

Every entry accounted for.

The identity of ThumaBooks, a Thuma brand. Version 1.0, approved by the founder on 7 October 2026.

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ABOUT THIS SECTION

ThumaBooks is the one Thuma brand with a symbol of its own

Thuma is a branded house: one master brand, and every service under it carries the Thuma tile. ThumaBooks, the AI bookkeeping platform, competes in a different arena, beside Zoho Books, QuickBooks, Xero and Sage. On 7 October 2026 the founder gave it a symbol of its own, in plum, built from the root of the brand.

What this section governs

COVERS	STAYS WITH THE MASTER MANUAL
The ThumaBooks symbol, wordmark and lockups; colourways; the app icon and favicon; its use of the plum palette; its pattern; its motion; misuse	The name rules (a closed compound, never re-cased), voice and claims, en-GB spelling, legal and entity lines, the freeze rule, accessibility floors

Decisions behind it

7 October 2026	ThumaBooks' own identity, approved by the founder. `decisions/2026-10-07-thumabooks-own-identity.md`
4 October 2026	The ThumaBooks product palette: plum on cool slate, Manrope headings. `decisions/2026-10-04-thumabooks-product-palette.md`
5 October 2026	The tagline, "Every entry accounted for." `decisions/2026-10-05-rules-may-post.md`
1 October 2026	The realignment. FD-11 (the master glyph in every tile) no longer applies to ThumaBooks; it stands for every other brand.

Before it is used

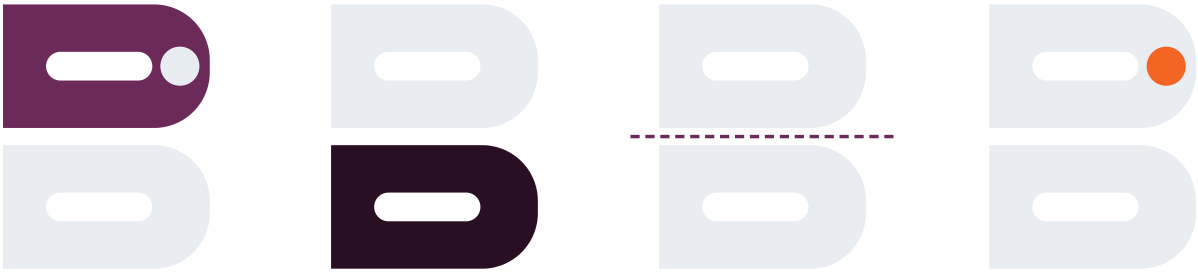
Anything carrying the THUMA name is used publicly only after the trademark knockout clears (FD-14). The symbol is searched as a device mark at the same time. Nothing is swapped while an app is in store review, and bundle IDs never change.

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A book that balances itself

The symbol is a capital B made of two equal halves. A normal B has a larger lower bowl; this one does not, because the books balance. Every debit has its credit, and the line between them is the balance.



Debit

The top half: what came in.

Credit

The bottom half, equal: what it balances.

The balance

The line between them, level.

The entry

One orange point after the top row: the next entry, written by AI.

What it says

B for Books, at any size. Double entry, without a word. A ledger row through each half. And one orange point after the top row: the entry ThumaBooks' AI is writing, and the one trace of Thuma Orange, the root it grows from.

Why it competes

The category leads with lowercase letters in circles, in green and blue. ThumaBooks answers with a solid geometric capital in plum, with one warm point. It is built from two blocks and two rows, so it survives a 16-pixel browser tab, a thermal receipt and an embossed card.

02 · GROUNDED IN THE ROOT

Its own symbol, drawn with Thuma's tools

ThumaBooks has its own direction, but every measure in the symbol comes from the master brand. Put side by side with the Thuma tile, the family is plain.



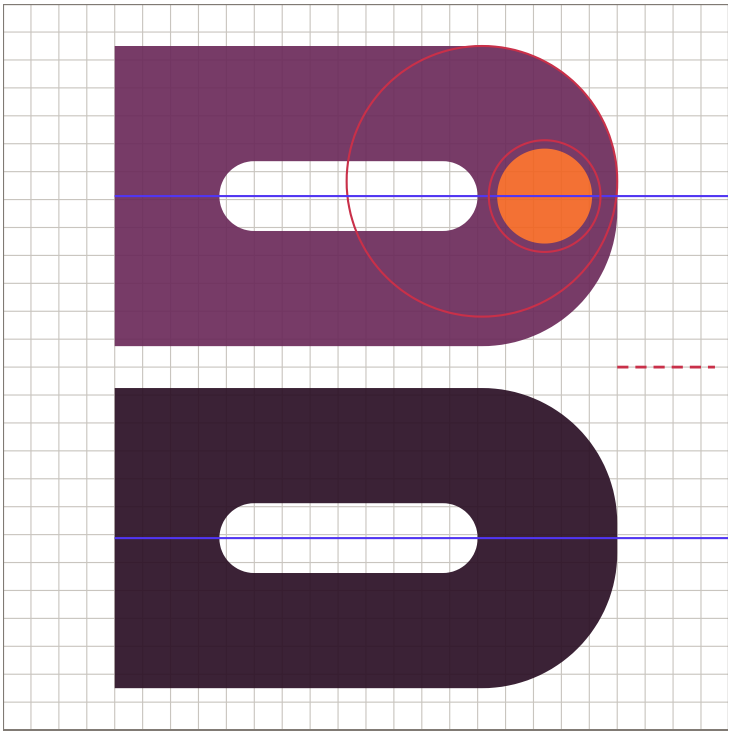
Thuma, the master tile



ThumaBooks, the Balanced B

PART	TAKEN FROM THE MASTER BRAND
Grid	The 52-unit grid of the Thuma tile (A4 Exhibit L1)
Corners	The tile's own curve, 14/52 of the side, on each half's width (9.69 units)
The orange	Thuma Orange #F26522 (FD-13), as the entry point only
Wordmark grammar	"Thuma" in the deep colour, the service word in the brand colour, as every Thuma lockup
The pattern	ThumaBooks keeps its assigned A4 master, P3 Mark language, in plum (section 09)

Every measure, on the 52-unit grid



Red: the tile's curve, the balance line, the point's clearance. Indigo: the wordmark's cap height, from one row's centre line to the other's.

Halves	Two, 36 × 21.5, identical; square on the stem side, the tile's curve on the right
Balance line	3 units, level
Corner	9.69 = 14/52 of the half's width
Ledger row	18.5 × 5, round-ended, 7.5 in from the stem, centred in its half
Entry point	Radius 3.4, 1.4 after the top row's end, on its centre line; it touches only its own half
Margin	The symbol sits centred on the grid: 8 left, 3 top and bottom

The wordmark

"ThumaBooks" in Manrope ExtraBold (OFL), ThumaBooks' heading face, outlined once with its own kerning and tracked −16/2000. It is never typed: always place the outlined file. Its cap height runs from the top ledger row's centre line to the bottom row's, so the name is written on the rows.



Two lockups, and the symbol alone



Horizontal: the default, wherever there is width



Stacked: square spaces, covers, merchandise



Symbol: under 96 px wide, app chrome, avatars

Clear space

10.75 units on every side, half of one half. Nothing enters it: no text, edge, pattern or other mark.



Minimum sizes

FORM	SCREEN	PRINT
Symbol	16 px	5 mm
Horizontal lockup	96 px wide	24 mm wide
Stacked lockup	64 px wide	16 mm wide

Below a lockup's minimum, the symbol stands alone.

05 · COLOURWAYS

Six colourways, one drawing



Primary · White, slate-50, Paper



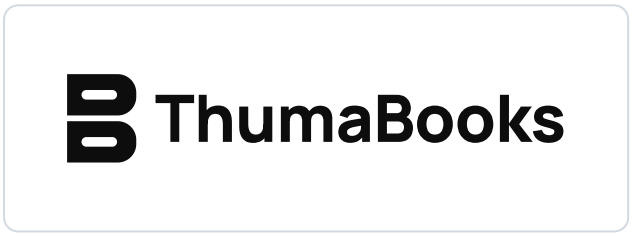
Dark · slate-950, plum-950



Plum · Books Plum fields



Mono · One colour, plum



Black · Print, fax, thermal, emboss



White · Over images, one colour reversed

COLOURWAY	TOP HALF	BOTTOM HALF	POINT	THUMA / BOOKS
Primary	#6B2A5A	#2A0F24	#F26522	#2A0F24 / #6B2A5A
Dark	#FFFFFF	#D97BB8	#F26522	#F7F6F5 / #D97BB8
Plum	#FFFFFF	#D97BB8	#F26522	#FFFFFF / #E5C3DA
Mono	#6B2A5A	#6B2A5A	#6B2A5A	#6B2A5A / #6B2A5A
Black	#0D0D0D	#0D0D0D	#0D0D0D	#0D0D0D / #0D0D0D
White	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF / #FFFFFF

The point touches only its own half, never the ground, so it reaches 3:1 wherever the symbol goes. Every pair is held by `build.py --check`: 3:1 for each part of the symbol, 4.5:1 for "Thuma", 3:1 for "Books".

Plum leads; one orange point remembers the root

ThumaBooks' colours are the product's own (decided 4 October 2026), read from `design/tokens/thumabooks.tokens.json`, never typed by hand. In the product, money in is jade, money out is coral, and charts and AI highlights are Electric Indigo; none of them ever colours the logo.

Books Plum
`#6B2A5A · 107 42 90`
The brand; every action in the product

plum-950
`#2A0F24 · 42 15 36`
The deep half; dark grounds; 'Thuma' in the wordmark

plum-800
`#5A2049 · 90 32 73`
The app icon's field, deepening

plum-300
`#D97BB8 · 217 123 184`
The brand on dark

plum-100
`#E5C3DA · 229 195 218`
'Books' on a plum field

plum-50
`#F4E7F0 · 244 231 240`
Light tints

Thuma Orange
`#F26522 · 242 101 34`
The entry point and the pattern's thread, nothing else

slate-950
`#090D12 · 9 13 18`
Dark ground

slate-50
`#F5F7F9 · 245 247 249`
Light ground

07 · TYPOGRAPHY

Manrope speaks, Inter explains

Wordmark	Manrope ExtraBold, outlined. Never typed.
Headings and large figures	Manrope Bold and ExtraBold (OFL), self-hosted
Body and interface	Inter, as across Thuma; the twelve Noto script fallbacks for other writing systems
Figures in tables, codes	JetBrains Mono

Every entry accounted for.

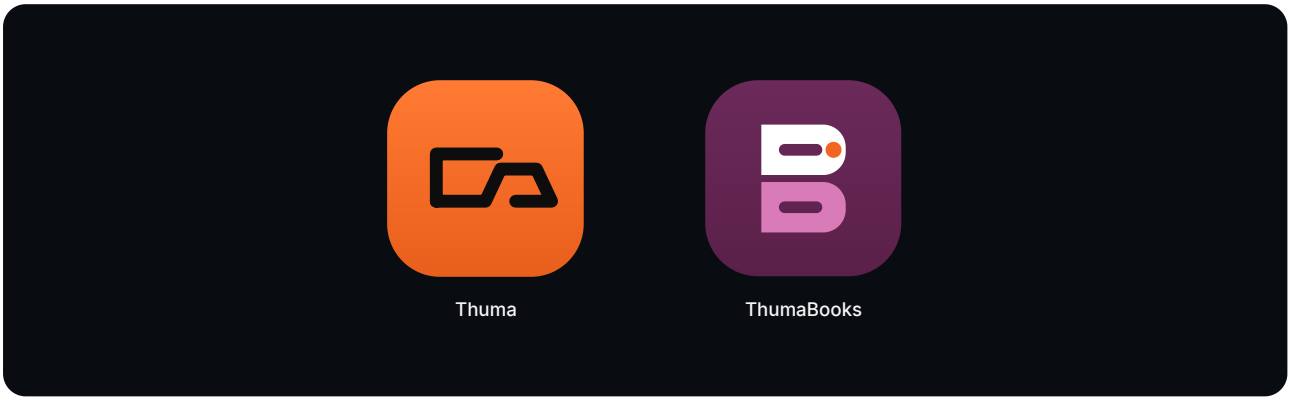
US$ 12,480.20 in the bank

ThumaBooks AI posted 14 bank lines by your rules. Each one is named on the entry, with the rule or the person who posted it. Tap any line to see it before you close the month.

`INV-2026-0412 · 6 Oct 2026 · US$ 33.00`

Its own icon, beside the Thuma app

A Books Plum field deepening to plum-800, with the symbol in white and plum-300 and the orange point. Next to the Thuma app's orange tile, nobody mistakes one for the other.



Android adaptive layers



Background layer

Foreground, inside the 66 dp circle

Monochrome, for themed icons

Favicon

The symbol on a plum tile with the Thuma tile's 14/52 corner, so it reads in light and dark browser tabs alike.



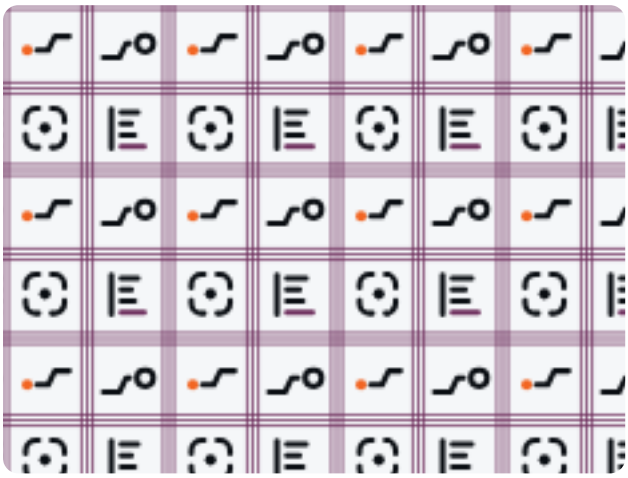
16 px 24 px 32 px 48 px 64 px

iOS and store masters: 1024 px from `icons/app-icon.svg`. The OS applies its own mask; never pre-round the store icon.

09 · PATTERN

P3 Mark language, in plum

Thuma has seven pattern masters, each assigned to brands and recoloured for them. ThumaBooks' master is P3: a small vocabulary of Thuma's own ideograms in a ruled grid. Its Anatomy figure, a price laid out in parts with the total last, is a ledger line.



03-books.svg · light grounds, print, the press kit



03-books-dark.svg · thumabooks.com and store artwork



In use: the lockup always on a solid field over the pattern

Rules

One master per brand; the orange thread stays orange; patterns belong to moments and materials (packaging, covers, store artwork, empty states), never to transactions, documents, text or another brand's mark; no pattern draws the symbol. Patterns stay drafts until the paid cultural review and the founder's DEC-A4-07.

10 · MOTION

The entry is written, the books settle

The ledger row draws itself, the point arrives at its end, and the two halves settle level. Under a second; it extends the ThumaBooks splash, a balance sheet that draws itself.



0 ms | 250 ms | 500 ms | 700 ms, at rest

Duration	700 ms in all; the row 0–500 ms, the point at 500 ms, the settle to 700 ms
Easing	The product's settle curve (`BooksTokens.durationSettle`)
Reduced motion	The last frame only, at once
Where	App launch, sign-in, a month closed. Never on a loop, never behind a figure someone is reading

Where it lives first

ThumaBooks

Good morning, Tendai

Every entry accounted for. 3 waiting for you.

Cash	Owed to you	VAT due 25 Oct
US$ 12,480.20	US$ 3,215.00	US$ 1,104.75

ThumaBooks AI posted 14 bank lines by your rules
Each one named on the entry. Tap to review.

ThumaBooks

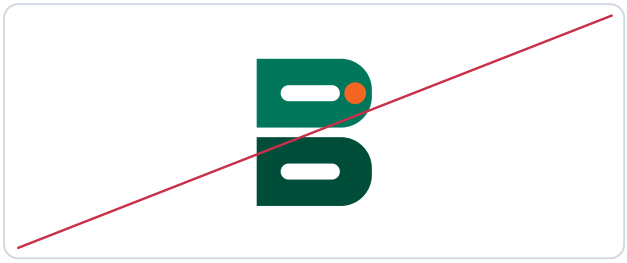
TAX INVOICE
INV-2026-0412 · 6 Oct 2026

Bookkeeping, October	US$ 29.00
Fiscal device, one more	US$ 4.00
Total	US$ 33.00

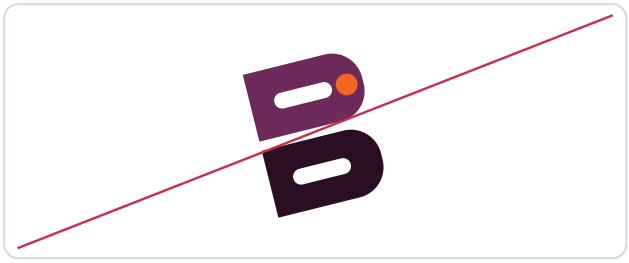
Illustrative only

Never

Use the supplied files as drawn. Each of these breaks the idea, the family, or a contrast floor.



Recolour the halves. Plum only, in the six colourways.



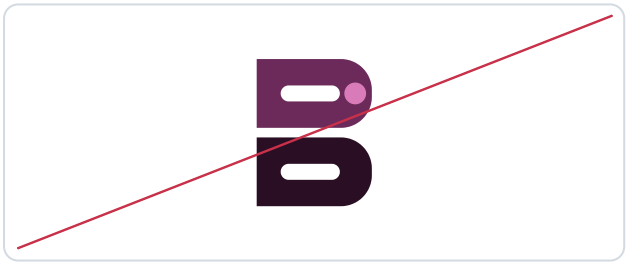
Rotate, tilt or animate outside the motion rule.



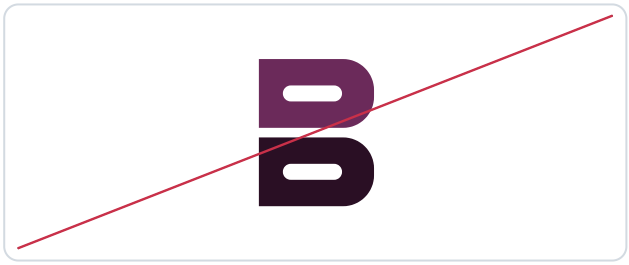
Stretch or squash. Scale both ways together.



Put it back in the orange tile. That is the Thuma app's mark.



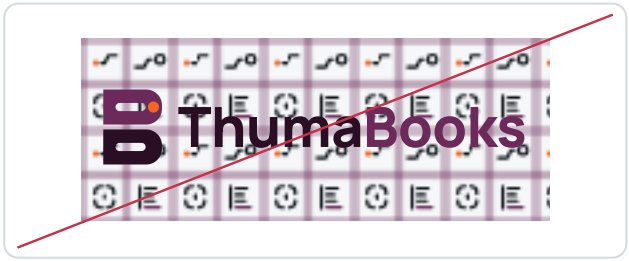
Change the point's colour. It is always Thuma Orange (except one-colour).



Drop the point. Without it the mark is a plain B.



Change the wordmark's two colours, or set it in live text.



Set the logo straight on the pattern. Always on a solid field.

Source files: `docs/corporate/books-identity/`, generated by `build.py`; this PDF by `manual.py`. Native Adobe masters (.ai, .psd, .indd) follow from desktop Adobe and are filed in Drive beside these.