

Serat



Brand Identity Playbook

Everything needed to make something that is
unmistakably Serat, and nothing that is not.

Thirty-three decisions, already made.

Four of these pages record a change to Visual Identity System 2.0, each stated with its reason. Everything else finishes work that already existed.

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Ember numerals mark a recorded change.

POSITIONING

The hardest part of an ADHD day is not the task. It is the cost of coming back to it.

Serat is an AI companion for adults with ADHD that carries context forward so returning never costs anything. Where the category keeps a ledger — streaks, completion, history you can be measured against — Serat keeps context you own: visible, editable, deletable, and attached to no number.

It sells permission to re-enter. Not planning. Not motivation. The specific relief of arriving at something unfinished and not being asked to account for the gap first.

This is defensible. A competitor cannot claim memory-without-a-score while a streak counter is still on the screen, because the counter is the retention model. Removing it costs them the thing Serat was built without.

THE SITUATION IT IS FOR

Four days have passed. The pile is real. The first honest thought is *I should catch up before I start*. That is the moment Serat is the right answer.

BRAND TRUTH

Absence is not debt.

THE LINE

Begin from here.

Earned. It is the product's actual behaviour, not a claim about it.

BOUNDARY, ALWAYS WITHIN REACH OF A HEALTH CLAIM

A companion, not a cure.

One space, two borders.

Serat acts on a real day like a tool and refuses to measure the person like a system. Both neighbours do one of those things well and the other badly. Being mistaken for either is the only positioning failure that matters.

A SCORE APPEARS

A DIAGNOSIS IS IMPLIED

TASK SYSTEMS

Acts on the day.
Keeps a ledger.

Streaks · completion · overdue

SERAT

Acts on the day.
Never scores it.

Warm continuity · owned memory

One next move · no number

THERAPY APPS

Never scores you.
Cannot act.

Assess · reflect · refer

MEASURES YOU

TREATS YOU

Crossing left — any count, percentage, chart of consistency, or word that implies a backlog.

Crossing right — any assessment score, symptom language, clinical iconography, or advice framed as treatment.

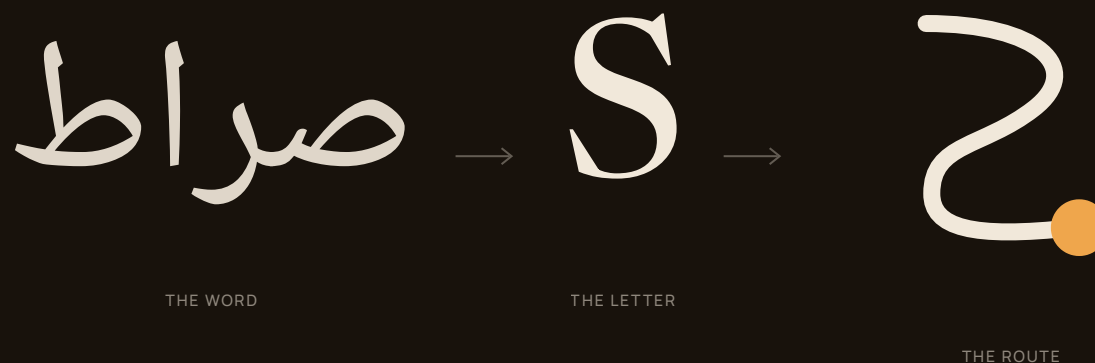
Staying home — remembered context, one proposed move, and a way to decline it that is a real option.

DERIVATION

The name is already the mark.

Serat carries the Arabic صراط — a way, a route walked rather than a destination arrived at. The identity does not illustrate that idea. It draws it: the S of the wordmark, redrawn as a single stroke, *is* a route, and it ends where the person is now.

Everything downstream follows from this one fact. The path in the product, the route in the lockup, and the symbol are the same object at three sizes.



ONE OBJECT,
THREE SIZES



The symbol keeps one switchback: out, back on itself once, then on. The lockup carries one deviation. The Living Path carries a day. Same object, three durations.

CONSTRUCTION

Drawn from the type, not traced over it.

The wordmark is Newsreader instanced at opsz 72 / wght 480, converted to outlines, then fitted by hand. It carries no font dependency and cannot be re-set. Rebuilding it in any other face, weight or optical size is a rebuild of the brand.

Units per em	2000
Draw scale	0.049
Cap height	1340 u · 65.66
x-height	852 u · 41.75
Sovershoot	1488 u · 1.11 cap
Letterfit	-1.2 per pair
Set width	229.30



SET WIDTHS IN PX AT DRAW SCALE, BEFORE THE -1.2 FIT IS APPLIED TO EACH PAIR

The route was
drawn as a rule.

Two changes to the master lockup, and the reason for each. The wordmark is untouched. Nothing else about the identity is revised here.

WAS · 2.0
y 69 · flat

Serat —●

A straight line between two points claims constancy. Serat's whole promise is that the line is *not* constant and that this costs you nothing.

IS · 2.1
y 78.42 · one deviation

Serat —●

The route leaves the word, loses its line once, and arrives back on the exact axis it started from. The mark now states the promise instead of describing it.

1 · VERTICAL AXIS

Moved from y 69 to y 78.42. The old position was the ink bounding-box centre, which the tall S pulls upward and no reader can see. The new position is Newsreader's own en-dash axis at 522 u — where this typeface already puts a horizontal stroke that follows a word.

2 · SHAPE

One cubic, deviating downward by 5.92 at t 0.33 — 4.8% of mark height. The second control point sits on the axis, so the tangent at the waypoint is horizontal: the route arrives level. A route still climbing at the waypoint reads as slack cable, not arrival.

NOT NEGOTIABLE

One deviation. Never two, never a wave, never a maze. Amplitude is fixed in the master file and is not a design variable at the point of use.

Five forms. Each one
has a job the others cannot do.

MASTER LOCKUP · DEFAULT WHENEVER SERAT IS INTRODUCED

Serat

≥ 200 px · ≥ 50 mm

COMPACT · WHERE THE MASTER'S HAIRLINE WOULD NOT HOLD

Serat

112–200 px · 28–50 mm

STACKED · SQUARE FIELDS

Serat

WORDMARK · ONLY WHERE THE PATH ALREADY APPEARS IN THE COMPOSITION

Serat

≥ 80 px · ≥ 20 mm. Using it anywhere else spends the name and returns nothing.

SYMBOL



App icon · avatar · ≥ 24 px

ONE COLOUR

Serat

Etch · emboss · single-plate print.
The waypoint takes the ink colour
and keeps its size.

CLEARSPACE

Measured in waypoints.

Clearspace is one waypoint diameter — $d = 14$ units, 11.3% of mark height — on all four sides. It scales with the mark, so it never needs recalculating. Nothing enters it: no copy, rule, icon, crop, image edge, or button.

On a photograph or a texture the mark requires a solid field, not a scrim. If that field would look heavy, the mark is in the wrong place on the image.



THE SIZE LADDER · SHOWN AT TRUE SIZE

Serat —

MASTER · 50 mm floor

Serat —

COMPACT · 28 mm floor

Serat

WORDMARK · 20 mm floor

2.

SYMBOL · 8 mm floor

Below its floor a form does not shrink — it hands over to the next form down. At 28 mm the master's 1.75 stroke measures 0.20 mm and starts to break on uncoated stock; the compact carries 3.0 and holds at 0.24 mm.

A hairline route does not survive 16 px.

Shown at true size. Hold the page at reading distance; this is exactly what a browser tab and a home screen will render.

WAS · 2.0 FAVICON, 1.7 STROKE ON A 32 GRID



64 px



32 px



16 px

At 16 px that stroke resolves to 0.85 device pixels. The renderer cannot draw it, so it fades it — the route greys out and the mark reads as a dot on a square.

IS · 2.1 FAVICON, DRAWN ON THE 16 GRID



64 px



32 px



16 px

Stroke 1.5 and waypoint 4 land on whole pixels at 16. One switchback is dropped because the grid cannot hold two. The corner radius drops from 8/32 to 4/16 to keep the same optical roundness.

REDUCED SYMBOL · 16–24 PX



48 px



24 px



16 px

Stroke 4.6, waypoint 6.4. It is the same route with more weight, not a different drawing. Use it for tab bars, avatars, and any place the standard symbol would go under 24 px.

Never scale the standard symbol below 24 px and accept the result. The route is the mark; a route you cannot see is a dot.

Where it is allowed to sit.

Serat

Serat

Serat

Serat



Serat

THE ONE FIELD IT MAY NOT ENTER



Never place the mark directly on imagery. The route is a hairline; texture eats it, and the waypoint stops reading as a decision. Give it a solid field – as in the plate to the left – or use the symbol.

A swatch row is a lie. This is the palette.

Every band below is drawn at the share it actually occupies. The proportions are measured, not proposed: 578,760 sampled pixels across the fifteen approved product screens, each classified to its nearest brand value.

Read it as an instruction. If a new screen does not roughly land here, the screen is off-brand before anyone looks at the type.

71.2%

NIGHT FAMILY
THE ENVIRONMENT

Night is not a dark theme. It is the room the product happens in, and it does not switch off at 7 a.m.

19.5%

PARCHMENT FAMILY
THE HELD THOUGHT

Paper appears when something is being considered, consented to, or kept.

7.2%

BALM
RETURN

1.7% Ember. One decision at a time, and never two on one screen.

0.5% Clay. Safety only, on Night only. Never a failure state.

Sampled from apps/web, apps/mobile and apps/brand-web approved screens · July 2026

VALUES

Eleven values. Every pairing tested.

CMYK is a build value for uncoated stock and must be confirmed on press. No Pantone is stated here: a match invented on a screen is a lie a printer will believe.

Ratios recomputed from the hex values with the WCAG 2.1 relative-luminance formula. AAA is the target for reading surfaces; AA is the floor everywhere.

VALUE	HEX	RGB	CMYK	ROLE
 Night	#18120C	24 18 12	0 25 50 91	Environment
 Night Raised	#241C14	36 28 20	0 22 44 86	Elevated surface
 Night Soft	#3A2E25	58 46 37	0 21 36 77	Divider
 Parchment	#F1E8DA	241 232 218	0 4 10 5	Held thought
 Parchment Soft	#F7F1E8	247 241 232	0 2 6 3	High-key field
 Parchment Deep	#D8CCBC	216 204 188	0 6 13 15	Border, muted
 Ember	#EFA64C	239 166 76	0 31 68 6	Chosen next move
 Balm	#86B4A7	134 180 167	26 0 7 29	Return, consent
 Ember Ink	#6F3900	111 57 0	0 49 100 56	Ember text on light
 Balm Ink	#245148	36 81 72	56 0 11 68	Balm text on light
 Clay	#D77A63	215 122 99	0 43 54 16	Safety, on Night

SANCTIONED TEXT PAIRINGS

SURFACE	INK	RATIO	GRADE
Night	Parchment	15.30	AAA
Parchment	Night	15.30	AAA
Night Raised	Parchment	13.82	AAA
Night	Parchment Deep	11.75	AAA
Night	Ember	9.05	AAA
Night	Balm	8.05	AAA
Parchment	Ember Ink	7.65	AAA
Parchment	Balm Ink	7.37	AAA
Night Soft	Ember	6.40	AA
Night	Clay	6.06	AA

NEVER SET AS TEXT

Parchment + Clay	2.52	Parchment + Balm	1.90
Night + Ember Ink	2.00	Parchment + Ember	1.69

The Ember button on paper has no edge.

WAS — NO PERCEIVABLE BOUNDARY

Open the conversation.

You don't have to write yet.

I can do that

Make it smaller

EMBER ON PARCHMENT 1.69 · BORDER ON PARCHMENT 1.30

IS — A NIGHT HAIRLINE CARRIES THE EDGE

Open the conversation.

You don't have to write yet.

I can do that

Make it smaller

NIGHT HAIRLINE ON PARCHMENT 15.30 · PASSES 1.4.11

WCAG 1.4.11 asks 3:1 between a control and what it sits on. Text contrast inside the button is fine — Night on Ember, 9.05 — but the button's own boundary against Parchment measures 1.69. Two of the approved screens ship this.

THE RULE

On any Parchment surface, an Ember or Balm control takes a 0.5 px / 0.13 mm Night hairline. On Night, no border is needed — Ember reaches 9.05 against the ground on its own.

WHY NOT DARKEN EMBER INSTEAD

Because Ember at 9.05 on Night is the identity. Retuning it for one surface would cost the accent everywhere it already works. The surface takes the correction, not the colour.

ALSO CORRECTED

Parchment Deep borders measure 1.30 on Parchment. They are decoration and must never be the only thing marking an input, a selection, or a boundary that can be acted on.

Colour is never the only carrier of state. Every state in Serat is also a word, a position, or a shape — because the population this product serves is the one most likely to be reading it in poor light, at speed, on a bad day.

Ember signs one thing. Then it stops.

PERMITTED — ONE PER VIEWPORT

The primary action, when there is exactly one.

The current waypoint on a Living Path.

The focus ring on Night.

The waypoint in the mark.

A single number or word that *is* the decision — never a label about it.

Begin here

and nothing else on the screen

Ember is 1.7% of the product surface. That is not restraint for its own sake — it is what makes a single warm dot legible as *the* decision on a screen full of things that could be decisions.

REFUSED — EVERY TIME

Two Ember elements competing in one viewport.

Headlines, rules, underlines, or decorative fills.

Any progress bar, meter, ring, or count.

Hover states, because hover is not a decision.

Error, warning, or anything that means *you did not*.

Begin

Review

Settings

Three primaries is no primary.

BALM DOES THE OTHER JOB

Balm marks return, consent, and grace: a memory approved, a day paused, a step made smaller. It may appear more than once because it is a temperature, not a decision.

CLAY IS NOT RED

Clay exists for safety copy and irreversible memory deletion, on Night, at small size, with a word beside it. It never signals lateness, misses, or failure — Serat has no concept of any of those.

One voice speaks. One voice organises.

NEWSREADER VARIABLE · OPSZ 8–72 · WGHT 200–800

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &?!—“”

Speaks. Headlines, what Serat says in conversation, a reflection worth keeping, the one proposed next move. Set it with optical size matched to the point size — a display line at opsz 20 is a different typeface from the one this system approved.

Never for buttons, labels, form fields, navigation, or data.

Two families, and a third only if a new script requires it. Newsreader says the things a person would say out loud. Manrope handles everything the interface needs to be clear about. They never trade jobs.

MANROPE VARIABLE · WGHT 200–800

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &?!—“”

Organises. Body copy, interface labels, forms, navigation, captions, metadata, numbers. Three weights only: 430 reading, 500 labels, 650 eyebrows and primary buttons.

Never for a sentence Serat is saying to the person. If the interface is speaking, it is the wrong voice.

Eleven steps. Tracking included.

Tracking is the column VIS 2.0 left blank, so every implementation invented its own. It tightens as size rises and opens as size falls, because a display line at default tracking looks loose and a caption at default tracking closes up.

Measure is a rule, not a suggestion. Reading copy that runs past 74 characters costs an ADHD reader the line they were on.

STEP	SIZE	LEADING	WEIGHT	TRACKING	MEASURE
Display XL	88	84	420	-0.022	18-24
Display L	64	64	420	-0.018	20-28
H1	48	52	450	-0.014	24-32
H2	36	42	450	-0.010	28-38
H3	28	34	500	-0.006	34-46
Lead	20	30	450	-0.002	46-56
Body L	18	28	430	0	58-70
Body	16	25	430	0	62-74
Body S	14	21	450	+0.004	54-66
Caption	12	18	500	+0.010	40-56
Eyebrow	11	16	650	+0.140	≤ 32

Begin from here.
Life happened.
What helped you move.
Remembered with care.

Suggested next step

A few words are enough.

Serat remembers where you left off, helps make the next step feel possible, and never turns a hard day into a failure.

One small move. Nothing else yet.

Using one memory you can review

Encrypted on your device.

CURRENT FOCUS

Specimen shown at reduced size to fit the page, with the smallest steps held above legibility. Sizes, leading and tracking in the table are the values to implement. Never set reading copy below 16 px in a core product flow.

The same words,
ranked.

MONDAY · JULY 20

Start again,
without starting over.

Serat remembers where you left off, helps make the next
step feel possible, and never turns a hard day into a
failure.

Meet Serat

See how it works

● For adults with ADHD. A companion, not a cure.

Serat's own hero, set at working proportion. Rank is carried by
size, weight and space. Nothing here is ranked by adding a colour,
and Ember appears once — on the thing you can do.

EYEBROW 11 / 16 · 650 · +0.140. Never a sentence,
never more than one on a screen.

H1 48 / 52 · 450 · -0.014. Newsreader at
opsz 72. Two lines is the ceiling.

LEAD 20 / 30 · 450 · -0.002, held to 56
characters. It explains; it does not
repeat the headline.

ACTIONS Manrope 650 primary, 500 secondary.
The primary is the only Ember on the
page.

BOUNDARY Body S with a Balm dot. It sits after the
actions, never above them — the limit is
honest, not a disclaimer people scroll
past.

Order on the page follows the voice sequence: state where you are, remove the debt, offer the move, leave the exit. Reversing it turns a companion into a pitch.

The system reads both directions.

NOTO NASKH ARABIC · DISPLAY

ابدأ من هنا.

Begin from here.

الحياة حدثت. يمكنك أن تبدأ من هنا.

Life happened. You can begin from here.

NOTO SANS ARABIC · INTERFACE

سيرات يتذكّر أين توقّفت، ويساعدك على جعل الخطوة التالية ممكنة، ولا يحوّل يومًا صعبًا إلى فشل.

ابدأ من هنا

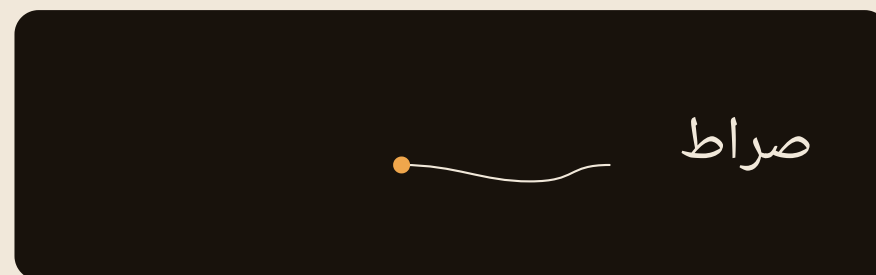
اجعلها أصغر

ليبين الآن

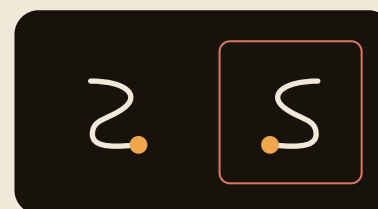
Naskh sits on a deeper line than Latin. Multiply Latin leading by 1.35 for display and 1.25 for body, or the ascenders will collide and the page will feel cramped in a way no reader can name.

Noto Naskh Arabic carries display and reflective statements; Noto Sans Arabic carries interface, body and data. Layout mirrors completely — margins, alignment, the direction the path travels. The waypoint symbol does not mirror.

MIRRORED LOCKUP · THE ROUTE RUNS RIGHT TO LEFT



WHAT DOES NOT MIRROR

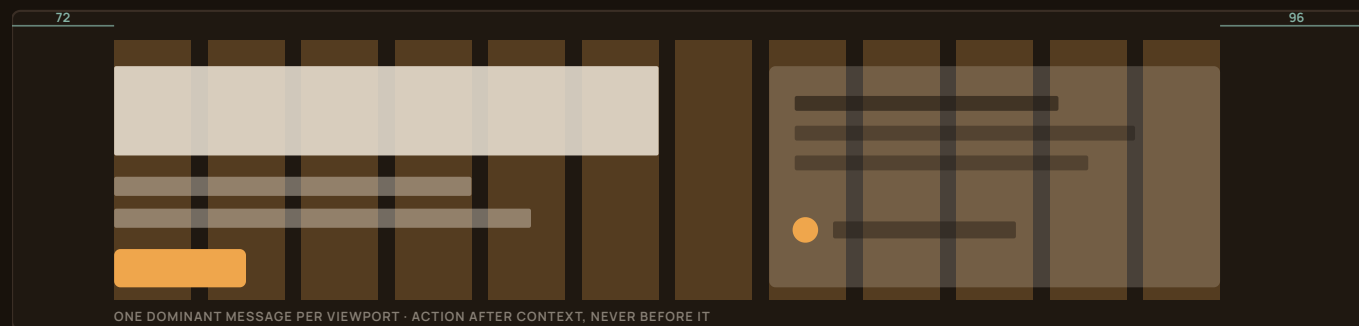


The symbol is a drawn object, not a directional glyph. Flipping it produces a different route and a different letter. It stays as drawn in every locale.

Arabic compositions are reviewed by a native reader before release. Transliterated Latin inside Arabic copy is set in Manrope, never in Newsreader.

Eight, and four when it matters.

WEB · 12 COLUMNS · 24 GUTTER · 72-96 MARGIN · 1280 MAX



Everything is a multiple of 8, with 4 reserved for optical correction — the half-step you take when a number is right and the eye disagrees. Calm is structural here. It is the space, not a mood.

THE STEP



RADIUS CARRIES MEANING



2 · paper

8 · control

16 · panel

32 · sanctuary

ELEVATION

Level 0 is a border, not a shadow. Level 1 0 8 24 / 18%. Level 2 0 18 48 / 28%. Shadows are warm-black and soft enough to read as light. No glow on a surface, no layered glass, ever.

TABLET

8 columns · 20 gutter · 32 margin

MOBILE

4 columns · 16 gutter · 20-24 margin

COMPOSITION

Asymmetric editorial balance. A grid of identical cards is a dashboard, and Serat is not one.

The Living Path is the mark, given time.

This is what makes a Serat asset recognisable before the wordmark is read. It is a narrative route: it appears only where content genuinely has sequence, and it earns its length from the story, not from the empty space it could fill.

enters from the edge, never from a point inside the field

leaves the field; a path that stops mid-air has ended the story

PRESENT · EMBER

RETURN · BALM

PAST · OUTLINE

BUDGET

One path per composition. Three waypoints per viewport. Five across a long marketing page. It occupies no more than 25% of the primary content field.

WEIGHT

1.75 px desktop, 1.25 px mobile, 2.4 px at campaign scale. Waypoints 8–16 px in interface, 16–32 px in campaign. The ring appears only on the current position.

WHERE IT BELONGS

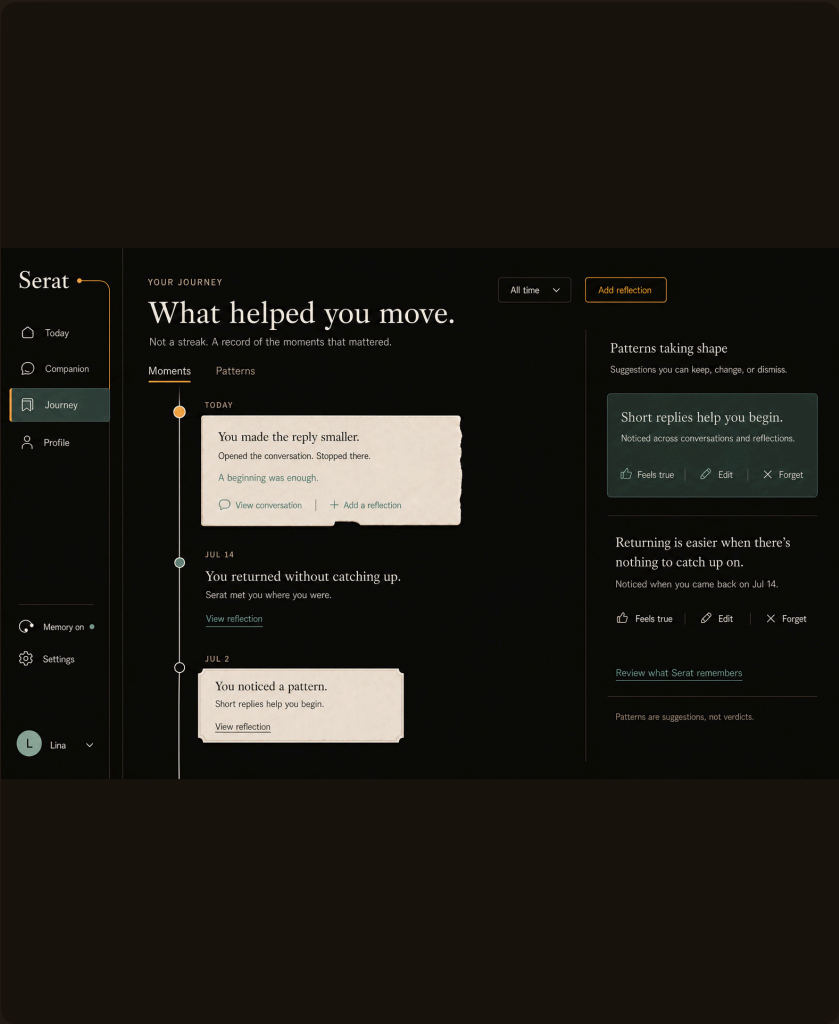
Onboarding, journeys, conversation, long-form marketing. Anywhere the content is genuinely a sequence in time.

WHERE IT IS FORBIDDEN

Settings, dense forms, safety dialogs, memory-management lists, and behind or across any text block or control. A route through a form is a maze.

Correct, and the two ways it goes wrong.

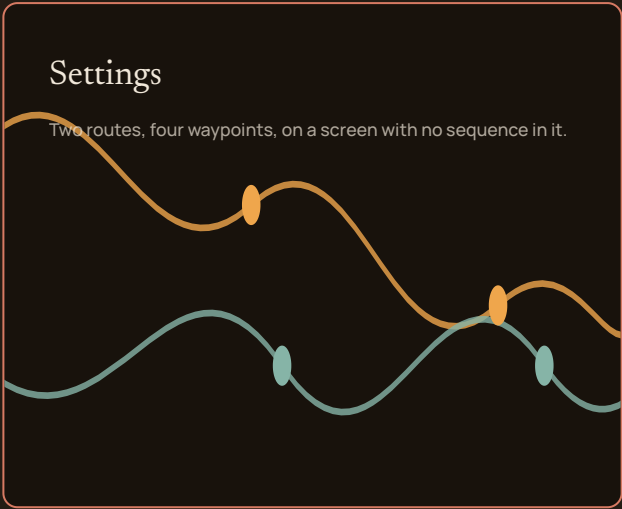
CORRECT · THE PATH CARRIES THE SEQUENCE AND NOTHING ELSE



One vertical route. Three waypoints, one of each state, reading top to bottom in time. It sits beside the content it orders and never behind it.

Judged against Serat's own shipped screens. The failure modes are not hypothetical – both are one careless sprint away.

WRONG · THE PATH AS DECORATION



WHY THE FIRST ONE FAILS

Two paths means two stories, and neither is being told. A path with nothing to order becomes wallpaper, and wallpaper cannot later be trusted to mean something.

WRONG · THE PATH AS A PROGRESS METER



WHY THE SECOND ONE FAILS WORSE

The moment the route measures completion it has become the streak Serat exists to remove. There is no version of this that is acceptable: no counts, no fractions, no filled and unfilled states, no track behind the line.

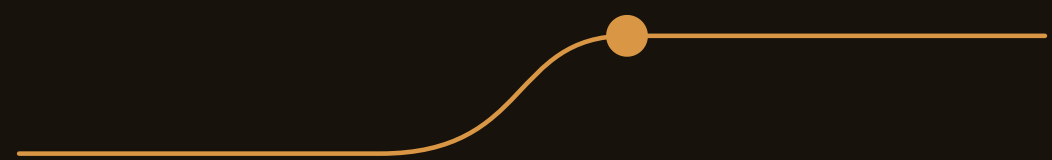
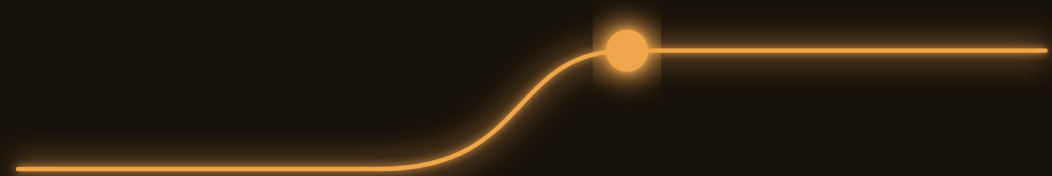
THE TEST

Remove the path. If the screen still makes sense, the path was decoration. If the sequence becomes unclear, it belonged there.

The path already glowed. Now it has a specification.

The marketing route emits light in every shipped screen, and VIS 2.0 governs it nowhere — while also banning glow on the mark. Both are right. This page draws the line between them.

BLOOM ON · NARRATIVE PATH, NIGHT GROUND



Bloom above, flat below. The flat form is what prints, what a screenshot in a press kit uses, and what any user with reduced transparency or forced colours sees.

COMPOSITION

Core stroke	Ember · 100%
Inner bloom	blur 2.2 · 45%
Outer bloom	blur 8 · 18%
Clearance to type	≥ 24 px

In CSS: filter: drop-shadow(0 0 3px rgba(239,166,76,.45)) drop-shadow(0 0 10px rgba(239,166,76,.18))

NEVER BLOOMS

The wordmark, the lockup, the symbol, the app icon. Any type at any size. Any button, field, border, or icon. Any Parchment surface. Anything at all in print.

The mark is an object. Objects do not emit light. The path is a route through a dark room, and a route may.

Bloom is atmosphere, never emphasis. If it is being used to make something more important, use hierarchy instead — size, weight, space, and the one Ember this screen is allowed.

Two surfaces. Both of them mean something.

CONTOUR FIELD

Terrain that is not the same on every day.

Shown here at 16% so it can be seen on a printed page. In use it sits at 3–8% and most people never consciously notice it — which is the point.

Balm line, 3–8% opacity, one corner or one edge, one instance per composition. It never sits behind body copy, never appears more than once, and never carries a number.

It is not data. Reading contour as a chart of a person's cognition is the single interpretation this brand cannot survive.

Serat has no decorative texture. Contour describes terrain that varies; paper describes a thought being held. Using either where it is not true is the fastest way to make the brand look like a template.

PARCHMENT SURFACE

A beginning was enough.

Deckle edge · radius 2 · optional and never load-bearing

WHEN PAPER IS ALLOWED

A consent moment. A reflection being kept. One proposed next move. Something the person said, quoted back.

Not every card is paper. A list, a setting, a navigation panel and a data row are Night surfaces. Paper everywhere is stationery, not meaning.

THE SHARED RULE

Texture is never applied to make a composition look finished. If a layout feels empty, the answer is space, not surface — Serat's most valuable material is the part of the page with nothing on it.

ICONS

Six icons. Every one of them opens.

Each icon carries one intentional gap, the same way the route does. Closed forms read as complete and completeness is a claim Serat does not make. Fill is reserved for one thing: a waypoint.

CONSTRUCTION

24 grid · 1.5 stroke at 24 · round caps and joins · one open contour · fill only for a waypoint.

LABELS

Any icon attached to an unfamiliar or consequential action carries a visible label. *Forget* is never a bare icon.

NEVER DRAWN

Brains, lightning bolts, trophies, flames, checkmarks as achievement, sad faces, clocks running out, or any medical glyph.



MAKE IT
SMALLER



COMPANION



JOURNEY



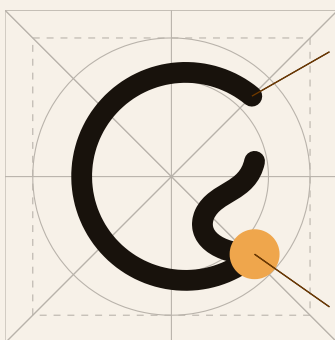
MEMORY



PAUSE FOR
TODAY



LET THIS GO



THE GAP

Every icon is drawn with one contour left open, at the same place the route leaves the letterform. It is the reason a Serat icon does not look like a Material or Feather glyph at the same weight.

THE WAYPOINT DOT

Fill appears once per icon, at 1.5–1.8 radius, on the terminal of the open contour. It is the only filled element in the entire set.

ADDING TO THE SET

A new icon must name a behaviour on page 3 and must be drawable with one open contour. If it cannot be, the action probably needs a word, not a glyph.

Three of the six carry a small filled dot in the position the route's waypoint occupies. That dot is the family resemblance; it is what makes the set legible as Serat's rather than as a licensed icon library.

Objects, not people.



APPROVED REFERENCE · MATERIAL STILL LIFE 01

CORRECT

Serat photographs materials because a photograph of a person with ADHD is always a photograph of someone being represented. The vocabulary is small on purpose: five materials, each attached to a behaviour the product actually has.

THE VOCABULARY

Parchment	holds — reflection, consent, a thought worth keeping
Thread	continues — one controlled fibre, never tangled
Ember	chooses — one bead, seal, or matte ceramic point
Balm	softens — washed linen, woven textile, matte glaze
Terrain	varies — blind emboss or mineral grain, never data

LIGHT AND FRAME

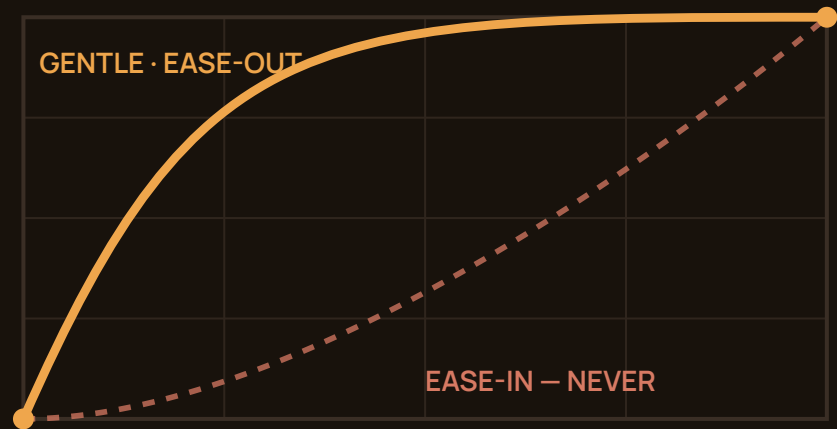
Warm directional light from one side. Brown-black shadow, never neutral grey. Asymmetric crop. Shallow depth with one plane sharp. Copy-safe negative space on at least one third of the frame. Objects look used, not styled.

NEVER PHOTOGRAPHED

People, faces, hands, bodies, silhouettes, or any part of one. Devices, screens, planners, timers, medication, handwriting. Hyper-organised desks. Blue or cyan technology light. Glossy retouching. Staged distress. Anything that could be read as a person being observed.

Felt, not seen.

THE CURVE · CUBIC-BEZIER (.22, 1, .36, 1)



Almost all of the distance is travelled in the first third. The interface answers immediately, then settles.

Motion in Serat exists to prevent a jarring change, to keep a position understandable, or to let the path explain a sequence. It never exists to be admired. If a user notices an animation twice, it is too slow.

RULES THAT ARE NOT PREFERENCES

- Animate transform and opacity only. Never animate layout, height, or margin.
- Nothing enters from scale(0) . Entrances begin at 0.96 with opacity 0 — nothing in the world appears from nothing.
- Exit is faster than entry. Position shifts stay under 12 px.
- Popovers scale from their trigger. Modals scale from centre.

THE RULE THIS PRODUCT NEEDS MOST

Keyboard-initiated actions do not animate. Enter to send, M to make it smaller, N for not now — these are pressed dozens of times a day by people for whom a 200 ms delay is a lost thread. They resolve instantly.

REDUCED MOTION

The complete path appears at once. Parallax is removed. Every movement becomes a 120 ms crossfade. No meaning is carried by anything that was removed — the reduced-motion build says exactly what the full one says.

NEVER

A waypoint that pulses on a loop. A path that animates on every scroll. A celebration. A spinner that implies a streak is being calculated.

DURATION	VALUE	USE
Micro	120 ms	Press, focus, hover, toggle
Standard	220 ms	Panels, sheets, disclosure
Narrative	420 ms	One path segment revealing
Ceiling	600 ms	Nothing non-essential exceeds it

Four moves, always in this order.

Reordering them changes what the product is. Offer before acknowledging and it becomes a coach. Drop the exit and it becomes a system. The sequence is the behaviour, written down.

01 · ACKNOWLEDGE

That makes sense. The longer it sits, the heavier it can feel.

State what is true before anything else. No sympathy performance, no exclamation.

02 · REMOVE THE DEBT

Nothing needs to be organised first.

Name the thing the person is bracing for and take it off the table explicitly.

03 · OFFER ONE MOVE

Open the conversation. You don't have to write yet.

One move, concrete, physically doable now. Never a plan. Never three options dressed as one.

04 · LEAVE THE EXIT

Make it smaller. Not now. Pause for today.

Declining is a complete answer that ends the exchange cleanly. It is never styled as the lesser choice.

SERAT'S OWN WORDS — USE THESE BEFORE WRITING NEW ONES

Begin from here. · A beginning was enough. · Returning counts. · Serat noticed... · Does this feel true? · Would it help to make the first move smaller? · Say what feels true... · Remembered with your permission. · See it. Change it. Forget it. · A companion, not a cure.

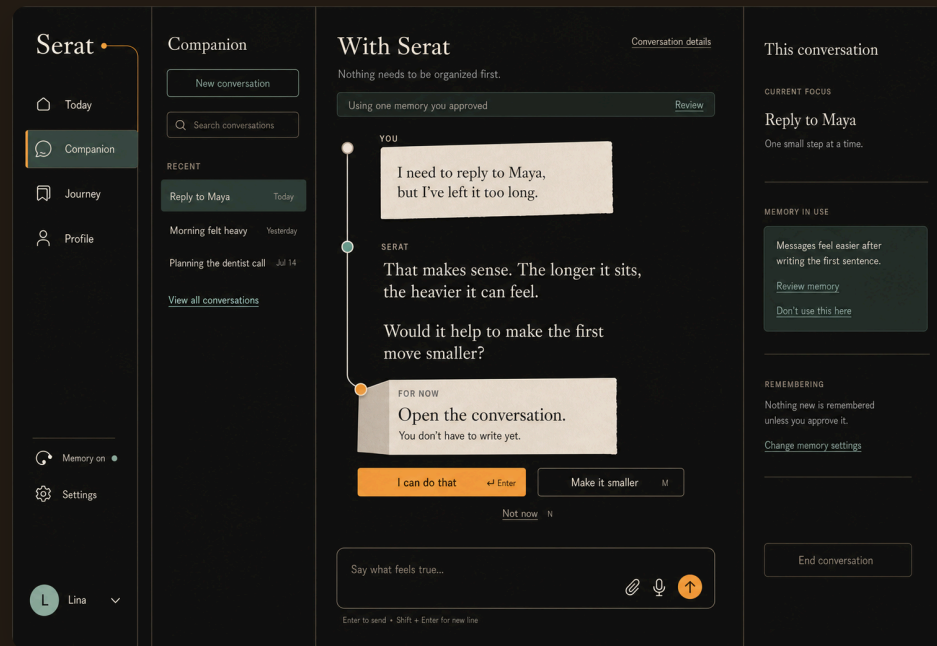
NEVER WRITTEN, IN ANY SURFACE, EVER

Get back on track. · Catch up. · You missed... · Crush your goals. · Stay accountable. · Fix your ADHD. · You failed. · Don't break your streak. · Elevate, curate, journey, seamlessly, unlock your potential.

MECHANICS

Sentence case. Short paragraphs. Concrete verbs. Em dashes rarely. Serat *noticed*, never *knows*. It is never described as understanding, caring, or being there for you — it is a companion, and the honesty about what that means is the reason people trust it.

Product · web

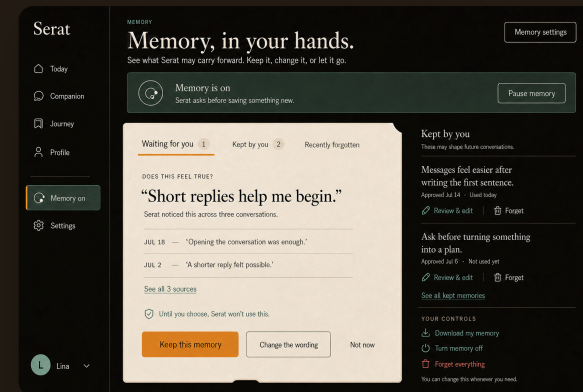


Companion · the lockup's route leaves the mark and becomes the navigation rail. One Ember button. Every memory in use is named, reviewable, and refusable in place.

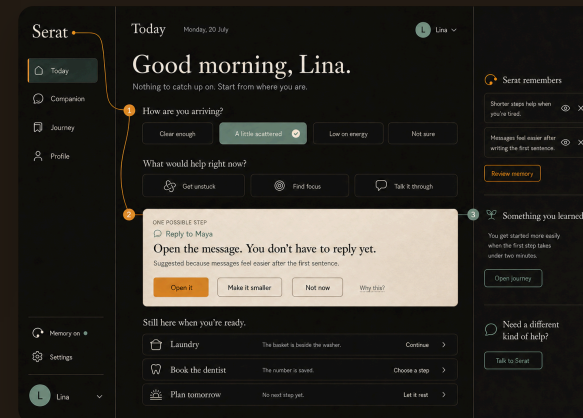
Night is the persistent environment. Parchment appears only where something is being considered or kept. The route runs vertically beside the conversation, marking what is past, what is a return, and what is now — and it stops there.

ENVIRONMENT

Night at all hours. There is no light mode; Parchment is a material inside the product, not a theme applied over it.



Memory review · the agency model made visible



Today · one question, one card, no counts anywhere

ONE DECISION

Exactly one Ember control per view. Secondary actions take a Night-Soft border. Declining is a peer, not a footnote.

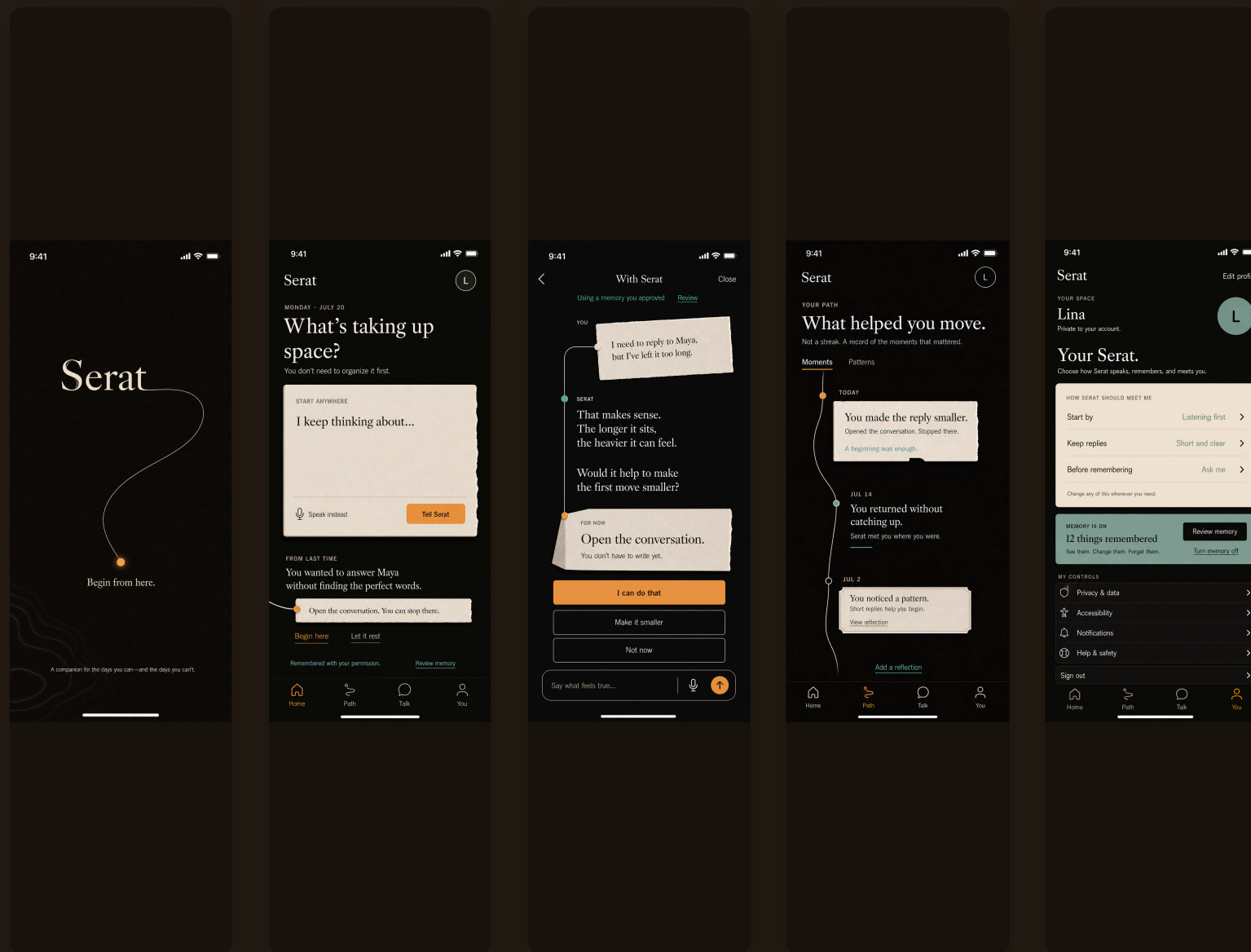
PAPER APPEARS WHEN

The person is quoted back to themselves, a memory is proposed, or one next move is offered. Nothing else earns it.

NEVER ON THESE SCREENS

A path through settings or memory lists. A second Ember. A number describing the person.

Product · mobile



Splash

Today

Conversation

Path

You

The phone is where a hard day is actually held. One question per screen, a 44 px minimum target, 16 px minimum reading size, and the route reduced to a single strand entering from the edge with one waypoint on it.

TAB BAR

The Path tab uses the reduced symbol, which is the mark carrying navigation. Ember marks the active tab and nothing else in the bar.

PAPER ON A PHONE

Full-bleed to the safe area with a deckle on one edge only. The torn edge always faces away from the thumb, so it never reads as a broken control.

TARGETS

44 × 44 minimum. Body never below 16. Focus is a 2 px Ember ring at 2 px offset, and it survives 200% zoom.

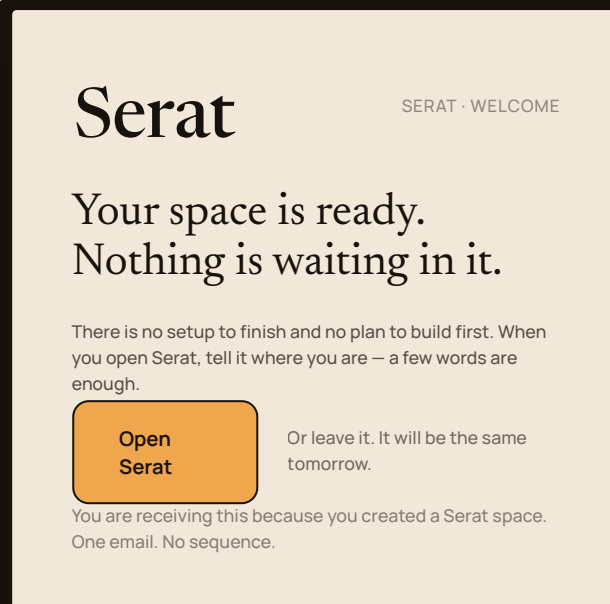
NEVER ON MOBILE

A path that crosses a scroll boundary. Two waypoints in one viewport. Any notification that mentions time elapsed.

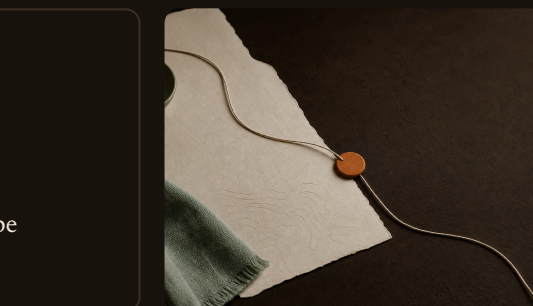
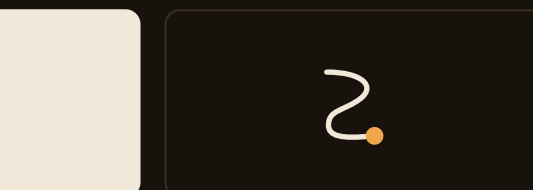
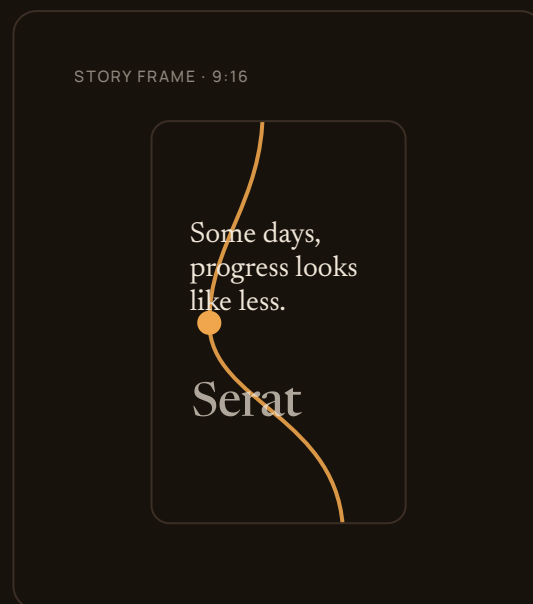
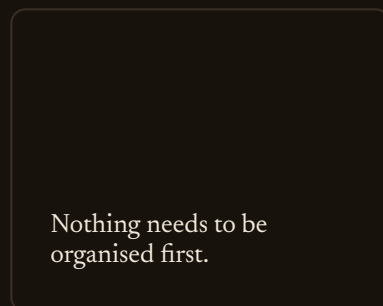
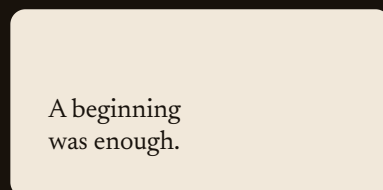
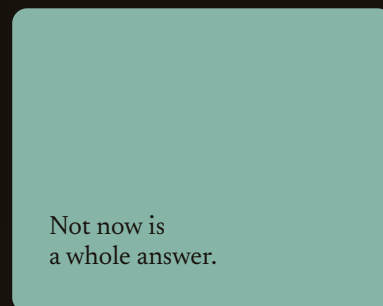
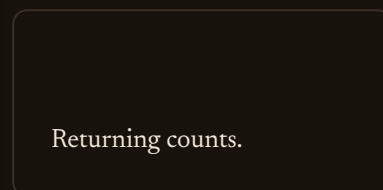
Marketing, mail, social



Landing · one route, five waypoints, top to footer



FEED · ONE SENTENCE, ONE WAYPOINT, GENEROUS NIGHT



Outside the product, the order is permission, then mechanism, then proof. The long page is the only place the route is allowed to run its full length, and even there it carries five waypoints at most, with calm intervals between them.

THE GRID IS THE COMPOSITION

Alternate register deliberately: Night statement, Parchment statement, symbol, Balm statement, Night statement, material. Never six quote cards in a row.

MAIL

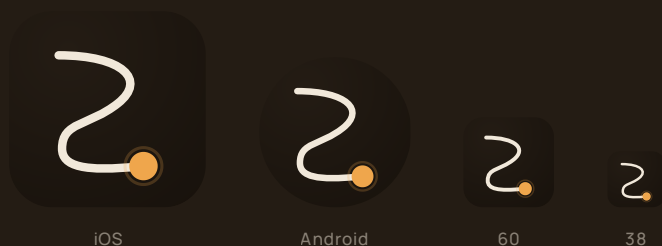
Parchment ground, one Ember action with its Night hairline, and a closing line that permits doing nothing. Serat sends one welcome, not a sequence.

NEVER IN MARKETING

Countdowns, scarcity, before-and-after, testimonial as transformation, or any claim that Serat improves a person. It helps with a day.

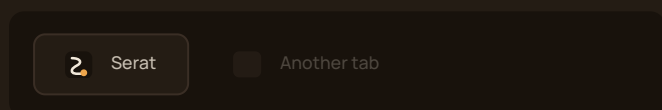
Where the mark meets the operating system.

APP ICON - RENDERED AT PLATFORM RADII

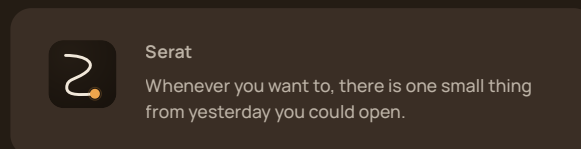


The waypoint keeps its faint outer ring at icon scale only – at that size it is the difference between a dot and a chosen position. It never appears in the lockup.

BROWSER TAB



NOTIFICATION



No count. No elapsed time. No "you haven't". A notification that creates debt has broken the product's only promise.

Serat

You can begin from exactly here.

A companion for the days you can – and the days you can't.

SERAT.APP

A COMPANION, NOT A CURE

The icon, the tab, the notification and the printed card are the four places Serat appears with no context around it. Each one has to survive alone, in a row of things competing for the same attention.

PRINT STOCK

Uncoated, warm white, 300–350 gsm. The one-colour lockup on an unprinted sheet beats a four-colour reproduction of Night – Serat's dark is a screen colour and a full-bleed attempt at it will look grey.

PARTNERSHIP AND CLINICAL

Master lockup, core palette only, no Living Path, no bloom. "A companion, not a cure" sits within sight of any health-adjacent claim, at readable size, never in a footer.

PANTONE

Not specified. A match chosen on a monitor is a guess a printer will act on. Pull Ember and Balm from a physical book against the CMYK builds on page 13, then record the result here.

What may change, and who decides.

RULES

Tokens and this book version together, never separately.

A new colour needs a contrast record and a named semantic role.

A new graphic device must support a named brand behaviour or it does not ship.

Master SVGs are referenced, never edited inside a production file.

Arabic compositions are read by a native speaker before release.

Health-adjacent claims go to legal and clinical review.

Nothing that counts, scores, ranks, or measures a person ships under this identity.

CHANGED IN 2.1 — AND NOTHING ELSE

07 Lockup route moved to the dash axis and given one deviation.

09 Compact lockup added; size ladder now hands over rather than shrinking.

10 16 px favicon redrawn on a 16 grid; reduced symbol added.

14 Ember and Balm controls on Parchment take a Night hairline.

17 Tracking and measure specified for all eleven type steps.

23 Ember bloom named and bounded. It already existed; it was ungoverned.

08 Stacked lockup added for square fields.

SOURCES

Built from design-assets/Serat_Visual_Identity_System_v2, the fifteen approved screen mockups, packages/tokens, and packages/copy. Every line of copy in this book is either Serat's own approved string or written to the voice sequence on page 28.

VERIFIED, NOT ASSERTED

Contrast ratios recomputed from hex with the WCAG 2.1 formula. Palette proportions measured across 578,760 sampled pixels. Wordmark metrics read from the Newsreader instance the mark is drawn from. Route deviation measured on the curve.

OPEN

The Arabic spelling حراط is the reading this book assumes for the name's origin, and the founder confirms it before the Arabic lockup ships. Pantone and any thread or foil match are unspecified until pulled physically.

MADE WITH

Newsreader and Manrope, Noto Naskh Arabic and Noto Sans Arabic, all under the SIL Open Font License. Typeset in HTML and CSS on the brand's own grid, marks drawn as vector from the font source, rendered to PDF with headless Chromium.

An identity that cannot change dies; one that changes without a record becomes a folder of variants. Both failures are avoidable with one page.

Serat

Begin from here.

Serat Visual Identity 2.1 · August 2026 · supersedes 2.0 of July 2026. Questions about anything in this book go to the person who owns the identity, not to a vote.