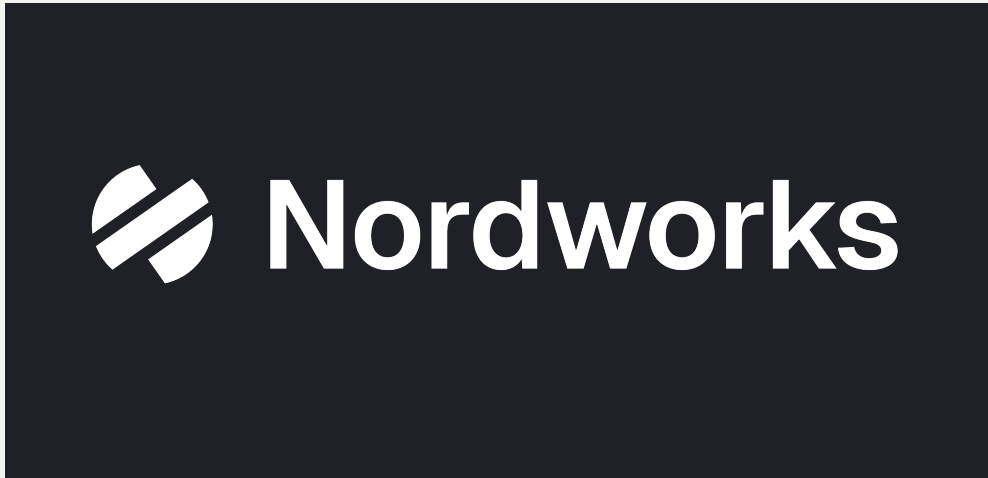


A familiar yellow. A refined identity.

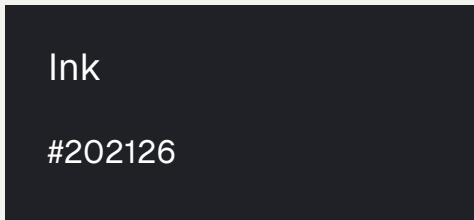
Strata 04B + Geist SemiBold. The original yellow returns with the corrected circular curve.



White on ink

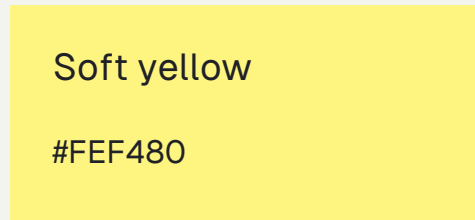


Ink on soft yellow



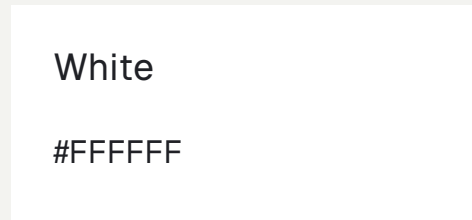
Ink

#202126



Soft yellow

#FEF480



White

#FFFFFF

Paper

#F3F3F0

Use yellow for actions, selected symbols and occasional bold brand surfaces.

Use ink text on yellow. Keep yellow artwork on dark surfaces; avoid yellow text on white.

Logo construction and spacing.

Use the supplied outlined artwork for every wordmark placement.



Primary horizontal lockup

Preferred for website headers, documents and signatures.

Starting minimum: 140 px exported canvas width.

Use the standalone symbol when the wordmark is too small.



Nordworks

Stacked alternative

For compact, centered layouts.

Keep the supplied proportions.

Clear space

Leave at least half the visible symbol height between the artwork and other elements.

Scale proportionally. Preserve the diagonal gaps, rotation, spacing and letterforms.

Icons, avatars and tiny sizes.

The same Strata geometry is used throughout the icon family.



Yellow square master



Yellow on ink



Circular avatar

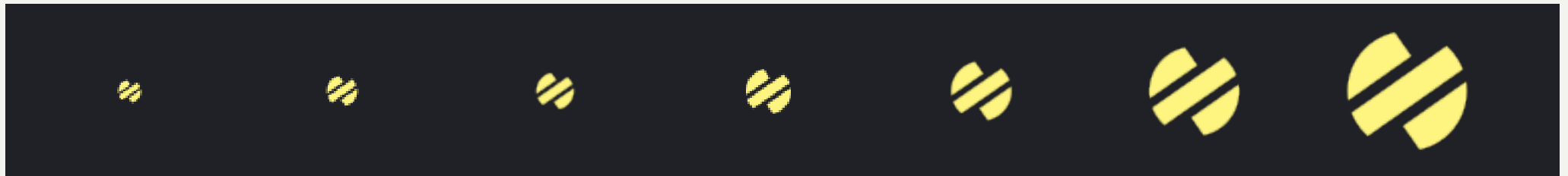
Choose by context

Bare symbol: favicons.

Contained icon: launchers.

Circle: workspace avatars.

Square: platform masking.



12 px

16 px

20 px

24 px

32 px

48 px

64 px

Small-size starting points: bare symbol 16 px; contained icon 24 px. 12 px is a stress test.

View the individual PNGs at 100% for pixel-level inspection; this PDF can be scaled.

Adaptive SVG changes with the browser theme. Fixed ICO files include 16, 32 and 48 px.

Typography and file handoff.

A practical package for design, web and product work.

Geist

Regular 400 / Medium 500 / SemiBold 600

Logo: Geist SemiBold, supplied as vector outlines.

Body: Regular. Labels: Medium. Emphasis: SemiBold.

Install OTF files for desktop work; use WOFF2 on the web.

Keep the bundled font license with redistributed font files.

Package folders

01 Brand guide

02 Horizontal and stacked logos

03 Standalone symbols

04 App icons and avatars

05 Favicons

06 Fonts and license

07 CSS, JSON and favicon example

08 Preview boards / yellow palette

09 Strata formation / motion concept

Start with SVG

SVG masters scale cleanly and include outlined wordmarks. PNG exports are transparent unless tiled.

Use opaque square app masters when the destination platform applies its own corner mask.

The start-here file explains filenames, minimum sizes and the recommended clear space.