



Less noise. More momentum.

A modular identity for teams who need focus and clarity.

THE THREE PLANES

Three aligned, offset modules form an ordered system. No generic cloud or rounded bubble mark: the distinctive rhythm signals coordination and progress.

02 / STRATEGY

An idea with a clear role.

A connected workspace that turns complexity into visible progress.

AUDIENCE

Growing teams who need visibility without unnecessary complexity.

PROMISE

A connected workspace that turns complexity into visible progress.

PERSONALITY

Modular, Clear, Human

VOICE PRINCIPLES

01 Plainspoken, not technical

02 Helpful, not cheerful

03 Direct, not cold

03 / IDENTITY

A consistent signature.

Use the primary lockup whenever space allows; use the symbol only in compact contexts.



PRODUCTION RULES

01

Keep the approved proportions

02

Leave 1x clear space

03

Respect the minimum sizes

04

Use primary, white or black only

04 / DESIGN TOKENS

Color and type.

Restrained choices make each brand recognizable across touchpoints.



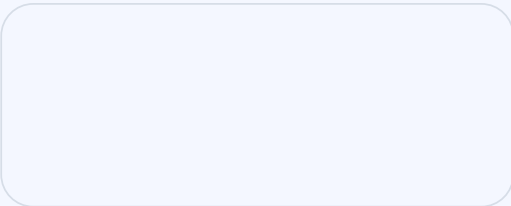
Ink
#13213B



Secondary
#3864E9



Accent
#786CE7



Canvas
#F4F7FF

TYPE HIERARCHY

Aa

Display / 40–48 pt

Body / Lato Regular 12–16 pt

Metadata / Lato Bold 10–11 pt

05 / VISUAL LANGUAGE

A grammar, not a decoration.

NIMBUS favors product screenshots, purposeful editorial imagery and clear information density. Avoid generic office stock photos and distracting 3D blobs.



MASTER SYMBOL

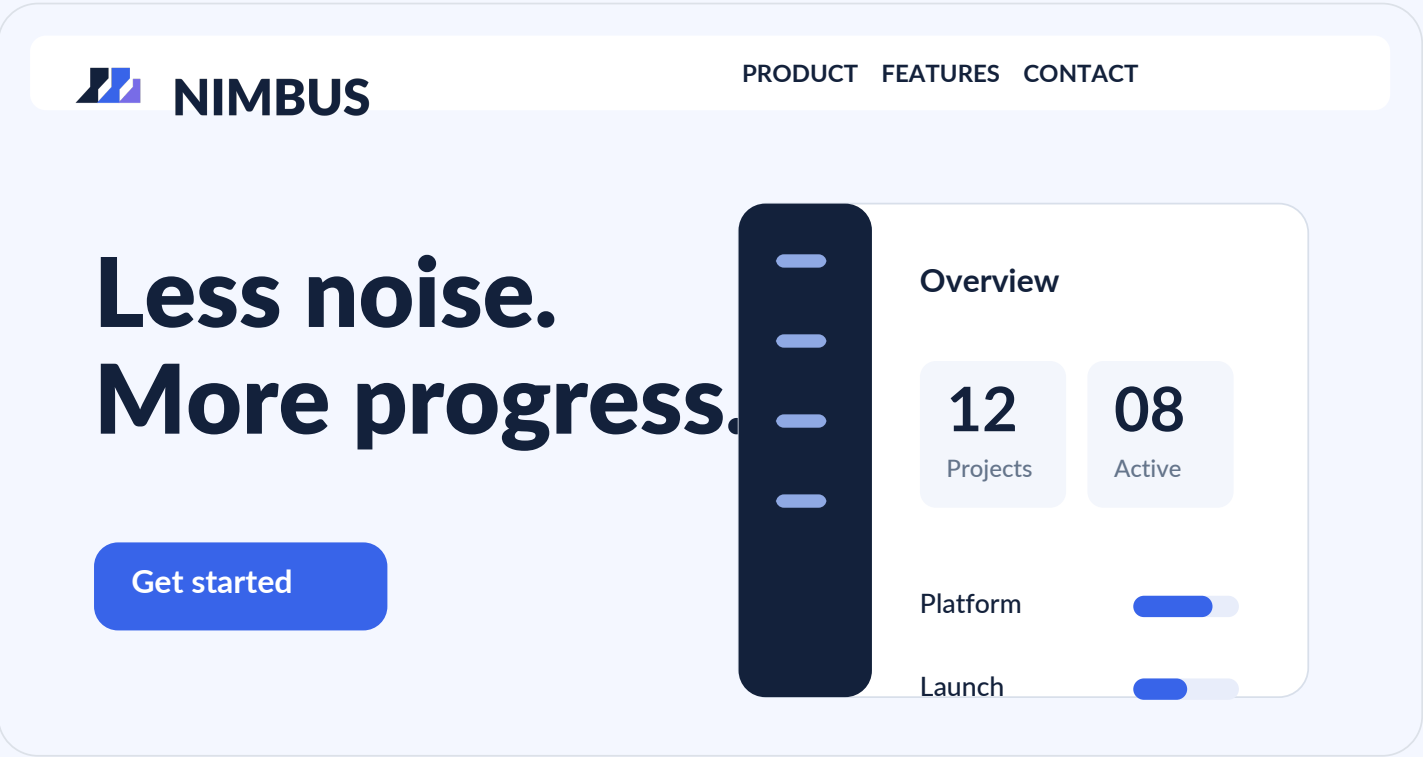


GRAPHIC RHYTHM / SYSTEM MOTIF

Use the mark as a structural cue, not wallpaper. Limit frequency, preserve negative space and always prioritize readable copy.

Proof in the details.

The same mark, palette and hierarchy across digital and print.



DIGITAL TOUCHPOINT / CONCEPT



DOCUMENT TOUCHPOINT / CONCEPT

- ✗ No arbitrary logo variants
- ✗ No low-contrast small text
- ✗ No unsupported claims or fake client cases