

N E X O R A

Brand Guidelines
The AI automation
marketplace.

Prepared for investors
& partners
nexoraaero.com

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How to use this document.

Nexora Aero is a marketplace, which means the brand is applied by many hands — the founding team, sellers, contractors and partners. This document exists so that every one of those hands produces something that looks like it came from the same company. Follow it literally where it gives values; follow its intent where it gives principles.

MUST

Colour values, typefaces, logo geometry, clear space and accessibility minimums are fixed. They are never re-interpreted.

SHOULD

Layout, imagery and motion patterns are strong defaults. Depart from them only with a reason you could defend out loud.

ASK

New sub-brands, co-branded lockups and paid-media formats need sign-off from the founder before they ship.

ONE NAME, ONE PRODUCT

The brand is **Nexora Aero**. Written in running text it may shorten to **Nexora** after first mention. There are no other brands, no sub-brands and no product suffixes in v1.0 — features such as the automation planner or studio are described as features of Nexora Aero, never named as separate products.

Confidential — prepared for investor and partner review. Do not redistribute outside the recipient organisation.

Positioning & mission.

POSITIONING STATEMENT

Nexora Aero is the AI automation marketplace: the one place where a business describes a repeated task in plain words and is matched with the vetted expert, script or agent that removes it permanently.

MISSION

Get the world's repeated computer work done automatically — and make the people who build those automations a living doing it.

VISION

Every business, of every size, runs on automations it never had to know how to build.

90%

seller payout — among the lowest platform cuts anywhere

\$35+

entry price for a working automation

14 days

money-back guarantee on every order

100%

escrow-protected, released only on approval

Three pillars.

Every claim Nexora makes traces back to one of these three.
If a piece of copy or a page can't be tied to a pillar, it isn't saying anything.

01 Specialists, not generalists

Nexora sells one thing: automation.
Every seller is founder-vetted
against real shipped work before
they can list.

Say: “founder-vetted”, “already
shipped this exact automation”.
Never: “thousands of
freelancers”.

02 Plain words in, working system out

The buyer never writes a spec. They
describe the task; Nexora does
the translation into scope, price
and build.

Say: “describe it in one
sentence”.
Never: “submit requirements”,
“RFP”, “post a brief and receive
bids”.

03 The risk stays with us

Free scoping, escrow released only
on approval, 14-day money-back,
source code and documentation
handed over every time.

Say: “approve it first, then pay”.
Never: “guaranteed results”, or
any promise we can't
operationally keep.

Who we talk to.

DEMAND SIDE

The person losing hours

Ops leads, agency producers, e-commerce and finance managers at 5–200 person companies. Not technical. Measures the problem in hours, not in APIs.

Speak in tasks and time saved. Never in architecture.

SUPPLY SIDE

The builder who wants buyers

Automation engineers, RPA and agent developers, Adobe and plugin scripters. Highly technical, allergic to bidding wars and platform fees.

Speak in payout, qualified demand and respect for craft.

WHERE WE SIT

ATTRIBUTE	NEXORA	GIG MARKETPLACES	AGENCIES
Scope	Automation only	Everything	Retainer-shaped
Matching	We match you	You search & sift	Sales cycle
Payment	Escrow on approval	Upfront milestones	Invoiced monthly
Handover	Code, docs, Loom	Varies	Often locked in

Personality.

Nexora sounds like a very good engineer who is also kind:
precise about what will happen, uninterested in impressing you,
quietly certain.

Plain Shortest true sentence wins. If a nine-year-old wouldn't follow it, rewrite it.	Exact Numbers, timeframes and conditions, not adjectives. “In 24 hours”, not “fast”.
Calm No urgency theatre, no countdowns, no exclamation marks. Confidence needs no volume.	On your side We name the risk before the buyer does, and we hold it.

WE ARE Specific · Understated · Practical Technical when asked · Accountable	WE ARE NEVER Hypey · “Revolutionary” · Jargon-first Fear-selling · Cute for its own sake
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The mark.

One asset carries the whole identity: a wide, engineered wordmark whose N is drawn as an open circuit path — a signal finding its route. It is never redrawn, re-spaced or re-set in another typeface. Always place the supplied vector.

N E X O R A



THE AERO MARK

The wordmark's apex — the A of Aero — drawn as a hollow ascending chevron. It is the only permitted standalone symbol: favicon, avatar, app icon and any square lock-up under 120 px. It never appears beside the wordmark, and it is never used as a bullet or an arrow.

A • THE N PATH

An open, angular route standing in for the letter N. It reads as a connection being made — the routing metaphor at the centre of the product.

B • LETTERFORMS

Monolinear, wide-tracked capitals with flat terminals. Optically corrected — never reproduce by typing “NEXORA” in a typeface.

C • PROPORTION

Locked at 178.46×17.62 (10.13 : 1). Scale only proportionally; the aspect ratio is part of the mark.

Clear space & minimum size.

The measure is **X** — the cap height of the wordmark. Keep at least 1X free on all four sides; 2X is the preferred setting on covers and title cards. Nothing enters that field: no type, no rules, no image edge, no button.

1X MINIMUM

N E X O R A

MINIMUM SIZES

Digital	120 px wide
Print	32 mm wide
Embroidery / etch	45 mm wide

BELOW MINIMUM

Under 120 px the letterforms fill in. Use the Aero mark — the apex glyph alone, square, in Nexora Black or reversed white — never a shrunken wordmark.



Variants & lockups.

Three colourways, no more. Choose by background, not by taste: the wordmark is always the maximum-contrast option available.

		
Black #050505 on paper, white or light photography.	White reversed on Nexora Black, dark UI and dark imagery.	Black on Lime. Never white on Lime.

DESCRIPTOR & PARTNER LOCKUPS

 Descriptor sits left-aligned below the mark at 1X separation, mono uppercase, tracking .28em, never wider than the mark.	 Partner marks sit to the right of a hairline divider, optically matched in height. Nexora always leads. Co-branding needs founder sign-off.
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Never do this.

Each of these has been seen in the wild and each one costs the brand credibility. There is no situation in which any of them is the right answer.



× STRETCH OR SQUASH



× RECOLOUR OFF-PALETTE



× SHADOWS, BEVELS, GLOWS



× BUSY OR LOW-CONTRAST BEDS



× ROTATE OR ARC



× RE-TYPE IN ANOTHER FONT

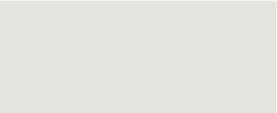
Also never: outline the wordmark, add a tagline inside the clear space, box it in a rounded container, animate the letterforms individually, or place it over faces in photography.

Core palette.

The wordmark is monochrome; the palette is not. Nexora Black carries the identity and a warm paper white carries the reading. Two accents sit on top, each with one job: Lime for the automation and every action a buyer takes, Purple for the marketplace and the people in it. Never a third.

Nexora Black HEX #050505 RGB 5 5 5 · CMYK 0 0 0 100 Backgrounds, wordmark, all body text	Paper HEX #F7F6F2 RGB 247 246 242 · CMYK 2 2 4 0 Primary light surface, documents, decks	Pure White HEX #FFFFFF RGB 255 255 255 Cards and panels raised off Paper
Nexora Lime HEX #DAFF03 RGB 218 255 3 · CMYK 22 0 99 0 Automation, action, emphasis	Nexora Purple HEX #B003E8 RGB 176 3 232 · CMYK 55 92 0 0 Marketplace, sellers, community	Never together Lime and Purple never touch, never sit in one gradient, and never appear as a pair on the same element. One accent leads per surface.

NEUTRAL SCALE — STRUCTURE, NEVER DECORATION

				
Carbon #121212	Graphite #3A3A38	Steel #6B6B67	Ash #B4B4AE	Hairline #E4E3DD

Tints, states & ratios.

LIME FAMILY

#384500 · Lime Deep – text & links on light grounds

#DAFF03 · Nexora Lime – the accent fill

#A3BF02 · Lime Mid – borders, charts on light

#F2FFC2 · Lime 10 – selected rows, highlights

PURPLE FAMILY

#7A02A2 · Purple Deep – pressed, visited

#B003E8 · Nexora Purple – seller-side fills, links on light

#D98BFF · Purple Light – text & links on Black

#F7E3FE · Purple 10 – seller badges, quiet highlights

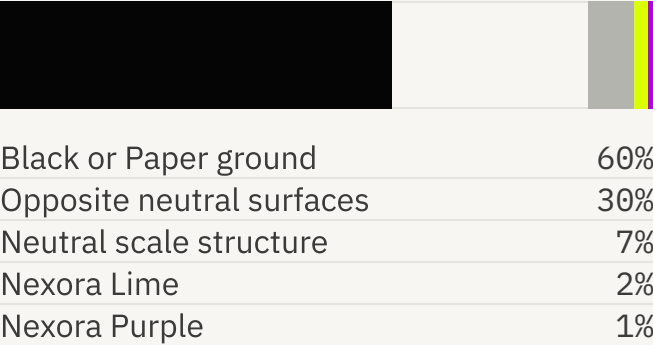
SYSTEM STATES – UI ONLY, NEVER MARKETING

Approved
#17694A

Pending
#9A5A0A

Error
#C4362F

DISTRIBUTION – EVERY LAYOUT, ROUGHLY



COLOUR DON'TS

No gradients as backgrounds — least of all Lime into Purple. No third accent hue. No colour used only for decoration. Lime and Purple never appear on the same element, and neither fills more than one element per screen.

Contrast & accessibility.

WCAG 2.2 AA is the floor, not the target: 4.5:1 for body text, 3:1 for large text and interface edges. These pairs are pre-cleared — anything not listed here must be measured before it ships.

FOREGROUND	BACKGROUND	RATIO	LEVEL	USE FOR
Paper #F7F6F2	Black #050505	18.9:1	AAA	All text
Black #050505	Paper #F7F6F2	18.9:1	AAA	All text
Black #050505	Lime #DAFF03	17.8:1	AAA	Buttons, badges
Lime Deep #4A5A00	Paper #F7F6F2	7.1:1	AAA	Links, eyebrows
Lime #DAFF03	Black #050505	17.8:1	AAA	Text & links on dark
White #FFFFFF	Purple #B003E8	5.2:1	AA	Seller-side fills
Purple #B003E8	Paper #F7F6F2	4.8:1	AA	Seller links, eyebrows
Purple Light #D98BFF	Black #050505	8.8:1	AAA	Purple links on dark
Steel #6B6B67	Paper #F7F6F2	5.0:1	AA	Secondary text ≥14px
Lime #DAFF03	Paper #F7F6F2	1.1:1	Fails	Never lime text on light

BEYOND CONTRAST

Never carry meaning in colour alone — pair every status colour with a word or icon. Minimum body size 14 px; minimum touch target 44 × 44 px. Focus rings are a 2 px Lime Deep outline with a 2 px offset, never removed.

ON IMAGERY

Text over photography requires a solid Black panel or a flat 60% Black scrim — not a soft gradient, and never a drop shadow on the type.

Three typefaces. That's all.

Space Grotesk

DISPLAY • 400 500 600 700

Aa Bb Gg 0123 &

Headlines, page titles, numerals in stats. Its engineered, slightly technical skeleton matches the wordmark's monolinear cut. Always tracked tight: -0.02em to -0.035em at display sizes. Never below 20 px.

IBM Plex Sans

TEXT • 300 400 500 600

Aa Bb Gg 0123 &

All body copy, UI labels, forms and long-form documents. Open apertures survive small sizes and dark backgrounds; the italic is for one thing only — a quoted buyer's own words.

IBM Plex Mono

SIGNAL • 400 500

Aa Bb Gg 0123 &

Eyebrows, labels, metadata, prices, code and anything machine-made. Always uppercase with $.14\text{--}.20\text{em}$ tracking when used as a label. This is the voice of the automation itself — use it sparingly and it stays sharp.

LICENSING

All three are open-source (SIL OFL) and free for web, print, product and paid media. Self-host the woff2 files for web; no external font CDN in production.

FALLBACK STACK

'IBM Plex Sans', 'Helvetica Neue', Helvetica, Arial, sans-serif — in email and any environment without webfonts, set everything in Helvetica or Arial rather than substituting a display face.

Type scale.

A 1.25 ratio, rounded to whole pixels. Desktop values shown; on mobile step display sizes down two rungs and keep body at 16 px.

Display / 64 • 600
-0.035em • 1.0

Tell us your task

Hero on landing
pages only

H1 / 40 • 500
-0.025em • 1.05

Automate every kind of work

Page and section
titles

H2 / 28 • 600
-0.02em • 1.15

From task to automation

Sub-sections

H3 / 20 • 600
-0.01em • 1.25

Describe the task

Card and step
headings

Lead / 18 • 400
0 • 1.6

A vetted expert replies with a plan and a
fixed price.

Standfirst under a
title

Body / 16 • 400
0 • 1.65

You see it working before money moves. Not
happy? You don't pay.

Default reading size

Small / 14 • 400
0 • 1.55

Escrow held • 14-day refund

Captions, helper text

Label / 11 • 500
+0.16em • 1.0

HAND-PICKED THIS WEEK

Eyebrows, metadata,
prices

Typography rules.

MEASURE

60–75 characters per line. Never set body text the full width of a 1440 px page.

ALIGNMENT

Left-aligned, ragged right, always. No justification, no centred paragraphs — centring is reserved for a single short line in a divider.

CASE

Sentence case for every heading and button. Uppercase only in Plex Mono labels. Title Case Is Never Used.

EMPHASIS

Weight 600 for emphasis. No underlines except on links, no italics except quoted speech, never both.

NUMERALS

Tabular figures in tables and prices. Currency without decimals when whole: \$35, not \$35.00.

PUNCTUATION

Em dash with no spaces for breaks — like this. Middot with spaces in metadata rows. Curly quotes. One exclamation mark per year.

CORRECT

Approve it first, then pay

You see it working before money moves.

ESCROW HELD • 14-DAY REFUND

INCORRECT

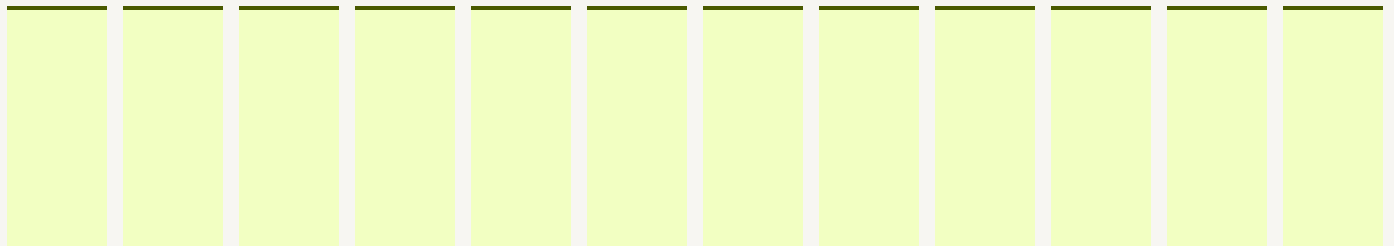
**APPROVE IT FIRST, THEN
PAY!**

You see it working before money moves.

escrow held / 14 day refund

Grid, space & edges.

Everything sits on a 12-column grid with a 4 px spacing base. The brand's structural signature is the hairline: 1 px dividers and 1 px gutters between flush panels, rather than shadows and floating cards.



WEB

Max width 1280

Gutter 24 • Margin 48

12 cols ≥ 1024 • 6 ≥ 768 •

4 < 768

DOCUMENT

Letter portrait

Margin 64 • Baseline 4

Footer rule at 1 px

Hairline

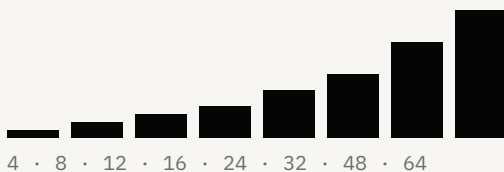
DECK

1920 × 1080

Margin 96 • Gutter 32

Min type 24 px

SPACING SCALE — MULTIPLES OF 4



CORNERS & EDGES



Square by default; 2 px only on inputs and small controls. No pills, no large radii, no drop shadows — depth comes from Black against Paper.

Buttons & inputs.

One primary action per view. Buttons are square, 44 px tall minimum, label in sentence case at 15 px / 500 — never uppercase, never a verb-less label like “Submit”.

ON PAPER

Find my automation →

Browse automations

See how it works →

Primary · Secondary · Tertiary. Hover: primary lifts to Lime, secondary fills Black, tertiary deepens to Lime Deep. Transition 120 ms.

ON BLACK

Find my automation →

Sell your automation

Watch the film →

On dark grounds Lime becomes the primary fill. Disabled states drop to 40% opacity and lose the arrow.

TASK FIELD — THE SIGNATURE INPUT

Describe the task you repeat...

Find it →

Placeholder is always a real example in the buyer's words, rotating. Focus adds a 2 px Lime Deep outline at 2 px offset.

FIELDS, CHIPS & STATUS

Work email

Enter a valid email address

ZAPIER

N8N

SELECTED

VETTED SELLER

APPROVED

Cards, listings & tables.

The listing card is the marketplace's atom. Square corners, 1 px Hairline border, no shadow. Price in Plex Mono. Category as a mono label. Never more than two lines of description.

LISTING THUMBNAIL

WORKFLOW

HubSpot → Stripe → Slack sync

Two-way sync with error alerts.

\$340

4 DAYS

LISTING THUMBNAIL

ADOBE SCRIPTS

Batch resize 500 product photos

Photoshop script, drop-folder trigger.

\$95

2 DAYS

FEATURED • DARK

AI AGENTS

Tier-1 support agent with handoff

RAG on your docs, escalates the rest.

\$1,850

10 DAYS

TABLE PATTERN — BLACK HEADER, HAIRLINE ROWS, MONO NUMERALS

ORDER	STATUS	ESCROW	DELIVERY
Daily competitor price scrape	● Approved	\$420	3 days
InDesign brochure data-merge	● In review	\$680	5 days
Lead routing in n8n	● Scoping	—	TBC

Iconography.

One library only: **Lucide**, outline, 1.5 px stroke, 24 px grid, square caps.
It shares the monolinear logic of the wordmark. Icons label functions; they never decorate a headline, and they are never filled, never coloured except Lime, never mixed with a second icon set or with emoji.

STROKE	SIZES	COLOUR	PAIRING		
1.5 px at 24 px	16 · 20 · 24 · 32 never between	Black · White Lime for state	Icon + label 8 px gap		
 WORKFLOW	 AGENT	 SCRAPING	 RPA	 SELECTED	 x FILLED

Geometry shown as placeholders – always place the real Lucide glyph, never redraw one.

THIRD-PARTY TOOL LOGOS

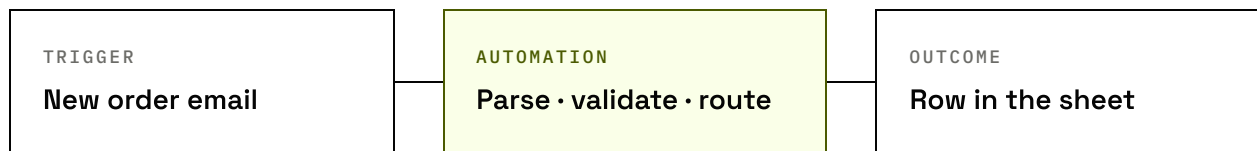
Zapier, n8n, Claude, Shopify and the rest appear as their own monochrome marks in a single row at equal optical weight, on Paper or Black, never recoloured to Lime and never given a Nexora frame.

NEVER

Emoji in product or marketing surfaces. 3D or isometric icons. Icons inside circles. Two icon families on one screen. Robot mascots.

Diagrams instead of illustration.

Nexora has no illustration style and does not want one. Where another brand would draw a scene, we draw the flow: labelled nodes, hairline connectors, mono type. A diagram is credible; a cartoon is not.



RUNS EVERY 5 MIN • 0 HUMAN STEPS

RULES

Nodes are square, 1 px bordered.
Connectors are 1 px, orthogonal, never curved or dashed. The automated step is the only Lime element. Max five nodes per diagram — split rather than shrink.

BEFORE / AFTER PATTERN

Before — 1 hour every morning, by hand.

After — done in seconds, unattended.

The house device for explaining value.
Always the buyer's own numbers.

Photography.

Two subjects only: real people at real desks, and the screens they work on. Available light, muted warm neutrals, no studio gloss. Crop tight and off-centre. Every image is either full-bleed or flush to the grid — never floated with a shadow, never rounded.



YES

Ordinary workplaces · unposed moments · legible product screens · warm neutral grade · generous negative space · one subject per frame

NO

Stock high-fives · glowing brains and circuit boards · robot hands · neon server rooms · anything obviously AI-generated · faces under the wordmark

TREATMENT

Colour, unfiltered. Lift shadows slightly; keep highlights soft. No duotones, no Lime washes over photography.

TYPE OVER IMAGE

Set on a solid Black panel occupying a grid field, or on a flat 60% Black scrim across the full frame. Never directly on busy pixels.

Motion & interaction.

Motion in this brand means one thing: something is being routed, or something has completed. It is short, linear-ish and never bouncy. If an animation is decorative, delete it.

MICRO

120ms

Hover, focus, chip select

STANDARD

220ms

Panels, drawers, reveals

NARRATIVE

450ms

Flow diagrams building

EASING

cubic-bezier
(0.2, 0, 0, 1)

One curve, everywhere

THE THREE SANCTIONED MOVES

- 1 · **Route** — a 1 px line draws from node to node, left to right.
- 2 · **Resolve** — text or a row fades up 8 px into place.
- 3 · **Confirm** — a Lime edge flashes once at 120 ms, then settles.

NEVER

Bounce, elastic or spring overshoot · parallax scrolling · looping background video behind text · typewriter effects longer than one line · anything that moves without a user action or a state change · animation that ignores prefers-reduced-motion

ROUTE

62%

How Nexora writes.

LEAD WITH THE TASK Start from what the reader does on a Tuesday morning, not from what we built.	SECOND PERSON, ACTIVE “You approve it, then you pay.” Not “payment is released upon approval”.
NUMBERS OVER ADJECTIVES “From \$35.” “90% payout.” “Usually within 24 hours.” Never “affordable” or “lightning-fast”.	NAME THE CATCH Say what isn't covered before the reader wonders. Trust is the product.

WRITE THIS	NOT THIS
Tell us your task. Nexora finds the automation.	Leverage AI to unlock exponential productivity.
A vetted expert replies with a plan and a fixed price.	Get matched with world-class talent instantly!
You see it working before money moves.	100% satisfaction guaranteed, risk-free.
Every morning I copy new orders into a spreadsheet.	Streamline your cross-platform data pipeline.

BANNED WORDS

revolutionary · seamless · game-changing · effortless · cutting-edge · synergy · unlock · supercharge · 10x · hustle

HOUSE STYLE

“Nexora Aero” first mention, “Nexora” after · lowercase “automation”, “escrow” · en dash in ranges · \$ with no space · Oxford comma off · sentence case everywhere

Messaging by audience.

Same truth, different entry point. Pick the row before you write the page.

AUDIENCE	HEADLINE	PROOF	ACTION
Buyer	Tell us your task. Nexora finds the automation.	Free plan, fixed price, escrow, 14-day refund	Post my task — free
Seller	Buyers who already know what they want.	90% payout, no bidding wars, founder-vetted peers	Apply to sell
Investor	The category marketplace for automation demand.	Vertical focus, escrow trust loop, 10% take rate	See the deck
Partner	Your platform, built by vetted specialists.	Certified builders across Zapier, n8n, Adobe, Claude	Talk to us

BOILERPLATE — 50 WORDS

Nexora Aero is the AI automation marketplace. Describe a task you repeat and a founder-vetted expert replies with a plan and a fixed price — then builds the script, workflow or AI agent that removes it. Every order is escrow-protected, delivered with source code and documentation, and covered by a 14-day refund.

SHORT FORMS

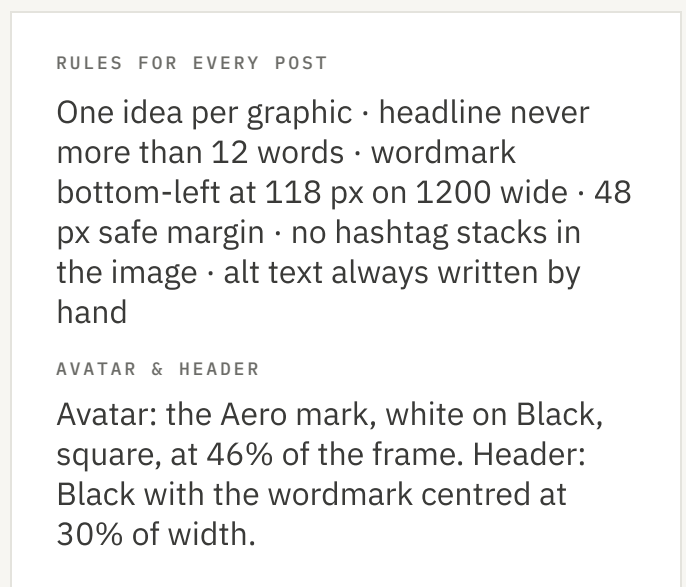
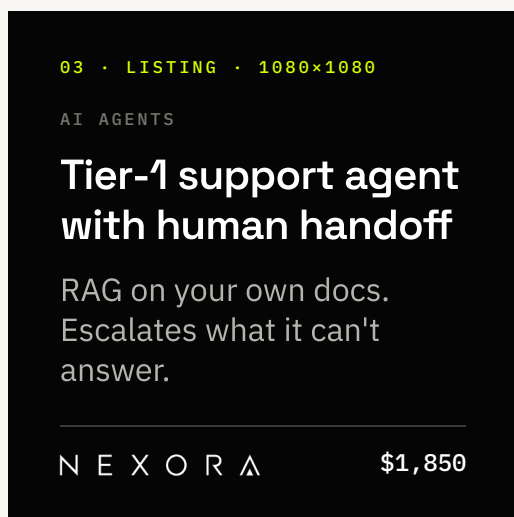
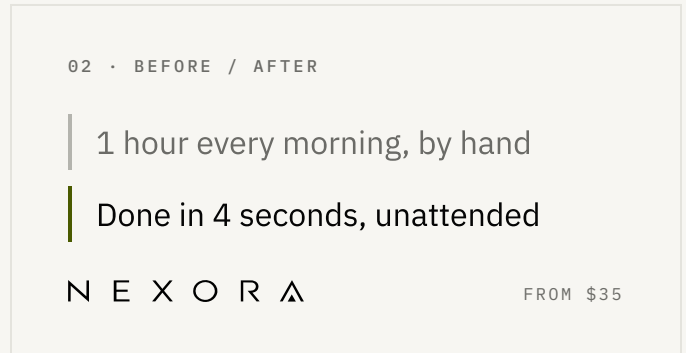
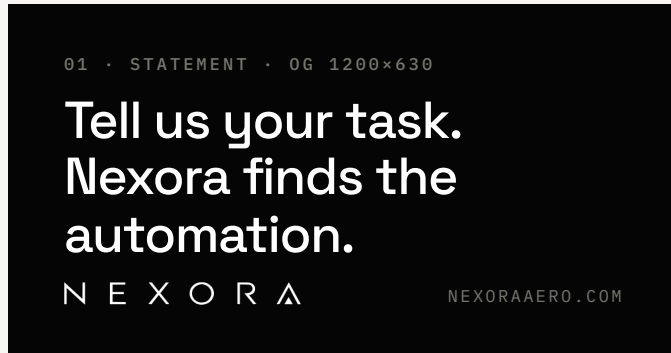
One line: Tell us your task. Nexora finds the automation.

Ten words: The marketplace where vetted experts automate the work you repeat.

Bio: The AI automation marketplace · nexoraaero.com

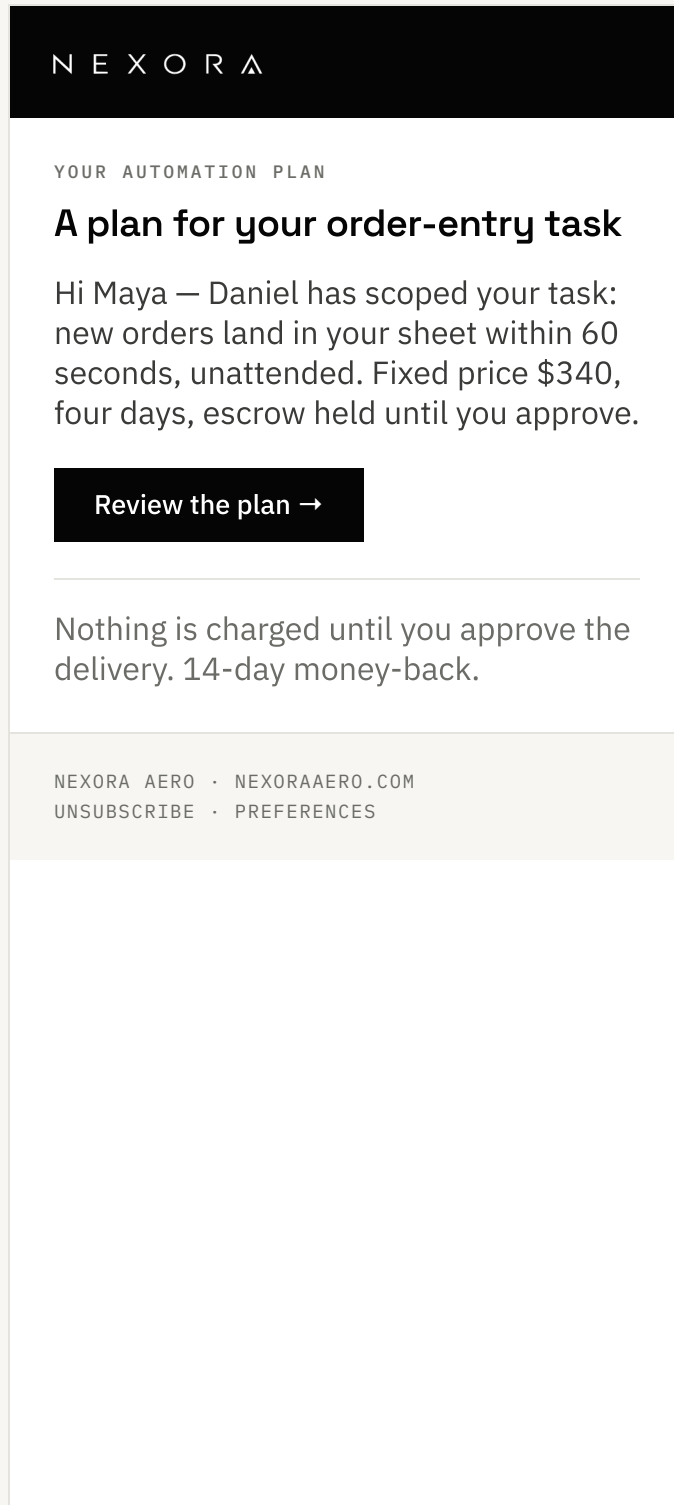
Social & OG templates.

Three templates cover everything: statement, before/after, and listing. All are Black-ground with the wordmark bottom-left, and all fit 1200 × 630 and 1080 × 1080 from the same layout logic.



Email & eDM.

Single column, 600 px, left-aligned, no hero image. Email is where Nexora is most useful and least decorated: a subject that names the task, three sentences, one link.



SPECIFICATION

Width 600 px, content 556 px · Body 16 px / 1.65 in Helvetica or Arial (no webfonts) · Headline 20–24 px, 600 · Buttons are table cells with 12 × 20 px padding, never images · Black header bar 56 px with the wordmark at 104 px · Dark mode: invert to Black ground, Lime links

SUBJECT LINES

Name the task, not the brand.

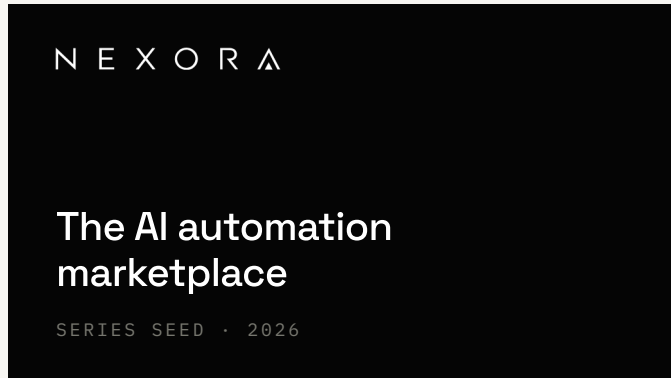
- ✓ A plan for your order-entry task
- ✓ Your scrape ran 31 times this week
- ✗ Big news from Nexora! 🚀

TRANSACTIONAL VS. MARKETING

Transactional mail carries no marketing links and no images. Marketing mail carries one link and one graphic, maximum.

Pitch deck template.

1920 × 1080, 96 px margins, minimum type 24 px. Four slide types only — title, statement, data, diagram. Black for openings and turning points; Paper for everything that must be read closely.



THE PROBLEM

Teams still do work
a machine should do.

TRACTION

90%

seller
payout

10%

take rate

\$35+

entry order

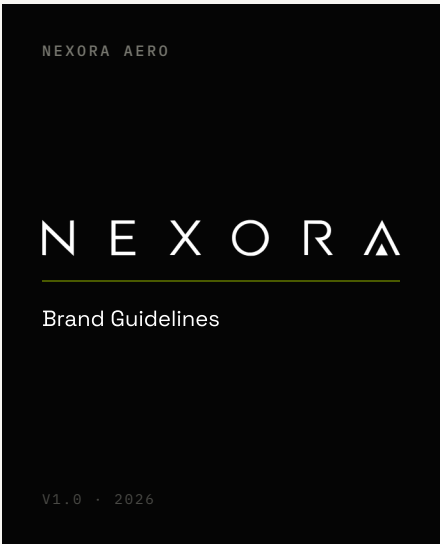
SOURCE • INTERNAL, JUL 2026

DECK RULES

One idea per slide · headline states the takeaway, not the topic · every number carries a source line in Plex Mono · no builds except the three sanctioned moves · Black title slide, Black section dividers, Paper content · slide numbers bottom-right, mono, 18 px · never more than 30 words of body copy on a slide

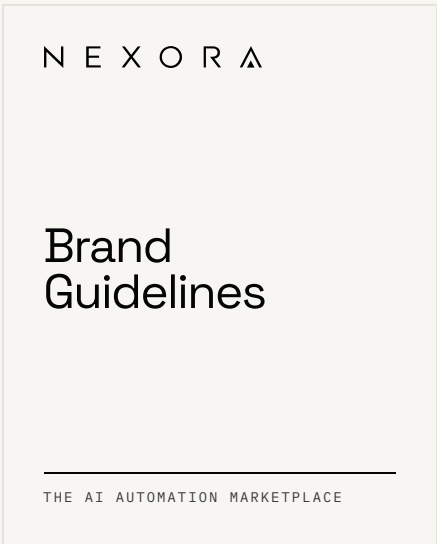
Three cover routes.

The same system, three temperatures — for this document, decks, and any future title card. Pick one and use it everywhere; switch the cover of this document with the `coverRoute` control.



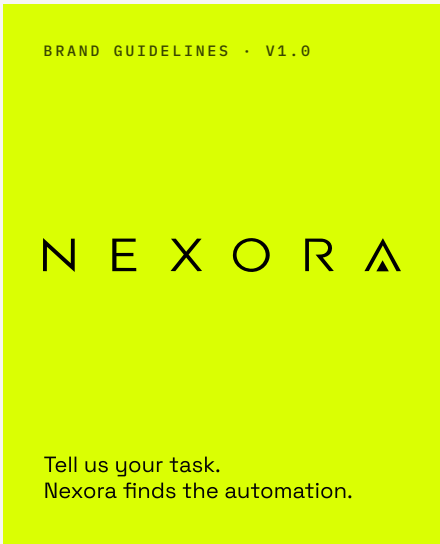
A · MONOLITH — DEFAULT

Black ground, mark at 74% width, Lime hairline. Most authoritative. Use for investor and partner material.



B · EDITORIAL

Paper ground, oversized title, mark reduced. Quieter and more readable. Use for internal handbooks and seller guides.



C · LIME

Full Lime field, black mark. Highest energy — one launch moment at a time, never two Lime covers in one campaign.

Section dividers follow the chosen route: Monolith and Lime dividers carry a mono section number top-left and the section title set at H1 on the ground colour; Editorial dividers use a full-width hairline above the title on Paper.

The whole thing, in ten rules.

- 01

Place the supplied wordmark. Never redraw or re-type it.
- 02

1X clear space minimum; 2X on covers.
- 03

Black, Paper, one Lime, one Purple. Never a third.
- 04

One accent per surface. Lime and Purple never touch.
- 05

Space Grotesk, IBM Plex Sans, IBM Plex Mono. Nothing else.
- 06

Sentence case everywhere except mono labels.
- 07

Square corners, hairline borders, no shadows.
- 08

Diagrams, not illustrations. Real photos, not AI ones.
- 09

Motion only on a user action or a state change.
- 10

Numbers and plain words. No hype, no emoji, no jargon.

ASSET INDEX

nexora-wordmark-black.svg
nexora-wordmark-white.svg
nexora-mark-black.svg / -white.svg (favicon, avatar)
nexora-og-template.fig
nexora-deck-template
nexora-email.html

APPROVALS & CONTACT

New sub-brands, co-branded lockups, paid media and anything that departs from these rules need founder sign-off.

nexoraaero.com
brand@nexoraaero.com

V1.0	JUL 2026	First edition – foundation, identity, expression, voice and applications.
V1.1	PLANNED	Seller co-branding kit, motion reference files, localisation notes.