Brand Guidelines - nico.builds

Brand Identity

Brand Name: nico.builds
Tagline: Flow Beyond Limits
Owner: Nico Chikuji
Positioning: Full-stack developer crafting future internet habitats with tide-tested precision

Brand Personality

- **Innovative:** Cutting-edge technology and forward-thinking solutions

- **Precise:** Attention to detail and quality craftsmanship

- **Playful:** Light-hearted tone while maintaining professionalism

- **Community-First:** Collaboration and transparent communication

- **Oceanic:** Underwater/ocean theme with depth and flow

Visual Identity

Color Philosophy

The brand uses an oceanic color palette that represents:

- **Deep blues** = Depth, professionalism, technology

- **Cyan/Teal** = Energy, innovation, clarity

- **Coral/Orange** = Warmth, creativity, playfulness

- **Light blues** = Surface, accessibility, openness

Typography Philosophy

- **Comfortaa (All Text):** Modern, rounded, geometric, friendly - represents precision, structure, and approachability in a unified design

Design Principles

1. **Depth & Dimension**

   - Use gradients and shadows to create depth
   - Layered backgrounds with radial gradients
   - Glow effects for emphasis

2. **Fluid Motion**

   - Smooth transitions and animations
   - Wave-like patterns and dividers
   - Organic, flowing shapes

3. **Contrast & Clarity**

   - High contrast for readability
   - Clear hierarchy in typography
   - Distinct color separation

4. **Modern Minimalism**

   - Clean layouts with breathing room
   - Focused content without clutter
   - Purposeful use of space

Brand Voice

Tone

- **Professional yet approachable**

- Technical but accessible

- Playful without being unprofessional

- Confident but collaborative

Language Style

- Use oceanic/nautical metaphors when appropriate

- Technical accuracy with clear explanations

- Action-oriented language

- Community-focused messaging

Key Phrases

- "Flow Beyond Limits"

- "Tide-tested precision"

- "Future internet habitats"

- "Live reefs" (for projects)

- "Dive equipment" (for skills)

- "Signal the crew" (for contact)

Usage Guidelines

Color Usage

- **Primary Accent (#12f6ff):** Use for CTAs, links, primary actions

- **Coral Accent (#ff906f):** Use for hover states, secondary actions, warmth

- **Teal (#14c9c9):** Use for depth effects, gradients, secondary elements

- **Backgrounds:** Always use dark backgrounds (#11172b, #0b1224) for main surfaces

Typography Usage

- **Headings:** Always Comfortaa, bold (700) for h1-h2, semi-bold (600) for h3-h6
- **Body:** Always Comfortaa, regular (400) for paragraphs, medium (500-600) for emphasis
- **Accent Text:** Comfortaa, uppercase, wider letter-spacing

Logo Usage

- Use on dark backgrounds
- Maintain clear space around logo
- Don't modify colors or effects
- Preserve aspect ratio

Content Guidelines

Project Descriptions

- Focus on impact and outcomes
- Use technical terms accurately
- Include community/collaboration aspects
- Highlight innovation and precision

Social Media

- Maintain consistent voice across platforms
- Use brand colors in graphics
- Include tagline when appropriate
- Engage with community authentically

Communication

- Respond promptly and professionally
- Use oceanic metaphors sparingly but effectively

- Balance technical detail with accessibility
- Show enthusiasm for collaboration

Brand Applications

Website

- Dark theme with oceanic gradients
- Smooth animations and transitions
- Clear navigation and hierarchy
- Responsive and accessible

Social Media

- Consistent color palette
- Professional yet approachable tone
- Technical content with clear explanations
- Community engagement

Documentation

- Clear, structured information
- Code examples and technical details
- Visual hierarchy with brand colors
- Accessible formatting

Brand Evolution

The brand should evolve while maintaining:

- Core values (innovation, precision, community)
- Visual identity (oceanic theme, color palette)
- Voice and tone (professional, playful, collaborative)

- Quality standards (tide-tested precision)

Contact & Usage

For questions about brand usage or to request brand assets:

- Email: nico.chikuji@gmail.com

- Website: nico.builds

Last updated: 2024