



• Brand & Design Guidelines · Version 1.0

One brand. Built with **precision.**

The complete reference for how Noximo looks, sounds, and behaves — the identity system behind www.noximo.io and every asset that carries the name.

BRAND

Noximo

TAGLINE

Private. Precise. Yours.

ISSUED

August 2026

WEB

noximo.io

What's inside this document

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BRAND AT A GLANCE

PRIMARY COLOR

■ #D42B1E

DISPLAY FACE

Bricolage Grotesque

INK

● #0C0C0C

BODY FACE

DM Sans

CANVAS

○ #FFFFFF / #F7F6F3

VOICE

Precise · Private · Selective

Built on depth. Not scale.

Noximo is a private AI consultancy. We build bespoke artificial intelligence for a small circle of industry leaders — privately hosted, precision-tuned, and engineered from the ground up. We don't sell platforms or promise everything to everyone; every engagement starts from scratch because every problem is genuinely different.

The best AI is built *only* for you — not adapted from something else.

Positioning statement

For organizations where ordinary isn't an option, Noximo designs and delivers custom AI — computer vision, NLP, document intelligence, model fine-tuning, data pipelines, and matching systems — that runs in the client's own environment and belongs to the client on delivery.

TRAIT 01

Private by design

Client data stays in the client's environment. Privacy is the architecture, not a feature added at the end. The brand never boasts about data it holds — because it holds none.

TRAIT 02

Precision over breadth

We build AI that does one thing exceptionally well and can be measured on it. The brand speaks in specifics, never in sweeping platform promises.

TRAIT 03

Selective by design

A small number of clients at any one time. Exclusivity is expressed through restraint — generous whitespace, few words, no noise.

TRAIT 04

Radically transparent

No black boxes, no opaque pipelines. Clients always know how models work and how to measure them — and our language is just as plain.

The mark & wordmark

The primary logo pairs a brand-red "N" monogram — threaded with a neural-network node motif — with a lowercase ink wordmark. The dot of the "i" is set in brand red, tying the wordmark back to the mark. The logo always appears as supplied artwork; it is never re-typeset.



ICON MARK — FAVICONS, AVATARS, APP
TILES



ON INK — THE RED MARK CARRIES THE
BRAND

Usage rules

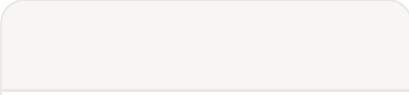
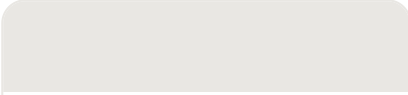
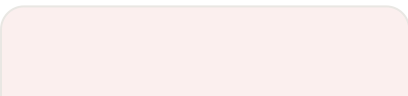
- Clear space on all sides equals the height of the "N" mark.
- Minimum width: 80 px digital · 25 mm print. Navbar display caps at 150 px wide.
- Place on white, on #F7F6F3, or on ink #0C0C0C only.
- Approved files: **logi-large.png** (primary), **favicon.svg** (icon), plus supplied favicon/app-icon sizes.

Never

- ✗ Rotate, skew, stretch, or crop the logo.
- ✗ Recolor it outside the approved palette.
- ✗ Add shadows, outlines, gradients, or effects.
- ✗ Set it on photography or busy backgrounds.
- ✗ Recreate the wordmark in a system font.

Red, ink, and quiet neutrals

The palette is deliberately restrained: near-black ink on warm white, with brand red used sparingly as a signal — labels, accents, and the single most important action. Warm neutrals do the quiet work. All values ship as CSS custom properties in `noximo.css`.

 Brand Red --red · #D42B1E · rgb(212,43,30) Accents, labels, key CTAs, the red dot	 Ink --ink · #0C0C0C · rgb(12,12,12) Headlines, primary buttons, dark sections	 Ink 2 --ink2 · #3D3D3D · rgb(61,61,61) Body copy and ledes
 Muted --muted · #888888 · rgb(136,136,136) Captions, card copy, nav links	 Light --light · #F7F6F3 · rgb(247,246,243) Alternate section & panel background	 Border --border · #E9E7E3 · rgb(233,231,227) Hairlines, card strokes, dividers
 Red Soft --red-soft · rgba(212,43,30,0.08) Red-tinted chip & icon backgrounds	 Red Hover #B82318 Hover state of red buttons only	 Signal Green #22C55E · text #1A7A3C "Available" status only — never decorative

Proportions

White ~60%	Light ~20%	Ink ~15%	5%
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Red is an accent, not a surface. If a layout feels red, it is off-brand.

Accessibility (WCAG 2.1)

COMBINATION	CONTRAST	VERDICT
Ink #0C0C0C on white	19.6 : 1	AAA — all text
Ink 2 #3D3D3D on white	10.9 : 1	AAA — all text
White on Brand Red #D42B1E	4.6 : 1	AA — buttons & normal text
Brand Red on white	4.6 : 1	AA — labels & links
Muted #888888 on white	3.5 : 1	Large/secondary text only — never for essential small copy

Loud display, quiet body

DISPLAY — BRICOLAGE GROTESQUE

AI built for your exact problem.

Light 300 Regular 400 SemiBold 600 **Bold 700** **ExtraBold 800**

BODY — DM SANS

Noximo crafts bespoke artificial intelligence for an exclusive circle of industry leaders — privately hosted, precision-tuned, and engineered from the ground up.

Light 300 Regular 400 **Medium 500**

ROLE	FACE / WEIGHT	SIZE (DESKTOP → MOBILE)	DETAILS
Hero H1	Bricolage 800	96 → 52 px	line-height 1.0 · letter-spacing -3px
Page-header H1	Bricolage 800	90 → 52 px	line-height 1.0 · letter-spacing -3px
Section title H2	Bricolage 800	56 → 36 px	line-height 1.05 · letter-spacing -2px · trailing words dimmed
Card heading H3/H4	Bricolage 700–800	28 → 17 px	letter-spacing -0.3 to -0.8px
Lede / hero sub	DM Sans 300	17–18 px	line-height 1.8 · color Ink 2
Body / card copy	DM Sans 300	14–16 px	line-height 1.7–1.85 · color Muted or Ink 2
Section label	DM Sans 600	11 px	UPPERCASE · tracking 0.12em · Brand Red
Buttons	DM Sans 500	13–15 px	pill radius 100px

Typographic rules

- Headlines are tight: negative letter-spacing scales with size (-2 to -3px at display sizes).
- The signature move: end headlines with a dimmed phrase (Muted on white, 28% white on ink) — one red word maximum.

Say less. Mean more.

Noximo writes the way it engineers: short declarative sentences, concrete claims, no filler. The voice is confident without selling, technical without jargon. We say "we build," not "we offer solutions."

TRAIT	WE ARE	WE ARE NOT
Precise	Specific, measurable claims: "O third-party data exposure."	Vague superlatives: "cutting-edge," "world-class," "revolutionary."
Confident	Plain statements of fact. Willing to say "whether we're the right fit."	Pushy, salesy, or breathless. Never exclamation marks.
Selective	Candid about limited capacity: "a small number of clients at any one time."	Growth-at-all-costs, "everyone welcome" platform language.
Transparent	Explains how things work: "no black boxes, no surprises."	Mystifying AI or hiding behind buzzwords.

tone · headline

"AI built for your exact problem." — the brand promise in six words. Headlines state a conviction; sub-copy carries the detail.

tone · call to action

"Tell us your challenge. We'll tell you what's possible — and whether we're the right fit." — invitations, not pressure. CTAs open conversations: "Start a conversation," "Get in touch."

tone · philosophy

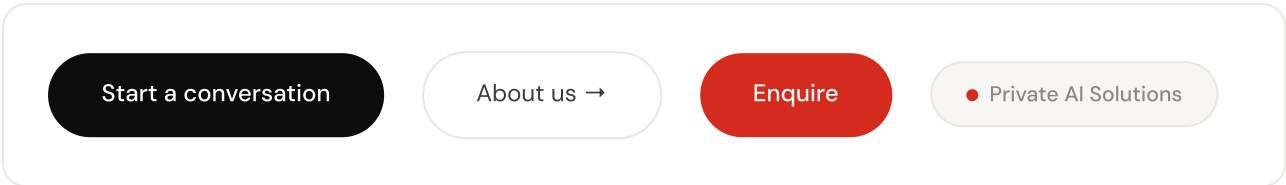
"Privacy is the architecture — not a feature we add on." — the em-dash pivot is a house pattern: claim, dash, sharpened restatement.

Avoid

- ✗ "Solutions provider," "synergy," "leverage," "unlock" — platform-speak contradicts the bespoke positioning.
- ✗ Unverifiable claims ("the best," "#1") — the brand only claims what it can measure.
- ✗ Hype punctuation and emoji — restraint is the register, in writing as in design.

Pills, cards, and hairlines

Buttons — always fully rounded (100px)

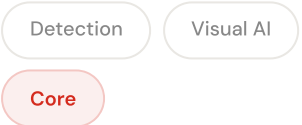


Ink button = primary action · outline = secondary · red = reserved for high-intent actions (Enquire). Hover: lift -2px with a soft shadow.

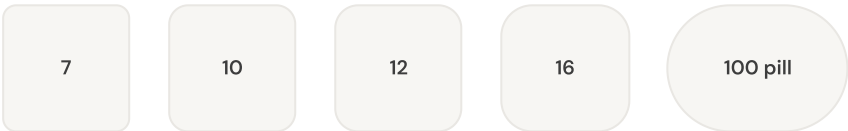
01 · CARD PATTERN

Computer Vision

White surface, 1px border hairline, 12px radius. On hover a 3px red underline sweeps in from the left and the card lifts -4px.



Radius scale



7px brand mark · 10px icon chips · 12px cards & images · 14–16px feature panels · 100px every button, badge, and tag.

Elevation

Shadows are soft and wide, never hard: resting cards have none; hover uses 0 8px 32px rgba(0,0,0,0.07); hero imagery and modals use 0 24px 80px rgba(0,0,0,0.12–0.16). Red buttons glow rgba(212,43,30,0.3) on hover.

DARK SURFACES

Full-bleed ink sections create rhythm — philosophy, contact strips, footer.

On ink: white headings, 45% white body, 28% white dimmed phrases, 6–12% white for chips and hairlines. The red label turns 35% white — red is used only as a small accent on dark.

Motion

- Scroll reveal: fade up 24px over 0.75s ease; stagger siblings by 0.1s / 0.2s / 0.3s.
- Hover: translateY(-1 to -4px) with shadow; transitions 0.2–0.3s. No bounces, no spins.
- Signature ambient motion: the 30s capability ticker and the 2s blinking red badge dot.

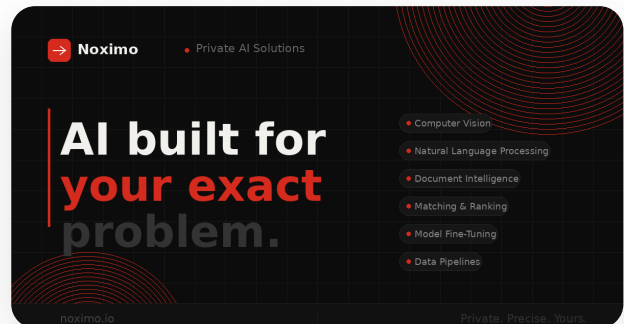
Technical, abstract, never staged

Photography

- Subjects: abstract technology, circuitry, neural-network visuals, focused work — no cheering stock teams, no handshakes, no robot clichés.
- Cool, moody palettes that sit comfortably beside ink and red.
- Always cropped to rounded containers (12–16px) with soft wide shadows.
- On dark sections, images render at 75–80% opacity so they recede into the ink.

Iconography

- Single library: Bootstrap Icons 1.11 — outlined style, one weight, no mixing.
- Icons sit in rounded chips: Light #F7F6F3 at rest, Red Soft tint on hover/active.
- Icon color: Ink 2 at rest, Brand Red when active. White mark on red for the brand chip.



The 1200×630 social card is the imagery system in miniature: ink field, red signal accents, dimmed grey closing phrase, capability chips, and the tagline "Private. Precise. Yours."

Composition principles

PRINCIPLE

Whitespace is the luxury

Sections breathe (110px vertical padding on desktop). Density reads as mass-market; space reads as selective.

PRINCIPLE

One red signal per view

Each composition carries a single red focal point — a word, a dot, a button. Two competing red elements is one too many.

PRINCIPLE

Hairlines, not boxes

Structure comes from 1px #E9E7E3 rules and borders, not heavy containers or background blocks.

PRINCIPLE

Light–dark rhythm

Pages alternate white, warm light, and full-bleed ink sections. The dark strip is the dramatic pause, used once or twice per page.

How the site is built

Layout & spacing

TOKEN	VALUE	NOTES
Grid	Bootstrap 5.3 container + 12-col	Row gutters restored via column padding (overflow fix — do not revert)
Section padding	100–130px desktop · 72px mobile	Hero and page headers: 140px top (clears 70px fixed navbar)
Navbar	70px, fixed, frosted	92% white + 20px blur, hairline bottom border
Content measure	ledes max 480–540px	Body copy never runs full-width
Card padding	28–56px	Scales with card importance; mobile reduces ~25%

Standards every page keeps

- **Consent-gated analytics.** Google Analytics loads only after "Accept all" in the cookie banner (stored 12 months as noximo-consent). No gtag snippet ever ships in a page head.
- **Privacy-enhanced embeds.** Video always uses youtube-nocookie.com.
- **Footer contract.** Every page carries Privacy, Terms, and Cookie settings links plus info@noximo.io on the ink footer.
- **Reveal by default.** New content sections use the .reveal scroll animation with staggered delays to match the rest of the site.
- **Shared chrome.** Head metadata, navbar, and footer are replicated across all pages — changes must be applied to every HTML file.

Asset inventory

ASSET	FILE	USE
Primary logo	assets/logi-large.png	Navbar, documents, partner use
Icon mark	assets/favicon.svg + PNG/ICO set	Favicons, app icons, avatars
Social card	assets/social-card.png (1200×630)	Open Graph / Twitter preview
Web manifest	assets/site.webmanifest	PWA metadata, theme color #D42B1D
Design tokens	noximo.css → :root	Single source of truth for color & type variables

NOXIMO

Private. Precise. Yours.

Questions about applying the brand — or anything this document doesn't cover — go to info@noximo.io. When in doubt: more whitespace, fewer words, one red signal.