

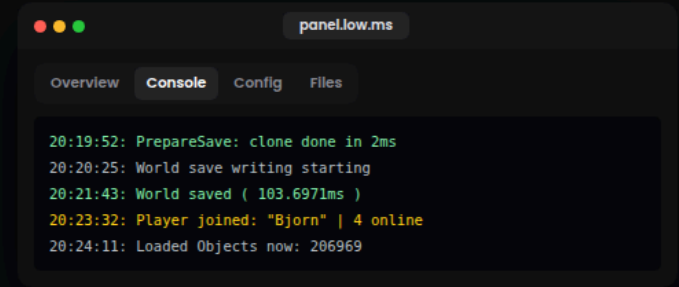
1 LOGO COVER

≡≡≡ LOW.MS

2 LOGO CONSTRUCTION



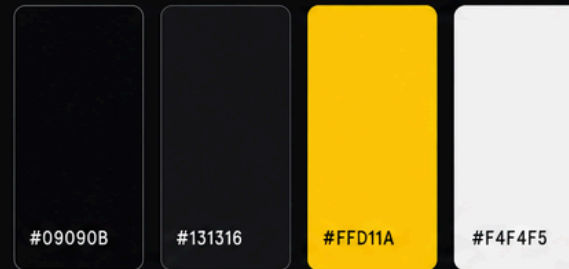
3 DIGITAL APPLICATION



4 BRAND ESSENCE

Online in seconds.

5 COLOR SYSTEM



6 TYPOGRAPHY

POPPINS **AaBb**

DM SANS abcdefghijklmnopqrstuvwxyz

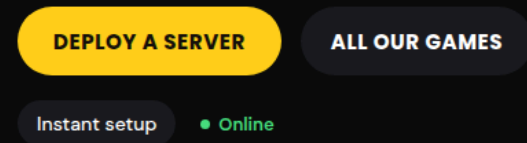
7 PHYSICAL APPLICATION



8 IMAGE DIRECTION



9 SYSTEM DETAIL



LOGO

The mark is the existing SVG, untouched. The yellow moves from #EAB308 to #FFD11A everywhere the logo is drawn, which is closer to the original artwork's #FDD000.

Lockups



Primary: yellow bars, white wordmark, on ink.



On yellow: the whole mark goes ink. Never white on yellow.



On light: bars step down to #E5B800 so they still read; wordmark is near-black.

Mark



The bars stand alone as the mark: favicon, avatar, app icon, loading state. Minimum 20px tall. Keep the four-bar rhythm, never fewer bars.

Clear space and minimum size

x = height of one bar stack



Clear space on every side equals the height of the bar stack. Minimum lockup width 96px on screen, 25mm in print.

Misuse



Do not make the bars white.



Do not make the wordmark yellow.



Do not re-slant or stretch it.



Do not place it on a coloured ground other than ink, yellow or white.

COLOUR

Zinc neutrals lifted straight from the panel preset so website and product share one palette.
Contrast ratios are WCAG measurements against the surface each colour sits on.

Neutrals

Ink

#09090B

Page. zinc-950, shared with the panel.

Dark

#131316

Alternating sections, footer.

Raised

#1C1C20

Cards, chips, secondary buttons.
No border.

Line

#2E2E34

Only for hairlines on photos and the footer rule.

Text

#F4F4F5

Headings and body.
18.1:1 on ink

Muted

#A1A1AA

Secondary copy, labels, prices' units.
7.8:1 ink, 6.6:1 raised

White

#FFFFFF

Headline colour only, never a surface.

Never pure black

#000000

Ink is the darkest value on the site.

Accent

Brand yellow

#FFD11A

Primary buttons, prices, icons in chips, logo bars.
12.8:1 ink on it

Yellow hover

#FFDC4D

Hover on primary buttons only.

Yellow means act here, or a price. Never a background for text blocks, never a highlight or hover on anything that is not a primary button. One accent, locked page-wide.

Status

Online

#4ADE80

Real server state only.

Warning

#FBBF24

Maintenance, pending.

Error

#F87171

Offline, failed payment.

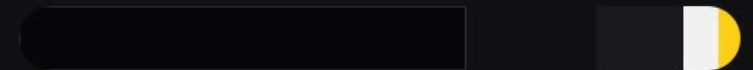
Partner

#93C5FD

Official partner tag text.
11:1 on raised

Same status colours as the panel (docs/DESIGN.md). Status is text-coloured, never a filled pill. Trustpilot green #00B67A is theirs, used only inside their widget.

Proportion



Ink, most of the page

Dark sections

Raised

Text

Yellow

Depth comes from three flat steps of the same neutral, not from borders or shadows. If a component needs a border to be seen, its surface is on the wrong step.

Ramp

Display
68/1.05

VALHEIM SERVER HOSTING

H2 34/1.1

POPULAR GAMES

H3 20/1.2

DDOS PROTECTION

Lead 19/1.55

Low-latency nodes worldwide, a panel that gets out of your way, and real people on support around the clock.

Body 16/1.6

Every server includes backups, a mod manager and DDoS protection. Pick the node closest to your players.

Small 14 / 13

From **\$9.95**/mo Jose, Trustpilot review

Mono 12

185.174.226.12:27015 palworld-eu-lon-04 v1.2.0

Rules

Poppins 700 italic, capitals

Headings and buttons. The slanted geometric echoes the logo, and it is the same display face the panel uses. Letter-spacing -0.01em.

DM Sans 400 / 500 / 600

Running text only: body, nav, chips, tags, prices. 500 for nav and chips; 400 for body. Every title (card names, review titles, footer headings, group labels) is Poppins 600 upright.

Descender clearance

Italic capitals overhang to the right and Q, J descend. Every heading gets padding-right 8-16px and padding-bottom 4px so nothing clips.

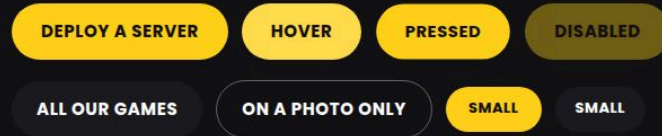
Never

Italic body copy. Uppercase body copy. Uppercase tracked eyebrows above every section. Em-dashes and middle dots anywhere.

COMPONENTS

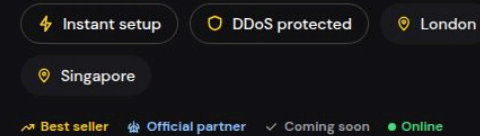
Every piece on the homepage, with its states. Marketing site only: product UI keeps docs/DESIGN.md (6px controls, bordered panels). The pill-versus-6px split is the one open decision.

Buttons



Primary: yellow, ink text. Secondary: raised fill, no border. Ghost: hairline, only when sitting on a photo. Heights 50 / 40. Poppins 700 uppercase, tracked 0.04em, three words max. Chips and tags are DM Sans, sentence case. Press: scale(.98) 120ms.

Chips and tags



Chips on photos are hairline; chips on surfaces are raised fills. Tags are icon + text, never a filled pill, and never overlaid on an image.

Cards



Top choice in my list

By far the top choice in my list. Simple UI with a mod manager included.

Jose, Trustpilot review

Raised fill, 16px radius, no border, no shadow. Hover lifts 2px and brightens the image 5%. Image on top, name and tag on one row, price on the next.

Inputs

Server name

My Valheim world

Shown in the server browser.

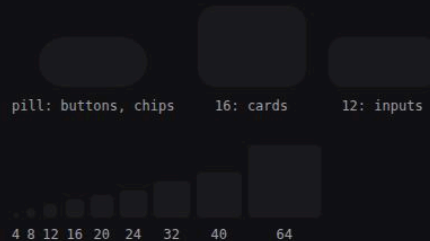
Focused

Invalid

Names can't contain spaces.

Label above, helper below, error replaces helper. Raised fill, 12px radius, 2px yellow focus ring. No placeholder-as-label.

Shape and spacing



One radius rule for the site: interactive is pill, containers are 16, inputs are 12. Section padding 72 / 80, grid gap 20, card padding 16. Icons are Font Awesome, fixed width, one size per context (15 in chips, 14 in links, 13 in tags).