SID MONITOR

SIGNAL CONVERGENCE · CLOSED-LOOP RESILIENCE

Brand Kit

Signal Convergence: a three-field identity for a closed-loop system of digital resilience.

SID Downward disruption

SIU Upward availability

SIM Shared synthesis

1 Brand system

SID Monitor is the institutional identity for a closed-loop approach to digital resilience. **SID** represents disruption intelligence and outage forensics; **SIU** represents proactive uptime, recovery, and optimisation. The Signal Convergence field holds those complementary directions around one neutral SIM synthesis point: evidence from disruption informs a stronger steady state.

1.1 Public platform scale

At publication, the public Status Is Down homepage lists **2M+ websites**, **13,500+ services**, **20,000+ reported outages**, and **60+ categories**. These are public platform-scale figures, not a private monitoring claim or a design specification. The live SID Monitor website maintains a daily source-linked snapshot; consult statusisdown.com for the current public source.

2M+ WEBSITES
Public SID footprint

13,500+ SERVICES
Public SID directory

20,000+ OUTAGES
Reported public record

60+ CATEGORIES
Public service coverage

1.2 Signal Convergence

The mark is a signal field, not a literal eye, surveillance device, traffic-light housing, or orbital illustration. Its distinct logic is the engineered cadence of its three concentric fields. The SIU-green arcs remain above; the SID-red arcs remain below. The outer field starts with the widest lateral opening, the middle field narrows at its diagonally aligned endpoints, and the inner field fully closes the loop.



1.3 Primary field and compact reduction





Compact reduction
Use only for tightly constrained placements such as avatars, favicons, and small utility surfaces.

Primary signal field
Use on institutional, editorial, presentation, motion, and signage applications where the full convergence reading can remain clear.

It retains the same geometry and closed inner loop.

1.4 Graphik Bold logotype variation

The horizontal logotype pairs the approved Signal Convergence field with the **SID Monitor** brand name set in **Graphik Bold**. It is the concise graphic-logo-plus-name variation for editorial mastheads, document headers, social profiles, and other horizontal applications where the institutional lockup's descriptive strapline is unnecessary. The master keeps the brand name as live SVG text: use a properly licensed Graphik Bold installation when opening or placing the file, and do not convert the wordmark to a substitute typeface.



Light-surface Graphik Bold logotype
Use on warm white or light neutral surfaces. The SIM centre is solid SIM ink.



Dark-surface Graphik Bold logotype
Use on deep or dark surfaces. The SIM centre alone reverses to solid warm white.

1.5 Colour and surface rule

SID SIGNAL

SID red · #E0202B · disruption intelligence, forensics, and incident learning

SIU SIGNAL

SIU green · #14B65B · uptime enablement, recovery, and readiness

SIM INK

SIM ink · #111D2F · solid centre on light surfaces

WARM WHITE

Warm white · #F4F6F2 · solid centre on dark surfaces

The green and red geometry never changes between surfaces. On light backgrounds, use the version with a pure solid SIM ink centre. On dark backgrounds, use the version with the exact same geometry and one pure solid white SIM centre. Do not add an aperture, dark hole, outline, centre glyph, or interior dot.



1.6 Clear space and protection

Keep the mark clear of adjacent copy, rules, image edges, and other logos by at least the radius of the SIM centre on every side. Use the full institutional lockup where its descriptive strapline is useful; use the Graphik Bold logotype for concise horizontal signature applications; use a standalone field for icons and constrained placements. Preserve the supplied proportions and do not crop the open lateral fields.

Do not recolour SID and SIU into a single hue, alter the field gaps, move the central point, stretch or rotate the artwork, turn the form into a literal eye or surveillance symbol, or add orbital decoration. The convergence rhythm—not an added graphic device—is the identity.

1.7 Download inventory

The accompanying public archive contains the primary and compact fields, light and dark institutional lockups, light and dark Graphik Bold logotypes, and this guide in vector-first formats. These assets are suitable for press pages, social cards, documents, high-density digital surfaces, and professionally produced print applications.