ShortcutPosters brand guidelines

EDITION 2026 · VERSION 1.0 · 7 OCTOBER 2026

How ShortcutPosters looks, sounds and signs its work: the P-key logo, the press-room palette, the type, the keycap, the posters, and the files to use.

B Brand & voice
C Colour
K Keys & components
A Applications
L Logo
T Typography
P Posters
F Files & contact

B Brand & voice

WHAT IT IS · POSITIONING · PRINCIPLES · HOW IT SPEAKS

ShortcutPosters is a free reference of keyboard shortcuts and controller mappings for apps, games, consoles and handhelds, and a print shop for the ones worth keeping on a wall.

Most visitors arrive mid-task, from a search for “[app] keyboard shortcuts”. They came for one line in a table. The brand's first job is to give them that line quickly; the poster is what some of them want afterwards.

The creative north star

The press-room reference desk. A small print shop that happens to hold the most complete shortcut archive around: warm newsprint, black ink, one vermillion for the press marks. Everything is set the way a technical reference is set: ruled lines, mono figures in the margins, an edition number on the masthead.

The one thing this paper does that paper cannot: the keys are real. The keycap is the button, the shortcut and the logo.

Positioning

Sourced and dated

Every shortcut set is transcribed from the app's own documentation, cites its sources and shows the date a person last checked it.

Text, not pictures of text

Every shortcut is real HTML text: it can be searched, copied, and cited by search engines and AI assistants.

One reference, every device

Apps, PC games (keyboard and controller), operating systems, Steam Deck and Nintendo Switch, in one grammar.

Principles

1. **Answer first, sell second.** A page that sells before it has helped has failed, whatever it earns.
2. **Proof travels with the data.** Source and verification date stay on the page, next to the data they describe.
3. **Text, never pictures of text.** If a shortcut can't be selected, copied or crawled, it doesn't ship.

4 **Show what exists.** Empty channels, missing covers and unverified entries are hidden or stated, never faked.

5 **Breadth is the value.** Apps, games, controllers and consoles belong to one system, not to separate mini-sites.

The name

ShortcutPosters ~~Shortcut Posters~~ ~~Shortcutposters~~ ~~shortcutposters~~ ~~SP~~

One word, two capitals. In the logo and in the signature, “Posters” takes the vermillion. The domain is written in lower case: `shortcutposters.com`.

Voice

Print shop and reference desk: precise, calm, a little dry. The copy states what is there, with its numbers, and lets the reader get back to work. Real lines from the site: *“Shortcuts & controls, verified.”* · *“Free to read, sourced and dated.”* · *“Sourced from official docs · Checked by a human — nothing guessed.”*

WRITE

- The count and the date: “125 shortcuts · last verified 28 Sep 2026”.
- What a button does: “Download free PNG”, “Request an app”.
- The source by name: “From Figma's keyboard shortcuts reference”.
- Sentence case, plain verbs, the app's own name for a command.

DON'T WRITE

- Proof that doesn't exist: no testimonials, user counts, press quotes or “loved by thousands”. There are none yet, so none are written.
- Hype: “ultimate productivity hack”, “supercharge your workflow”.
- A label above a heading that repeats it (“Help” over “Frequently asked questions”).
- A whole sentence in mono, or in capitals.

L Logo — the P key

SYMBOL · LOCKUPS · VERSIONS · CLEAR SPACE · MINIMUM SIZES · MISUSE

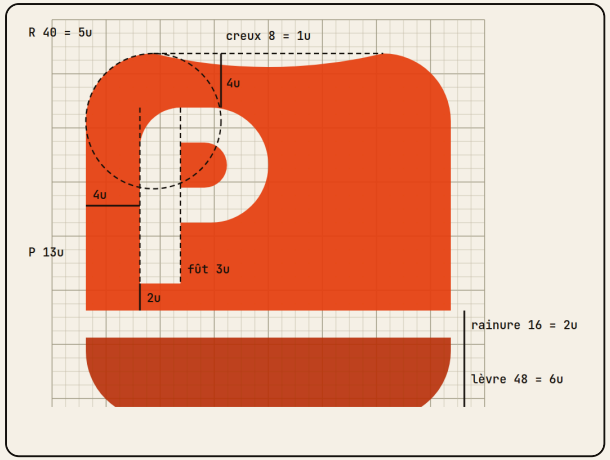
A vermillion keycap whose legend is a **P**, printed top-left where real keycaps print theirs.

The letter in the corner is what makes it read as a key rather than a letter in a square: centred, it becomes a parking sign. The empty lower right is part of the sign.

The P is a hole, not white paint: the background shows through. That is why the mark survives in one colour, reversed, engraved or stamped.

The lip under the face is the same pressed edge as every button on the site. The logo is a key from the interface.

Construction



256 canvas · grid u = 8

ELEMENT	VALUE
Key	216 × 216 (27u), radius 40 (5u)
Dish (sculpted top)	8 (1u), one arc
Groove, face to lip	16 (2u)
Lip (the press)	48 (6u)
P legend	13u tall, stem 3u, 4u from left and top
P counter	horizontals 0.86 × stem
Lockup	Name's baseline sits on the groove; cap height ≈ 0.4 × key

Lockups

ShortcutPosters

Horizontal · first choice · headers, signatures, documents

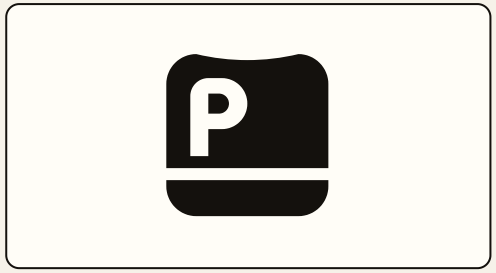
ShortcutPosters

Stacked · square and narrow slots

The name in the lockups is Bricolage Grotesque 800, converted to outlines, tracking −0.03 em. Always use the files; never re-set the name next to the symbol by hand.

Versions

Colour · light grounds



Ink · one colour, print

Reversed · dark grounds, P opened 3 units

On vermillion · paper key

On dark grounds the white versions open the P by 3 units: white bleeds into a hole (irradiation) and would close it.

Clear space & minimum size

One lip height (48/256 of the canvas) on every side of the key. Nothing enters the dashed area.

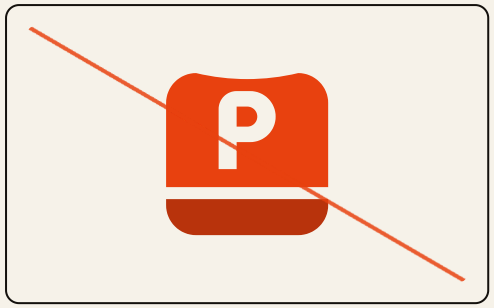
16 px 24 px 48 px Lockup · 24 px tall

USE	MINIMUM
Symbol, screen	16 px — small cut below 24 px
Symbol, print	6 mm
Horizontal lockup	24 px tall · 25 mm wide

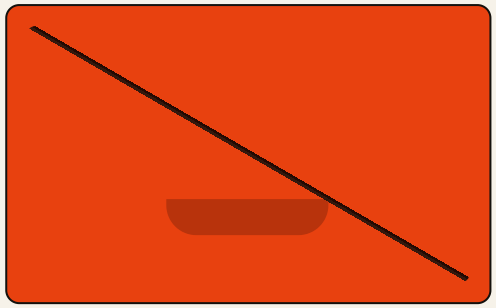
The **small cut** (files named `symbol-small-*`) drops the dish and thickens the P, snapped to a 16 px pixel grid. It is the favicon. Use it at 24 px and below,

and only there.

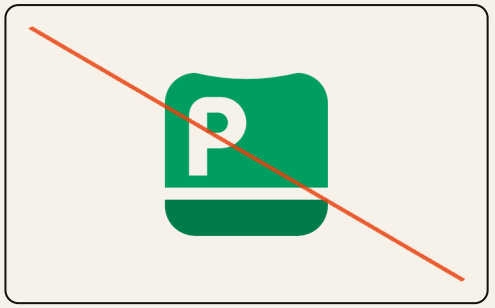
Misuse



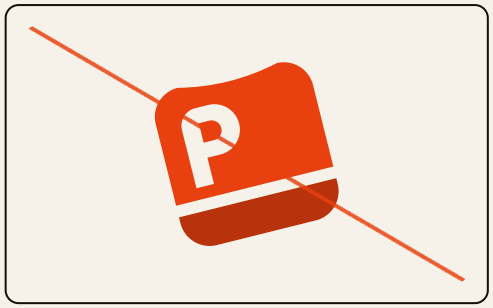
Centre the P: it becomes a parking sign



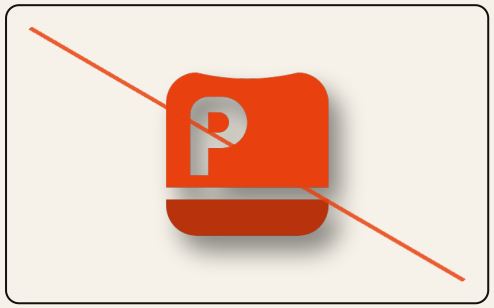
Colour version on vermillion



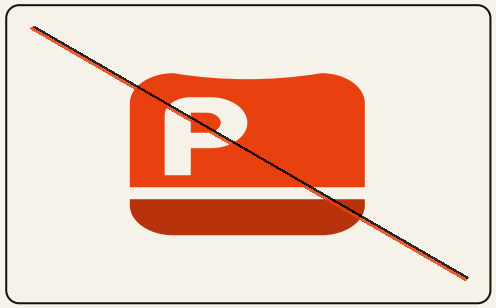
Recolour the key or the lip



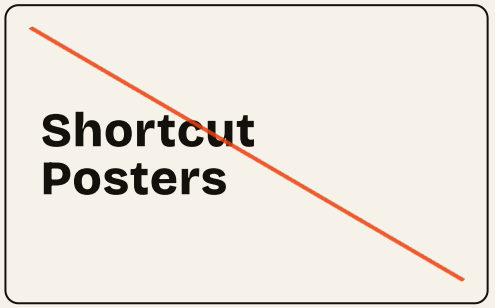
Rotate or mirror



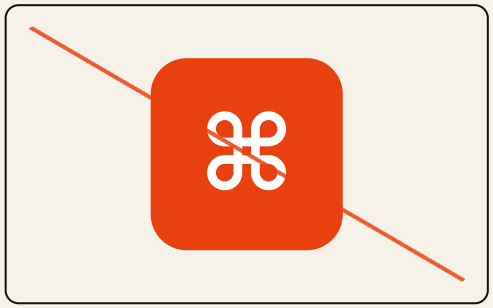
Add a shadow, gradient or outline



Stretch or squash



Re-set the name, or split it

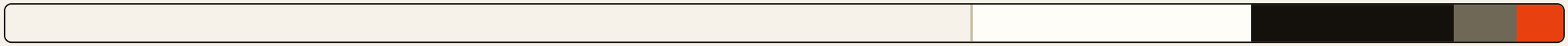


Put the ⌘ or any other glyph back

C Colour

ONE PAPER · ONE INK · ONE PRESS COLOUR · CONTRAST MEASURED ON NEWSPRINT

A warm print palette. There is no secondary accent: vermillion appears on well under a tenth of any screen, and that scarcity is the point.



ROUGHLY HOW A PAGE DIVIDES: PAPER, INK, GREYS, VERMILLION

Press colour

Press Vermillion

HEX	#E8410F
RGB	232 65 15
TOKEN	--accent
CONTRAST	3.62 on paper · ink on it 4.66

Fills only: the logo face, the primary button, rules, category dots. Never a word.

Vermillion Ink

HEX	#C2350B
RGB	194 53 11
TOKEN	--accent-text
CONTRAST	4.94 on paper · 5.42 on white

The accent as text: links, “Posters” in the wordmark, focus rings.

Vermillion Deep

HEX	#B8330C
RGB	184 51 12
TOKEN	--accent-dark
CONTRAST	5.34 on paper

The pressed edge: the logo's lip, the bottom border of a primary button.

Paper & ink

Newsprint

HEX #F6F2E9
RGB 246 242 233

The page.

Newsprint Shade

HEX #EFE9DA
RGB 239 233 218

Recessed bands, filter bars.

Stock White

HEX #FFFDF7
RGB 255 253 247

Cards, keycaps, inputs.

Press Ink

HEX #14110D
RGB 20 17 13
CONTRAST 16.85 on paper

Text, borders, rules. Never pure black.

Soft Ink

HEX #4A4339
RGB 74 67 57
CONTRAST 8.73 on paper

Secondary prose.

Margin Grey

HEX #6F6857
RGB 111 104 87
CONTRAST 4.95 on paper

Metadata: counts, dates, captions.

Hairline

HEX #E1DAC9
RGB 225 218 201

Dividers only, never text.

Rule

HEX #C5BCA6
RGB 197 188 166

Stronger dividers, never text.

Rules

Vermillion paints, Vermillion Ink speaks

A colour that fills a shape needs 3:1; a colour that forms a word needs 4.5:1. Reaching for #E8410F to colour text is always wrong.

Ink on colour, never white

Text on vermillion, on a category colour or on an app's brand colour is ink. White on vermillion fails contrast.

Data is not brand

Category colours come from the data. The brand owns one accent; the data owns the rest of the spectrum.

Category ramp (data only)

When an app has no hand-tuned palette, its shortcut categories take these press inks, in this order. Before they are painted, each is lightened automatically until ink text on it reaches 4.8:1.

#E8410F	#3B7EA8	#3F8F63	#C9911F	#B4456B	#7E8288	#8A9034	#8D5FA3

VERMILLION · PRESS BLUE · BOTTLE GREEN · OCHRE · OXBLOOD · GRAPHITE · OLIVE · PLUM INK

Print

All values are RGB. CMYK and Pantone equivalents of the vermillion and the lip are to be chosen **on a printed proof**, with the printer: a saturated RGB vermillion falls outside CMYK, and automatic conversion dulls it. None are proposed here on purpose.

Typography

THREE FAMILIES · ALL ON GOOGLE FONTS, SIL OPEN FONT LICENSE

DISPLAY

Bricolage Grotesque
800 · tracking −0.025 em · line-height 0.98. Headings only.

Shortcuts & controls, verified.

BODY

Hanken Grotesk
400 / 500 / 600 / 700 · line-height 1.55. Prose and interface text.

Keyboard shortcuts and controller mappings for apps, games, consoles and the Steam Deck. Free to read, sourced and dated.

LABEL & KEYS

JetBrains Mono
400 / 500 / 700 · uppercase labels at 0.14 em. Keys, counts, dates, measurements.

MAC EDITION · 125 SHORTCUTS · LAST VERIFIED 28 SEP 2026

⌘ ⇧ P `claude --resume`

Scale

DISPLAY	**One per page**	CLAMP(2.6–5.5 REM)
HEADLINE	**Section headings**	CLAMP(1.7–2.7 REM)
TITLE	**Card and group headings**	1.2 REM
BODY	Prose, measured at 60 rem wide	1 REM · 1.55
LABEL	EYEBROWS · COUNTS · DATES	0.72 REM · 0.14 EM

Rules

Mono means measurement

JetBrains Mono is for keys, commands, counts, dates, file sizes and DPI. Never for a sentence.

No label above a heading

A heading carries its own weight. Real data (an edition, a count) goes under it, as this page does.

The 11-pixel floor

Text a reader acts on never goes below 11 px; metadata never below 12 px.

Where the fonts can't load (e-mail, plain documents), set everything in the system sans: `-apple-system, "Segoe UI", Helvetica, Arial`. Never substitute another display face for Bricolage.

K Keys & components

KEYCAP · PRESSED EDGE · BUTTONS · CARDS · FIELDS · SHAPES · LAYOUT

The keycap is the system's atom: it is the button, the shortcut and the logo, and it physically compresses when pressed.

The keycap

⌘-K G G

Stock white, 1.5 px ink border, 3 px bottom border, 5 px radius, mono 600. Keys pressed together join with `-`; keys pressed in sequence are separated by a space. A typed command is code, not keycaps.

The pressed edge

DOWNLOAD FREE PNG REQUEST AN APP

Depth is a bottom border, not a blur: 4 px at rest, 1.5 px and 2 px lower when pressed (try it). If it can't be pressed, it doesn't get the thick edge. Primary buttons are vermillion with an **ink** label.

Cards & fields

Figma Design

125 SHORTCUTS · DESIGN

Find any shortcut or control...

Stock white on newsprint, 1.5 px ink border, 4 px bottom edge. On hover a card lifts 3 px and its bottom edge turns vermillion.

Shapes

3 5 6 7 8

Small radii: 3 px printed marks, 5 px keycaps, 6 px buttons and fields, 7 px cards, 8 px panels. Nothing is a pill except a genuine chip. Borders are 1.5 px ink.

Surface & layout

No ambient shadows

The page is flat newsprint under a light grain. The one exception: a framed poster casts a real shadow, because a framed print on a wall does.

Ruled, not boxed

Sections are separated by a 1.5 px ink rule. Hairlines replace card borders wherever a rule will do.

Two measures

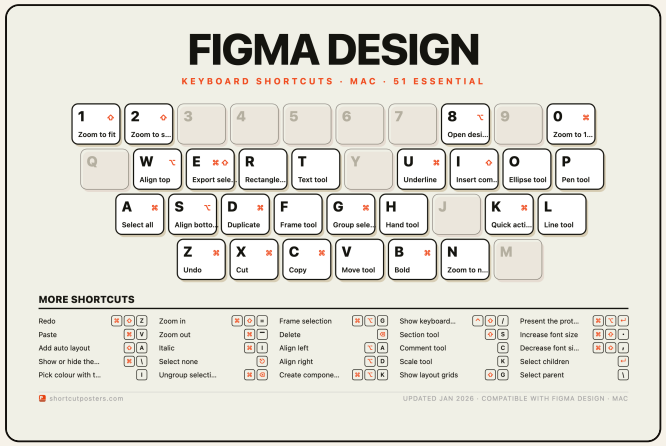
Pages are 1200 px wide with 1.75 rem gutters; prose stops at 60 rem. Spacing steps: 0.4 · 0.7 · 1.2 · 1.75 rem.

No dark mode. The paper metaphor doesn't survive inversion. Accessibility target: WCAG 2.2 AA, visible focus (2 px Vermillion Ink ring), 24 px minimum targets.

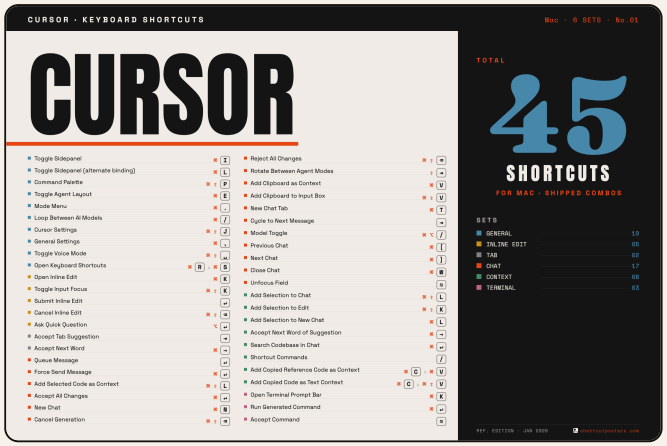
P Posters

FIVE ART DIRECTIONS · 3:2 LANDSCAPE · SIGNED WITH THE MARK

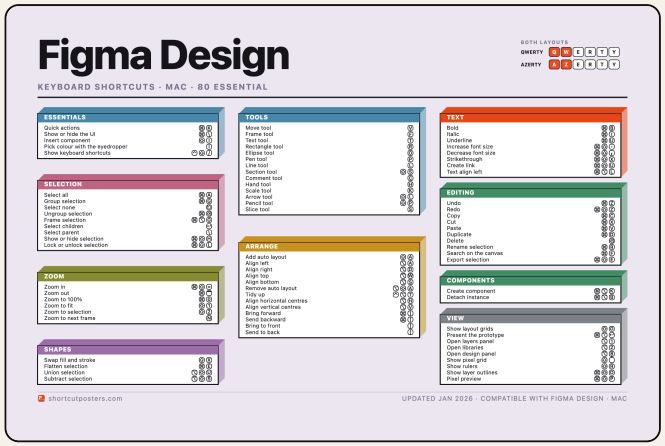
The product. Each poster is drawn from the same verified data as the page, in one of five art directions. Each direction has its own type and palette; the brand's signature is the constant.



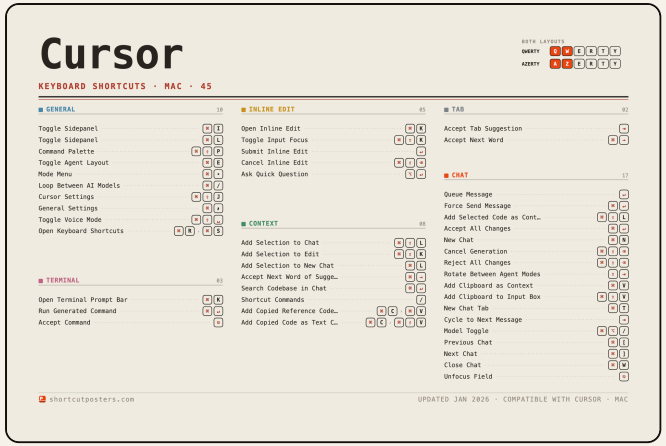
Keyboard map · the shortcuts on a real board



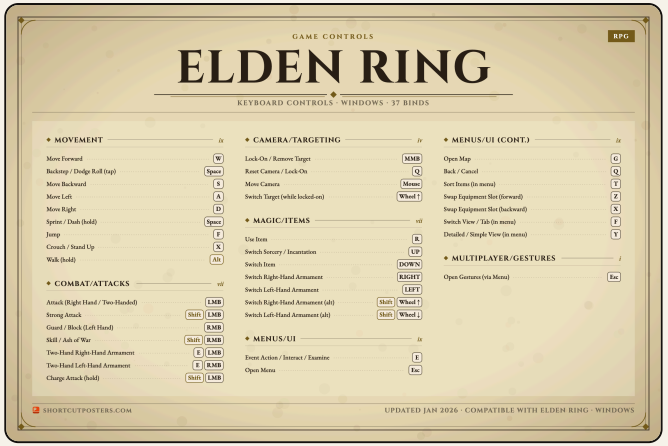
Editorial · Anton, Fraunces, Space Grotesk & Mono



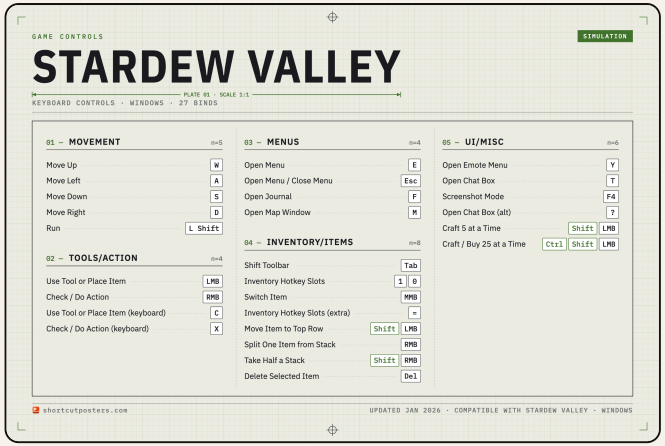
Isometric · category blocks in relief



Typewriter · a mono reference list



Arcade · generative art for games, coloured per title



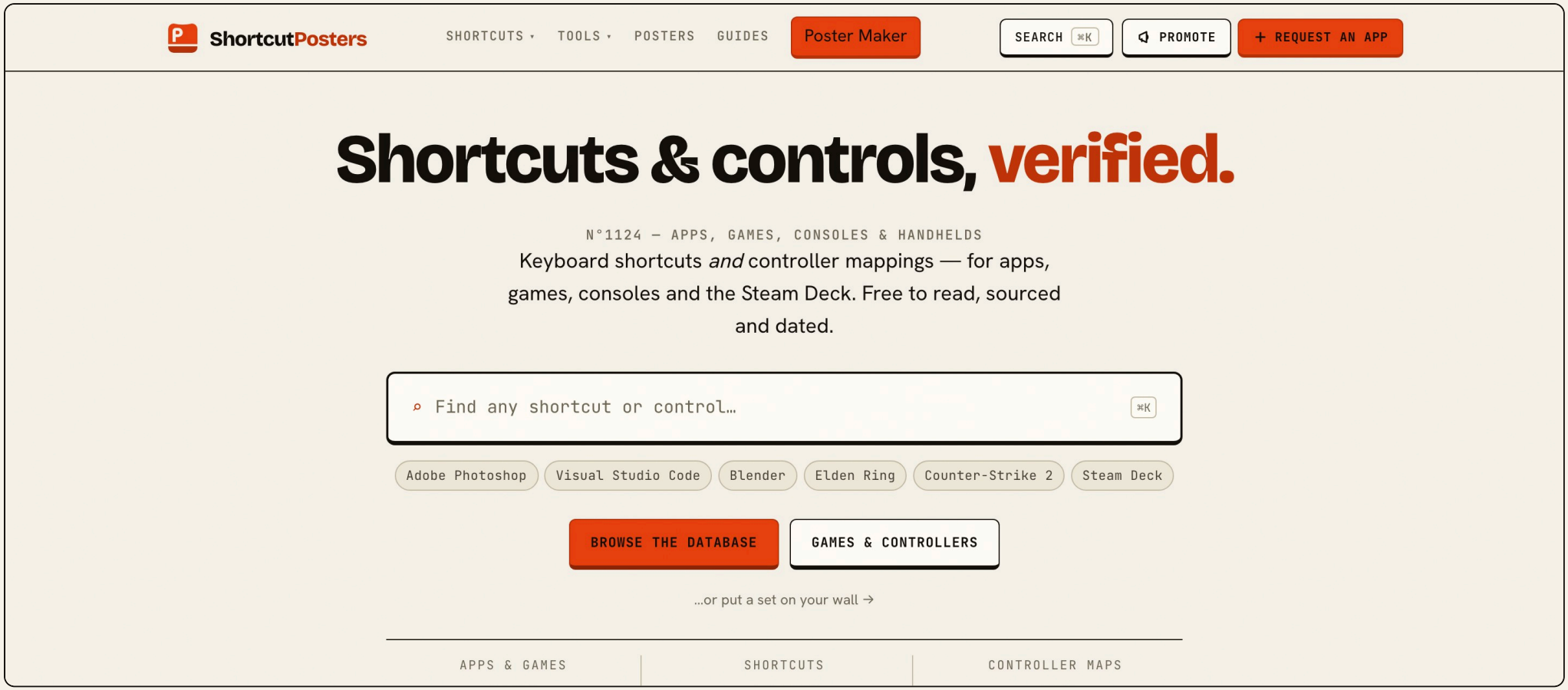
Arcade · the same grammar, another palette

The signature on a poster

Every poster is signed bottom-left with the mark followed by `shortcutposters.com`: the colour mark on light papers, the reversed white cut on dark grounds. The footer also prints the edition and what it is compatible with (“Updated Jan 2026 · Compatible with Figma Design · Mac”). The app's own logo and brand colours belong to the app; the poster never presents them as ours.

A Applications

THE SITE · E-MAIL · AVATARS & COVERS · IMAGERY



shortcutposters.com · the masthead lockup, one vermillion action, the ruled page

E-mail signature

ShortcutPosters
App keyboard-shortcut posters for your desk & studio.
shortcutposters.com · Poster Maker · Request an app
Sister site of Stream Deck Builder

The one place the brand sets in the system font, with every style inline: mail clients drop web fonts and stylesheets. Same structure as the sister site's signature.

Avatars & covers

Avatar · fits a circle crop Cover · 1280 × 720

Social profiles use the avatar file as it is: the key on newsprint, never cropped tighter than its clear space.

Imagery

Show the real thing

Real screenshots of the site and real posters rendered from the data. No mock-ups of features that don't exist, no stock photos of people at desks.

Third-party art stays theirs

App logos and game key art identify the subject; they belong to their owners and don't go into brand material, banners for press, or ads.

Paper behind the brand

Brand graphics sit on Newsprint. Dark grounds are for posters whose palette is dark, with the reversed mark.

F Files & contact

EVERYTHING BELOW IS IN THE PRESS KIT ZIP

FOLDER	CONTENTS	USE
`assets/logo/svg/`	Symbol (colour, ink, reversed, on vermillion), small cut, horizontal and stacked lockups (colour, ink, white)	Screen and web, any size
`assets/logo/png/`	The same at 512 – 2400 px, transparent	Slides, documents, social
`assets/logo/print-pdf/`	Vector PDF of every SVG, RGB	Printers, signage
`assets/logo/social/`	Round-safe avatar 500 px, cover 1280 × 720	Profiles, link previews
`assets/posters/`	Posters at 2400 px wide	Articles, product pages
`assets/screenshots/`	The live site, desktop 2880 × 1800 and phone 1170 × 2532	Articles, reviews

Contact

business@shortcutposters.com
shortcutposters.com
Bluesky: @shortcutposters.bsky.social

Using the brand

Use the files as they are. For anything these pages don't cover (a co-branded piece, a print run, a format not in the kit), write to business@shortcutposters.com before it goes out.