

Ideas into impact.

Independent thinking. Connected expertise.

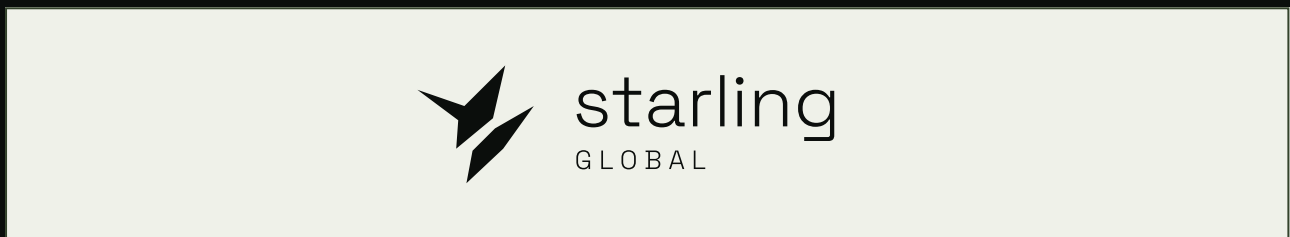
A visual identity for a technology studio moving things forward.



Many perspectives. One direction.

The angular bird mark takes its cue from a starling in flight. Two connected shapes suggest movement, shared ambition, and the space where strategy becomes something real.

A little room to fly.



Clear space

Leave at least half the symbol's height clear on every side. Give the logo room to stand apart from copy, imagery, and edges.

Minimum size

Horizontal logo: 130px digital / 35mm print.
Symbol: 20px. Use supplied, purpose-sized favicon files below 20px.

Keep it consistent.

- Use the supplied artwork. Do not stretch, rotate, outline, or add effects.
- Use the lime and light lockup on dark backgrounds.
- Use the dark lockup on light or lime backgrounds.
- Use the standalone mark for avatars and icons; the stacked logo for square layouts.

Choose the right format.

SVG for interfaces and flexible digital use. PDF for vector artwork in print layouts. PNG for transparent raster graphics. JPG for banners where transparency is not needed. All logo typography is outlined in vector exports.

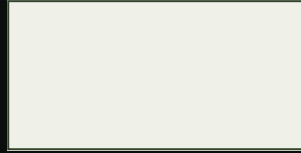
Clear. Curious. Connected.



Flight Lime
#C0F973



Ink
#0B0E0C



Paper
#EFF1E9



Mist
#A4ACA2

Space Grotesk

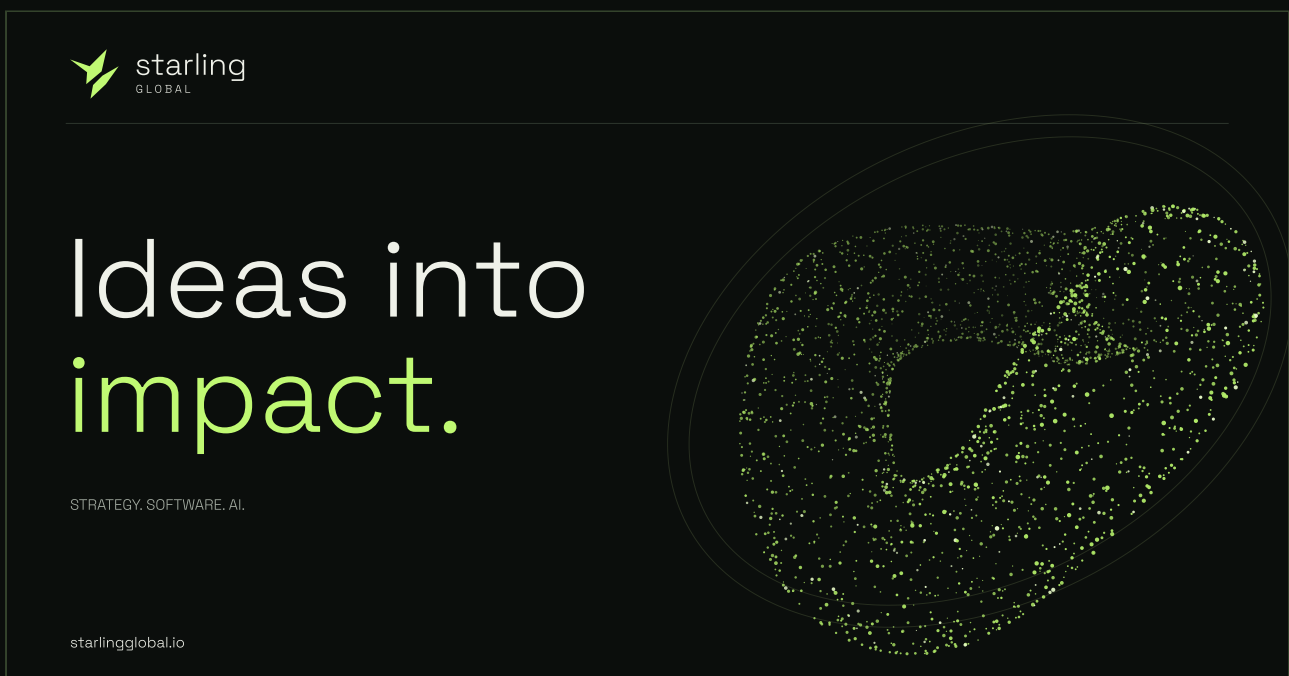
Our primary typeface, from big ideas to small details. Use generous spacing around large, simply worded headlines.

DM Mono

Our secondary typeface for labels, captions, and navigational details. Use uppercase sparingly and keep it readable.

Say something useful.

Be direct, thoughtful, and practical. Explain what the technology does for people. Show the thinking behind the work. Avoid jargon, hype, and claims without evidence.



Included: sharing card (1200×630), presentation banner (1920×1080), LinkedIn profile banner (1584×396), social header (1500×500), app icons, favicon, fonts, and open font licenses. Banners have editable SVG sources with outlined text.