NEXUS STUDIO

BRAND GUIDELINES

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CREATED BY VIVEK PADIA · GUJARAT, INDIA

2026

WELCOME TO THE NEXUS STUDIO BRAND GUIDELINES.

THIS DOCUMENT IS YOUR ESSENTIAL RESOURCE FOR UNDERSTANDING AND IMPLEMENTING OUR BRAND'S VISUAL LANGUAGE.

Inside, you will find the core elements of our identity, from the logo and color palette to typography, interface components and real-world applications. Consistent use of these guidelines keeps Nexus Studio precise, fast and instantly recognizable.

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BRAND OVERVIEW

1.0

1.1 BRAND POSITIONING
1.2 CORE VALUES
1.3 TONE OF VOICE

1.1

BRAND POSITIONING

Nexus Studio is a unified, local-first workstation for designers and engineers who want to work at the speed of thought.

PURPOSE

To master creative velocity: bridge keyboard muscle memory with visual engineering so every designer and developer can move from idea to execution without friction.

VISION

To be the most trusted workstation for creative professionals, a place where speed, accessibility and craft are measurable, learnable and free for everyone.

MISSION

To deliver 400+ verified shortcuts, a typing arena, a chromatic palette studio, a font pairing lab and a WCAG contrast engine, all running privately on the user's own device.

1.2

CORE VALUES

Five principles guide every decision, from interface details to the way we write.

VELOCITY	Remove friction. Every interaction should feel instant and tactile.
PRECISION	Sweat the details. Pixels, ratios and numbers are exact and verifiable.
PRIVACY	Local-first by default. No trackers, no surveillance, no cloud round trips.
ACCESSIBLE	Design for everyone. WCAG AAA contrast and clear hierarchy are the baseline.
CRAFT	Quiet confidence. Restraint, hairlines and one accent over decoration.

1.3

TONE OF VOICE

We speak like a precise tool built by people who use it every day.

PRECISE AND TECHNICAL	Use exact numbers, real names and clear verbs. Say 21:1, not "very high".
FAST AND TACTILE	Short sentences. Lead with the action. Respect the reader's time.
CALM AND CONFIDENT	No hype, no exclamation marks. Let the product speak.
OPEN AND PRIVATE	Plain language about data: it stays on the device. Always.

LOGO 2.0

2.1 LOGOMARK
2.2 LOGOTYPE
2.3 FULL LOGO
2.4 MINIMUM SIZE
2.5 CLEARSPACE
2.6 CONSTRUCTION GRID
2.7 LOGO BACKGROUNDS
2.8 LOGO MISUSE

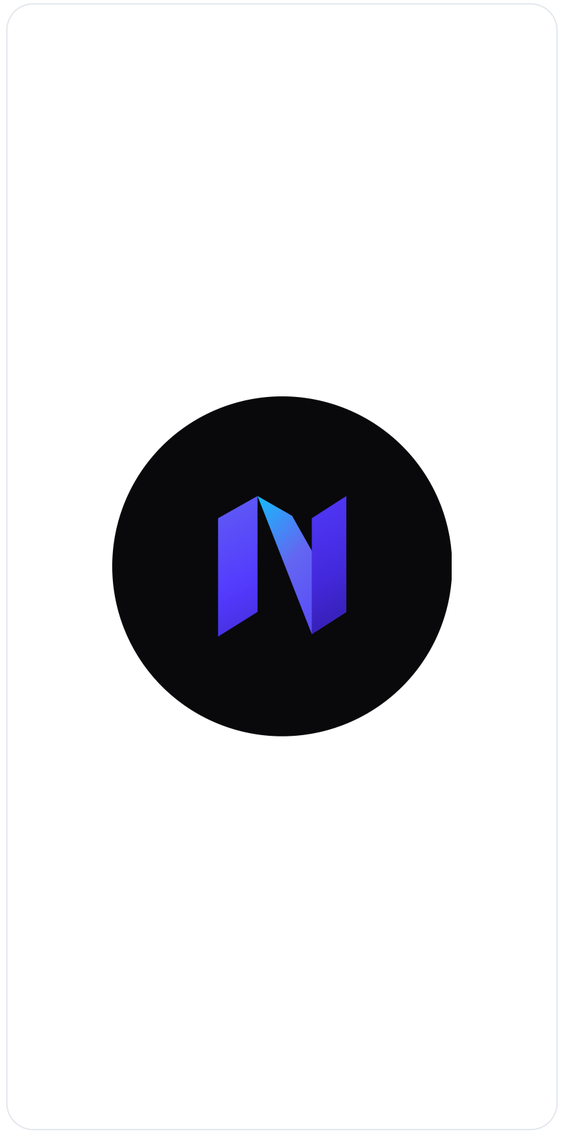
2.1

LOGOMARK

The logomark is the iconic isometric hexagon of Nexus Studio: three dual-tone facets joined by a Cyber Cyan bridge. Use it as a compact identifier for avatars, favicons and app icons.







2.2

LOGOTYPE

The logotype sets NEXUS in a geometric bold with STUDIO inside a monospaced capsule. It is our most legible identifier on wide layouts and headers.



2.3

FULL LOGO

The primary logo combines the mark and the logotype into one lockup. It is the default, most used version and must appear whenever space allows.



2.3

FULL LOGO ON PRIMARY

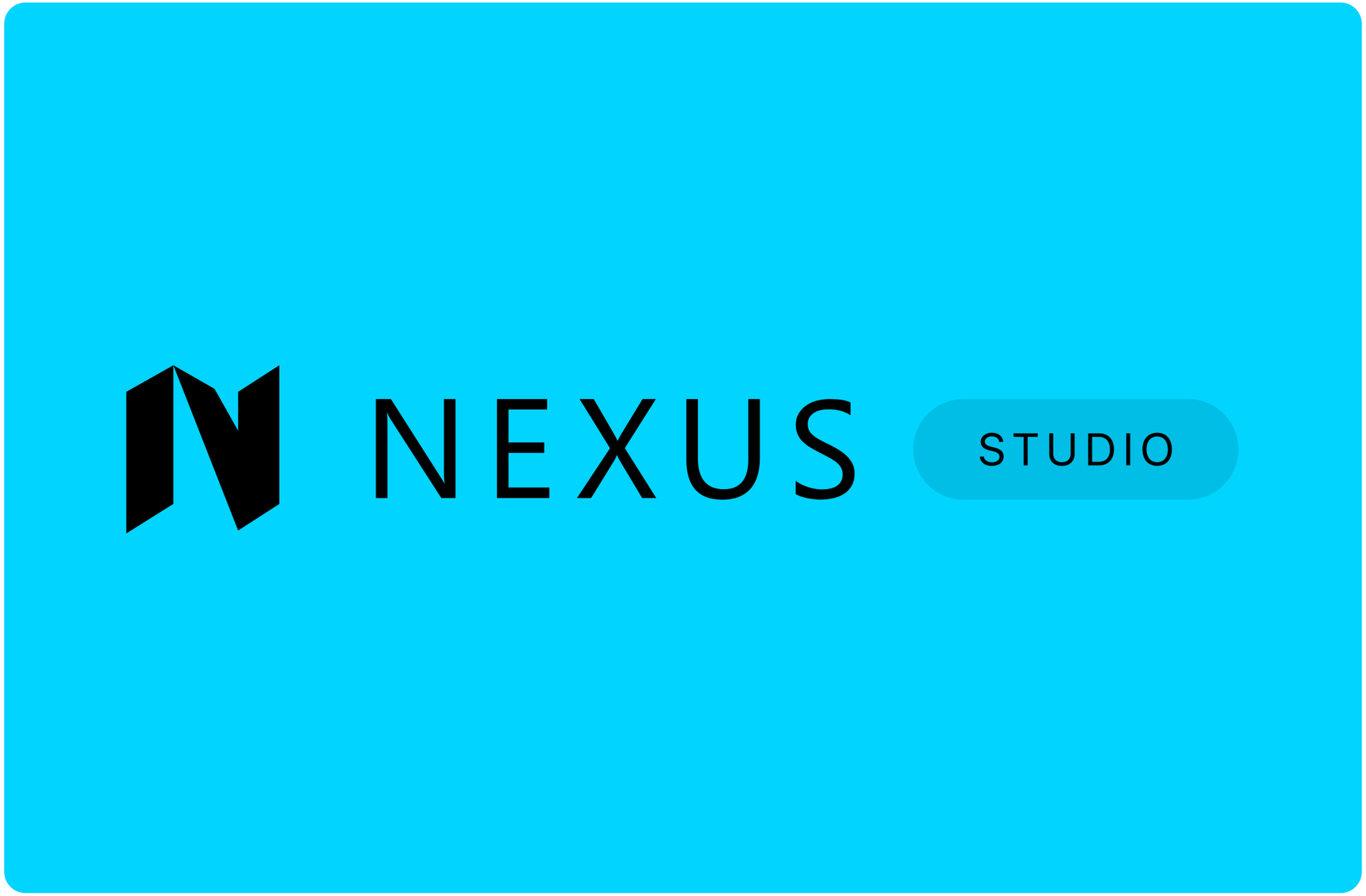
The full logo on primary. Use the single-color white version to keep maximum contrast.



2.3

FULL LOGO ON SECONDARY

The full logo on secondary. Use the single-color dark version to keep maximum contrast.



2.4

MINIMUM SIZE

To preserve legibility, never reproduce the logo below these sizes.

Print sizes are measured on the final output; digital sizes in pixels.



Logomark
Print 10mm
Digital 50px

NEXUS STUDIO

Logotype
Print 50mm · Digital 150px

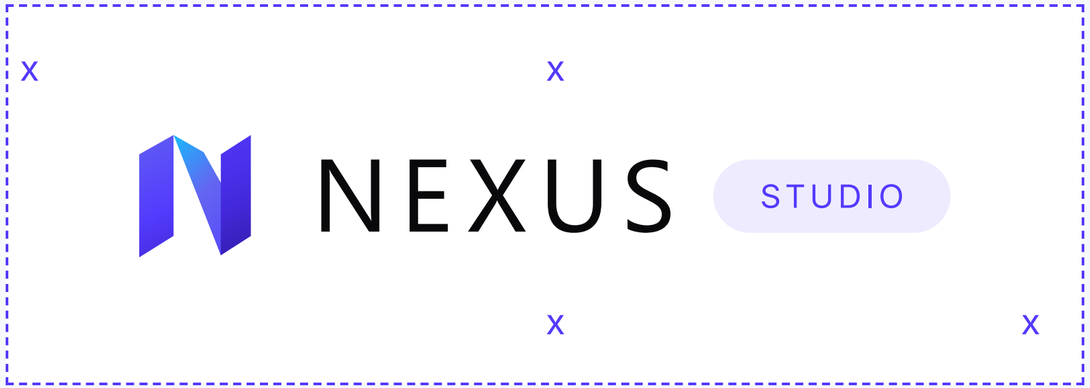


Full Logo
Print 50mm · Digital 150px

2.5

CLEARSPACE

Clearspace is the protected area around the logo. Keep it free of text, edges and other graphics. The unit x equals the height of the logomark facet.



2.6

CONSTRUCTION GRID

The mark is built on a precise isometric grid. Three facets share the same vertical rhythm, and the cyan bridge runs along the 30 degree axis.



2.7

LOGO BACKGROUNDS

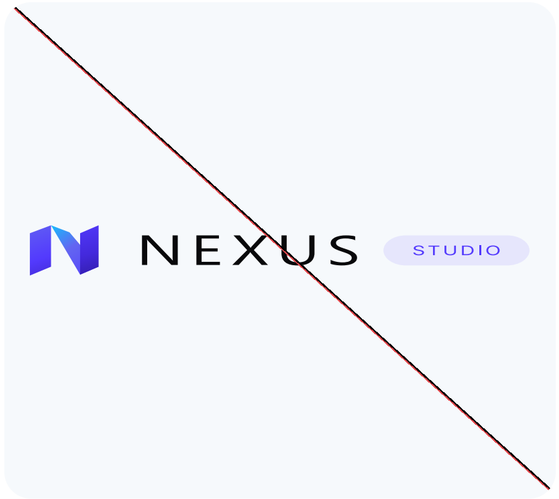
Always place the logo on a background with sufficient contrast. On colored or dark fields, use the single-color white version; on Cyber Cyan, use the single-color dark version.



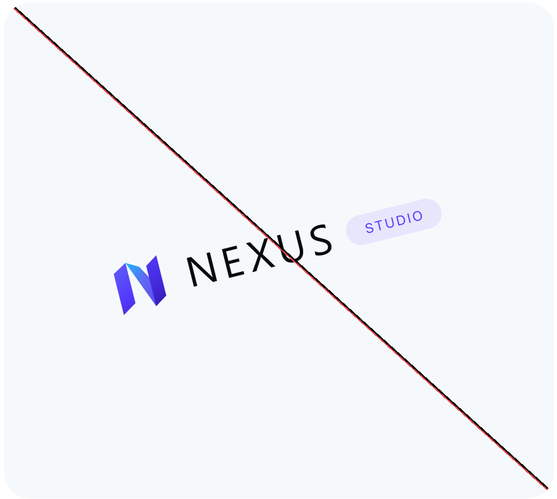
2.8

LOGO MISUSE

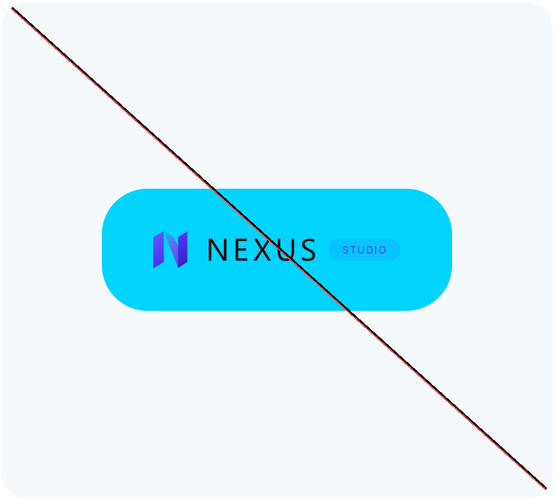
To protect brand integrity, the logo must never be altered. Avoid stretching, rotating, recoloring or adding effects.



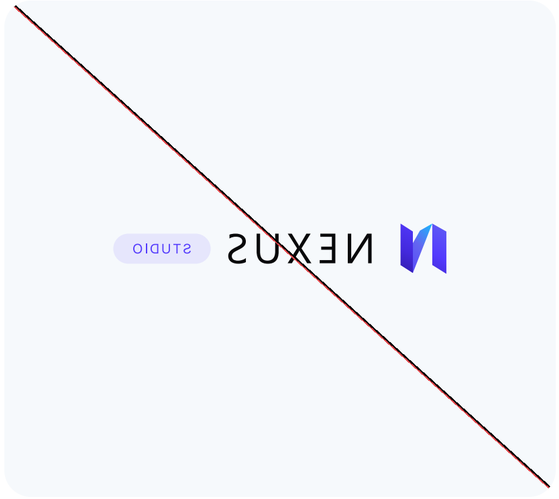
DO NOT STRETCH THE LOGO



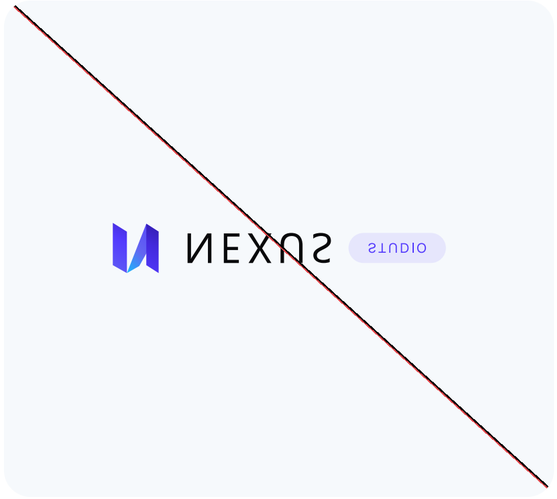
DO NOT ROTATE THE LOGO



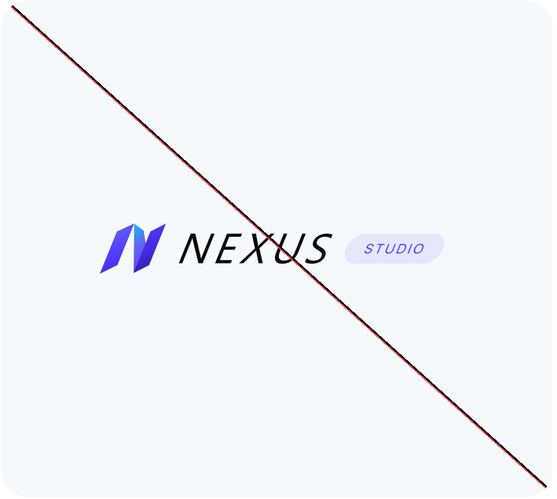
DO NOT ADD CONTAINERS



DO NOT FLIP HORIZONTALLY



DO NOT FLIP VERTICALLY



DO NOT SHEAR THE LOGO

COLORS 3.0

3.1 COLOR PALETTE
3.2 COLOR AND CONTRAST

3.1

COLOR PALETTE

Color sets the tone of Nexus Studio. A single accent, Electric Indigo, leads the palette; Cyber Cyan marks facet bridges and telemetry; Deep Navy carries high-contrast copy.

Primary

Electric Indigo

HEX #533AFD
RGB 83, 58, 253
CMYK 67, 77, 0, 1

Secondary

Cyber Cyan

HEX #00D4FF
RGB 0, 212, 255
CMYK 100, 17, 0, 0

Tertiary

Deep Navy

HEX #0D253D
RGB 13, 37, 61
CMYK 79, 39, 0, 76

Black

Obsidian

HEX #09090B
RGB 9, 9, 11
CMYK 18, 18, 0, 96

Support

Deep Indigo

HEX #4434D4
RGB 68, 52, 212
CMYK 68, 75, 0, 17

Support

Ink Mute

HEX #64748D
RGB 100, 116, 141
CMYK 29, 18, 0, 45

Support

Canvas Soft

HEX #F6F9FC
RGB 246, 249, 252
CMYK 2, 1, 0, 1

White

Canvas

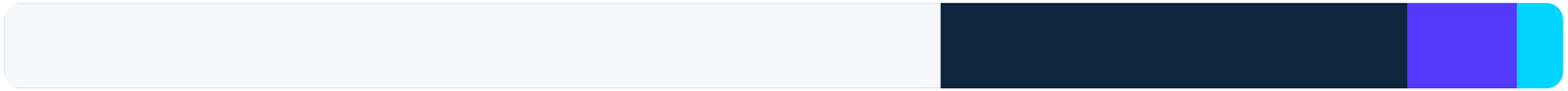
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

3.2

COLOR AND CONTRAST

Use roughly 60% neutral canvas, 30% navy and obsidian surfaces, and 10% indigo and cyan accents.

Ratios below are calculated with the WCAG relative luminance formula. Pair only combinations that meet AA or better for text.



60% Canvas

30% Surface

10% Accent

Aa
19.9:1 · AAA

Aa
15.6:1 · AAA

Aa
6.2:1 · AA

Aa
11.2:1 · AAA

Aa
14.7:1 · AAA

Aa
4.7:1 · AA

Aa
1.8:1 · Fail

Aa
5.9:1 · AA

TYPOGRAPHY 4.0

4.1 TYPEFACE
4.1 MONOSPACE
4.2 TYPE HIERARCHY

4.1

TYPEFACE

Our primary typeface is Inter. Its clean, modern and highly legible letterforms reflect the brand: confident, clear and approachable. Use tight tracking (-0.02em) on display sizes.

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+=;'<>,./?

4.1

MONOSPACE

JetBrains Mono is our secondary typeface for numerical telemetry, keyboard shortcuts, labels and code. Tabular figures keep fast-changing numbers perfectly aligned.

JetBrains Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 142 WPM 21:1 0ms

Ctrl + Shift + P

4.2

TYPE HIERARCHY

A clear hierarchy of weight and size keeps content scannable. Follow this structure for headlines, sub-headers, body text and telemetry.

Display: Inter ExtraBold 800 / -0.04em

Master creative velocity.

Headline: Inter Bold 700 / -0.03em

Engineered as a cohesive creative operating system.

Sub-header: Inter SemiBold 600

Every tool is designed with high tactile feedback.

Body: Inter Regular 400 / 1.6

Open the Shortcuts Studio, test your keystroke velocity, or verify accessibility. Everything runs privately in your browser with zero cloud round trips.

Telemetry: JetBrains Mono Medium 500

142 WPM · 98.6% · 21:1

Learn more

Button: Inter SemiBold 600

VISUAL ELEMENTS

5.0

5.1 BRAND PATTERN
5.2 ICONS

5.1

BRAND PATTERN

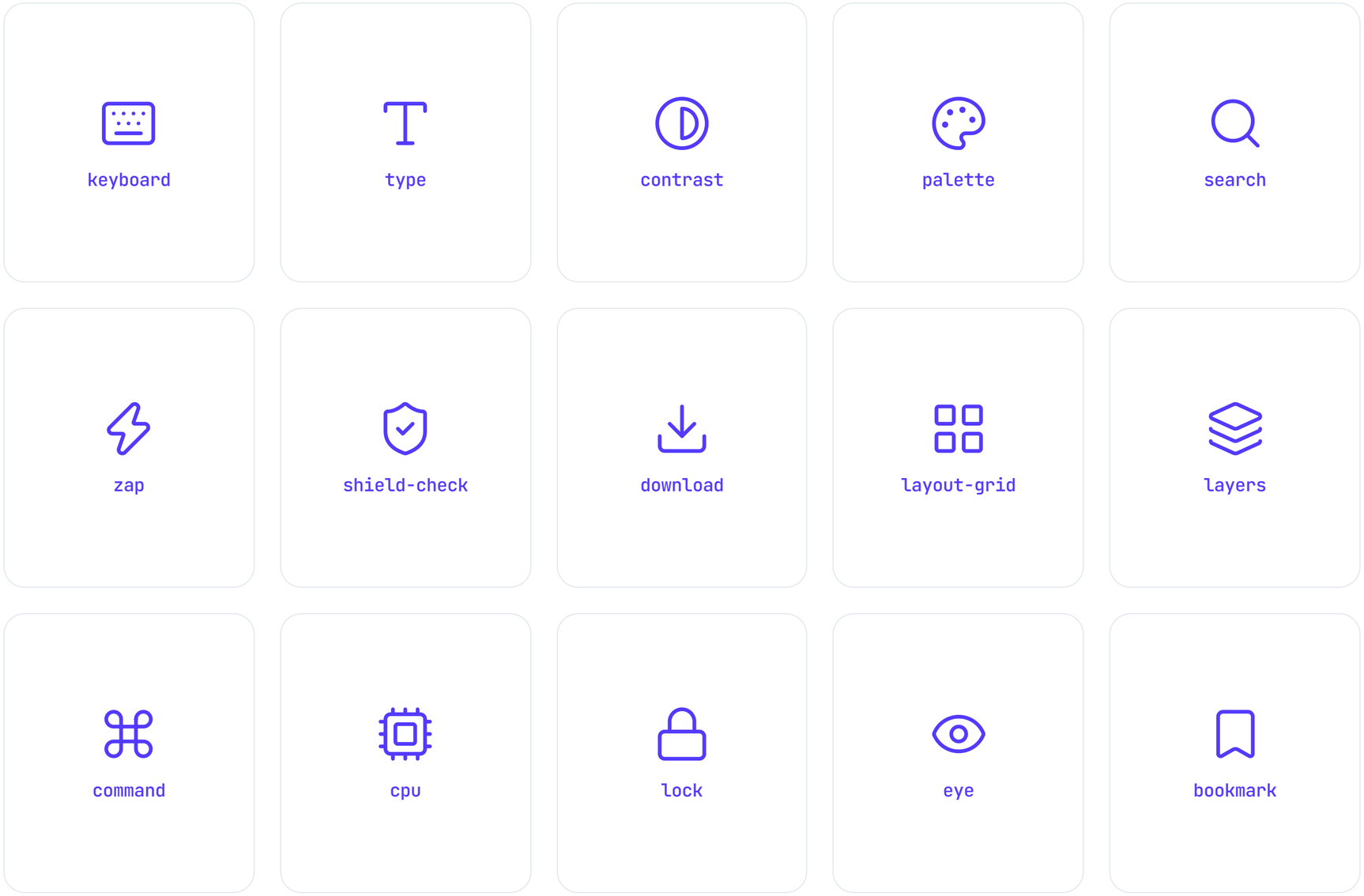
The brand pattern is an isometric hexagon lattice drawn from the logomark geometry. Use it as a subtle background or accent, with at most one in ten cells filled in Indigo or Cyan.



5.2

ICONS

Our icons use the Lucide set on a 24px grid with a 1.5px stroke, round caps and no fills. They guide users without competing with content. Icons are never emojis.



6.0 CORPORATE ASSETS

6.1 LETTERHEAD AND COVER
6.2 BUSINESS CARD

6.1

LETTERHEAD AND COVER

Use the official templates for all letterheads and document covers so professional communication is always on-brand.





6.2

BUSINESS CARD

The business card pairs the indigo mark side with a clean white information side. Show the holder name, position and location only.



NEXUS STUDIO

Vivek Padia

Creative Engineer

Gujarat, India

INTERFACE SYSTEM 7.0

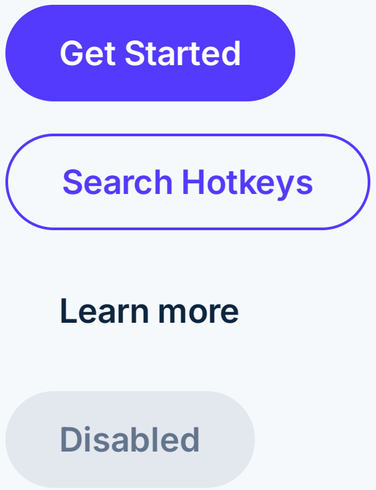
7.1 BUTTONS AND CONTROLS
7.2 KEYCAPS AND TELEMETRY
7.3 SURFACES AND MOTION

7.1

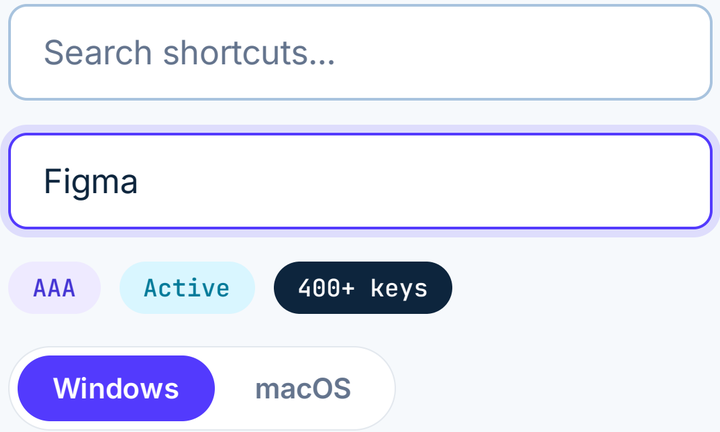
BUTTONS AND CONTROLS

Interface elements follow a strict single-accent hierarchy: one Electric Indigo action per view, supported by outlined and ghost variants. Controls use pill geometry.

BUTTONS



INPUTS AND BADGES



7.2

KEYCAPS AND TELEMETRY

Shortcuts are always shown as physical keycaps in JetBrains Mono. Metrics use tabular figures so numbers never jitter during live updates.

Ctrl + Shift + P

⌘ + K

HOTKEYS	LATENCY	FONT PAIRS	WCAG RATIO
400+	0ms	54	21:1
Across 5 design apps	Zero cloud roundtrip	With live preview	AAA maximum score

7.3

SURFACES AND MOTION

Surfaces are defined by 1px hairlines, not heavy shadows. Radii: pill for controls, 20px for cards, 12px for keys.

Motion is spring based and quick. A route change shows an Indigo to Cyan laser beam across the top edge.

Flat

hairline #E3E8EE

Soft

canvas #F6F9FC

Raised

menus, dialogs

ROUTE LASER BEAM · INDIGO TO CYAN

pill

20px

12px

6px

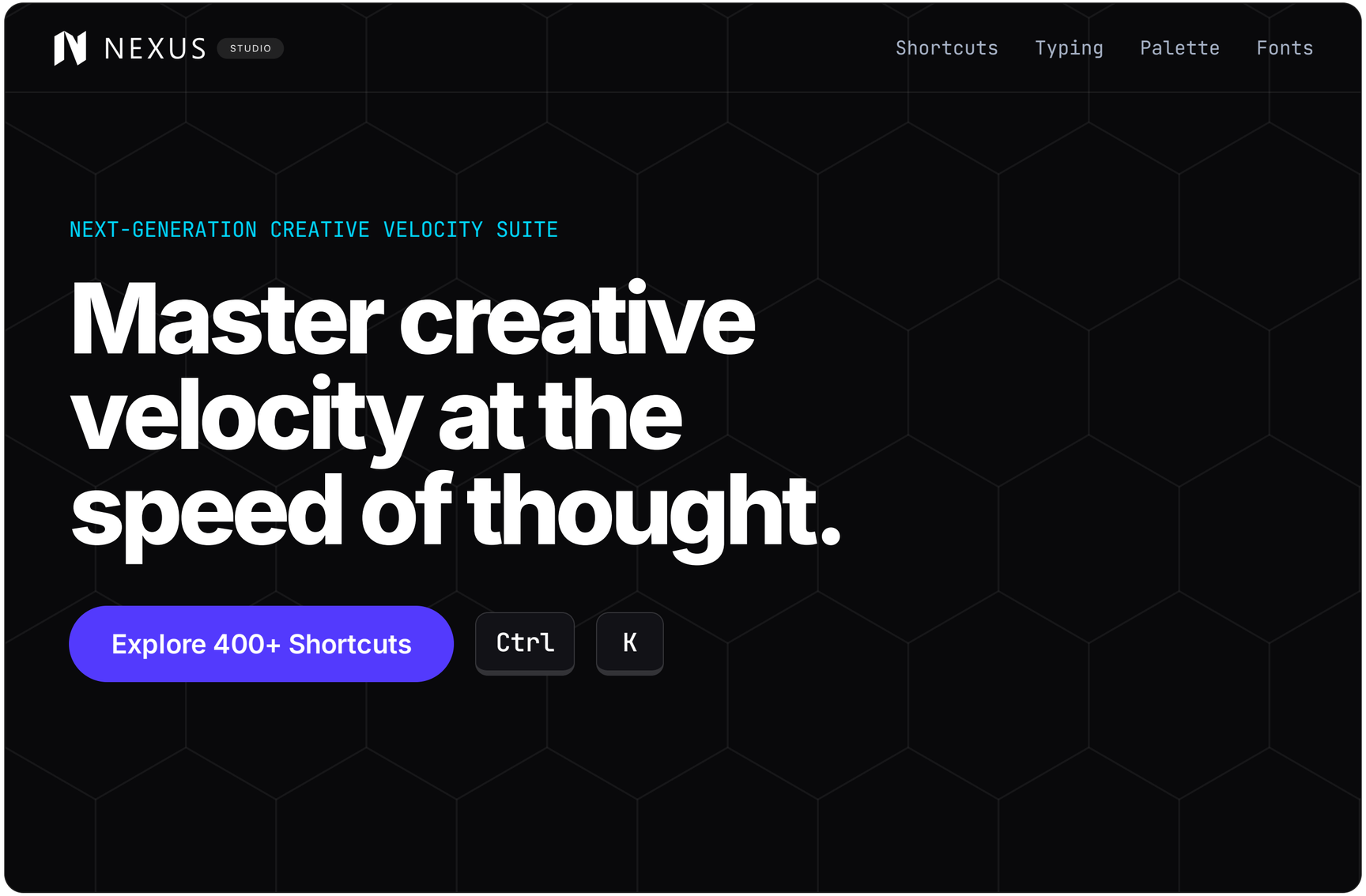
APPLICATIONS 8.0

8.1 LANDING PAGE
8.2 SHORTCUTS STUDIO
8.3 CONTRAST ENGINE
8.4 APP ICON AND AVATAR
8.5 BRAND SUMMARY

8.1

LANDING PAGE

The landing page pairs an obsidian canvas with the hex lattice, a single indigo action and keycap hints.



8.2

SHORTCUTS STUDIO

Shortcut rows use hairline dividers, a quiet app label and keycaps aligned right.

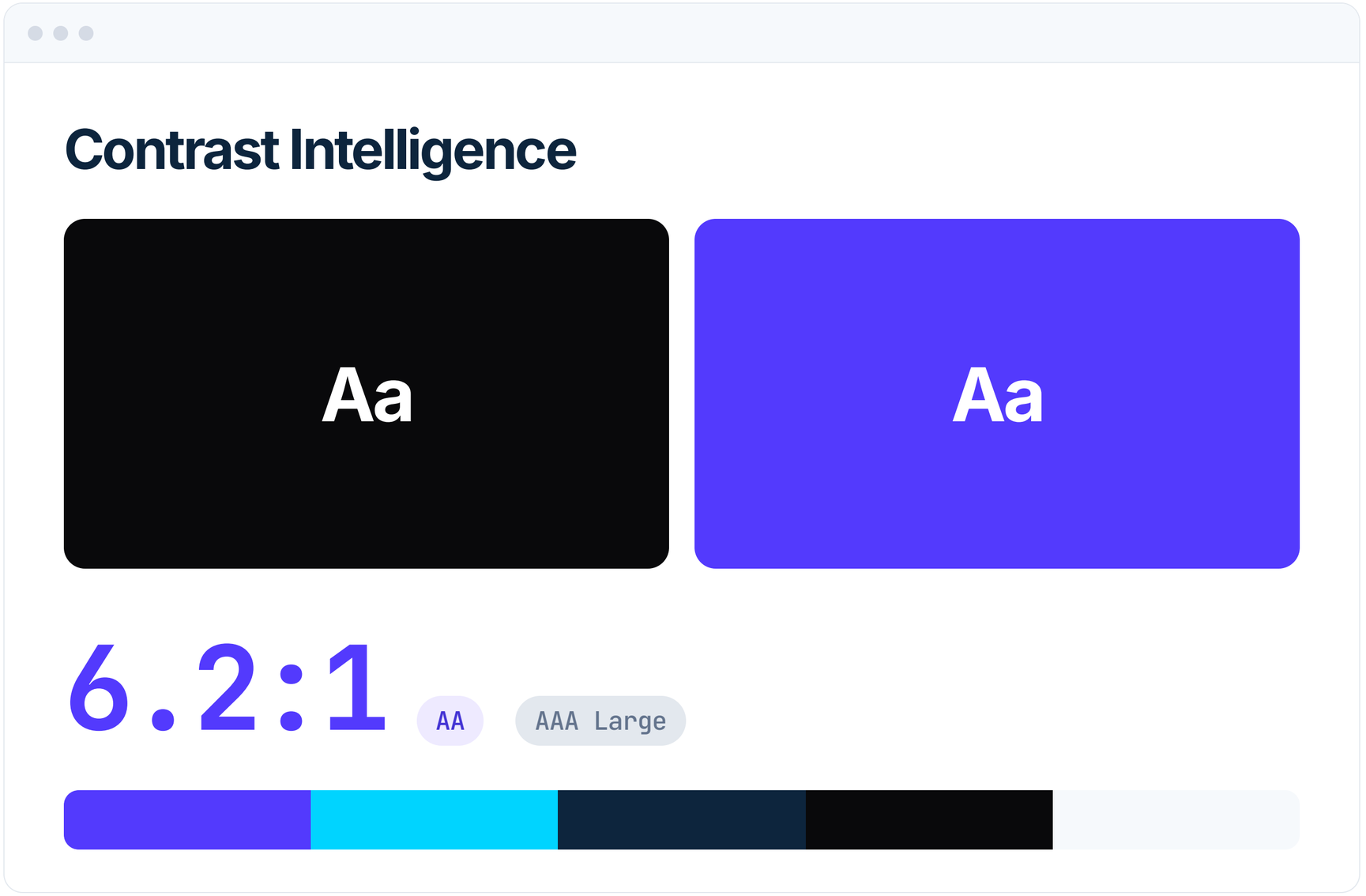
Frequent Hotkeys

Quick Open / Omnisearch Studio	Ctrl K
Duplicate Selection Figma	Ctrl D
Create Auto Layout Figma	Shift A
Command Palette VS Code	Ctrl Shift P
Free Transform Photoshop	Ctrl T

8.3

CONTRAST ENGINE

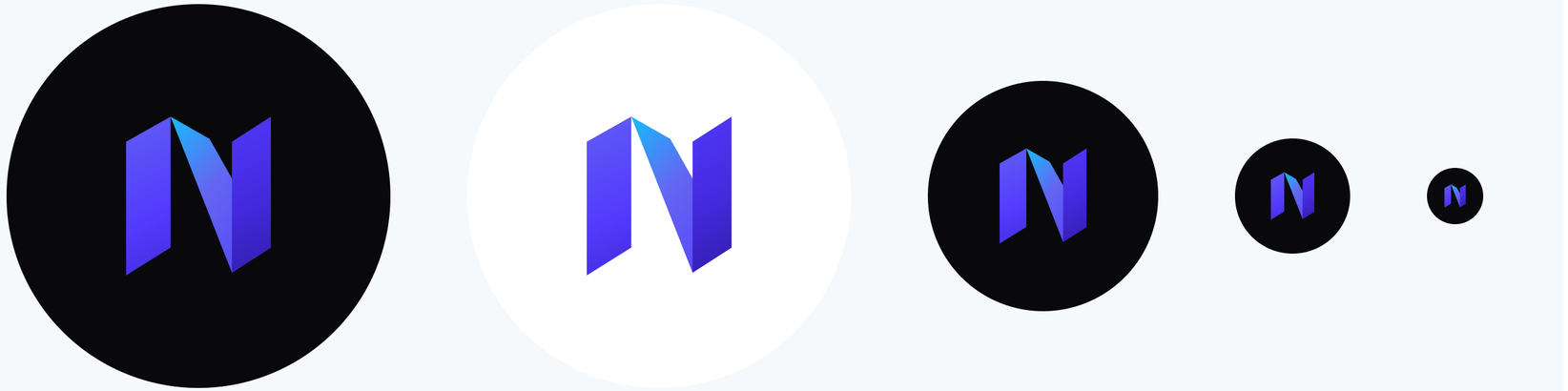
The accessibility suite shows live ratios and conformance badges using the brand color tokens.

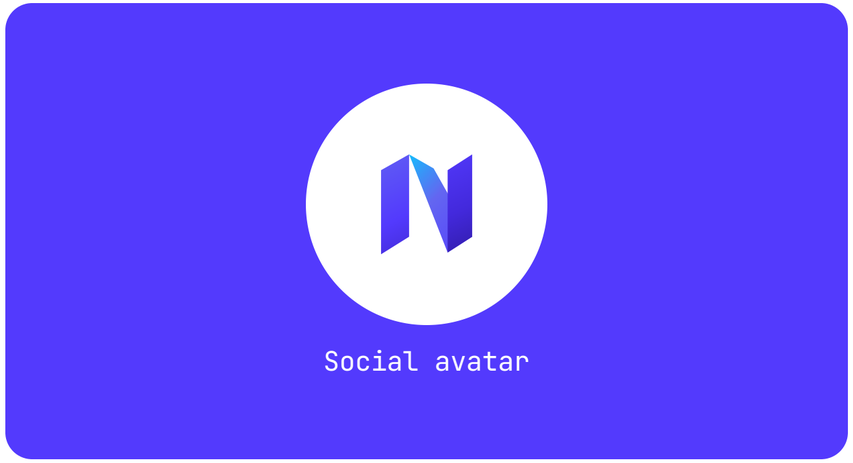


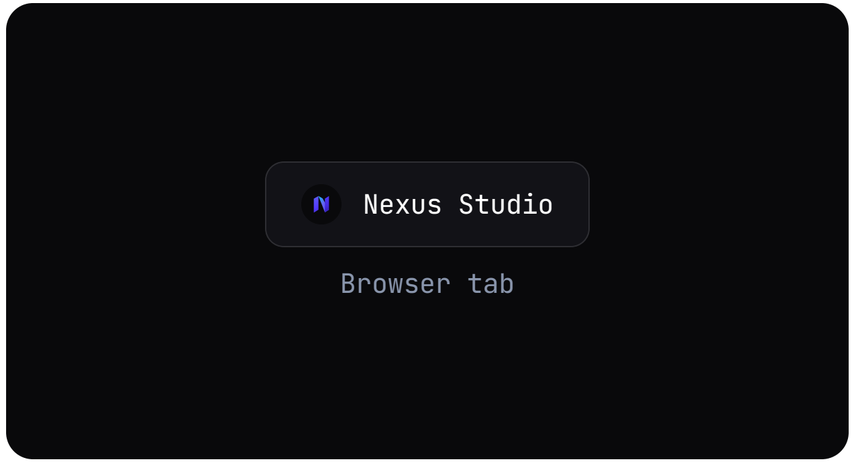
8.4

APP ICON AND AVATAR

Use the circular logomark on dark or light for app icons, favicons and social avatars. Never place the bare mark on busy imagery.







8.5

BRAND SUMMARY

This visual language is flexible yet consistent: one accent, hairlines, mono telemetry and an isometric mark across every touchpoint.



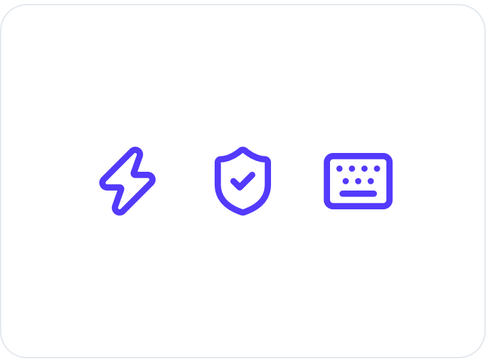












THANK YOU

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