



AITeCXO

INNOVATE · IMPLEMENT · INTEGRATE

BRAND IDENTITY GUIDELINES

Version 1.0 · October 2026

Everything meets at the X.

AITeCXO sits where two disciplines usually stay apart: the judgment of a technology executive and the hands of an engineer who builds. The identity is built on that crossing. The X in CXO isn't just a letter in the name. It is the brand, and every other element comes from it.

The solid bar: leadership

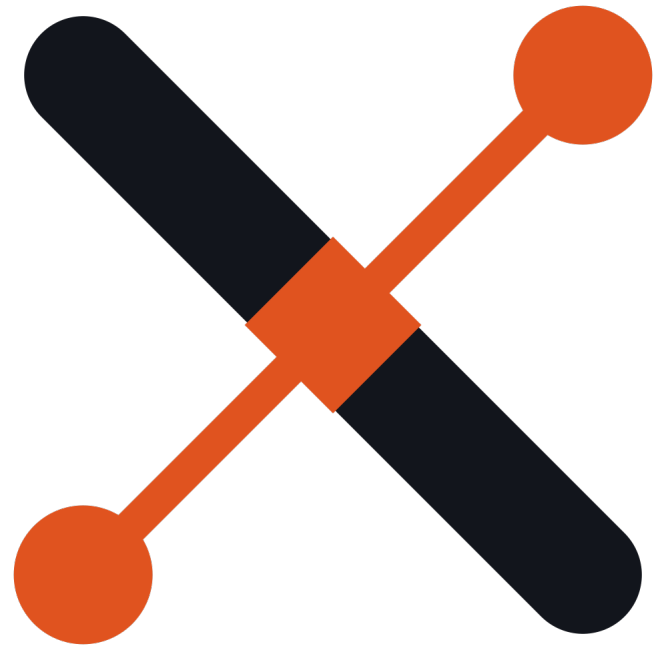
A single heavy stroke, top-left to bottom-right. It stands for executive judgment: accountability, priorities, the decision about what is worth building at all.

The node line: AI and systems

A fine connector between two nodes, read as a network edge or a data path. It stands for models, pipelines, and the systems that do the work.

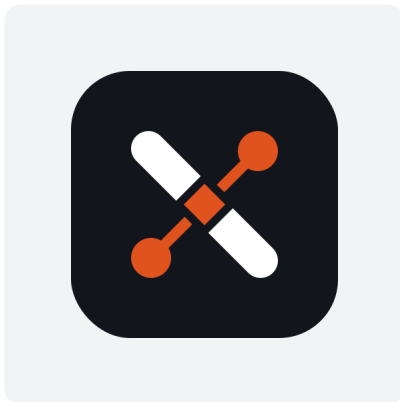
The ember diamond: the point of value

Where the two cross, there is a small ember diamond. This is the moment strategy becomes a working system: the player-coach position the practice is built on, and the outcome clients pay for.



The mark

The X sits inside a rounded ink tile. The tile gives the symbol a fixed, recognisable shape, so it holds up as an app icon, favicon, and social avatar, where it often appears alone and tiny. The 22% corner radius is soft enough to feel modern and firm enough to stay a square at 16 pixels.



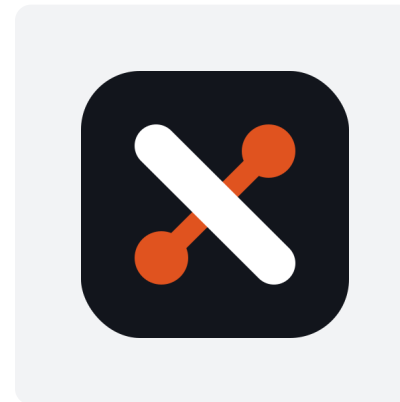
Primary

Ink tile, white bar. The default everywhere.



Reversed

White tile, ink bar. For dark backgrounds.



Small-size

No diamond, heavier strokes. Use at 32 px and below.

Why a small-size version?

Below about 32 px the diamond turns to mush and the thin node line disappears. The small-size mark drops the diamond and thickens both strokes so the X still reads clearly in a browser tab.



48 px



32 px



16 px

Each mark has a reason. Use the primary mark wherever there is room, the reversed mark on ink or dark photography, and the small-size mark only for favicons and other tiny placements.

The text logo

The text logo for AITeCXO is displayed in a dark blue, sans-serif font. The letters 'AI' are bold, 'Te' is in a regular weight, and 'CXO' is bold. The 'X' is replaced by a stylized orange graphic consisting of two intersecting lines with circular endpoints at the top and bottom.

INNOVATE · IMPLEMENT · INTEGRATE

Casing is the reading guide

The name keeps its own casing: AITeCXO. Weight does the separating: **AI** in bold, Te in light, **CXO** in bold. Readers see “AI · Tech · CXO” without dots or spaces breaking up the name.

The X is drawn, not typed

The X in CXO is replaced by the brand symbol, sized to the exact cap height of the type. That one substitution ties the text logo to the mark, so either one can stand alone and still feel like the same brand.

The tagline names the work

INNOVATE · IMPLEMENT · INTEGRATE are the three service pillars on the website, in order. The three I’s echo the AI at the front of the name. Ember dots link the line back to the diamond. Set in Sora Medium, uppercase, tracked +240.

Lockups

A lockup is the mark and text logo set together at fixed proportions. Don't rebuild them by hand; always use the supplied files.



Horizontal with tagline

Primary lockup. Proposals, decks, letterhead, website footer, social banners.



Horizontal

Navigation bars, email signatures, and anywhere under about 200 px wide, where the tagline would be too small to read.



Stacked

Square and portrait spaces: event signage, title cards, merchandise, the back of a business card.

Clear space & minimum size



Clear space. Keep a margin of **x** on every side, where x is one quarter of the mark’s height. Nothing else, whether text, images, or other logos, enters that area. White space is what makes a small mark look confident instead of crowded.

Asset	Digital minimum	Print minimum
Mark (primary)	33 px	0.35 in / 9 mm
Mark (small-size)	16 px	Not for print
Horizontal lockup	120 px wide	1.25 in / 32 mm wide
Lockup with tagline	220 px wide	2 in / 51 mm wide
Stacked lockup	140 px wide	1.25 in / 32 mm wide

Why these numbers: the tagline is the first thing to break down at small sizes, so lockups with a tagline need almost twice the width. Below 33 px, switch to the small-size mark.

Color



Ink

HEX #12151C
RGB 18 21 28
CMYK 36 25 0 89

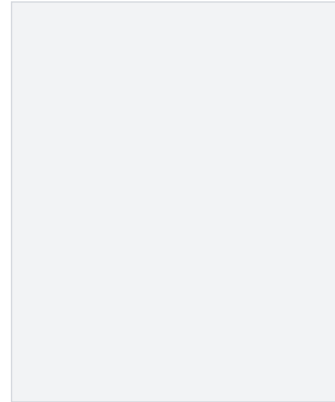
Primary. Type, the mark's tile, dark backgrounds. A blue-black reads richer than pure black and softer on screen.



Ember

HEX #E0531F
RGB 224 83 31
CMYK 0 63 86 12

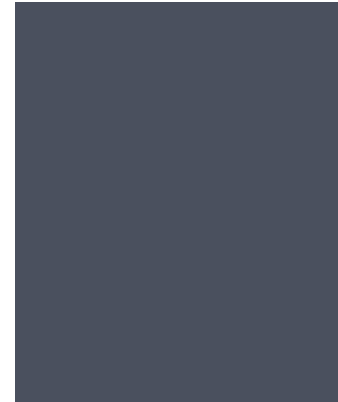
Accent. The diamond, nodes, and tagline dots. Use sparingly, about 5–10% of any layout, so it always marks the point of value.



Mist Ground

HEX #F2F3F5
RGB 242 243 245
CMYK 11 0 4

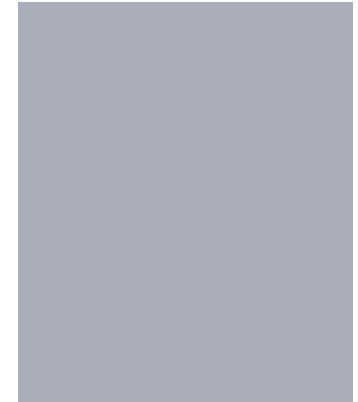
Light background. A cool off-white that keeps pages from glaring.



Slate

HEX #4A505E
RGB 74 80 94
CMYK 21 15 0 63

Secondary text and the tagline on light backgrounds.



Mist

HEX #A9AEBA
RGB 169 174 186
CMYK 9 6 0 27

Secondary text and the tagline on Ink.

Why ember, not blue. Most AI and cloud brands use blue, so a blue logo blends into the category. Ember is warm, confident, and easy to remember next to ink.

Accessibility: Ink on white is 18.3:1. Slate on Mist Ground is 7.3:1 and Mist on Ink is 8.2:1, both readable for body text. Ember on white is 3.9:1, fine for graphics and large type but not body text. CMYK values are conversion starting points; confirm against a printed proof.

Typography

Sora

Sora is a geometric sans with open shapes and even stroke widths. It stays crisp on screens, pairs naturally with the clean geometry of the X, and avoids the overused defaults (Inter, Roboto, Arial) that make technology brands look interchangeable. It's free under the Open Font License from Google Fonts, so anyone on your team can install it.

Fallback when Sora isn't available (for example, in someone else's Word template): Helvetica Neue, then Arial. The logo files use outlined type and never depend on installed fonts.

Bold 700

Headlines, the bold parts of the wordmark

SemiBold 600

Subheads, labels

MEDIUM 500 · TRACKED

Tagline, eyebrows, small caps

Regular 400

UI text, captions

Light 300

Long-form body text, the "Te" in the wordmark

Use it well

Do

- Use the supplied files, at the sizes they were made for.
- Put the primary mark on white or Mist Ground, and the reversed mark on Ink or dark photos.
- Keep clear space of one quarter of the mark's height on every side.
- Use the one-color lockups for single-ink jobs: embroidery, engraving, stamps, and fax.
- Let Ember stay rare. It works because it marks one point.

Don't

- Don't retype the name in another font or change its casing to AiTeCXO or AITECXO.
- Don't swap the drawn X for a typed letter X.
- Don't recolor the parts, add gradients, shadows, or outlines, or rotate the mark.
- Don't stretch or squash the logo; always scale it proportionally.
- Don't place the full-color logo on busy images or on Ember.

Which file do I use?

Need	File	Size
Website favicon	PNG/01-Web-Icons/favicon.ico + favicon-32x32.png	16 · 32 · 48 px
iPhone home screen	PNG/01-Web-Icons/apple-touch-icon-180x180.png	180 × 180
Android / PWA icon	PNG/01-Web-Icons/android-chrome-192 / 512	192 · 512
Website nav bar	PNG/06-Website/site-header-logo-40h@2x.png (or SVG)	40 px tall, @2x
Email signature	PNG/07-Email-Signature/email-signature-logo-240w@2x.png	Display at 240 px wide
LinkedIn profile / company logo	PNG/03-Social/linkedin-company-logo-400x400.png	400 × 400
LinkedIn banner	PNG/03-Social/linkedin-banner-1584x396.png	1584 × 396
X / Twitter header	PNG/03-Social/x-twitter-header-1500x500.png	1500 × 500
Link preview (Open Graph)	PNG/03-Social/open-graph-1200x630.png	1200 × 630
Other social avatars	PNG/03-Social/social-avatar-800 / 1080	Circle-crop safe
Slide decks	PNG/09-Presentation/title-slide-1920x1080.png + lockup PNGs	16:9
Print, signage, vendors	SVG/ (any) — vector, scales to any size	Vector
Single-ink production	SVG/04-One-Color/aitecxo-lockup-black / white	Vector

Wordmark and lockup PNGs come in 600, 1200, and 2400 px widths with transparent backgrounds. Use the reversed files on dark backgrounds. Use SVG whenever the tool accepts it.