE BY TOTAL. ZERO MEANS NOTHING ON THAT PAGE WAS WORTH SIGNING. ABOVE FOUR MEANS IT HAS BECOME DECORATION.

MEASURED COVERAGE, SIX LIVE DESKTOP PAGES · 8 MM PER 1% OF SURFACE



WHERE IT IS PERMITTED · AT MOST ONE PER SCREEN OR SPREAD

PERMITTED	FORM	IT FAILS IF
The active item in navigation	2 px rule	a second item is also marked
A link inside body copy	text + underline	the surface is ink — 2.85 : 1
The revision stamp	label	the piece was not revised
The reading rail on an article	1 px, fills	it appears on an index
Focus ring	2 px outline	the surface is ink; use Paper Bright

FORBIDDEN: FILLED BUTTONS · SECTION BACKGROUNDS · THE MARK IN RUNNING USE · ANY GRADIENT · A STATE WITHOUT A WORD BESIDE IT · TYPE ON INK

Lexend

THE RAISED VOICE

The brand's own face since 2025 and the face the wordmark is drawn from. It appears only where the publication speaks as itself: the signature, headlines, decks, pull quotes. Light and Medium only.

300 LIGHT · 500 MEDIUM

Graphik

THE WORKING FACE

Licensed and already carrying every word on the live site. It reads long and stays quiet, which is the only reason Lexend can be the one voice raised. Body, navigation, labels, tables, controls.

300 LIGHT · 400 REGULAR · 500 MEDIUM

Space Mono

THE RECORD

Also in the 2025 kit, never deployed. It carries anything that is evidence rather than prose: folios, datelines, source IDs, revision stamps, figures. Uppercase, tracked, small.

400 REGULAR · 700 BOLD

HOW OFTEN EACH MAY SPEAK

RULE	DETAIL	IT HAS FAILED WHEN
Lexend per composition	One block. A headline <i>or</i> a pull quote, never both.	two things on one screen are competing to be read first
Families per composition	Three at most, and the third must be carrying data.	the third family is setting a sentence
Tracking	−20/1000 em at 40 pt and above, 0 at reading size, +120 to +200 for uppercase micro-labels.	a display line looks loose beside the wordmark
Measure	60–72 characters. Line height set from the measure, never a fixed ratio.	the eye loses the line return
Forbidden	Justified body. Italic where a rewrite would do. Lexend below 11 pt. Graphik above 24 pt. Any fourth family.	—
Being retired	Playfair Display currently sets every headline, deck and pull quote on the live site. It is not in the identity, and its hairline-to-stem contrast is the opposite of the mark's constant stroke. Headlines move to Lexend Light.	the thinnest part of a headline is thinner than the mark's stroke

Ideas for building what should last

DISPLAY · LEXEND LIGHT 40 PT / 41 PT / -20 TRACK

An independent publication examining how
durable work, knowledge, and institutions are
made

HEADLINE · LEXEND LIGHT 19 PT / 23 PT / -14 TRACK / 46 CHARACTERS

Monolith Street studies durable ideas, useful systems, and serious creative
practice. The aim is not certainty. It is a better record of how consequential
work is made.

DECK · GRAPHIK LIGHT 12.5 PT / 17 PT / 0 TRACK

Monolith Street publishes slowly, revises openly, and separates
enduring principles from temporary tactics. Articles develop an
argument. Journals document a live inquiry. Case studies examine
decisions against outcomes.

BODY · GRAPHIK REGULAR 9.5 PT / 15.4 PT / 66 CHARACTERS

Issue-based field notes that trace a
question, its sources, and what changed
during the investigation.

CAPTION · 7.5 PT / 11.3 PT

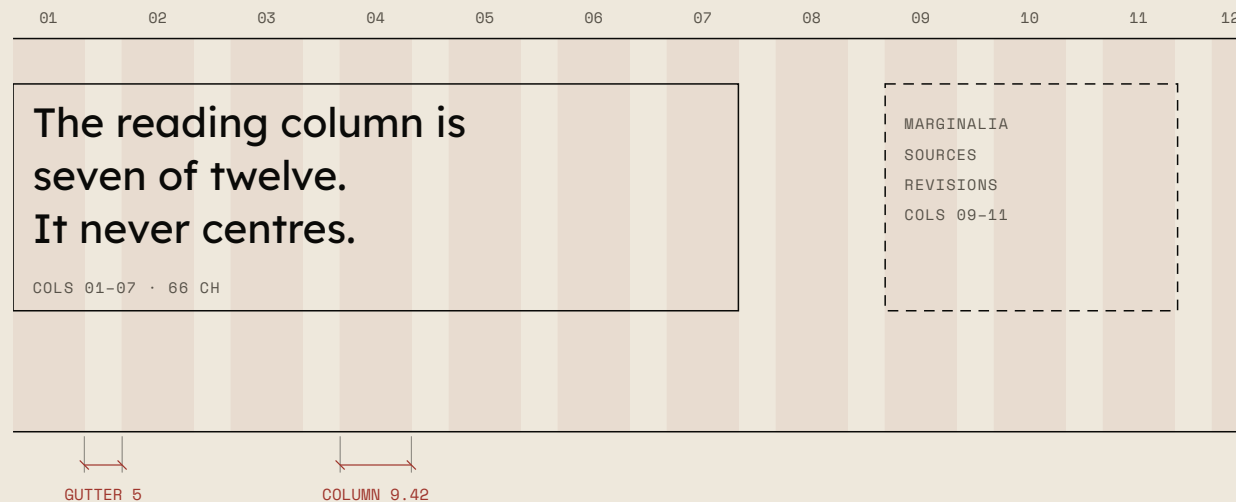
FOUNDATIONS
FIELD NOTES
CASE FILES
CONVERSATIONS
MARGINS

DEPARTMENT · GRAPHIK MEDIUM 8 PT /
+130 TRACK

MS / 014
PUBLISHED 12.03.2026
REVISED 08.04.2026
SOURCE 3 OF 7

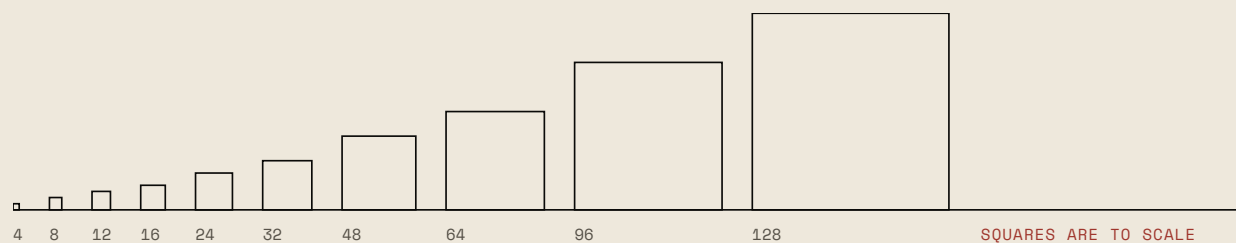
RECORD · SPACE MONO 6.5 PT / +160
TRACK

12 COLUMNS · 5 MM GUTTER · MAX 1440 PX · READING COLUMN 1-7



MEASURED IN MM AT THE 1440 PX MAXIMUM

THE SPACING SCALE · 4 PX BASE, EDITORIAL EXPANSION ABOVE 24



Whitespace is a courtyard.

It is defined by the structures around it. If a gap is not held on at least two sides by a rule, a column edge or a block of type, it is not space — it is a mistake.

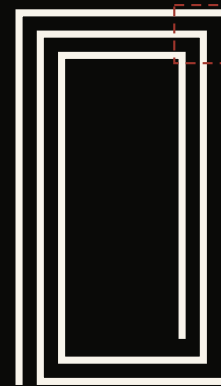
MEASURE	VALUE
Columns	12
Reading column	7 of 12
Gutter	20 / 32 / 48 px
Max layout	1440 px
Measure	66 ch
Base unit	4 px
Radius	0
Rule	1 px / 2 px emphasis

The mark, enlarged until it becomes architecture.

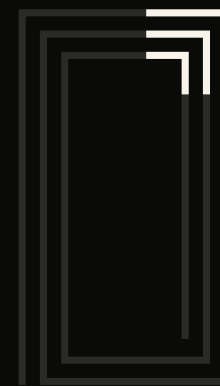
Three rails at the mark's own pitch, scaled past the point of recognition and cropped by the page. It is already on the site's home page. It is the one thing that identifies a Monolith Street surface before the wordmark is read.

RULE	DETAIL
Count	One per composition. Never two corners on one surface.
Geometry	Stroke : channel stays 1 : 2. Only the scale changes.
Scale	×8 minimum. Below that it reads as a border.
Crop	Bleeds off exactly two edges. A corner that fits inside the page is a shape, not a corner.
Opacity	11% paper on ink. 8.5% ink on paper.
Never	Behind body copy. Rotated off 90°. Tinted oxide. Repeated as wallpaper. Animated.

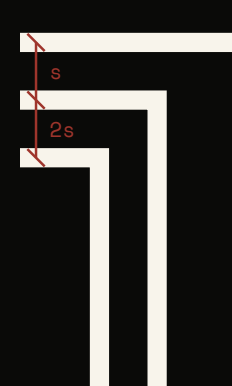
DERIVATION — FOUR STEPS, NO INVENTION



01 THE MARK
ONE CORNER SELECTED



02 ISOLATED
THREE RAILS, ONE
PITCH



03 ENLARGED ×8
PITCH UNCHANGED



04 CROPPED BY THE
PAGE
11% · TWO EDGES

A SECOND DEVICE EXISTS AND IS DELIBERATELY SMALL: THE HAIRLINE RULE. IT IS THE MARK'S STROKE AT PUBLICATION SCALE, AND IT SEPARATES EVERY RECORD FROM EVERY ARGUMENT ON EVERY SURFACE.

HAIRLINE 1 PX
RECORD FROM ARGUMENT

EMPHASIS 2 PX
SECTION FROM SECTION

OXIDE 2 PX
ONE PER SURFACE

Evidence gets its own typeface.

Everything that says *when, where and from whom* is set in Space Mono, uppercase, tracked. Everything that argues is set in Graphik or Lexend. A reader can tell the two apart from across a room, which is the entire point of the publication.

STAMPS ARE NEVER DECORATIVE. A REVISION STAMP MEANS THE PIECE WAS REVISED. IF IT WAS NOT, THERE IS NO STAMP.

OBSERVED

REVISITED

REVISED 08.04.26

PRIMARY SOURCE

FIELD NOTE

THE DATELINE

FIELD NOTES / MS 014
 PUBLISHED 12.03.2026
 REVISED 08.04.2026 ←
 SOURCES 7 / READING 14 MIN

THE FOLIO

MONOLITH STREET 014

The small form is the only mark permitted in a folio, at its 16 px floor and never larger.

THE MARGINAL NOTE — INLINE ON COMPACT LAYOUTS, DOM ORDER PRESERVED

The 2025 identity deck lists "Your Timeless Business Assistant" as the line. The publication is no longer a business assistant, and "timeless" is on the banned-word list it wrote for itself.

NOTE 3 / SOURCE: BRAND IDENTITY, FEB 2025, P.5

DEPARTMENTS

FOUNDATIONS

FIELD NOTES

CASE FILES

CONVERSATIONS

MARGINS

One precise claim beats three abstractions.

The publication already writes this way. The rules below are transcribed from its own pages, not imposed on them. Separate evidence from interpretation from recommendation, attribute what you observed, and say plainly how sure you are.

MEASURED IN THE LIVE COPY, AUGUST 2026

Mean sentence	14.0 words
Median sentence	12 words
Longest sentence	29 words
Over 25 words	17% of sentences
Em dashes	10 across 44 strings
Banned-word hits	169

The rhythm is already right. The vocabulary is not: *authentic* 81, *mastery* 40, *profound* 17, *timeless* 11. Counts include article titles and slugs, which is where most of them live and where they are hardest to change.

INSTEAD OF	WRITE
<i>Your timeless business assistant.</i>	Ideas for building what should last.
<i>Timeless knowledge for solopreneurs.</i>	An independent publication examining how durable work, knowledge, and institutions are made.
<i>Deep insights delivered straight to your inbox.</i>	A fortnightly letter on durable ideas for independent builders.
<i>We curate the best long-form content.</i>	Long-form arguments, practical frameworks, and annotated ideas with a deliberately long shelf life.
<i>Trusted by builders everywhere.</i>	Monolith Street publishes slowly, revises openly, and separates enduring principles from temporary tactics.

Left column: lines the brand has actually used. Right column: lines the brand has actually written. Both are its own; only one of them is the voice.

NINE RULES, IN ORDER

One precise claim over three abstractions. Concrete nouns, active verbs. Attribute observations. Qualify confidence. Separate evidence, interpretation, recommendation. Record uncertainty. Cite primary material. Name the people responsible. Revisit rather than pretend the record is finished.

THE TELL

If a sentence would sit comfortably in a SaaS landing page, a wellness app and a venture memo, it is not the voice. Rewrite it until only this publication could have written it, then cut it by a third.

The brand running ahead of its own book.

Six behaviours are in the shipped product and in no guideline. They are not violations. They were good decisions taken at speed. Named, bounded and credited here, they become part of the system instead of folklore in one person's head.

BEHAVIOUR, AS SHIPPED	THE BOUND IT NOW HAS
The masthead densifies <code>Header.tsx, scrollY > 24 px</code>	The rule under the masthead thickens once the reader leaves the top of the page. Keep it. Bound: the change is to the rule only, never to height, type size or position, and it crosses the 3.00 : 1 threshold in both states.
The reading rail <code>ReadingProgress</code>	A 1 px oxide rail fills with scroll depth on article pages. Keep it. Bound: articles only, never on an index; it is the one oxide element permitted on a reading page, and it carries no text.
Scroll-driven reveal <code>animation-timeline: view()</code>	Sections rise 4 px and fade as they enter. Keep it. Bound: transform and opacity only, one pass, and reduced-motion shows the final frame — not a shorter animation.
The archive plate <code>ArchivePlate</code>	A ruled publication record at the foot of each article. Keep it, and promote it: it is the differentiator made visible. Bound: Space Mono, tabular figures, revision date first.
Essential-only consent <code>CookieConsent</code>	Accept and reject carry equal weight; nothing is tracked before consent. Keep it. Bound: this is an identity rule, not a legal one — it may not be softened for a campaign.
Print disables motion <code>@media print</code>	Reveal animations are switched off so nothing prints invisible. Keep it. Bound: any new animated element ships with its print reset in the same commit.

EVERY ROW BELOW WAS READ OUT OF THE REPOSITORY, NOT PROPOSED. THE BOUND IS THE NEW PART.

Sources, method, and what is still assumed.

This book is typeset in the brand's own typefaces, laid out on its own grid, coloured from its own palette, and paced by its own rule that the signature appears once per composition. It obeys that rule on every page.

SET IN LEXEND, GRAPHIK AND SPACE MONO
LANDSCAPE A4, 297 × 210 MM
HTML AND CSS, RENDERED WITH HEADLESS CHROMIUM
ALL MARKS, DIAGRAMS AND GRIDS ARE INLINE VECTOR

PRIMARY SOURCES READ

Monolith — Brand Identity	6 pp, Feb 2025
monolith concepts v1.0	4 pp, Jan 2025
Homepage concepts	3 files, Apr 2025
Live site, globals.css, tokens	Aug 2026
Redesign proposal, tokens.json	Jul 2026
Font kit	Lexend, DM Sans, Lato, Space Mono

MARK GEOMETRY WAS EXTRACTED FROM THE 2025 VECTOR, NOT TRACED. DEPLOYED COLOUR WAS SAMPLED FROM LIVE RENDERS. THE 2026 PROPOSAL WAS TREATED AS A HYPOTHESIS, VERIFIED, AND PARTLY KEPT.

ASSUMPTIONS, STATED

01	Applications are out of scope in this edition. This book specifies the identity; how it is applied to a site, a letter or an object is a separate document, and writing that first produces mockups instead of a system.
02	The publication has no photographic library, so no image direction is specified here.
03	Pantone, thread and foil are marked open. Confirm on press and on stitch before any run.
04	Every ratio was recomputed from the deployed token values, including the alpha-composited rules. None was inherited.
05	Oxide coverage and copy metrics were measured by sampling, and the sample is named beside each figure.
06	No live social feed exists. The handle in the 2025 deck now belongs to an unrelated account.

WHAT CHANGED, AND WHY

One stroke weight	Two weights, 4.72 and 9.02 units, alternating without a rule. The mark is one line; two weights made it read as three frames and killed it below 40 px.
The entry made deliberate	An open corner and an overshooting terminal, both unexplained in the file. Naming them turned two accidents into the idea.
Modular construction	No measure in the 2025 drawing shared a factor with any other. A mark that cannot be rebuilt from a table can only be copied, and copies drift.
Letter monogram removed	The "MS" monogram proposed in 2026 competed with the small form for the same jobs. The small form carries the system's geometry; the monogram carried none.
Playfair Display retired	It sets every headline on the live site and appears in no identity file. A modulated serif contradicts a constant-stroke mark. Headlines move to Lexend Light; every article page is re-typeset.
Two palettes reconciled	Black and white are the identity. Paper, ink and one accent are the publication. Both were the brand's own; only the relationship was missing.
Small form entry gap	It opened by one stroke where the full and medium forms open by one channel — the most-used form was the one contradicting the spec.

METHOD

Identity and brand systems; colour and type systems; anti-generic taste enforcement; the Emil Kowalski craft standard — optical over mathematical, subtraction over addition, restraint as signal, motion felt rather than seen — applied as written, since no such skill was installed; humanised copy; brand-consistency, colour and hierarchy critique run against four full drafts, each failure listed and fixed rather than argued away; PDF production. Every number here was recomputed from primitives, and that recomputation is what surfaced the non-text contrast failures.