THE HANGMAN | PRODUCTION STYLE GUIDE

Version 1.1.0, 2026-11-06. Living document: update the inventory and CHANGELOG every time an asset changes.

THE HANGMAN is a residential TV mounting service in Summerville, SC, serving Cane Bay, Carnes Crossroads and Nexton. Tagline: HANGS TVs. Phone: 843-870-0413. Web: thetvhanger.com.

Review sheet: library/previews/contact-sheet.png (every logo, prop, sign, fx and Mike cutout on cream and on navy). Tokens: tokens.json (colors, type, spacing, radii, borders, shadows, motion, breakpoints).

1. PURPOSE

This guide turns the agency's raster concept art into a controlled production system for the website and anything built from it. It defines which asset to use where, the rules that keep the brand consistent, and the status (approved, temp, pending) of every file in brand/library/. When this guide and a source image disagree, this guide wins.

2. SOURCE PRECEDENCE

1. Project brief (palette, fonts, copy, rules). Highest authority.
2. Brand bible pages (brand bible/hangman_brand_bible_P1..P7.png). P3 is the wordmark trace source.
3. Board-2 (Comic-Book TV Mounting Brand Board-2.png): logo system and canonical Mike costume.
4. Crooked TV (Crooked TV, Perfectly Judged-1.png): face likeness, line quality.
5. Comic pages 1 to 10 and Board-3: reference and inspiration only. Comic page 4 and 9 supply temp Mike cutouts.
6. Black Friday folder: approved campaign art, used as delivered (crops only).

Originals are read only. Never edit, move or rename them. All derived work lives in brand/.

3. COLOR

3.1 PALETTE (LOCKED)

Token	Hex	Use
navy	#0D2B4C	Primary brand color, header/footer, dark sections
orange	#F04E23	Hero accent, callouts, secondary CTA fill
yellow	#FFC72C	Highlights, banners, primary CTA fill
cream	#F4E9D6	Page background, text on dark
ink	#101923	Outlines, body text, hard shadows
sky	#2F85C6	Skies and scenes, decorative only
suit charcoal	#292D3A	Pending approval. Illustration only (Mike suit). Never UI.
sign green	#056847	Pending approval. Street-sign graphics only. Sampled from bible P1.

No other colors in UI or vector art. Skin tones and leather in temp Mike raster art are exempt until the illustrator redraw.

3.2 CONTRAST PAIRS (WCAG 2.X, COMPUTED)

AA normal text needs 4.5:1. AA large text (24px+ regular, or 18.66px+ bold) and UI components need 3:1.

Text on background	Ratio	Result
ink on cream	14.74	AA (use for body)

Text on background	Ratio	Result
cream on ink	14.74	AA
navy on cream	11.91	AA
cream on navy	11.91	AA
ink on yellow	11.35	AA (primary CTA)
yellow on ink	11.35	AA
yellow on navy	9.17	AA
navy on yellow	9.17	AA
cream on sign green	5.68	AA
ink on orange	4.91	AA (orange CTA text must be ink)
orange on ink	4.91	AA
ink on sky	4.46	Large text only
orange on navy	3.97	Large text only
navy on orange	3.97	Large text only
white on sky	3.97	Large text only
white on orange	3.61	Large text only
sky on cream / cream on sky	3.30	Large text only
cream on orange	3.00	Large text only, borderline. Avoid; prefer ink on orange
orange on cream	3.00	Large text only, borderline. Display headlines with ink outline only

Rules: body copy is ink on cream or cream on navy/ink. Never put small text on orange or sky unless it is ink. Focus rings use yellow on navy or ink on cream (both pass 3:1 for non-text).

4. TYPOGRAPHY

Role	Font	Rules
Headlines	Bangers (OFL)	Uppercase. Size 2xl to 5xl. Line-height 1.0. Letter-spacing 0.02em. Optional 2px ink text-shadow only on photo or sky. Max 8 words per headline.
Labels, eyebrows, buttons, nav, signs	Bebas Neue (OFL)	Uppercase. Letter-spacing 0.06em. Never below 14px.
Body, forms, legal	Inter (OFL)	Sentence case. 400 body, 600 emphasis, 800 sparingly. Base 17px, line-height 1.55, max 68ch. Disclaimers never below 13px.

Scale (from tokens.json): xs 13, sm 15, base 17, lg 20, xl 22 to 26, 2xl 28 to 36, 3xl 36 to 52, 4xl 44 to 72, 5xl 52 to 96 (px, fluid).

Never fake the wordmark in live type. The logo is always the SVG. Do not set Bangers in mixed case or for paragraphs. Self-host the WOFF2 files (Google Fonts OFL) with font-display: swap.

5. LOGO SYSTEM

Form	File	Use
Faceless wordmark (PRIMARY)	logos/wordmark-primary.svg	Header, footer, any page with illustrated Mike. Light backgrounds.
Faceless wordmark, reverse	logos/wordmark-primary-reverse.svg	Navy, ink, sky or photo backgrounds (adds cream keyline).
Wordmark, no shield	logos/wordmark-noshield.svg	Compact horizontal slots, badge construction.
One-color ink	logos/wordmark-onecolor-ink.svg	One-ink print, stamps, embossing, light grounds.

Form	File	Use
One-color cream	logos/wordmark-onecolor-cream.svg	Knockout on navy/ink/photo.
Portrait badge	logos/badge-portrait.svg	ONLY where no illustrated Mike appears (social avatar, merch, yard sign, 404). TEMP art.
H/TV icon	logos/icon-htv.svg	App icons, social avatars, 48px and up.
H/TV icon simplified	logos/icon-htv-simplified.svg	Favicon and anything under 48px.

Clearspace: the height of the H in HANGMAN on every side (about 22 percent of the wordmark height). No text, edges or graphics inside.

Minimum sizes: wordmark 120px wide digital, 1.25 in (32 mm) print. Badge 96px wide. Icon 48px; below that use the simplified icon (tested at 16px).

Do not: stretch, rotate, recolor outside the palette, add effects or outlines, rebuild with fonts, add a registered-trademark symbol, or place the wordmark on busy art without the reverse keyline.

ONE MIKE PER COMPOSITION (NON-NEGOTIABLE)

A composition (a page section, a viewport, an ad, a social post) may show only one Mike.

Situation	Correct	Incorrect
Homepage hero with mike-arms-crossed	Header uses wordmark-primary	Header or hero uses badge-portrait
Social avatar, no other art	badge-portrait or icon-htv	n/a
OG image with Mike art (og-default)	Faceless reverse wordmark	Badge beside Mike
Yard sign / tee with no illustrated Mike	badge-portrait	Badge plus Mike figure
"Meet Mike" section with mike-face	Wordmark in header only, no badge in the section	Badge in the same section
Black Friday art (has Mike)	Use as delivered, wordmark already faceless	Overlay badge

Theme rule: if a section renders any Mike illustration, the badge component must not render in that section or the same viewport. The site header is always the faceless wordmark.

6. MIKE CHARACTER SPEC

- Canonical costume: Board-2 hero. Dark charcoal/navy suit, orange cape over both shoulders, TV-shaped chest emblem, utility belt with drill, level and tape measure visible.
- Emblem (standard): orange TV outline with a V antenna notch on top and a dark screen. One shape, always on the chest, never on the cape back, never an H or diamond.
- Likeness: from Crooked TV. Short slicked-back sandy/dark-blond hair, trimmed beard, broad strong jaw, dry self-assured expression, slight squint. Heavy comic ink, hatching, halftone.
- Temp art status: every Mike file in library/mike/ is TEMP (agency-approved temp art). Most temp renders show a short-sleeve tee and leather harness rather than the suit; that drift is accepted until an illustrator redraw delivers the canonical model sheet (front, 3/4, back) and vector masters.

Approved poses (temp files):

Pose	File	Use
Hero stance, arms crossed (primary)	mike/mike-arms-crossed.png/.webp	Homepage hero, OG default
Leveling a TV	mike/mike-leveling-tv.png/.webp	Services, "PERFECT LEVEL", "Crooked TV?" sections
Face close-up (hand on chin)	mike/mike-face.png/.webp	Meet Mike, testimonials header, FAQ
Judging with level (full)	mike/mike-judging-level.png/.webp	Problem/solution sections (bonus)
Pointing	not produced	No suitable source pose exists. Commission.

AI-generated Mike poses are allowed only through the v2 pipeline (agency direction, 2026-11-06): ChatGPT via the agency account, strict QA gate logged in docs/audit/art-qa.md, then independent agency QA. Rejected art never

ships. Never place two Mike files in one composition.

7. PROPS AND FX FAMILY

Props (library/props/*.svg, 128 x 128 viewBox, each under 2 KB): tv, wall-mount, stud-finder, drill, level, tape-measure, hdmi-cable, outlet, calendar, phone, check-burst, house.

Family rules: 5px ink outline (#101923) at 128px, round joins and caps, flat palette fills only, one halftone dot shade per object (ink dots at 35 percent), no gradients, no text, no brand marks. They read on cream and navy. Render at 48px minimum. New props must follow the same construction.

FX (library/fx/):

- burst-yellow.svg, burst-orange.svg: callout backgrounds (offer, "PERFECT LEVEL", check lists). Text on bursts is ink.
- halftone-tile.svg: seamless 16px dot tile at 22 percent ink. Use as background-image over navy, sky or cream.
- paper-texture.webp: seamless 512px cream grain, 5 KB. Tile at full size behind cream sections, never under body text at more than default strength.
- speed-lines.svg: radial action lines, slice-fit. Behind heroes and CTAs, at low opacity on navy.
- panel-border.svg: stretchable comic panel (non-scaling 6px ink stroke plus hard offset shadow). CSS equivalent preferred: border: 4px solid ink; box-shadow: 6px 6px 0 ink.

Signs (library/signs/): sign-cane-bay.svg, sign-carnes-crossroads.svg, sign-nexton.svg. Street-sign style, sign green (pending approval), cream Bebas Neue lettering as outlined paths. In HTML, the area names must also exist as live text for SEO and screen readers (use the SVG with alt="" beside real text, or alt="Cane Bay").

8. LAYOUT AND COMIC PANEL RULES

- Page ground is cream (optionally paper texture). Dark bands are navy. Ink is for lines and text.
- Content sits in panels: 3 to 4px ink border, 0 to 4px radius, hard offset shadow (6px 6px 0 ink). No soft blurred shadows anywhere.
- Panel gutter 12px (space.panel-gap) inside grids; section padding space.section-y.
- One focal element per panel: one headline, one image, one CTA.
- Captions use a yellow or cream box with ink border and Bebas Neue (comic caption style).
- Speech bubbles are for Mike quotes only, set as live HTML, never baked into images.
- Grid: 12 columns, 1200px max container. Mobile: single column, Mike above or below the headline, never squeezed beside it.
- CTA button: yellow fill, ink text (Bebas Neue), 3px ink border, comic-sm shadow; on press translate 2px and reduce shadow.
- No dev notes, style-guide labels, CORRECT/INCORRECT plates or agency credits on the public site.

9. MOTION

- Durations: 80 / 150 / 240 / 400ms; comic "pop" 320ms with cubic-bezier(0.34, 1.56, 0.64, 1).
- Allowed: burst pop-in on scroll (scale 0.9 to 1), button press, panel slide 8 to 16px, speed-line opacity pulse once.
- Not allowed: looping animation near text, parallax on body copy, shaking text, autoplay audio.
- prefers-reduced-motion: reduce: disable all transforms, parallax and autoplay video (show poster frame); keep opacity fades at 150ms or less.

10. COPY VOICE AND APPROVED HEADLINES

Voice: confident, offbeat, dependable, homeowner-friendly. Superhero drama applied to an ordinary homeowner problem; the joke is how seriously Mike takes it. Use humor, but keep the service promise real. Short sentences. No em dashes.

Approved lines:

- HANGS TVs. (tagline, always with the period)
- YOUR DRYWALL CALLED. I ANSWERED. (APPROVED, always paired with Mike or TV imagery so it reads as TV mounting)
- PERFECT LEVEL (APPROVED, always paired with Mike or TV imagery, ideally mike-leveling-tv or the level prop)
- YOU PICK THE SHOW. I'LL HANG THE TV.
- CROOKED TV? NOT ON MY WATCH.
- I FIND THE STUDS. YOU TAKE THE CREDIT.
- YOUR WALL HAS A HERO.
- NICE TV. NOW WHAT?
- FROM BLANK WALL TO GAME DAY.
- MEET MIKE. HE HANGS TVs.
- A VERY SPECIFIC KIND OF HERO.
- TV MOUNTING FOR HOMEOWNERS
- A funny ad gets attention. A clean install gets the booking.

Hold until the owner verifies: "Licensed & insured", "Cable cleanup", any electrical, concealed wiring, drywall repair or painting service claims, guarantees, reviews, job counts.

Black Friday copy, disclaimer and tagline as delivered in the campaign art are APPROVED by the agency. Do not rewrite them.

11. PRICING DISPLAY

- Prices come from site settings (the ssm/price inline token) and are rendered as live text. Never bake a price into artwork, SVG, OG images or props.
- Exception: approved campaign art (Black Friday files) may carry its delivered price and disclaimer. When the price changes, retire the art instead of editing it.
- Every price display has its disclaimer (ssm/disclaimer) in the same viewport, Inter, 13px minimum, AA contrast.
- Price styling: Bangers numerals on a burst or panel, ink on yellow or ink on orange.
- Exception: generated print collateral and social renders (library/print/, library/social/renders/) carry the standard price because they cannot use live text. Each one shows the asterisk and the full short disclaimer on the same side (6 pt minimum in print). The price lives in one place, PRICE in brand/build/hm/__init__.py: change it and run python3 brand/build/build_all.py. Only the offer concept and price-bearing print sides show it.

12. PHOTOGRAPHY

Real installation photos only. Every photo must show a real THE HANGMAN job. No stock photos of other installers, no AI-generated rooms, no composites. Brand color appears only in frames, captions, labels and panels around the photo, never painted into the scene. Before/after pairs share the same angle and crop. Get homeowner consent; remove house numbers, faces, family photos and personal documents from frame (by reshoot or crop, not by invention).

Reusable photo-edit prompt (use verbatim):

> Edit the provided photograph of a real residential TV installation for THE HANGMAN's website. Preserve the actual room, wall, television, mounting position, equipment, and installation details. Improve exposure, white balance, clarity, vertical

alignment, and overall photographic consistency without inventing, removing, or altering material installation details. Maintain natural residential lighting and realistic colors. Apply the approved THE HANGMAN navy, orange, yellow, and cream styling only to separate framing or graphic elements outside the photographic scene. The result should look clean, trustworthy, professional, and consistent with the brand's established photographic presentation. Do not add fabricated objects, people, outlets, mounts, cables, or work.

13. ASSET INVENTORY

Paths relative to brand/library/. BBoxes are (x0, y0, x1, y1) in source pixels. Status: approved (production ready), temp (agency-approved temporary art, replace later), pending (needs client approval).

File	Source file + bbox	Status	Usage
logos/wordmark-primary.svg	Bible P3, (322, 8, 760, 203) traced at 8x, 4 color layers	approved	Primary web logo on light grounds
logos/wordmark-primary-reverse.svg	Same as primary plus generated cream keyline	approved	Logo on navy, ink, sky, photos
logos/wordmark-noshield.svg	Derived from P3 trace, shield removed	approved	Compact slots, badge build
logos/wordmark-onecolor-ink.svg	Derived from P3 trace (ink + shield solid, cream knocked out)	approved	One-ink print, light grounds
logos/wordmark-onecolor-cream.svg	Same shapes in cream	approved	Knockout on dark
logos/badge-portrait.svg	Vector shield (after Bible P3 (30, 490, 320, 750) layout) + embedded WebP bust from comic P9 (150, 0, 790, 700) + noshield wordmark. 120 KB	temp	Standalone only: avatar, merch, yard sign, 404
logos/icon-htv.svg	Hand-authored after Bible P3 (625, 515, 810, 690)	approved	App icons, avatars 48px+
logos/icon-htv-simplified.svg	Hand-authored, no dots, stub antennas, bold H	approved	Favicon, under 48px
favicon/favicon.ico (16, 32, 48)	Rendered from icon-htv-simplified	approved	Browser favicon
favicon/favicon.svg	Copy of icon-htv-simplified	approved	Modern favicon
favicon/apple-touch-icon.png (180)	icon-htv on cream, 80 percent	approved	iOS
favicon/icon-192.png, icon-512.png	icon-htv on cream, 66 percent (maskable safe)	approved	PWA manifest
favicon/site.webmanifest	n/a	approved	PWA
mike/mike-arms-crossed.png/.webp (1570 x 1540)	Comic P9 11_27_59 AM-9.png (0, 0, 800, 774), 2x Lanczos	temp	Homepage hero, OG default
mike/mike-leveling-tv.png/.webp (2328 x 1448)	Comic P4 11_27_57 AM-4.png (0, 150, 1254, 890), 2x	temp	Services, PERFECT LEVEL
mike/mike-face.png/.webp (700 x 772)	Crooked TV (105, 262, 495, 665), 2x	temp	Meet Mike, FAQ
mike/mike-judging-level.png/.webp (2110 x 1950)	Crooked TV full figure (0, 280, 1054, 1254), 2x	temp	Problem/solution sections
mike/mike-pointing	No suitable source	not produced	Commission
mike/v2/cleaned-temp/mike-arms-crossed, mike-leveling-tv, mike-face, mike-judging-level (.png/.webp)	Same temp cutouts as above, defringed (white keyline halo and low-alpha junk removed, specks dropped, edge colors decontaminated); leveling TV bezel glyph badge painted out. WebP under 250 KB (leveling and judging WebP downsized to 1400 px)	temp, cleaned (drop-in replacement for the temp files; still fails canonical costume)	Same as the temp files they replace
mike/v2/approved/, scenes/, props-inked/	Shot list 1 to 8 and Art requests A1 to A13	not produced (browser extension not connected; see docs/audit/art-qa.md)	Pending generation run

File	Source file + bbox	Status	Usage
props/*.svg (12 files)	Hand-authored after Bible P5 (290, 1185, 1085, 1300), Board-2 (540, 310, 1450, 375), comic P1 (5, 1060, 1050, 1195)	approved	Service, process and feature icons
signs/sign-cane-bay.svg, sign-carnes-crossroads.svg, sign-nexton.svg	Hand-authored after Bible P1 (495, 630, 710, 1300); Bebas Neue outlined	pending (green)	Service-area sections
fx/burst-yellow.svg, burst-orange.svg	Hand-authored after comic P6 burst (680, 310, 1000, 820)	approved	Callout backgrounds
fx/halftone-tile.svg	Hand-authored	approved	Background pattern
fx/paper-texture.webp (512, 5 KB)	Generated noise, seamless	approved	Cream section texture
fx/speed-lines.svg	Hand-authored after Crooked TV sky (0, 0, 1254, 300)	approved	Hero/CTA backgrounds
fx/panel-border.svg	Hand-authored	approved	Comic panel frame
campaign/black-friday/bf-square-{1600,1200,800}.{webp,jpg}	01_Black_Friday_Feed_Square_1080x1080.png full frame; 1600 is a 1.48x Lanczos upscale	approved (campaign)	BF tile, card, sidebar
campaign/black-friday/bf-wide-{1600,1200,800}.{webp,jpg}	THE_HANGMAN_Black_Friday_Wide_REVISED_HiRes.png full frame (1733 x 907)	approved (campaign)	BF banner slot
campaign/black-friday/og-black-friday-1200x630.jpg	Wide HiRes scaled to 630 high, center crop 1200	approved (campaign)	BF share image
social/og-default-1200x630.jpg	Composite: mike-arms-crossed + wordmark-primary-reverse + Bebas text	temp (Mike art)	Default share image
previews/contact-sheet.png	All of the above	n/a	Human review
logos/png/.png, logos/pdf/.pdf	Every logo SVG rendered by rsvg-convert: transparent PNG (2400 px wide wordmarks, 1024 icon, 512 simplified icon, 1200 badge) and vector PDF	same as source SVG	Downloads, Office docs, vendors
palette/colors.txt, hangman.ase, hangman.gpl	tokens.json palette (6 locked colors). CMYK in colors.txt is an uncalibrated reference	approved	Designers, vendors
type/fonts.txt	Font names, uses and Google Fonts links (OFL)	approved	Designers, partners
print/<product>/hangman-<product>-<side>.pdf	build/hm/printpieces.py. One PDF per side at GotPrint's exact file size (trim + GotPrint bleed per edge), DeviceCMYK via Ghostscript, all type outlined (no fonts), logos/props vector, Mike raster resampled to 350 dpi (300 dpi on yard sign and car magnet), Trim/Bleed boxes set. Products: business-card, door-hanger, postcard-4x6, postcard-6x9, flyer-8.5x11, rack-card-4x9, yard-sign, car-magnet, sticker-3in-circle (GotPrint roll label)	temp (Mike art)	Upload to GotPrint (steps in manifest.json)
print/<product>/*-proof.png	Same art plus trim (cyan), safe (dashed magenta) and die lines (door hanger hole and keep-out)	n/a	Checking only. Never upload
previews/print/*.png	Clean previews of every print side	n/a	Website hub thumbnails

File	Source file + bbox	Status	Usage
social/renders/hangman-<concept>-<format>-WxH.{jpg,png}	build/hm/social.py. 7 concepts (wall-hero, crooked-tv, find-studs, pick-show, drywall-called, perfect-level, offer-229) x 5 formats (square 1080, portrait 1080x1350, story 1080x1920 with UI safe area 250 top / 340 bottom, gbp 1200x900, link 1200x630). JPG quality 88 + PNG	temp (Mike art)	Instagram, Facebook, LinkedIn, Google Business Profile
social/renders/hangman-facebook-cover-1640x624, hangman-x-header-1500x500, hangman-avatar-1080x1080	Same system. Avatar is the H/TV icon only	temp (Mike art); avatar approved	Profile covers and avatar
docs/hangman-styleguide.pdf	This file exported with reportlab (build/hm/docs.py)	n/a	Download
docs/hangman-merch-rules.pdf/.png	One-page partner merch rules (build/hm/docs.py)	approved	Partner kit
packs/hangman-brand-pack.zip	Logos (SVG/PNG/PDF), favicons, palette, fonts (OFL TTF + licenses), Mike, props, signs, fx, social JPGs, BF campaign JPGs, print PDFs + proofs, style guide PDF/MD, tokens, merch rules	n/a	Full download
packs/hangman-partner-kit.zip	Logos, palette, fonts info + licenses, 3 Mike poses (arms-crossed, leveling-tv, face), merch-rules.pdf	n/a	Brand partner page
manifest.json	Every downloadable asset: id, title, category, files (path, format, bytes, dimensions), GotPrint block with plain-language steps for print, partner flag	n/a	Our Stuff hub data
previews/print-sheet.png, previews/social-sheet.png	Contact sheets of all print sides and social renders	n/a	Human review

Not used: BF poster and MP4 (contain the registered-trademark symbol), BF portrait (same art as square plus extra footer), Board-3 (misspelled brand name), any asset carrying the registered-trademark symbol.

14. OPEN ITEMS FOR A HUMAN ILLUSTRATOR / CLIENT

1. Vector redraw of Mike (model sheet plus hero, leveling, face, pointing poses) in the canonical suit with the standard emblem. Replaces every file in mike/ and the badge bust.
2. Approve suit charcoal #292D3A and sign green #056847 (or switch signs to navy).
3. Text-free Black Friday plates at 2400px+ for a live-HTML hero.
4. Confirm unverified claims listed in section 10.

15. CHANGELOG (LIBRARY VS ORIGINALS)

1.1.0 (2026-11-06)

- Collateral build system: brand/build/build_all.py regenerates logos exports, palette files, print PDFs and proofs, social renders, docs PDFs, contact sheets, packs and library/manifest.json in one command. Mike art is resolved per pose: build/art_map.json override, then mike/v2/approved/*<pose>*.png, then mike/v2/cleaned-temp/, then mike/. Approved v2 art lands with a rebuild, no code change.
- GotPrint sizes, not 1/8 in bleed: research (docs/research/gotprint.md) found GotPrint's bleed is the total added per dimension, so files are built at their exact sizes (card 3.6 x 2.1, door hanger 3.625 x 8.625, flyer 8.625 x 11.125, yard sign 24.125 x 18.125 and so on). Text stays 0.125 in inside trim (0.5 in on signs and magnets). Door hanger hole, keep-out and slit come from GotPrint's template (measured, not published).

- Type outlined everywhere: Bangers, Bebas Neue and Inter (OFL, from google/fonts; Inter instanced to static 400/600/700/800) are shaped with HarfBuzz and converted to paths, so no PDF carries a live font.
- One Mike per composition held: every print side and render with Mike art uses the faceless wordmark. The portrait badge is not used in any generated piece (yard sign uses Mike art + wordmark instead, because the badge bust is too low-resolution for 24 in).
- Copy: approved headlines only. No licensed or insured claims. QR codes (error correction H, scan-tested with zbar) go to /book/ with utm_source=print and utm_medium=<product>.
- Not EDDM: 4 x 6 and 6 x 9 postcards are not EDDM eligible at GotPrint; backs have a stamp and address panel for handouts or stamped mail.

1.0.1 (2026-11-06)

- Illustration v2 run blocked: Claude in Chrome extension was not connected, so no ChatGPT or Grok images were generated and nothing reached approved status. Shot list and Art requests remain open. Log: docs/audit/art-qa.md.
- Temp Mike cutouts cleaned: new copies in mike/v2/cleaned-temp/ remove the white keyline halo visible on navy and the gibberish glyph badge on the leveling TV bezel. Originals in mike/ untouched. Status stays temp (tee and harness costume drift unchanged).
- AI art policy (section 6): replaced the blanket "never generate Mike with AI" rule with the gated v2 pipeline per the agency design spec.

1.0.0 (2026-11-06)

- Wordmark: traced from Bible P3 large wordmark (the only clean, symbol-free instance). Upscaled 8x, color-classified into ink, cream, orange, yellow; halftone, paper grain and anti-alias fringes removed; edges smoothed (potrace -a 1.3 -O 0.8).
- Palette normalized: art oranges (#EC5709 to #FB5704) set to #F04E23; letter cream (#F5F2E9 to #F7F2D8) set to #F4E9D6; neutral black ink (#070B0C) set to #101923; banner yellow (#F4D904) set to #FFC72C.
- Wordmark simplified: the thin cream ring inside the shield border was dropped; the shield tip, clipped by the page panel line in P3, was reconstructed by extending the V edges.
- Primary vs reverse: primary omits the outer white keyline from P3 (invisible on cream, dirty on white); reverse adds a uniform generated cream keyline.
- New variants not in the sources: wordmark without shield; one-color versions rebuilt from the same trace (the bible's one-color mark contained a face).
- Registered-trademark symbol removed: no library asset contains it. Sources carrying it (Bible P1, P4 to P7, comic pages, BF poster and MP4) were not cropped. Comic P9 wordmark (with the symbol) is excluded from the Mike crop.
- Tagline: "HANGS TVs." with period everywhere (Board-2 omits the period).
- Badge: demoted from "primary" (Board-2, comic P1/P2) to standalone-only. Rebuilt as vector shield with the P9 hero bust instead of the bible badge face (which reads as a different man).
- H/TV icon: redrawn geometrically from P3. H set to orange with ink outline on a navy screen (Board-2 used a white H, Board-3 a yellow H). Simplified favicon cut removes the dots and shortens the antennas.
- Emblem standardized: TV outline with antenna notch, per Board-2 hero. Temp Mike art keeps the source emblem (TV shape in P9 and Crooked TV, partly hidden in P4).
- Mike cutouts: backgrounds removed (ISNet segmentation refined with GrabCut and manual masks), 2x Lanczos upscale with light unsharp mask. Costume drift (tee and harness instead of suit) left as is; marked temp.
- Props: hand-authored as one SVG family instead of traced (source icons are 80 to 150px raster with halftone and would trace as blobs). Drill uses yellow with navy, not yellow with black, to avoid a real tool brand look. TV screen landscape is generic, no bezel brand mark.
- Signs: rebuilt as vectors with Bebas Neue lettering; colors set to sign green (pending), cream, ink.

- Black Friday: copy, disclaimer and tagline untouched (agency approved). Only resized and recompressed. Square 1600w is a 1.48x upscale (source is 1080).
- Misspellings excluded: Board-3 "THEE HANGMAN", Bible P5 "HANGMAI" were never used.