

Norwind

BRAND GUIDELINES · V1.0 · SEPTEMBER 2026

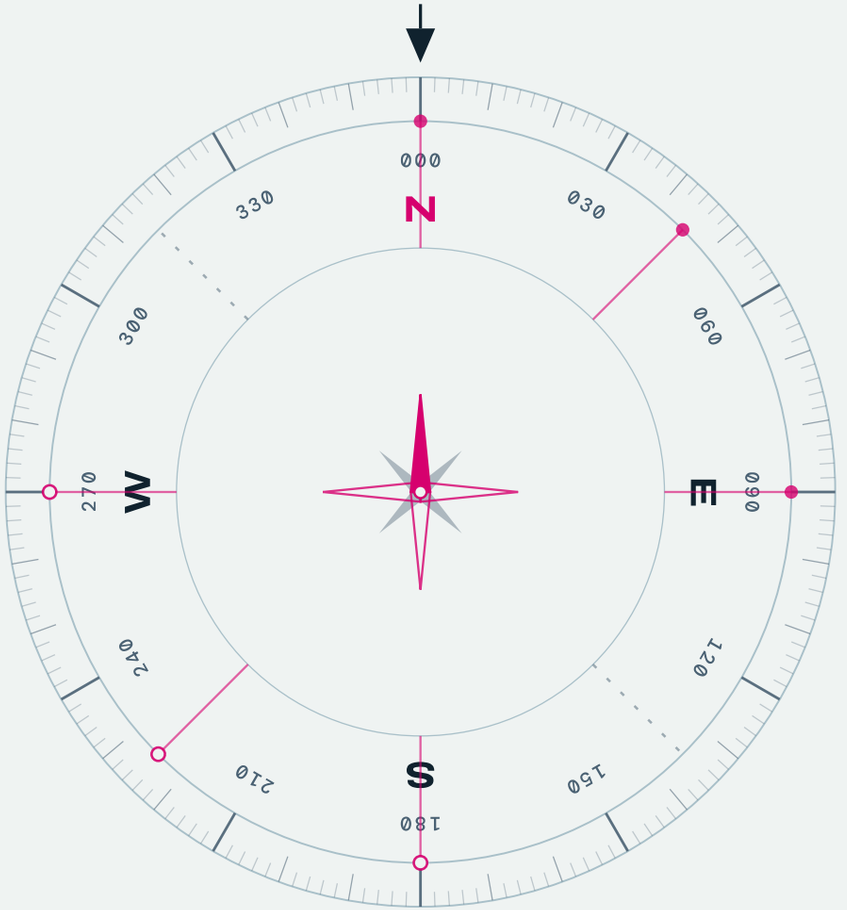
SOFTWARE HOUSE · FLORIDA, USA

NORWIND.TECH

The idea

Why the brand looks the way it does

One origin, many bearings.



Norwind is a wind from the north. The company builds custom software for US companies, places senior engineers from Latin America inside their teams, runs whole tech departments, and builds products of its own. Everything leaves from the same origin: one team, one platform, one standard. So the identity is not a logo and a colour. It is a navigation instrument, and every service and product is a bearing off a shared origin, drawn with the ink set of a printed nautical chart.

Services and products are a fan of directions, not a sequence.

The logo

The compass rose reduced to the one point the company is named after

PRIMARY LOCKUP



Everyone draws the whole rose. Norwind draws the single bearing: a long tip, a short tail, split down its axis the way an engraved rose point is. The ink half is the body, the magenta half is the light on it. The name is Archivo at its widest setting, so it reads as an instrument panel rather than a headline.

STACKED

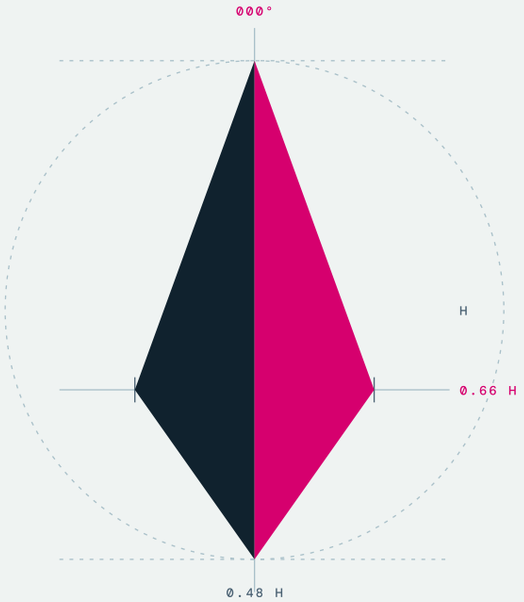


MARK



Use the primary lockup wherever there is room. The stacked lockup is for square spaces. The mark stands alone only where the name is already present or the space is below 24 px tall.

Construction and clear space



CLEAR SPACE = THE WIDTH OF THE MARK, ON EVERY SIDE



MINIMUM SIZE



LOCKUP — 24 PX / 7 MM TALL



MARK — 16 PX / 4 MM TALL

Below 24 px the name goes and the mark carries on alone. The rim around the mark in the circular avatar is a hairline that vanishes by 16 px, so the favicon never has one.

Colourways

Three grounds, one logo



ON CHART



ON INK



ON SHOAL

Do not

- Rotate the mark. North is up, always.
- Outline, shadow or bevel the mark.
- Set the name in any face other than Archivo at width 125.
- Recolour the halves. Ink and rose on light, chart and rose-lift on dark, or one colour.
- Stretch the lockup or change the gap between mark and name.
- Place the lockup over a photograph or a busy chart panel.

Colour

The inks a printed chart actually uses

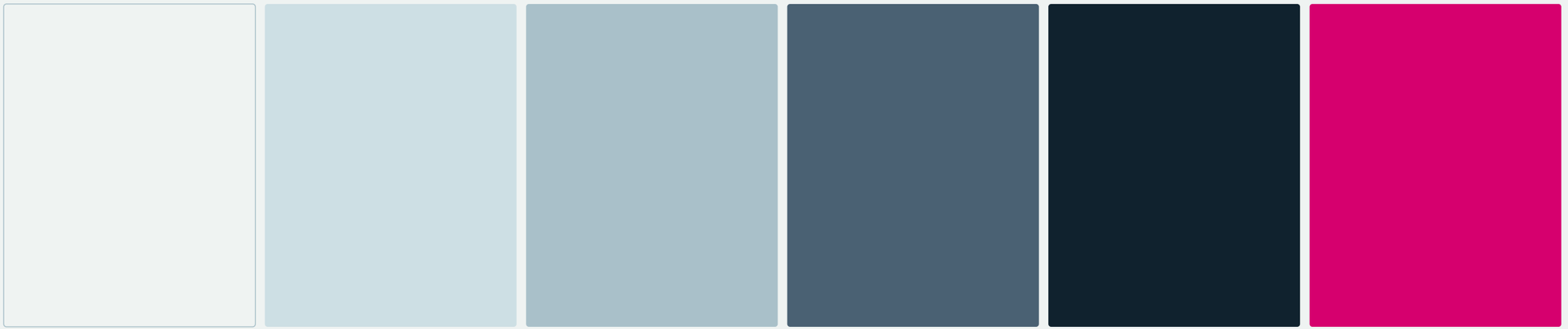


Chart
#EFF3F2
239 243 242
Paper. The ground everything sits on.

Shoal
#CDDFE4
205 223 228
Shallow water. Panels and quiet fills.

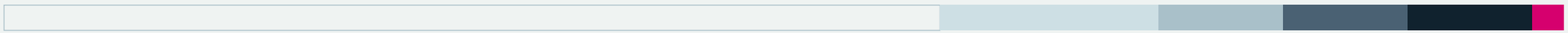
Line
#A9C0C9
169 192 201
Hairlines, rules, rims, ticks.

Slate
#4A6173
74 97 115
Soundings. Labels and secondary text.

Ink
#10222E
16 34 46
Text, the mark, dark grounds.

Rose
#D6006E
214 0 110
Chart magenta. The bearing system only.

PROPORTION



Rose-lift #ff6bab is the same ink lifted for legibility on ink grounds. It is never used on chart.

Typography

Three faces, three jobs

DISPLAY — ARCHIVO · 700 · WIDTH 125

Archivo

BODY — NEWSREADER · ITALIC FOR ANNOTATIONS

Newsreader, set the way
a chart sets its hydrography.

UTILITY — DM MONO · 500 · TRACKED

N 000° · NE 045° · 27.99° N 82.45° W

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

DISPLAY

Archivo

BODY

Newsreader

UTILITY

DM Mono

The bearing system

The instrument the whole brand is built on



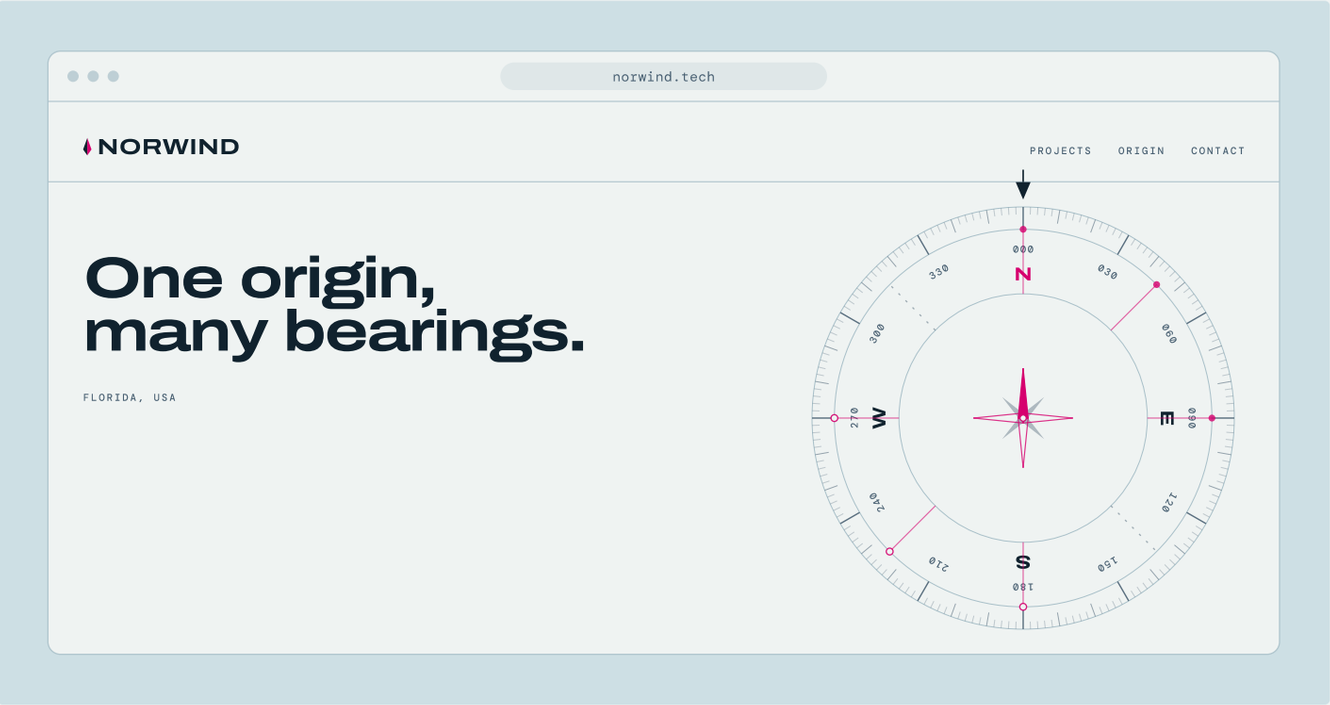
Products take the eastern arc clockwise from north and are drawn as filled marks. Services take the western arc and are drawn hollow. One heading on each arc is left open and drawn dashed, for the next product and the next service. When one is claimed the open heading moves on; it is never deleted. On the site the card turns under a fixed lubber line; on a page about one heading it is held on that bearing.

● N 000°	**Assessly**	LIVE
● NE 045°	**GitBrand**	LIVE
● E 090°	**Vetted**	LIVE
○ S 180°	**Custom software**	SERVICE
○ SW 225°	**Staff augmentation**	SERVICE
○ W 270°	**Tech department**	SERVICE
SE 135°	*Next product*	
NW 315°	*Next service*	

Names and bearings come from content/headings.ts. Copy that counts or names things is computed, never typed.

Applications

The same instrument on every surface



NORWIND.TECH



BUSINESS CARD · 3.5 × 2 IN



APP ICON · AVATAR · FAVICON AT 32 AND 16 PX

Voice

How Norwind sounds

Plain

Say what the product does. No adjectives doing the work of verbs.

Precise

Numbers, bearings, statuses. If it can be measured, measure it.

Quiet

Boldness lives in the rose. Everything around it stays still.

Navigational

Origins, headings, bearings. The metaphor is a compass, never a rocket.

SAY

One origin, many bearings. · Discovery first, working software every cycle. · Built and run by us.

DO NOT SAY

Innovative · Cutting-edge · Ecosystem · Synergy · Journey · Solutions

FILES

`brand/logo (horizontal, stacked, mark — SVG and PNG in every colourway) · brand/icon (app icon, favicon, avatar) · brand/social (LinkedIn covers, square tile) · brand/guidelines (this document) · brand/brand-board.png`