



DOZOR

YOUR NIGHT SHIFT ON THE MARKETS

Every rule needed to use the Dozor brand — logo, color, type, voice and applications — so anyone can build with it without guessing.

What Dozor believes

Dozor believes the market rewards discipline, not emotion. So it follows clear rules every hour, without fear or greed, and keeps risk in check while you live your life.

Promise

Rules, not emotions. [On watch 24/7.](#)

Who it is for

Busy professionals who have money to invest but no time to watch charts · people new to crypto who want a disciplined way in · Spanish-speaking customers in Mexico and Latin America alongside the US.

How it should feel

Safe and in control. Ahead of the game.

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Six words, three we refuse

Every design decision should pass this test: does it feel like these six words — and like none of the three below?

Precise

Disciplined

Steady

Modern

Vigilant

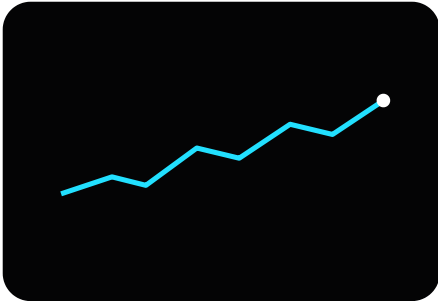
Adaptive

Hype

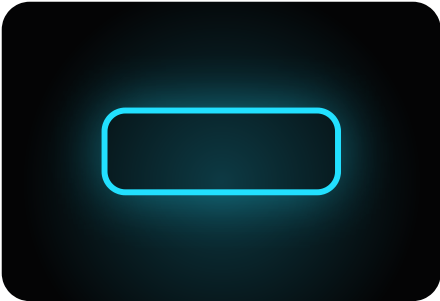
Casino

Stuffy

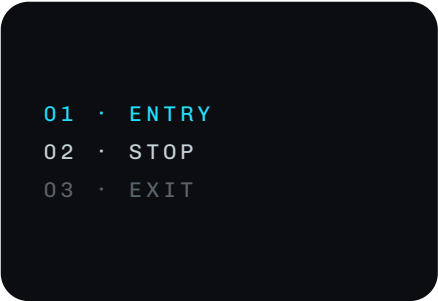
Spammy



THE PRICE LINE — THE VISOR'S SIGNATURE



THE VISOR GLOW — LIGHT IN THE DARK



NUMBERED MONO LABELS — THE EYEBROW

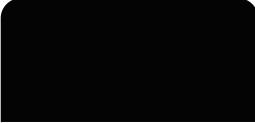
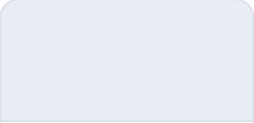
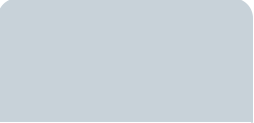
Recurring devices

DEVICE	RULE
Eyebrow	Every section starts with a mono, letter-spaced, numbered label in cyan: "2.0 · COLOR", "01 · ENTRY".
Price line	A thin rising cyan line ending in a white dot. Use as an underline, divider or chart accent. Always rising left to right; never more than one per view.
Visor glow	A soft cyan glow behind one hero element per page (the robot, a key number). Never on body text.

Moodboard photography: to be added once a photo library is chosen. Until then, use the devices above and the dashboard itself as imagery — never stock photos of traders, rockets or money.

Five colors. One watch.



 Night Black Main · 60% #040405 RGB 4 4 5 CMYK 20 20 0 98 ≈ Pantone Black 6 C "The market never sleeps. Neither does the watch."	 Signal White Secondary · 20% #E8EEF4 RGB 232 238 244 CMYK 5 2 0 4 ≈ Pantone 656 C "Plain numbers, nothing hidden."	 Steel Silver Support · 10% #C8D2D9 RGB 200 210 217 CMYK 8 3 0 15 ≈ Pantone 537 C "Built to hold steady."	 Watch Cyan Accent · 8% #22E0FF RGB 34 224 255 CMYK 87 12 0 0 ≈ Pantone 306 C "The signal in the dark."	 Afterglow Pink Marketing only · 2% #FF4FAE RGB 255 79 174 CMYK 0 69 32 0 ≈ Pantone 806 C "The spark, used sparingly."
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Rules

RULE	DETAIL
Dark first	Dozor lives on Night Black. Light backgrounds are for print and documents only.
One accent	Watch Cyan is the only accent in the product. Never two bright colors in one component.
Light-mode cyan	On white, Watch Cyan fails contrast. Use its deep shade #0B7385 (5.5:1) for text and the "ZOR". Not a new color — the same cyan, darkened for paper.
Pink	Marketing only (social, banners, merch, video). Never in the app, the logo or a chart.
Gains and losses	Gains = Watch Cyan. Losses = Alert Red #FF4D6D (functional only, not a brand color).
Contrast	Every text color passes WCAG AA on Night Black: White 17.5:1 · Silver 13.3:1 · Cyan 12.9:1 · Pink 6.8:1.

Pantone values are nearest matches — always proof print colors before a run.

Versions

The logo is the robot on watch plus the wordmark. “DO” is always the neutral color, “ZOR” always the cyan. Use the full lockup wherever it fits; step down only when space forces it.



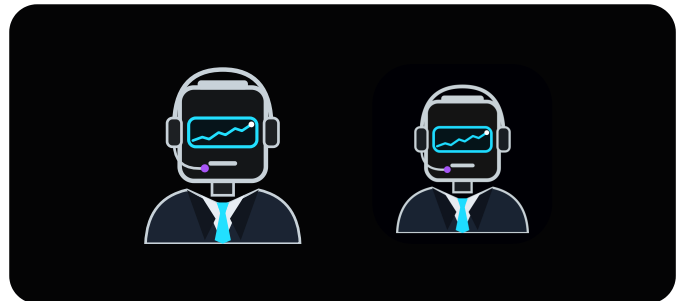
A · PRIMARY LOCKUP – DARK (DEFAULT)



B · PRIMARY LOCKUP – LIGHT (PRINT, DOCUMENTS)



C · LOCKUP WITHOUT SLOGAN – UNDER 240 PX WIDE



D · SYMBOL – ROBOT ALONE / APP ICON



E · ONE-COLOR WHITE – ENGRAVING, EMBOSSING, SINGLE-INK

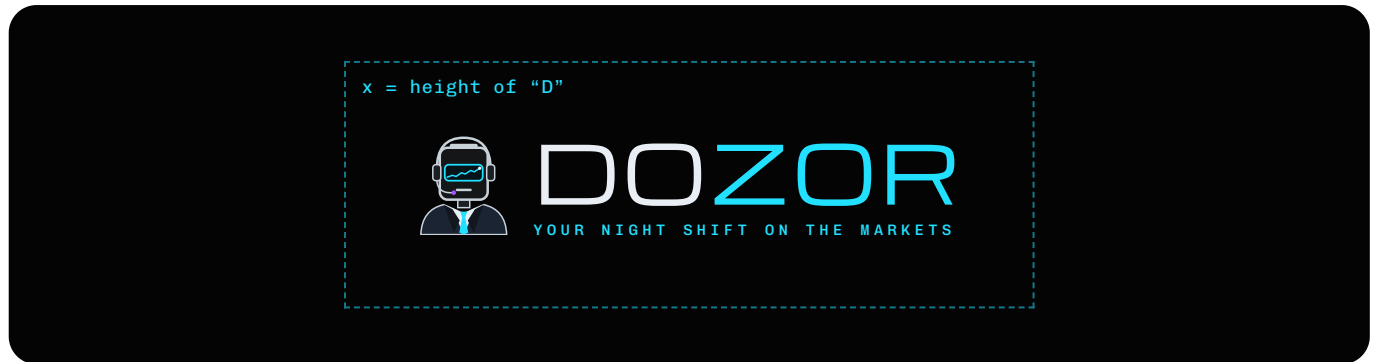


F · ONE-COLOR BLACK – FAX, STAMPS, SINGLE-INK

Space, size, backgrounds

Clear space

Keep empty space around the lockup equal to the height of the “D” on every side. Nothing — text, edges, photos — enters that zone.



Minimum sizes

VERSION	SCREEN	PRINT
A/B Full lockup with slogan	240 px wide	50 mm wide
C Lockup without slogan	120 px wide	25 mm wide
D Robot symbol / app icon	24 px	8 mm
Slogan alone	9 px cap height	6 pt

Below these sizes the slogan and the visor chart stop being readable — drop to the next smaller version instead.

Approved backgrounds



Never do this



STRETCH OR SQUASH



RECOLOR – ZOR IS ALWAYS CYAN



ADD GLOWS, SHADOWS OR EFFECTS



PLACE ON BUSY PHOTOS OR PATTERNS



ROTATE OR TILT



RETYPE THE NAME OR MOVE THE ROBOT

Use only the master files. Never redraw the robot, change the visor chart, or re-set the wordmark in another font. If a size or background isn't covered here, ask before using it.

Three typefaces

ROLE	TYPEFACE	USE
Display	Michroma	Wordmark, headings, big numbers. Uppercase or title case. Never for paragraphs.
Utility	Chivo Mono	Slogan, labels, eyebrows, prices, tables, data. Uppercase labels at +24% tracking.
Body	Inter	All reading text, buttons, explanations.

All three are free from Google Fonts: <https://fonts.google.com>

Hierarchy

EYEBROW · CHIVO MONO 9 / +24%

H1 · Michroma 30

H2 · Michroma 18

H3 · Inter SemiBold 13

Body · Inter 10–16 with 1.5 line height. Dozor watches the market around the clock and only buys when its rules agree.

Data · Chivo Mono 10 – BTC/USD +2.41% \$125.00

Signature line

A plain first sentence, then a short cyan pivot. Use it for every headline.

Markets never sleep.
Neither does Dozor.

How Dozor talks

Calm, plain, numbers-first. Dozor sounds like a disciplined professional on the night shift — never a salesman.

RULE	DO	DON'T
Calm, not hype	"Rules, not emotions."	"🚀 10x your money!!"
Numbers, with context	"BTC/USD +2.41% today, after fees."	"Huge profits every day."
Honest about risk	"Every trade has a stop-loss. Markets can still fall."	"Risk-free." / "Guaranteed."
Plain words	"Dozor only buys when three signals agree."	"Proprietary multi-factor alpha engine."
Short sentences	"It watches. It waits. It follows the rules."	Long paragraphs full of jargon.

Words we use / avoid

USE

watch · rules · discipline · steady · on duty · stop-loss · test results · your account

AVOID

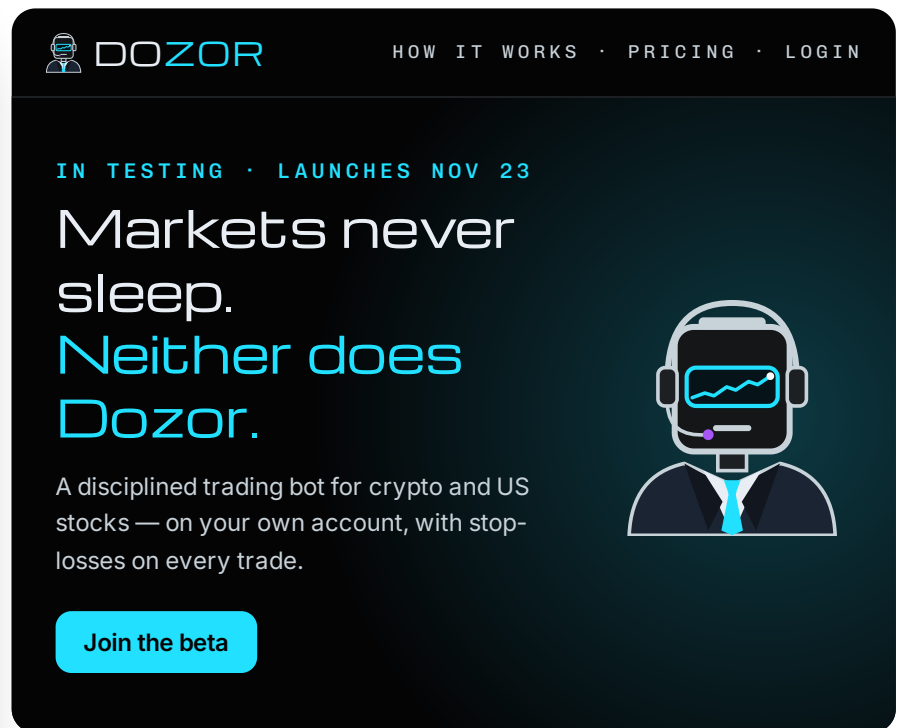
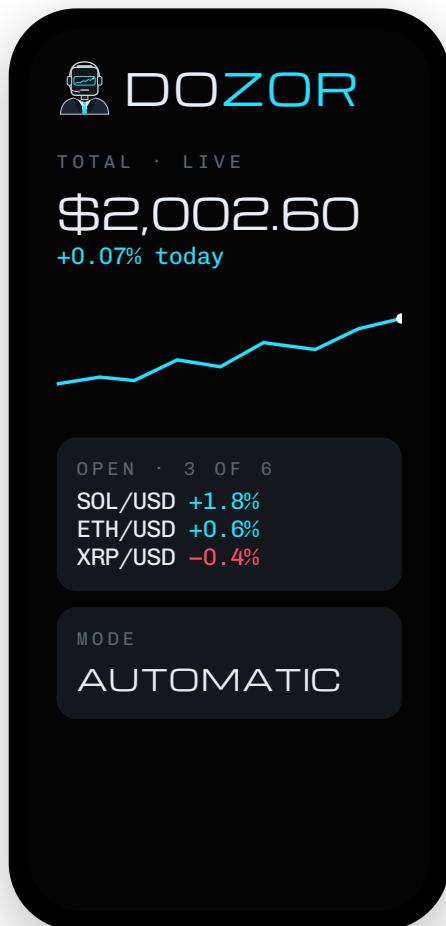
guaranteed · moon · lambo · passive income · AI magic · can't lose · get rich

Required line on all marketing

Trading involves risk, including loss of the money you invest. Past and simulated results do not guarantee future results. Dozor is software; it is not financial advice.

Spanish: "Invertir implica riesgo, incluida la pérdida del dinero invertido. Los resultados pasados o simulados no garantizan resultados futuros. Dozor es un software; no es asesoría financiera."

App and website



WEBSITE HERO — SIGNATURE LINE, ONE GLOW, ONE BUTTON

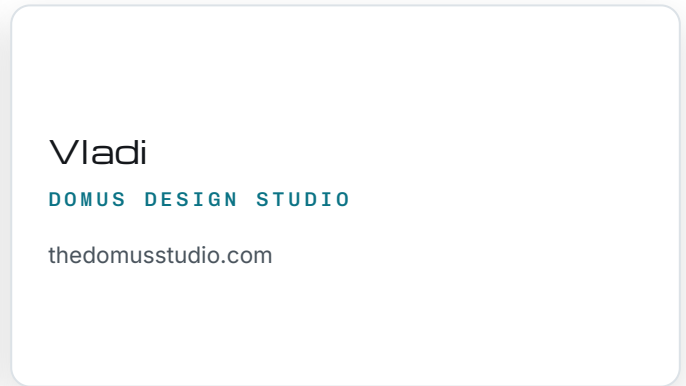
App rules

Night Black background · panels #14171B with 10 px radius · one cyan accent · numbers in Chivo Mono · headings in Michroma · losses in Alert Red · logo top-left, never animated.

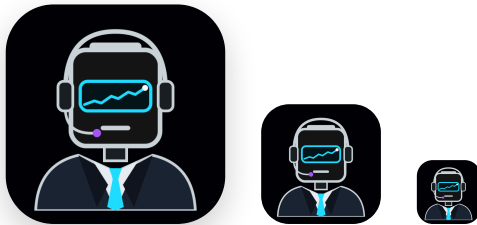
Card, icon, alerts



BUSINESS CARD – FRONT



BUSINESS CARD – BACK (LIGHT VERSION)



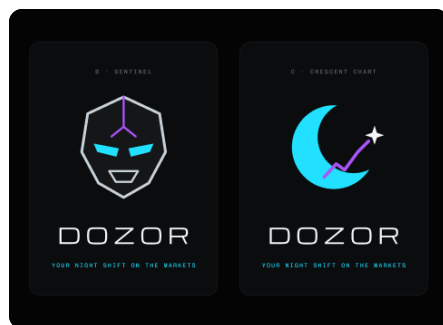
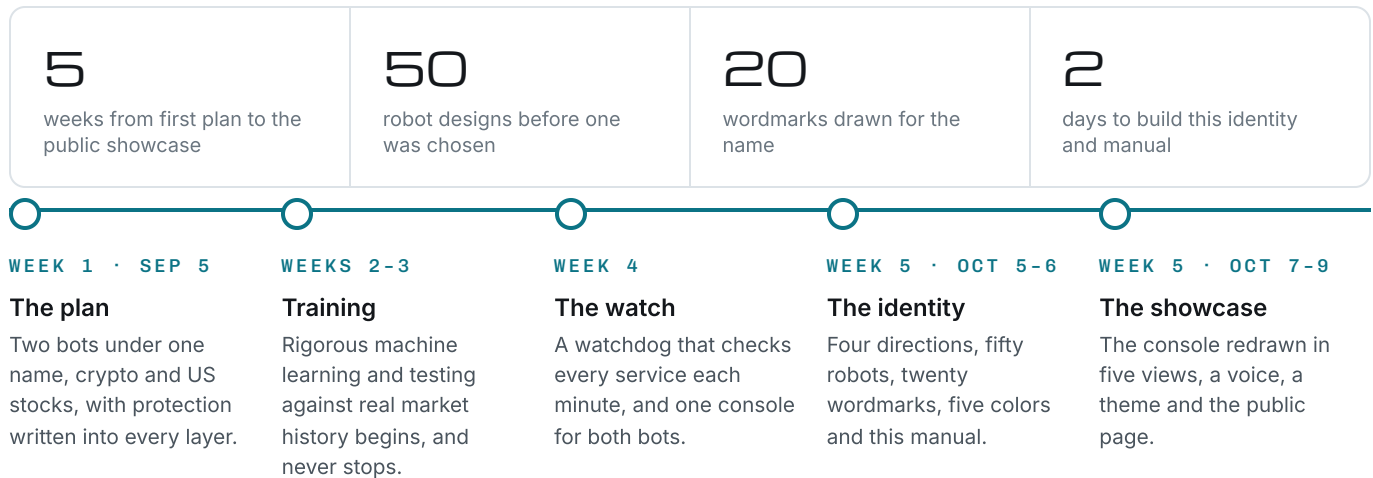
APP ICON – ROBOT ON NIGHT BLACK, ROUNDED BY THE PLATFORM



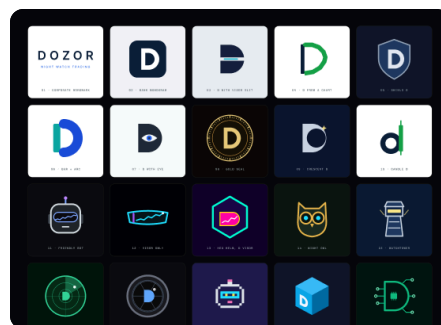
PHONE ALERT – MONO DATA, ONE LINE OF REASON

Five weeks, plan to watchman.

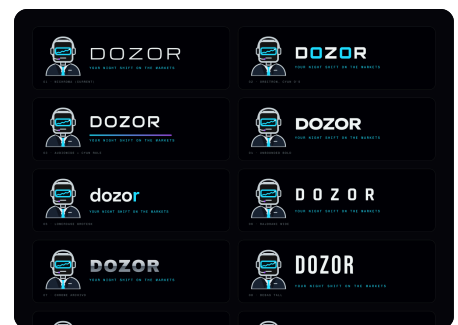
Everything in this manual, and the robot it describes, was built in five weeks. Here is how the time was spent.



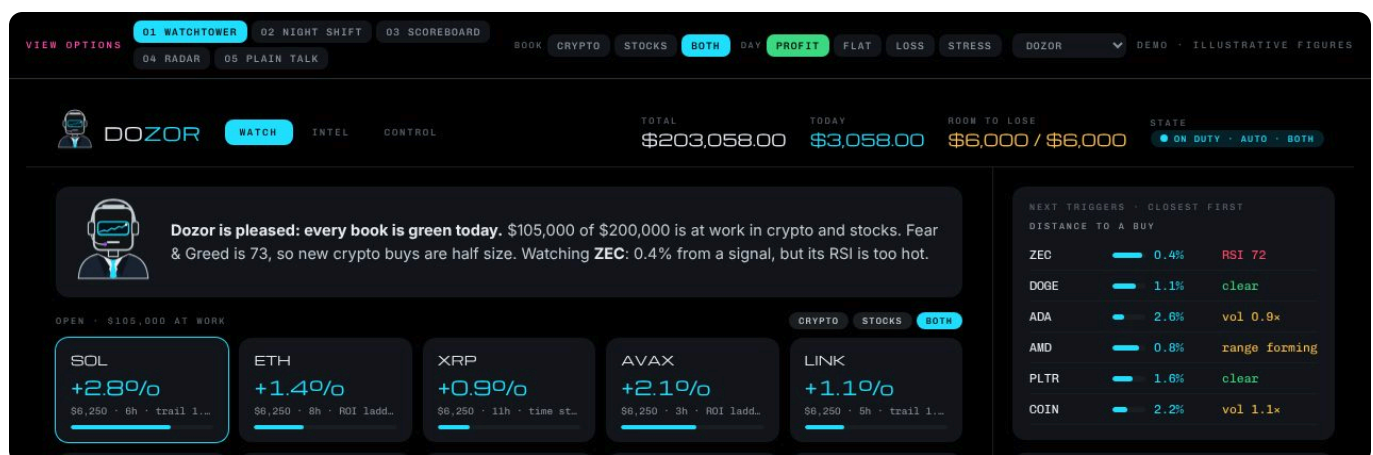
FOUR DIRECTIONS



FIFTY ROBOTS



TWENTY WORDMARKS



THE RESULT: THE WATCHTOWER VIEW OF HIS CONSOLE

For the build

The file `dozor-tokens.json` ships with this manual. Developers use it instead of copying values by hand.

```
color.night-black    #040405    color.signal-white  #E8EEF4
color.steel-silver   #C8D2D9    color.watch-cyan    #22E0FF
color.watch-cyan-on-light #0B7385  color.afterglow-pink #FF4FAE (marketing)
color.panel #14171B    color.rule #1D2023    color.alert #FF4D6D
font.display Michroma  font.utility "Chivo Mono"  font.body Inter
type.h1 30    type.h2 18    type.h3 13    type.body 14    type.label 9 (+24%)
space 4 · 8 · 12 · 16 · 24 · 32 · 48    radius 10 (panels) · 99 (pills)
```

Contact

Brand owner: Domus Design Studio · Questions about anything not covered here: ask before you publish.

