



ENOUGH / ENOUGH TOOLS / ENOUGHUI

Room for what matters.

An identity built for useful tools,
quiet confidence, and room to work.

One idea. Three expressions.

Enough makes room for what matters. We remove friction, make choices legible, and give people useful tools they can make their own.

A single visual language connects the parent brand, the cloud platform, and the interface system. Each has a clear role.

THE PARENT BRAND

Enough

The name, point of view, and promise behind the family.

THE CLOUD PLATFORM

Enough Tools

A modular workspace deployed in your organization's Cloudflare account.

THE INTERFACE SYSTEM

EnoughUI

The shared components and visual grammar that make the experience feel coherent.

Useful by design

Start with the thing someone needs to do. Give it a clear place.

Calm by default

Create hierarchy with type, rules, and space. Keep emphasis scarce.

Owned by you

Give the platform a practical, credible sense of control and choice.

A small mark. A clear name.

The e. tile is the anchor. A square gives it a useful, unmistakable silhouette. A period brings a quiet sense of completion.

e. enough

e. enough tools

e. enoughUI



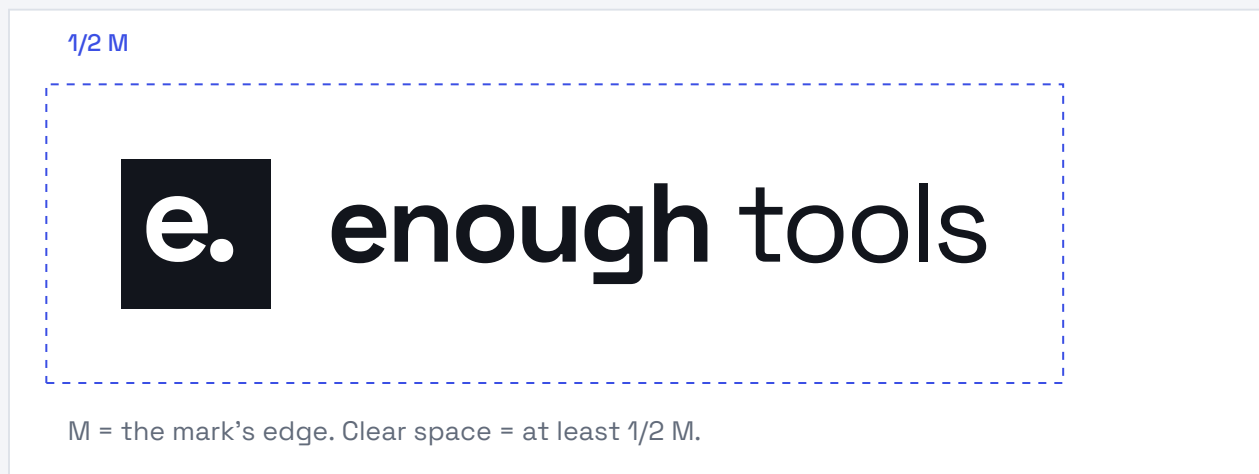
e. enough tools

Same mark. Shared type.
A family that feels like itself.

DEFAULT: INK ON PAPER. REVERSE: WHITE ON INK.

Give the name room.

Keep the mark, lettering, and their spacing together. Place the supplied artwork at its original proportions.



MINIMUM SIZES

Mark

Digital 24 px / Print 8 mm

Use the browser favicon export at 16 px.

Full logo

Digital mark height 32 px

Print mark height 10 mm

APPROVED

Ink on light surfaces. White on ink. White on blue. Blue wordmark on light backgrounds.

PLACEMENT

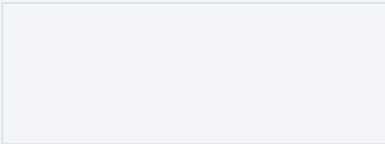
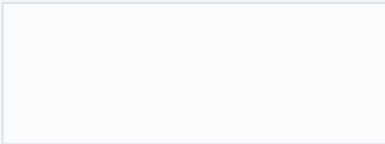
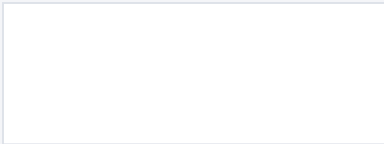
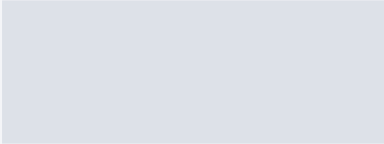
Left align in headers. Use the mark alone when the name is already clear from context.

AVOID

Stretching, rotations, gradients, shadows, outlines, rebuilt lettering, and cramped crops.

Ink, paper, and a little blue.

Neutral surfaces do the work. Blue guides action, focus, and selection. Use it deliberately; avoid large areas of decoration in working interfaces.

				
Ink #12151c	Paper #f4f5f8	Card #fafbfc	Surface #ffffff	Blue #3b4fe4
				
Soft blue #eef0fb	On ink #7d89f0	Muted #626b7a	Hairline #dde1e8	

VERIFIED TEXT PAIRINGS

Aa Ink / paper 16.75:1 / AA normal text	Aa Muted / paper 4.93:1 / AA normal text	Aa Blue / paper 5.62:1 / AA normal text
Aa White / blue 6.13:1 / AA normal text	Aa On ink / ink 5.83:1 / AA normal text	Aa Hairline / white 1.31:1 / decorative only

Warm in thought. Clear in use.

SPACE GROTESK / 400, 500, 650

The right amount of everything.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789 / : ; , . ! ? @ # & +

LIBRE CASLON TEXT / REGULAR 400

Useful things, beautifully simple.

Use the serif for editorial headlines and occasional statements. Set interface labels, body copy, numbers, and code in the proportional sans.

Keep weights purposeful: 400 for reading, 500 for emphasis, 650 for the wordmark and strong labels. Avoid synthetic bold or italics.

SUGGESTED DIGITAL SCALE

Display

64-80 / 1.05

Editorial H1

40-56 / 1.10

Section H2

28-36 / 1.20

Body

16 / 1.50

Utility

12-14 / 1.40

Sizes are pixels; second value is line height. Keep body copy at a comfortable reading measure of 45-75 characters.

Structure brings calm.

Borrow the discipline of EnoughUI: square corners, fine rules, left-aligned content, generous breathing room, and a small amount of precise emphasis.

A QUIET HIERARCHY

Space to see the work.

01

Clear type

02

Fine rules

03

Useful space

GEOMETRY

Use a square as the basic unit. Keep corners at 0. Let one-pixel rules divide information. Skip ornament that competes with content.

SPACE

Use a 4 px base and an 8 px rhythm. Useful steps: 4, 8, 16, 24, 32, 48, 64. Keep related things closer together.

SUGGESTED MOTION

120-180 ms for simple feedback. 180-240 ms for panels. Prefer fades and small shifts; avoid bounce. Honor reduced-motion settings.

Say the useful thing.

Write with quiet confidence. Be direct, concrete, and human. Explain what someone can do, then help them do it.

01

Plain

Use familiar words and active verbs.
Name the thing and the next action.

02

Measured

Make specific claims. Avoid hype, absolutes, and promises the product cannot keep.

03

Respectful

Give people choices. Make limitations clear when they affect a decision.

ENOUGH

Room for what matters.

Parent brand line. Use for the broader promise, independent of any one product.

ENOUGH TOOLS

Your tools. Your cloud.

Platform line. Pair with a factual explanation: a modular workspace in your organization's Cloudflare account.

PLATFORM HEADLINE

A workspace on your terms.

Actions: Upload files, New folder, Open file, View form. Use sentence case.

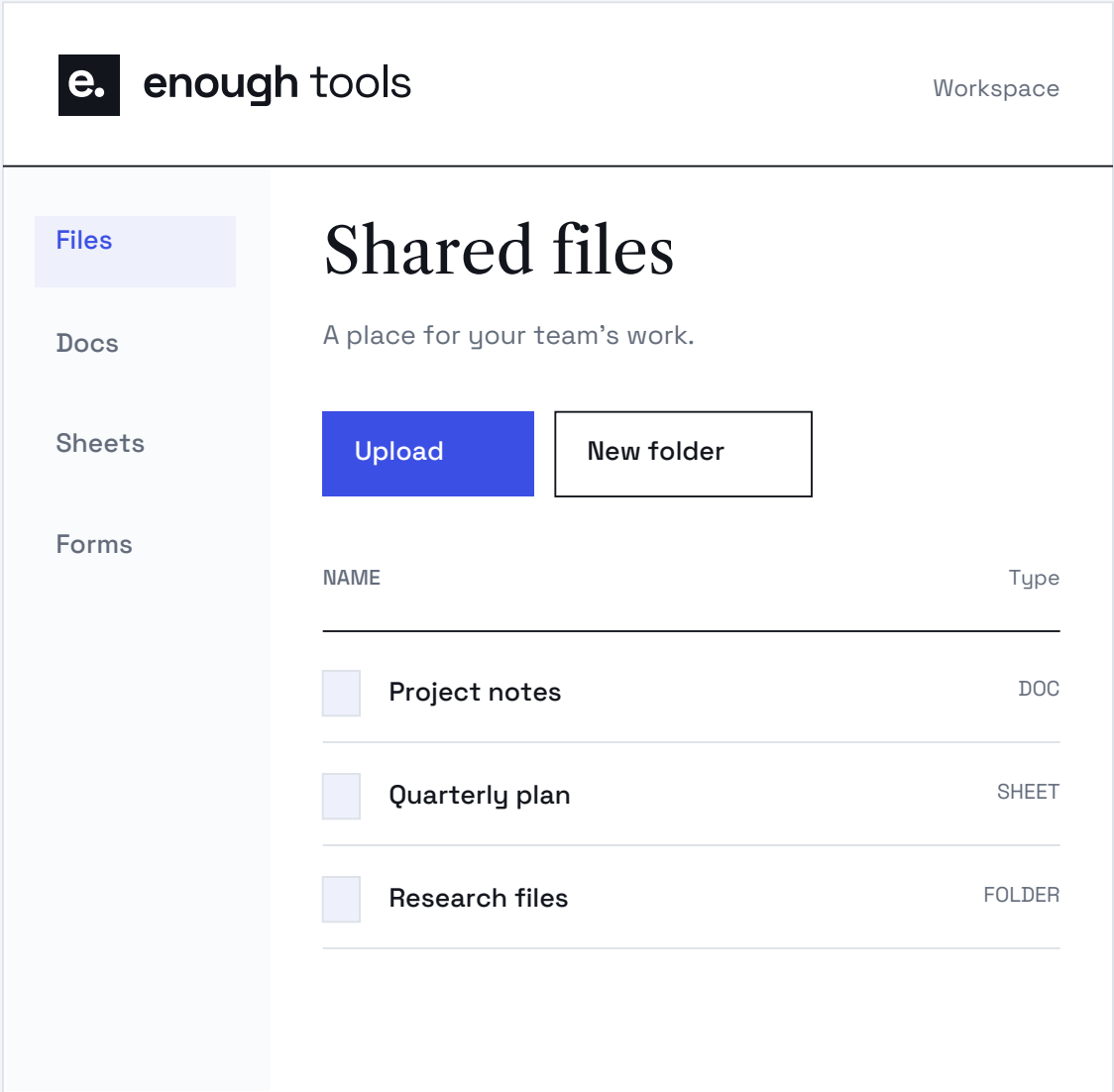
A workspace on your terms.

Enough Tools is a modular cloud workspace for shared files and optional tools, deployed in your organization’s Cloudflare account.

Explore the tools

Your tools. Your cloud.

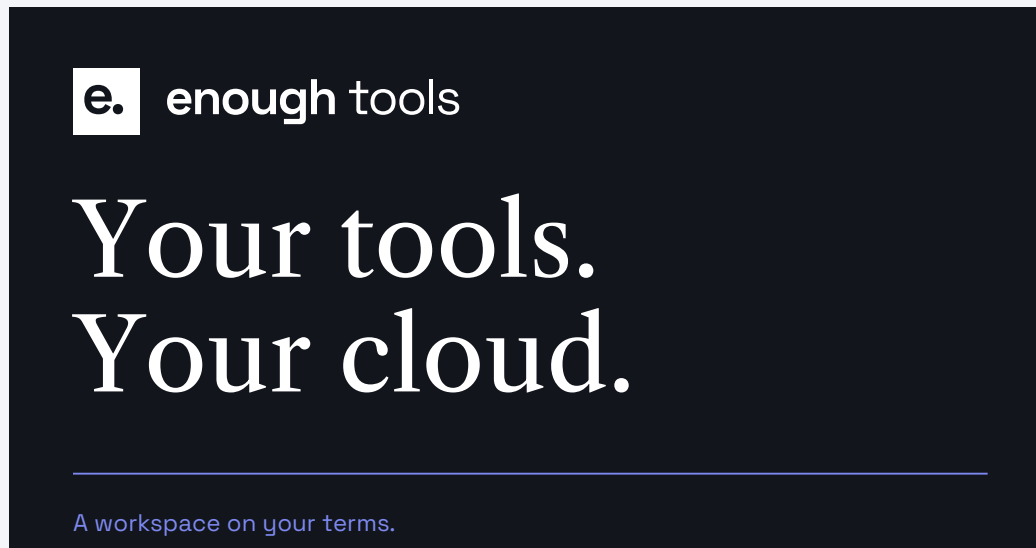
Brand the experience with structure and plain labels. Keep technical setup detail where it supports a real choice.



ILLUSTRATIVE MOCKUP / NOT A PRODUCT SCREENSHOT

The same idea, in different rooms.

Carry the system across formats. Let the core statement lead, and keep the logo secondary to the message.



SOCIAL CARD / 1200 X 630

Crop to the destination format. Keep text inside a generous safe area and use vector logos at export.



PRESENTATION TITLE / 16:9

Use the serif for opening ideas, sans for supporting evidence. Keep one main point on each slide.

Ready for everyday use.

A brand system works when the details hold up in real interfaces, small exports, and ordinary office documents.

DIGITAL

Use SVG logos. Keep screenshots and raster art at 2x their displayed size. Retain the original aspect ratio.

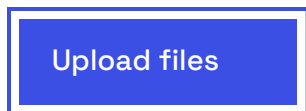
PRINT

Use vector artwork. Convert color for the printer's profile and proof the blue. Keep small labels legible.

ACCESS

Check every foreground/background pair. Provide visible focus. Do not rely on blue alone to communicate status.

Clear actions, visible focus.



Focus ring: blue on light

Readable on dark surfaces.

View all files

On ink: 5.83:1 contrast

For functional interface lines, use enough contrast to make the control perceivable. Hairline is a quiet divider, never a text color.

Built from EnoughUI. Ready to make your own.

FOR CONTRIBUTORS, MAINTAINERS & WRITERS

Use this pack for interfaces, documentation, release notes, and community materials. The shared system helps Enough feel like Enough.

CODE & ARTWORK / MIT

Code and artwork in this pack use the MIT license. Include the supplied LICENSE and copyright notices when you redistribute the pack.

FONTS / SIL OPEN FONT LICENSE 1.1

Font files use SIL OFL 1.1. Include each font's license and copyright notices when redistributing font files. See `fonts/*-OFL.txt` in the pack.

PUBLIC RESOURCES

Brand portal & downloads

<https://brand.enoughtools.com>

EnoughUI source & contributions

<https://github.com/enoughtools/enough-ui>

Design sources in the EnoughUI repository

`src/styles/styles.css`

`.storybook/catalog/Catalog.tsx`

FONT SOURCES & CREDITS

Space Grotesk / Florian Karsten

<https://fonts.google.com/specimen/Space+Grotesk>

Libre Caslon Text / Libre Caslon project authors

<https://fonts.google.com/specimen/Libre+Caslon+Text>

Product scope: 3 October 2026.

Docs editing, formulas, per-file permissions, and live collaboration remain future work.