

VISUAL IDENTITY

iii

THE BRAND

iii is a modular system designed to turn complexity into clarity. It organizes information, interfaces, and processes through layers that evolve from simple to robust, allowing ideas to grow, connect, and become actionable over time.

Built on structure, iteration, and intelligence, iii embraces the logic of construction from the ground up. Each element is intentional, each layer adds meaning, and the whole system adapts as it scales.

iii is not just a tool.
It's a framework for building understanding.

PROJECT OBJECTIVE

The objective of the iii visual identity project is to translate a complex system into a clear, coherent, and functional visual language. The brand needs to communicate structure, intelligence, and progressive construction without becoming rigid or overly technical.

One of the main challenges lies in visually expressing abstract concepts such as layers, evolution, and interdependence while preserving simplicity, legibility, and consistency across different contexts. There is also the need to develop an identity capable of moving seamlessly between technical and institutional environments, balancing precision with expressiveness.

When it comes to the logotype, the challenge becomes even more specific: achieving a high level of visual reduction where minimalism does not compromise clarity, readability, or recognition. The mark needs to be iconic and memorable, while remaining functional, legible, and structurally sound enough to support the entire system.

The project demands thoughtful decisions to ensure that every visual element serves a purpose, maintains coherence, and adapts as the system evolves and scales, without losing clarity or character.

COLOR PALETTE

LIGHT COOL
GRAY

#F4F4F4

MEDIUM
GRAY

#5B5B5B

DARK
GRAY

#1D1D1D

BLACK

#000000

YELLOW

#F3F724

TYPOGRAPHY

JETBRAINS MONO SEMIBOLD FOR TITLES

JETBRAINS MONO
REGULAR FOR TEXT

iii is a next-generation backend runtime designed to unify how backend systems execute. APIs, background jobs, queues, streams, workflows and AI agents all run through a single execution model.

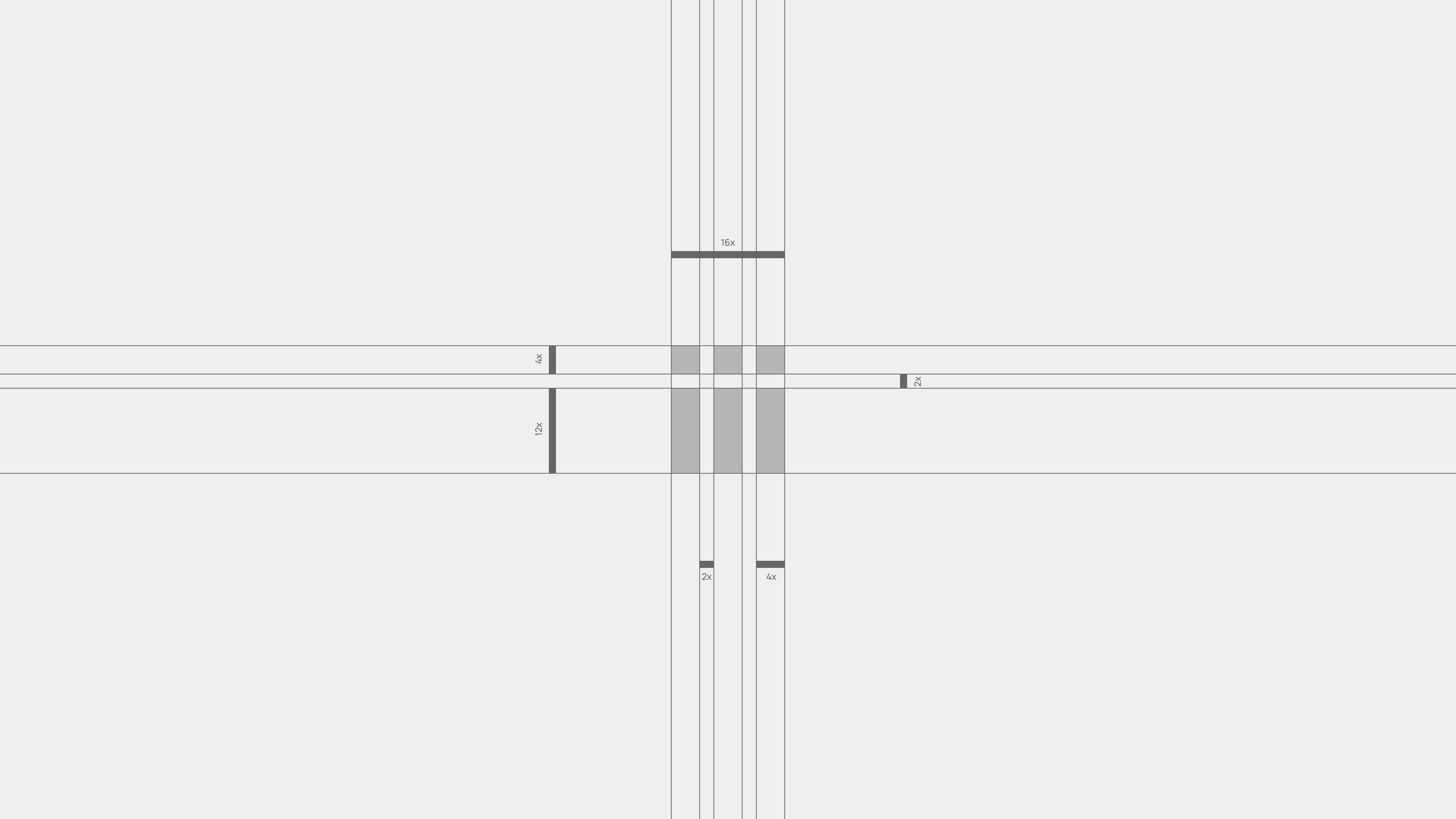
Instead of managing multiple frameworks and runtimes, iii provides one foundational engine that handles execution consistently, predictably and at scale.

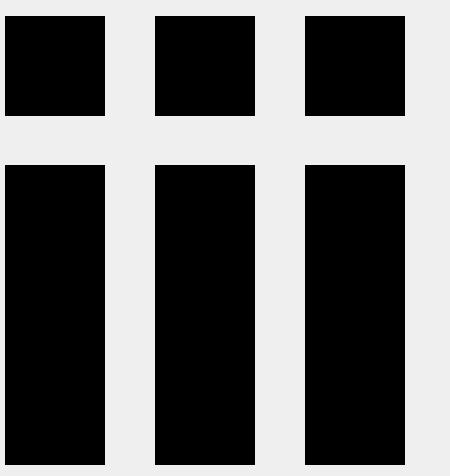
LOGO

LOGO

The **iii** logotype is built through maximum reduction, turning complexity into clarity. Formed by the repetition of three identical elements, it expresses system, progression, and structure.

Its modular geometry reflects intentional construction: simple forms that, when combined, become robust and functional. The minimalism is deliberate, ensuring legibility, recognition, and consistency across different scales and contexts.

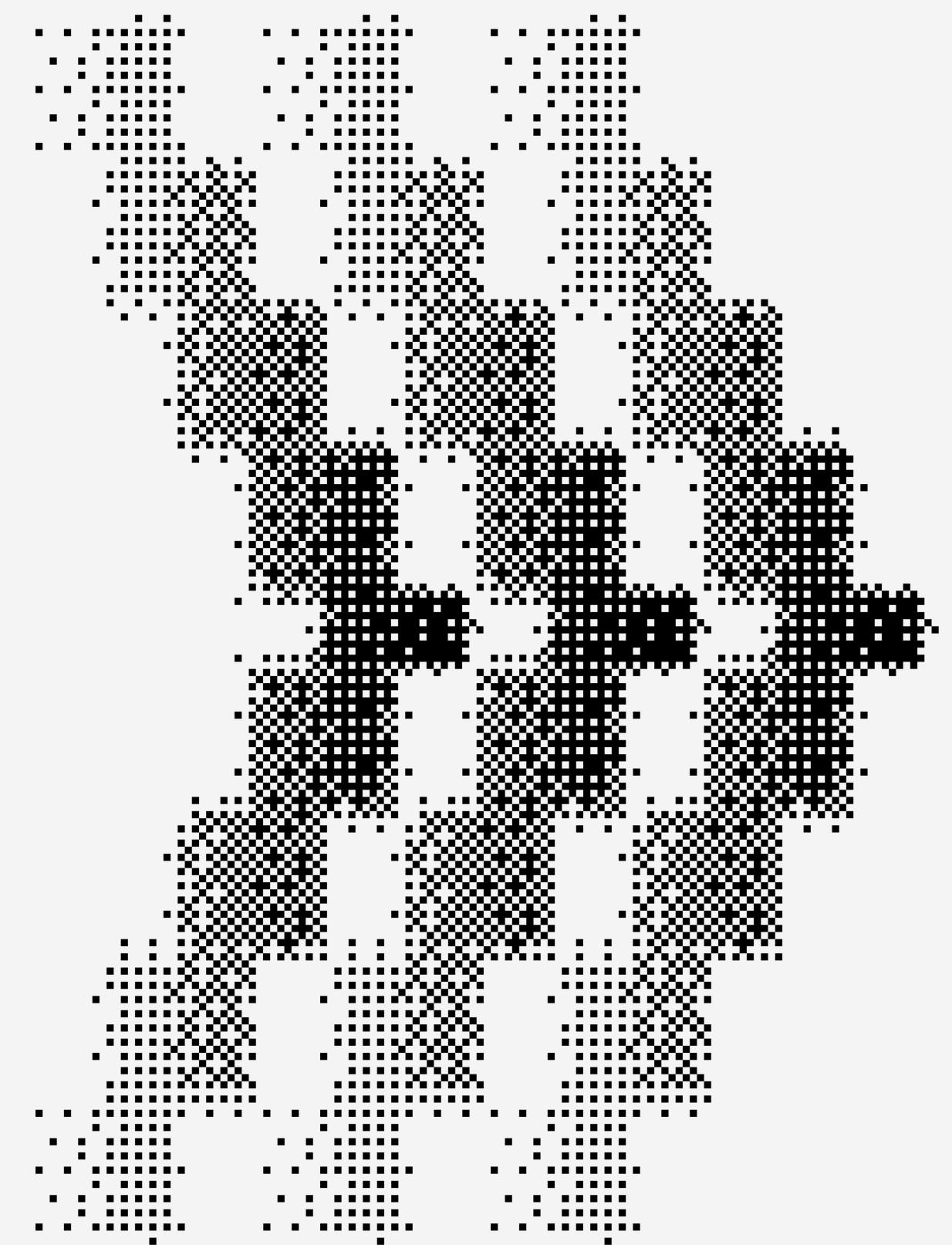


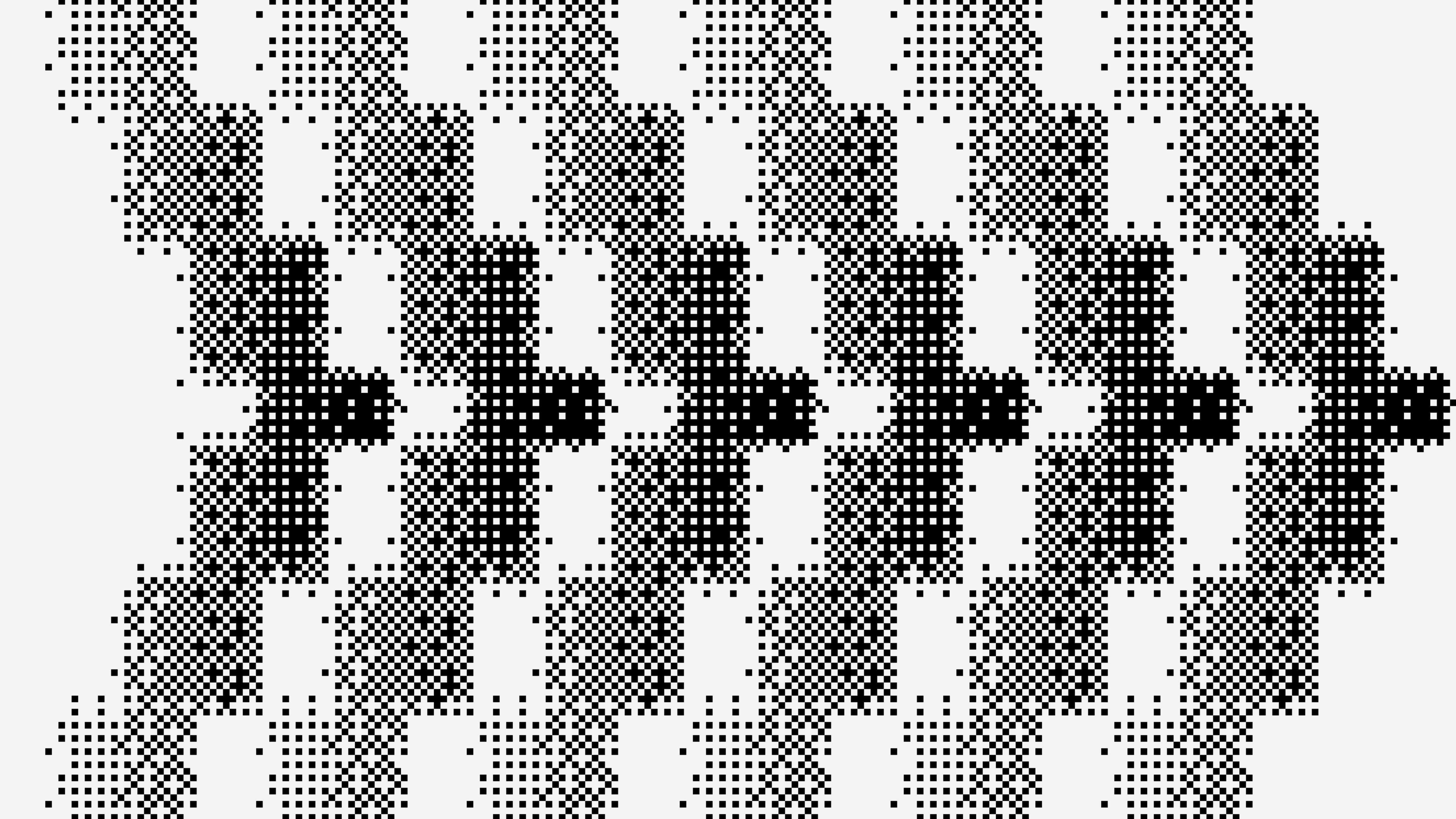


BRAND GRAPHIC ELEMENT

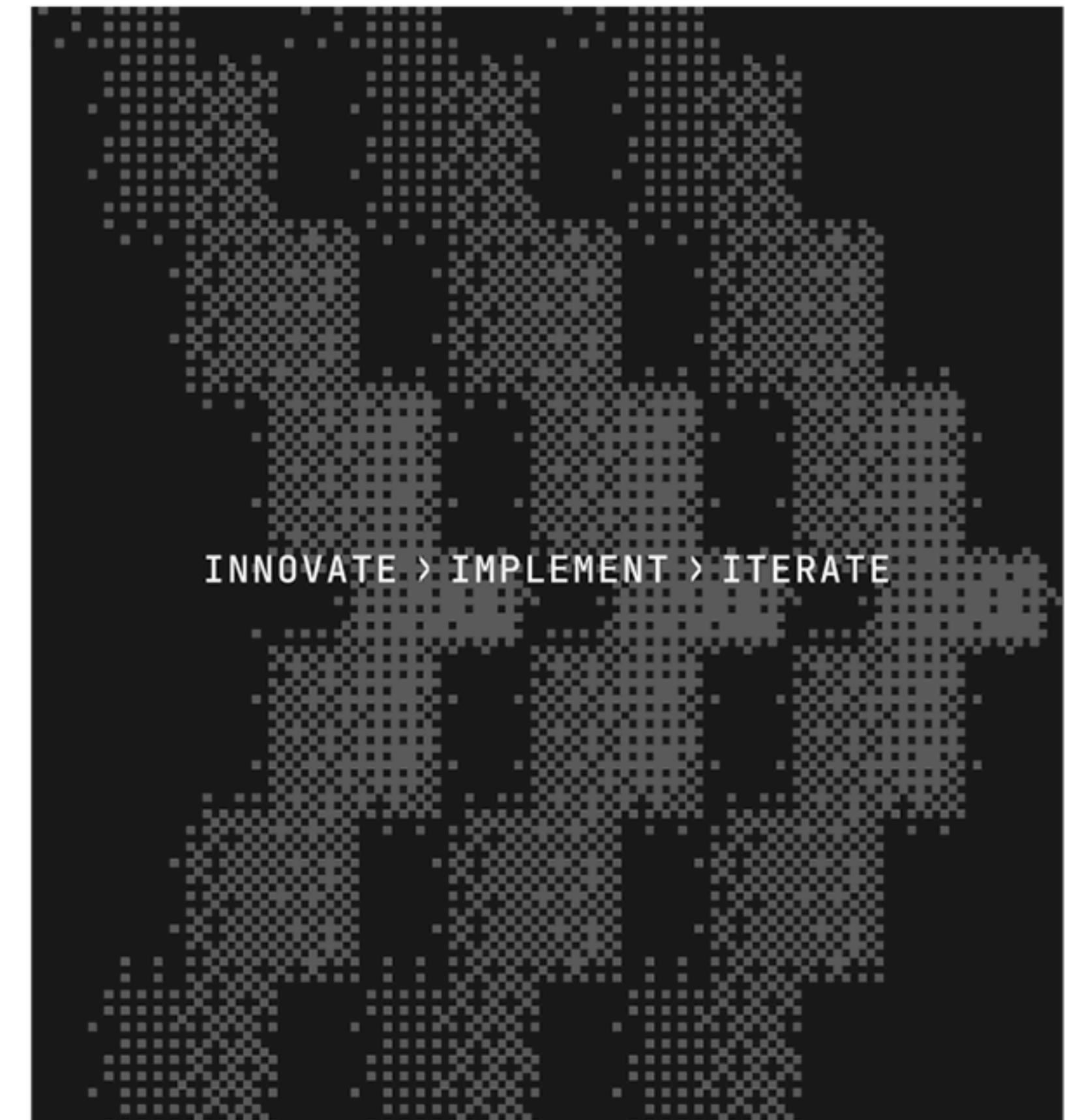
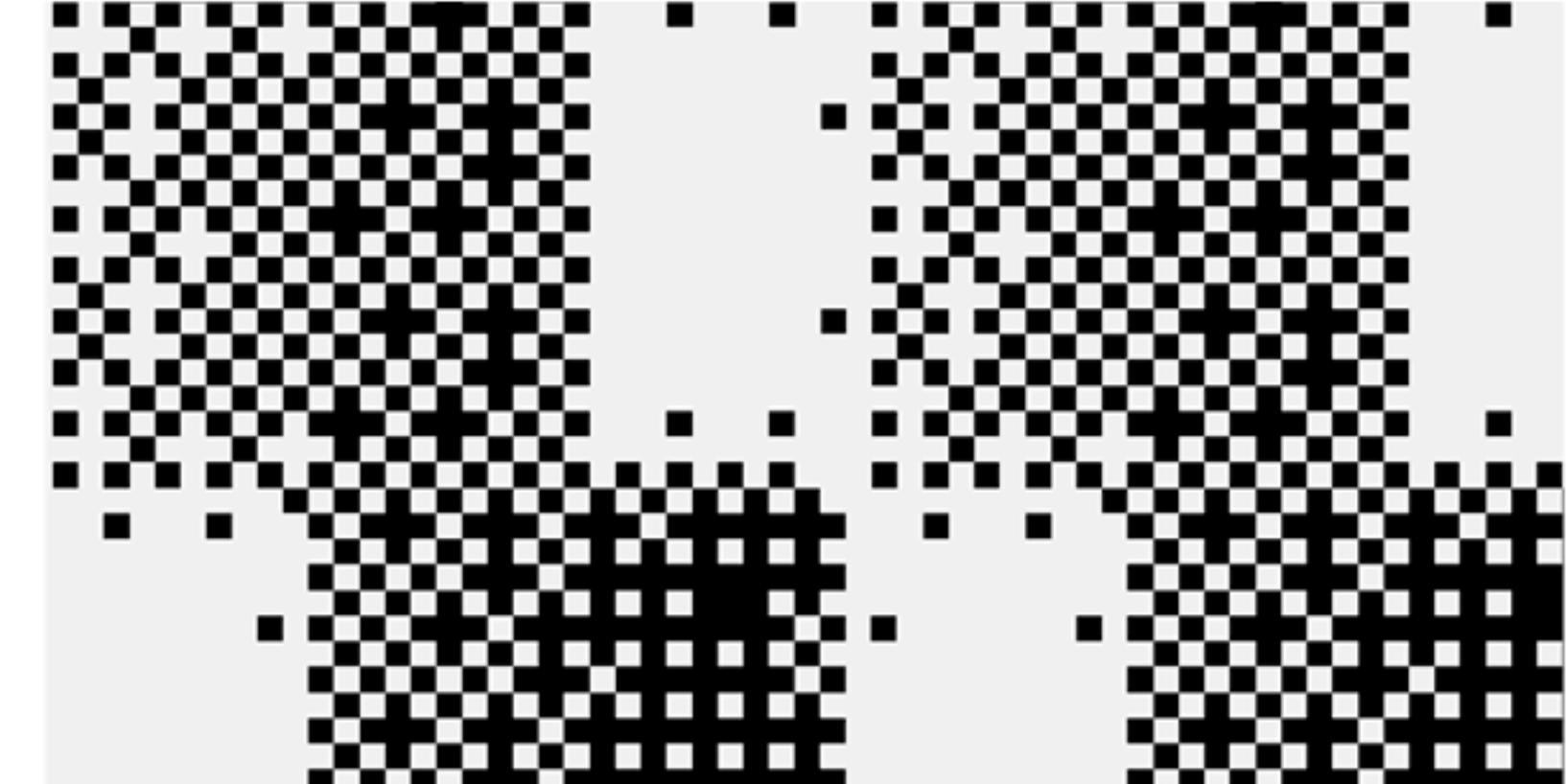
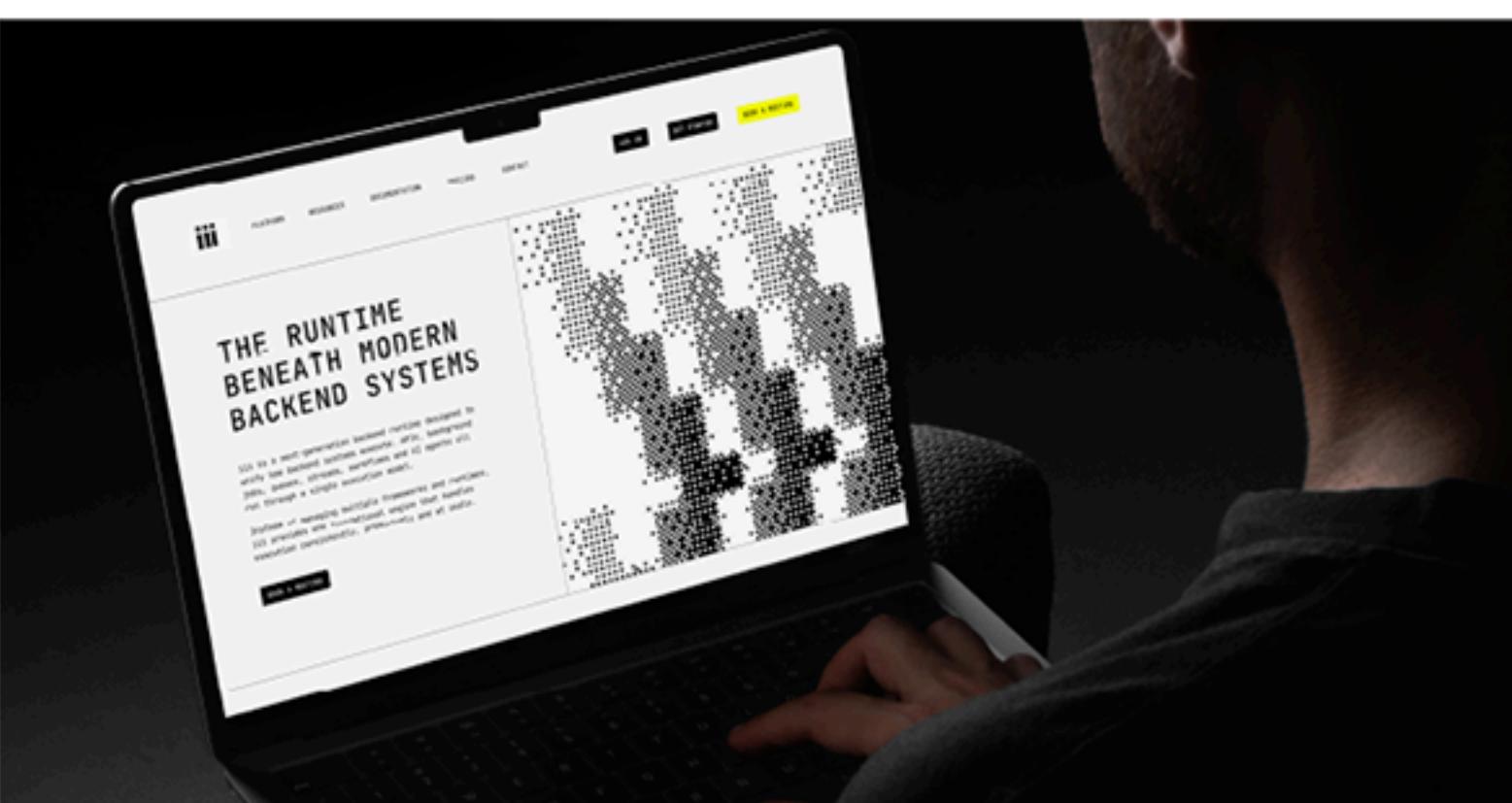
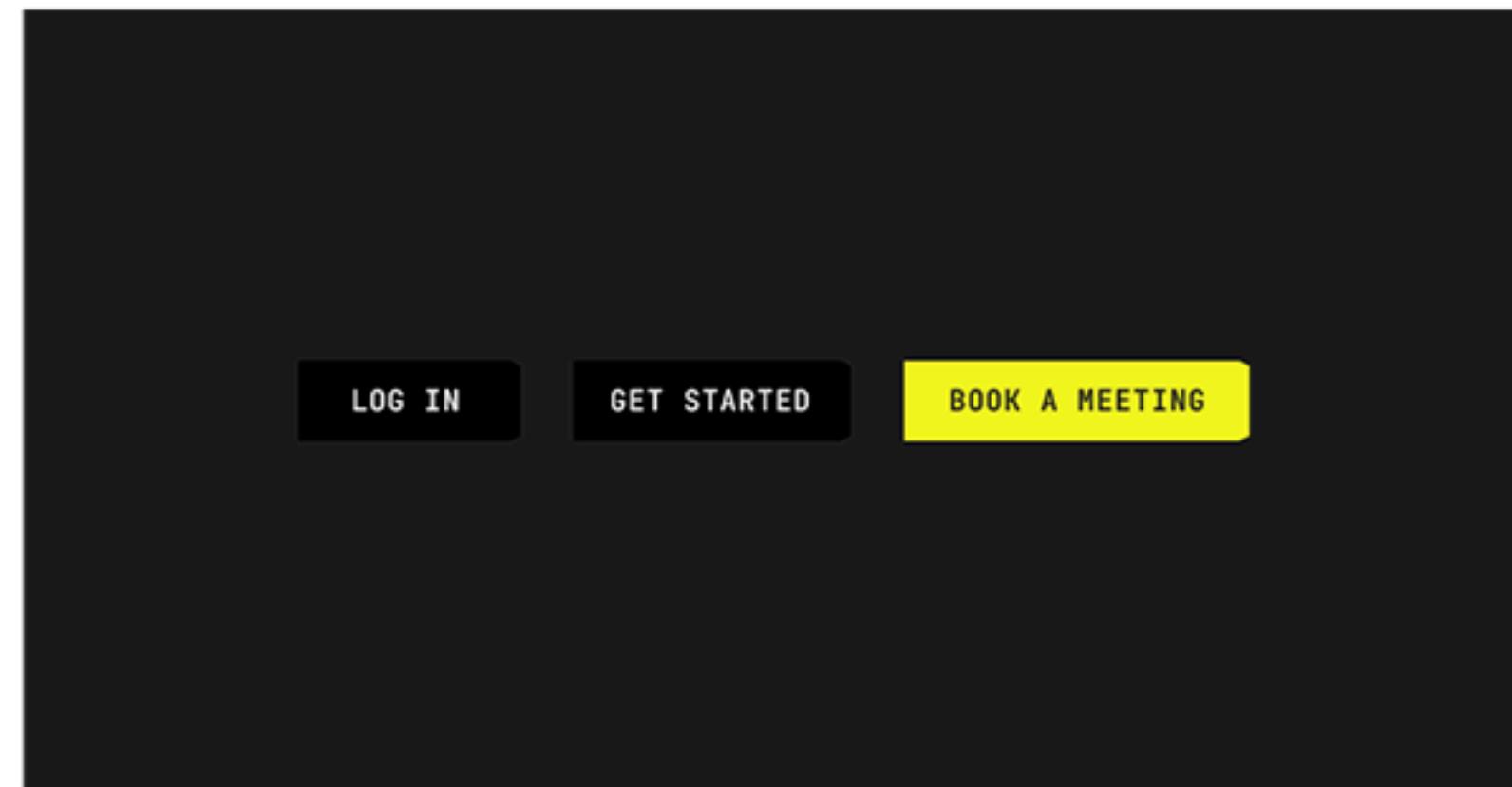
BRAND GRAPHIC ELEMENT

This element represents the execution flow of the runtime. The arrows symbolize processes in motion, advancing in a continuous and predictable way. Their repetition suggests parallel execution, while the pixel-based construction reinforces that each flow is composed of minimal units working together. Visually, it conveys a system that is not static, but always running — silent, structured, and consistent.

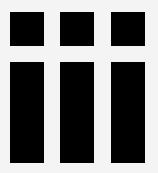




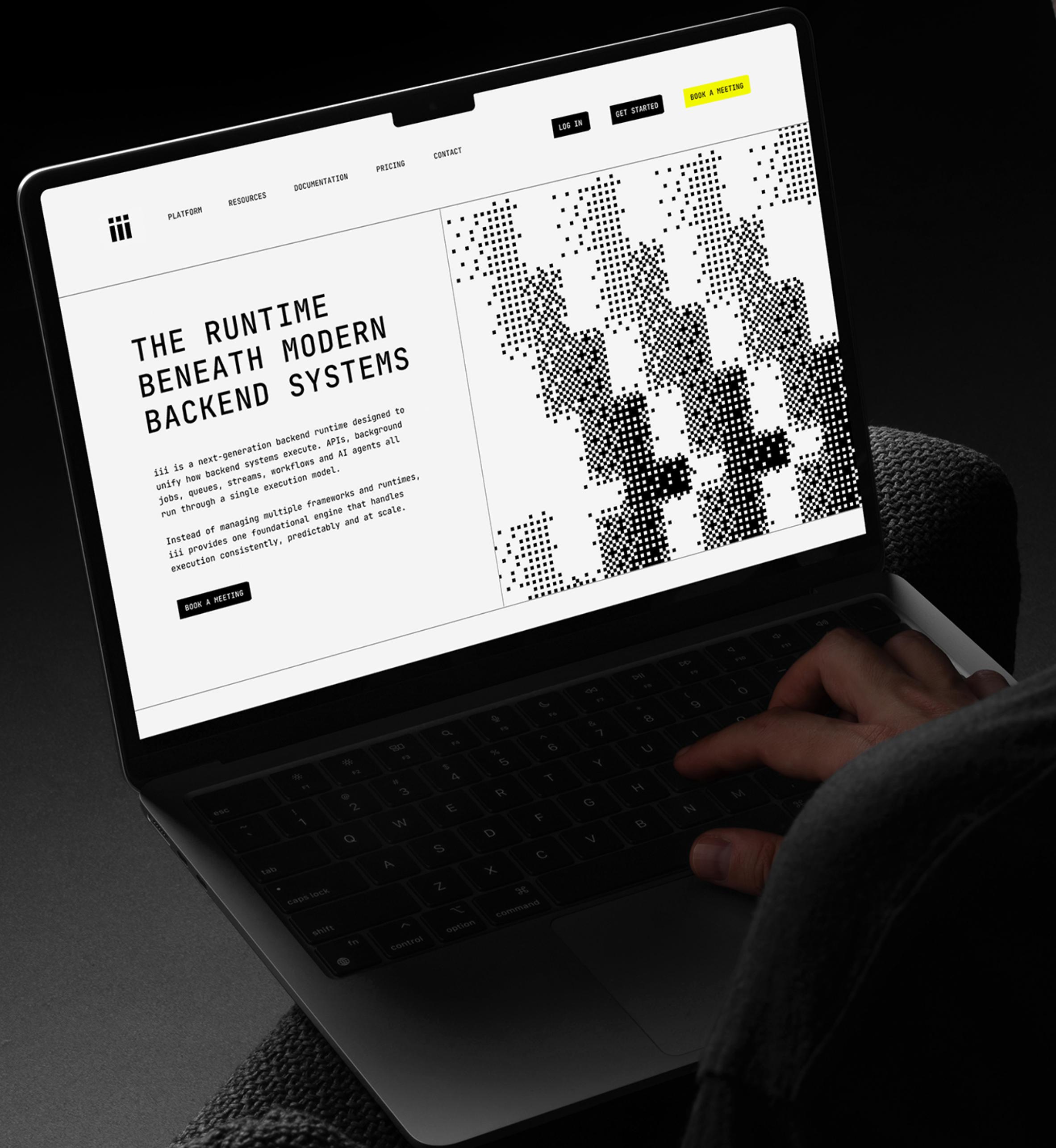




INNOVATE > IMPLEMENT > ITERATE



THE SYSTEM BEHIND THE SYSTEM



iii is a next-generation backend runtime designed to unify how backend systems execute. APIs, background jobs, queues, streams, workflows and AI agents all run through a single execution model.

Instead of managing multiple frameworks and runtimes, iii provides one foundational engine that handles execution consistently, predictably and at scale.

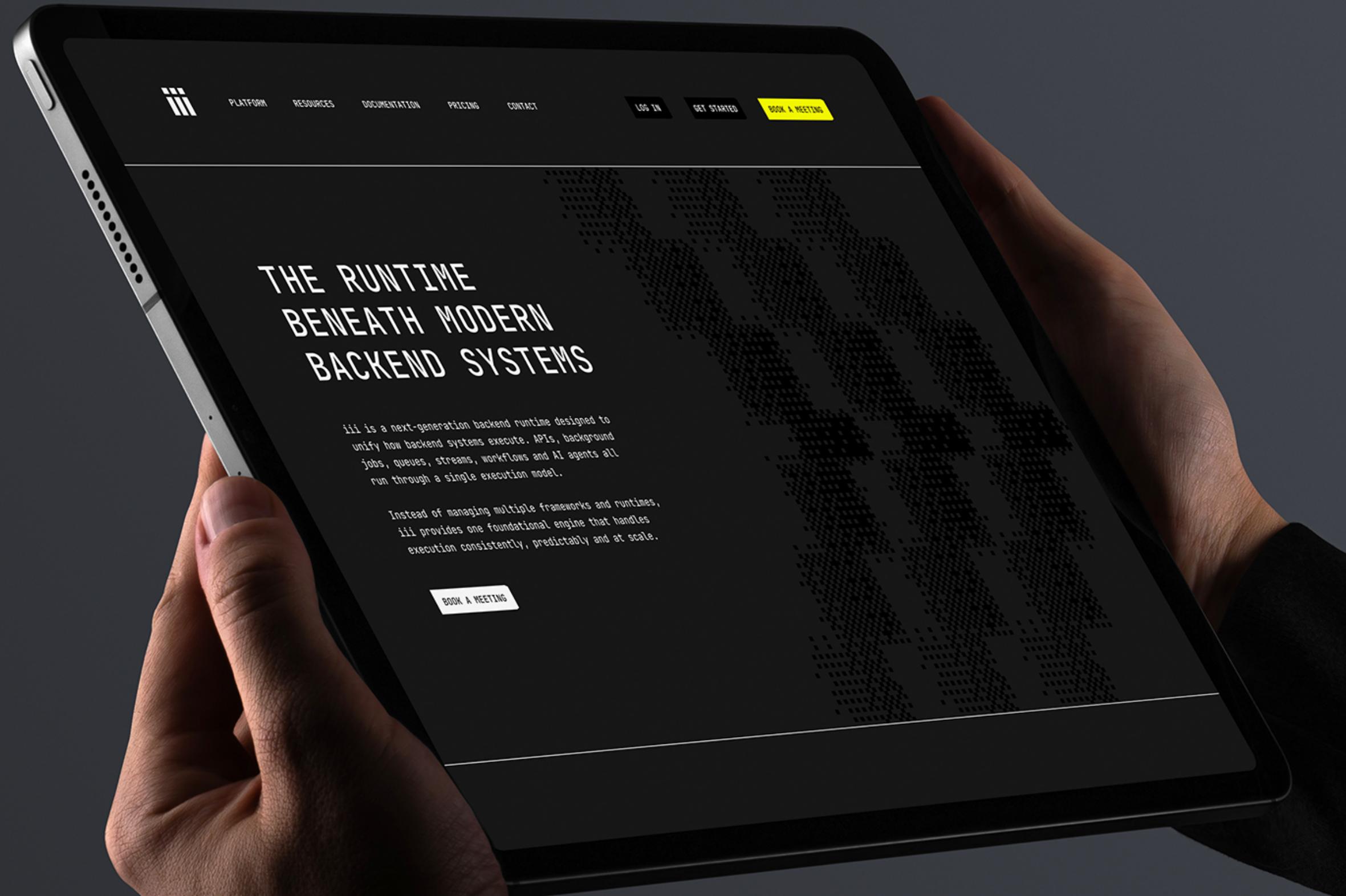
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ONE
RUNTIME.
EVERY
BACKEND
PATTERN.



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THE RUNTIME BENEATH MODERN BACKEND SYSTEMS

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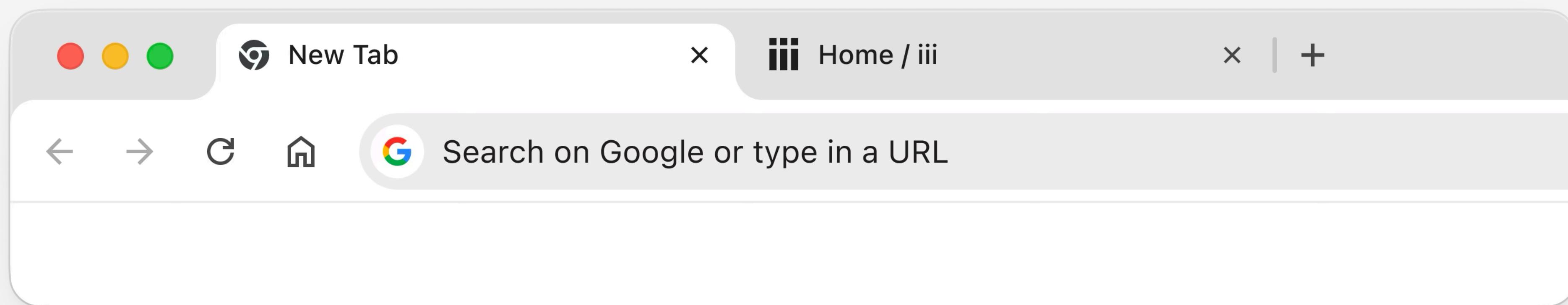


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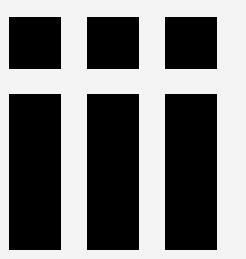
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Thanks!

MICMAS BRANDS®

SINCE 2012, HELPING BRANDS STAND OUT IN THE MARKET THROUGH UNIQUE AND TIMELESS VISUAL IDENTITIES THAT COMBINE AESTHETICS AND FUNCTIONALITY. OUR FOCUS IS ON TRANSFORMING BUSINESSES INTO BENCHMARKS, CREATING GENUINE CONNECTIONS BETWEEN BRANDS AND THEIR AUDIENCES, ALWAYS WITH EXCELLENCE AND ATTENTION TO DETAIL.

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