



DRACONIC REALMS CREATIONS

Brand Identity System

Forged Through Fire. Built For Legacy.

Single source of truth for Draconic Realms Creations, ScholarForge AI, and future products.

Version 1.0 · Cortland, New York

MISSION

To help people learn, create, and communicate more effectively through innovative software, AI-powered educational platforms, digital experiences, branding, media, and creative technology – built on communication, ethics, accessibility, and lifelong learning.

VISION

To become a premier communications and technology company advancing education, creativity, and human connection through responsible innovation.

POSITIONING STATEMENT

A Communications, Artificial Intelligence, Digital Media, Creative Technology, and Education company that turns ambitious ideas into enduring digital legacies.

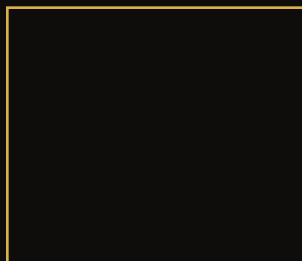
CORE VALUES

Communication · Ethics · Accessibility · Lifelong Learning
Innovation · Craftsmanship · Legacy

BRAND PERSONALITY & VOICE

Visionary, principled, warm-expert, and precise. We speak with clarity and confidence – never hype. Approachable authority; cinematic, never cold.

02 · COLOR SYSTEM



OBSIDIAN

Background #0F0D0C
RGB 15,13,12
CMYK 0,13,20,94



DRAGON GOLD

Primary #DAB249
RGB 218,178,73
CMYK 0,18,67,15



GOLD BRIGHT

Highlight #FBC031
RGB 251,192,49
CMYK 0,24,80,2



EMBER

Accent #F66400
RGB 246,100,0
CMYK 0,59,100,4



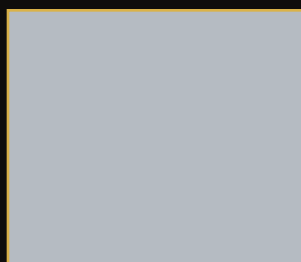
CRIMSON

Alert #B32322
RGB 179,35,34
CMYK 0,80,81,30



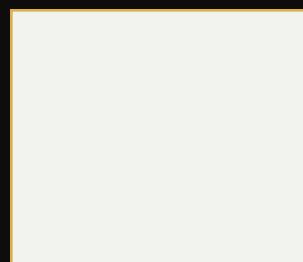
BRONZE

Secondary #A37E58
RGB 163,126,88
CMYK 0,23,46,36



STEEL

Muted #B5BBC2
RGB 181,187,194
CMYK 7,4,0,24



IVORY

Foreground #F2F2EF
RGB 242,242,239
CMYK 0,0,1,5

TYPEFACES

CINZEL — DISPLAY & HEADLINES

Playfair Display — Accents & Pull Quotes

Lora — Body copy, long-form reading, and captions.

JetBrains Mono — Code, data, technical labels.

HIERARCHY & ACCESSIBILITY

H1 48-64px · H2 36-48px · H3 24-30px · Body 16-18px · Caption 12-13px.

Minimum body 16px. Maintain WCAG AA 4.5:1 contrast; gold on obsidian passes.

Line-height 1.6 for body; letter-spacing 0.02em on display caps.



CLEAR SPACE & MINIMUM SIZE

Keep clear space equal to the emblem's inner height on all sides.
Minimum emblem size: 32px digital / 0.4in print.

DO

Use gold on obsidian, or monochrome on solid brand colors.
Preserve proportions; use provided SVG/PNG exports.

DON'T

Recolor, stretch, add shadows, or place on busy backgrounds.
Rebuild the mark or alter the wordmark spacing.