

A DESIGN-SYSTEM MANIFESTO

One sky blue, five formats, no second color.

Quire is a cold-toned, chromatically monochrome design system for editorial documents. **One serif carries hierarchy. One accent carries emphasis. Everything else is rule lines, tints, and disciplined whitespace.** The same system produces playbooks, white papers, single-page reports, landing pages, and slide decks — this page among them.

HOW IT WORKS

A constraint system, not a style guide.

ONE PALETTE

Sky blue, #3a82c4

The accent is locked. There is no palette to pick from, and no second chromatic hue allowed anywhere in the document.

ONE SERIF

Fraunces carries hierarchy

Two weights only — 400 regular, 500 medium. Sans appears only on UI chrome: eyebrows, page numbers, table heads, tags.

ONE CANVAS

Cool, never pure white

Cool canvas #f6f8fb. All grays cool-toned ($B \geq G \geq R$). No warm yellow-brown grays. No pure-neutral defaults.

1

CHROMATIC COLOR

No second hue, anywhere.
The accent is locked.

5

FORMAT PROFILES

Playbook, white paper, single-
page, landing-page, slides —
same tokens.

10

INVARIANTS

Hard rules the system will not
break.

THE BET

The reader only notices typography when it is bad.

Most "design systems" for documents are style guides — palettes, font pairings, header rules. Quire is the opposite. It is a constraint system: a small set of tokens and seven page archetypes, applied without exception. The discipline is the design.

DEPTH FROM RULE LINES, NOT WEIGHT

No drop shadows, no gradients, no blur. Strokes stay ≤ 2 px; border-radius stays ≤ 3 pt. Hierarchy comes from rule lines, tints, and disciplined whitespace — the same vocabulary print has used for two centuries. Pages should feel typeset, not designed.

PAGE ARCHETYPES, NOT FREE-FORM LAYOUTS

Every page belongs to one of seven archetypes: cover, TOC, chapter divider, standard content, stat-anchor, comparison, pull-quote. Changing the structure produces a different archetype, never a hybrid. Rhythm comes from sequencing archetypes — one visual reset every 5–7 content pages.

TWO WEIGHTS, TWO VOICES

Fraunces 400 for body, 500 for emphasis. That is the entire weight system. No synthetic bold, no italic body, no third weight introduced to "make it pop." Emphasis is reserved — when everything is loud, nothing is.

Build a system that disappears, and your content is what the reader remembers.

— QUIRE, 10 INVARIANTS

POSITIONING

What it deliberately is, and what it isn't.

QUIRE IS

Editorial, print-first, with a cool-toned discipline.

One sky-blue accent, one serif, two weights.

Page-archetype driven — every page has a fixed structure.

Output: print-ready PDF via headless Chrome.

A system that gets out of the reader's way.

QUIRE IS NOT

LinkedIn — no saturated corporate blue, no orange highlights.

A default Word doc — no pure white, no Calibri, no cool blue-gray defaults.

A marketing brochure — no multi-color charts, no gradients, no infographic decoration.

A profile / dashboard UI — no avatars, no badges, no pill buttons, no card shadows.

A style guide you can mix-and-match with a brand kit.

READ IT NEXT

Two demos already ship.

A 12-page self-introducing playbook and a 10-page white paper are live.
The PDFs below use the exact tokens described on this page.

[Playbook · 12 pp · landscape](#) · [White paper · 10 pp · A4](#)