



deusXmachina

BrandBook

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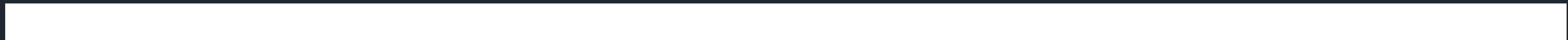
Brand Overview

ABOUT US

MISSION

VISION

TARGET AUDIENCE



About Us

deusXmachina is a technology company dedicated to transforming industrial automation through intelligent optimization. We create advanced tools that help industrial engineers make robot programs smarter, faster, and more energy-efficient. Our optimization engine automatically analyzes and adjusts robotic motion parameters to reduce power consumption and improve performance — all without affecting productivity. By combining engineering precision with modern software intelligence, we empower factories to work smarter, save resources, and move closer to the future of fully optimized manufacturing.



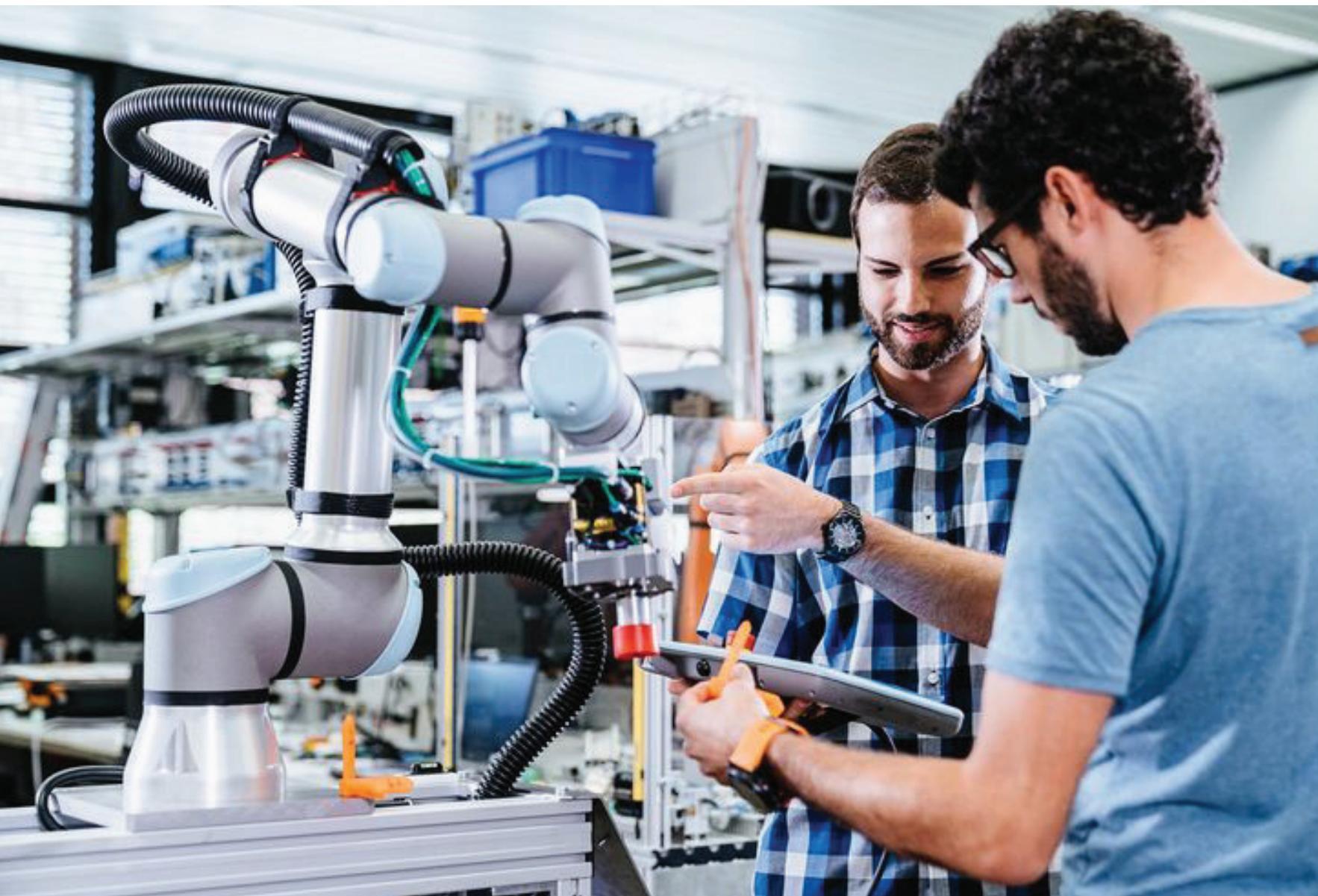
Mission & Vision

Mission

Our mission is to empower industrial engineers with intelligent tools that make robotics more efficient, sustainable, and easy to optimize. We aim to bring modern developer experience into manufacturing – helping factories save energy, reduce costs, and achieve peak performance through smart automation.

Vision

Our vision is to create a future where every factory runs intelligently – where robots continuously optimize themselves, energy is used efficiently, and manufacturing becomes faster, smarter, and more sustainable through the power of advanced technology.



Target Audience

deusXmachina is designed for industrial engineers, robotics specialists, and manufacturing professionals who want to improve the efficiency of their automated systems. Our solutions also serve system integrators, factory managers, and industrial companies seeking to reduce energy consumption, lower operating costs, and enhance productivity. From automotive and electronics manufacturers to modern smart factories, our tools support anyone aiming to make robotics faster, smarter, and more sustainable.

Brand Logo

PRIMARY LOGO

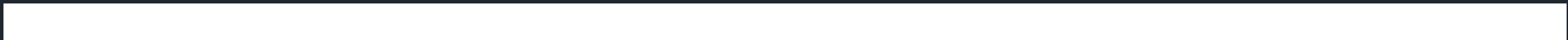
COLOR VERSIONS

LOGO IN B/W

ICON AND LOGO

APP ICON

FAVICON



Primary Logo

The deusXmachina logo features a bold, modern design that reflects innovation, precision, and technology. The icon combines geometric shapes forming a stylized "D", symbolizing data, development, and digital transformation – key themes in industrial optimization. The bright neon green color represents energy efficiency, progress, and smart technology, while the dark gray background provides contrast and conveys stability and professionalism. The typography blends "deusX" in bold white and "machina" in bright green, signifying the harmony between human intelligence (deus) and machine efficiency (machina).



Exclusive Zone

To preserve the clarity and impact of the deusXmachina logo, a clear space must always be maintained around it. The minimum exclusion zone should be equal to the height of the "D" symbol in the logo. This space ensures that no text, images, or graphic elements interfere with or crowd the logo, keeping it visually balanced and easily recognizable in all applications.



Color Variations



Logo Misuses



deus machina

Do not use incomplete logo



deusXmachina

Do not distort the logo



deusXmachina

Do not rotate the logo



deusXmachina

Do not change the color



deusXmachina

Do not create outline



enidosemXsuneb

Do not flip the logo in any orientation

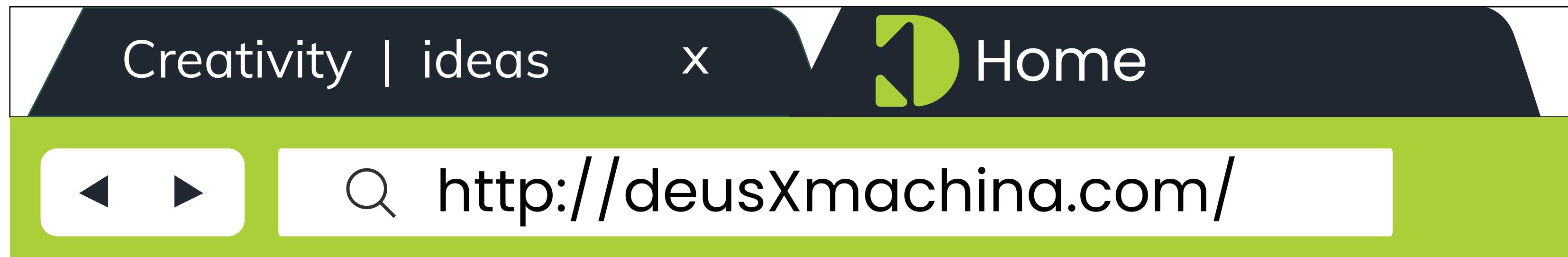
App Icon

The deusXmachina app icon features the distinctive "D" symbol from the logo, displayed in bright neon green on a dark gray background. This minimal yet bold design represents innovation, intelligence, and modern technology, making it instantly recognizable across digital platforms. The clean geometric form ensures the icon looks sharp and professional on all screen sizes, reflecting the brand's focus on precision and smart industrial solutions.



Fav Icon

The deusXmachina favicon uses the signature “D” symbol in neon green placed on a dark gray background, maintaining consistency with the brand’s main logo. Designed for clarity at small sizes, it ensures easy recognition on browser tabs, bookmarks, and digital interfaces. The simple yet striking design reflects the brand’s modern, tech-driven identity while preserving a clean and professional look across all digital touchpoints.



Color Usage

PRIMARY COLOR

SECONDARY COLOR



Primary Color

The primary colors of deusXmachina #232a31 and #a3ff12 create a strong balance between technology and innovation. The deep #232a31 represents stability, intelligence, and modern industrial strength, giving the brand a professional and confident look. In contrast, the vibrant #a3ff12 adds a touch of energy and innovation, symbolizing progress, efficiency, and smart technology. Together, these colors reflect the brand's mission to blend advanced engineering with cutting-edge digital intelligence.



Dark Charcoal Gray

Hex: #232a31

RGB: 35,42,49

CMYK: 79%,68%,57%,62%



Neon Lime Green

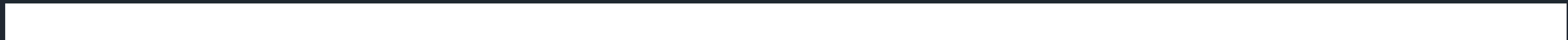
Hex: #a3ff12

RGB: 163, 255, 18

CMYK: 38%, 0%, 100%, 0%

Font Usage

PRIMARY FONT
HIERARCHY



Primary Font

The Figtree Bold font, used as the primary typeface, gives the deusXmachina brand a modern, confident, and tech-driven personality. Its clean lines and strong weight convey precision, innovation, and reliability — perfectly aligning with the brand's focus on industrial technology and smart automation. The Poppins Regular font, used as the secondary typeface, adds balance with its smooth, geometric form and easy readability. Together, these fonts create a professional yet approachable visual identity that reflects both technical expertise and modern design aesthetics.

Figtree Bold

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
1 2 3 4 5 6 7 8 9

Aa

Poppins

Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Aa

Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Aa

Black

**AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz**

Aa

Hierarchy

In deusXmachina's branding, the Figtree Bold font is used for main headings and subheadings to create a strong, modern, and impactful visual hierarchy. Its bold and clean style captures attention and reflects the brand's innovative and tech-focused personality. The Poppins Regular font is used for paragraphs and call-to-action text such as "Book Now," offering clarity, simplicity, and smooth readability. This combination ensures a perfect balance between power and professionalism – making the brand communication clear, cohesive, and visually engaging.

Main Heading

75px

Subheading

46px

Paragraph

28px

Book Now

28px

Brand Stationery

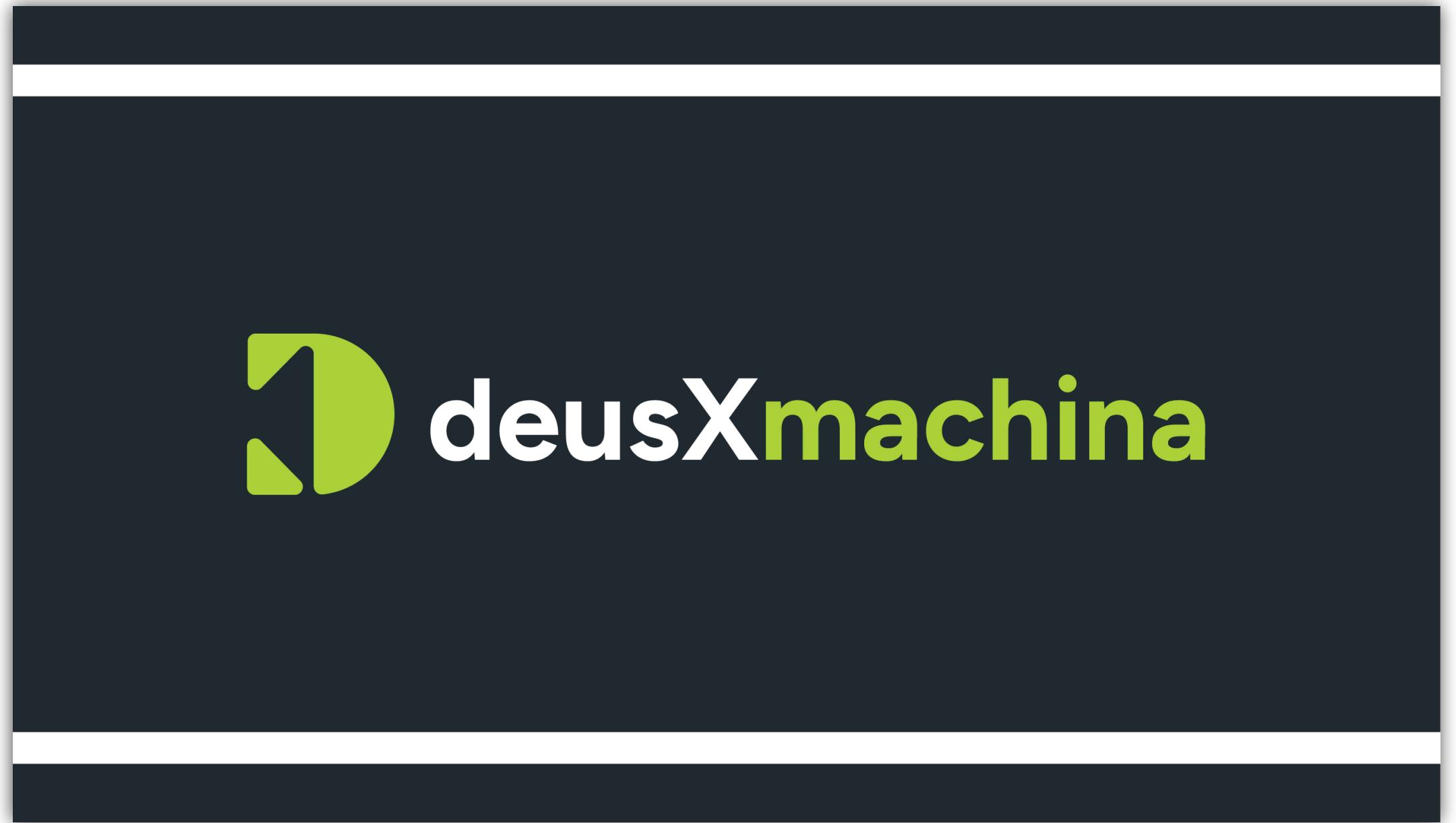
LETTER HEAD
BUSINESS CARD



Letter Head



Business Card





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(20) 124 456 7892
Contact@example.com
www.yourwebsite.com





Brand Visuals

MOCKUPS





 deusXmachina







Thank You!

