pantessa

Brand guidelines.

HOW PANTESSA LOOKS AND SOUNDS · VERSION 2026-11-24



Every app a tile, one mosaic.

Pantessa is pan + tessera. A tessera is one small stone in a mosaic.

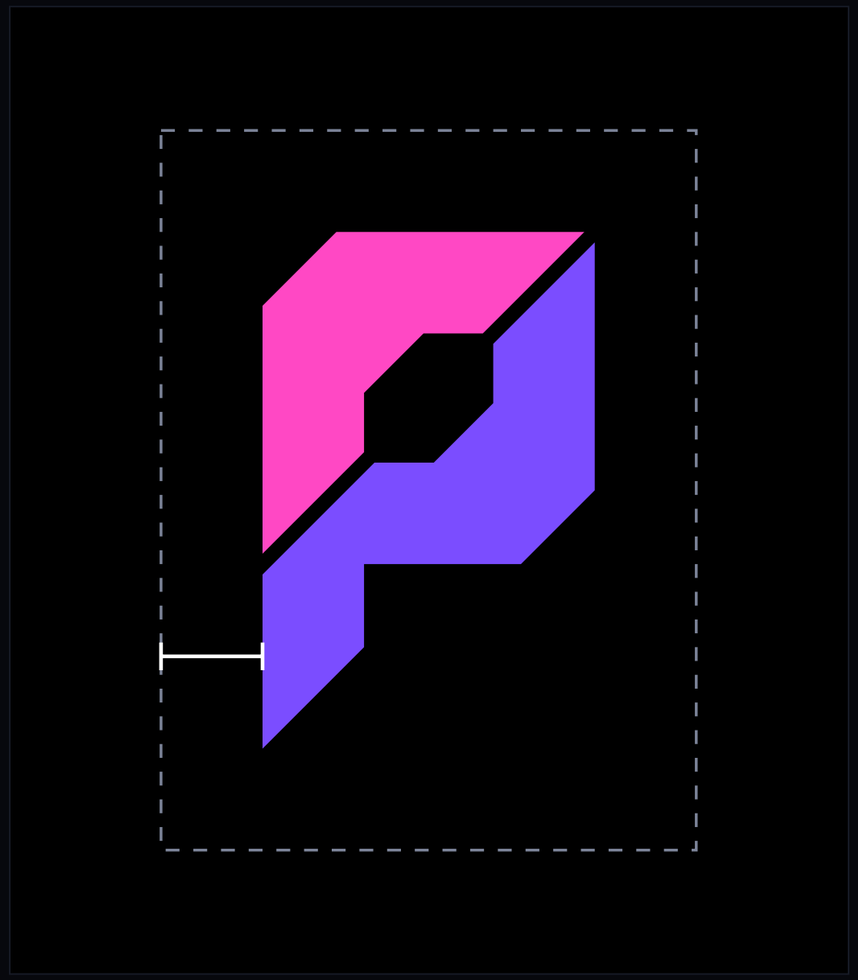
So the brand is built from tiles. The logo is one stone cut in two. Every pattern is that stone repeated on a grid, like blocks falling into place.

One line	The live market you can act on.
Tagline	You have an intent. We do the rest.
Home page	Trading for the AI age.

THE SHORT VERSION

1. **Dark ground, flat colour, hard edges.** No gradients, glows or shadows.
2. **The logo is the Cut P.** Magenta above the cut, violet below. Never redrawn.
3. **Everything is built from one tile.** On a grid, never rotated.
4. **Fraunces, Geist, Geist Mono.** Headlines, text, numbers.
5. **Green and red belong to the market.** Tile colours are decoration.
6. **Plain words, no hype.** No promises of profit.

The Cut P.



A square stone forms the bowl of a P. One cut splits it in two.

The centre stays open. The cut is a gap, never a drawn line. Keep empty space all round of at least the width of the stem: about 30% of the mark's width.

Ground	Above the cut	Below the cut
Dark	magenta #FF48C4	violet #7B4DFF
White	#F230B4	#6A3DF0

Cut weight	Use at	For
fine	96px and up	hero, print, banners
mark	32 to 95px	pages, cards, app icons
icon	under 32px	nav, tab bars, favicons

Use it as it is.









NEVER


× Rotate or slant


× Stretch


× Recolour

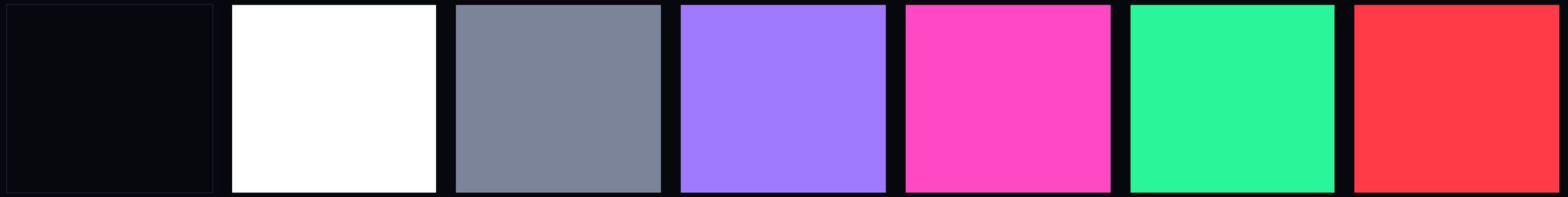

× Add a gradient


× Fill the centre


× Add a glow or shadow

Retired, never used: the green Emerald Cut, the pangolin, the seal, the Y bloom. Never write "Yeetful" except "formerly Yeetful".

The Split palette.



Ground
images #07080D · site #000000

Text
#FFFFFF

Quiet text
#7C8499

Brand violet
#9F7AFF · on white #5B2FD6

Hot magenta
#FF48C4 · on white #C4168C

Market green
#2AF598 · on white #0A7350

Market red
#FF3B47

Brand violet	Links and main buttons
Hot magenta	Emphasis
Market green	Up, buy, done, verified
Market red	Down, sell
White ground	#FDFDFC with ink #101512

- **Green and red belong to the market.** Never use violet, magenta or a tile colour to mean a price went up or down.
- **Fills are flat.** No gradients, no glows.
- **Mostly dark.** Colour takes about a third of an image.

Tile colours: the sweep.



Teal
lit #2CE8C4
shade #0E9F8C



Cyan
lit #2AD4FF
shade #0B8CC6



Blue
lit #5B8CFF
shade #2A52D8



Violet
lit #9466FF
shade #5A31CC



Magenta
lit #FF48C4
shade #BD1C8E



Pink
lit #FF5C93
shade #C72A62



Dim
lit #161A25
shade #0F121B

- Each colour is a pair: a lit tone above the cut, a shade below it.
- Across a pattern the colours run in this order, teal to pink.
- A dim tile sits at the edge of a pattern, where it fades into the ground.
- Three violets, three jobs: #7B4DFF is the logo only, #9F7AFF is links and buttons, #9466FF is tiles.
- Keep tiles away from price numbers, so teal is not read as "up".
- On a colour tile, a mark is the ground colour #07080D.

04 · TYPE

Three fonts.

FRAUNCES 600 · HEADLINES, THE WORDMARK

You have an intent.
We do the rest.

GEIST 400 / 500 · TEXT AND INTERFACE

Every price, chart and sentence on the site is a button. Press it and Pantessa builds the trade, checks it, and hands it to your own wallet to sign.

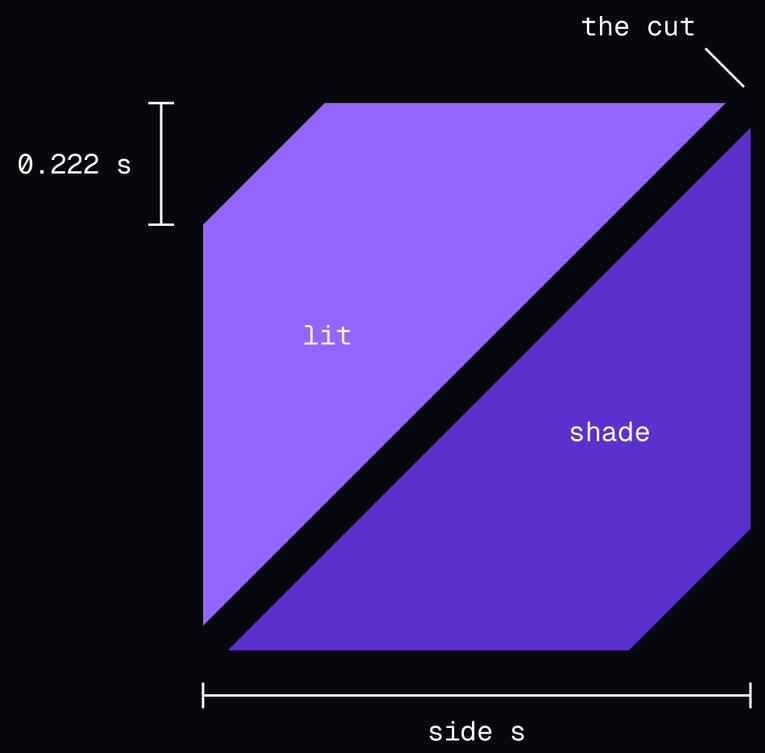
GEIST MONO · NUMBERS, PRICES, SMALL LABELS

`0.20%  $9 / month  0x7b4d…ff48`

THE LIVE MARKET YOU CAN ACT ON

- Headlines: sentence case with a full stop, letter-spacing −0.015em. No all-caps headlines.
- Labels: Geist Mono capitals, weight 500, letter-spacing 0.12em, colour #7C8499.
- Two sizes on one image are enough: a headline and a label.
- All three are free. Install from Google Fonts for Figma, Canva, Keynote or Slides.

One stone, repeated.



The tile is the stone of the P without its stem.

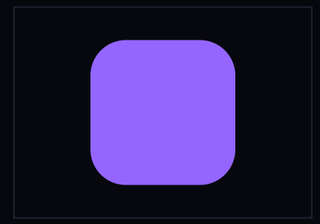
- A square with two cut corners, top-left and bottom-right.
- One cut from top-right to bottom-left: a gap of 0.064 × s that shows the ground.
- On a grid, the space between tiles is 12 to 16% of the side. Every tile in an image is the same size.
- No text on a tile. It holds colour, or one mark.



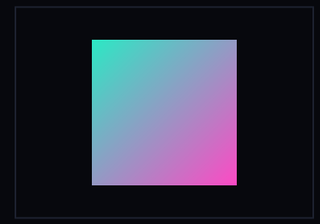
× Rotate or flip



× Tilt off the grid

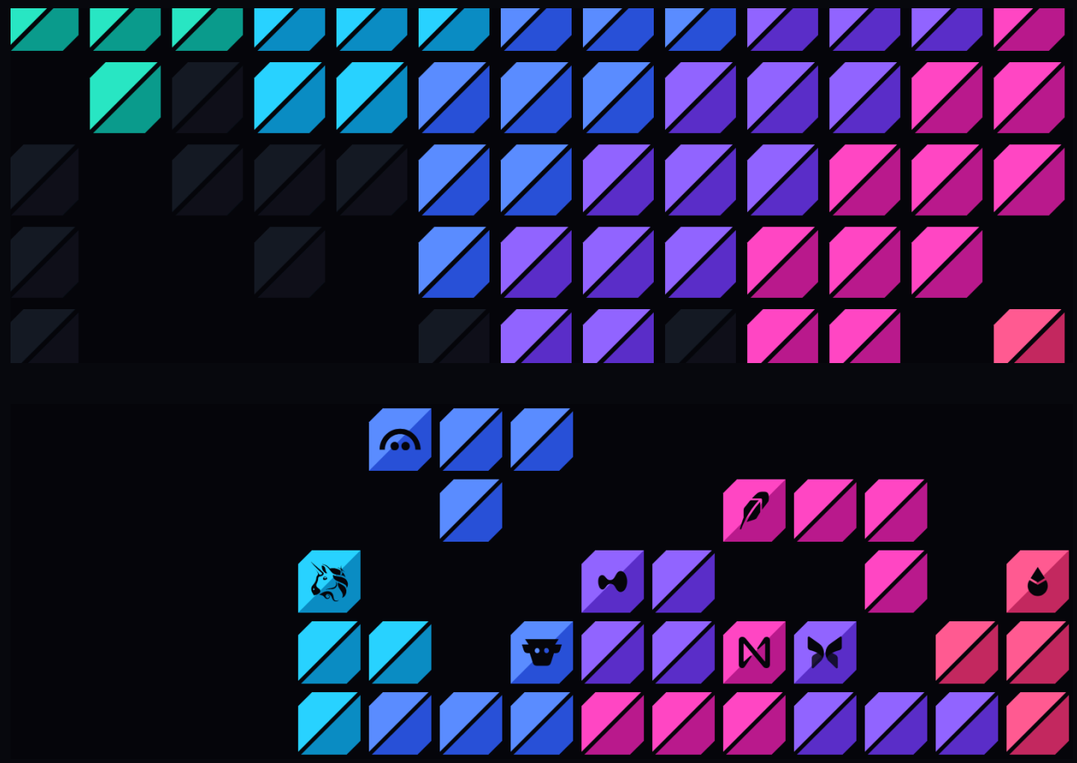


× Round it



× Blend colours

Two ways to lay tiles.



Mosaic

A field of tiles, dense on one side, thinning to dim tiles and then to empty ground. Colour sweeps along the diagonal.

Headers, link cards, slides with a headline.

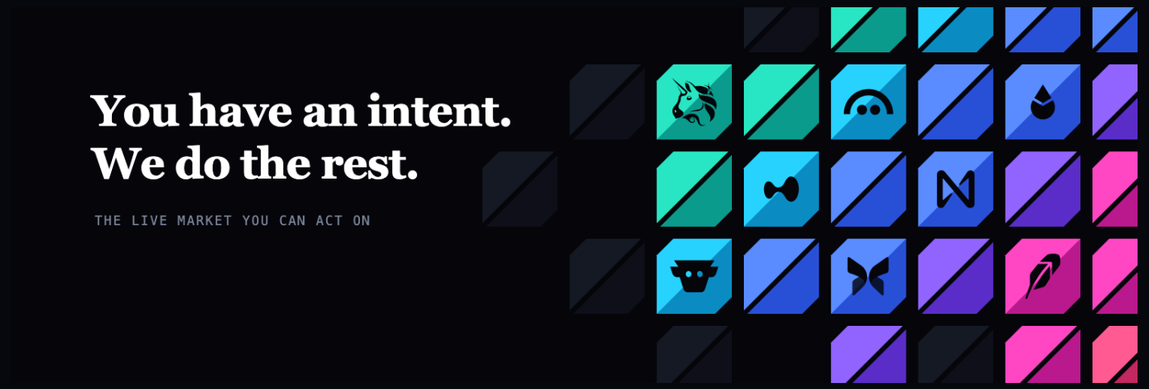
Blocks

Four-tile pieces: a pile locked together along the bottom, a few pieces on their way down. Every falling piece has a gap straight below that it fits. One colour per piece; touching pieces never share a colour.

Banners, backgrounds, end cards.

Leave empty ground: a pattern is at most about half the image. Every tile is the same size. Another company's mark goes only on a tile, inside a clearly Pantessa-branded image.

The standard image.



1. Ground `#07080D`, edge to edge.
2. Headline on the left: Fraunces 600, white, one or two lines.
3. Optional label under it: Geist Mono capitals.
4. Tiles on the right or along the bottom.
5. The logo only where the place does not already show it.

Asset	Size, px	Keep clear
X header	1500 × 500	bottom-left (avatar)
LinkedIn cover	4200 × 700	left side (logo)
Reddit banner	1920 × 384	top and bottom rows
Link card	1200 × 630	
Square post	1080 × 1080	
Story, Reel, Short	1080 × 1920	top and bottom 250
Slide, video frame	1920 × 1080	
Avatar	800 × 800	cropped to a circle

Plain words. Honest numbers.

- Short sentences, concrete nouns. Say what a trader can do.
- Honest over impressive. Show misses beside hits.
- No hype words, no promises of profit, nothing that reads as investment advice.

USING THE BRAND

- Use these files to refer to Pantessa: press, listings, integrations.
- Do not change the logo, and do not make it part of your own.
- Do not suggest that Pantessa sponsors or endorses you unless we have agreed.
- Questions: hello@pantessa.com.

Company	Pantessa
Site	www.pantessa.com
X	@askPantessa (@pantessa is not ours)
Telegram	t.me/askpantessa
GitHub	github.com/Pantessa
Email	hello@pantessa.com

The checklist.

- [ ] Logo from the kit, unchanged, with clear space.
- [ ] Only palette colours. No gradient, glow, shadow or rounded tile.
- [ ] Tiles on the grid, all one size, cut running top-right to bottom-left.
- [ ] Fraunces headline, Geist text, Geist Mono numbers and labels.
- [ ] Green and red used only for market meaning.
- [ ] No retired mark, no "Yeetful", no promise of profit.
- [ ] Not sure? Ask hello@pantessa.com.

