

A DESIGN-SYSTEM BRIEF

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 and tints.** The same system produces playbooks, white papers, single-page reports, landing pages, and slide decks — this page among them.

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CHROMATIC COLOR

Sky blue #3a82c4. No second hue allowed, anywhere.

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FORMAT PROFILES

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

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INVARIANTS

Hard rules the system will not break: cool canvas, two weights, labelled callouts, no shadows.

THE PALETTE IS LOCKED

There is no palette to pick from. Cool canvas #f6f8fb, a single sky-blue accent, and four cool-toned inks. Swap any of them and you produce a different system — not a variant of Quire.

PAGE ARCHETYPES, NOT 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.

ONE SERIF CARRIES HIERARCHY

Fraunces sits at 54 px on covers and 12.5 px in body, with two weights only — 400 and 500. Sans appears only on UI chrome: eyebrows, page numbers, table heads, tags. Italic body is forbidden.

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.

THE BET

The reader notices typography only when it is bad. Build a system that disappears, and your content is what they remember.