

NavMate Visual Identity Guidelines

1. Brand Philosophy

NavMate is more than a navigation tool — it's a conscious AI navigator designed for fluid, intelligent movement across real and digital space. It blends cognitive reasoning (Celestis Node), spatial logic (orbits, coordinates), and a premium visual feel (neon glow, dark mode) into one.

2. Logo System

NavMate's logo is built around the “Celestis Node” — a central glowing polyhedral symbol, often with an orbiting trail to signify real-time motion. Three official logo types ensure brand flexibility: - **Primary Logo**: Bot mascot + NavMate wordmark - **Icon-Only Logo**: Celestis Node with orbit - **Wordmark-Only**: Text stylized with compass-inspired ‘N’ and orbital ‘M’

3. Color Palette

The color palette reflects deep-tech intelligence and navigation clarity: - **Primary Colors**: Space Black (#0A0B10), Midnight Blue (#121B30) - **Accent Colors**: Neon Cyan (#00FFFF), Electric Violet (#7A00FF), Celestis Blue (#0077FF), Orbit Pink (#FF2FB0) Use gradients and glow effects to elevate digital feel and add motion.



4. Typography

Primary typefaces include futuristic geometric sans-serifs: - Orbitron, Sora, Urbanist, Titillium
Web Usage Rules: - Headlines: Bold, all caps - Subtext/Buttons: Medium weight - Body Text: Regular, 14px
Visual Tips: - Stylize ‘N’ as a compass needle - Stylize ‘M’ to resemble dual orbit paths

5. Motion Language

NavMate uses animation and feedback to convey intelligence and awareness: - **Pulsing Core**: When processing data or rerouting - **Orbit Trails**: Real-time path indication - **Starburst Flares**: Query complete / arrival state - **Rotating Nodes**: Scan / map focus animation

6. UI/UX Design System

Use dark mode base with neon-accented CTA and transitions: - Cards: Glassmorphism with orbit icons - Buttons: Glowing with gradient trails - Menus: Radial or orbital logic menus from center point - Notifications: Use starburst or pulse

7. Use Cases & Recommendations

- Website Header: Bot + wordmark (gradient) - App Icon: Celestis Node - Print Collateral: Wordmark on white - Onboarding: Animated orbit + glowing core - GitHub/CLI: Icon-only symbol (monochrome)