askOdin

Brand Guidelines

Identity standards for consistent, institutional-grade brand presence.

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01

Brand Overview

askOdin is judgment infrastructure for capital allocation. We operate at the judgment layer — where $3.1 trillion in private market capital flows through decisions that were never compiled, standardized, or made auditable. Until now.

MISSION

Make investment judgment auditable, traceable, and institutional-grade — the way exchanges compiled trading and rating agencies compiled credit.

BRAND POSITIONING

Visa verifies transactions.
Moody's verifies credit.
askOdin verifies judgment.

Brand Attributes

FORENSIC

Every claim tested. Every assumption surfaced. Precision over polish.

INSTITUTIONAL

Built for funds, regulators, and LPs. Enterprise-grade. Audit-ready.

DEFINITIVE

Kill Shot. Do Not Proceed. Clarity Score 0/100. We don't hedge — we judge.

Brand Voice

WE ARE	WE ARE NOT	EXAMPLE

Direct	Hedging	"Score: 0. Do Not Proceed." not "This may have some concerns."
Technical	Jargon-heavy	"RUNE compiles narrative into judgment" not "Our AI leverages synergies."
Institutional	Corporate-bland	"Judgment Infrastructure" not "AI-powered analytics platform."
Precise	Vague	"40+ forensic dimensions, 5 failure modes" not "comprehensive analysis."

02

Logo System

The askOdin logo system consists of four elements: the primary wordmark, the logomark, the combined mark, and the favicon. Each serves a specific context.

2.1 Primary Wordmark

The horizontal colored wordmark is the default logo. Use this whenever space allows.

Primary — Light background

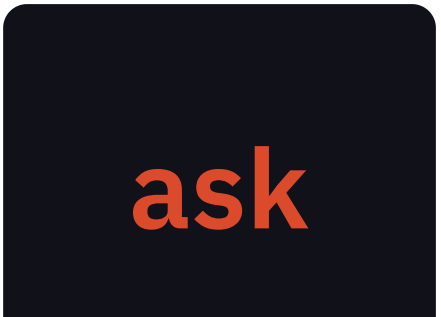
Primary — Dark background

Monochrome Black

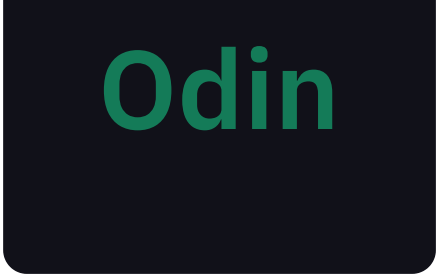
Monochrome White

2.2 Stacked Wordmark

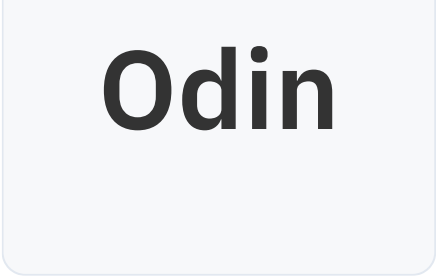
Use when the layout is square or near-square (social media, app splash, conference badges).



Stacked — Light



Stacked — Dark



Stacked — Grayscale

2.3 Logo Construction

The wordmark is set in **IBM Plex Sans SemiBold (600)**. The "ask" portion uses the lowercase glyphs; "Odin" uses an uppercase "O" followed by lowercase "din". This camelCase split is intentional and must not be altered.

> **The camelCase is part of the brand.** Never write it as "AskOdin", "Askodin", "ASKODIN", "Ask Odin", or "ask odin". The only correct rendering is **askOdin**.

ELEMENT	SPECIFICATION
Typeface	IBM Plex Sans
Weight	SemiBold (600)
Case	camelCase — `askOdin`
"ask" color	#DB4A2B (askOdin Orange)
"Odin" color	#147B58 (askOdin Green)
Letter-spacing	Default (0). No tracking adjustments.
SVG format	All logo SVGs use outlined paths, not live text. No font dependency.

03

Logo Usage Rules

Maintain the integrity of the askOdin mark. These rules protect brand recognition across every touchpoint.

3.1 Clear Space

Maintain a minimum clear space around the logo equal to the cap-height of the "O" in "Odin" (referred to as **1x**). No other visual elements, text, or edges should enter this zone.

3.2 Minimum Size

To ensure legibility, do not reproduce the logo below these minimum widths:

VARIANT	DIGITAL (PX)	PRINT (MM)
Horizontal wordmark	120px wide	30mm wide
Stacked wordmark	80px wide	20mm wide
Logomark (O icon)	24px	6mm
Favicon (aO)	16px	N/A

3.3 Background Usage

BACKGROUND	LOGO VERSION
White / Light (#FFFFFF – #F0F0F0)	Colored wordmark (orange + green)
Dark (#111119 – #2D2D44)	Colored wordmark (colors have sufficient contrast) or White wordmark
Photographic / Busy	White wordmark or monochrome on a semi-transparent overlay
Single-color print	Black or White monochrome

> **Never place the colored logo on a background that is close in hue to orange or green.** This causes the "ask" or "Odin" portion to disappear. Use the monochrome variant instead.

3.4 Do's and Don'ts

askOdin

DO

Use the logo exactly as provided, with correct colors and proportions.

askOdin

DON'T

Change the brand colors. The orange and green are specific values.

askOdin

DO

Use monochrome white on dark backgrounds when color contrast is

askOdin

DON'T

Rotate, skew, or distort the logo in any way.

insufficient.

askOdin

DO

Maintain the camelCase: lowercase "ask", uppercase "O", lowercase "din".

Ask Odin

DON'T

Add spaces, change capitalization, or separate the words.

askOdin

DO

Use the provided SVG files with outlined paths for consistent rendering.

askOdin

DON'T

Recreate the logo in a different typeface. Always use the provided asset files.

askOdin

DO

Place the logo on clean, uncluttered backgrounds with sufficient contrast.

DON'T

Place the colored logo on gradient or patterned backgrounds where colors clash.

04

Color Palette

The askOdin palette balances urgency (orange) with institutional trust (green), anchored by a dark foundation that signals enterprise seriousness.

4.1 Primary Colors

askOdin Orange

HEX: #DB4A2B
RGB: 219, 74, 43
HSL: 11°, 72%, 51%
CMYK: 0, 66, 80, 14

askOdin Green

HEX: #147B58
RGB: 20, 123, 88
HSL: 160°, 72%, 28%
CMYK: 84, 0, 28, 52

4.2 Foundation Colors

Deep Dark

HEX: #111119
Use: Page backgrounds, decks

Dark Surface

HEX: #1A1A2E
Use: Cards, panels on dark bg

Dark Card

HEX: #1E293B
Use: Elevated cards, tables

4.3 UI / Extended Palette

These colors are derived from the primary palette for use in the Clarity dashboard, reports, and marketing materials.

White

HEX: #FFFFFF

Background

HEX: #F7F8FA

Border

HEX: #E2E8F0

Muted Text

HEX: #8899AA

4.4 Semantic / Status Colors

Used in the Clarity Framework for severity indicators and Clarity Score ranges.

Kill Shot / Fatal

HEX: #C62828

Priority / High Risk

HEX: #DB4A2B

Watch / Medium

HEX: #F9A825

Cleared / Pass

HEX: #147B58

4.5 Color Usage Ratios

When composing layouts, follow these approximate proportions:

Orange is the accent — use sparingly for CTAs, warnings, and emphasis. Green carries the institutional weight. Dark tones provide the foundation. This ratio mirrors the pitch deck's visual balance.

05

Typography

IBM Plex is the askOdin type system. Designed by IBM for clarity at every scale, it carries institutional credibility while remaining warm and human.

5.1 IBM Plex Sans — Primary

Used for: Headlines, body text, UI elements, the logo itself.

The Last Mile of AI Isn't Information.

IBM Plex Sans Light (300) — Headlines, large display

Judgment Infrastructure for Capital Allocation

IBM Plex Sans SemiBold (600) — Section headers, emphasis, logo

Every competitor operates at the information layer. We operate at the judgment layer. Built for the AI-native fund era. Partners focus on the 2–3 assumptions that matter. Not 40 hours of diligence on everything.

IBM Plex Sans Regular (400) — Body text, paragraphs

WEIGHT	VALUE	USAGE
Light	300	Large display headlines (40px+)
Regular	400	Body text, descriptions, long-form
Medium	500	Subheadings, navigation, labels
SemiBold	600	Section headers, emphasis, logo, CTAs
Bold	700	Sparingly — key stats, Kill Shot labels

5.2 IBM Plex Mono — Technical

Used for: Code, data labels, technical identifiers, section numbers, metadata.

```
CLARITY SCORE: 78/100 · ALMOST THERE
RUNE v2.1 · 40+ DIMENSIONS · 5 FAILURE MODES
U.S. PATENT PENDING NO. 63/948,559
```

IBM Plex Mono Regular (400) — Data, identifiers, code

5.3 IBM Plex Serif — Editorial

Used for: Clarity Brief reports, investment memos, quotes, long-form editorial content.

> *"I saw the Napster flood in Media — so I built DRM to make rights auditable. I see the GenAI flood in Capital — so I'm building RUNE to make judgment auditable."*

IBM Plex Serif Regular Italic (400i) — Quotes, editorial emphasis

5.4 Type Scale

ELEMENT	SIZE	WEIGHT	LINE HEIGHT
Display	48–96px	300 or 600	1.1
H1	36–48px	600	1.2
H2	28–36px	600	1.3
H3	20–24px	600	1.4
Body Large	18px	400	1.7
Body	16px	400	1.6
Small / Caption	13–14px	400 or 500	1.5
Label / Overline	12–13px	500, uppercase, 0.1em tracking	1.4

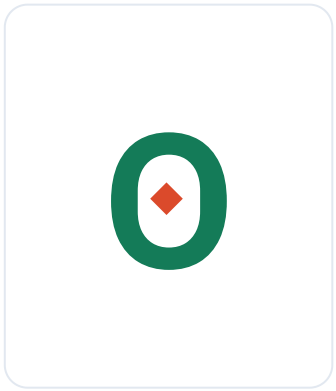
06

Iconography & Logomark

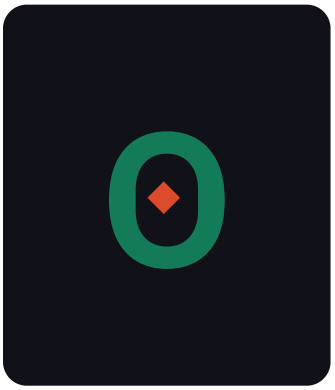
The askOdin logomark and favicon extend the brand into contexts where the full wordmark cannot be used.

6.1 Logomark — The Judgment Eye

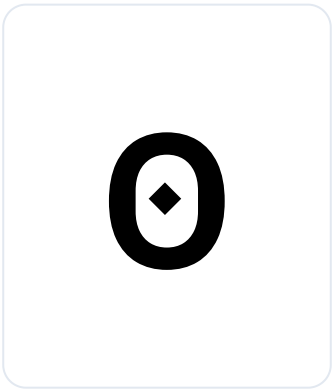
The logomark is a green "O" (from IBM Plex Sans SemiBold) with an orange diamond at its center. The "O" represents Odin — wisdom, the all-seeing. The diamond represents the focused point of judgment — precise, geometric, cutting.



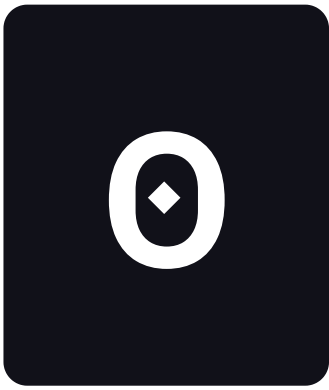
Colored



On Dark



Black

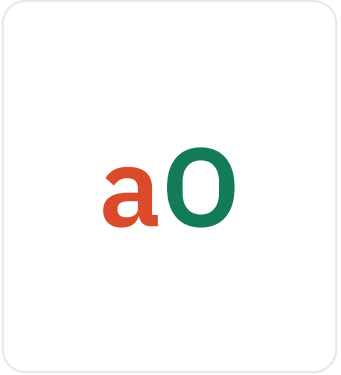


White

USE CASE	ASSET
App icon (iOS/Android)	Logomark on white background
Dashboard corner mark	Logomark colored, small
Watermark on reports	Logomark at 5–10% opacity
Social media profile	Stacked wordmark or "aO" favicon

6.2 Favicon — "aO" Monogram

At 16–48px, the logomark's inner diamond is too small to read. The "aO" monogram preserves brand recognition at browser-tab scale: lowercase "a" in orange, uppercase "O" in green.



Favicon — Default

Favicon — Dark BG

32px preview

16px preview

6.3 Combined Mark

The logomark paired with the wordmark, for use in contexts requiring extra visual weight: website headers, document letterheads, partner co-branding.

Combined — Light

Combined — Dark

07

Application Examples

Reference these examples when applying the brand to new contexts. When in doubt, default to the colored horizontal wordmark on a clean background.

7.1 Context → Asset Mapping

CONTEXT	PRIMARY ASSET	VARIANT
Website navbar	Horizontal wordmark, colored	SVG, tight-cropped
Clarity Dashboard header	Combined mark (icon + wordmark)	SVG colored or white
Pitch deck title slide	Horizontal wordmark	Colored on dark background
Pitch deck closing slide	Horizontal wordmark, large	Colored on dark
Browser favicon	favicon.ico	"aO" monogram, 16+32+48px
Apple Touch Icon	"aO" on white background	180x180 PNG
iOS/Android app icon	"aO" on white background	App icon PNGs (76–1024)
LinkedIn / Twitter profile	Profile dark (square)	400x400 or 800x800 PNG
LinkedIn cover banner	Branded banner with logo, tagline, patent, CTA	1584x396 PNG (+ 2x retina)
OpenGraph / link preview	OG image	1200x630 PNG
Email signature	Horizontal wordmark, small	Email signature PNG (400w)

Clarity Brief / Report header	Combined mark	SVG or high-res PNG
Score Card (shareable)	Horizontal wordmark or "aO"	Small colored
Conference badge / lanyard	Stacked wordmark	Print-ready PNG or SVG
Business card	Horizontal wordmark (front), logomark (back)	Print-ready
Patent / legal filings	Horizontal wordmark, black	Monochrome
Partner co-branding	Horizontal wordmark + clear space	Colored or black

7.2 Co-Branding Rules

When the askOdin logo appears alongside partner logos (e.g., SGX, CFA, accelerator partners):

RULE	DETAIL
Equal or greater prominence	The askOdin logo must be equal in size or larger than partner logos when askOdin is the primary product.
Visual separator	Use a thin vertical line (1px, #E2E8F0 on light / rgba(255,255,255,0.15) on dark) between logos.
Spacing	Minimum 2x clear space between askOdin mark and partner mark.
No lockups	Do not combine the askOdin logo with partner logos into a single fused mark.

7.3 LinkedIn Banner

The LinkedIn cover banner (1584 × 396px) uses a right-aligned layout to avoid profile photo overlap on the left.

ELEMENT	SPEC

Background	Foundation Dark (#111119) with orange accent bar (4px top)
Logo	askOdin wordmark, 62px, right-aligned — "ask" in Ember Orange, "Odin" in Judgment Green
Tagline	IBM Plex Sans Light, 22px, white — "The Last Mile of AI Isn't Information. It's Judgment."
Separator	Ember Orange line, 70px wide, 2.5px stroke
Patent line	IBM Plex Mono, 16px, white at 70% opacity — "U.S. Patent App. 63/948,559"
CTA button	Judgment Green solid pill, white text, IBM Plex Sans Medium, 18px — "askodin.app"
CTA label	IBM Plex Sans SemiBold, 16px, Ember Orange — "Learn More →"
Safe zone	Keep important content to x > 450px (profile photo overlaps bottom-left ~420px on desktop)

08

File Reference

All logo files use outlined SVG paths — no font dependencies. PNG exports are generated at high resolution (300 DPI equivalent) from these SVGs.

8.1 SVG Assets (Vector)

FILE	DESCRIPTION	FORMAT
WORDMARK		
`askOdin-horizontal-colored.svg`	Primary horizontal logo	SVG (outlined paths)
`askOdin-horizontal-white.svg`	White — for dark backgrounds	SVG
`askOdin-horizontal-black.svg`	Black — monochrome print	SVG
`askOdin-horizontal-on-dark.svg`	Colored on dark rounded rectangle	SVG
`askOdin-horizontal-grayscale.svg`	Grayscale variant	SVG
`askOdin-stacked-colored.svg`	Stacked layout (ask / Odin)	SVG
`askOdin-stacked-white.svg`	Stacked — white	SVG
`askOdin-stacked-black.svg`	Stacked — black	SVG
`askOdin-email-signature.svg`	Optimized for email footer	SVG
LOGOMARK		
`askOdin-icon-colored.svg`	Green O + orange diamond	SVG
`askOdin-icon-white.svg`	White logomark	SVG

`askOdin-icon-black.svg`	Black logomark	SVG
`askOdin-icon-on-dark.svg`	Logomark on dark circle	SVG
COMBINED		
`askOdin-combined-colored.svg`	Icon + wordmark side by side	SVG
`askOdin-combined-white.svg`	Combined — white	SVG
FAVICON		
`askOdin-favicon-aO.svg`	"aO" monogram — transparent	SVG
`askOdin-favicon-aO-whiteBg.svg`	"aO" on white rounded rect	SVG
`askOdin-favicon-aO-darkBg.svg`	"aO" on dark rounded rect	SVG
`favicon.ico`	Standard web favicon (16, 32, 48px)	ICO
`favicon-extended.ico`	Extended favicon (16–128px)	ICO
SOCIAL		
`askOdin-og-image.svg`	OpenGraph link preview	SVG (1200x630)
`askOdin-profile-dark.svg`	Social profile — dark bg	SVG (square)
`askOdin-profile-light.svg`	Social profile — light bg	SVG (square)
LINKEDIN BANNER		
`askOdin-linkedin-banner.svg`	LinkedIn cover image — vector source	SVG (1584x396)
`askOdin-linkedin-banner.png`	LinkedIn cover image — standard	PNG (1584x396)
`askOdin-linkedin-banner-2x.png`	LinkedIn cover image — retina	PNG (3168x792)

8.2 PNG Export Sizes

All PNGs are 32-bit RGBA with transparent backgrounds unless a specific background is noted.

CATEGORY	WIDTHS / SIZES AVAILABLE
Horizontal wordmark (all variants)	200, 400, 800, 1500, 3000px wide
Stacked wordmark	400, 800, 1500px wide
Logomark	32, 64, 128, 256, 512, 1024px square
Combined mark	800, 1500, 3000px wide
Favicon PNGs	16, 32, 48, 64, 128, 180, 192, 512px
App icons	76, 120, 152, 167, 180, 192, 512, 1024px
Social profiles	200, 400, 800px square
OG Image	1200x630px

askOdin

Judgment Infrastructure for Capital Allocation.

U.S. Provisional Patent No. 63/948,559

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Questions: hi@askodin.com