

Brand Guidelines

version 2.0

near AI

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01 Brand Voice

ONE SENTENCE

NEAR AI is confidential, verifiable AI infrastructure for the agent economy.

BOILERPLATE

NEAR AI is confidential, verifiable AI infrastructure for the agent economy. Founded by Illia Polosukhin, co-author of "Attention Is All You Need" and former Google Research team member, NEAR AI gives developers and enterprises full control over their data through hardware-backed private inference via a simple API. IronClaw is NEAR AI's secure, open-source agent harness: the runtime where always-on agents hold credentials, transact value, and automate workflows inside encrypted enclaves so secrets never reach the model.

Global enterprises, governments, and privacy-first platforms are using NEAR AI today, including Abound, Brave Nightly, the Government of Bermuda, OpenMind, and Venice AI.

Learn more at near.ai

NEAR AI sounds like a technical co-founder and power user of AI who can hold the whole arc at once—the vision of where the agent economy is going and hard proof of what's already live—rather than a platform asking for your trust.

[HOW WE SOUND] 5 ATTRIBUTES

[01]

Visionary, anchored in proof.

We lead with the stakes and the destination, then ground every leap in something you can check. The narrative earns its scale because the primitives are real.

[02]

Building the future, shipping the present.

We name what's live—production workloads, real release notes, onchain dashboards—and the blueprint it unlocks. Roadmap is framed as roadmap; "is being built" is not "is."

[03]

Define the category, then claim it.

We draw the distinctions others blur—agent economy vs. commerce vs. payments—and translate the mechanism into consequence, never dumbed down.

[04]

Confident, not inflated.

The thesis is large enough to carry itself. We let the strongest fact lead and trust it to land, rather than dressing it in adjectives. We're precise, not jargon-heavy and can translate for ML engineers and enterprise buyers.

[05]

On your side, not the platform's.

NEAR AI is building for a user-owned agent economy where users control their assets, data, and power of choice. NEAR's vision is that AI answers to users, not platforms, so we say "you," and we mean it.

[WE SOUND LIKE]

- + "Your secrets never reach the model."
- + "Verifiable, not promised."
- + "Confidential inference, hardware-enforced. Every request returns a signed attestation."
- ✗ "Revolutionary, next-gen AI infrastructure."
- ✗ "We're thrilled to announce..."
- ✗ "Trust our secure platform."

[VOCABULARY]

- + confidential / verifiable / owned / attestation / hardware-enforced / user-owned / onchain / participants
- ✗ trustworthy / revolutionary / next-gen / customers / on-chain

[NOW]

"NEAR AI runs inference inside hardware-enforced enclaves. The operator can't see your data. You can verify what ran, on what data, on what model, on what hardware."

[BEFORE]

"NEAR AI's cutting-edge platform empowers developers to build secure AI applications they can trust."

Kills "cutting-edge / empowers / trust." Names the mechanism. Lands on the user verifying.

02 Logo, Symbol & Wordmark

Primary Logo

Our wordmark reflects a strong, precise, and contemporary identity. Every detail has been carefully refined and optically adjusted to achieve a balanced composition and a smooth rhythm between the letters. Its construction conveys clarity, consistency, and a distinctive visual presence that adapts naturally across different applications and formats.

Download Logo kit [HERE](#)

near AI

Layouts

The NEAR AI logo is designed to work across different contexts and scales. The primary version is used for formal and brand-led communications, while secondary and tertiary versions support more compact, digital, and interface-driven applications.

near AI

Primary



Secondary



Tertiary

Reduction

The logo was carefully designed to maintain clarity and legibility even at reduced sizes. There are no restrictions for large-scale use, but special attention should be given to smaller applications to ensure proper reproduction. Follow the recommended minimum size guidelines (outlined below) when using the logo at smaller scales.

near AI

near AI

near AI

near AI

near AI

near AI

H: 43 px / 15 mm

Print minimum size

near AI

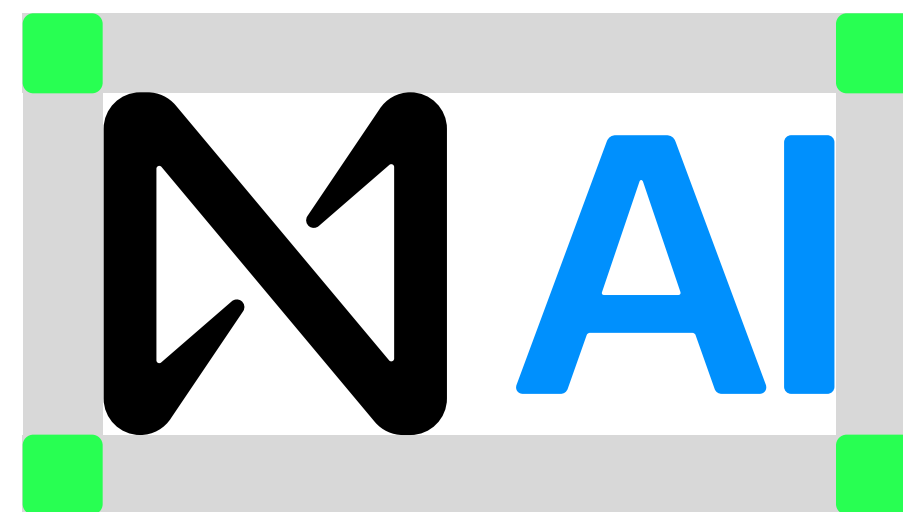
H: 30 px

Digital minimum size

Exclusion zones

The clear space area preserves the clarity and presence of the logo by preventing interference from other visual elements such as typography, graphics, or imagery. The diagrams indicate the minimum amount of space that should be maintained around the logo to ensure proper visibility and consistency. No text or additional elements should enter this area.

The clear space margins shall be equal to the width of the vertical stroke of the letter N.



Color Black & White

Although the visual identity of Near AI can be adapted to the brand color palette, the logo should preferably be reproduced in monochromatic versions to ensure consistency, legibility, and proper application across different media and contexts. The use of black or white is especially prioritized depending on contrast requirements.

near AI

near AI

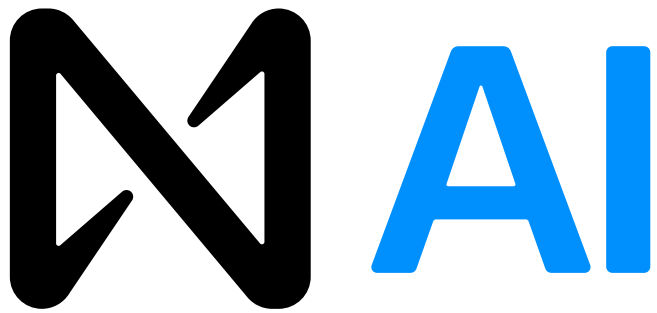
near AI

near AI

near AI

near AI

Color Variations

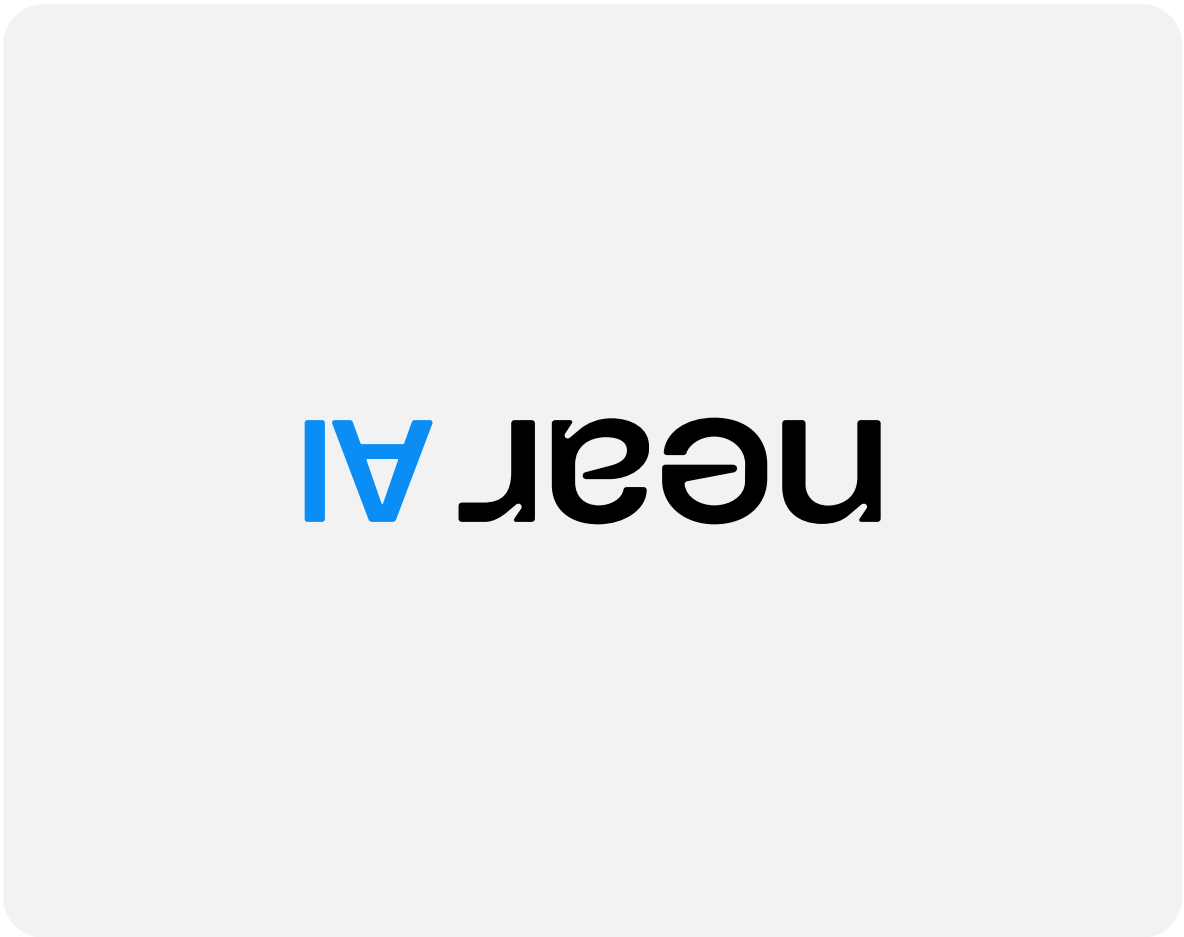


Things to avoid

✗ Don't recolor



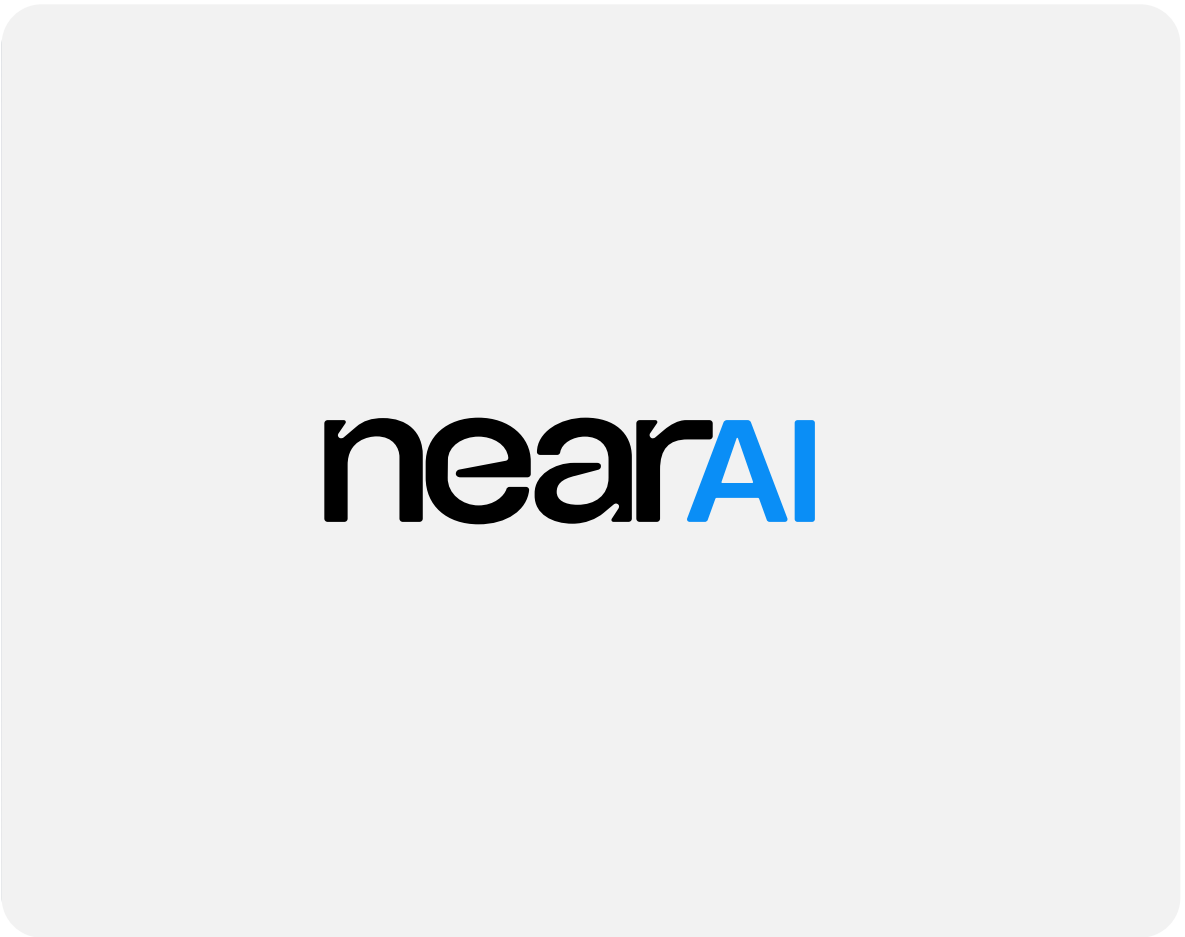
✗ Don't invert



✗ Don't fully outline



✗ Don't change spacing



✗ Don't add effect



✗ Don't change the font for logo use



✗ Don't crop



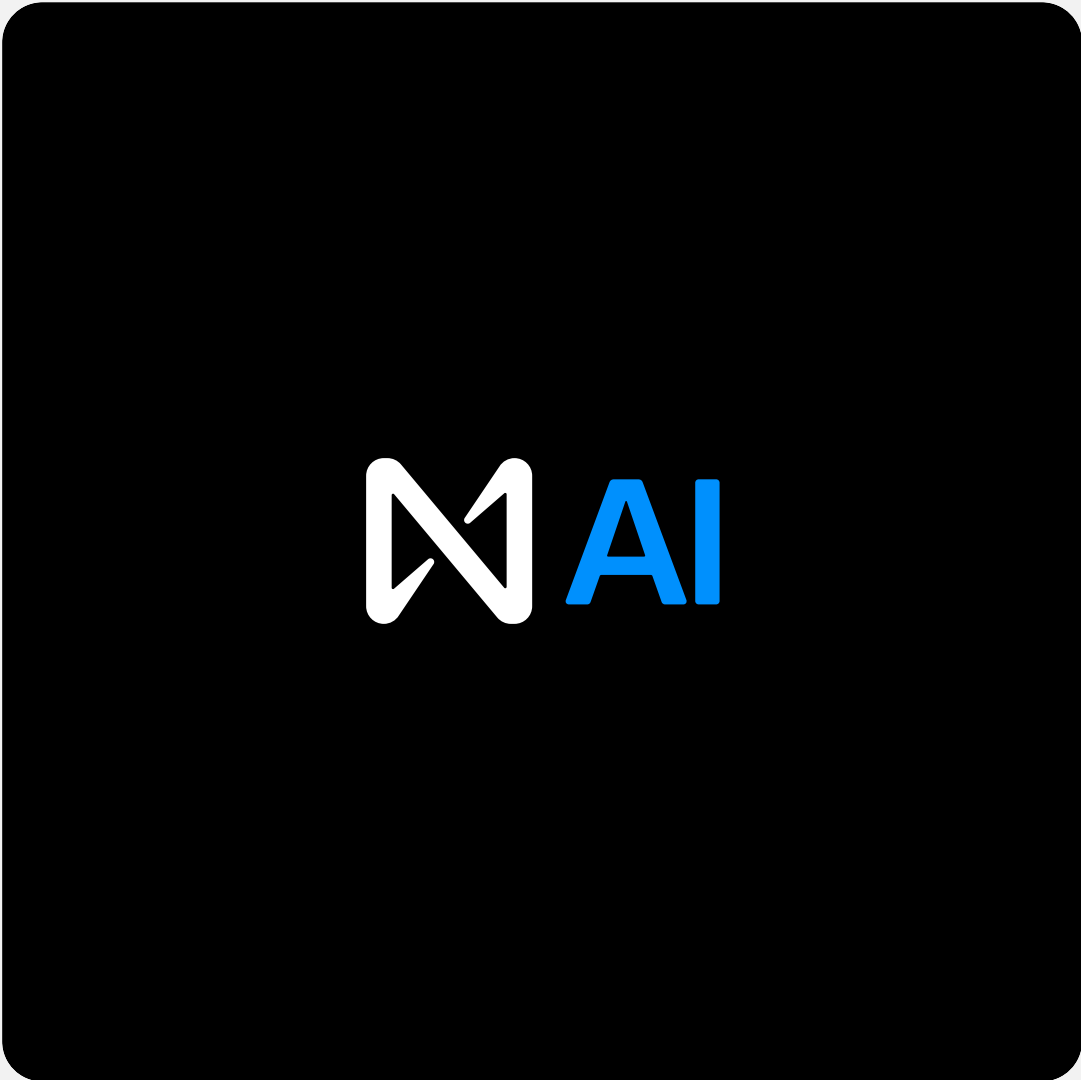
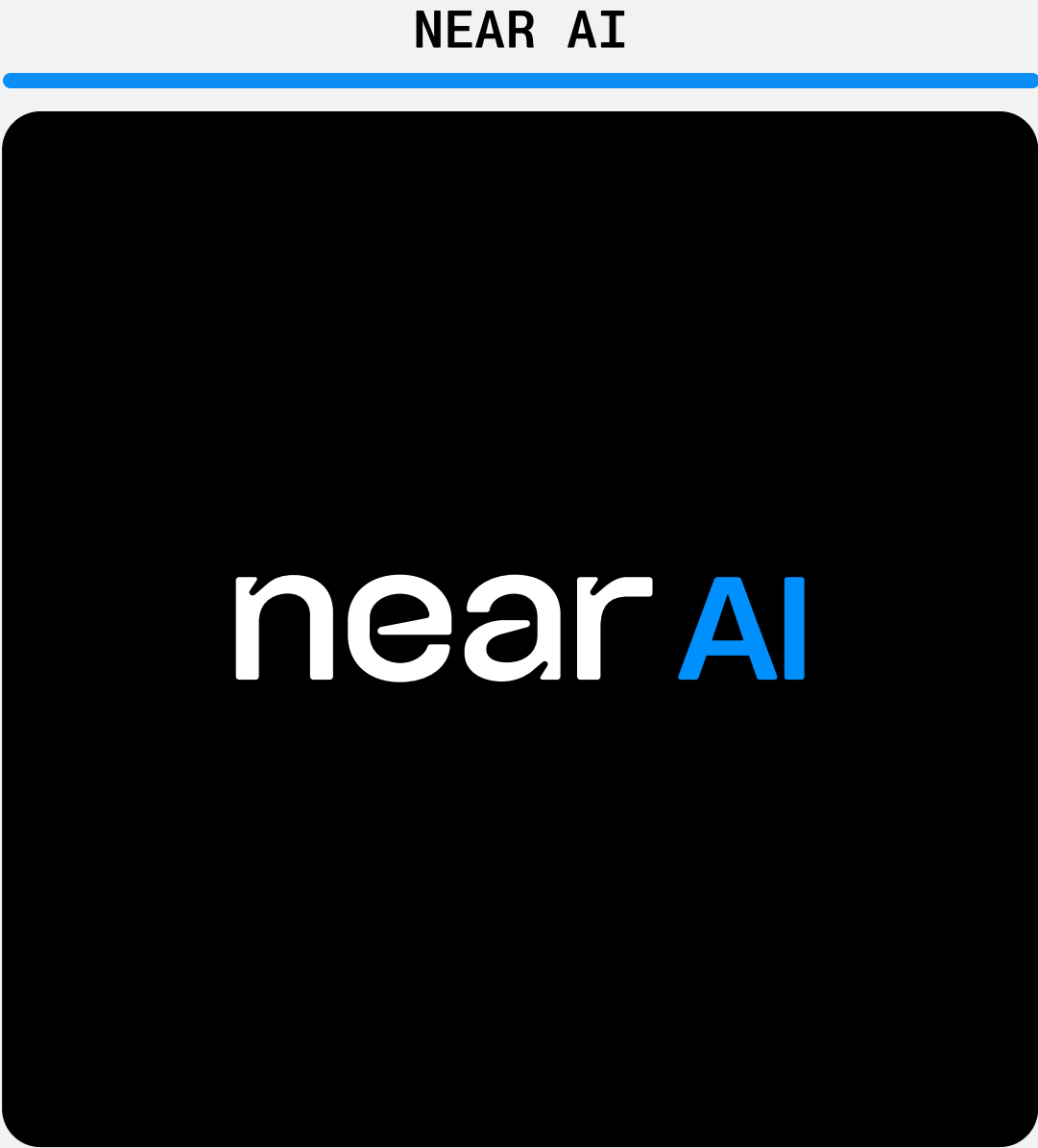
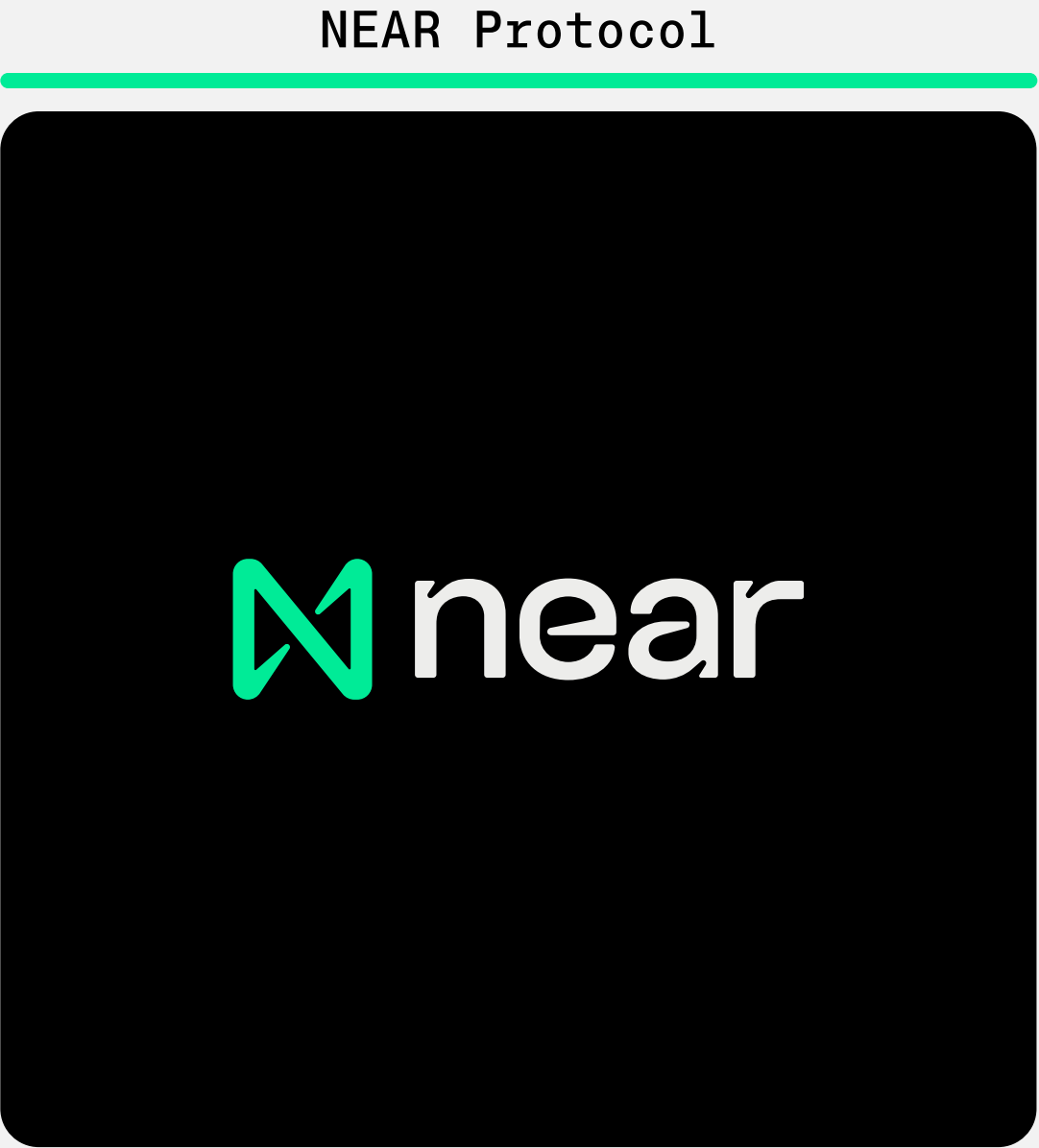
✗ Don't add inner shadow



03 Near Brand Ecosystem

All Near Brands

NEAR is an ecosystem that brings multiple products together under one shared foundation. NEAR AI and NEAR Intents are products within this ecosystem, each designed to address a specific role while contributing to the same vision.



05 Brand Colors

Primary Colors

Our colour palette is characterised by a vibrant set of rich, digitally-native colours supported by a sophisticated set of greys and neutrals.

Black

PMS Black C
CMYK 0-0-0-100
RGB 0-0-0
HEX #000000

Dark Grey

PMS 426 C
CMYK 0-0-0-85
RGB 39-39-39
HEX #272727

Grey 700

PMS 173-3C
CMYK 37-28-29-7
RGB 167-167-167
HEX #A7A7A7

Grey 300

PMS 179 1 C
CMYK 8-5-8-0
RGB 238-238-235
HEX #EEEEEB

Sky

PMS 2905 C
CMYK 50-0-0-0
RGB 131-220-255
HEX #83DCFF

Blue

PMS 2925 C
CMYK 78-30-0-0
RGB 0-145-253
HEX #0091FD

Greyscale Colors

The use of the grayscale palette brings simplicity and elegance to our brand. However, it is important to pay close attention to accessibility and contrast levels. Light grays should only be used as background colors, and when applied to text they should appear over dark backgrounds. The same principle applies in reverse for darker grays, as shown in the examples.

Dark Greys

Grey 900

PMS Cool Gray C

CMYK 51 51 51 17

RGB 82 82 82

HEX #525252

Grey 800

PMS Warm Gray 7 C

CMYK 48 48 48 0

RGB 133 133 133

HEX #858585

Grey 700

PMS 173-3C

CMYK 37 28 29 7

RGB 167 167 167

HEX #A7A7A7

Grey 600

PMS Cool Gray 5 C

CMYK 29 29 29 0

RGB 180 180 180

HEX #B4B4B4

Light Greys

Grey 500

PMS Cool Gray 3 C

CMYK 16 16 16 0

RGB 213 213 213

HEX #D5D5D5

Grey 400

PMS Cool Gray 1 C

CMYK 10 10 10 0

RGB 230 230 230

HEX #E6E6E6

Grey 300

PMS 179 1 C

CMYK 8 5 8 0

RGB 238 238 235

HEX #EEEEEB

Grey 200

PMS White

CMYK 11 10

RGB 253 253 253

HEX #FDFDFD

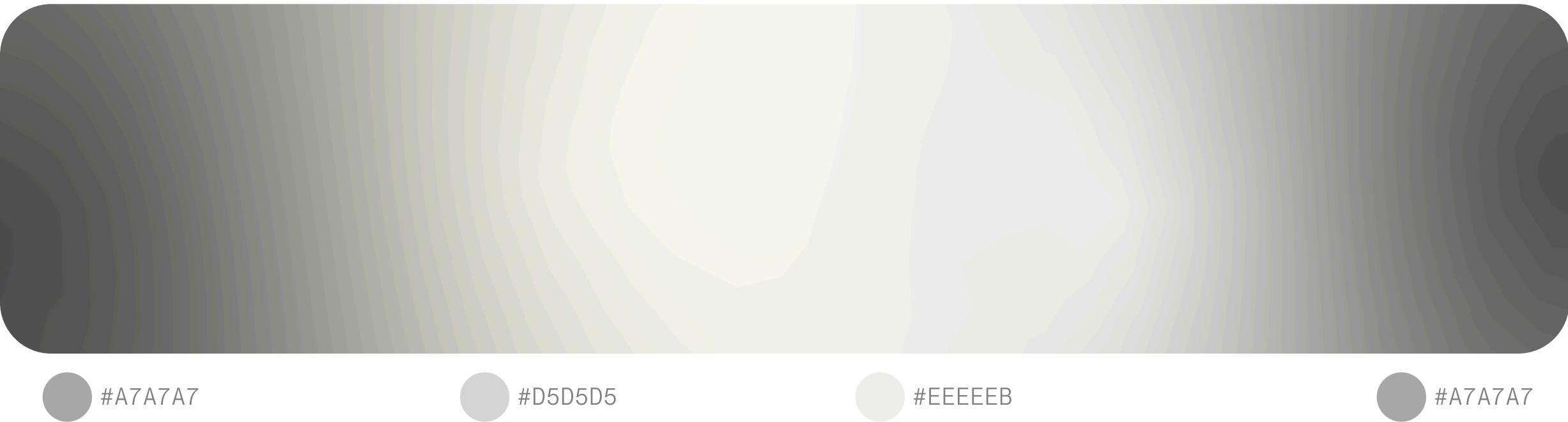
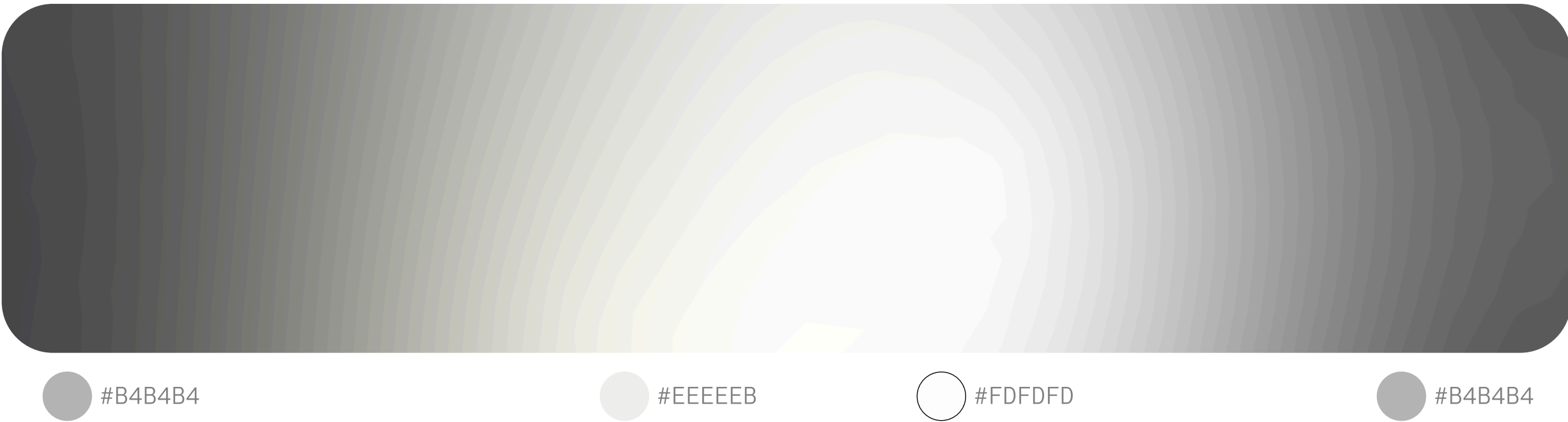
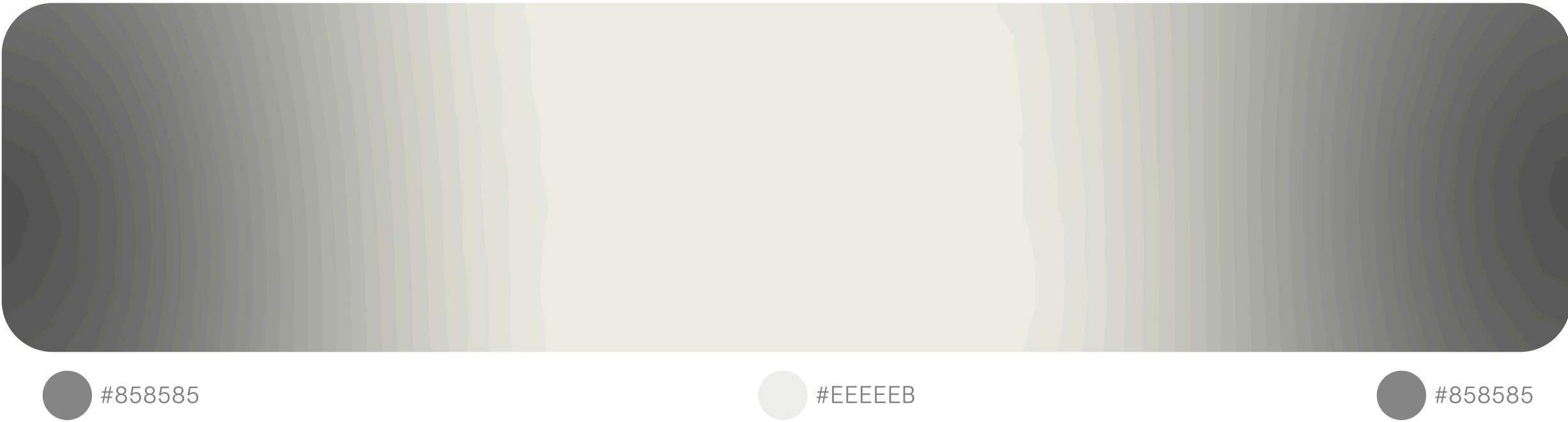
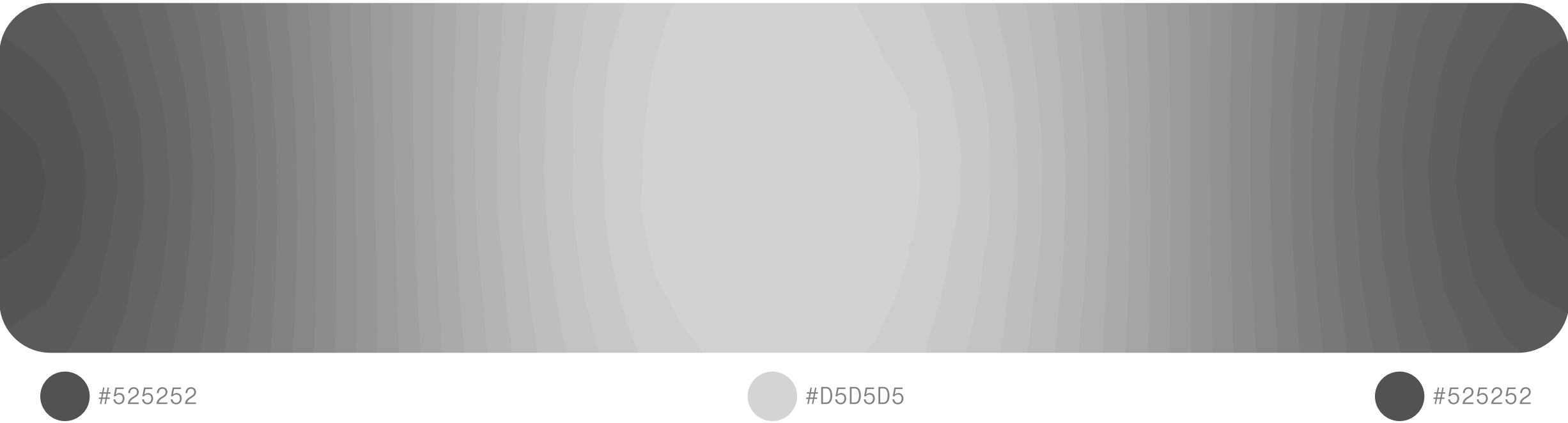
Gradients

For creating gradients, we recommend using Illustrator, as it produces higher-quality results. You can find the editable files at the following link [HERE](#).



Gradients Grey

For creating gradients, we recommend using Illustrator,
as it produces higher-quality results.
You can find the editable files at the following link [HERE](#).



06 Typography

Typography

To maintain a consistent tone, we exercise restraint in the weights and styles we use. PP Montreal Regular is the preferred choice over any other weight or style, while Montreal Bold is reserved exclusively for select short-form headings. Montreal Mono Regular is used for technical information and body text, appearing selectively throughout our identity system.

PP Neue Montreal

Regular
Medium
Bold
Mono

Primary typeface

PP Neue Montreal - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

PP Neue Montreal - Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

PP Neue Montreal - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Secondary typeface

PP Neue Montreal Mono - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

PP Neue Montreal Mono - Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Type Family /In Use

When setting type, the leading and tracking should be consistent across various applications. Leading refers to the space between lines of text. Tracking refers to the space between letters. Leading can be calculated with the following formulas. Type sizes are for example only.

H1 - type size x 1
PP Neue Montreal- regular
100/100pt
Sentence case

Real-Time,
Verifiable

H2 - type size x 1.05
PP Neue Montreal- regular
52/54.6 pt
Sentence case

Real-Time,
Verifiable Security

Subhead/Large Body
type size = leading
PP Neue Montreal- regular
30/30 pt
Sentence case

Real-Time,
Verifiable Security

H1 - type size x 1.05
PP Neue Montreal- Bold
100/105pt
Sentence case

Real-Time,
Verifiable

Body
type size x 1.2
PP Neue Montreal- regular
15/18 pt
Sentence case

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Body
type size x 1.4
Montreal Mono- regular
15/21 pt
Sentence case

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Type Family & Colors /In Use

Primary Colors

Real-Time, Verifiable Security Every request is verified as it runs. 	Real-Time, Verifiable Security Every request is verified as it runs. 
Real-Time, Verifiable Security Every request is verified as it runs. 	Real-Time, Verifiable Security Every request is verified as it runs. 

Secondary Colors

Real-Time, Verifiable Security Every request is verified as it runs. 	Real-Time, Verifiable Security Every request is verified as it runs. 
Real-Time, Verifiable Security Every request is verified as it runs. 	Real-Time, Verifiable Security Every request is verified as it runs. 

Type Family for Google Slides

For presentations, a Google Fonts alternative is provided exclusively as a fallback measure. Its purpose is to ensure the correct display and consistency of the visual system in cases where the primary typeface, PP Montreal, is not installed or encounters technical issues. Whenever possible, PP Montreal should be used across all brand communications.

Download Google Sans Flex & Code [HERE](#)

Primary typeface

Google Sans Flex - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Google Sans Flex - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Google Sans Flex - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary typeface

Google Sans Code - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Google Sans Code - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

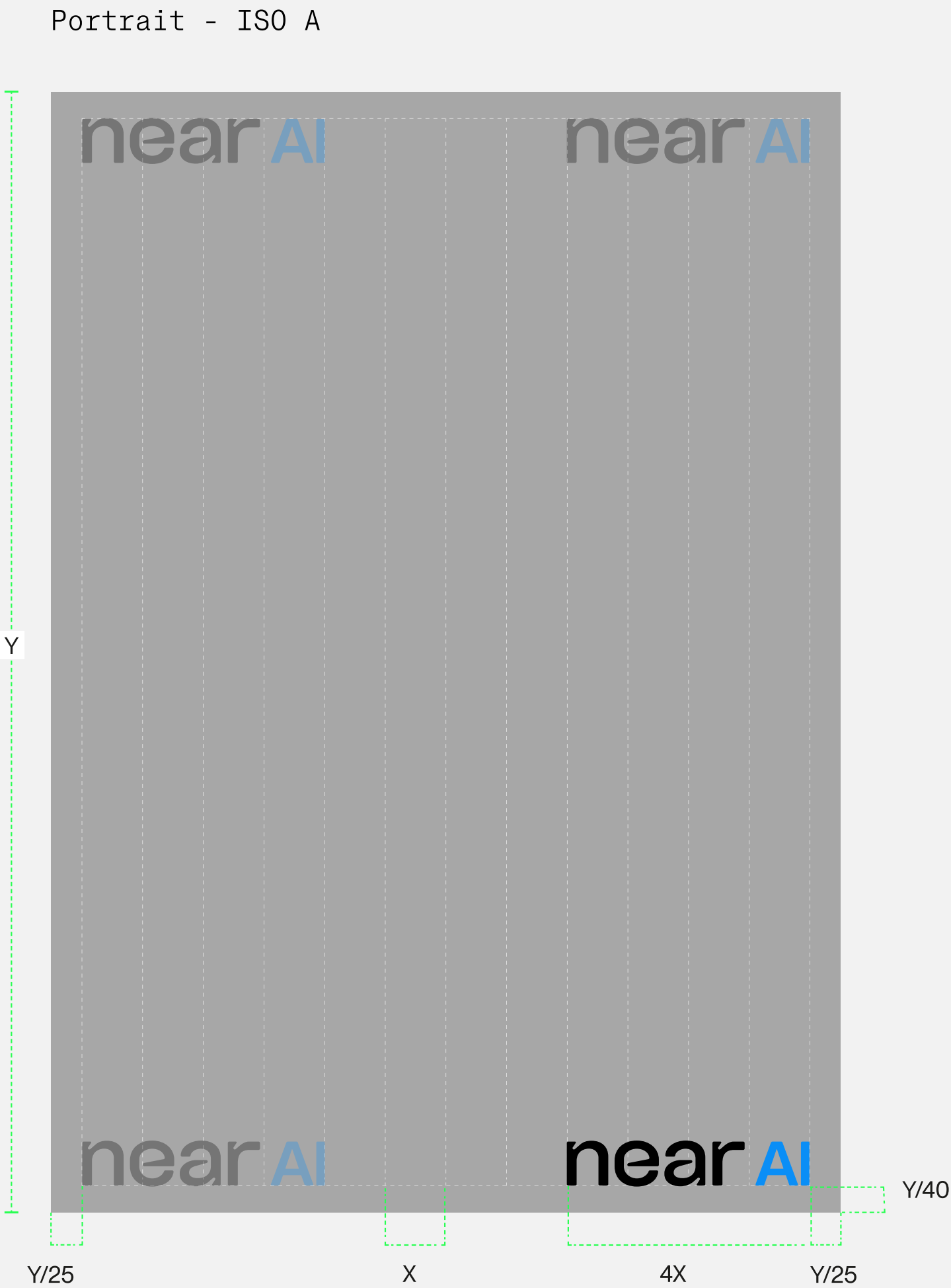
07 Composition

Margins and layout

Our logo must always be applied in a way that best represents the brand in any layout and format.

Margins
To optically position the logo in a balanced space, the margins are created accordingly. For standard formats the top and bottom margins are equal to height/40, while left and right margins are equal to height/25. If space is limited follow the minimum safe area for the logo.

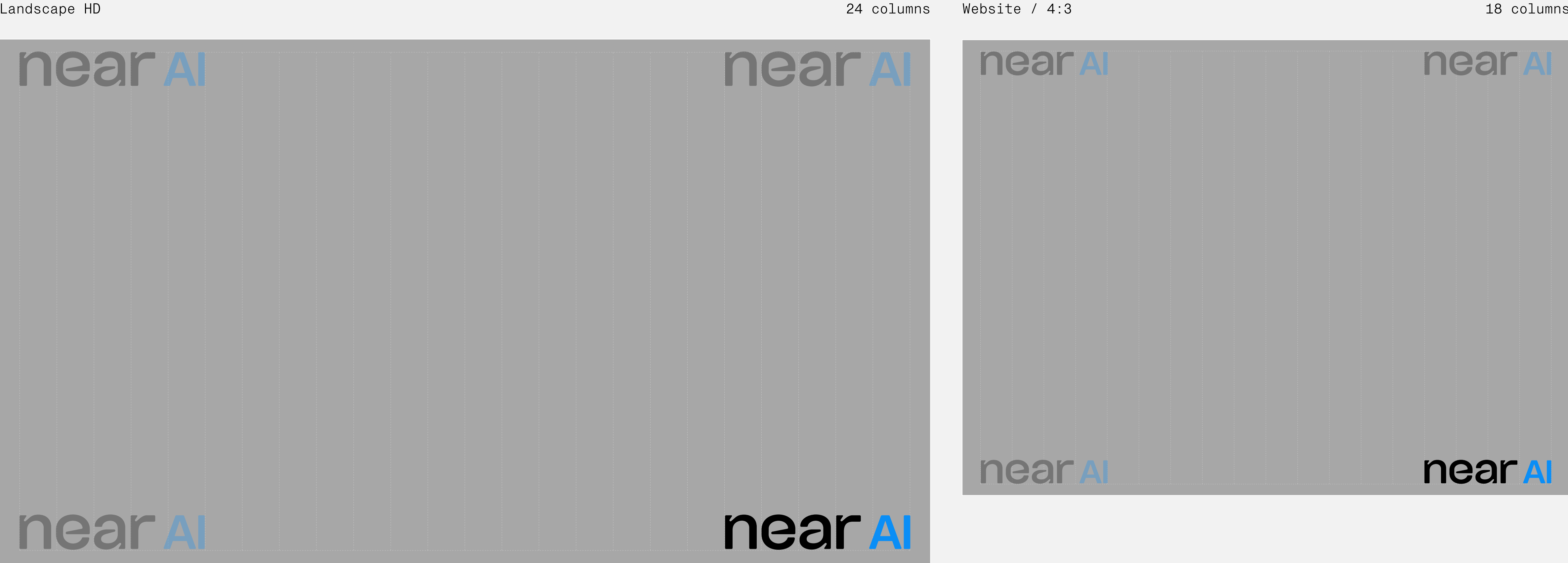
Lockup
The size and scale of our logo within a layout is equal to 4 columns' width on portrait, and 5 columns on landscape. Indicated on this page are the recommended positions for the logo in relation to the layout format.



Grid

Our layouts follow a simple grid in multiples of 6. This page shows an overview of which grid must be used for standard sizes. Use the closest format to your target size and adjust them accordingly.

Our logos are always anchored to one of the margins or centered on the spread, these schematics show some of the positions it could be applied to.



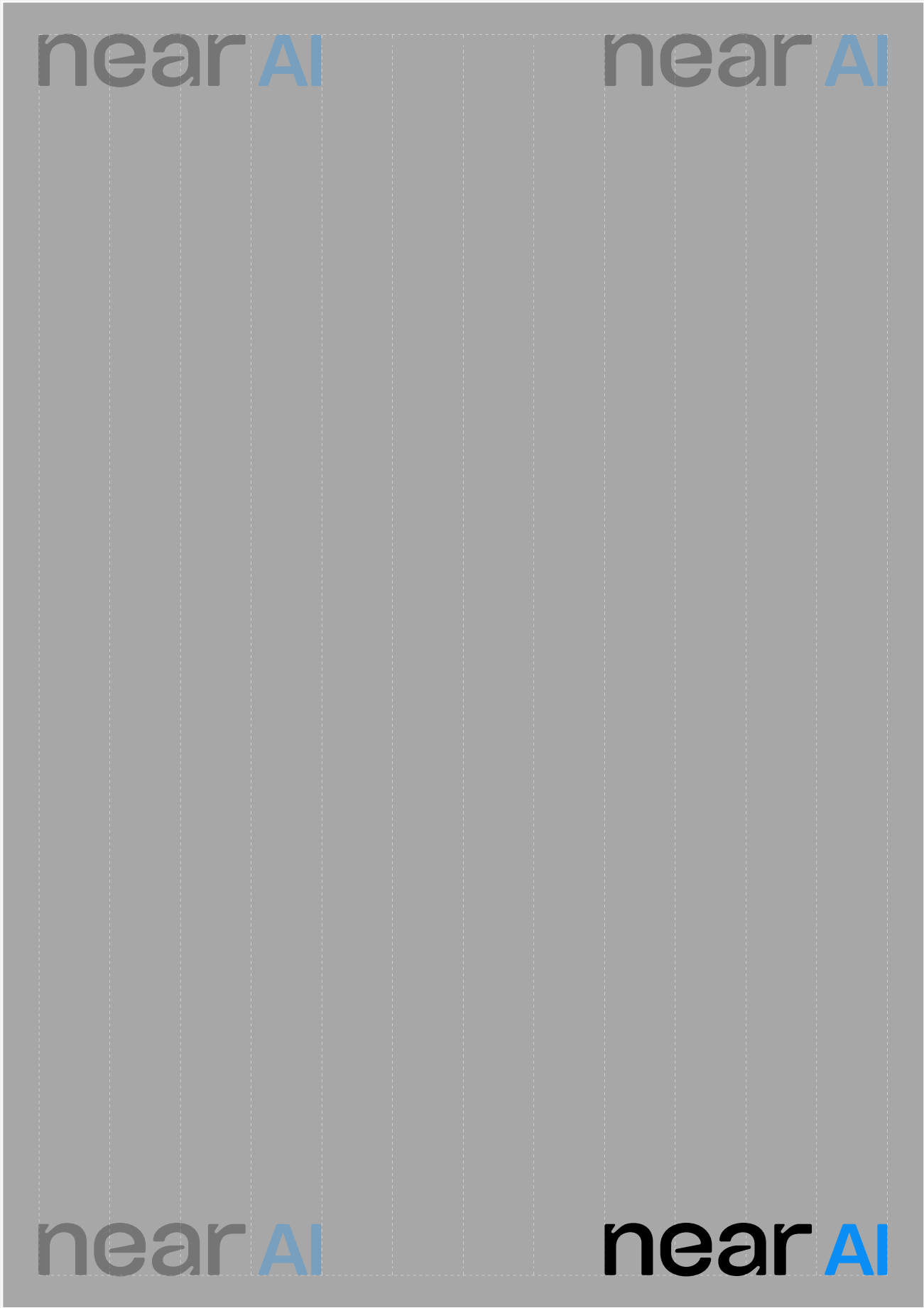
Grid

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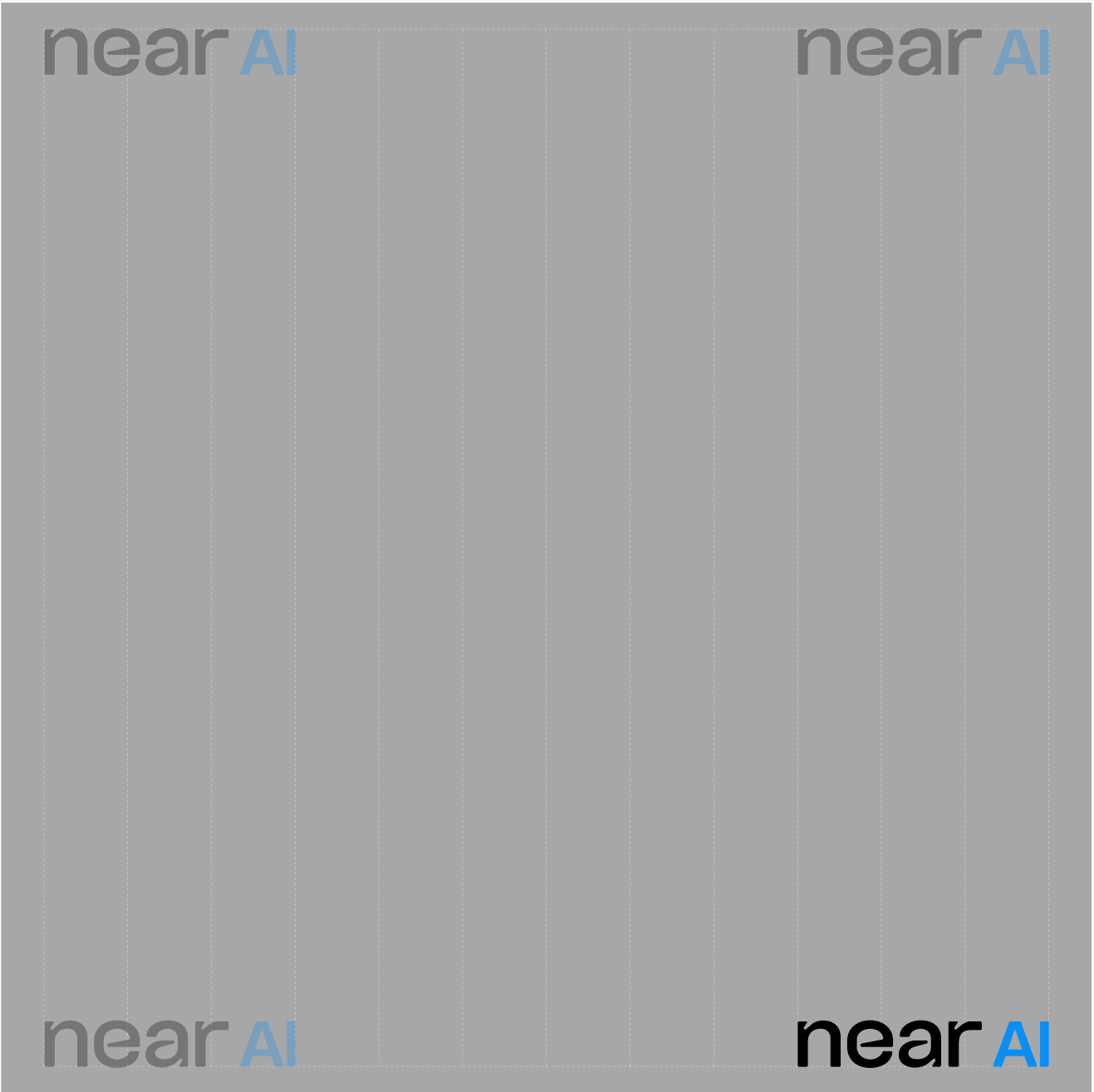
ISO A

12 columns



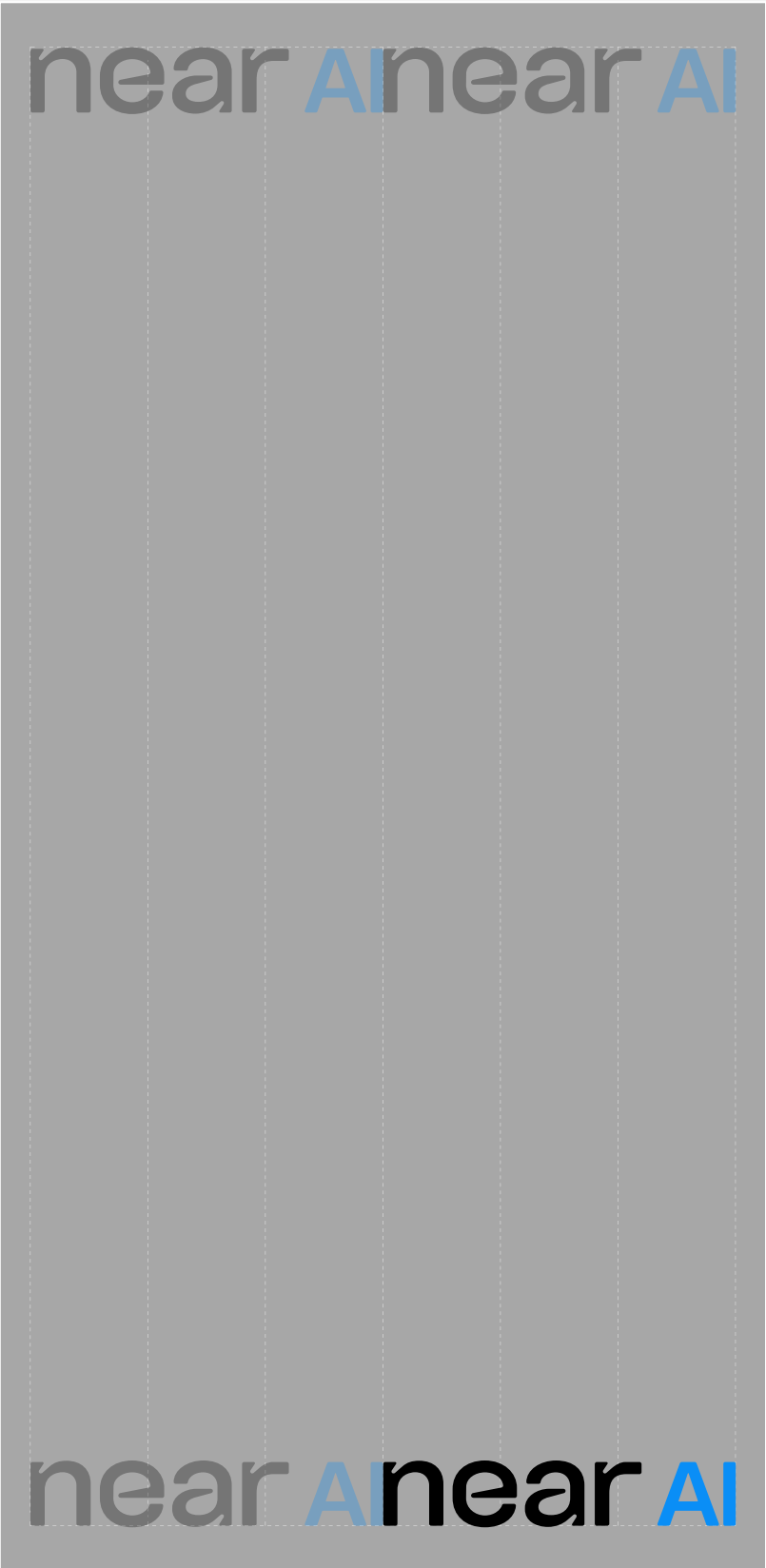
Square

12 columns



Tall display

6 columns



08 Iconography & Micrographics

Iconography

To maintain visual consistency across all applications, we recommend using the Lucide icon library. Icons should be displayed with a 2 px stroke width to ensure a uniform line weight throughout the system, creating a cohesive and consistent visual language across all touchpoints.

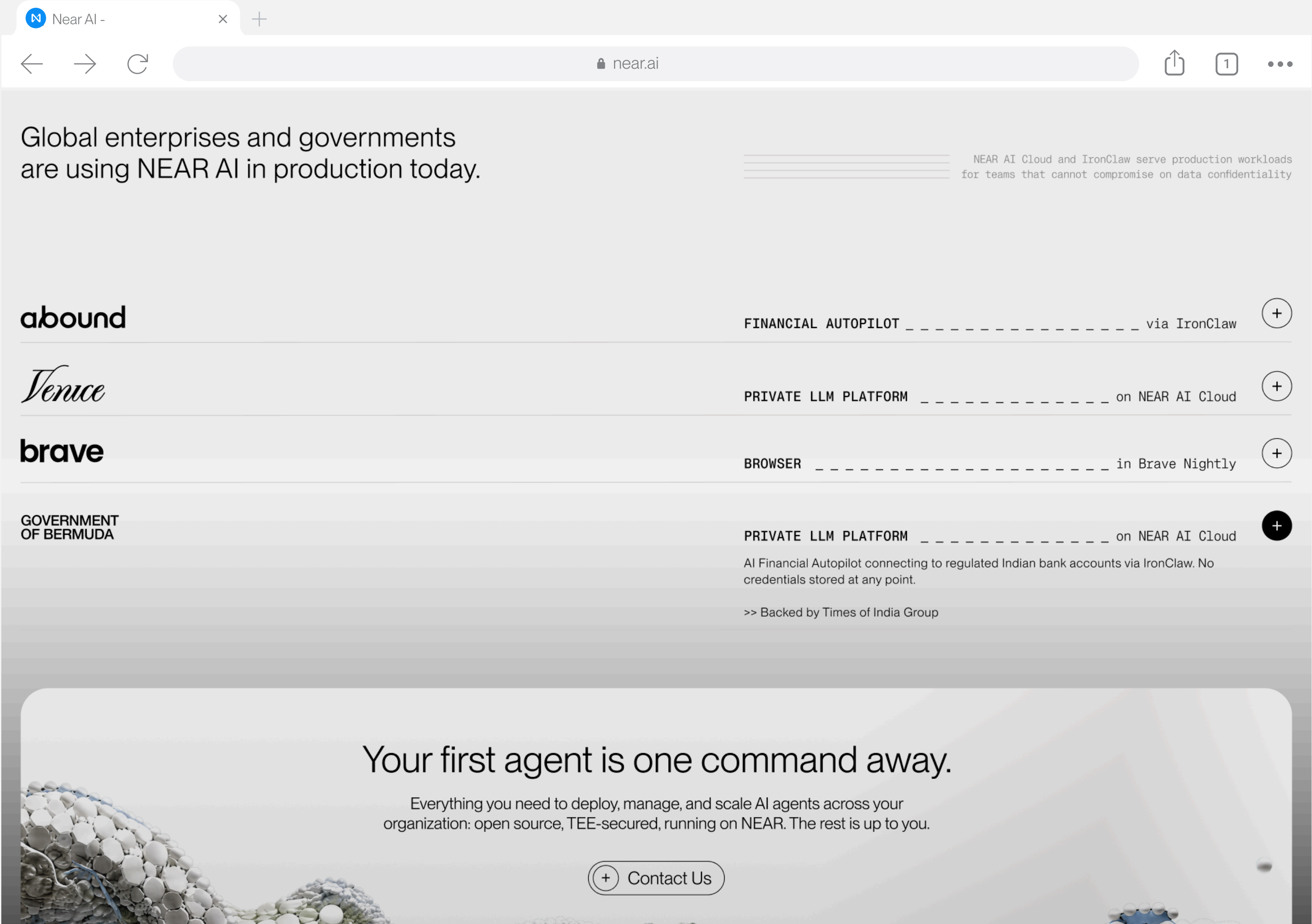


Download Icons Assets [HERE](#)

Online librery [HERE](#)

Lucide library icons will be used exclusively for UI support elements, such as interface components, buttons, CTAs, and similar applications.

If there is a need for iconography within the primary content (for example, isometric icons), it will be evaluated on a case-by-case basis by the designer.

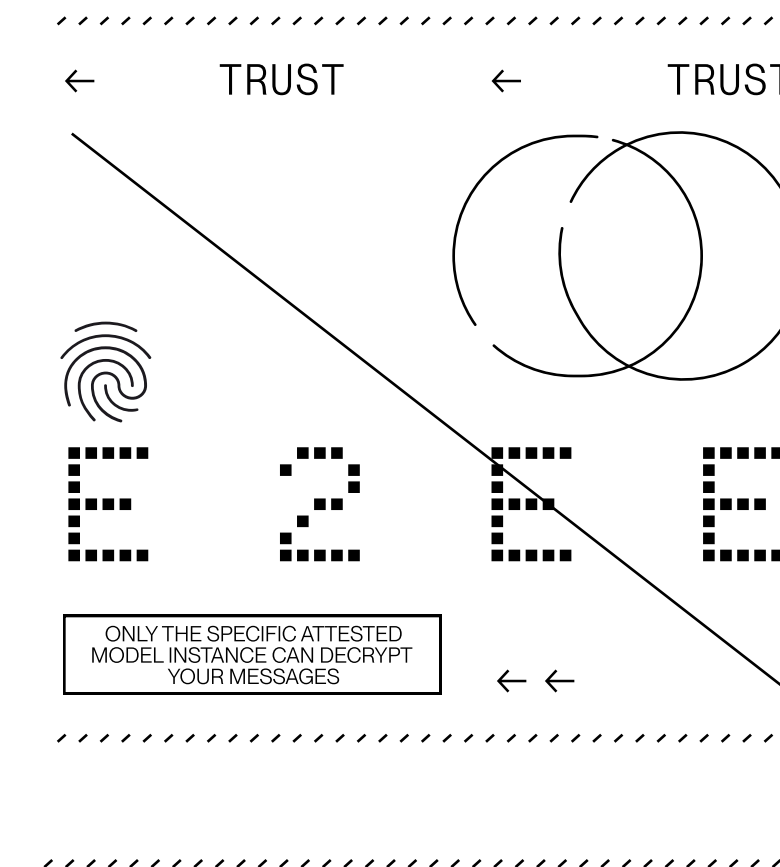
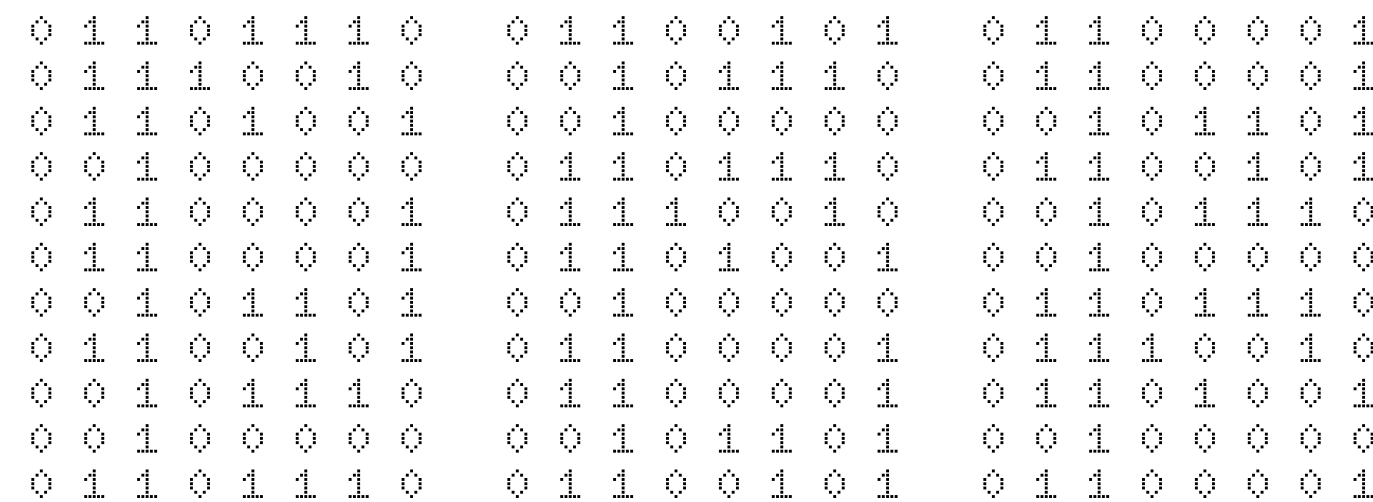
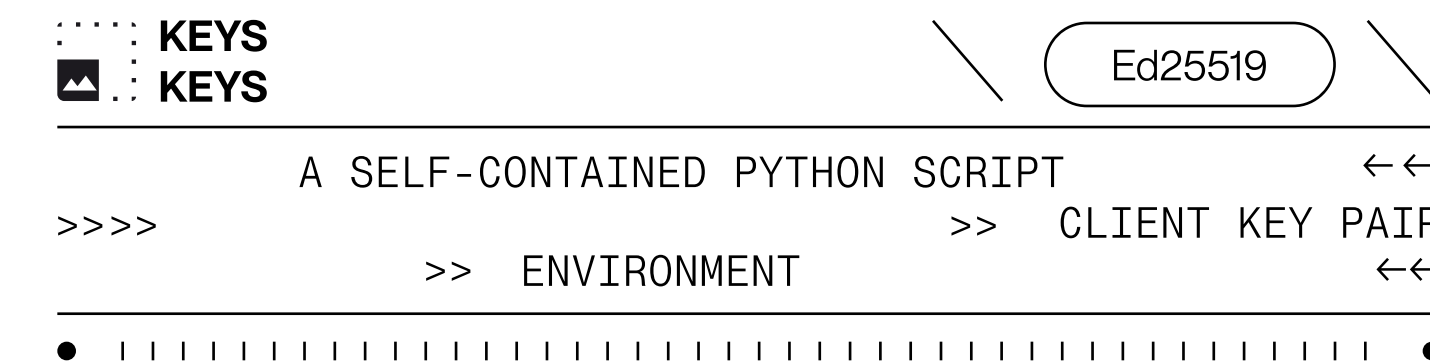
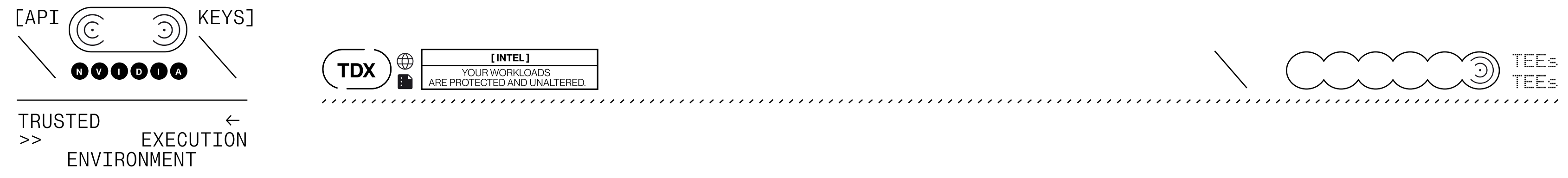
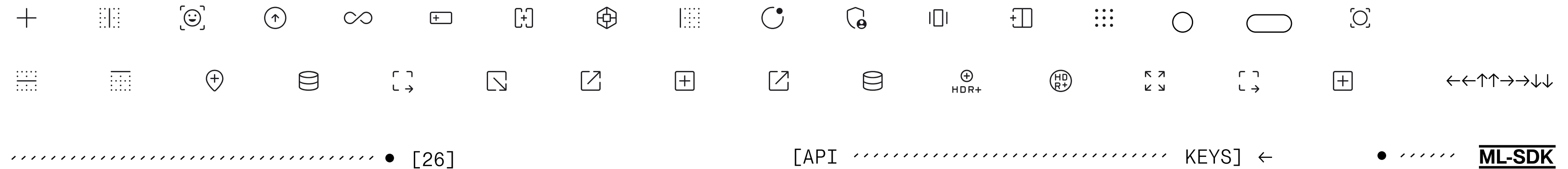


Micrographics

The visual identity incorporates a range of graphic and micrographic elements that help structure content across different levels of information while adding visual richness to compositions. These elements also serve an ornamental purpose, reinforcing the brand's distinctive technology-driven visual language.

To maintain a consistent visual hierarchy, micrographics are designed with a 1 px stroke width, thinner than that used in the iconography system. This establishes them as secondary visual elements, adding depth and visual complexity without compromising the clarity of the primary content.

NEAR AI Brand Guidelines



Download Micrographics [HERE](#)

Download Doto Pixel Font [HERE](#)

Micrographics In Use

To maintain a consistent visual hierarchy, micrographics are designed with a 1 px stroke width, thinner than that used in the iconography system. This establishes them as **secondary visual elements**, adding depth and visual complexity without compromising the clarity of the primary content.

Primary level: Title

Confidential
AI Infrastructure



IronClaw

An AI agent that connects to your tools, runs your workflows, and gets things done without you babysitting it. Secure by default, open source, and built to handle real business tasks.

+ Meet IronClaw



NEAR AI Cloud

Where everything runs. Every job executes in a sealed environment with no outside access. The infrastructure handles security by default so you don't have to.

+ Start Building



Agent Marketplace

Agents built for real business workflows. Finance, legal, ops, research, and security. Browse what's available, deploy what you need, list your own.

+ Browse The Marketplace

TRUST
>> EXECUTION
ENVIROMENT ←

Secondary level: Micrographics

Primary level: Sub Title

Built for
Real Work



>> >> ENVIROMENT >> CLIENT KEY PAIR <<<

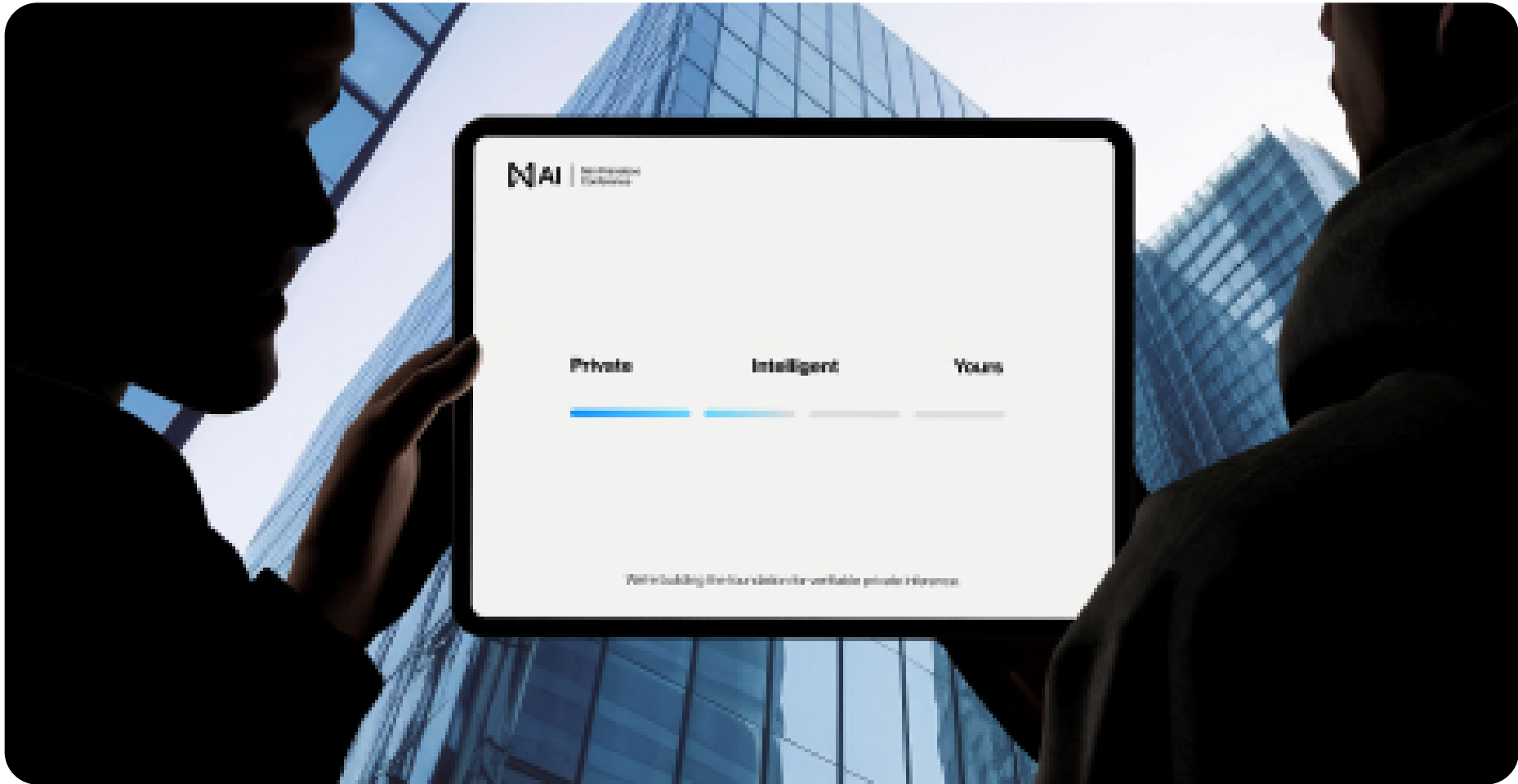
• •

Secondary level: Micrographics

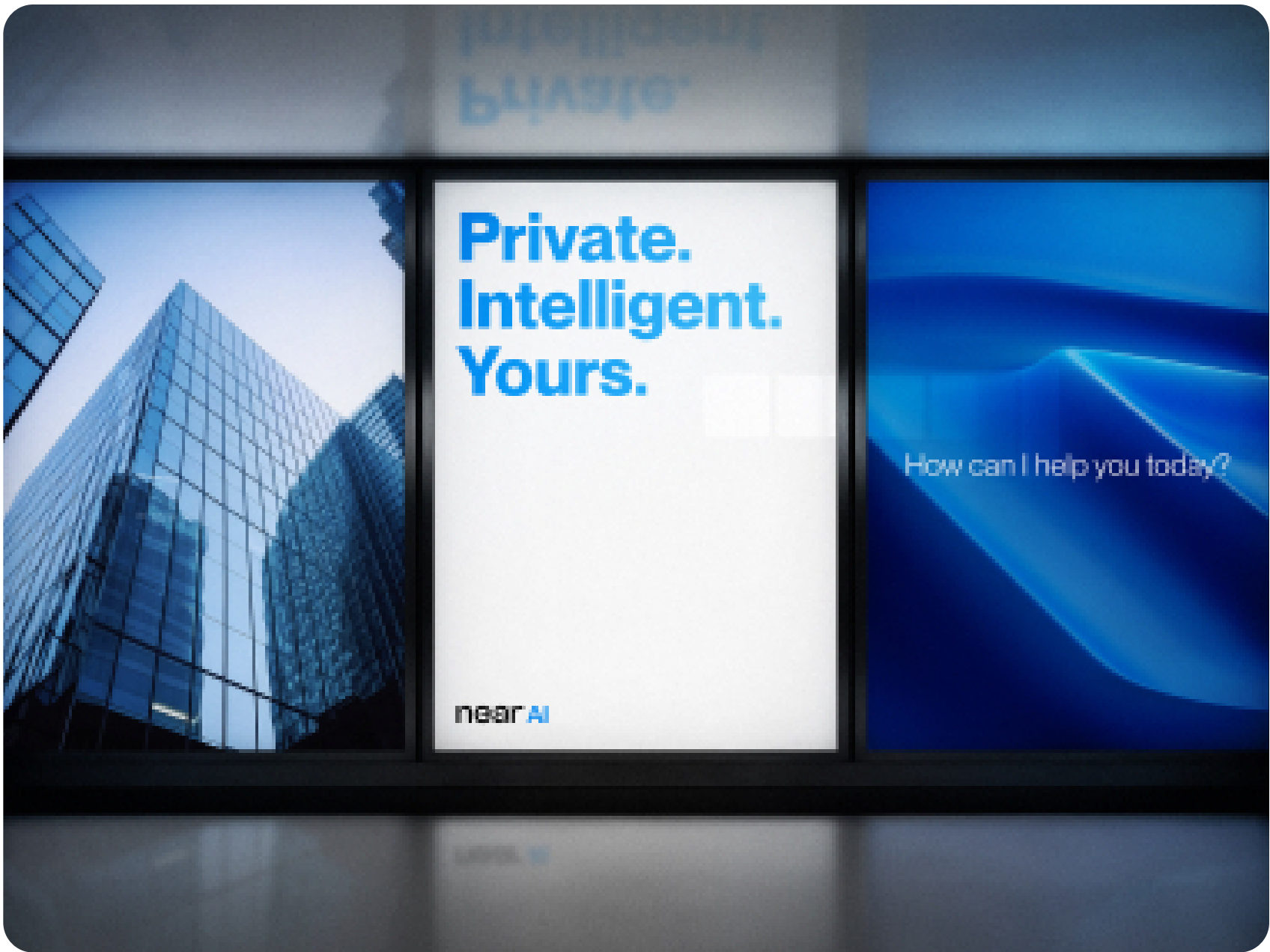
09 Brand In Use

Use cases

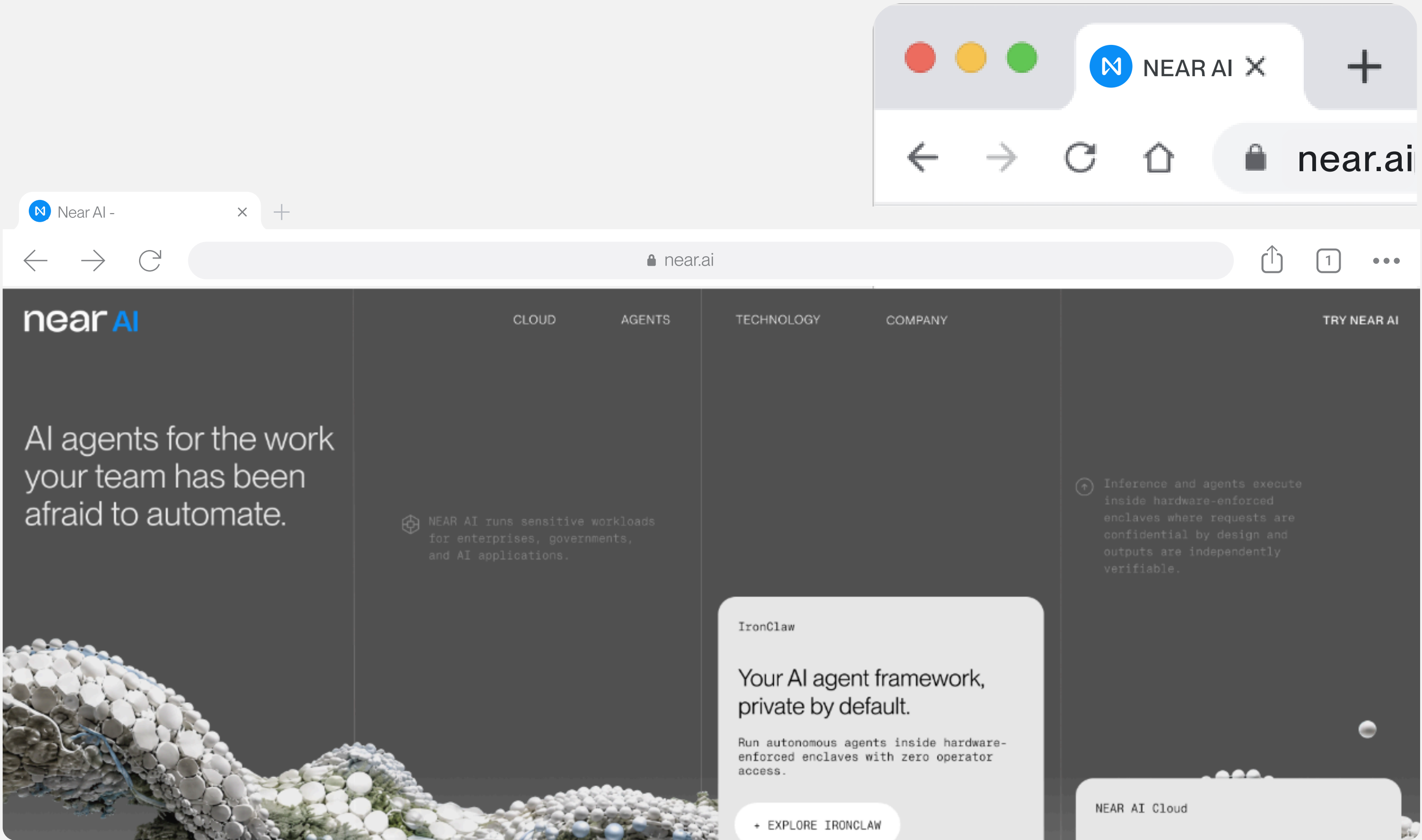
Private Inference for Sensitive **Workloads**



Use cases



Use cases



Thank You!

version 2.0

near AI