nico.builds Brand Kit

Complete brand assets and guidelines for the nico.builds portfolio brand.

📁 Directory Structure

```
brand-kit/
├── colors/          # Color palette files
│   ├── palette.css
│   ├── palette.json
│   └── swatches.html
├── fonts/           # Typography system
│   ├── typography.css
│   └── typography-guide.md
├── logos/           # Logo assets
│   ├── logo-primary.png
│   └── README.md
├── icons/           # Icon guidelines
│   └── icon-set.md
├── guidelines/      # Brand guidelines
│   ├── brand-guidelines.md
│   └── brand-voice.md
├── examples/        # Usage examples
│   ├── email-signature.html
│   └── social-media-template.md
├── templates/       # Design templates
│   └── presentation-template.md
└── README.md        # This file
```

🎨 Quick Reference

Brand Identity

- **Name:** nico.builds
- **Tagline:** Flow Beyond Limits
- **Owner:** Nico Chikuji
- **Theme:** Oceanic, modern, tech-focused

Primary Colors

- **Cyan Accent:** `#12f6ff` - Primary CTAs, links
- **Coral Accent:** `#ff906f` - Hover states, warmth
- **Teal Lagoon:** `#14c9c9` - Depth effects, gradients
- **Deep Ocean:** `#11172b` - Primary background
- **Midnight Depths:** `#0b1224` - Deepest backgrounds

Typography

- **All Text:** Comfortaa (300, 400, 500, 600, 700)
- **Headings:** Comfortaa (600, 700)
- **Body:** Comfortaa (400, 500)
- **Accent:** Comfortaa (uppercase, wider spacing)

📚 Documentation

Getting Started

1. **Colors:** Start with `colors/palette.css` or `colors/palette.json`
2. **Fonts:** Import from `fonts/typography.css`
3. **Guidelines:** Read `guidelines/brand-guidelines.md` for complete overview
4. **Voice:** Check `guidelines/brand-voice.md` for tone and language

For Designers

- Use color swatches from `colors/swatches.html`
- Follow typography scale in `fonts/typography-guide.md`
- Reference logo usage in `logos/README.md`
- Check icon guidelines in `icons/icon-set.md`

For Developers

- Import CSS variables from `colors/palette.css`
- Use typography classes from `fonts/typography.css`
- Reference color JSON from `colors/palette.json`
- Follow accessibility guidelines in brand guidelines

For Content Creators

- Follow voice guide in `guidelines/brand-voice.md`
- Use templates from `examples/` and `templates/`
- Reference social media templates
- Maintain brand personality in all communications

🎯 Brand Principles

1. **Innovation × Precision:** Cutting-edge tech with attention to detail
2. **Community-First:** Collaboration and transparent communication
3. **Playful Seriousness:** Light tone while maintaining professionalism
4. **Adaptive Ecosystem Design:** Flexible, scalable solutions

📖 Key Documents

Essential Reading

- Brand Guidelines - Complete brand overview
- Brand Voice - Tone and language guide

- Typography Guide - Font system details
- Color Palette - Complete color reference

Usage Examples

- Email Signature - Professional email template
- Social Media Templates - Platform-specific guides
- Presentation Template - Slide design guidelines

🚀 Quick Implementation

CSS Variables

```
@import url('./brand-kit/colors/palette.css');
@import url('./brand-kit/fonts/typography.css');
```

HTML Structure

```
<link href="https://fonts.googleapis.com/css2?family=Comfortaa:wg
```

Color Usage

```
.primary-button {
  background: var(--brand-accent);
  color: var(--brand-midnight);
}
```

📝 Usage Guidelines

Do's ✅

- Use brand colors consistently
- Follow typography hierarchy
- Maintain oceanic theme subtly
- Keep voice professional yet approachable
- Use templates as starting points

Don'ts ❌

- Don't modify logo colors or effects
- Don't use fonts outside the brand system
- Don't overuse oceanic metaphors
- Don't deviate from color palette
- Don't compromise accessibility

🔗 Resources

External Links

- **Portfolio:** https://nico.builds
- **Email:** nico.chikuji@gmail.com
- **Twitter:** @NChikuji
- **LinkedIn:** nicholas-chikuji
- **GitHub:** chiku524

Font Sources

- Comfortaa on Google Fonts

📞 Support

For questions about brand usage or to request additional assets:

- Email: nico.chikuji@gmail.com
- Website: nico.builds

Last Updated: 2024
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Brand: nico.builds - Flow Beyond Limits