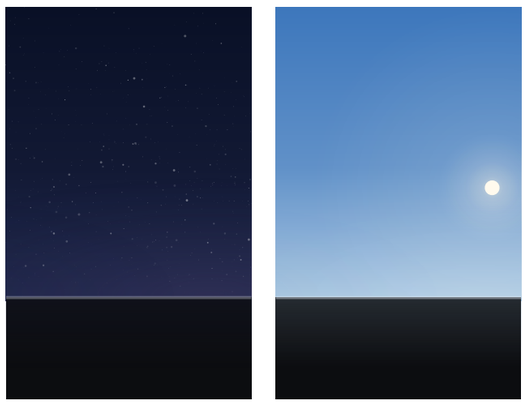
Design system v2.1

BETWEEN | LATITUDES

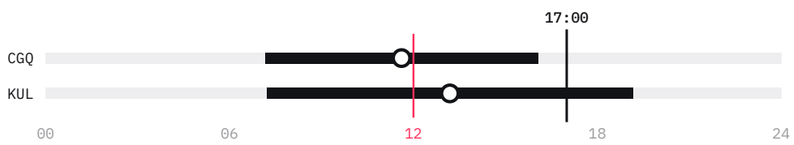
11:37 12:00 13:11

The clock in Changchun and in Kuala Lumpur reads the same — UTC+8. The sun does not. On the shortest day of 2025 solar noon came at 11:37 in one city and 13:11 in the other: 95 minutes apart. This system turns that gap into a visual language.



CGQ · 17:00

KUL · 17:00



21 December 2025, 17:00 UTC+8 — the same clock, two skies.

01 Principles & changes

02 The mark

03 Mark versions & use

04 Colour

05 Type voices

06 Type scales

07 Grids

08 Components I — window, timeline, dial

09 Components II — year, tables, numbers

10 Image, words & data

11 Applications

12 Accent — two-ink overprint

Principles & what changed

01 **The clock is a line.**

UTC+8 is a meridian at 120°E. Neither city lies on it. Red marks the clock and nothing else.

02 **The sun is computed.**

Every sky colour, sun position and daylight bar comes from the NOAA algorithm, 2025 data.

03 **Two cities, one clock.**

Changchun 43.8°N and Kuala Lumpur 3.1°N. Always side by side, always on the same clock.

04 **Measured and lived.**

Numbers speak in mono; people speak in serif. The two voices never swap.

05 **White paper, black ink.**

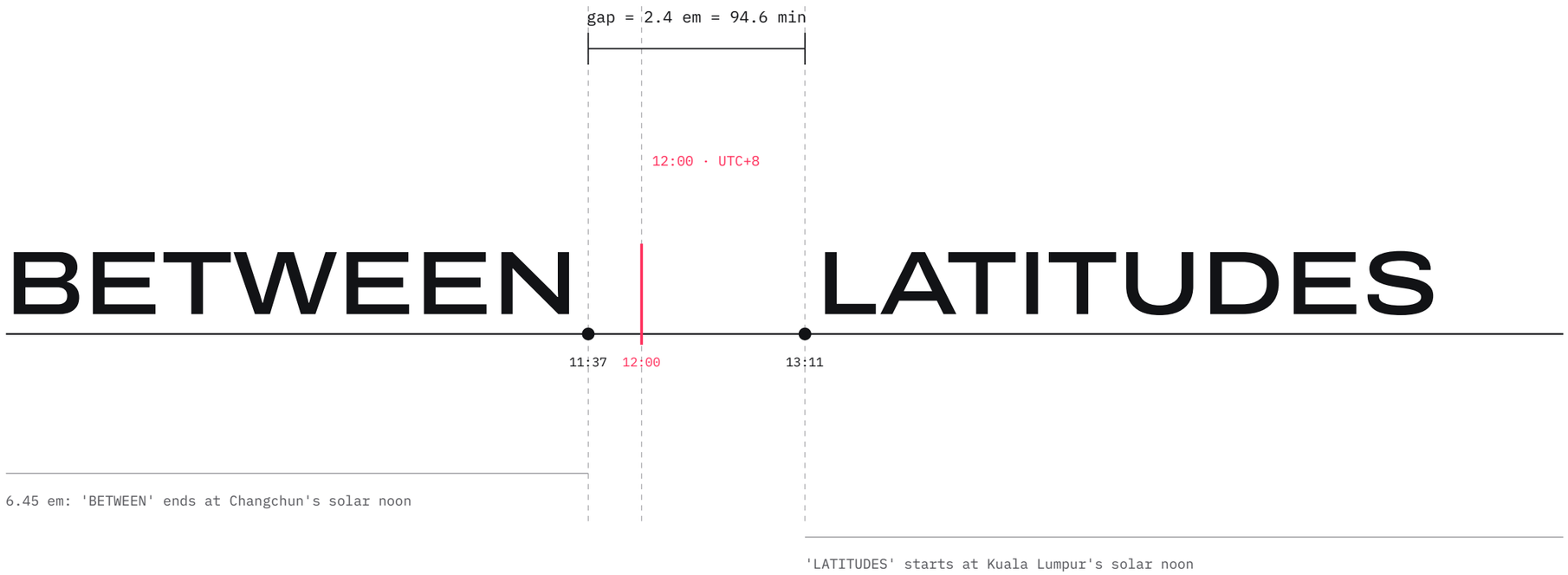
Colour only enters as sky. Everything else is ink on white.

V2.0 → V2.1

Paper	#F2F0EB warm	#FFFFFF pure white
Cities	3 (incl. Helsinki)	2: Changchun, Kuala Lumpur
Mark	wordmark only	wordmark + symbol (the gap)
Type	voices defined	voices + 3 type scales
Grids	A3 board only	book · poster · web
Charts	drawn per poster	5 standard components
Alternatives	—	rounded 'Glow' studied, rejected 15.11

Why not the rounded language: it read as web or app design, it was too close to the designer's other portfolio project (on stress, built in rounded forms), and the subject — sun, longitude, clock — asks for something exact.

The mark — the noon gap



The space between the two words is the 95-minute gap between the two solar noons on 21 December 2025. The red tick sits where 12:00 falls on that scale: 23.3 minutes after Changchun's noon and 71.3 minutes before Kuala Lumpur's. Over the whole year the gap only moves between 94.5 and 94.6 minutes — it comes from longitude, not season — so the mark is true on any day.

TYPE

Archivo Expanded Medium, caps, tracking –1%. The rule and noon dots are 1.8% and 7% of the cap size.

COLOUR

Ink #121316 on white; the tick is always Signal #FF2E5B — it is the clock.

Mark versions & use

BETWEEN LATITUDES

PRIMARY — INK ON WHITE

BETWEEN LATITUDES

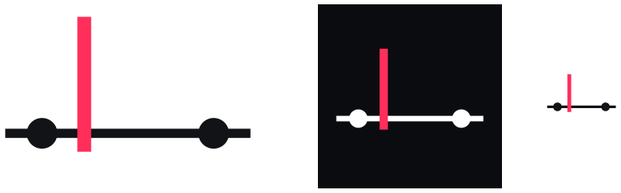
REVERSED — ON NIGHT

BETWEEN LATITUDES

ONE COLOUR — NO TICK COLOUR



ON A COMPUTED SKY / PHOTOGRAPH



SYMBOL (NEW IN V2.1) — THE GAP ALONE

BETWEEN LATITUDES

CLEAR SPACE = 1 CAP HEIGHT · MIN. 40 MM / 160 PX WIDE

DON'T



close the gap



move the tick



recolour the tick



stack the words

Colour — the sky is computed, the clock is red



Sun altitude → sky colour (zenith/horizon mix, interpolated between keyframes in posters.sky). Interpretive mapping, not a physical render.

Night
< −18°
#05070E

Astronomical
−18…−12°
#10162C

Nautical
−12…−6°
#29305A

Civil
−6…0°
#6D5C7A

Golden
0…6°
#DDAA8E

Day
> 6°
#3D76BC

Signal
#FF2E5B
the clock: 12:00, UTC+8, the tick — never decoration

Ink
#121316
all type and lines

Paper
#FFFFFF
the page — pure white

Night
#0B0C10
dark grounds, ground in windows

RULES

1 Colour appears only as sky — computed for a real place and time, and labelled with it. 2 Red only means clock time. 3 Never colour a city: the two cities differ by their sky, not by a brand colour. Contrast: Ink on Paper 18.6:1, Signal on Paper 3.6:1 (large text only).

Type — four voices

1 · STRUCTURE

Aa

Archivo Expanded

Titles, the mark, chapter hours. Caps for titles.

SAME CLOCK

ABCDEFGHIJKLM
abcdefghijklm
0123456789 °:–+

2 · EXPLANATION

Aa

Archivo

Body text, captions, labels a person reads.

Two cities, one clock.

ABCDEFGHIJKLM
abcdefghijklm
0123456789 °:–+

3 · MEASUREMENT

Aa

IBM Plex Mono

Every number: times, degrees, coordinates, sources.

11:37 · −9.8°

ABCDEFGHIJKLM
abcdefghijklm
0123456789 °:–+

4 · EXPERIENCE

Aa

Newsreader

People's words only — interviews and the light diary.

“As it was said.”

ABCDEFGHIJKLM
abcdefghijklm
0123456789 °:–+

TOGETHER

17:00

CHANGCHUN SUN −9.8° · SET 16:04

KUALA LUMPUR SUN +28.4° · SETS 19:10

At five in the afternoon the clock is the same in both cities. In Changchun the sun set 56 minutes ago; in Kuala Lumpur it is still high.

“[Interview quote for 17:00 – placeholder]”

P01 · interview pending

All four families are free on Google Fonts (SIL Open Font License). Install before opening SVGs in Illustrator.

Type scales — book · poster · screen

BOOK 170 × 240 MM

17 — 72 pt
CHAPTER HOUR

SAME CLOCK — 18 pt
TITLE

Two cities, one clock. — 9 / 13 pt
BODY

“As it was said.” — 14 / 18 pt
QUOTE

CGQ −9.8° · KUL +28.4° — 7.5 / 10 pt
DATA

Window: computed sky, 17:00 — 7 / 9.5 pt
CAPTION

POSTER A1

17:00 — 200 pt
DISPLAY

SAME CLOCK — 96 pt
TITLE

Two cities, one clock. — 28 / 36 pt
LEAD

11:37 · 13:11 — 16 / 22 pt
DATA

NOAA solar algorithm — 11 pt
SMALL

SCREEN 1440 PX

17:00 — 120 px
HERO

SAME CLOCK — 40 px
H1

Two cities, one clock. — 18 / 28 px
BODY

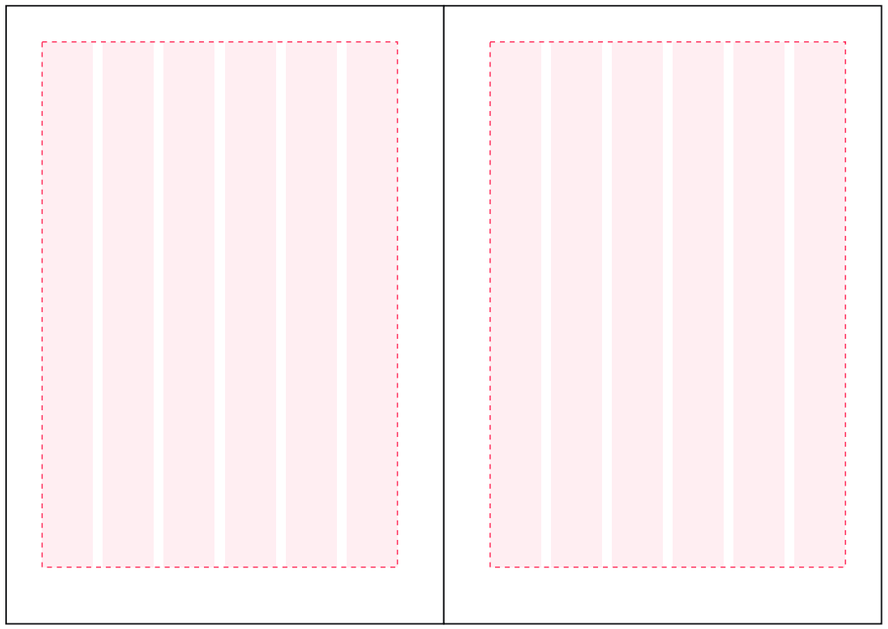
CGQ −9.8° — 14 / 20 px
DATA

DRAG THE CLOCK — 12 px caps
UI LABEL

Samples are shown reduced; the sizes are the real sizes. Numbers always tabular (Plex Mono). Line length for body text 55–70 characters. No size between the listed steps.

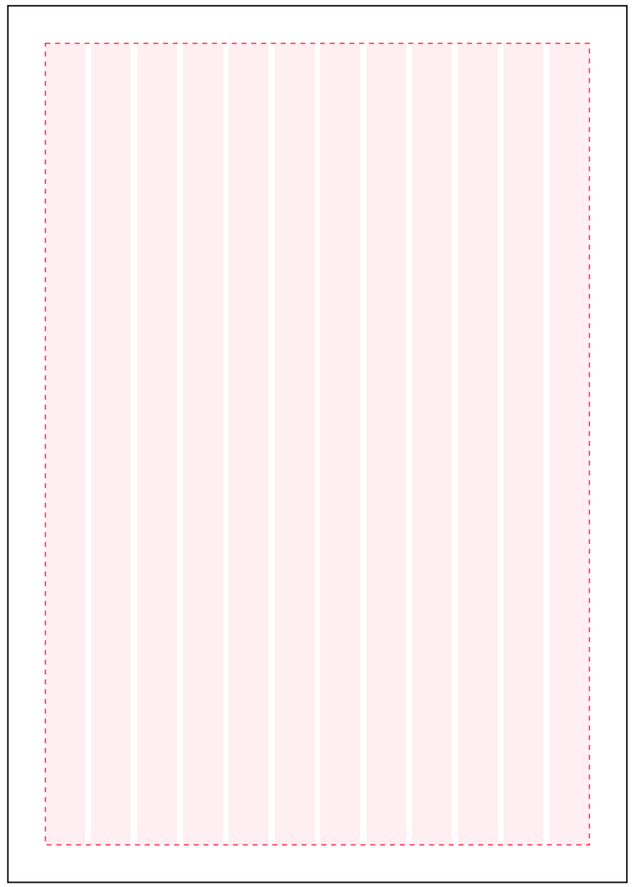
Grids

BOOK SPREAD · 2 × 170 × 240 MM · 6 COLUMNS PER PAGE



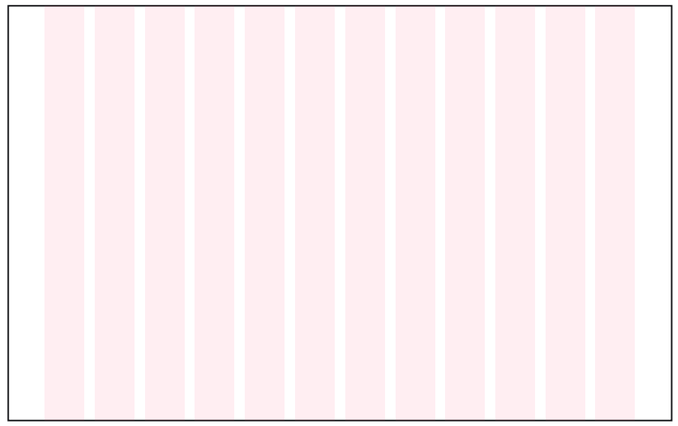
Margins: inner 18, outer 14, top 14, bottom 22 mm. Gutter 4 mm. Baseline 4.6 mm (13 pt). Windows and full-bleed skies may cross the margins; text never does.

POSTER A1 · 12 COLUMNS



Margin 36 mm, gutter 6 mm, bleed 3 mm.

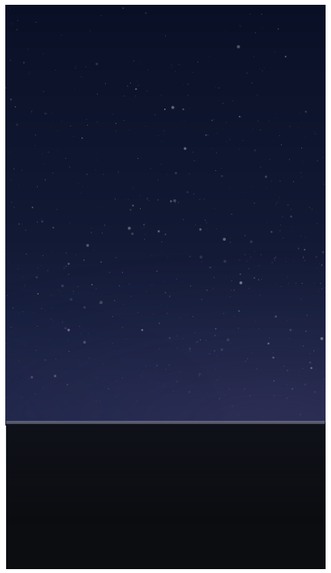
WEB 1440 PX · 12 COLUMNS



Margin 80 px, gutter 24 px; mobile 4 columns, 20 px margin.

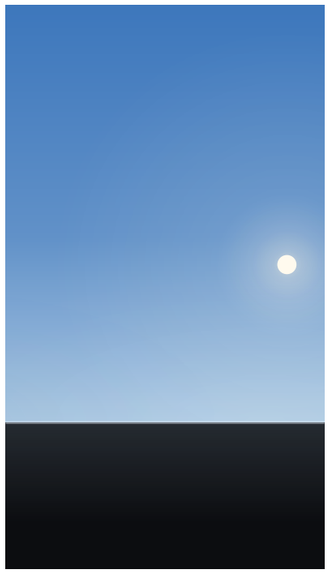
Components I — window, timeline, dial

WINDOW — THE SKY OF ONE CITY AT ONE CLOCK TIME



CHANGCHUN · 17:00

Sun down, −9.8° · set 16:04



KUALA LUMPUR · 17:00

Sun up, +28.4° · sets 19:10

— Sky: computed colour at that altitude

— Sun disc: position by azimuth (±80° of south shown) and altitude

— Horizon at 74% of the height; ground = Night

— Stars only below −6°

— Always labelled: city · time · sun

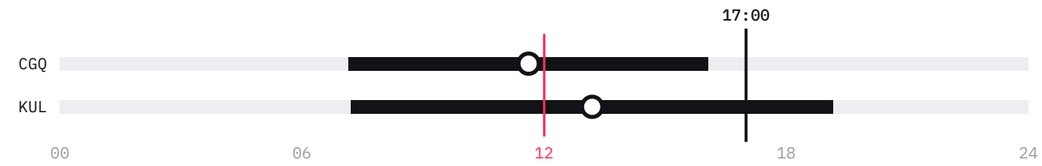
STROKE WEIGHTS

hairline 0.15 mm — grids, ticks

line 0.25 mm — rules, axes

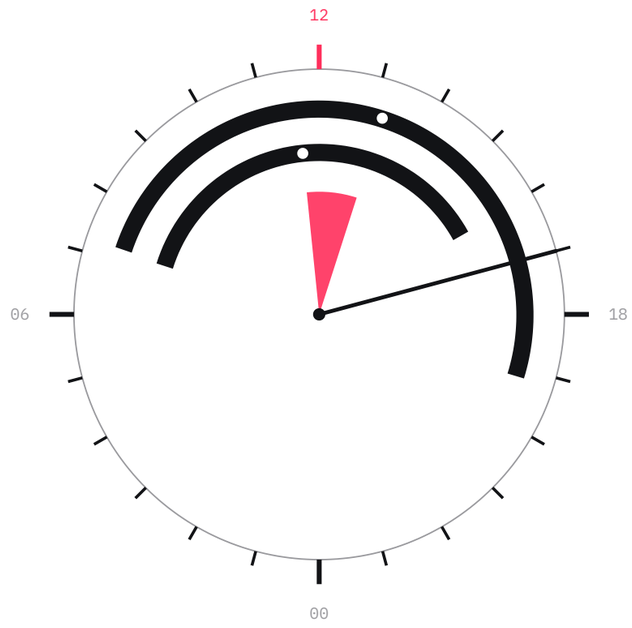
data 0.5–1.6 mm — bars, arcs

TIMELINE — ONE DAY, ONE CLOCK



Bars = daylight; open dot = solar noon; red = 12:00 on the clock; black hand = the hour shown.

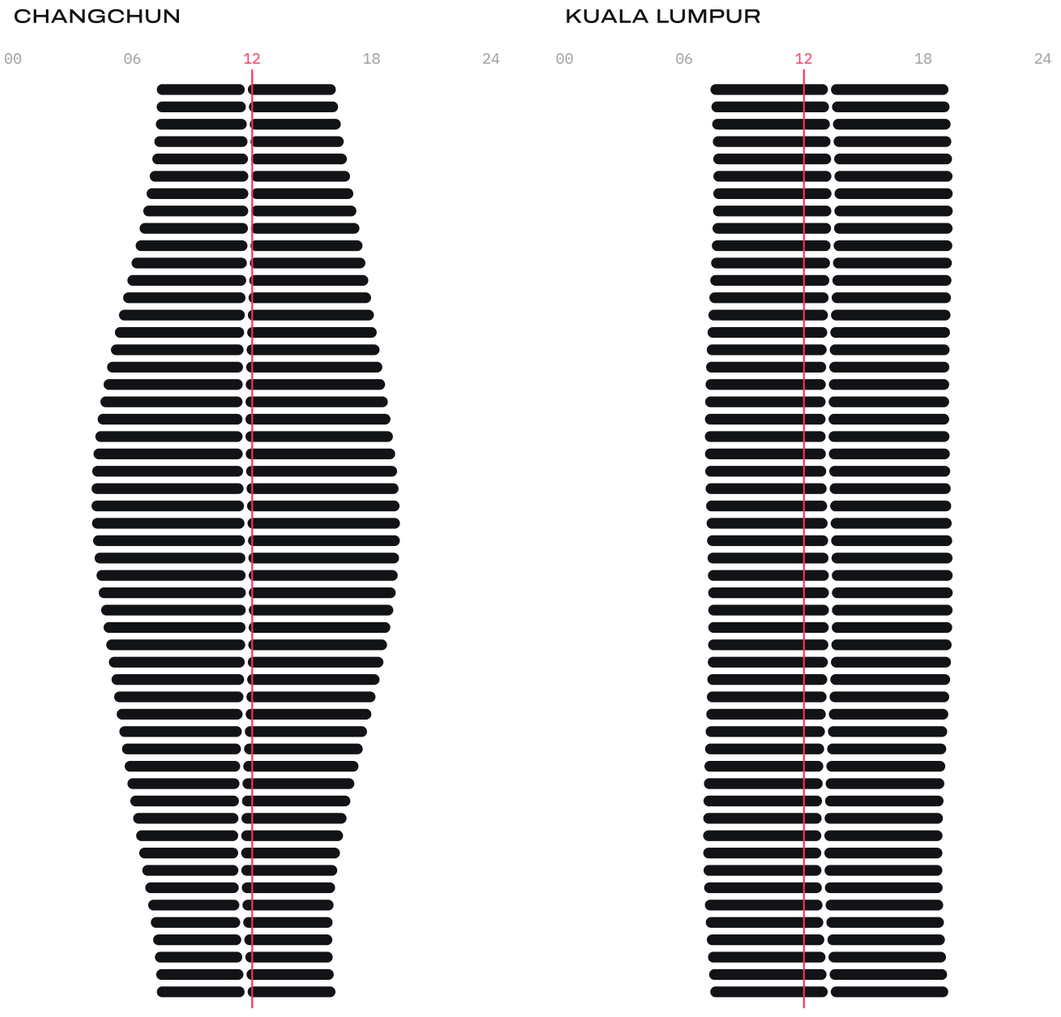
DIAL — ONE DAY AS A CIRCLE



12:00 at the top. Outer arc Kuala Lumpur, inner arc Changchun. The red wedge is the noon gap (95 min = 23.6°).

Components II — a year, tables, numbers

YEAR — CAPSULES, ONE PER WEEK, BROKEN AT SOLAR NOON



noon 11:22–11:53

noon 12:57–13:27

DATA TABLE

	SUNRISE	NOON	SUNSET	DAYLIGHT
Changchun	07:09	11:37	16:04	8.91 h
Kuala Lumpur	07:13	13:11	19:10	11.94 h

21 December 2025 · local clock UTC+8 · NOAA algorithm

WRITING NUMBERS

Time	17:00 · 11:37 — 24-hour, colon, no 'pm'
Degrees	−9.8° · +28.4° — real minus, one decimal
Latitude	43.8°N · 3.1°N
Clock	UTC+8 — never 'GMT+8' or 'Beijing time'
Minutes	95 min · 94.6 min when precision matters
Dates	21 Dec 2025 · 21.12.2025

Every chart carries its source line in mono: “NOAA solar algorithm · 2025 · local clock UTC+8”. No chart without a date.

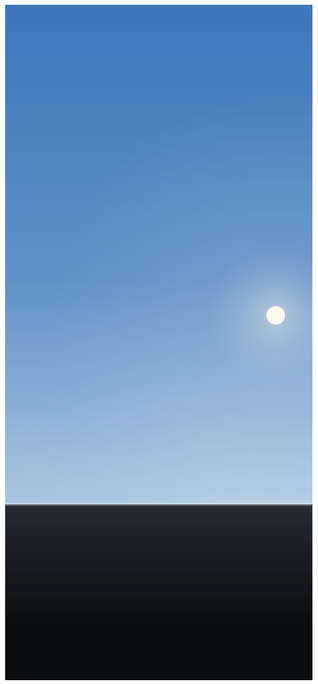
Image, words & data

PHOTOGRAPH NEXT TO ITS COMPUTED WINDOW

PLACEHOLDER — PHOTOGRAPH

Kuala Lumpur, 38th floor, facing west, 17:00, 21 Dec 2026. White balance 5200 K. Log: date, hour, place, cloud cover.

status: in progress



PHOTOGRAPH (TO BE SHOT) · COMPUTED WINDOW, SAME HOUR

Photographs are evidence, not decoration: same framing every day, fixed hours 07:00 / 12:00 / solar noon / 19:00. Each photo sits beside the computed sky for the same minute so the reader can compare.

A PERSON'S WORDS

“[Words from the interview, set exactly as said — placeholder]”

P01 · moved from Changchun to Kuala Lumpur · interview pending

Quotes are set in Newsreader Light Italic, never edited for style. Each speaker is a code (P01…) with consent; no names, no invented lines.

THE LIGHT DIARY

PLACEHOLDER — DIARY ENTRY

The designer's own note at a fixed hour: what the light was like, what was felt. 7 days, Kuala Lumpur.

status: not started

CAPTION ANATOMY

KUALA LUMPUR · 21 DEC 2026 · 17:00 UTC+8 · SUN +28.4° · CLOUD 6/8

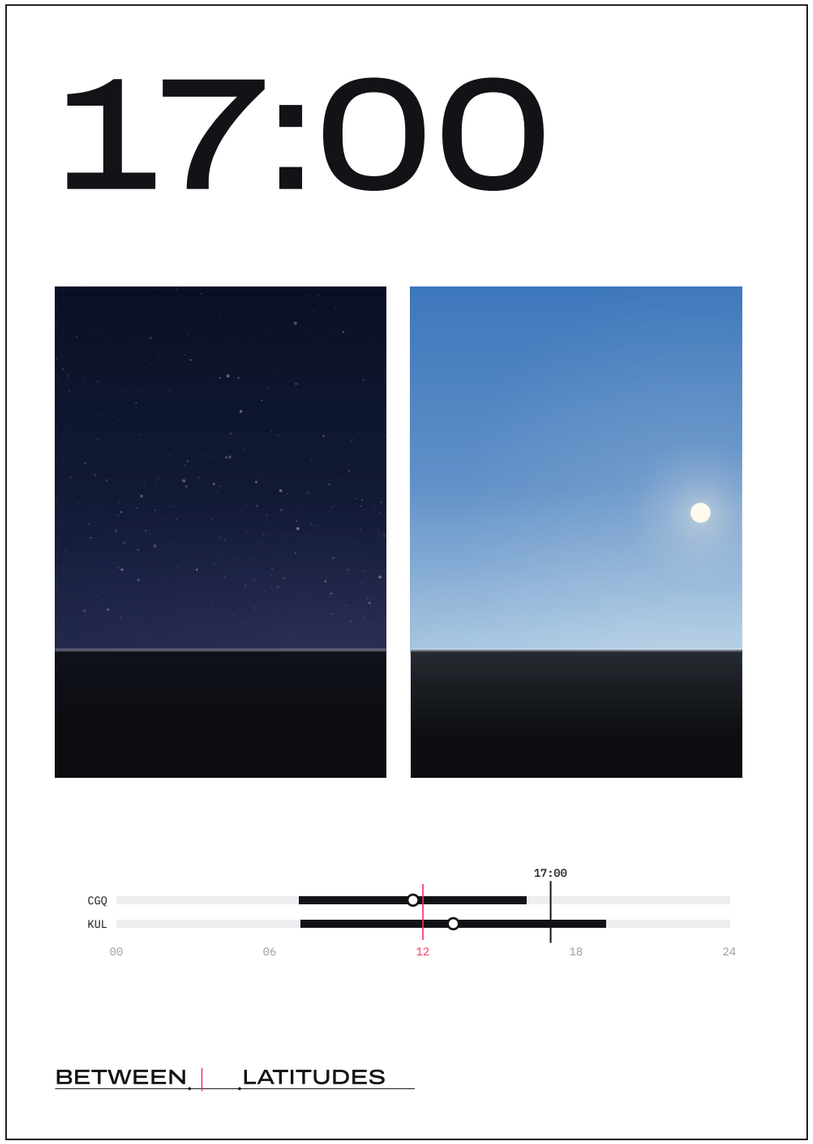
city · date · clock time · sun altitude · cloud — in this order, mono, caps

STATUS LABELS ON UNFINISHED MATERIAL

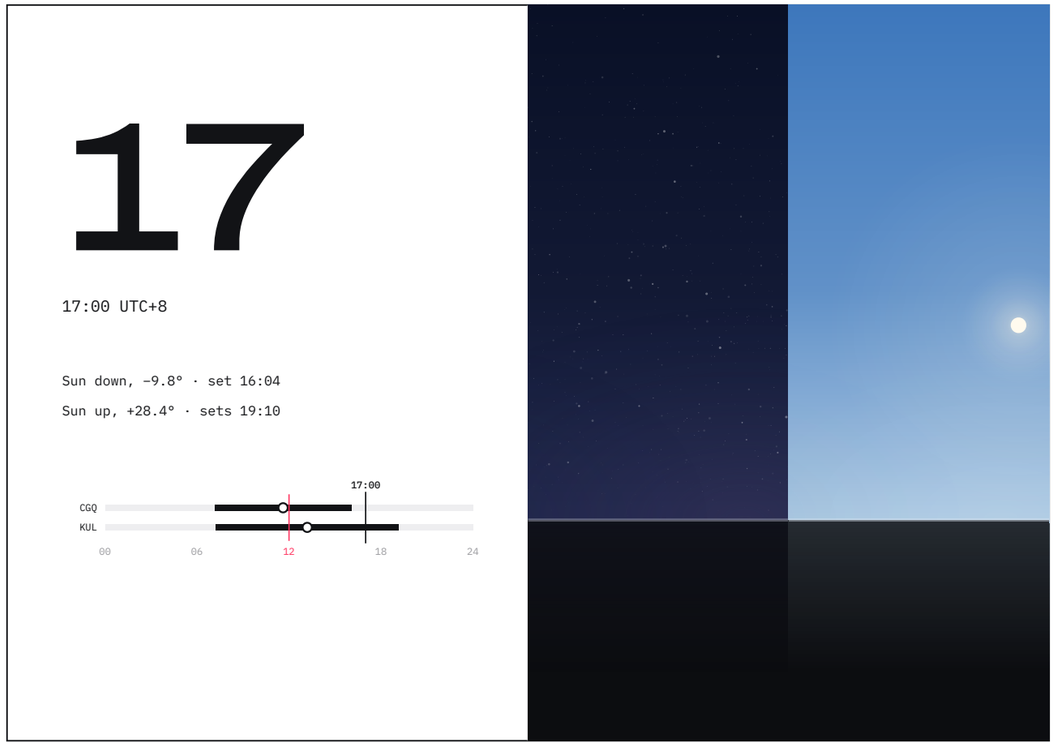
COMPLETED | IN PROGRESS | PROPOSED | UNVERIFIED

Placeholders are hatched, labelled and dated. Nothing that does not exist is drawn as if it did.

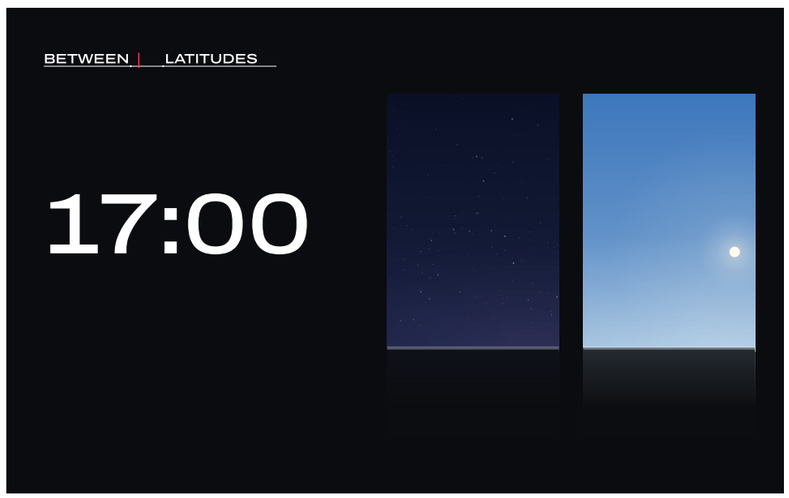
Applications



POSTER A1 — SEE POSTERS V8



BOOK SPREAD — CHAPTER 17:00 (SEE BOOK)



WEBSITE — DRAG THE CLOCK (SEE WEB V3)

Accent — two-ink overprint (use sparingly)

1 **Only three times in the book.**

Sunrise (four minutes), the 16:04–19:10 fold-out, and the year set in type. Plus one poster and the date slider on the website.

2 **Only when the two cities are out of step in time.**

Changchun prints blue, Kuala Lumpur yellow; where both have daylight they overprint to green.

3 **The offset is real.**

Layers are placed on the shared clock, so the misregistration is the true time gap.

4 **Never on a page with a computed sky.**

Sky colour and ink colour do not meet on the same page.

5 **Red stays the clock.**

The two inks never replace Signal.



Riso Blue · Changchun

Riso Yellow · Kuala Lumpur

overprint · both in daylight



Example: the two layers are four minutes out of register at sunrise.

INKS PROPOSED — TO BE PROOFED (RISOGRAPH). DETAIL: EXPLORATION v2.2