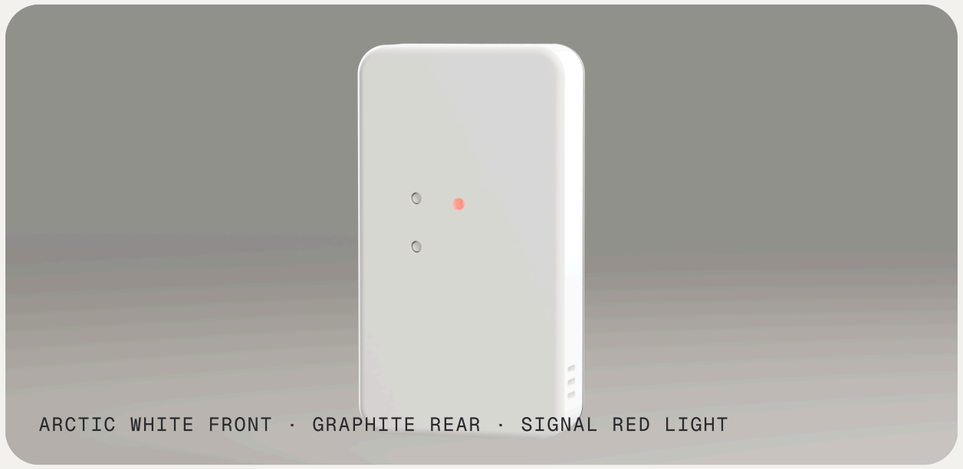
wisp

WORDMARK · ON LIGHT

wisp

ON DARK



ARCTIC WHITE FRONT · GRAPHITE REAR · SIGNAL RED LIGHT

The dot is the product.

The red dot is not a logo device someone drew. It is the status LED on the board (D1), seen through the clear light pipe on the front of the enclosure — the only thing on the product that ever lights up. The wordmark borrows it for the *i*. Never recolour it, never use more than one.

Why “wisp”.

A wisp is the smallest, quietest movement of air. The product measures the air in a room and otherwise stays out of sight: one light, no screen, no noise. The name is always set lowercase, as the wordmark; in running text it is written “Wisp”.

THE SIGNATURE IN USE — APP ICON · AVATAR · STATUS LINE (EXAMPLE)

LIVING ROOM · 21.4 °C · 46 % RH

Calm.

Short sentences. No exclamation marks. Let the product be the loudest thing on the page.

Exact.

Real numbers from the real design: 58 × 24 mm, 33 of 33 fit checks. Nothing we cannot show.

Few words.

Tagline: *Air, quietly understood.* Specs and captions in mono capitals.

COLOUR — TAKEN FROM THE PRODUCT'S OWN MATERIALS

Arctic White
#F2F1EE · PC/ABS FRONT

Graphite
#1B1C1E · REAR HOUSING

Signal Red
#ED2112 · STATUS LIGHT

Studio Grey
#B9B4AD · BACKGROUNDS

TYPE — GEIST AND GEIST MONO (SIL OPEN FONT LICENSE)

Aa Gg

Geist, 420–560. Headlines, wordmark, body. Tight tracking on large sizes (–2 to –3.5%).

0 DRC

Geist Mono, 430, capitals, +6–8% tracking. Specifications, captions, labels — always led by the red dot.