



Neon Ink v0.1

The governing visual and semantic design standard for Aptlantis Studio – unifying website UI, generated SVG artifacts, SESM metadata, Tailwind/CSS tokens, Canva assets, presentations, and all future brand surfaces into one durable, artifact-driven system.

DRAFT V0.1

WHOLE-BRAND STANDARD

APTANTIS STUDIO

What Neon Ink Governs

Neon Ink is not only a color palette. It is an **artifact-driven interface standard** — defining how the Studio looks, reads, behaves, and describes itself across every brand surface.

Static Pages

Website, dataset detail, pipeline, about, and documentation pages.

Generated Artifacts

Compiled SVG panels, SESM metadata blocks, dataset and pipeline cards.

Brand Collateral

Canva templates, slide decks, social graphics, and promotional surfaces.

Theme Boards

Semantic mapping demos, variant specs, and future named subthemes.

📄 **Core Rule:** Visuals are derived from the data. The website, SVGs, cards, and marketing surfaces should feel like parts of the same durable archive — static enough to last, structured enough to regenerate, expressive enough to make datasets worth exploring.

Design Philosophy

Signal Over Scale

Aptlantis Studio exists for high-signal datasets, focused pipelines, and small specialist models. The interface must prioritize **recognition, status, provenance, and reproducibility** over decorative novelty.

Local-First Durability

Studio artifacts should remain meaningful when copied, mirrored, archived, screenshotted, or viewed outside the original website. Generated SVGs carry semantic context through SESM.

Panels As Artifacts

The default component model is an **artifact panel** — not a generic dashboard card. Borders signal artifact type; glows signal state; badges carry short role or class identifiers.

Welcoming Technicality

Precise, inventive, durable, and builder-friendly. The voice avoids corporate AI hype and vague claims. Technical without becoming hostile or obscure.

Brand Foundation

Studio Position

Aptlantis Studio creates and publishes **unique, niche, practical, and creative datasets** for fine-tuning small local models. It is not a massive scrape marketplace — it is a focused workshop for reproducible, human-sized model building.

Primary Audiences

- Hobbyist model builders and local AI experimenters
- Dataset curators, archivists, and researchers
- Creative tool makers and developers building small specialist models

Brand Personality



Inventive

Experimental and future-facing in every artifact.



Durable

Archive-aware, reproducible, and local-first by design.



Welcoming

Builder-friendly, never corporate or dismissive.



Precise

Clear about data, schemas, licenses, and build state.



CORE PHRASES

Build small. Train local. Create worlds.

Unique datasets. Real worlds.

Local power.

High-signal datasets for small specialist models.

Compiled artifacts for reproducible local training.

Background Layer System

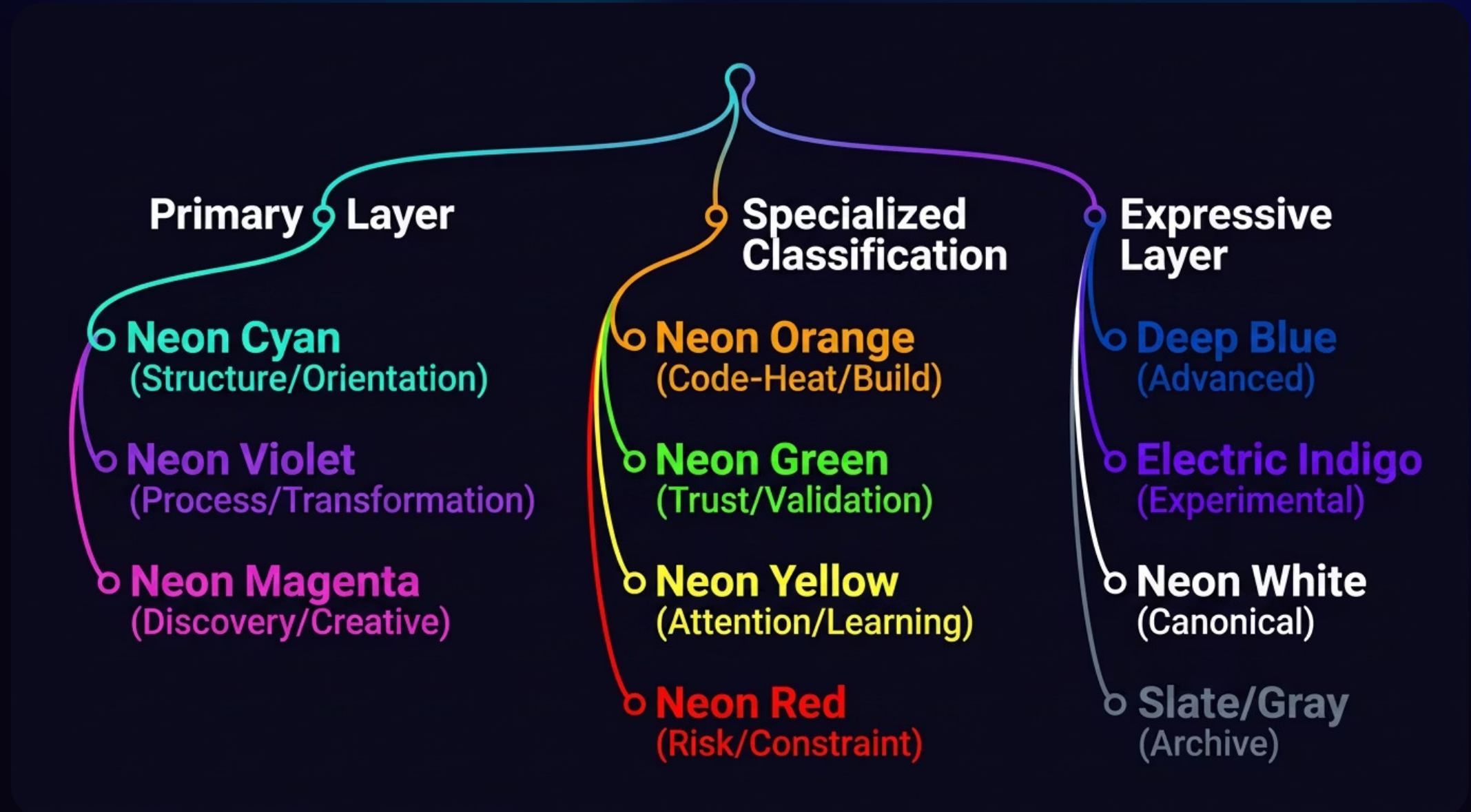
The background system creates **depth through value shifts**, not heavy chrome. Five tokens form a perceptual stack from the deepest environment to raised interactive surfaces.

Token	Hex	Role
--studio-void	#050816	Deep baseline canvas – outermost environment
--studio-base	#0B0F1A	Page baseline and primary surface
--studio-panel	#111827	Artifact container surface
--studio-raised	#162033	Raised or emphasized panel layer
--studio-soft	#0F172A	Soft secondary panel layer

i Use Void as the outermost environment. Use Base for main page regions. Use Panel for artifact containers. Never invert this hierarchy – depth should always read from darkest outward to slightly lighter inner surfaces.

Semantic Color Taxonomy

NIPC is the canonical palette layer for Neon Ink. Color should **reduce cognitive load before it adds beauty**. Every hue carries a semantic family and psychological intent.



Each color family carries a **psychological intent** — the reason a semantic role was chosen, written for future generators, validators, and agents. Use this taxonomy to assign meaning, not decoration.

Core Stable Color Tokens

These eight tokens form the stable base that NIPC expands into families. New work should always use these NIPC v0.1 tokens; legacy aliases are permitted only for existing generated SVG preservation.

Token	Hex	NIPC Family	Primary Use
info	#22D3EE	Clarity / Orientation	General info, calm understanding, structure labels
process	#A78BFA	Process / Transformation	Pipelines, how-it-works, system flow
featured	#F472B6	Discovery / Creative	Featured, creative, and spotlight content
success	#34D399	Trust / Validation	Validated, good, evidence-backed pass signals
important	#FACC15	Attention / Learning	Caveats, notes, memory anchors
critical	#F43F5E	Risk / Constraint	Risk, blockers, failure, urgency
code-heat	#F97316	Creation / Build / Code	Rust, build, execution, artifact output
experimental	#818CF8	Research / Experimental	Prototype, research, unsettled work

Dataset Accent Language

Dataset accents describe **subject matter**, not global state. Each domain maps to a semantic token chosen for cognitive fit, not arbitrary decoration.

Rust / Code Heat

code-heat #F97316

Rust corpora, compiler material, crate metadata, and build pipeline artifacts.

RPG / Dungeon Synth

process / creative

Tabletop lore, NPC dialogue, item lists, spells, and world-building datasets.

Creative / Discovery

featured #F472B6

Generative writing, worldbuilding, and featured creative dataset releases.

Verified / Complete

success #34D399

Release-ready artifacts, license pass, and quality-validated datasets.

Review / Warning

important #FACC15

Partial validation, caveats, and items requiring manual review.

Error / Failed

critical #F43F5E

Broken builds, failed validation, and hard blockers preventing release.

Typography System

Three-Role Hierarchy

Every typographic decision in Neon Ink maps to one of three roles: Display, System Mono, or Body Copy. Each role has a distinct cognitive job.

Recommended Stacks

Display: Rajdhani, Orbitron, system-ui

Mono: JetBrains Mono, Cascadia Code

Body: Plain readable sans-serif

Display

Heavy, condensed, optionally italic. Used for hero headlines, campaign phrases, large theme labels, and high-energy section headers. **Never** for dense metadata or long paragraphs.

System Mono

The technical backbone. Used for dataset IDs, version numbers, pipeline names, build status, commands, metadata rows, and manifest references.

Body Copy

Plain, readable, and direct. Let panels, semantic color, and SVG artifacts carry the visual intensity. Body copy provides clarity, not decoration.

Panel State System

Every artifact panel has a **single dominant state**, communicated through border color, glow intensity, and badge label. Secondary semantic colors appear only as small badges, icons, or metadata dots.

State	Visual Behavior	Semantic Meaning
idle	Dim border, no glow	Dormant, quiet, or default artifact
active	Soft cyan glow	Current, selected, browsed, or ready
running	Pulsing violet glow	Pipeline or transformation in progress
featured	Magenta glow	Notable, new, creative, or highlighted
verified	Green status signal	Quality or license validated
warning	Yellow accent / glow	Needs review or carries a caveat
error	Red accent / glow	Failed, blocked, or invalid
archived	Slate/gray muted styling	Dormant, mirrored, or historical

Component Grammar

Every component in Neon Ink has a defined semantic role. Panels, badges, tags, and links each carry meaning through consistent color and form.



Artifact Panels

Expose title, artifact type, state badge, semantic accent, brief description, key metadata, and a canonical action or destination.



Badges

Short, uppercase, state-driven. Colored by semantic meaning and readable at small sizes. Examples: `ACTIVE`, `RUNNING`, `VERIFIED`, `RUST`.



Tags

Identify subject matter or semantic category. Rust → orange. Process → violet. Info → cyan. Featured → magenta. Warning → yellow. Error → red.



Links & Actions

Navigation → cyan. Process/action → violet. Discovery → magenta. Download → green. Dangerous → red. Color encodes intent before the user reads the label.

Dataset Card Anatomy

Dataset cards are the most important artifact pages. They must support **quick scanning before reading** — every trust signal should be visible at a glance.

Required Metadata Fields

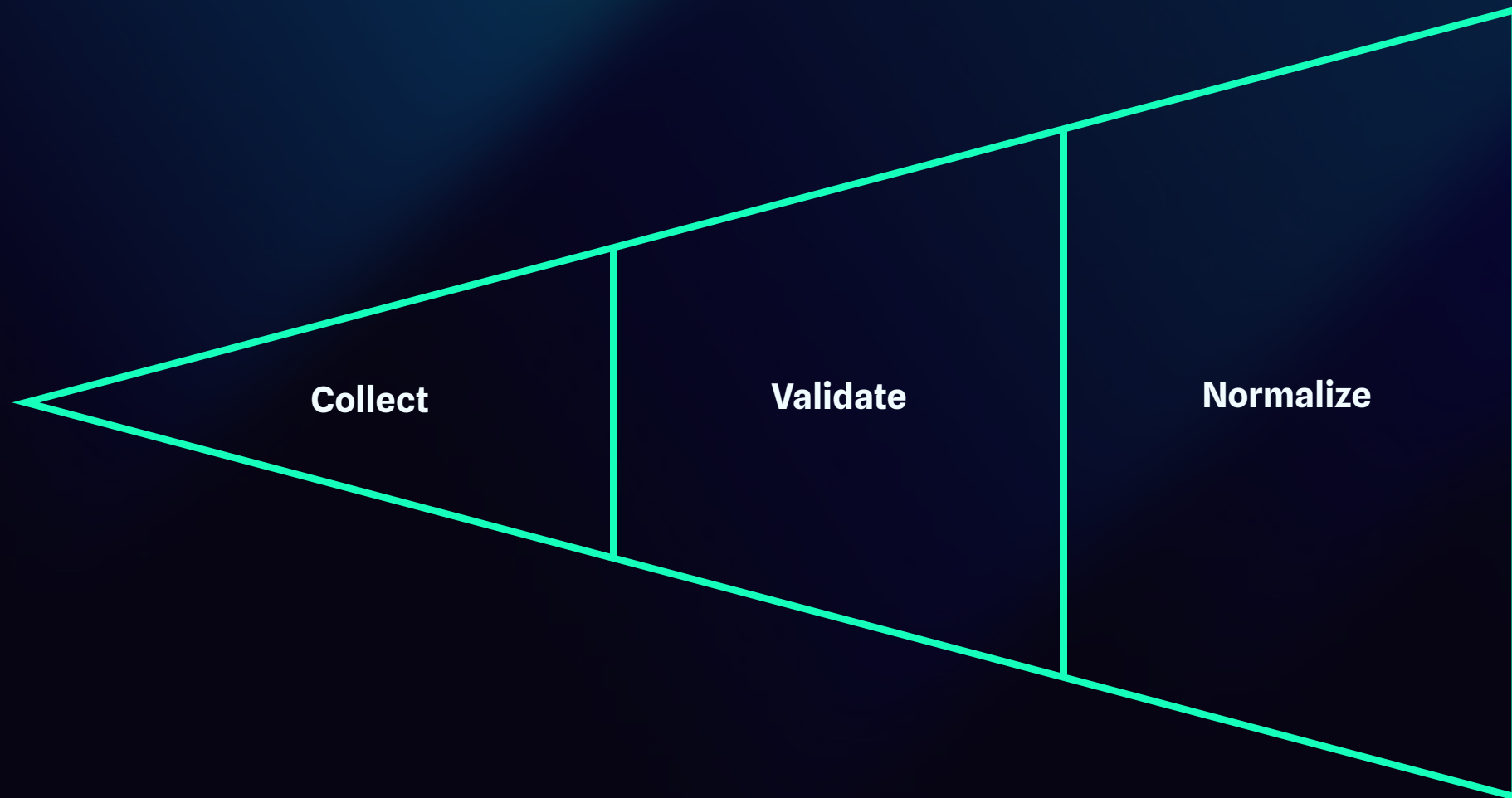
- Dataset identity header with semantic tags and state badge
- Quality or validation signal when available
- Core stats: records, tokens, size, license, created/updated
- Download or canonical action
- Samples, structure, pipelines, versions, changelog navigation
- Latest pipeline run and compatibility signals
- Visible provenance or metadata where trust matters

Example Metadata Shape

```
{
  "id": "rust-code-corpus",
  "title": "Rust Code Corpus",
  "state": "active",
  "domain": "rust",
  "tags": ["rust", "code", "training"],
  "records": 532104,
  "tokens": "18.7B",
  "size": "7.2 GB",
  "license": "MIT",
  "quality_score": 96,
  "created": "2025-04-12",
  "updated": "2025-05-18"
}
```

Pipeline Page Requirements

Pipeline pages must make **process state visible** at every stage. Use violet for process and running states; green, yellow, and red for validation outcomes.



Each pipeline card should expose the pipeline ID, associated dataset, current state, stage list with completion timestamps, record and token changes, warning and error counts, and a link to logs, reports, or the canonical pipeline manifest.

Running

Violet glow —
transformation in progress.

Complete

Green emitter — all stages
passed.

Warning

Yellow accent — caveat or
review needed.

Error

Red accent — failed,
blocked, invalid.

SVG + SESM Requirements

Neon Ink uses **SESM v0.2.0** as its embedded semantic metadata carrier for SVG artifacts. Generated Aptlantis Studio artifacts treat three documents as a layered system.



i Only `sesm_version` is required by SESM, but Aptlantis Studio production artifacts should include enough metadata – asset, artifact, theme, ui, crawl, provenance, integrity – to remain self-describing when detached from the website.

SESM Neon Ink Theme Block

Every compiled SVG artifact should declare its theme identity. The recommended Neon Ink SESM theme block provides palette semantics, state intensity, glow level, and the full token set for downstream validators and generators.

```
{
  "theme": {
    "id": "neon-ink",
    "name": "Neon Ink",
    "version": "0.1.0",
    "mode": "dark",
    "accent": {
      "name": "orange",
      "hex": "#F97316",
      "semantic_role": "code-heat",
      "psychological_intent":
        "signal-hands-on-code-build-work"
    },
  },
  "state": {
    "name": "active",
    "intensity": 2,
    "glow": "soft"
  }
}
```

Required Top-Level SESM Fields

01	asset	File identity, format, and dimensions
02	artifact	Type, state, semantic role, and category
03	theme	Neon Ink theme ID, NIPC tokens, intensity
04	provenance	Generator, build ID, source records, template
05	links	Canonical HTML, manifest, and related resources

Page Composition Rules

Pages should feel like **navigable archives**, not generic SaaS dashboards. Composition decisions should reinforce the artifact-first identity of the Studio at every viewport.

✓ Use

- Dark layered backgrounds following the token stack
- Dense but organized metadata with visible roles and states
- Semantic color used for meaning, not random decoration
- Enough negative space to prevent visual noise
- Artifact panels with provenance visible where trust matters
- Glow reserved for active state and live activity signals

❌ Avoid

- Generic blue SaaS gradients and decorative hero surfaces
- Cards with no semantic role or state identity
- Hiding provenance, status, or dataset identity
- Overusing glow on static or non-interactive content
- Burying dataset identity below generic navigation chrome
- Making every page a marketing hero instead of an archive entry point

Content & Voice Rules

Preferred Language

- High-signal datasets, small specialist models
- Local-first training, reproducible pipelines
- Compiled artifacts, curated niche corpora
- Dataset recipes, manifests, archive-ready releases
- Practical licensing, local machines

Avoid

- AI magic, one-click intelligence
- Massive scraped everything
- Corporate productivity platform language
- Generic chatbot branding or cloud-only framing
- Vague claims of intelligence without evaluation context

Aptlantis Studio publishes focused datasets for builders who want useful small models on personal hardware. Every release favors clear manifests, durable formats, practical licensing, and reproducible pipelines over noisy scale.

Validation Checklist

Use this checklist before treating any page, SVG, template, or brand asset as **Neon Ink v0.1 compliant**.

Color

- ✔ ~~Uses NIPC v0.1 tokens for all new work~~
- Legacy aliases only for existing SVG preservation
- Records semantic_role, family, psychological_intent, intensity
- One dominant accent per artifact panel
- Red/risk only for blockers, failures, hard constraints
- Green/trust only when validation evidence exists

Layout

- Page reads as a navigable archive
- Artifact identity appears early in the viewport
- Metadata visible where trust matters
- Glow used for state/activity, not everywhere

SESM

- Compiled SVGs include SESM v0.2.0 metadata
- theme.id is neon-ink
- Semantic role and family names match NIPC
- State names match this spec
- Generated artifacts include provenance when available

Brand

- Voice is precise, inventive, durable, and welcoming
- Copy favors high-signal data and local-first training
- Marketing surfaces use the same color meanings as website
- No generic AI magic or cloud-only positioning

The North Star

An archive that is alive.

Static enough to last. Structured enough to regenerate. Expressive enough to make datasets feel like artifacts worth exploring.

Dark Archival Backgrounds

Five-layer token stack from void to raised surface.

Semantic Neon Color

NIPC families with psychological intent, not decoration.

Panel-Based Composition

Artifact panels as the default component model.

Visible Provenance

SESM-compatible SVGs with self-describing metadata.

NEON INK V0.1

APTLANTIS STUDIO

DRAFT – CANONICAL FROM V0.1 FORWARD

