



Atlas

At last, *a new way to travel.*

Atlas is your *travel companion.*

Atlas plans the trip, books it, keeps it running while you're away and remembers it after. It reads your bookings, keeps the places you saved, and Zion — the AI inside Atlas — handles the calls, the changes and the "what now?".

In myth, Atlas holds up the world. Our mark lifts a globe overhead, and his stance forms the letter **A**. That is the promise: **we carry the trip so you don't**. And the name says it out loud — **Atlas, at last**.

Plan

Zion builds the days from your saves and your taste.

Book

Tables, tickets and fares, handled — Zion even calls.

Travel

Live flights, leave-by times, lounges, delay alerts.

Remember

Your passport, your globe, every trip you've taken.

The Titan: one mark, three backgrounds.



On paper · atlas-mark-transparent.png



On terracotta · atlas-mark-light.png



On ink or photos · atlas-mark-light.png



Lockup · mark + “Atlas” in Instrument Serif



App icon · atlas-icon-1024.png

Clear space: keep empty space around the mark equal to the globe’s height.
Minimum size: 24 px tall on screen, 8 mm in print.

Don't redraw the Titan.

- ✗ Don't recolour it outside terracotta, ink, paper or the light version
- ✗ Don't flatten the globe into a solid disc — the continents are the point
- ✗ Don't stretch, rotate, outline or add effects (bevels, glows, gradients on the mark)
- ✗ Don't put the terracotta mark on terracotta — use the light version
- ✗ Don't place it over busy photos without a dark scrim
- ✗ Don't rewrite the wordmark in another font
- ✓ Terracotta mark on paper for documents and the web
- ✓ Light mark on terracotta for social and campaign work
- ✓ Light mark on ink or photography (with a 30% ink scrim)
- ✓ The app icon only where an app icon is expected (store, avatar, App Store badges)
- ✓ The lockup when "Atlas" isn't already written nearby

Warm paper, quiet ink, one terracotta.

Terracotta

#C2492B · RGB 194 73 43

The one accent

Ink

#1A1814 · RGB 26 24 20

Text, ink buttons

Paper

#F7F4EE · RGB 247 244 238

Backgrounds (never pure white)

Cream

#FFD9A8

Italic accent on terracotta

Sunrise

#EE6840 · gradients, icon

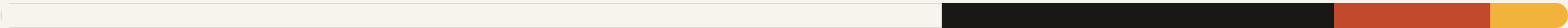
Sun

#F2B33D · small highlights

Category

pine · ink blue · ochre · plum

Category colours are for small markers only — dots, icons, map pins. Never full-card tints. One terracotta highlight per screen.



Balance on product screens: 60 paper · 25 ink · 10 terracotta · 5 everything else. Social flips it: terracotta leads.

Aa

Instrument Serif

Headlines, titles and anything 22 pt or larger. Never bold. Use the *italic*, in terracotta, for the one word that matters.

Pick up where *you left off.*

Aa

SF Pro / Inter

Interface, body copy and captions. SF Pro in the app, Inter on the web and in marketing.

STYLE	FONT	SIZE
Display	Instrument Serif	52 / 54
Title	Instrument Serif	38 / 42
Headline	SF Pro 600	17
Body	SF Pro	15 / 22
Overline	SF Pro 600, +1.4 tracking, CAPS	11

Calm, specific, *a little warm.*

Lines we use

- Tagline:** At last, a new way to travel.
- Descriptor:** Your travel companion.
- Promise:** We carry the trip so you don't.
- Reliability:** Atlas has it.
- Saves:** Your atlas of places.
- Focus:** Keep your head up, not in your inbox.

Do

- ✓ Say what Atlas did: "Your table at Fuunji is booked for 7:30."
- ✓ Sentence case, plain words, real numbers
- ✓ Errors say what happened and what to do next

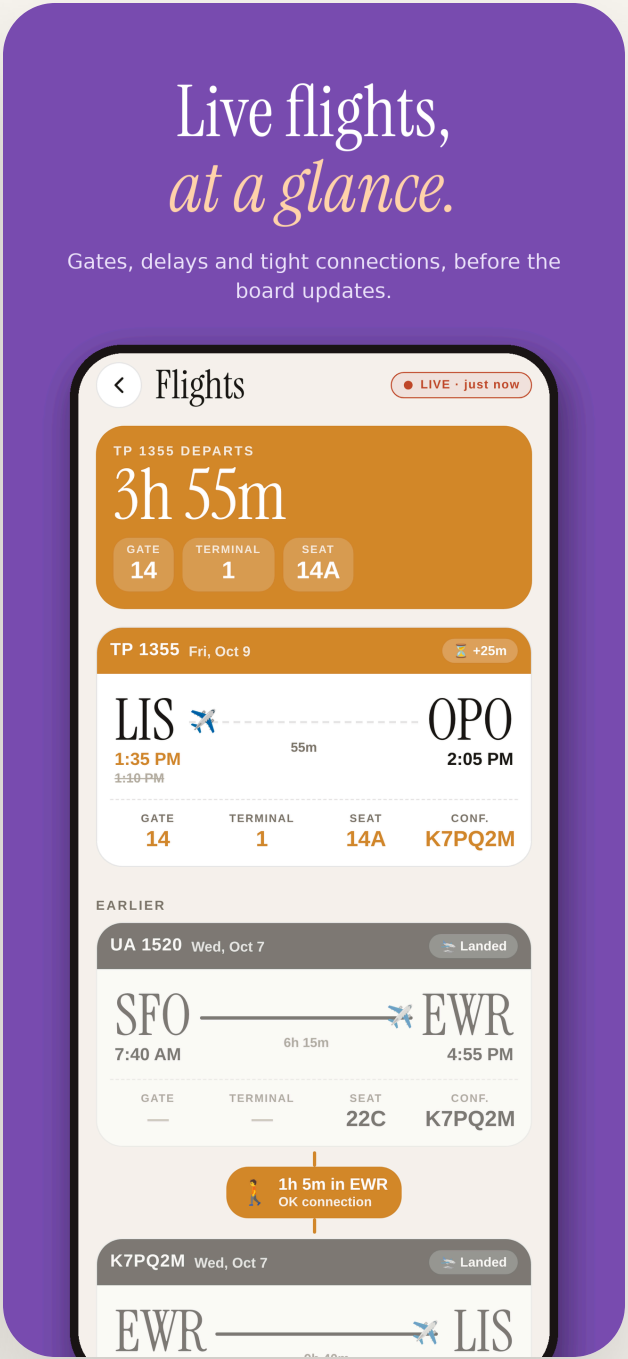
Don't

- ✗ "Adventure awaits", "seamless", "unlock your wanderlust"
- ✗ Exclamation marks in the product
- ✗ Made-up stats, fake reviews, or screens with invented data shown as real

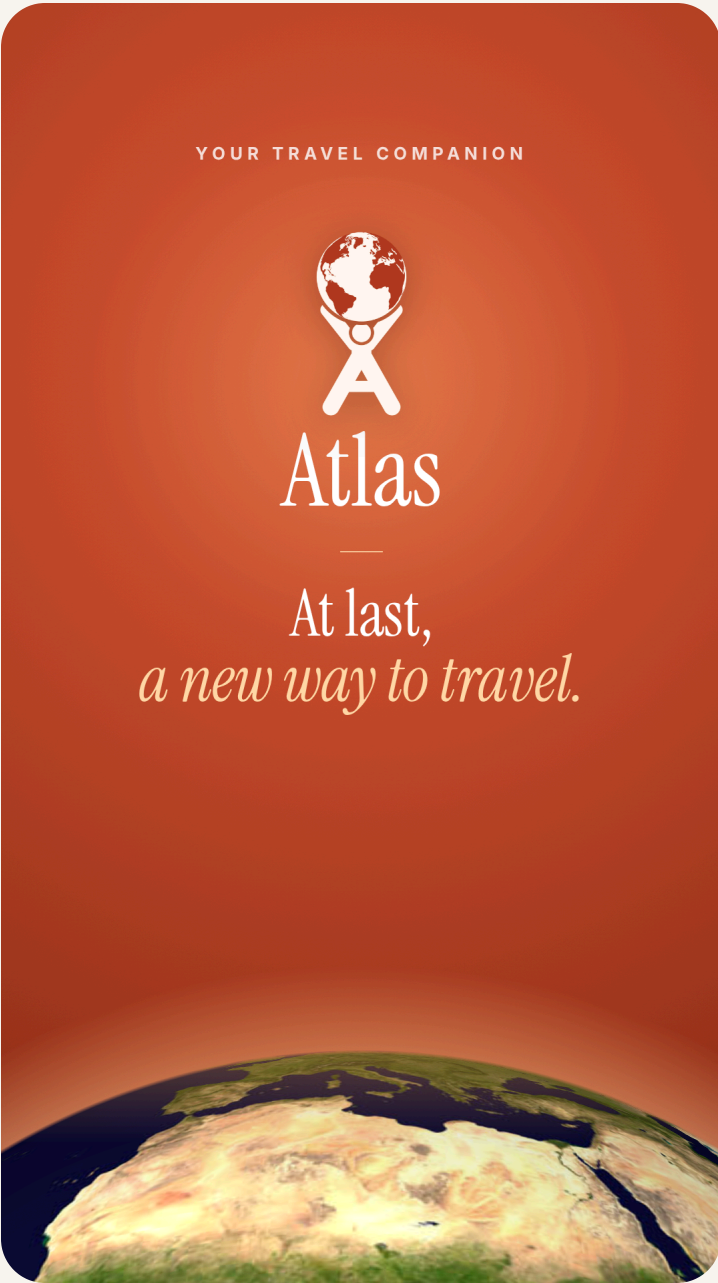
Real Earth, real places, the real product.

Show the actual app on a real phone, the satellite globe (NASA Blue Marble, public domain) and real destinations. Photography is warm and natural, never over-filtered.

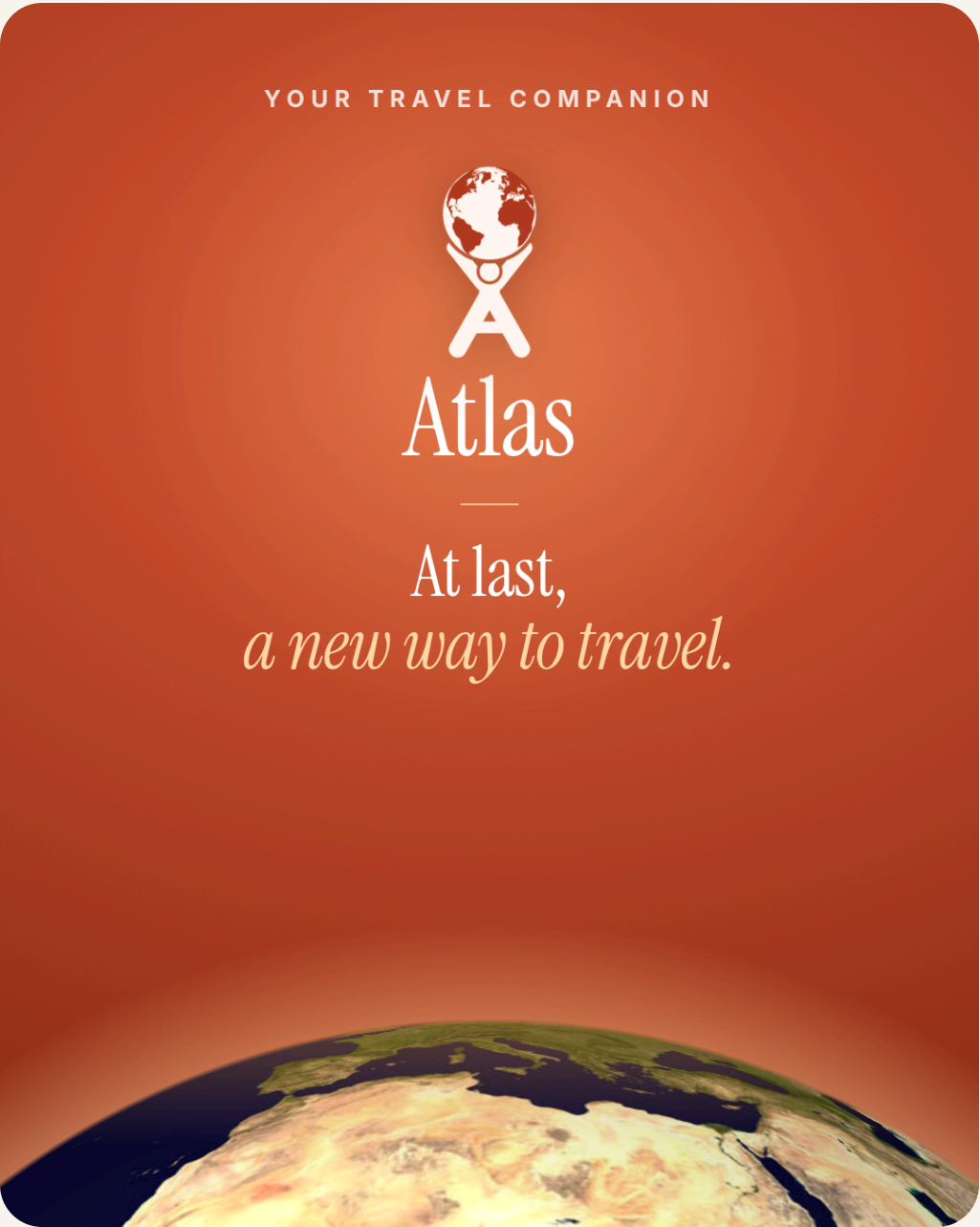
- ✗ Generic stock smiles, airplane-wing clichés
- ✗ Pastel gradients, glassmorphism, sparkle icons
- ✗ Emoji as product icons



Terracotta leads. The Earth rises.



Story 1080×1920 · link sticker in the empty band



Feed post 1080×1350



Profile photo 1080×1080

Reels: real screen recordings in the phone frame, a serif headline per beat, ending on the mark and "At last, a new way to travel.". Captions: one ask each — send it, save it, or join the beta.

The brand kit

ASSET

Marks, lockup, app icons

Light mark for terracotta and ink

Story, post, profile, highlight covers

Product videos

App Store screenshots

Design tokens (code)

Fonts

FILE

store/brand/

store/brand/atlas-mark-light.png

store/social/instagram/

store/social/real-product/ · trip-features/

store/appstore/

lib/theme.ts · docs/DESIGN_SYSTEM.md

Instrument Serif (OFL) · Inter (OFL) · SF Pro (Apple, app only)