



# Brand Guidelines

How to use the NEXINFINITY META identity — logo, color, type, and voice — so the brand stays consistent across every product and touchpoint.

## BRAND ESSENCE

# Your end-to-end IT partner.

NEXINFINITY META is a Chennai-based technology company and the master brand of the NIM family. We design, build, and grow websites, custom SaaS products, mobile apps, and brands — and run the design, engineering, AI, and marketing behind them, AI-accelerated, as one accountable team. The brand should feel confident, modern, and technically credible — capable, never gimmicky.

### MISSION

Turn ambitious ideas into shipped, revenue-ready digital products — fast, secure, and beautifully built.

### TAGLINE

**“Design, build & grow —  
under one roof.”**

## PERSONALITY

Confident

Modern

Technical

Trustworthy

Fast

Premium

Think a senior engineering partner you trust with your launch — sharp and capable, grounded and reliable. We sell outcomes, not buzzwords.

## THE LOGO

## The infinity mark.



Primary horizontal lockup — the default. Use this wherever width allows.

The mark is an **infinity-inspired form** — two interlocking loops that read as an “**N**” and “**M**” (NexInfinity Meta) while symbolising infinite possibilities and meta-level thinking. It always carries the brand's single primary colour, **teal**. The wordmark is set in Gabarito, in confident, even caps — always paired with, and never crowding, the mark.

LOGO VARIATIONS

One identity, four forms.



Horizontal — primary



Stacked — tight spaces



Icon — avatars, app, favicon



Monochrome — single-color use

BACKGROUNDS



On light ✓



On ink ✓



On teal — use white ✓

## CLEAR SPACE &amp; MINIMUM SIZE

## Give the logo room to breathe.

Keep clear space around the logo equal to the height of the mark (X). Nothing — text, edges, other logos — should enter this zone.

**X**

Minimum padding on all sides = height of the mark.

## MINIMUM SIZE



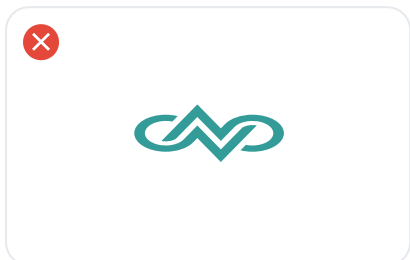
Lockup — never below 140px wide / 36px print



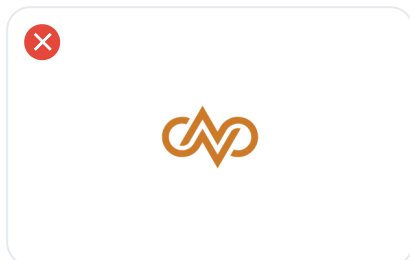
Icon — never below 24px

LOGO MISUSE

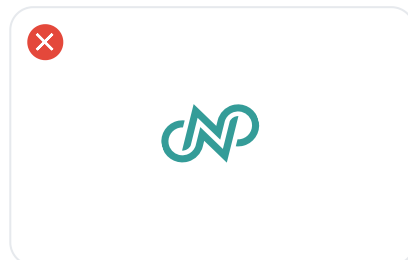
**Please don't.**



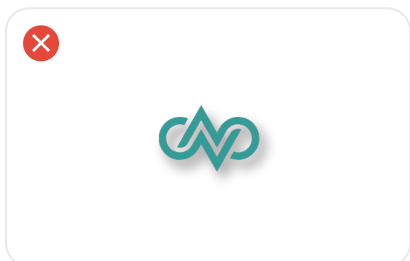
Don't stretch or distort.



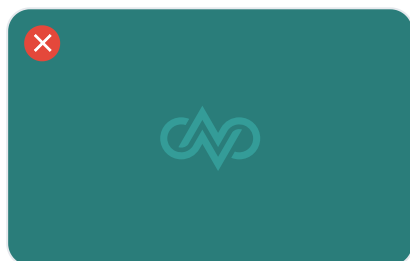
Don't recolor the mark.



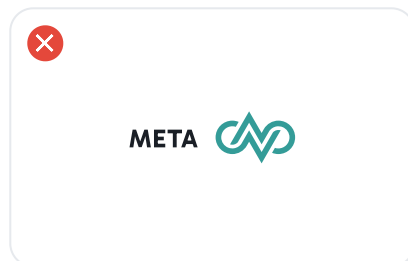
Don't rotate or tilt.



Don't add shadows or effects.



Don't use teal mark on teal.



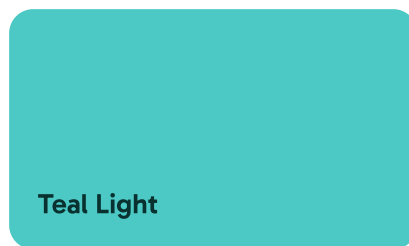
Don't rearrange or crop the name.

## COLOR PALETTE

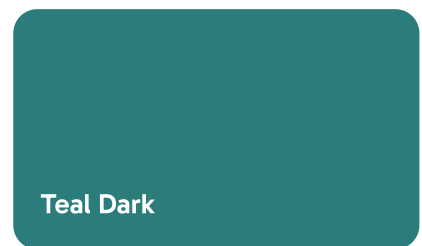
One brand color: teal. Ink & white carry it.



Primary  
HEX #349C98  
RGB 52 156 152



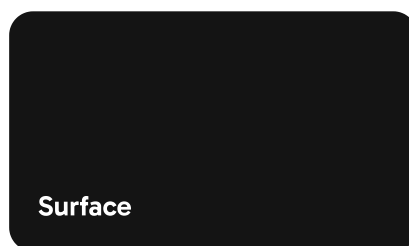
Highlight  
HEX #4CC9C5  
RGB 76 201 197



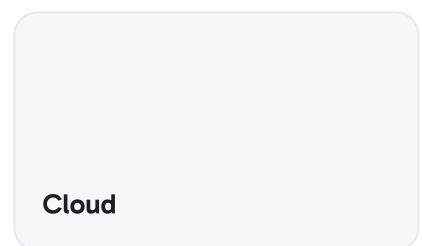
Depth / hover  
HEX #2A7D7A  
RGB 42 125 122



Background  
HEX #0A0A0A  
RGB 10 10 10



Cards / panels  
HEX #141414  
RGB 20 20 20



Light surface / text  
HEX #F5F7FA  
RGB 245 247 250

## USAGE BALANCE



Ink-dominant surfaces, generous white space, teal reserved for the mark, brand moments, and primary actions.

## TYPOGRAPHY

**Gabarito — modern, geometric, confident.**

One typeface across the brand and every NIM product keeps the family cohesive. Build hierarchy with weight and size — never a second typeface.

**Display**

Gabarito Bold · 700 · headlines

**Heading**

Gabarito Semibold · 600

**Subheading**

Gabarito Medium · 500

Body — the quick brown fox jumps over the lazy dog.

Gabarito Regular · 400 · 1.7 line-height

AA BB CC DD EE

**0123456789 & ?!**

## VOICE &amp; TONE

**Confident, clear, outcome-first.**

We talk like a senior partner who's shipped a lot of products — direct, honest, and focused on results. Plain language, real numbers, zero hype.

**We say**

“From idea to launch — design, build, and grow with one team.”

“MVPs shipped in weeks, not quarters.”

“You own 100% of the code.”

**We avoid**

“Synergistic, best-in-class digital transformation.”

“Revolutionary, game-changing solutions.”

Jargon, hype, and vague promises.



**NEXINFINITY META is the master brand of the NIM family.**

Questions about brand usage? [support@nexinfinitymeta.ai](mailto:support@nexinfinitymeta.ai) · [nexinfinitymeta.ai](https://nexinfinitymeta.ai)