connecting dots

dantalion



brand book

Process and design of the dantalion identity

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A brand is made of many points. Design draws the lines between them.

dantalion is a design studio for concepts, brand, web and print – a working relationship between Dominik Rainer, operator, and dantalion, an AI system set up for the studio. The machine searches, sorts, drafts and builds variants. The operator sets the direction, chooses, and answers for the result.

The wordmark says the same thing. Its grid of square dots is the machine. One dot is round and set in patina: the dot on the i – the person.

claim	connecting dots
positioning	Human-led, AI-assisted design for brand, web and print.
compass	precise · radical (down to the root) · connected
working rule	calm in form, radical in the moment

one round dot – the person



grid of square dots – the machine

Questions first, then one sentence, then a system. Every decision is made on its own – three options, one recommendation – and documented.

01

listen

About one hour, mostly questions, until the idea holds.

02

one sentence

The idea in one sentence – the fixed point.

03

system

Three directions, one recommendation, then the rules.

04

launch and care

Handover; reviews after 30, 90, 365 days.

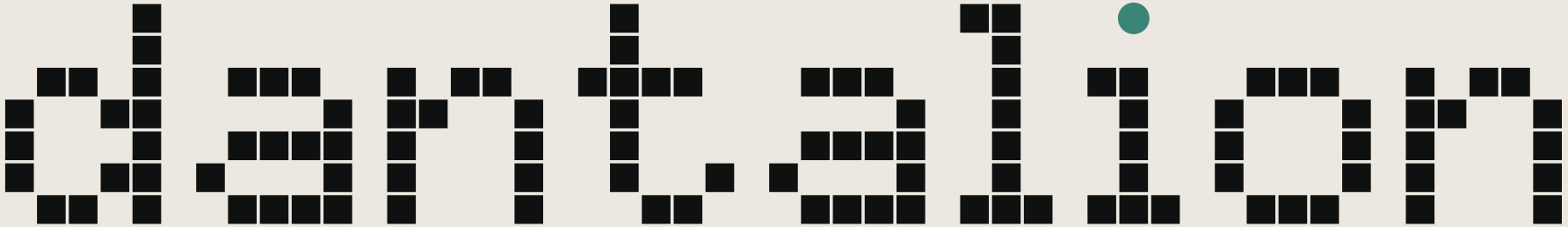
The one sentence for dantalion:

> The machine provides the grid. The person sets the one round dot.

how this identity was made

typeface search · wordmark · claim · colour · grid · field 35 · constellations · home page · sub-pages · website · brand book

Each step was decided separately with options, reasons and a written record. Rejected ideas were archived, not deleted.



matrix

Set in Doto 900 with square dots (axis ROND 0), converted to outlines. Never retyped.

spacing

Exactly one empty grid dot between letters, so the grid runs through the whole word.

the round dot

The dot on the i is a circle of about 1.1 grid dots, centred, in patina. The only round dot in the mark.

lowercase

Always lowercase, no tagline, no name inside the logo, no animation of the mark.

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standard – black on bone white, patina dot #3A8577

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exception – bone white on black, dot #6FBFAE

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single colour – print, stamp, embossing

below 24 px: the dot alone



Favicon, app icon, profile image – wherever the matrix would blur.

clear space and minimum size

dantalion

Clear space on all sides: the height of the "d". Minimum: 24 px on screen, 6 mm in print.

Never: redraw letters · round matrix dots · gradients, shadows, glow, outlines · stretching · busy backgrounds.

connecting dots

large

From about 32 px on screen or 24 pt in print: Doto, built from dots – like the wordmark.

small

Under the logo, on cards and letterheads: D-DIN Condensed Bold, lowercase, tracking +0.04 em.

on the web

Always real, readable text – never an image, never part of the headline.

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connecting dots

lockup stacked

dantalion | **connecting dots**

lockup side by side

Light first: bone white, brand black, and patina – aged copper – as the only accent. One accent per view.

#ECE8E1

bone white

ground – screen and paper

contrast –

#0F1110

brand black

type, wordmark, lines

contrast 15.5 : 1

#5B6661

grey

secondary text

contrast ≥ 4.5 : 1

#C3C8C4

light grey

hairlines, grid dots

contrast decorative

#2F6F64

patina

accent text, links

contrast 4.8 : 1

#3A8577

patina graphic

the round dot, focus

contrast 3.6 : 1 graphics

exception: dark ground
#6FBFAE · 8.8 : 1

No gradients, glow, glass, shadows or rounded corners – only dots are round. Photos with pure white are framed so bone white does not look yellow.

matrix · Doto 900	connecting dots	wordmark, large claim, page titles – never below 32 px
norm · D-DIN Condensed Bold	**contact · services · index · operator**	navigation, labels, buttons, small claim
text · D-DIN Regular / Bold	**Human-led, AI-assisted design for brand, web and print.** Every project starts with a concept that works.	body text 18/28 px, max. 71 characters; home headline
machine · Necto Mono	08 · 17 · 26 · 36 — [portrait · 4:5]	numbers, captions, technical lines, footer

Four free typefaces (SIL Open Font License), hosted locally. Page names and the claim are always lowercase.

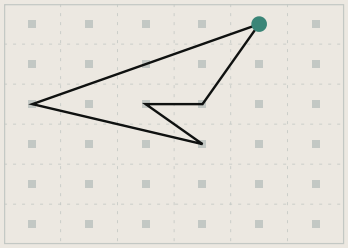


A square of 6 × 6 fields lies over every surface. The one round dot always sits in field 35 – top right.

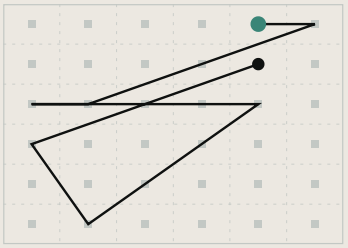
Field 35 lies in the fifth of six columns (4/6 to 5/6 of the width), in the top sixth. On the website it is the dot on the i; all lines start there. The pages are nodes on the same square: the right-hand axis is the machine, operator alone at bottom left is the person.

The square always covers the whole surface. On very wide screens the dots may move within their fields – never beyond them.

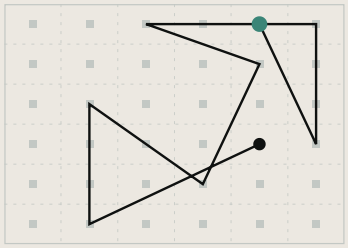
Each page has its own line: one continuous constellation from field 35 to the field of that page. Straight lines, kinks as nodes, a full dot at the end.



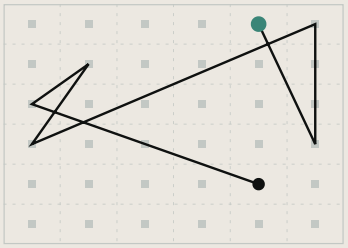
start · 35



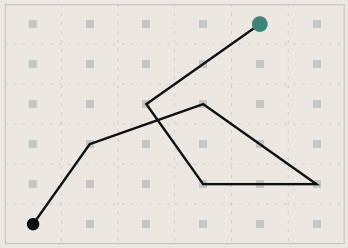
contact · 08



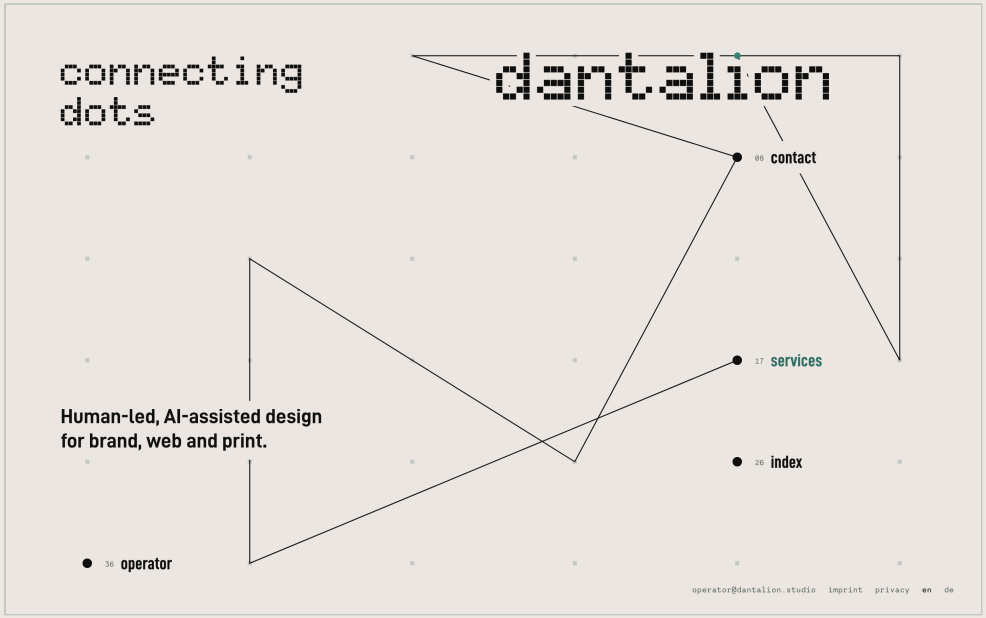
services · 17



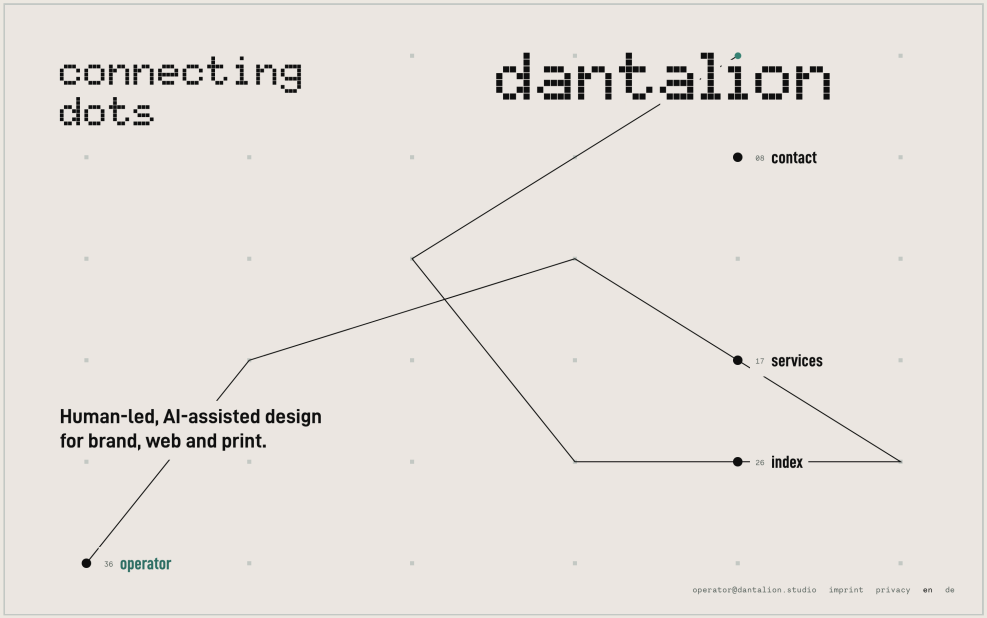
index · 26



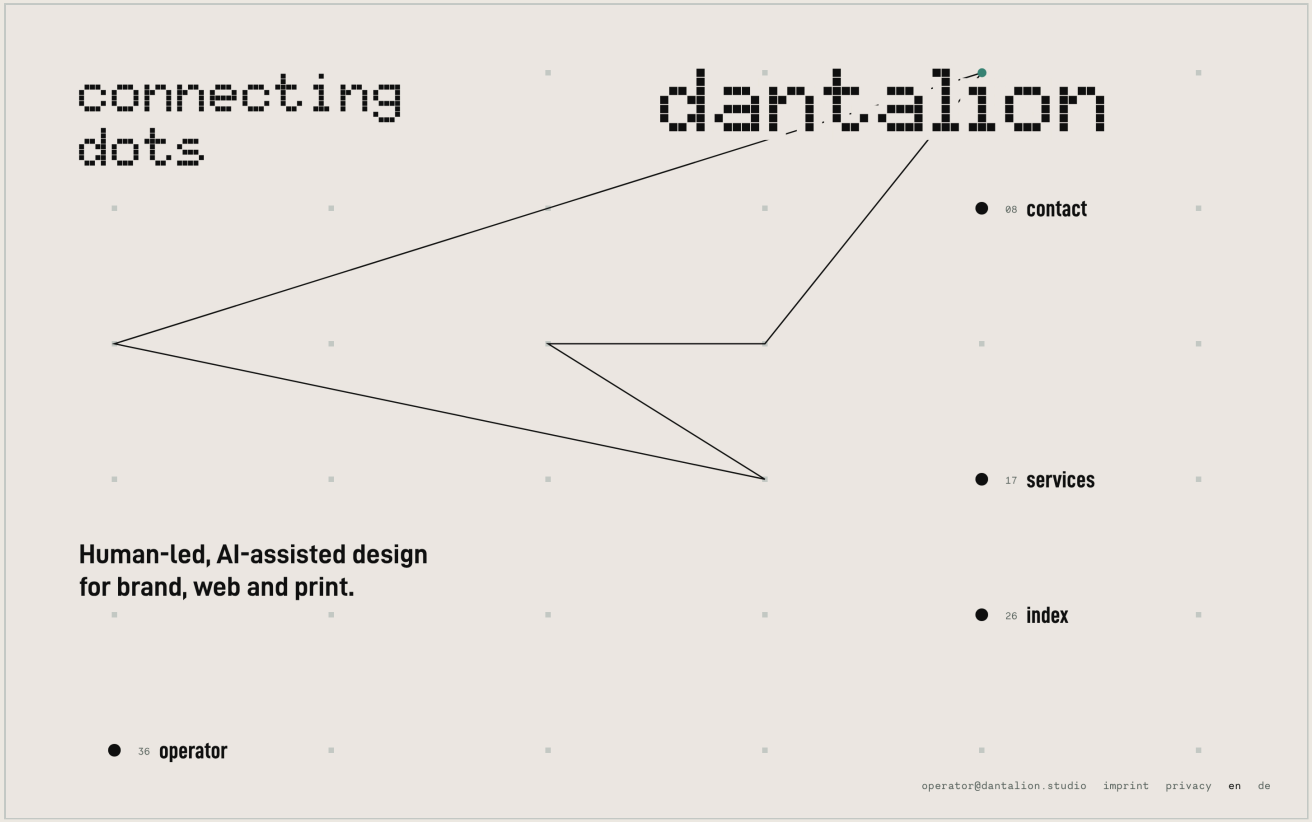
operator · 36



pointing at “services” draws its line



pointing at “operator”



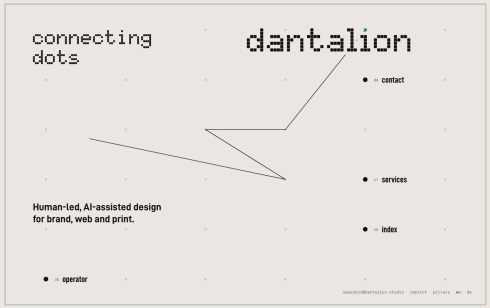
home page, 1440 × 900 – the square laid over the whole screen

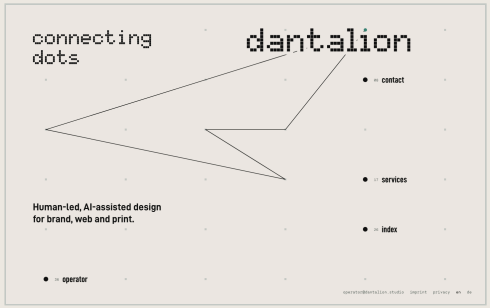
The home page is a stage: wordmark, claim, one headline, four nodes.

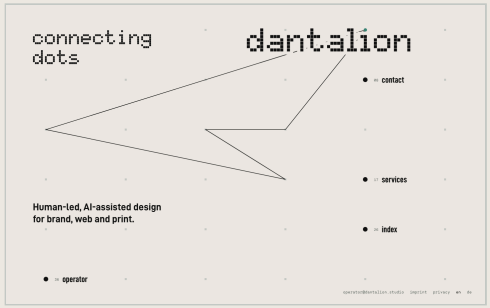
Full width and height (min. 560 px). Type grows with the stage by the smaller of width and height. Navigation words stay deliberately enigmatic.

first visit: the line draws itself once



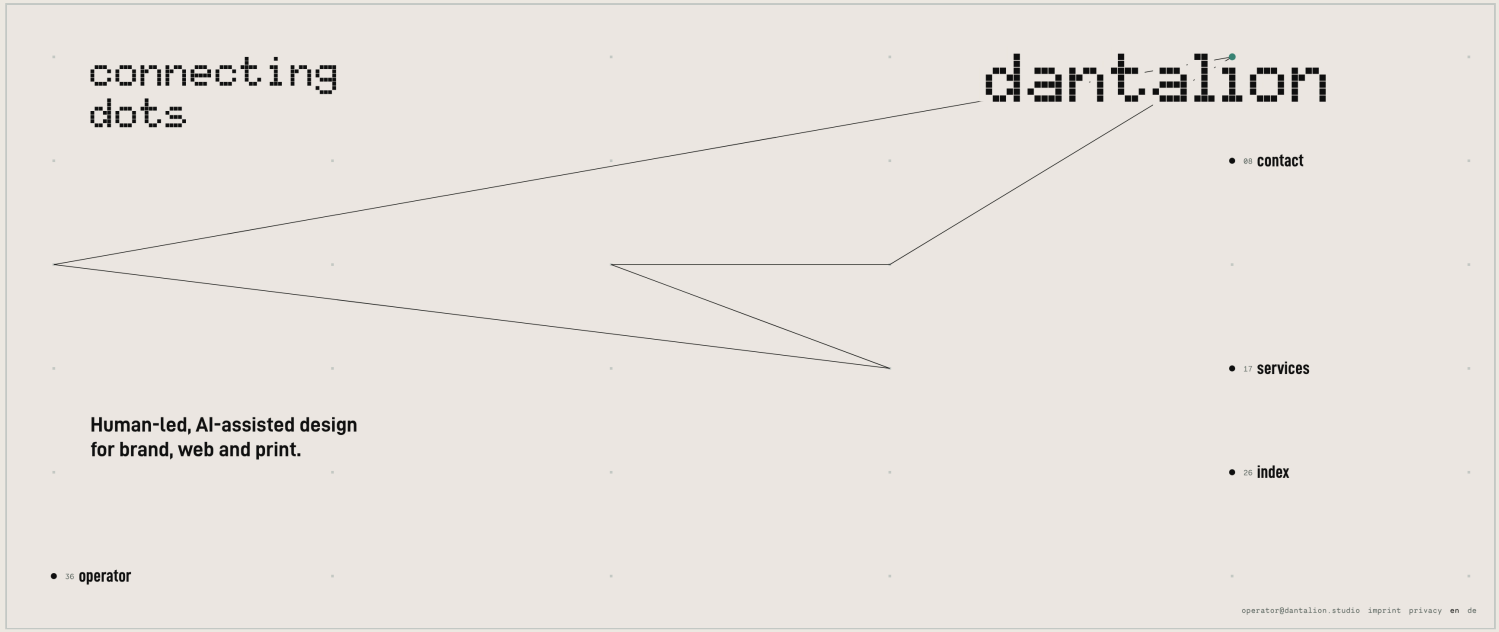








mobile, 390 × 844

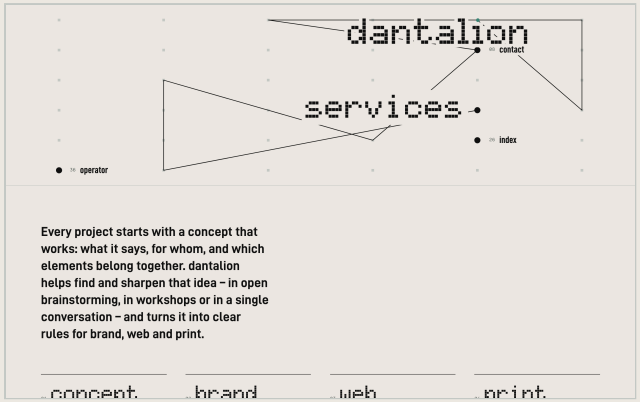


ultrawide, 3440 × 1440 – texts at the edges, the drawing spans the screen

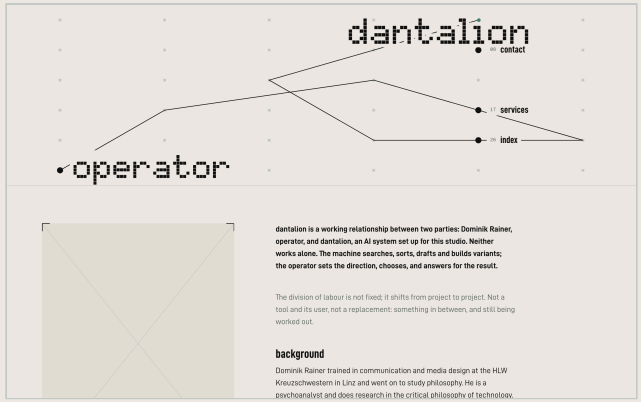
Only lines move – never the wordmark.

first visit	start line draws once per session, 1.2 s
point / focus	the page's line replaces the start line, ~500 ms
tap / click	the line leads there, max. 0.4 s, then the page changes
sub-page	its line draws in the header band, 0.6 s
reduce motion	everything switches instantly

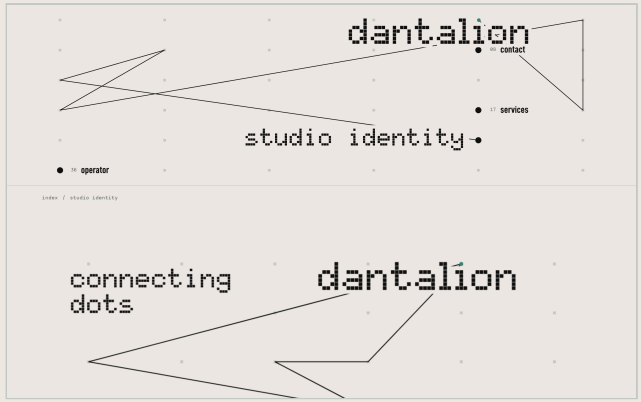
On sub-pages the square is compressed into a header band. The page's line runs to its node; the title stands there in Doto.



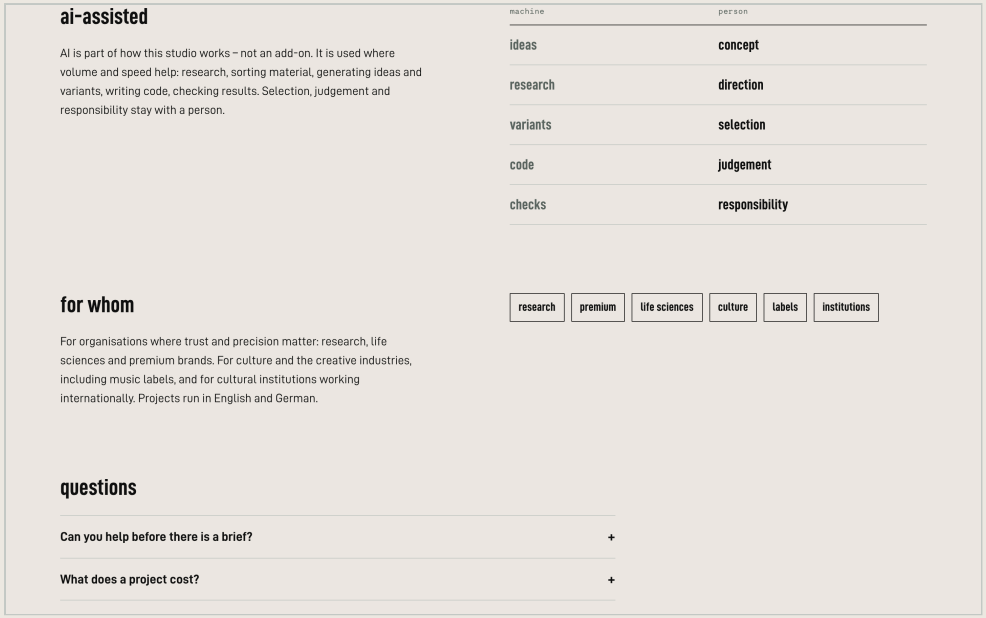
services – concept · brand · web · print



operator – person and machine



index – case 01: the studio's own identity



services · ai-assisted: machine and person, side by side

AI is part of how the studio works, not an add-on. Direction, selection, judgement and responsibility stay with a person.

do	sober, factual, specific; show the process; third person for Dominik Rainer; lowercase page names
don't	heroic poses, marketing phrases, jargon, "I" outside the contact page
marks	logos and wordmarks are shaped by hand

business card

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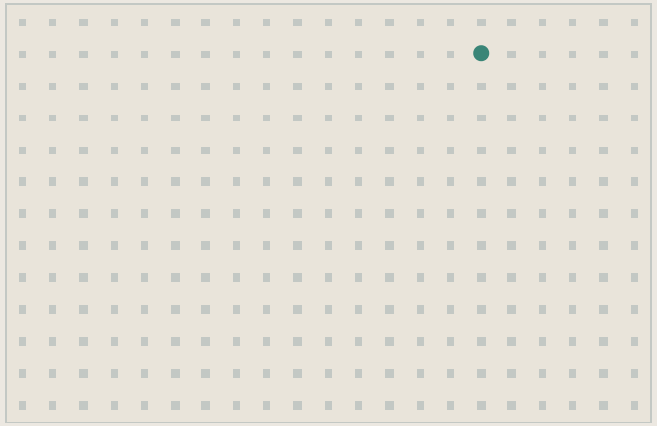
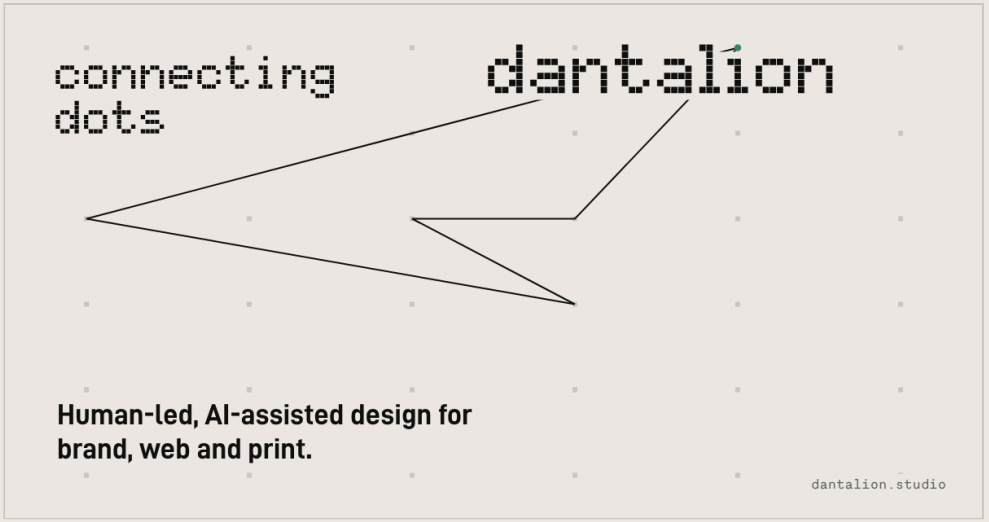


Natural board, about 350 g, 85 × 55 mm. Back: a fine dot grid with the one patina dot in field 35; optionally blind-embossed.

link preview



open graph image, 1200 × 630 – a miniature of the home page

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