LYRA.
BY DORI MILEJ-SMITH

THE BRAND BOOK

Grounded in structure.
Free to flow.

Identity, expression & everyday application

OCTOBER 2026

A clear identity. A shared standard.

A practical guide to expressing LYRA with consistency, confidence and restraint.

LYRA brings senior financial advisory and systemic insight together. Its identity balances rigorous structure with a human understanding of how organisations work.

Use this guide for digital experiences, documents, presentations and brand communications. The current website and supplied logo artwork are the source of truth.

01 / Foundations

Positioning and voice

02 / Identity

Logos, space and misuse

03 / Expression

Colour, type and visual language

04 / Application

Layouts, templates and handoff

Structural Integrity. Systemic Flow.

The brand promise: grounded governance, clear operational architecture and sustainable leadership.

01

Clarity

Make complexity understandable. Lead with a precise point, a clear hierarchy and enough space to think.

02

Integrity

Be rigorous and credible. Support claims with evidence and make the relationship between structure and outcomes explicit.

03

Human perspective

Recognise the people inside the system. Pair financial discipline with an understanding of leadership stamina.

For founder-led, scaling enterprises that have outgrown informal ways of working.

Sound like a trusted advisor.

Calm, precise and thoughtful. Expert enough to be useful; human enough to be approachable.

THE CORE MESSAGE

Finance reveals what is happening across the enterprise; systemic practice uncovers why structural bottlenecks persist.

Naming: LYRA in running text. Founder: Dori Milej-Smith. The logo artwork includes its own attribution; do not retype it.

WRITE THIS WAY

Use clear, concrete language.
Connect financial insight to practical decisions.
Address leaders as capable peers.
Keep sentences purposeful and claims specific.

AVOID

Hype, guarantees and unsupported results.
Jargon used to signal expertise.
Mystical or therapeutic promises.
Fear-based language about leadership.

One identity. Three expressions.

Use the supplied artwork. The custom wordmark and harp must remain intact.



HORIZONTAL LOCKUP

The default for website headers, document headers and wide formats. Keep the founder attribution legible.



STACKED LOCKUP

For generous, near-square spaces. Its tagline needs room to remain readable.



HARP SYMBOL

Compact recognition.

Give the signature room to breathe.

The horizontal lockup is the first choice for most brand communications.



Use the original transparent PNG on a quiet light surface. Scale proportionally and keep the harp, wordmark and attribution together.

The bronze texture belongs to the supplied artwork. It is not a flat ink colour or a font effect. Do not rebuild the logo from typography.

Protect clarity at every size.

Recommended production standards for the current detailed raster artwork.



Minimum clear space: X on every side.
X = 10% of the visible logo width.
Measure from visible artwork, not transparent file padding.

MINIMUM DISPLAY WIDTHS

240 px / 55 mm
Horizontal lockup

240 px / 55 mm
Stacked lockup; check the tagline

40 px / 10 mm
Harp symbol in general layouts

Always proof at final size. The favicon is a special small-scale use: check it at 16 and 32 px.

Light backgrounds. Clear recognition.

Place the supplied bronze logo on cream, ivory or near-white surfaces only.



PREFERRED / CREAM

The core cream background gives the bronze artwork a warm, readable setting. Preserve the original transparent file.



PREFERRED / NEAR-WHITE

Ivory paper and quiet near-white surfaces are suitable for brand stationery, signage and documents.



DO NOT USE / BROWN OR DARK

Never place the bronze logo on brown, bronze or dark backgrounds. Keep dark panels for text or graphics, with the logo on a separate light surface.

Consistency is part of credibility.

These treatments are deliberately incorrect. Never alter the supplied identity.



01 / DO NOT STRETCH

Keep the original proportions.



02 / DO NOT ROTATE

Keep the signature level.



03 / DO NOT CROWD

Respect the clear-space area.



04 / DO NOT ADD EFFECTS

No glow, shadow or outline.



05 / DO NOT REBUILD

Do not substitute typefaces.

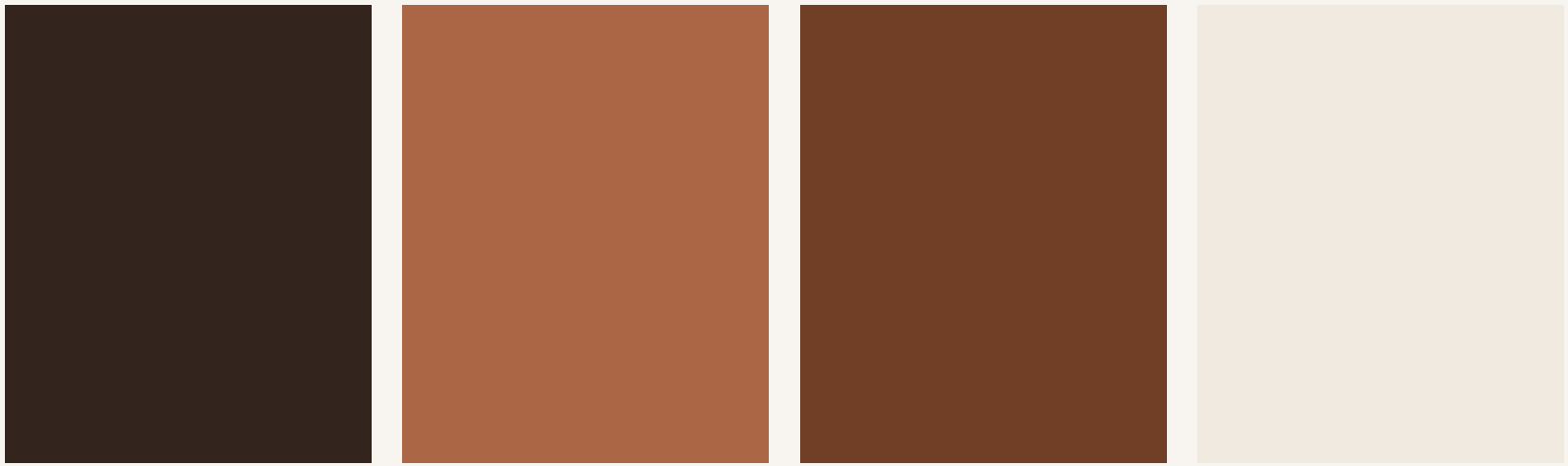


06 / DO NOT USE BUSY SURFACES

Avoid competing colour and detail.

Warmth, with a grounded centre.

The palette is quiet and tactile: cream leads, charcoal anchors, bronze adds emphasis.



Cream

#F8F5F0

RGB 248, 245, 240

Charcoal

#33251E

RGB 51, 37, 30

Bronze

#AB6646

RGB 171, 102, 70

Deep bronze

#713E26

RGB 113, 62, 38

Sand

#F1EAE0

RGB 241, 234, 224

Suggested visual balance



Colour has a job to do.

Use functional roles consistently. Decorative bronze is not automatically a readable text colour.

Clarity creates confidence.	13.56:1	Headings and high-contrast copy
Clarity creates confidence.	11.81:1	Reading text
Clarity creates confidence.	7.98:1	Small links and bronze emphasis
Clarity creates confidence.	7.98:1	Small button labels

Target WCAG AA: 4.5:1 for normal text; 3:1 for large text and essential interface graphics. Test the final combination, size and state.

A precise palette for production.

Website values are authoritative OKLCH tokens. HEX and RGB are rounded sRGB conversions.

ROLE / TOKEN	HEX	OKLCH: L / C / H
Cream / background / cream	#F8F5F0	0.972 / 0.008 / 85
Charcoal / ink	#33251E	0.28 / 0.025 / 50
Body ink / foreground	#402E25	0.32 / 0.03 / 50
Primary / primary	#93573B	0.52 / 0.09 / 45
Bronze / copper	#AB6646	0.58 / 0.1 / 45
Deep bronze / copper-deep	#713E26	0.42 / 0.08 / 45
Light bronze / copper-light	#D4A27A	0.75 / 0.08 / 60
Sand / secondary / sand	#F1EAE0	0.94 / 0.015 / 75
Muted text / muted-foreground	#715F53	0.5 / 0.03 / 55
Fine rule / border	#E0D6CA	0.88 / 0.02 / 70
Card / card	#FCFAF6	0.985 / 0.006 / 88

Print: convert through the printer's agreed ICC profile and proof on the intended stock. No Pantone, metallic ink or fixed CMYK specification is approved. Flat bronze is not a metallic finish.

An editorial voice. A clear rhythm.

Two complementary families: expressive serif headlines and precise, understated supporting text.

DISPLAY / CORMORANT GARAMOND

Structure
meets flow.

Headings: Medium 500.
Selective emphasis: Italic 400 or 500.
Fallback: Georgia, serif.

TEXT / JOST

Clarity, with purpose.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & . , : ; ! ?

Body: Light 300 or Regular 400.
Labels and controls: Regular 400 / Medium 500.
Fallback: Helvetica Neue, sans-serif.

Make the next idea easy to find.

Website-derived sizes, with legibility checks for each medium.

EXECUTIVE ADVISORY

A clearer way forward.

Senior financial insight. Sustainable leadership.

Use short paragraphs and comfortable line spacing. Let each section develop one idea. Avoid dense blocks and keep long reading lines to roughly 55-75 characters.

Use sentence case for headings. Reserve uppercase and wide tracking for brief labels. Do not use light weights at tiny sizes.

Hero

48-72 px / serif 500

Section heading

30-48 px / serif 500

Body

16-18 px / Jost 300-400

Eyebrow label

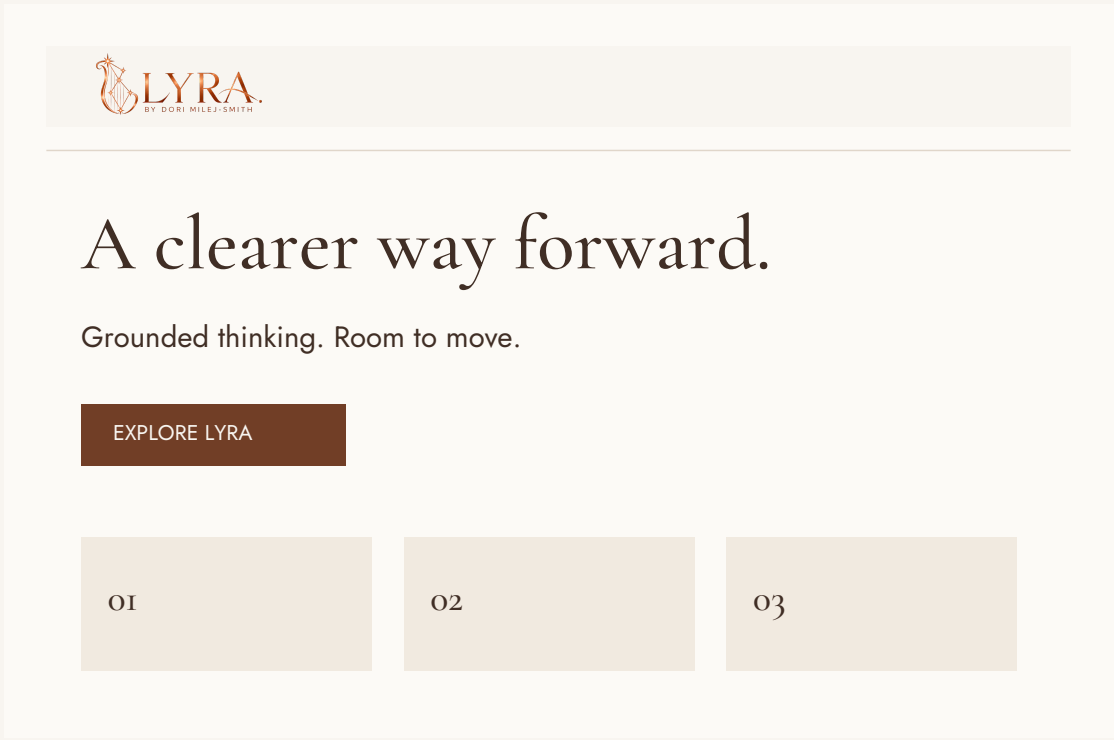
11-12 px / tracking 0.35em

Print body

10.5-12 pt / proof at 100%

Ordered, open and restrained.

The design should feel considered: fine rules, generous margins and a deliberate contrast in scale.



LAYOUT PRINCIPLES

Use a consistent grid and align edges.

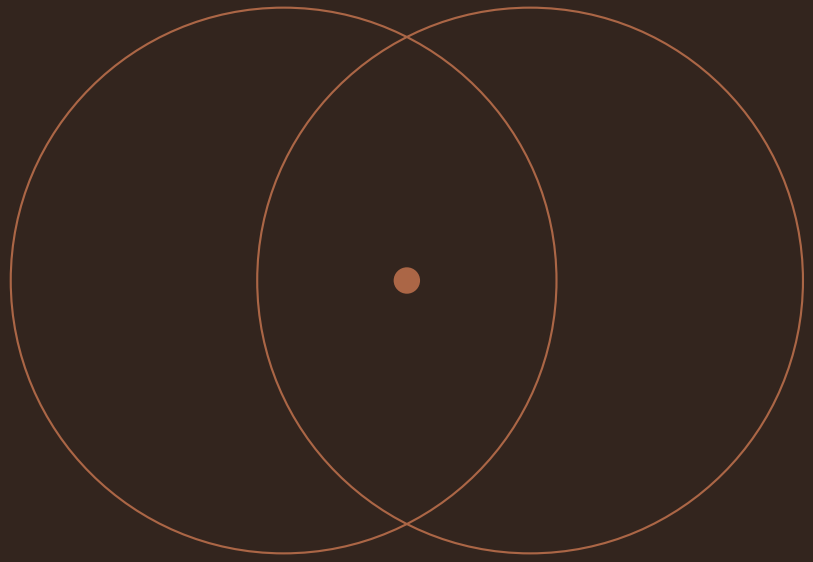
Let cream be the dominant surface. Separate content with spacing and fine warm rules.

Keep containers mostly square. Use colour and typography before decorative effects.

Web baseline: 1,152 px maximum content width; 24 px side padding; typical section spacing 64-96 px. Adjust responsively.

Show connection, without noise.

The dual-lens graphic expresses financial architecture and human dynamics as one connected system.



Keep conceptual animation in the framework experience. Use simple lines and measured movement that support the meaning.

Section entrances may gently fade and rise once as content enters view. Current timing: about 750 ms, with a 20 px starting offset.

Respect reduced-motion preferences. Keep content readable without animation. Avoid autoplay spectacle, star-field backgrounds and repeating distractions.

Show the person. Respect the reality.

Warm, natural and credible imagery supports the advisory relationship.



TEMPORARY / DIRECTION ONLY

SEEK

Natural light and warm neutral settings.
Relaxed, confident portraits at eye level.
Real people, working contexts and quiet architectural structure.
Enough negative space for flexible layouts.

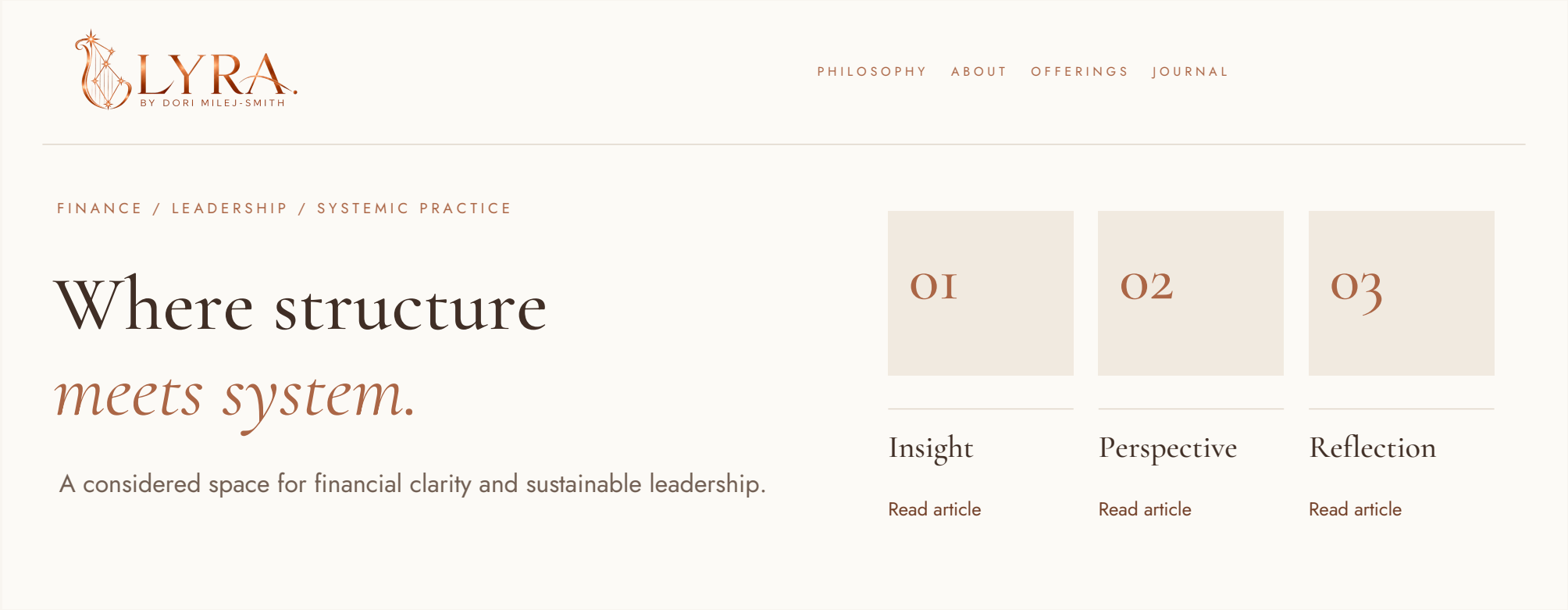
AVOID

Overly staged corporate stock, cold blue grading, heavy retouching, exaggerated luxury cues and imagery that implies unverified client relationships.

The current website founder portrait is a temporary generated asset. Replace it with client-approved original photography before treating it as a permanent brand master.

The website, distilled.

Illustrative compositions using the existing design language; adapt content to the page purpose.



Use full, uncropped article images when the image contains text. Keep editorial cards concise and provide clear links to the complete article.

Considered on paper.

Illustrative stationery: useful hierarchy, restrained colour and generous space.

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A CLEARER WAY FORWARD

Clarity begins with a grounded view of the whole enterprise.

LYRA / DORI MILEJ-SMITH

LYRA
BY DORI MILEJ-SMITH

Dori Milej-Smith

Financial advisory & systemic insight

Use warm, uncoated stock where practical. Keep small copy in charcoal. Request physical proofs for fine harp details and bronze reproduction.

These are layout concepts, not press-ready artwork. Add only verified contact details and obtain print-specific logo masters.

Recognition across every touchpoint.

Build recognition through type, spacing and colour - not by enlarging the logo everywhere.

THE LYRA JOURNAL

Clarity creates *room to lead.*

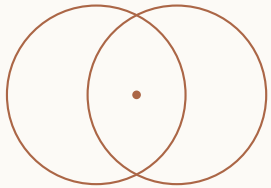
SOCIAL / EDITORIAL TILE

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FINANCIAL ARCHITECTURE

A grounded view.

Structure. Insight. Sustainable leadership.



PRESENTATION / TITLE SLIDE

Use one idea per slide. Keep charts simple, label data clearly and cite sources. Never imply unapproved results.

A considered first impression.



BUSINESS CARDS / Ivory cotton stock, generous space and a clear bronze signature.

Generated visual concept. For production, apply the original logo master and proof all type, finishes and fine details.

A coordinated stationery suite.



STATIONERY / Letterhead, envelope and presentation folder on light, tactile surfaces.

Generated visual concept. For production, apply the original logo master and proof all type, finishes and fine details.

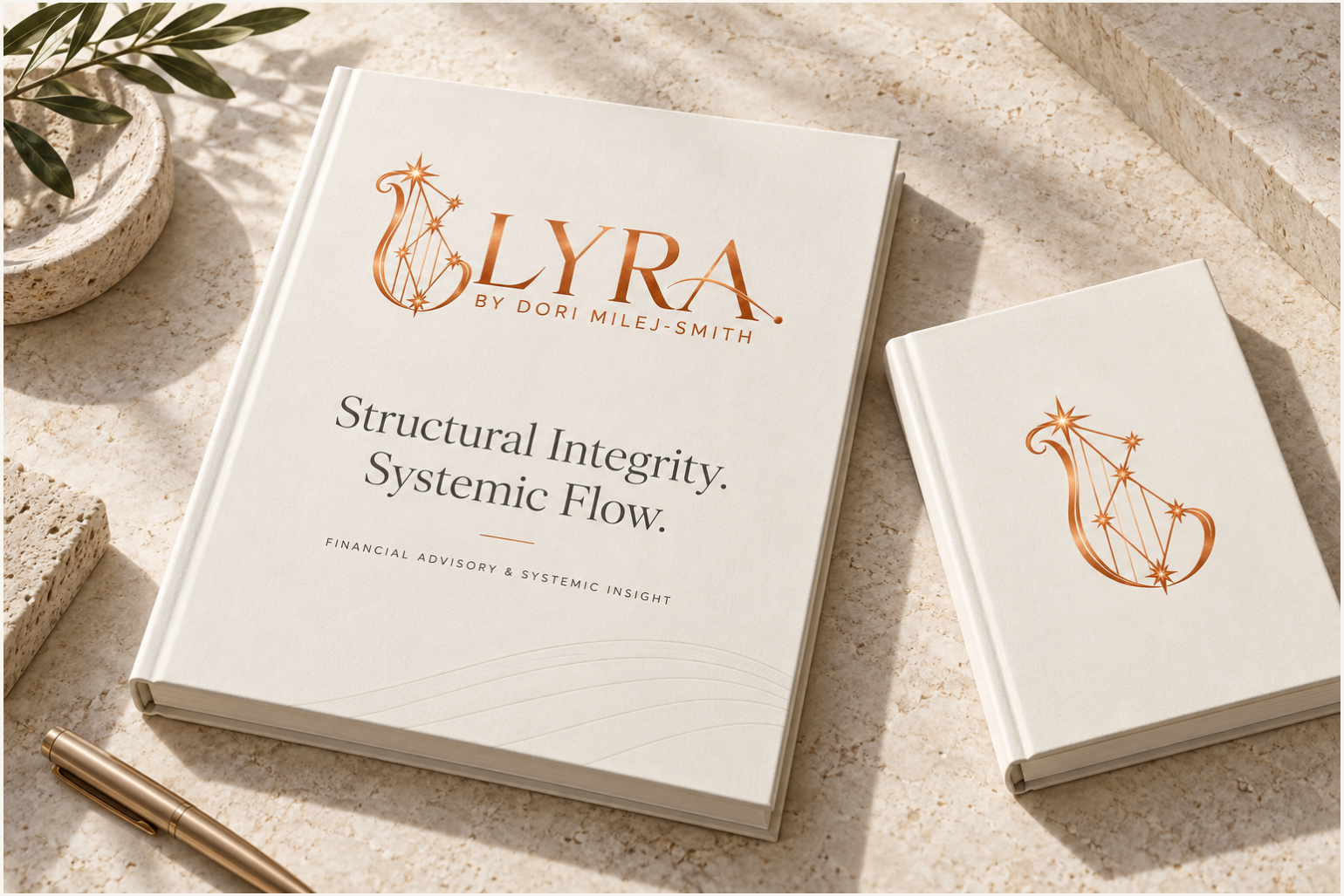
The identity, in physical space.



RECEPTION SIGNAGE / Copper-finish lettering against quiet ivory plaster.

Generated visual concept. For production, apply the original logo master and proof all type, finishes and fine details.

Structure, held in the hand.



REPORTS & NOTEBOOKS / Editorial typography and restrained branding on ivory covers.

Generated visual concept. For production, apply the original logo master and proof all type, finishes and fine details.

Use the right source. Check the finish.

A consistent identity depends on careful production as much as good design.

CURRENT WEBSITE MASTERS

lyra-logo-horizontal.png / 2172 x 724 px
lyra-logo-stacked.png / 1254 x 1254 px
lyra-harp-icon.png / 1254 x 1254 px

The PNGs include transparency. Do not flatten them onto white before placement or enlarge beyond useful resolution. Keep the original aspect ratio.

NEXT PRODUCTION ASSETS

Commission approved SVG/PDF vector masters, a simplified small-size icon and verified single-colour variants. Do not auto-trace and call them approved originals.

BEFORE RELEASE

01 Correct logo and adequate clear space.

02 Legible typography and tested contrast.

03 Accurate names, links and approved claims.

04 Image rights and final photography approval.

05 Responsive layout and reduced-motion check.

06 Final-size digital or physical print proof.

A living standard. A consistent identity.

Version 1.1 / October 2026

This guide documents the current LYRA website identity and extends it into practical production guidance. Clear-space, minimum-size and application examples are recommended standards introduced by this guide.

SOURCE OF TRUTH

Website: src/styles.css, layout components and supplied artwork in src/assets.

Fonts: Cormorant Garamond and Jost, distributed through Google Fonts. Preserve font licences when sharing font files.

Reference: Nclose Brand Guidelines, April 2022, used for guide structure only.

APPROVAL BOUNDARIES

Mockups illustrate proposed applications and finishes; they are not print-ready artwork. New logo variants, print colour matches and final photography require brand-owner approval. Unapproved case studies and performance claims remain unpublished.

Structural Integrity.
Systemic Flow.