

BEFORE / AFTER · THE WORK

A brand becomes *institutional* when its details align.

Documenting the brand consolidation work. What drift existed across the body of fifteen-plus institutional artefacts, what was consolidated into the master system, and why each choice was made. The showcase is itself an artefact of the system it documents.

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*Discipline is not a one-time act.
It is the *refusal to accept drift*
across every artefact, every release, every detail.*

THE DRIFT

Three places where the brand was *quietly fracturing*.

A brand that is not actively maintained drifts. The Miziba body of work accumulated three drift patterns over the build period — not catastrophic individually, but compounding into perceptible inconsistency at the point a Fortune 500 reader would notice.

i DRIFT 01 · TYPOGRAPHY

Two different *typographic personalities*.

The website used Fraunces (a contemporary display serif) paired with DM Sans (a geometric sans). The PDF artefacts used Georgia (a 1993 transitional serif) paired with Calibri (Microsoft Office's default since 2007). Two different brand personalities, depending on the reader's entry point.

Resolved · Source Serif 4 + Inter, locked across all media

ii DRIFT 02 · HEX VALUES

The gold-deep value drifted across *two contexts*.

The website declared --gold-deep: #8C6B1D (a darker, browner bronze). The PDF artefacts declared --gold-deep: #A88B3A (a warmer mid-gold). Side-by-side this difference is visible. A reader who downloaded a PDF from the website would see one gold on screen and another on paper.

Resolved · #A88B3A locked as canonical across web and print

iii DRIFT 03 · NO MASTER SOURCE

Each artefact built from the *previous artefact*.

New documents copied CSS from whichever document was most recent. Innovations propagated forward but corrections to old artefacts did not propagate backward. Older PDFs retained slightly different values than newer ones. Without a single source of truth, drift accumulated invisibly.

Resolved · Master CSS + Brand System Manual as canonical

BEFORE / AFTER · SERIF

Display serif. *Side by side.*

The previous PDF documents used Georgia for display moments. Source Serif 4 brings a transitional refinement and a variable-axis optical size that adapts at every scale. The same headline, set in both typefaces.

BEFORE · GEORGIA

Senior secured.
First in the waterfall.

Georgia · Microsoft 1993
System font · No optical size
Static weight only

AFTER · SOURCE SERIF 4

Senior secured.
First in the waterfall.

Source Serif 4 · Adobe 2022
Variable font · opsz 8–60
Weights 300–700 · Italic axis

DECISION RATIONALE

Why Source Serif 4 won the *typographic specification*.

Source Serif 4 is a free Adobe variable font with optical-size adjustment from 8pt (text cut) to 60pt (display cut), allowing a single typeface to work across the entire scale — from 6.8pt footer meta to 72pt hero displays. It is available via Google Fonts, so deployment to web and print requires no licence fees, no foundry contracts, and no operational complexity. Strategically, it positions Miziba alongside Stripe, Notion, The Atlantic, and Bloomberg View — modern serious editorial brands — rather than alongside legacy banking (Times) or fashion-luxury (Fraunces).

BEFORE / AFTER · BODY

The body sans, *at reading size.*

The previous PDF documents used Calibri for body and labels. Inter delivers superior small-size legibility, modern open apertures, and the design language of contemporary institutional brands — Stripe, Linear, Vercel, Notion. The same paragraph in both typefaces.

BEFORE · CALIBRI

Independent trader contributes 35% of trade value into Escrow B. Absorbs first loss in any shortfall scenario. Subordinated to all senior tiers in the settlement waterfall.

DEFAULT RECORD · ZERO

Calibri · Microsoft 2007
Default Office font · Strong "Office" association

AFTER · INTER

Independent trader contributes 35% of trade value into Escrow B. Absorbs first loss in any shortfall scenario. Subordinated to all senior tiers in the settlement waterfall.

DEFAULT RECORD · ZERO

Inter · Rasmus Andersson 2017
Variable font · Designed for screen at small sizes

DECISION RATIONALE

Why Inter is the right pairing for *Source Serif 4.*

Inter is Rasmus Andersson's open-source sans, designed specifically for screen readability at small sizes (down to 9px) and carrying that legibility cleanly into print. It is the body face of choice for Stripe, Notion, GitHub, Mozilla, and many serious institutional brands. The design discipline of Inter mirrors the design discipline of Source Serif 4 — both modern, both restrained, both built for serious institutional use. The pairing reads as a single coherent system rather than two unrelated typefaces.

FIVE DELIVERABLES

What was *actually built*.

The brand consolidation produced five concrete deliverables. Each is independently useful and collectively forms the institutional brand infrastructure that Miziba operates on going forward.

1 Master CSS — *miziba.css*.

The single source of truth for design tokens. Colour variables, typography variables, spacing scale, component classes. Both web and print derive from this file. When the brand updates, both update together. No more drift.

2 Brand System Manual — *29 pages*.

The canonical specification document. Voice principles, forbidden vocabulary, colour palette, typography system, spacing scale, components, application examples. Built in the system it documents. Distributed via the website's documents library.

3 Three flier v2.0 releases — *migrated typography*.

Bank Capital Partner Flier v2, DFI Guarantee Partner Flier v2, DFI Impact Flier v2. Each refactored to Source Serif 4 + Inter. Hex values reconciled. Forensic fixes preserved. Visual register maintained — only the underlying typography upgraded.

4 Website v2.0 — *typographic migration*.

The miziba.com codebase migrated to Source Serif 4 + Inter. Gold-deep hex reconciled. New /documents page added for institutional reference downloads. /press page expanded with brand assets section. Site version bumped to v2.0.

5 This showcase document — *itself an artefact*.

The before/after consolidation brief. Documents what drift existed, what was unified, and why each decision was made. Built using the new master CSS, in the new typography, demonstrating that the system is operational. Recursive proof of discipline.

FROM HERE

The system is *operational*. Drift correction is now a discipline.

Every future Miziba artefact derives from the master CSS and the Brand System Manual. Drift will be corrected back to the canonical values. Versioning is explicit. Brand integrity becomes a property of the system, not a property of any individual document.

. . .

*A Fortune 500 brand is not an aspiration.
It is the *operational refusal* to accept
compromise on detail, across every artefact.*
