

Spiral.

Six expressions of one mark.

Each candidate is a legitimate version of the Compounding Spiral. Same growth rate, same revolutions, same geometric DNA. What varies: the terminus, the color treatment, the stroke weight, the question of whether the tail closes or stays open.

These are decisions, not failed experiments. Pick the one that fits the surface it's living on — or pick a primary and let the others serve specific use cases.

01 **Specimen**
Production mark, full color.



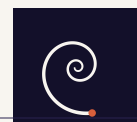
02 **Naked**
No terminus dot, pure form.



03 **Mono**
Single-color, no accent.



04 **Inverted**
Light-on-dark, dark mode.



05 **Open**
Tangent tail, mid-stroke.



06 **Inked**
Heavier stroke for poster scale.



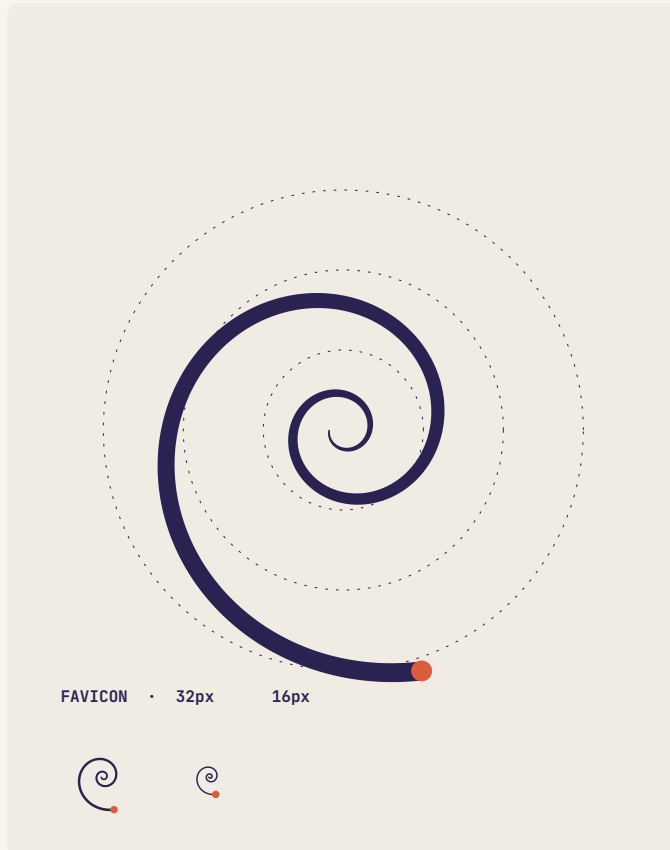
The approved mark – variable-weight ribbon, coral terminus.

| CANDIDATE production

Specimen

The mark as it currently stands. Variable-weight ribbon, ~2.3 revolutions, coral period at the terminus. Reads as compounding, momentum, patient care.

Use this if the brief is satisfied as-is.



Without the period – geometry alone, no accent.

| CANDIDATE no-dot

Naked

The terminus dot removed. The mark is pure form, all geometry, no decoration. The taper does the work the dot was doing.

More austere. Less warmth. Easier to engrave, embroider, or render in single-color contexts. Stronger at small sizes – one less detail to lose.



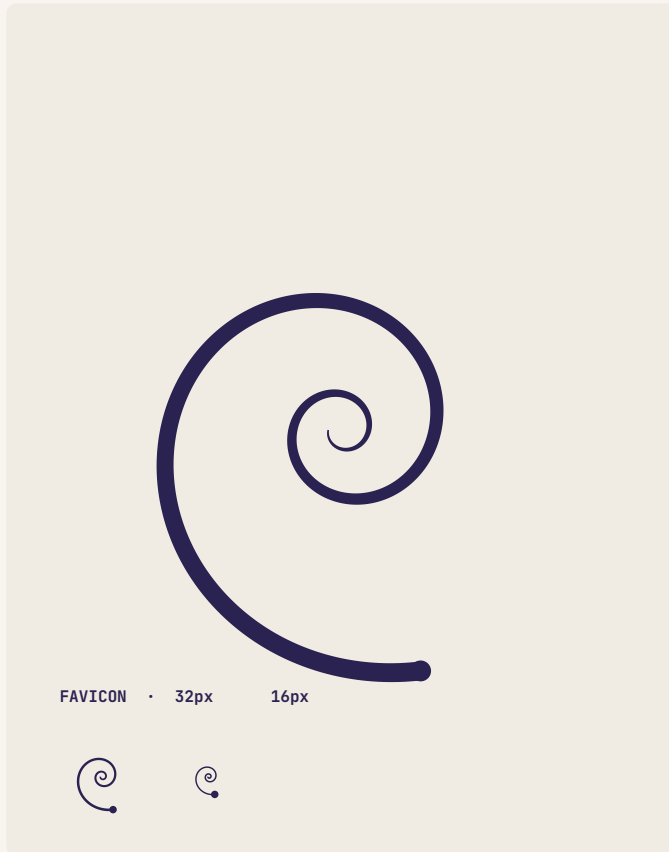
Single-color – terminus rendered in ink, not accent.

| CANDIDATE ink-only

Mono

The mark in a single color. Terminus dot is still present but rendered in the ink color, so it reads as part of the form, not an accent.

This is the version that ships everywhere coral can't go: faxes, photocopies, engravings, embossed stationery, anything one-color.



Dark-on-light inverted to light-on-dark – readable both ways.

| CANDIDATE dark-mode

Inverted

The mark on a dark indigo ground, with the spiral rendered in warm light. The coral terminus reads more vividly against the dark.

This is the dark-mode variant that ships alongside the primary. The site stylesheet swaps to this automatically via prefers-color-scheme.



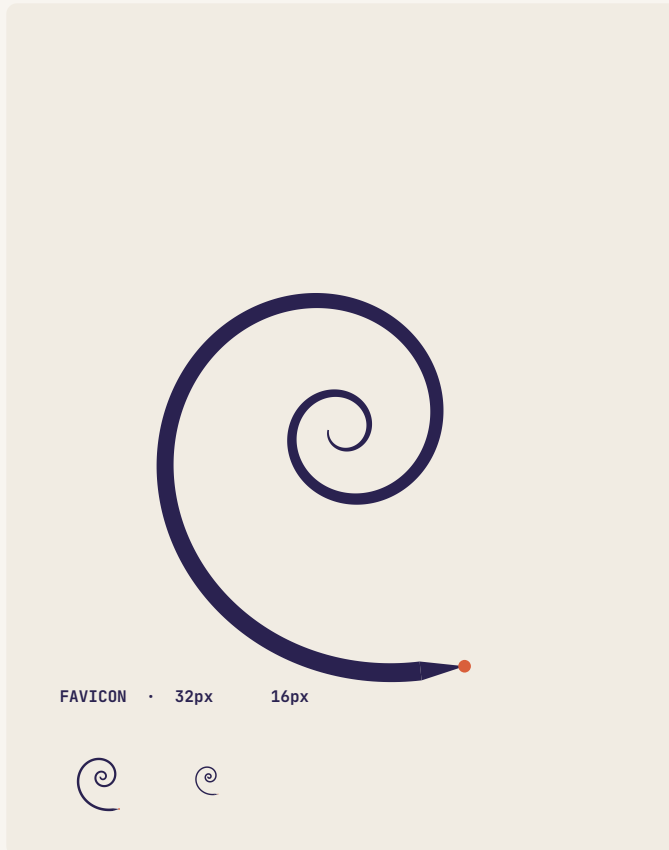
Open tail – the spiral continues past the terminus, mid-stroke.

| CANDIDATE tail-extension

Open

The terminus extends along the tangent, tapering to a point with a small accent at the apex. The mark reads as mid-stroke – still being drawn.

More kinetic. Less contained. Says "in progress" more loudly than the closed version. Risks: less stable at small sizes; the tail can disappear.



Heavier stroke – for poster and large-format presence.

| CANDIDATE heavy-stroke

Inked

A heavier-weight version of the mark – same geometry, thicker ribbon (~50% more mass at the outer terminus).

For posters, book covers, conference signage – any large-format context where the lighter mark feels under-weighted against ambient noise. Use the production weight for screen, this for print.

