

The Specimen *design system*.

How doctorreid.com looks, sounds and behaves — the tokens, the type, the components and the rules — so every new page, post, PDF or slide reads as one lab. This page is the living reference; the PDF is a snapshot.

01

The idea: *a research lab for the mind*.

Doctor Reid is not a clinic website and not a personal brand page. It is a lab notebook turned inside out — a place where a psychiatrist who reads too many papers puts the instruments, the training, the references and the trials in public, for free. The design should feel like **a bright, well-kept laboratory on a good morning**: clean paper, cool sky light, a little warm sienna ink, and one acid-yellow highlighter.

Three wings organize everything: **Tools** (measure & train), **Blog** (field notes & the library) and **Discover** (trials, podcast, papers). If a new thing doesn't fit a wing, it probably doesn't belong on the site.

THE FEELING

Calm, precise, warm, a little playful. Glass over paper. Serif for ideas, sans for reading, mono for labels and citations.

NOT THE FEELING

Clinical white-and-blue, wellness pastels, dark-mode neon, stock photos of brains, stethoscopes, or hands holding a pill.

02

Voice & *the house rule*.

The house rule: every claim cites its source — or says "we don't know yet." It appears in the hero, in the gauge widget, on every results page, and it governs copy everywhere. A number without a source is not allowed on this site. If it can't be cited, it gets phrased qualitatively or cut.

How Reid sounds

- **A friend who reads too many papers.** Plain words first, the technical term second, the citation third.
- **Honest about uncertainty.** "The evidence is strong here" and "this is where the physiology runs out" are both house phrases.
- **Warm, never saccharine.** On results pages the reader may be scared; lead with support, then the score, then what it means, then what to do.
- **Lightly self-deprecating.** "The specimen most frequently tested here." "Rounded down for humility." One joke per screen, never on a crisis message.
- **No hype, no fear.** Psychedelics, ketamine and GLP-1s are described as drugs with dose-response curves, not miracles or menaces.

DO

"A score of 10 or higher is the most common cutoff for possible major depression — at that threshold the PHQ-9 catches about 88% of cases."

DON'T

"Your results indicate you may be suffering from clinical depression. Seek help immediately."

03

The *wordmark*.

The "Doctor Reid" mark is Reid's own handwriting. It ships as two transparent PNGs (wide and tall) and is **always applied as a CSS mask**, so it can be tinted any token color without ever being redrawn, traced, or converted to a font.

Doctor Reid

Doctor Reid

Doctor Reid

Doctor
Reid

USE	FILE	TINT	SIZE
Nav (all pages)	wide	Ink · sienna on hover	190×32 desktop · 150×26 mobile
Footer	wide	Sub	140×24
Signature (about, Pl's note)	tall	Sienna	180–200 wide
Blog-post top bar	wide	Ink	120×20
Print / PDF / slides	either	Ink or sienna	Never below 90 px wide

```
.wm{display:inline-block;background-color:var(--ink);
  -webkit-mask:url("/assets/wm_wide.png") no-repeat center / contain;
  mask:url("/assets/wm_wide.png") no-repeat center / contain}
.wm.tall{-webkit-mask-image:url("/assets/wm_tall.png");mask-image:url("/assets/wm_tall.png")}
```

DO

Tint with ink, paper, sienna or sub. Keep clear space of at least the x-height of the "D" around it. Pair with the mono kicker "a research lab for the mind".

DON'T

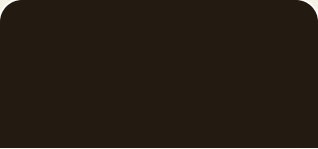
Stretch, outline, add a drop shadow, put it in a box, set it in a typeface, rotate it, use acid yellow as the tint on paper (fails contrast), or place it over the photo.

04

Color.

Warm paper, cool sky, one sienna accent and one acid highlight. Ink does the heavy lifting; sienna is for the things you can click; acid is the highlighter you use twice a page. Everything is exposed as CSS custom properties in `dr.css`.

Core palette

			
Ink #231A12 Text, dark surfaces, primary buttons	Ink 2 #4C4238 Body copy on light surfaces	Sub #6E6157 Secondary text, kickers, labels	Sub 2 #9A8E80 Tertiary text, dates, footnotes

Paper

#F5F1E4

Page mid-tone · text on ink

Paper 2

#F1E7D2

Page base (bottom of gradient)

Sky

#EAF0F4

Page top (top of gradient)

Sienna

#8C4D2E

The accent: links, arrows, hover, signature

Acid

#EAD78

Highlight: underlines, selection, primary CTA on ink

Mist

#B3C3D0

Cool tint: blobs, gauges, data

Green

#3E9B5F

Live/positive: enrolling dot, progress

Tan

#E7CDB8

Warm blob tint

Page background

The page is never flat: linear-gradient(180deg, Sky 0%, Paper 40%, Paper 2 100%) plus three fixed blurred blobs (mist, pale acid, tan) at 55% opacity, filter: blur(70px). Glass cards read against it; solid white cards do not (use rgba(255,255,255,.62), never #fff, for surfaces).

Severity bands (screeners only)

Bands carry meaning, so they are the one place saturated color appears. Each band has an ink and a tint; the ink is used for text and the dot, the tint for the pill background and range-bar segment.

Band · green

#3E9B5F · #E4F1E8

Minimal / negative screen

Band · amber

#B98A2A · #F7EDCF

Mild

Band · orange

#C9784E · #F6E1D2

Moderate

Band · red

#A83A2E · #F3D6D1

Severe / positive screen

Band · blue
 #4A6E9B · #DDE7F2
 Informational
 (personality, tasks)

Band · purple
 #6E4E9B · #E6DEF2
 Experience scales (MEQ, CEQ)

MINIMAL

MILD

MODERATE

SEVERE

COMPLETE

MODERATE CHALLENGE

CONTRAST

Ink on paper 13:1 · Sub on paper 5.1:1 · Sienna on paper 6.2:1 · Paper on ink 13:1. All body text passes AA; sub-2 is for non-essential metadata only.

NEVER

Acid as text color on paper. Green as a link color (it means "live"). Red anywhere except a severe band or a crisis block.

05

Typography.

Three families from Google Fonts, loaded once in the head of every page. **Fraunces** carries the ideas (display, headings, big numbers, italic emphasis at weight 300). **Instrument Sans** carries the reading. **JetBrains Mono**, small and uppercase with wide tracking, carries labels, kickers, citations, dates and anything that should feel like a specimen tag.

h1 · Fraunces 400 · opsz 144 · clamp(2.5rem, 6.2vw, 4.8rem) · lh 1.04 · ls -.02em

Inner space, *under the microscope.*

h2 · Fraunces 400 · clamp(1.9rem, 4.2vw, 3rem)

The lab has *three wings.*

h3 · Fraunces 600 · 1.35-1.8rem

Measure

h4 · Fraunces 600 ·
1.2–1.4rem · card
titles

Why placebo keeps beating our best antidepressants

score · Fraunces 600 ·
4.2rem · ls -.04em

18 *out of 27*

body · Instrument Sans
400 · 17px · lh 1.55

Free, evidence-based tools to help you understand yourself, ease mental and emotional suffering, and learn to thrive.

lede · Instrument Sans
400 · 1.1rem · ink-2 ·
max 60ch

Every claim cites its source — or says "we don't know yet."

kicker · JetBrains
Mono 400 · .64rem · ls
.12em · uppercase ·
sub

DOCTOR REID · A RESEARCH LAB FOR THE MIND · OREM, UTAH

chip / source · Mono ·
.56–.6rem · pill
border

BERMAN 2000 · ZARATE 2006

PSYCHEDELICS

Italic Fraunces at weight 300 is the emphasis device — one italic phrase per heading, never a whole heading. Bold in body copy is Instrument Sans 600; never bold a serif heading further. Numbers in running text use the sans; numbers that are the point (scores, counts, years in a fact tile) use Fraunces 600.

```
<link href="https://fonts.googleapis.com/css2?family=Fraunces:ital,opsz,wght@0,9..144,300;0,9..
```

06

Surfaces & *depth*.

Two surfaces only. **Glass** — `rgba(255,255,255,.62)` fill, `rgba(255,255,255,.85)` 1px border, `backdrop-filter: blur(12–14px), radius 20–28px, shadow 0 18px 40px –18px rgba(35,26,18,.30)`. **Ink** — solid #231A12, paper text, an acid radial glow in the top-right corner, radius 28px, used once per page for the one thing you most want clicked.

GLASS CARD

Everything sits on this.

Radius 20 · blur 12 · border .85 white

INK SURFACE

One per page. *Make it count.*

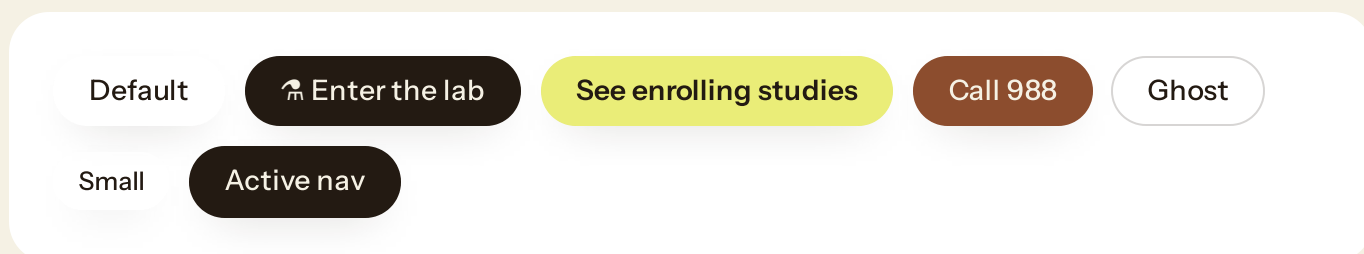
Acid glow top-right, paper text

TOKEN	VALUE	USED FOR
--r-sm	12px	inputs, notes, small callouts
--r	20px	cards, widgets, question blocks
--r-lg	26px	wings, result box
--r-xl	28px	ink surfaces, photo bottom corners
--r-pill	999px	buttons, chips, bands, options
--shadow	0 18px 40px -18px rgba(35,26,18,.30)	resting cards
--shadow-lg	0 30px 60px -25px rgba(35,26,18,.45)	ink surfaces, modals, the photo
--hair / --hair-2	rgba(35,26,18,.10 / .18)	dividers, borders on pale surfaces

07

Components.

Pills (buttons & nav)



One dark pill per screen (the primary action). Acid pill only on an ink surface. Sienna pill only for crisis/urgent actions. Hover lifts 1px; dark pills turn sienna on hover.

Chips, kickers, links

Links inside prose are `.u`link: ink text, 2px acid underline, sienna on hover. Arrows are the → character, never an icon font. " link" chips copy a deep link to the section.

Rows (the wing lists)

PHQ-9	depression · 2 min
GAD-7	anxiety · 2 min
ROCS	the 7-item OCD screen · soon

Name left, plain-language descriptor right in sub color. Coming-soon items sit at 55% opacity and gain a sienna "soon" suffix automatically.

Cards & widgets

A **card** is glass with a mono kicker, a serif h4, a sans paragraph and a sienna "→" line pinned to the bottom. A **widget** (homepage) is a 216px glass card that floats (6–7s ease, ±10px), always links somewhere real, and shows only a real, cited fact: title row with a white icon tile, the visual (gauge, bars, line, list), a source chip, a sienna "go" line.

Forms

Not at all Several days More than half the days

Inputs are `.field`: translucent white, hairline border, sienna focus ring, 12px radius. Answer options are pills; the selected option inverts to ink.

Callouts

Author's note. Acid tint — used for scale intros and Reid's asides.

Info tint — used for "shared result" notices.

Crisis block. Red tint, always above the score, always with 988 and 911.

08

Screeners *results*.

The results page is the most important screen on the site and follows a fixed order, top to bottom. Nothing may be inserted above the crisis block.

1. **Head** — kicker "PHQ-9 results", serif h2 "Your *PHQ-9* results", privacy line.
2. **Crisis block** (only if the scale has a crisis item and it was answered above 0) — red tint, 988 / 911 pills.
3. **Score card** — band pill · instrument name · big Fraunces score "out of N" · range bar with the reader's marker · interpretation paragraph · clinical note · action row (Copy results link · Print / save PDF · Email · Retake · Try another · Send a friend a blank X) · save-to-account prompt.
4. **Takeaway cards** — "What this means" (acid dot) and "What to do next" (green dot, numbered).
5. **Review your answers** — collapsed accordion; crisis item answer shown in red.
6. **About the scale & how scoring works** — collapsed: about, scoring, ranges table, check-a-score box, worth knowing, citation.
7. **Important — please read** — the four fixed disclaimers.

● MODERATE Generalized Anxiety Disorder scale

12_{out of 21}

0–4 Minimal 5–9 Mild 10–14 Moderate 15–21 Severe

Range-bar segment widths are proportional to the band's share of the score range. The marker is ink with a white ring. Band labels use the instrument's own words ("Moderately severe", "Probable PTSD", "Screen positive"), never invented ones.

Content lives in two objects in `screeners/index.html`: `SCALE_META[id]` (bands, about, scoring, worthKnowing, citation, crisisItem) and `RESULT_INFO[id_style]` (what, next[]). Every scale has a `_default` entry. Adding a scale means adding both.

09

Layout & motion.

TOKEN	VALUE	NOTES
--wrap	1220px	homepage, blog grid, podcast, tools
--narrow	820px	screeners app, long reading
--gutter	14rem	side padding at every width
Breakpoints	1020 · 980 · 900 · 760 · 700 · 600	widgets stack ≤1020 · wings stack ≤980 · nav collapses ≤900 · about stacks ≤760
Section rhythm	3.6rem top · 1.6rem below heading	.thead centered serif h2 + sub paragraph ≤52ch

Motion is quiet. Sections reveal on scroll (16px rise, .6s ease, once). Homepage widgets float ±10px over 6–7s. Cards lift 4px on hover, pills 1px. The "now enrolling" dot pulses. Everything respects `prefers-reduced-motion`, which disables reveal and float entirely. No parallax, no scroll-jacking, no autoplay.

Imagery.

One photograph of Reid (the seated studio portrait, reid_web.jpg, 880×1329) is the site's only photo. It is cropped into the **arch** — border-radius: 180px 180px 28px 28px — with a soft white halo behind it and the long shadow. The 300×300 crop (face.jpg) exists for avatars and social cards only. Data visuals are drawn in CSS/SVG in the palette (gauge, bars, line); illustrations, if any, are line-based and single-color sienna. Emoji are allowed as small icon tiles (white 22–36px rounded squares) but never inline in headings.

DO

Arch crop · halo · palette-tinted SVG charts · white icon tiles · the wordmark as the signature.

DON'T

Stock photos · brain illustrations · gradients other than the page gradient · duotone treatments of the portrait · AI-generated "lab" imagery.

Writing patterns.

ELEMENT	PATTERN	EXAMPLE
Page kicker	Wing · what this is · optional place	"Wing 01 · Tools" · "Discover · the podcast · since 2021"
Page h1	Plain statement, one italic turn	"Measure it. <i>Then train it.</i> " · "I'm Reid. <i>This is the lab.</i> "
Section h2	Sentence case, ends with a period, italic tail	"Field notes, <i>fresh from the bench.</i> "
Card kicker	Wing · topic	"Understand · placebo" · "Train · tummo"
Row descriptor	lowercase · what · time	"depression · 2 min" · "yogi claims, graded"
Go line	Verb + object + →	"Take a screener →" · "Open the wiki →"
Source chip	Author Year · Author Year	"Zeidan 2010 · Jha 2007"

Coming soon	Never "coming soon!" in copy — use the .soon row or the ink "On the bench" band	"ROCS · the 7-item OCD screen · soon"
Disclaimer	Mono, uppercase, centered, one line	"Educational only · not a diagnosis · crisis: call or text 988"

Spelling: American. Oxford comma. "eating disorder" (no hyphen as a noun), "eating-disorder science" (hyphen as a modifier). "Psychedelic-assisted therapy". Numbers: numerals for scores, counts and minutes ("2 min", "30 instruments"); words for anything under ten in prose. Dates in mono as "Sep 2026".

12

Site map & files.

ROUTE	PAGE	BUILT FROM
/	Homepage — hero, widgets, three wings, field notes, enroll band, PI's note, sources	build/home.py
/tools/	Measure & Train hub	build/tools.py
/screeners/ · #phq9 · #anxious · #history · ?r=...	The instruments app (Supabase auth)	edit screeners/index.html directly
/blog/ · /blog/<slug>/	Field notes index and posts	build/add_post.py → blog.py
/podcast/	Psychedelic Therapy Frontiers archive (live RSS)	build/podcast.py
/cv/	The CV Library (its own design system, intentionally)	standalone
/about/ · /style-guide/ · /404.html	About, this guide, not-found	build/about.py · build/styleguide.py
/assets/	dr.css · wm_wide.png · wm_tall.png · reid_web.jpg · face.jpg · favicon.svg · this guide as PDF	shared by every page

Deploy: drag the `site_v3` folder onto Netlify (Deploys → drag & drop). `_headers` sets no-cache on HTML and a day of cache on assets; `_redirects` forwards the retired

/resources to /blog/. The domain stays pointed at Netlify from Squarespace DNS.

Adding a page: copy the head from `build/common.py` (fonts + `/assets/dr.css`), use `nav()` and `FOOTER`, write page-specific CSS in the page's own `<style>`, keep tokens from `dr.css`. **Adding a blog post:** `python3 build/add_post.py post.html --slug my-post --tag "Understand · topic" --wing understand`.
