



Brand Identity Guide

undefined.network

Confidential — For internal use only

Primary Mark

The stroke chevron references a terminal prompt, paired with the UN monogram in Space Frigate.

DARK BACKGROUND



LIGHT BACKGROUND



Animated Variant

For web and digital use. Blinking cursor reinforces the terminal/CLI identity.

DARK BACKGROUND



LIGHT BACKGROUND



SCALE TESTS



Horizontal Lockup

Primary lockup for navigation bars, headers, and inline brand placement.

DARK BACKGROUND



LIGHT BACKGROUND



Full Wordmark

Standalone text treatment for contexts where the monogram mark isn't needed.

DARK BACKGROUND



LIGHT BACKGROUND



Stacked Lockup

For social media avatars, favicons, and square-format placements.

DARK BACKGROUND



LIGHT BACKGROUND



Color Palette

Two-color system. Indigo is the primary brand color. Cyan is the accent for interactive elements and highlights.



Indigo
#6366F1
Primary — logos, headings, buttons



Cyan
#22D3EE
Accent — chevron, dots, links



Slate 900
#0F172A
Dark mode background



Slate 100
#F1F5F9
Light mode background



Slate 800
#1E293B
Cards, borders (dark)



Slate 400
#94A3B8
Secondary text, captions

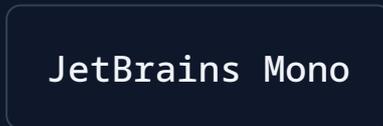
Typography

Three-tier font system: display, UI monospace, and readable body copy.



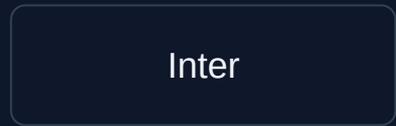
Space Frigate

Logo, display headings, brand lockups



JetBrains Mono

UI elements, code, navigation



Inter

Body copy, paragraphs, prose

Usage Guidelines

- + Always maintain clear space around the mark equal to the height of the chevron
- + Use the animated cursor variant only in digital/web contexts, never in print
- + The cyan dot in the wordmark always remains cyan, even in monochrome usage
- Do not rotate, skew, or add effects (shadows, gradients) to the mark
- Do not change the color ratio — chevron is always cyan, UN is always indigo
- Do not use a third brand color. Stick to the two-color system (indigo + cyan)