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SEMMY VERDONSCHOT · I MAKE COOL SH*T THAT WORKS.

VERSION 3.0 · NOVEMBER 2026

CONTENTS

03 THE IDEA
04 VOICE
05 THE LOGO
06 THE STRETCH
07 CONSTRUCTION
08 VERSIONS
09 THE INITIAL
10 SPACE AND SIZE
11 COLOUR
12 TYPOGRAPHY
13 MOTION
14 THE FILM
15 APPLICATIONS
16 USAGE
17 FILES

BUILT TO SCALE.

It doesn’t shrink to fit. It stretches. The logo grows sideways, never taller, and never gets smaller to make room. Neither do I.

The two m’s open at the crowns of their arches and stretch. The s, the e and the y never change. That one rule gives a logo, a motion and a way to fill any width. One shoulder, the last of the second m, steps down in square pixels: where the curve meets the screen. The same staircase comes back in the initial. You only see it when you look closely.

VOICE.

[TAGLINE]

I MAKE COOL SH*T THAT WORKS.

[SLOGAN]

GOOD ENOUGH IS FOR OTHER PEOPLE.

Bold, rough, ruthless, first person. Short lines, no hedging, no corporate filler. Confidence comes from rhythm, never from invented numbers or clients: every claim is true. The secure-and-scalable promise lives in the small print as proof, never as the headline. Someone else's line stays someone else's.

SAY	**I BUILD THE WHOLE D*MN THING.**
NOT	~~Secure, scalable and effortless to use.~~
SAY	**SECURE IS THE DEFAULT HERE, NOT AN EXTRA.**
NOT	~~Security is our top priority.~~
SAY	**DON'T TAKE MY WORD FOR IT. TAKE THEIRS.**
NOT	~~Check out our latest projects.~~
SAY	**EVEN I CAN'T BUILD A PAGE YOU TYPED WRONG.**
NOT	~~Oops! Page not found.~~

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The name, lowercase, outlined from Host Grotesk ExtraBold: the headline typeface of the site.

Tracked −3.5 %. The m’s carry the standard stretch of 110 units per arch.

One colour, always. Bone on Ink, Ink on Bone, black or white. Never Spark.

THE STRETCH.

[0 · THE NAME, AS SET]

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[110 · THE LOGO]



[520 · FILLING A WIDTH]

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Each arch is cut at its crowns, where the curve runs level, and bridged by a straight piece. The curves keep their exact shape, so the stretch looks drawn, not distorted.



TYPEFACE	Host Grotesk ExtraBold (800), lowercase, outlined
UNITS	1000 per em · x-height 496 · descender 220
STRETCH	110 units per arch, four arches, added only in the top 118 units (boxed)
PIXEL SHOULDER	the right shoulder of the last arch in cells of 28 units, one fixed staircase that the initial repeats cell for cell; the cells travel with the shoulder and never stretch
PROPORTION	3725 × 728 units, about 5.1 : 1



[LOGO · BONE ON INK]



[LOGO · INK ON BONE]



[FULL NAME · BONE]



[FULL NAME · INK]



[MONO · WHITE]



[MONO · BLACK]

Mono black and white only where one colour is forced: print, embroidery, e-mail clients. Everywhere else, the five colours.

THE INITIAL.



[16 PX] [32 PX] [48 PX] [180 PX]

Where the word cannot be read, the s of the wordmark stands in for it: favicon, app icon, avatar, the header pill.

Bone on Ink, never on Spark. Square, always; a rounded corner or a circle is only ever the platform's own mask (app icons, avatars). Small sizes draw it larger in its square so it stays open at 16 px. Its top-right arch steps down in the same staircase as the shoulder of the word, cell for cell: the pixels of the logo come back in the initial. In the favicons every cell is a whole number of screen pixels.



CLEAR SPACE

Half the x-height on every side. Nothing enters it.

MINIMUM SIZE

semmy s

Logo 72 px wide. Below that, the initial: 16 px tall.

COLOUR.

INK

#0E0E10 · RGB 14 14 16

The page · the black ink

SMOKE

#18181B · RGB 24 24 27

Panels · the smoke

POWDER

#232328 · RGB 35 35 40

Chips · the powder burst

BONE

#F2F0EA · RGB 242 240 234

Type, logo, buttons · the skeleton

SPARK

#FC4710 · RGB 252 71 16

The one accent · the sparks

BONE ON INK	BONE ON SMOKE	BONE ON POWDER	INK ON BONE	INK ON SPARK	SPARK ON INK
16.92 : 1	15.55 : 1	13.73 : 1	16.92 : 1	5.55 : 1	5.55 : 1

WCAG 2.2 contrast, calculated from the hex values. Five colours, no more.

AA

HOST GROTESK

Display: weight 800, uppercase, solid, tracking −0.03 em, line height 0.83. Never outlined. Text: 400 or 500, mixed case.

[AB]

JETBRAINS MONO

Labels, buttons and code. Uppercase, tracking 0.02 em, in brackets.

WHAT I DO.

I make cool sh*t that works. Good enough is for other people.

[FULL-STACK ENGINEER]

START A PROJECT

Both families: SIL Open Font License 1.1. Fallbacks: Arial, any system monospace.

MOTION.



[ONE PIXEL] [BUILD] [STRETCH] [SNAP] [RESOLVE]

PIXEL AND DITHER

The splash builds the logo in square pixels in ordered-dither order; pages change through the same pattern.

STRETCH AND SNAP

The m's open and the word grows sideways, then snaps back without bounce.

SCRAMBLE AND RISE

Mono labels type themselves in; headline lines rise out of a mask. Nothing fades.

With reduced motion on, everything is shown in its final state and the splash is skipped.

THE FILM.

One argument in 19 seconds: Good enough is for other people. I'm not other people.



[THE STARE]



[THE CLAIM]



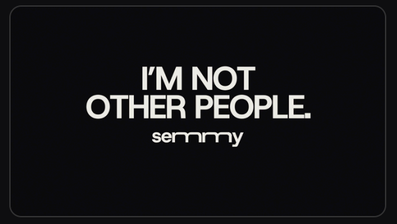
[THE OTHERS]



[THE VERDICT]



[THE BUILD-UP]



[THE DROP]

THE THINKING

It opens on an eye, so you feel something right away. Something is looking back at you. "Good enough" is the one thing I refuse to ship. Everyone says they care about quality, so I say what I won't accept. The words stretch like my logo. It never shrinks to fit, it stretches. In between you see things being made: sparks, a welding arc, molten ink. That is the work. I make it, I don't assemble it. The figure with the red eyes is the other people, the ones who settle. The skeleton is what is under the skin: the servers, the security, everything you don't see. I build that too, not just the pretty part. That is why my white is called Bone. Then it builds up and the last line hits like a punchline: "I'm not other people." Only now my logo appears, like a signature at the end.



[OPEN GRAPH CARD]



[SOCIAL POST]



[BUSINESS CARD]



[PROFILE BANNER]

DON’T.



[NO COLOUR IN THE LOGO]



[DON’T SQUEEZE OR SCALE IT]



[DON’T OUTLINE IT]



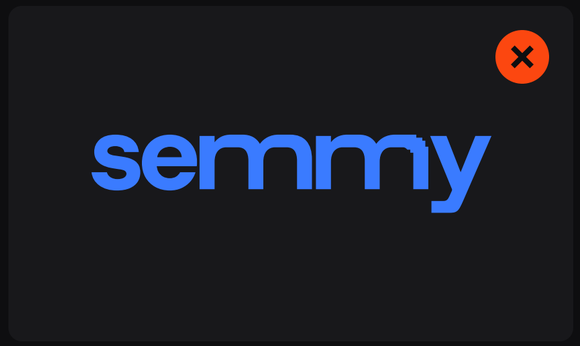
[DON’T ROTATE IT]



[DON’T STRETCH ANYTHING BUT THE M’S]



[DON’T RETYPE IT]



[DON’T USE COLOURS OUTSIDE THE PALETTE]



[DON’T PLACE IT ON BUSY BACKGROUNDS]

FILES.

LOGOS	SVG for screens and print, PNG 3000 px wide: logo, full name, mono, initial, app icon, avatar
FAVICONS	favicon.ico (16, 32, 48), icon.svg, apple-touch-icon, android-chrome 192 and 512
MOTION	Logo reveal MP4, WebM and GIF; square social intro; stretching SVG; loader SVG; Lottie JSON
TOKENS	CSS custom properties, JSON, plain-text colour and type guides, email signature HTML
FONTS	Host Grotesk and JetBrains Mono with their licences
WHERE	semmy.io/brand · questions: hello@semmy.io

