

INNATRAEA

BRAND GUIDELINES

EDITION 1.0 · OCTOBER 2026 · INNATRAEA LLC

WELCOME

One world, told the same way everywhere

Innatraea is a saga, a publisher, a website, an app, a Discord and a growing library of short stories, maps and art. This book is the single reference for how all of it looks, sounds and holds together.

It is written for anyone who touches the brand: cover designers, map makers, narrators, collaborators, the Workshop tools that build pages automatically, and future Eli. When something new is made, it should feel like it was always part of Innatraea.

Innatraea LLC and the Innatraea saga share one identity on purpose. There is no separate corporate look. The publisher speaks from inside the world it publishes.

Where this book records a rule that is still being finished (a vector wordmark, the Special badge field), it says so plainly rather than guessing.

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01

THE STORY

Where Innatraea comes from and what it stands for.

"Every Innatraean deserves a life that they choose."

— ROSALIE SHARONE



ORIGIN

It started with a poet, and a singer

Innatraea was built by listening first. Before a word of the saga was written, E.R. Zaugg spent years studying the work of women artists whose voices the world had tried to quiet, learning from them the emotional literacy the stories would need.

Najwa Zebian

A Lebanese-Canadian poet who arrived somewhere new at sixteen with no language and no sense of belonging, and wrote her way back to herself. Her teaching is the root of the saga: you can lose everything outside you and still build a home within. Her TED talk is where Innatraea truly began. The character Najwa, who loses her mother and her inheritance and becomes the first matriarch of a new line, carries her name as an offering.

Zemsway of Earth

Dominique Zuniga's work as Zemsway of Earth is about freeing the voice. She asks what it would mean if our faith were in each other, our prayers were our own words, and our temple was the Earth itself. The Zimsway Rinowhn people, and the Zuniga Stone that carries a mother's memories to her daughter, are named in her honor.

> *Names in Innatraea are offerings, not decoration. They mark a debt of gratitude to the real women who taught the work how to feel.*



The Great Tree. Every name planted in Innatraea is planted with intention.

WHAT WE STAND FOR

A women-centered tree mythology epic

Innatraea is an epic fantasy saga of destiny, sacrifice and love: diverse kingdoms, constructed languages, sentient mythical creatures and emotionally complex characters, told across three great cycles.

TAGLINE
An Epic Fantasy Saga of Destiny, Sacrifice, and Love

INVITATION
"Every legend begins with the small footsteps of ordinary Innatraeans."

READERS
Lovers of immersive worldbuilding and women-centered fantasy

01
Women at the center

Innatraea is a women-centered tree mythology epic. Matriarchs, Weavers, warriors and mothers drive the world, and the stories honor the quiet power of women who refuse.

02
Names as offerings

Cultures and languages are built from real sources with care. We honor without appropriating: fantasy distance, real respect, and gratitude stated openly.

03
Feeling first

The work lives inside its characters' chests. Emotion is the engine and the reader should feel where they are standing before they learn the facts.

04
Rooted and patient

The Great Trees are the spine of the world. The brand grows the way they do: slowly, deliberately, built over years and meant to last.

05
With suffering comes also love

Kon sufrimiento viene también amor. Grief and love are one thread in Innatraea. The brand never hides the wound; it shows what grows from it.

VOICE

Two voices, one heart

Innatraea speaks in two registers. Knowing which one a piece belongs to is the first decision of any writing.

OUT OF WORLD

The Publisher

Website copy, newsletters, social posts, store listings, emails, the Workshop

- **Warm and direct.** Speak to readers as fellow Innatraeans, never as customers.
- **Plain words.** Short sentences, no hype, no marketing superlatives.
- **Inviting.** Point toward the world: “Step into Innatraea,” “Begin the journey.”
- **Honest.** Say what is finished, what is coming and what is not decided yet.

> *“Innatraeans earn Leaves for exploring: reading the stories, visiting the places Tavid has written about, following The Dreaming Tree.”*

IN WORLD

Tavid the Traveler

The compendium, map notes, lore pages, epigraphs, in-world artifacts

- **Feeling first.** Put the reader where Tavid stood before giving them facts.
- **Experiential.** Facts arrive inside experience, never as a dry list.
- **Spoiler-aware.** Historical figures can be named; present-day secrets stay hidden.
- **Adult and seasoned.** The voice of a man who has walked the whole world.

> *“I have walked Innatraea for most of my life. I have eaten at the tables of rulers and slept in ditches.”*

Prose craft rules (contractions for specific characters, Dwr colors, epigraph format) live in the Editorial Style Sheet. This book covers the brand-level voice only.

NAMING

Say it the same way every time

Consistent names are part of the identity. These terms are fixed and should be used exactly as shown, including capitalization.

American spelling across all Innatraea writing.

Book titles are written “Book One: Small Footsteps” in running text, all caps on covers.

Epigraphs from a character or culture with its own language appear in that language first, with English beneath: Zimladhvi for the Zimsway, Tala ng Asin for the Am’Ayim. All other epigraphs are English alone.

The author is E.R. Zaugg: initials with periods and no space between them.

TERM	HOW IT IS USED	EXAMPLE
Books	Always “Book,” never “Novella,” in titles, covers, store listings, ISBN records and file names going forward.	*Book One: Small Footsteps*
Innatraeans	What we call readers and the community.	*Welcome, Innatraean.*
Leaves	The rewards currency, everywhere: site, app, Workshop, Discord. Never “points.”	*Earn 25 Leaves*
Library of Asherah	Open rewards shop for anyone with Leaves.	
The Vault	Grovekeeper-only rewards and events.	
Grovekeeper	The exclusive community role.	
The Dreaming Tree	The newsletter. Always with “The.”	
Tavid the Traveler	The in-world compendium and its narrator.	
Young Innatraeans	The children’s Adventures books.	
Asherah	The Innatraea Discord bot.	
Ranks	Name in the Cathyoran old tongue, a middle dot, then English.	*Hedyn · Seed*

BRAND ARCHITECTURE

One brand, on purpose

Innatraea is a masterbrand. The company, the saga and everything built around them carry the same marks, palette and typefaces. Nothing gets its own logo or color scheme without a deliberate decision to create a separate brand.

INNATRAEA

Innatraea LLC
The company. Publisher, owner of every mark and asset.

The Innatraea saga
Books, short stories, Adventures, the compendium, maps.

innatraea.com & the app
The website and its installable app share one design.

Innatraea Publishing
Formatting services for indie authors, presented in house style.

Community
The Discord, Asherah, Rewards, badges and The Dreaming Tree.

Sub-products name themselves in Veilstone Sans beside the Tree mark (“Innatraea Publishing”), never with a new symbol. Separate brands that Innatraea LLC operates under other names keep their own guidelines.

02
IDENTITY

The marks that make Innatraea recognizable at a glance.



PRIMARY MARK

The Great Tree

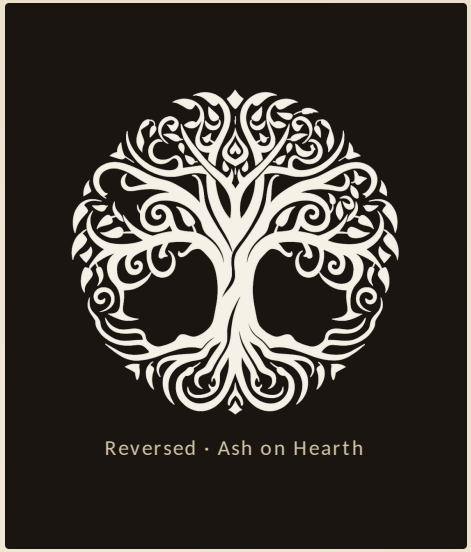
The Tree is Innatraea's trademark and its most important symbol. Great Trees anchor the world itself, and the mark draws one: a full crown of swirling branches above roots that mirror it, contained in a circle.

The master is the black-and-white vector drawing. Every other version, including the gold rendering, derives from it.

Rules

- Use only supplied artwork. Never redraw, trace or simplify it.
- Always upright, symmetrical and whole. Never crop the circle.
- The Tree never appears as a rewards badge, with one exception: the 1/1 Mythic badge held by the Progenitor of Innatraea.

Master file: `TreeLogo.svg` (trademark artwork).


Reversed · Ash on Hearth


Positive · Hearth on Parchment


Rendered gold · hero use


Flat gold · one color

WORDMARK

INNATRAEA



A drawn mark, not a font

The wordmark is custom lettering with a beveled edge, a crackled surface and a light-to-dark metallic gradient. It is never typeset, retyped or recreated in Veilstone or any other face.

Where it lives

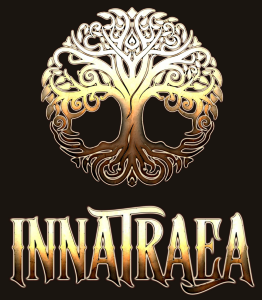
Book covers, the website hero, the back cover panel and anywhere the brand introduces itself. On covers it sits in the lower third, above the series line. Interior title pages set the series name in Veilstone Sans Bold; that is type, not the wordmark.

Still to finish

The wordmark exists only as a raster file today. A vector redraw is the top identity priority so it can be embroidered, engraved, foil-stamped and printed in one color at any size.

LOCKUPS AND VERSIONS

Putting the marks together



Stacked lockup · primary



Horizontal lockup · headers, letterhead



Author lockup · covers, banners



One color · Innatraea Gold



One color · Hearth on Parchment



One color · reversed Ash

One-color wordmarks shown here are interim silhouettes made from the raster file. Replace them with the vector redraw when it exists.

CLEAR SPACE AND SIZE

Room to breathe

Keep a margin of empty space around every mark so nothing crowds it. The unit is **X**, one quarter of the Tree's height. Leave at least 1X on every side of the Tree and of any lockup. For the wordmark alone, X is half its letter height.



Minimum sizes

MARK	PRINT	SCREEN
Tree	0.375 in / 10 mm	24 px (16 px favicon version)
Wordmark	1.25 in / 32 mm wide	120 px wide
Stacked lockup	1 in / 25 mm wide	96 px wide

Below these sizes, use the Tree alone. The favicon and badge files are drawn for small sizes; use them rather than shrinking the master.

MISUSE

Protecting the marks



Don’t stretch or squash



Don’t recolor the rendered marks



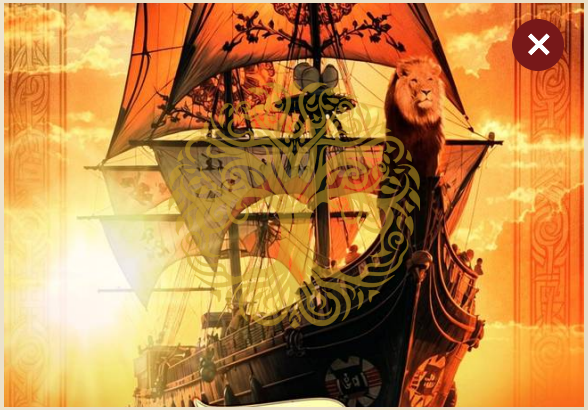
Don’t rotate



Don’t add effects



Don’t retype the wordmark

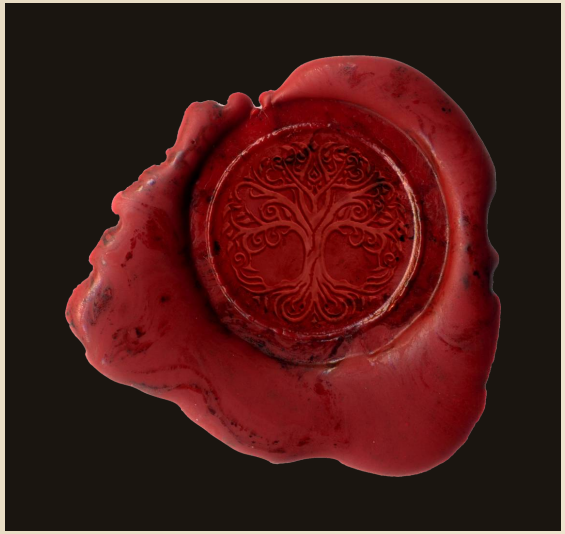


Don’t place on busy art without contrast

Also avoid: cropping the Tree’s circle, outlining the marks, placing the Tree inside another shape (except the app icon and favicon files), and using the Tree as a badge symbol.

BRAND DEVICES

The seal, the flourish and the frame



The wax seal

A crimson wax seal pressed with the Tree. It closes every back cover and sits at the foot of every short story and preview page, centered and overlapping the frame. It means “this belongs to Innatraea.” Never recolor it or replace it with a flat icon.



The scroll flourish

A symmetrical scroll used as a divider: above epigraphs, under chapter titles and between sections. Print it in Hearth or Bark on light grounds, in black in black-and-white book interiors, and in Gold on dark ones. One flourish per break; never stack them.



The knotwork frame

An aged parchment page inside a carved knotwork border, glowing amber at the edges. It frames every cover, back panel, short story and decorative preview. Content always sits inside the inner rule.

03

SYSTEMS

Color, type and badges: the parts every piece is built from.



COLOR

Hearth, parchment and gold

The palette comes from the world itself: firelit wood, aged parchment, the gold of the Great Tree and the crimson of the seal. These values are the live tokens in `shared.css`.

Hearth
HEX #1A1510
RGB 26, 21, 16
CMYK 0/19/38/90
Primary dark background

Bark
HEX #2A1F14
RGB 42, 31, 20
CMYK 0/26/52/84
Dark panels, text on light

Heartwood
HEX #3D2B1F
RGB 61, 43, 31
CMYK 0/30/49/76
Wood, secondary dark

Walnut
HEX #5C4033
RGB 92, 64, 51
CMYK 0/30/45/64
Leather, spine, accents

Bronze
HEX #8B7355
RGB 139, 115, 85
CMYK 0/17/39/45
Ornate borders, rules

Vellum
HEX #D4C4A8
RGB 212, 196, 168
CMYK 0/8/21/17
Secondary light ground

Parchment
HEX #E8DCC4
RGB 232, 220, 196
CMYK 0/5/16/9
Primary light ground

Ash
HEX #F5F0E6
RGB 245, 240, 230
CMYK 0/2/6/4
Text on dark

Innatraea Gold
HEX #C9A227
RGB 201, 162, 39
CMYK 0/19/81/21
Primary accent, links, highlights

Lamplight
HEX #E8C547
RGB 232, 197, 71
CMYK 0/15/69/9
Hover, glow, small highlights

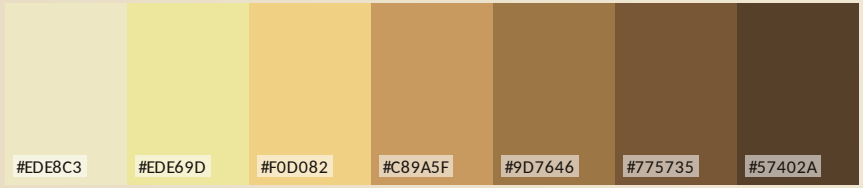
Seal Crimson
HEX #771819
RGB 119, 24, 25
CMYK 0/80/79/53
The wax seal, rare emphasis

CMYK values are starting conversions for print. Confirm them against a printed proof from the actual printer (KDP and IngramSpark print differently).

METALLIC GOLD

The gold of the wordmark

The rendered marks use a metallic ramp sampled from the wordmark, light at the top and burnished at the base, as if lit from above. Use it for metallic effects on covers, hero art and the Legendary badge glow. Never use it as a flat fill for text.



For flat gold (type, rules, icons, UI), use **Innatraea Gold #C9A227**. It is the gold already live across the website and the Rare badge rim.

Proportion



Dark and light grounds lead; gold is the accent, not the field.

CONTRAST

Readable pairings

WCAG contrast for common pairs. Body text needs AA (4.5:1) or better.

Aa 16.0:1 · AAA	Aa 13.3:1 · AAA
Aa 7.5:1 · AAA	Aa 11.9:1 · AAA
Aa 6.9:1 · AA	Aa 1.8:1 · Decorative only

Innatraea Gold on Parchment fails for text. Use it on parchment only for ornaments and rules.

TYPOGRAPHY

Veilstone

Veilstone is Innatraea's own type family, used across every book, page and screen. It has two members: a classical book serif and a clear humanist sans.

Veilstone Text

Body and display serif · Regular, Italic, Bold, Bold Italic · from EB Garamond

Aa Ğğ Şş Ññ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & ‘’“”—…

Regular *Italic* **Bold** ***Bold Italic*** Small Caps

Veilstone Sans

Headings and interface · Regular, Italic, Bold, Bold Italic · from Carlito

Aa Ğğ Şş Ññ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & ‘’“”—…

Regular *Italic* **Bold** ***Bold Italic*** CAPS TRACKED

Both families cover every accented letter Innatraea's languages use. True small caps exist in Veilstone Text only.

HIERARCHY

Setting the type

LEVEL	FACE	SIZE
Maps of Innatraea DISPLAY / PAGE TITLE	Veilstone Sans Regular, tracked +0.18em	36–64 px web · 28–36 pt print
PROLOGUE: HALICININ KIZI CHAPTER TITLE	Label in Veilstone Sans Bold caps; title in Veilstone Text Bold caps	24 pt label · 16 pt title print
The World of Innatraea SECTION HEADING	Veilstone Sans Bold	22–28 px web · 14–16 pt print
Explore the lands where legends walk SUBTITLE	Veilstone Text Italic	18–20 px web · 11–12 pt print
Every Innatraean deserves a life that they choose. —ROSALIE SHARONE EPIGRAPH	Text Bold Italic on screen, Text Italic in print; source in small Sans caps after an em dash	18–20 px web · 11–12 pt print
The dust made her cough again. BODY	Veilstone Text Regular	18 px / 1.7 web · 12.5 pt / 16.6 pt print
E.R. ZAUGG LABEL / NAV / RUNNING HEAD	Veilstone Sans or Text, caps, tracked +0.12em	11–13 px web · 8–9 pt print

TYPESETTING RULES

Typographic quotes always. Use curly quotes and apostrophes (“ ” ‘ ’), never straight ones (" ').

Drop caps open each chapter and story: three lines deep, Veilstone Text. The first paragraph after a drop cap is not indented.

Paragraphs are indented about 1.5 em, with no space between them. Justified for print, left-aligned on screens.

Em dashes close up with no spaces—like this.

Epigraphs sit under a scroll flourish in Veilstone Text Bold Italic (Text Italic in a gray panel in print), with the source in small Veilstone Sans caps after an em dash. When the speaker’s culture has its own language, that line comes first and the English sits beneath it.

Web stack: `'Veilstone Text', Georgia, serif` and `'Veilstone Sans', sans-serif`.

PUBLISHING VEILSTONE

Our name, an open license

Veilstone is a branded fork of two open-source families. The name is Innatraea's; the font software stays open, as its source license requires.

License. SIL Open Font License 1.1. Ship `OFL.txt` and keep the original copyright lines (EB Garamond by Georg Duffner and Octavio Pardo; Carlito by Łukasz Dziedzic) beside Innatraea LLC's.

Free to share, never sold alone. The fonts can be given away, embedded in books and bundled with software, but not sold by themselves.

The name is the brand. A new name was required for a modified fork. "Veilstone" identifies Innatraea's version and should be used consistently.

RELEASE PLAN

1. **Package** the eight TTFs with OFL.txt, a short README and version 1.000 in the file metadata.
2. **Specimen page** on innatraea.com, set in Veilstone, with a download link.
3. **Public repository** (for example on GitHub) holding the sources and build script.
4. **Optional:** list on Fontsource, or submit to Google Fonts, which has its own strict review.

This is general information about the license, not legal advice.

BADGES

One medallion, three parts

Every badge is built from a category field (what kind), a symbol (which badge) and a rarity frame (how rare). The system is designed so that only the symbol is drawn and the frame and field are generated, meaning a change of rarity never needs new art. Today, each badge is a finished file with its frame built in.



Common I	Common II	Uncommon I	Uncommon II	Rare I	Rare II	Legendary	Mythic · 1/1
Hedyn · Seed	*Gwreiddyn · Root*	*Eginyn · Sprout*	*Glasbren · Sapling*	*Cangen · Branch*	*Brig · Crown*	*Coeden Fawr*	*Progenitor of Innatraea*

Rarity is the metal

White, silver, gold and bright gold rims, with a second inner band on II tiers. Legendary adds a soft glow and eight rose and sky gems.

Mythic is 1/1

An iridescent rim on a starry violet field holding the real Tree. It belongs only to the Progenitor of Innatraea and is the only badge that uses the logo.

Seven ranks, seven tiers

The ranks map one to one onto the ladder, Hedyn · Seed at Common I up to Coeden Fawr at Legendary.

Sample symbol shown: a broad leaf. Full geometry is in the Badges Brand Guide.

BADGE SYMBOLS

Drawing the emblems

One bold symbol, centered, with real negative space around it. It must read at 24 px.

Tapered ribbons. Lines are wide at the root and thin at the tip; branch ends curl closed on a small dot.

Pointed teardrop leaves grow off the limbs. Trees are drawn as one half, mirrored, like the logo.

Cut, don't draw. Veins, bands and spirals are cut out of the shape, never drawn on top.

One finish per badge, set by rarity. Never color a symbol by hand.

Old-world objects only. A modern-looking object breaks the world.

Badges carry no words. The only type is the year numeral, drawn as a shape.

CATEGORY FIELDS



Trees
#2F5A2C → #13260F
Ranks, Grovekeeper



Community
#2B4A7A → #0F1D38
Innatraean, Bridge-Walker, Founder, Voice of the Inn



Reading
#9C7A45 → #4A3418
Books, Short Stories, Keeper of Tales, Beta Reader



Collecting
#2A2A2A → #060606
Art Collector, Collector



Milestones
#6E6252 → #2E271F
First claim, Year badges, badge milestones



Honors
#6E2433 → #2A0B12
Contest Winner



Patron
#1F5A5A → #0A2224
Purchases

04

APPLICATIONS

How the identity comes to life on books, pages and screens.



IMAGERY

Golden light, direct gazes

Innatraea's art is painterly realism bathed in warm light. The sun, a flare or a glow often stands in for magic.

> **Light:** golden hour, amber and honey tones, a single strong light source.

> **People:** close portraits with a direct, knowing gaze. Women lead. The cast reflects the world's many peoples, dressed in their own cultures' clothing.

> **Places:** Great Trees, standing stones, ships, rivers and plains, always old-world.

> **Avoid:** modern objects, cold blue-grey grading, stock-photo poses and visible text inside art.

All published art should be licensed or owned by Innatraea LLC. Keep the source file and rights record for every piece.





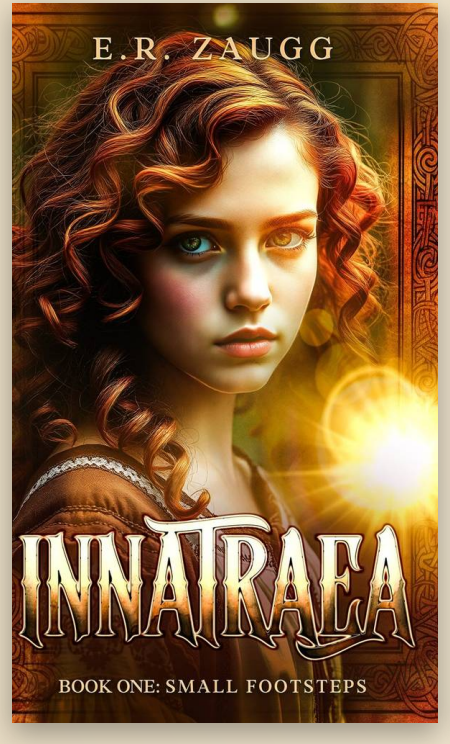
MAPS

The world, engraved on parchment

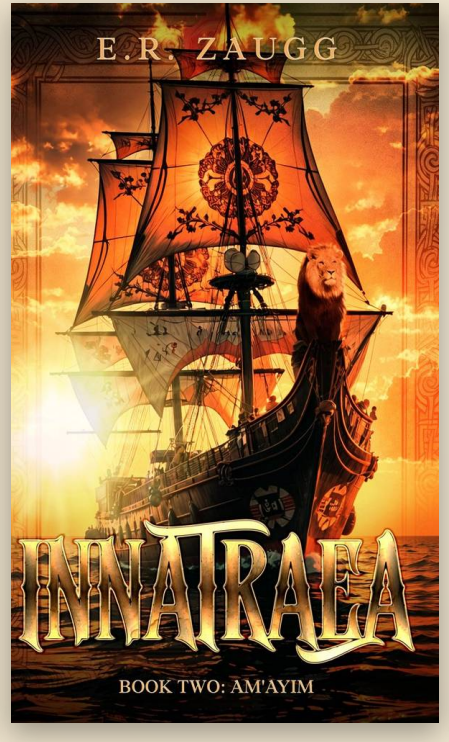
Maps are sepia on aged parchment, with engraved mountains and forests, a twisted-rope border and a distance scale. Realm names are set in tall raised capitals; cities are labeled in a red-brown serif. Regional maps zoom into the same style and must never be redrawn in a flat or modern look.

BOOK COVERS

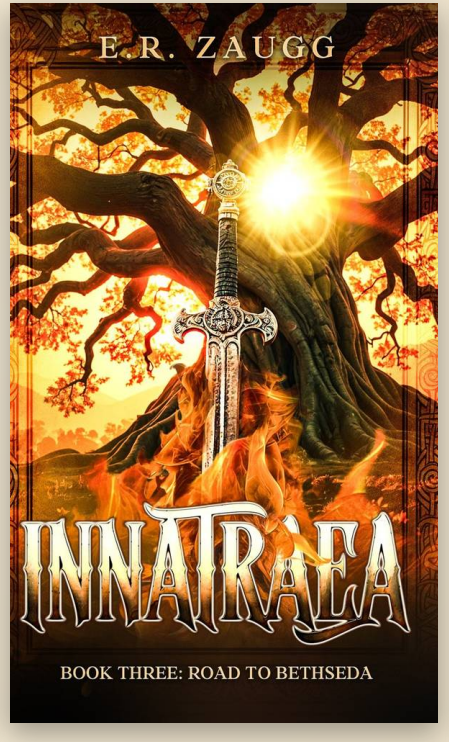
A series that reads as one shelf



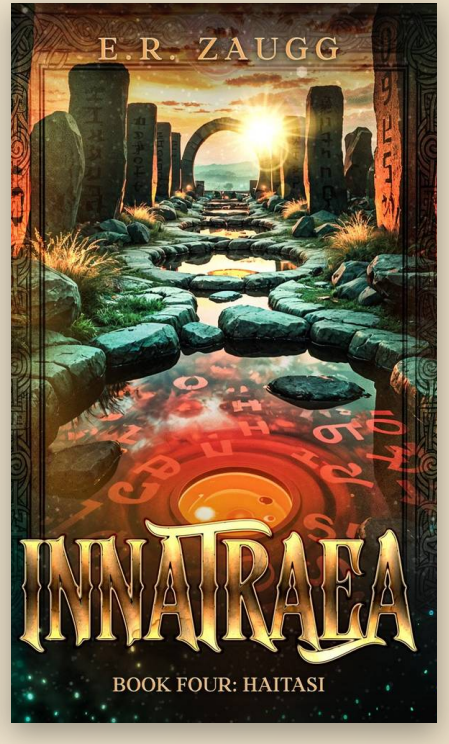
BOOK ONE



BOOK TWO



BOOK THREE



BOOK FOUR

Fixed every time

Author name across the top, the wordmark in the lower third, the series line beneath it, and the knotwork frame inside a carved border.

Changes every time

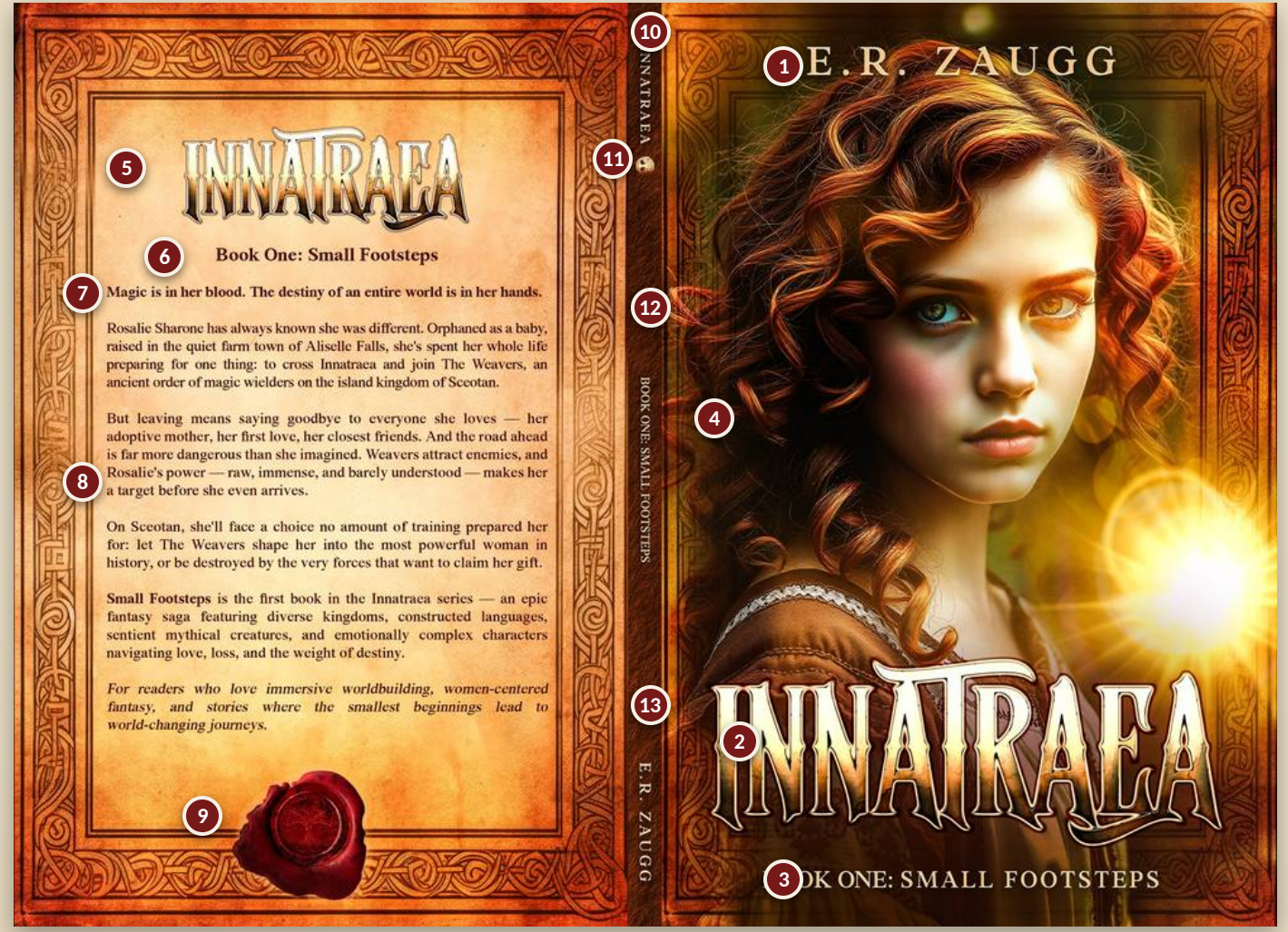
The art. Each book gets one strong scene or portrait, lit warm, with a bright light source.

Cover type

Future reletters set the author name and series line in Veilstone Sans, all caps and tracked. The wordmark is always the supplied artwork.

COVER ANATOMY

The full wrap



1. Author name
2. Wordmark
3. Series line
4. Knotwork frame
5. Back wordmark
6. Title line
7. Hook line
8. Description
9. Wax seal
10. Spine: series
11. Spine: Tree
12. Spine: title
13. Spine: author

Back panel: parchment inside the frame. Its tint may shift to echo the front art, as Book Four's does. Spine: walnut leather texture with type running top to bottom.

INTERIORS

The printed page

Interiors are produced by the Innatraea pipeline in Veilstone at a 6 × 9 in trim.

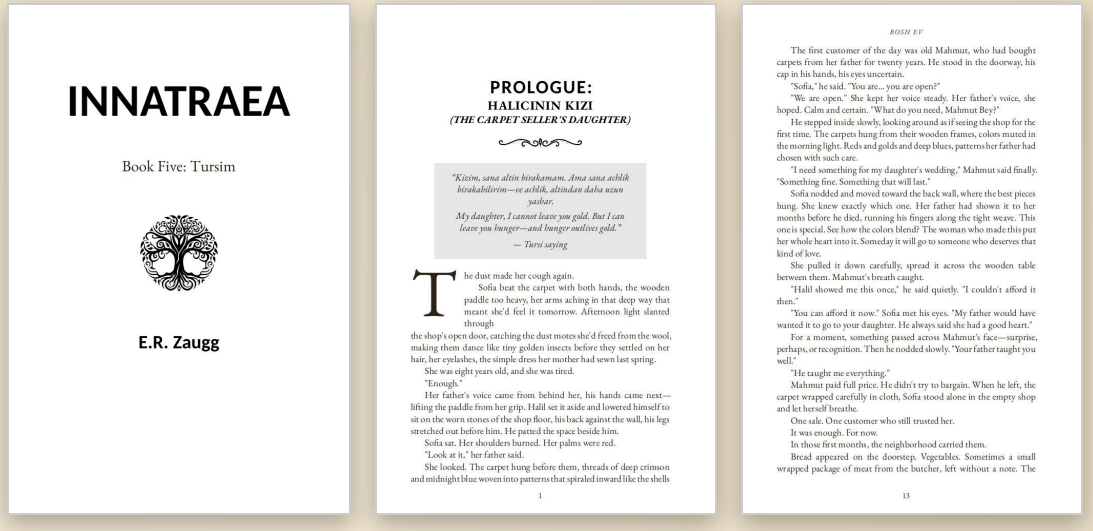
Title page: “INNATRAEA” in Veilstone Sans Bold, the book number and title beneath, the Tree (black in black-and-white interiors) and the author name.

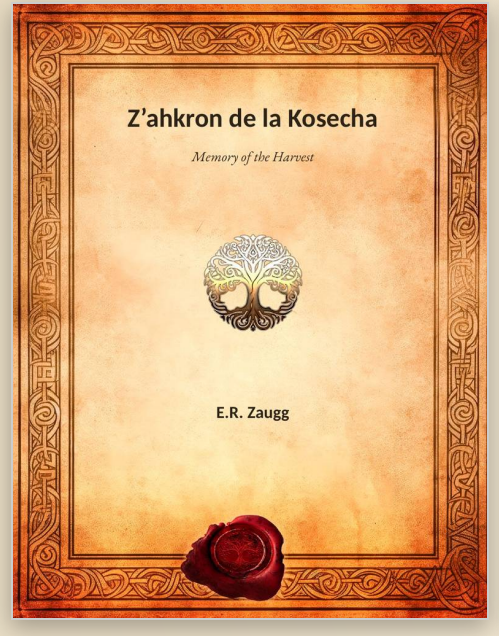
Chapter openers drop about a quarter of the way down the page: chapter label in Sans Bold caps, the title in the culture’s own language in Text bold caps, the English title in Text bold italic caps, a scroll flourish, the epigraph panel, then a drop cap.

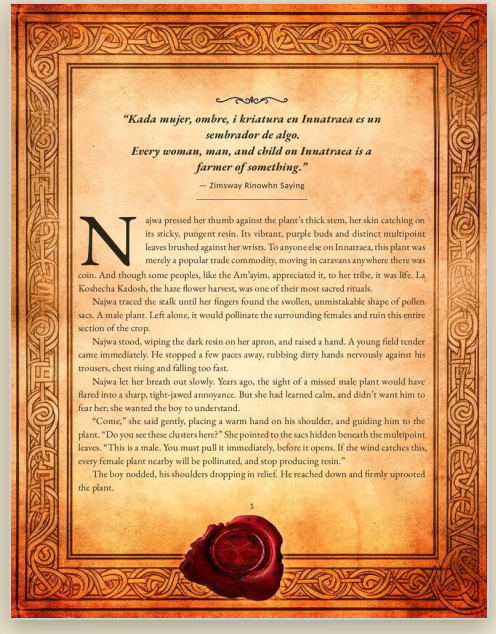
Running heads: E.R. ZAUGG on the left page, the chapter title in italic caps on the right. Folios are centered at the foot, odd ones on right-hand pages.

Body: justified Veilstone Text, 12.5 pt on 16.6 pt, indented paragraphs, no extra paragraph spacing. Books One–Four keep edition settings matched to their covers.

Print color: black-and-white interiors print all type and ornaments in pure black; the epigraph panel is a light gray tint.







SHORT STORIES AND PREVIEWS

The decorative edition

Short stories, previews and other decorative PDFs use the parchment-and-knotwork page at US Letter size, with the wax seal centered at the foot of every page and the folio sitting just above it.

Title page: title in Veilstone Sans Bold, English subtitle in Text italic, the gold Tree, the author name.

Opening page: scroll flourish, the epigraph centered in bold italic, attribution in small Sans after an em dash, a hairline rule, then a large drop cap.

Text block stays inside the frame's inner rule. The seal and the frame are the watermark; nothing else is added.

Art plates may open a story: a framed portrait inside the same border.

WEBSITE

innatraea.com





Dark, then parchment

Pages open on a Hearth hero with a wide-tracked Sans title and an italic subtitle, then move into parchment panels for long reading.

One navigation

Every page, device and the app share one menu, injected by nav.js: Hearth bar, bronze hairline, the Tree at left, small tracked caps links.

Built by the Workshop

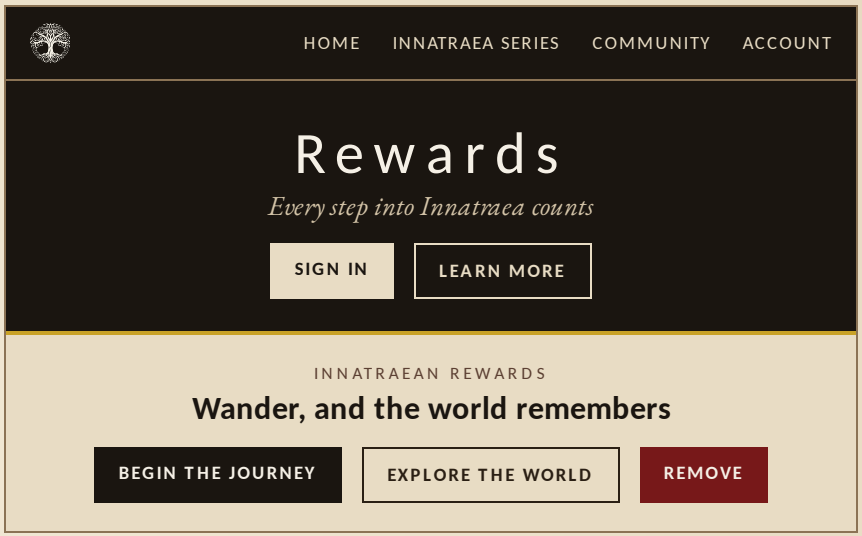
New book pages, stories and compendium entries are generated from templates, so they inherit the system automatically.

INTERFACE

Tokens and components

```
:root {
  --bg-dark: #1a1510;
  --bg-frame: #2a1f14;
  --wood-dark: #3d2b1f;
  --wood-light: #5c4033;
  --border-ornate: #8b7355;
  --parchment-dark: #d4c4a8;
  --parchment: #e8dcc4;
  --text-light: #f5f0e6;
  --gold: #c9a227;
  --gold-light: #e8c547;
  --seal-crimson: #771819;
}
```

These names are live in shared.css. New pages use the variables, never raw hex values.



Buttons on parchment: primary is a Hearth fill with Parchment tracked caps; secondary is a Hearth outline with Hearth caps. Hover turns both Gold with Hearth text.

Buttons on dark grounds: the same pattern inverted. Primary is a Parchment fill with Hearth caps; secondary is a Parchment outline with Parchment caps. Hover turns both Gold with Hearth text.

Delete and error buttons on parchment use Seal Crimson with Ash text.

Eyebrows: tiny tracked caps: Gold on dark grounds, Walnut on parchment. Any small secondary text on parchment is Walnut too; Gold and Bronze both fail there.

Quotes and asides: a Gold left rule on parchment.

APP AND COMMUNITY

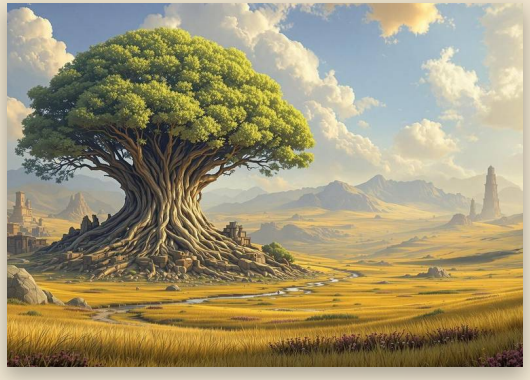
Icons, Discord and The Dreaming Tree



App icon and favicon

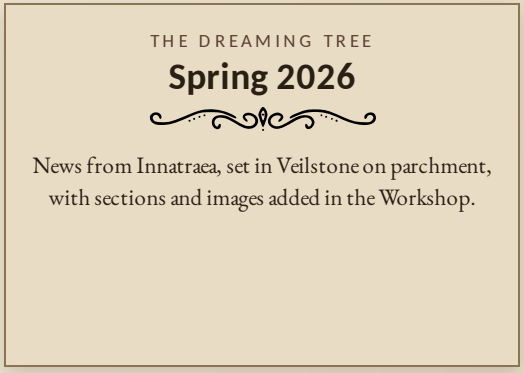
The installable app uses the gold Tree on Hearth. The favicon uses the black Tree on Ash so it stays legible in light browser tabs. Use the supplied files; never shrink the master.

The app manifest sets its theme color to #1a1208. Change it to Hearth #1a1510 so the app matches the site exactly.



Discord and Asherah

The server, its welcome art and Asherah's posts follow the same palette and naming. Role icons and emoji will be exported from the badge system in a later phase, so ranks look the same in Discord and on the site.



The Dreaming Tree

The newsletter is composed in the Workshop and sent from innatraea.com. It matches the site, not the older issues: Veilstone, parchment panels and Gold eyebrows.

STEWARDSHIP

Caring for the brand

Master files are held privately by Innatraea LLC. Collaborators receive exactly the artwork they need for a project, already in the right format, and never pull marks from the website or recreate them.

Requesting assets: ask Innatraea LLC for the mark, font or art you need and say where it will be used. You will receive approved files and any project-specific notes.

Approval: anything public that carries the Innatraea marks is reviewed against this book before release.

Rights: every piece of art, map and cover has a rights record. Art without one is not published.

FILE NAMING

Lowercase, hyphenated names for new files: `book-five-cover.jpg`.

"Book," not "Novella," in every new file name. Older Novella files are renamed as they are replaced.

Masters stay vector where possible; PNG and JPG are exports.

GOVERNANCE

Owner: Innatraea LLC. Brand decisions rest with E.R. Zaugg.

This edition: 1.0, October 2026.

Open items: vector wordmark; Special badge field; print proofs to confirm CMYK.

Changes: update this book first, then the files.



Every legend begins with the small footsteps of ordinary Innatraeans.

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