

Branding Assets — Hamilton 2092

BRANDING ASSETS — User Manual for the Sentient City

Hamilton 2092 · Speculating With The Tenth

Reference sheet for InDesign, Illustrator, presentation design, and image generation
Compiled by TARS · 2026-03-11

AESTHETIC DIRECTION

The feeling: A government document from a better future. Official but alive. Like if the Whole Earth Catalog, Expo 67 pavilion publications, and Colours Magazine had a child raised by Indigenous land stewards and solarpunk urban designers.

Keywords: Solarpunk · Post-Anthropocene · Ecosocialist · More-than-Human · Diegetic · Functional Beauty · Found / Reclaimed · Warm Modernism · Institutional but Hopeful

NOT: Dystopian grunge · Cold minimalism · Corporate tech aesthetic · Neon cyberpunk · Sterile white space

The print aesthetic: Risograph-adjacent. Rich ink. Occasional misregistration is a feature. Textured paper. Like something that was printed in a community centre in 2092 on post-consumer stock. Not precious — useful.

TYPOGRAPHY

Primary Typefaces

Role	Font	Weight	Notes
Display / Titles	Canela	Display Bold	Large, editorial. Chapter titles, cover, manifesto

Role	Font	Weight	Notes
Display / Quotes	Canela	Italic	Pull quotes, character voice, evocative moments
Body / UI	Söhne	Regular, Light, Bold, Semibold	All running text, labels, captions

Type Hierarchy

Style	Font	Size	Notes
Cover Title	Canela Display Bold	72pt	Tracking -20
Chapter Title	Canela Display Bold	72pt	Chapter color
Section Head	Söhne Bold	16/20pt	Near-black
Sub-Head	Söhne Semibold	12/16pt	Near-black
Body Text	Söhne Regular	10/16pt	Near-black, left justified
Pull Quote	Canela Italic	20/28pt	Chapter color, centered
Sidebar Text	Söhne Light	8.5/14pt	Left justified, tinted bg
Caption	Söhne Italic	9/12pt	Near-black
Page Number	Söhne Light	8pt	Tracking +50
Running Head	Söhne Light Small Caps	8pt	Tracking +100

Free/Accessible Alternatives

If Söhne/Canela unavailable: - Google Fonts: **Instrument Serif** (display) + **DM Sans** (body) - Adobe Fonts: **Freight Display** (display) + **Aktiv Grotesk** (body)

 COLOR PALETTE

Chapter Colors

Name	Hex	CMYK	Pantone	Use
TRANSIT Amber	#C8860A	0/35/95/22	PMS 139 C	Chapter 1 — all accents, chapter opener bg
RESIDENTIAL Green	#3A6B35	75/0/75/59	PMS 574 C	Chapter 2 — all accents, chapter opener bg

Name	Hex	CMYK	Pantone	Use
CIVIC Terracotta	#B85C3A	0/50/68/28	PMS 167 C	Chapter 3 — all accents, chapter opener bg

Foundation Colors

Name	Hex	CMYK	Pantone	Use
Near-Black Type	#1C1C1A	80/65/65/80	Black 6 C	All body text, headings
Off-White / Cream	#F5F0E8	5/5/10/0	PMS 7499 C	Page background, front/back matter
Accent Warm Gold	#D4AF37	0/20/80/10	PMS 124 C	Links, artifact names, decorative rule
Sidebar Tint	#FBF8F4	1/1/2/0	Cool Gray 1 C	Sidebar backgrounds, inset boxes
Pull Quote Tint	#F5E8E0	2/7/9/0	Warm Gray 2 C	Pull quote backgrounds

Color in Practice

- **Black text on off-white** = default page feel
- **Chapter color as full-bleed bg** = chapter openers and “ad” pages
- **Gold accent rule lines** = between sections, decorative borders
- **Sidebar tint** = character insets, fact boxes, glossary entries

GRID & LAYOUT SYSTEM

Document Setup (InDesign)

- **Page size:** 210 × 280mm (A4 portrait, or custom — confirm with print vendor)
- **Facing pages:** Yes
- **Bleed:** 3mm all sides
- **Slug:** 6mm (for crop marks + color bars)
- **Columns:** 12 | **Gutter:** 4.233mm
- **Margins:** Top 25mm · Bottom 30mm · Inside 15mm · Outside 20mm
- **Baseline grid:** 2.822mm (8pt)

Spread Types

Spread	Layout	Master	Use
Standard body	2-col: text left, image right	A-Master	Most chapter pages
Chapter opener	Full-bleed image left, title right	B-Master	Start of each chapter
Full-bleed hero	Image spans both pages	C-Master	Every ~8-10 pages
Sidebar-heavy	Narrow sidebar col + wide body	D-Master	Character insets, species guides
Landscape data	Full 2-page spread, rotated content	Custom	Timeline, Hamilton 2092 Map
Full-page “ad”	Single page, bold graphic, in-world	A-Master, no running head	1-2 per chapter
Glossary/back matter	2-col flow	E-Master	End matter



PRINT STYLE / PRODUCTION

The target feel: Institutional publication printed on recycled stock. Think community press, not commercial magazine. Slightly warm whites. Ink sits on the page with weight.

Print specs: - Output intent: CMYK - Image resolution minimum: 300 ppi at final size - Black text spec: 100K only (not rich black) for body text; Rich Black (80/65/65/80) only for large display type or heavy dark backgrounds - PDF export preset: PDF/X-4 (for best color fidelity + transparency support) - Paper stock suggestion: Munken Lynx 120gsm (cover), Munken Lynx 90gsm (interior) — warm white recycled finish - Binding: Hand-bound Japanese stab binding or saddle stitch per volume

Risograph / lo-fi print references: - Slight ink texture is desirable — not a bug, a feature - If Riso printing is available, 2-color Riso (Amber + Forest) could be stunning for a limited run - For standard inkjet/laser proof: add a subtle paper texture overlay at 8-12% opacity in Photoshop before placing images in InDesign



VISUAL LANGUAGE / IMAGE DIRECTION

The Aesthetic in One Sentence

“What if a city’s official documents were designed by people who actually loved the city?”

Visual Tone Refs

- **Expo 67** — bold primary colors, optimistic modernism, world-systems thinking
- **Colours Magazine (Benetton/Tibor Kalman era)** — unflinching, global, confrontational layouts, unexpected white space
- **Whole Earth Catalog** — utilitarian but visionary, eclectic, functional dense layouts
- **Solarpunk illustration** — warm light, living infrastructure, joyful futures, non-white subjects, animals + humans coexisting
- **Post-Anthropocene / Land Art** — ecological scale, deep time, material honesty
- **Haudenosaunee visual culture** — wampum patterns, earth tones, non-hierarchical spatial arrangement

What Images Should Feel Like

- Golden hour light or soft overcast — never harsh flash
- Diversity of human subjects (no default whiteness)
- Animals, plants, water present in almost every scene
- Technology is integrated, not dominant — it doesn't look like tech
- Worn materials: reclaimed wood, copper, e-waste, rebar-turned-sculpture
- Warmth. Community. Slowness. Purpose.



ICONOGRAPHY

- Line-weight icons (1.5px stroke, no fill) for world rule symbols
- Circle-based character portrait frames (consistent crop)
- Chapter numbering: Roman numerals (I, II, III) in Canela Italic
- World seal/stamp: Official-looking circular mark — “City of Hamilton · Dept of Civic Co-Stewardship · 2092”
- Orenda symbol: Spiral/thread motif in amber — appears as decorative divider



ASSET CHECKLIST (What Still Needs to Be Made)

Asset	Tool	Status
Hamilton 2092 Map	Illustrator	● Not started
Chapter icon set (6 world rules)	Illustrator	● Not started
World seal / official stamp	Illustrator	● Not started
Character portrait frames (4)	Illustrator / Photoshop	● Placeholder circles for now
Orenda Network diagram	Illustrator	● Not started
MELA Plaza diagram	Illustrator	● Not started
Coast Rail network map	Illustrator	● Not started

Asset	Tool	Status
Chapter header illustrations (3)	AI gen / hand	 Not started
Hero images (15 prompts)	AI gen	 See image-prompts file
Texture overlay (paper)	Photoshop	 Easy — source from textures.co

This file is the single source of truth for all visual/brand decisions on this project. Update as design decisions are made during InDesign sessions.