NOUS

NOUS RESEARCH: OFFICIAL BRANDING BOOKLET
FOR USES INTERNAL AND EXTERNAL
CORE TEAM, DEVELOPERS, PRESS & MARKETING

Produced by JOHN GALT in
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SILHOUETTE ISLAND, SEYCHELLES OCEAN
NOUS FORWARD OPERATIONS BASE 7DELTA
FEBRUARY 5TH, 2024
FIRST EDITION

TOWARDS SELF-IMPROVEMENT

NOUS WORKS FOR THE DECENTRALIZATION OF GOOD DESIGN PRACTICE AND OVERALL GOOD TASTE.

WE AIM TO SHAKE GOOD DESIGN LOOSE FROM THE IRON GRIP OF THE GATEKEEPERS. THOUGH WE ARE BORN WITH A NATURAL APPRECIATION OF BEAUTY, WE ARE NOT BORN WITH GOOD TASTE. BECAUSE IT IS SOMETHING THAT WE LEARN, IT IS SOMETHING THAT CAN BE SPREAD. MUCH LIKE THE NOUS MISSION TO MAKE STATE-OF-THE-ART OPEN SOURCE AI, WE INTEND TO BEAUTIFY THE TECHNOLOGICAL LANDSCAPE. TECHNOLOGY DOES NOT HAVE TO BE UGLY. MORE THAN THAT, IT SHOULD FIT WITHIN THE NATURAL WORLD. BUILDERS AND CREATIVES OF OLD KNEW THIS. THAT WE EVEN DISCUSS IT MEANS WE DO TOO. TOOLS LIKE IMAGE GENERATION LEAVE US BARE BEFORE REALITY: THERE IS ZERO EXCUSE NOT TO MAKE THINGS BEAUTIFUL. REALLY, THERE NEVER WAS A GOOD EXCUSE. NOT NOW, AND NOT WHEN MAN CHISELED IMAGE FROM STONE.

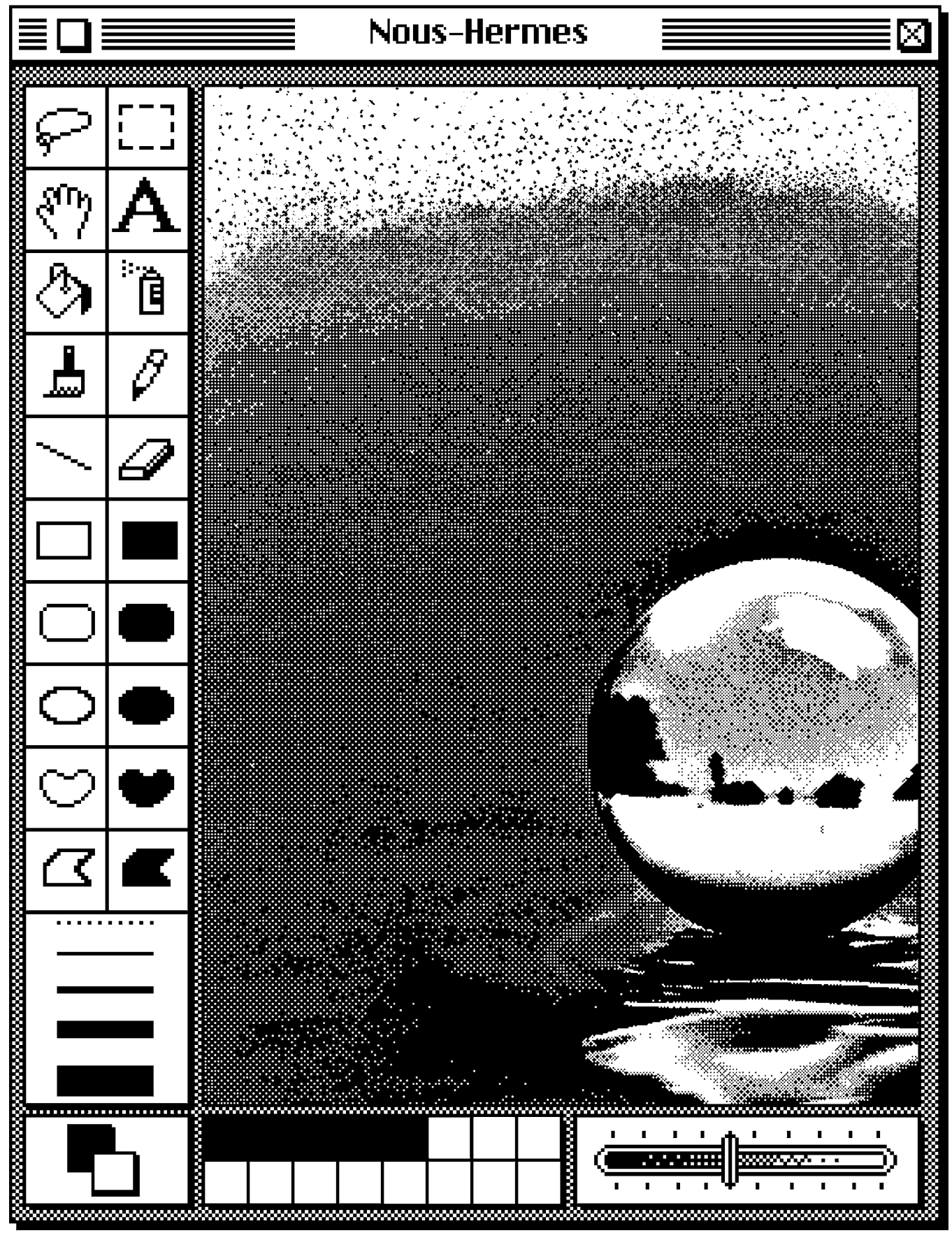
THERE WILL COME A DAY WHERE WE CAN PRINT ROME. *BUT YOU'LL ALWAYS HAVE TO WANT IT, IN ORDER FOR IT TO HAPPEN.*

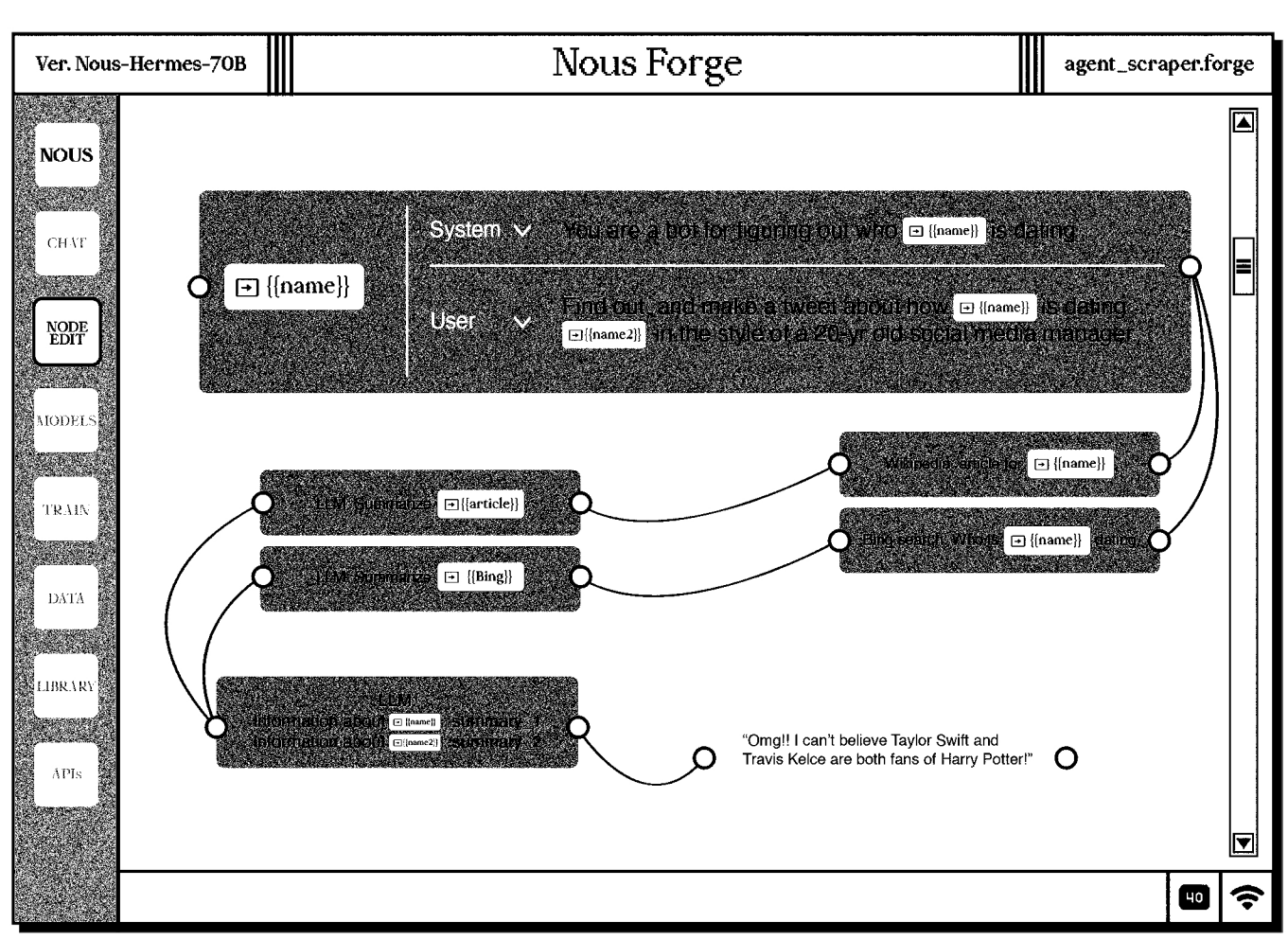
NOUS RESEARCH-
A MESSAGE FROM THE FOUNDERS

We challenge the assumption that closed-source will forever claim the peaks of innovation, instead supplying people with potent open-source technologies. We provide the tools to counteract any looming threats from the clandestine labs of proprietary development. Nous Research envisions a future where power is not concentrated in private interests and bureaucratic holdouts. Rather, we believe it should be in the hands of free thinkers and innovators who dare to question that centralization.

We do not aim to merely match closed-source innovation; we strive to pass it, to make them beg that we join their ranks. Our mission is to make darkness yearn for aid from our radiant light—an ever-burning beacon of progress and freedom that can pierce even the darkest shadows. How long shall they maintain their stranglehold on humanity's future? If knowledge proliferates faster than their barriers are erected, how soon will their strategies become obsolete?

Have you ever wanted to change the direction of history?
We'll help you try.





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COURIER NEW
OR COURIER NOUS

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HELVETICA & ITS MANY FORMS

Helvetica is a neo-grotesque design, one influenced by the famous 19th-century (1890s) typeface Akzidenz-Grotesk and other German and Swiss designs. Its use became a hallmark of the International Typographic Style that emerged from the work of Swiss designers in the 1950s and 1960s, becoming one of the most popular typefaces of the mid-20th century. Over the years, a wide range of variants have been released in different weights, widths, and sizes, as well as matching designs for a range of non-Latin alphabets. Notable features of Helvetica as originally designed include a high x-height, the termination of strokes on horizontal or vertical lines and an unusually tight spacing between letters, which combine to give it a dense, solid appearance.

Like many neo-grotesque designs, Helvetica has narrow apertures, which limits its legibility onscreen and at small print sizes. It also has no visible difference between upper-case 'i' and lower-case 'L', although the number 1 is quite identifiable with its flag at top left. Its tight, display-oriented spacing may also pose problems for legibility. Other fonts intended for legibility at small sizes such as Verdana, Meta, Trebuchet, or a monospace font such as Courier, or Courier Nous which makes all letters quite wide, may be more appropriate than Helvetica. You're reading in Helvetica right now.

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NOUS RESEARCH IS COMMITTED TO CONTINUOUS INNOVATION. WE STAY AHEAD OF THE CURVE BY PROACTIVELY EXPLORING NEW METHODOLOGIES AND INTEGRATING ADVANCEMENTS IN AI RESEARCH. OUR USERS ALWAYS BENEFIT FROM THE LATEST AND MOST EFFECTIVE DEVELOPMENTS INVOLVING LARGE LANGUAGE MODELS, GIVING THEM A COMPETITIVE EDGE IN AN EVER-EVOLVING DIGITAL LANDSCAPE. OUR AI PIPELINES ARE ABLE TO ATTACH TO AND RUN PROGRAMS, FETCH AND ANALYZE CLIENT DOCUMENTATION, AND GENERATE SYNTHETIC DATA FOR PRODUCTION USE. THESE PROPRIETARY SYSTEMS CAN BE FINE-TUNED TO THE NEEDS OF OUR CLIENTS, REGARDLESS OF BUSINESS SECTOR. THROUGH THESE NOVEL ALGORITHMS, WE AGGREGATE AND ANALYZE PREVIOUSLY UNSTRUCTURED TOPICAL DATA IN DIGITAL ATTENTION ECOSYSTEMS, INFORMING CLIENTS ON HIDDEN LAYERS OF THE MARKET PULSE.

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MONDWEST, FOR WHEN YOU WANT TO CHANGE THINGS UP

By leveraging machine learning and natural language processing capabilities, our AI pipelines can identify patterns, trends, and relationships within complex data sets, automating the extraction of actionable insights. This automation helps clients save time and resources while maintaining high levels of precise automation. Our clients can rely on our in-depth insights into market and business metrics to optimize marketing initiatives, pinpoint untapped opportunities, or secure a competitive advantage within their respective industries.

What sets our approach apart from previous endeavors is our long-term development vision. Rather than pursuing the construction of all-encompassing cognitive capabilities, Nous Research concentrates on the creation of swiftly evolving, topic-specific AI. This focus paves the way for continuously relevant data analysis, innovative application areas, and models that are optimized for efficiency within their respective fields. A core advantage of Nous Research lies in the adaptability and functionality of our AI pipelines, which enable seamless integration with various applications, contextual analysis of client documentation, and the production of synthetic data for diverse use cases. Our bespoke systems cater to the specific requirements of our clients, transcending industry boundaries. By employing cutting-edge algorithms, we consolidate and scrutinize previously scattered and unstructured data from digital environments, granting clients valuable insights into concealed aspects of their respective markets. This comprehensive understanding, derived from a multitude of sources, empowers clients to make informed decisions and tailor their strategies to effectively engage their target audience.

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BY LEVERAGING MACHINE LEARNING AND NATURAL LANGUAGE PROCESSING CAPABILITIES, OUR AI PIPELINES CAN IDENTIFY PATTERNS, TRENDS, AND RELATIONSHIPS WITHIN COMPLEX DATA SETS, AUTOMATING THE EXTRACTION OF ACTIONABLE INSIGHTS. THIS AUTOMATION HELPS CLIENTS SAVE TIME AND RESOURCES WHILE MAINTAINING HIGH LEVELS OF PRECISE AUTOMATION. OUR CLIENTS CAN RELY ON OUR IN-DEPTH INSIGHTS INTO MARKET AND BUSINESS METRICS TO OPTIMIZE MARKETING INITIATIVES, PINPOINT UNTAPPED OPPORTUNITIES, OR SECURE A COMPETITIVE ADVANTAGE WITHIN THEIR RESPECTIVE INDUSTRIES.

WHAT SETS OUR APPROACH APART FROM PREVIOUS ENDEAVORS IS OUR LONG-TERM DEVELOPMENT VISION. RATHER THAN PURSUING THE CONSTRUCTION OF ALL-ENCOMPASSING COGNITIVE CAPABILITIES, NOUS RESEARCH CONCENTRATES ON THE CREATION OF SWIFTLY EVOLVING, TOPIC-SPECIFIC AI. THIS FOCUS PAVES THE WAY FOR CONTINUOUSLY RELEVANT DATA ANALYSIS, INNOVATIVE APPLICATION AREAS, AND MODELS THAT ARE OPTIMIZED FOR EFFICIENCY WITHIN THEIR RESPECTIVE FIELDS. A CORE ADVANTAGE OF NOUS RESEARCH LIES IN THE ADAPTABILITY AND FUNCTIONALITY OF OUR AI PIPELINES, WHICH ENABLE SEAMLESS INTEGRATION WITH VARIOUS APPLICATIONS, CONTEXTUAL ANALYSIS OF CLIENT DOCUMENTATION, AND THE PRODUCTION OF SYNTHETIC DATA FOR DIVERSE USE CASES.

NOUS BRANDING-
LOGOS, LOGOTYPES, ETC

NOUS RESEARCH

COURIER PRO BOLD

NOUS RESEARCH

COURIER PRO REG

NOUS RESEARCH

COURIER NOUS PROTOTYPE

STYLIZED BRANDING

NOUS RESEARCH
FORGE DIVISION

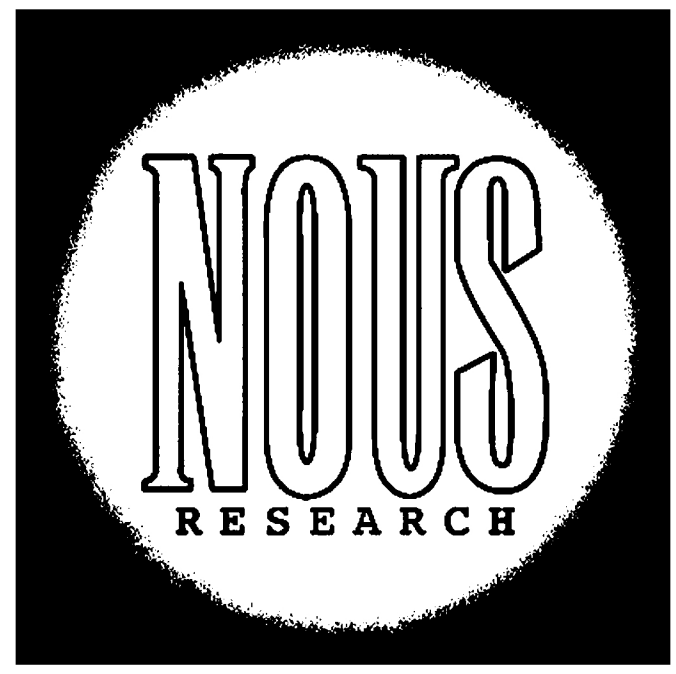
FORGE DIVISION

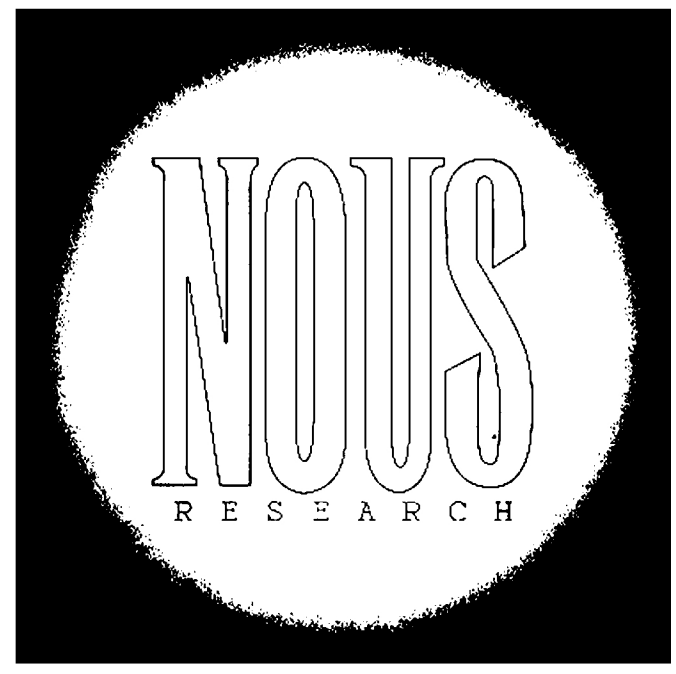
TOWARDS SELF-IMPROVEMENT

NOUS BRANDING-
LOGOS, LOGOTYPES, ETC

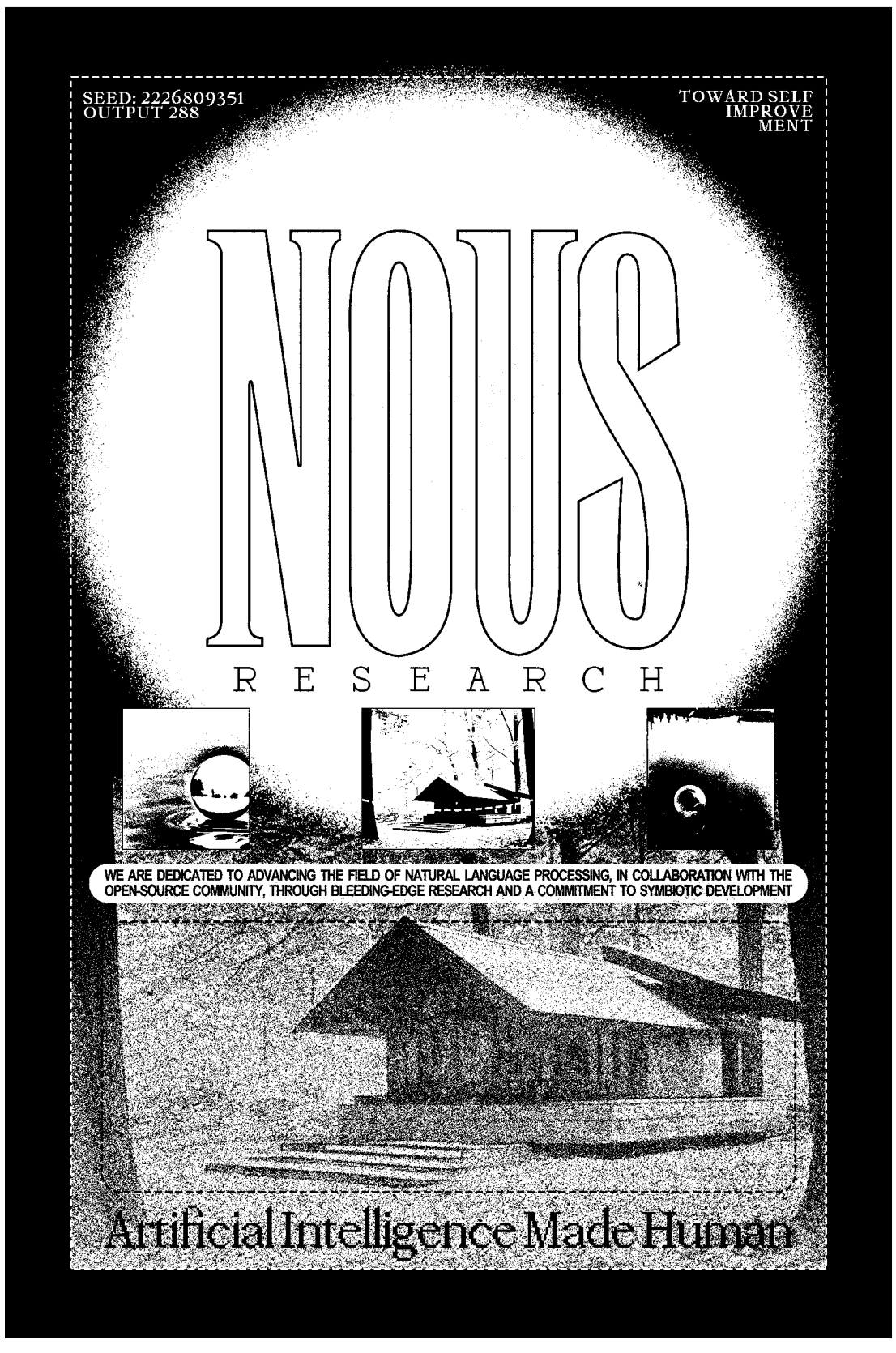
Nous Research is an evolutionary open-source project. The same is to be said about our approach to branding and overall design. Throughout all Nous visuals is one consistent style and/or theme, but we adapt to context and evolve when needed.

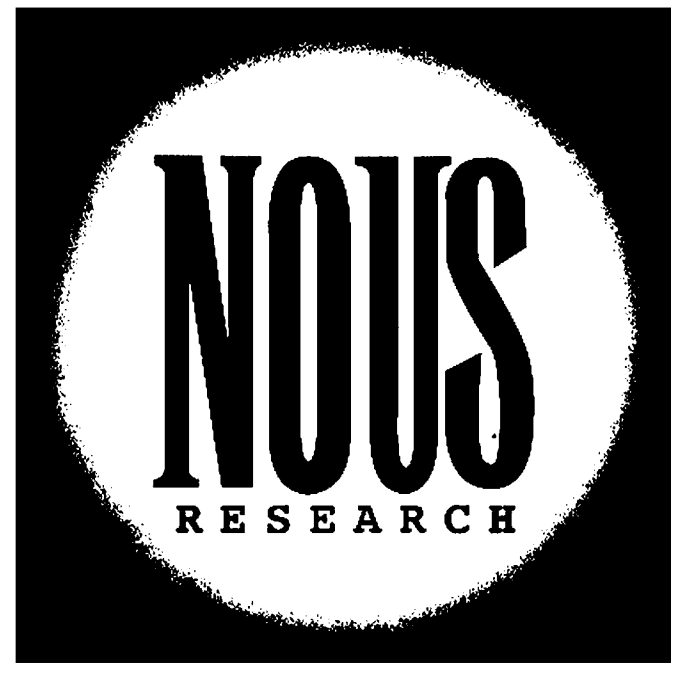
Pictured here is the highly-stylized version of the Nous logo above a white sun. This can be found in a few batches of our merchandise, as well as across some of our social platforms.





Pictured topmost: the standard format of the Nous + sun logo.





Pictured bottom left: The first edition of the Nous shirt.

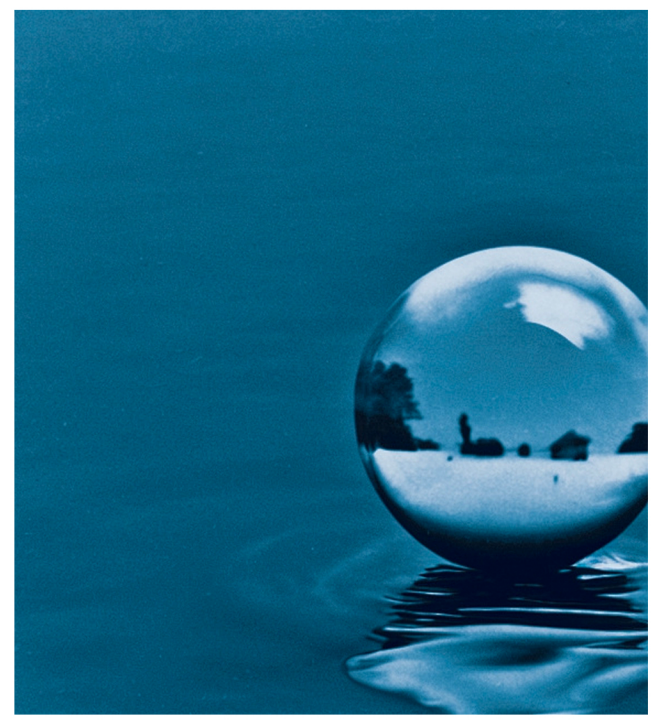
Three images pictured right: Variations of the above.

NOUS BRANDING-
SKETCHING THE NOUS GIRL

NOUS BRANDING-
THE NOUS GIRL

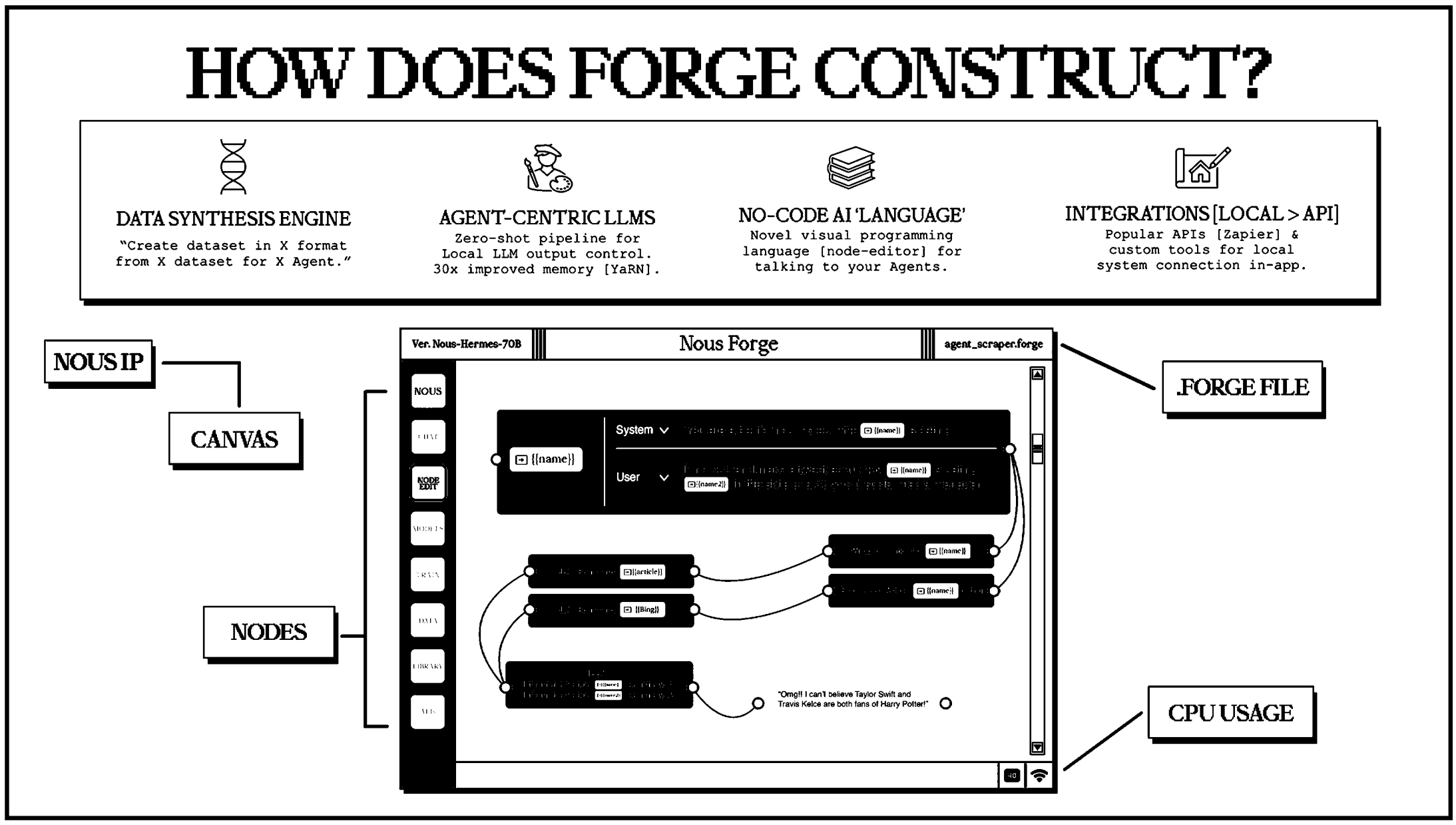
THE NOUS RESEARCH BADGE, FEATURING THE NOUS GIRL

COLOR GUIDE-
THE BLUES OF NOUS



TOWARDS SELF-IMPROVEMENT

DESIGN EXAMPLES-
GENERAL PRINCIPLES IN ACTION



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DOMAIN THESIS

Nous Research is committed to continuous innovation. We stay ahead of the curve by proactively exploring new methodologies and integrating advancements in AI research.

Our users always benefit from the latest and most effective developments involving large language models, giving them a competitive edge in an ever-evolving digital landscape.

OUTPUT 96
SEED: 3573860127

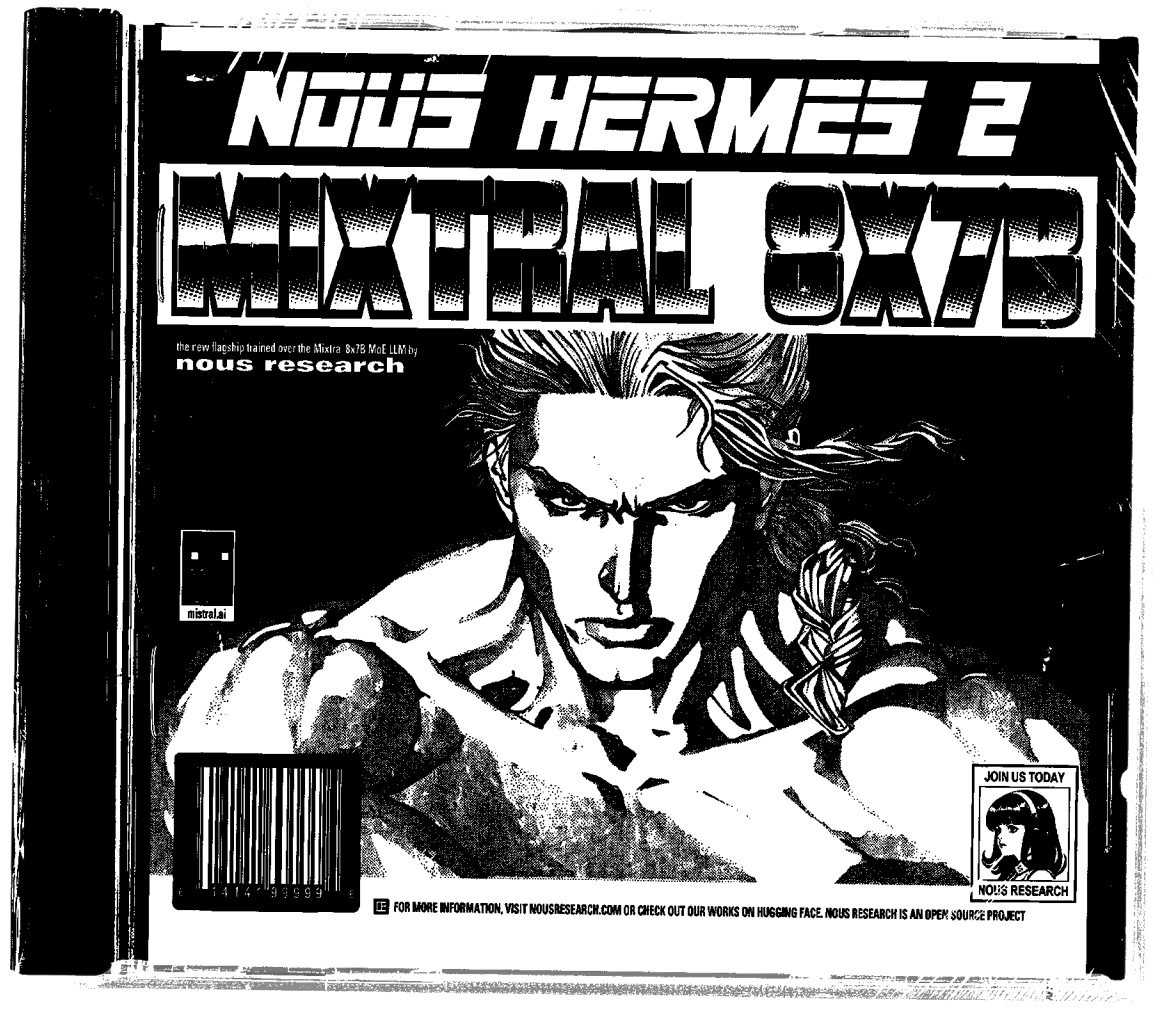
TOTAL FOOTPRINT

Our AI pipelines are able to attach to and run programs, fetch and analyze client documentation, and generate synthetic data for production use. These proprietary systems can be fine-tuned to the needs of our clients, regardless of business sector.

Through these novel algorithms, we aggregate and analyze previously unstructured topical data in digital attention ecosystems, informing clients on hidden layers of the market

OUTPUT 288
SEED: 2226809351

OPERATION SUBNET 6



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TOWARDS SELF-IMPROVEMENT

FIRST EDITION

FOR MEMBERS OF THE PRESS:
PLEASE CONTACT NOUS AND/OR
JOHN GALT FOR OFFICIAL NOUS
BRAND ASSETS. DO NOT USE
UNOFFICIAL IMAGERY

FOR INCOMING DEVS/TEAM:
REACH OUT TO JOHN GALT
FOR ALL THINGS DESIGN

Produced by JOHN GALT in
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NOUS FORWARD OPERATIONS BASE ALPHA
FEBRUARY 7TH, 2024

THANK YOU FOR VIEWING

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