



time-addressable media store

A new identity for the open specification —
and how to use it.

for the TAMS community,
vendors and integrators

An identity built from the thing itself

TAMS describes media as segments on a timeline, addressed by time rather than by file. The identity says exactly that and nothing more: four media segments across two tracks, staggered so the negative space reads as a **T**.



Why it looks like this

The mark is pure rectangles on a 24×12 grid — no curves, no gradients, no illustration. It survives being stamped at 16 pixels, embroidered on a shirt, or etched into a slide corner, and it reads the same in one colour as in two.

Open

No proprietary typefaces or licensed imagery. Every asset is redistributable by the community.

Developer-native

Monospace where the subject is machine-readable — endpoints, IDs, timeranges.

Durable

Pure geometry — legible at 16px, in one ink, or stitched into fabric.

Construction and clearspace

The geometry is fixed. Scale it, don't rebuild it.

GRID



24 × 12 units • tracks 5 • gutters 2 • aspect 2:1

CLEARSPACE



One track height (5/12 of mark height)
on all four sides. Nothing enters it.

MINIMUM SIZES



48 / 32 / 24 avatar • 16 favicon

Below 24px, always use the tile – never the bare mark.

ONE COLOUR



For embroidery, engraving, single-ink print
and any coloured background.

Mark, wordmark, and the one rule that matters

The wordmark's cap height **always** equals the mark height, exactly — top edges flush, baseline flush with the mark's bottom. If they don't line up, the lockup is wrong.

HORIZONTAL — THE PRIMARY LOCKUP



Default for headers, footers, slides, documents. Internal gap = 2 grid units ($\frac{1}{8}$ of cap height) — the same gutter used inside the mark.

STACKED — SQUARE AND NEAR-SQUARE SPACES

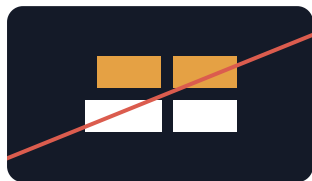


Wordmark ink width matches the mark width; vertical gap is the same 2 units. Avatars, stickers, merchandise, conference panels.

The descriptor is not part of the lockup. "time-addressable media store" appears as supporting copy — a line under a hero, a page footer, a slide subhead — never locked to the mark.

Four things never to do

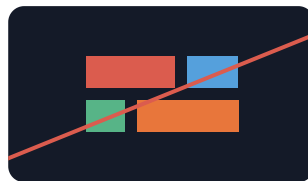
Everything else is fine. These four break the mark's meaning or its legibility.



Don't re-stagger the segments – the offset is the T.



Don't rotate, skew or stretch. Uniform scale only.



Don't recolour past the duotone. Amber on top, foreground below.



Don't outline, stroke, add shadow or emboss.

ALSO AVOID

placing the mark on a busy photograph – use the tile or the mono mark

setting the wordmark in any face other than Geist Bold

adding a tagline, year or country inside the lockup

using the mark as a bullet, icon or list marker

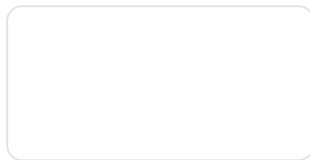
reproducing the mark smaller than 16px tall

Master Control

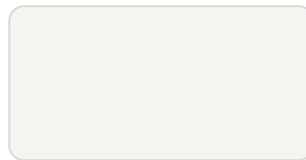
Broadcast-room navy, two light surfaces, and a single amber accent. Two background colours per composition, maximum.



Control Navy
#141A28
rgb(20 26 40)



Signal White
#FFFFFF



Paper
#F5F4F0



Playhead Amber
#E5A144
oklch(78% .15 70)

Where amber goes

YES The mark's top track. Primary buttons. Eyebrow labels. Active tabs and indicators. Links. The playhead tick in a timerange.

NO Body text. Large background fills. Status or error states. Anything that needs to read as neutral.

Accessibility: #E5A144 does not pass AA as text on white. For amber text or links on a light surface use #9A6B1F — the darker ink variant.

In use

STORE

Media, addressed by time

segments · flows · sources

DOCS

Quickstart

Read a flow in **three calls** →

Two families, no exceptions

Both are open-source and free to redistribute — deliberately, so the whole community can use them.

Geist

Display, headings, body and UI. Bold for the wordmark and headings at -1.5% tracking; Regular for body copy at 1.7 line-height.

SIL Open Font License • vercel.com/font

IBM Plex Mono

Everything machine-adjacent: endpoints, IDs, timeranges, dates, field labels, table headers, button labels and eyebrows.

SIL Open Font License • ibm.com/plex

THE SIGNATURE MOVE

OPEN-SOURCE API SPECIFICATION

Uppercase mono at 0.16em tracking, above a heading. It is the most recognisable thing about TAMS typography — use it to open sections, and nowhere else.

SCALE

display 64 / 44 • heading 34 / 26 / 19 • body 17 / 15.5 / 14 • caption 12.5 • micro 11
slides never below 24px • print never below 12pt

Words are part of the brand

Precise, plain and unhyped. TAMS is infrastructure documentation written by engineers for engineers, and the copy should sound like it.

NON-NEGOTIABLE

YES **time-addressable** — always hyphenated

NO time addressable

YES TAMS is an open **specification**

NO TAMS is an open standard

YES lowercase domain nouns: source, flow, segment, timerange

NO Source, Flow, Segment as proper nouns

Tone

Concrete and checkable. "Read a flow in three calls", not "Blazing-fast media access". Third person for the product, imperative for instructions. Avoid "we" — the project is a specification, not a company.

Casing

Sentence case everywhere — headings, buttons, card titles. The only uppercase is the mono eyebrow, where it's a typographic device rather than emphasis.

Never

Emoji. Invented statistics or vanity metrics. Gradient backgrounds, stock photography of server rooms, or illustration of abstract "data".

Instead

Real API detail. A hairline strip reading a genuine request says more than any diagram:

```
■ flow/a2f4...c19 [0:0_600:0)
GET /segments · 200 OK
```

Everything is open

The full kit is free to download and redistribute — no request form, no licence fee.

Logo pack

SVG (outlined type)
transparent PNG @ 480px
horizontal • stacked • mark
duotone • mono white • mono
navy

Print & docs

this document (PDF)
brand identity sheet
colour values for print
logo construction diagrams

Web & social

GitHub Pages theme
CSS design tokens
LinkedIn covers
avatar & favicon tiles

Fonts

Geist — vercel.com/font
IBM Plex Mono — ibm.com/plex
both SIL Open Font License

Questions, or something missing?

Open an issue on the specification repository. If you need a format that isn't in the kit — EPS, a specific raster size, a different lockup ratio — ask, and it'll be added for everyone.