Absentia Technologies

Brand guidelines

The visual identity of Absentia Technologies and MYSTIC

Version 2.0 November 2026



Contents

01 Brand idea 03

02 Logo 04

03 Product mark 09

04 Co-branding 10

05 Color 11

06 Typography 14

07 Imagery 16

08 Graphic elements 17

Working with the brand 18

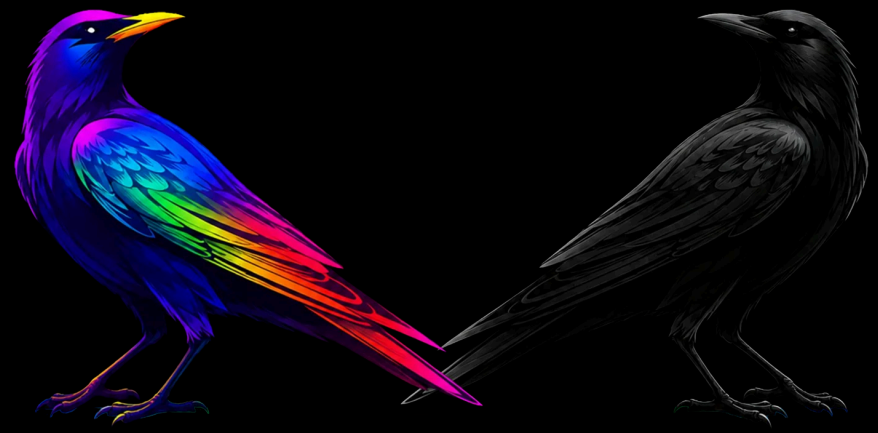
This guide shows how to present Absentia Technologies and its MYSTIC platform: the logo and product mark, color, typography, imagery and the graphic elements that hold them together.

It is written for partners, agencies, press and anyone producing material that carries our name. When something here does not cover your case, ask before you improvise. Contact details are on the last page.

Absentia
Technologies

Perception on a black ground

Absentia builds artificial intelligence that perceives the physical world, and the identity works the same way. It starts from darkness and lets through only what matters. When a layout seems to need more color, it needs more black.



Black ground

Pure black is the brand's home. Every page, slide and screen opens and closes on it, so the spectrum and the work have something to stand against.

The spectrum as signal

The full arc of visible light, purple through red, stands for machine perception that sees more than a camera captures. It lives in the mark, in thin spectral rules and in the light within imagery.

One typeface

Nasalization, a wide geometric face whose open capital A mirrors the Spectrum Mark, sets every headline and label. Helvetica Neue supports it in small and dense text.

The logo



1 Spectrum Mark

An arch carrying the full spectrum, purple on the left leg through red on the right. It stands in for the A of Absentia.

2 Wordmark

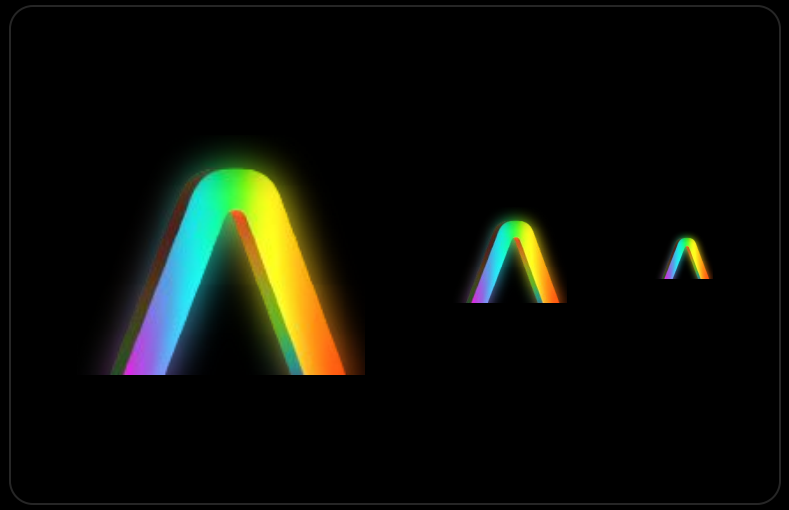
The rest of the name, set in white Nasalization.

3 Descriptor

Technologies, set smaller and aligned to the right edge of the wordmark.

The lockup is one piece of artwork. Always use the supplied files and never retype the wordmark or rebuild the mark.

The Spectrum Mark



Flat mark

App icons, favicons, social avatars, patches and anywhere the full lockup would fall below 200px wide.



Illuminated mark

Hero art, covers and section openers on pure black, at 96px tall or larger. Never inside the lockup, never small and never on photography.

Gradient direction

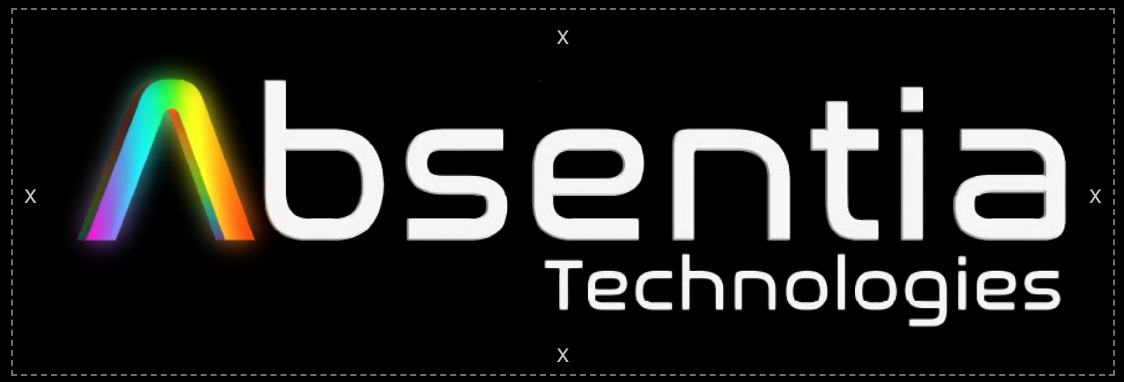


Left leg, purple

Right leg, red

The spectrum always runs purple to red, left to right, in the mark and everywhere the gradient appears. Never mirror or reverse it.

Clear space and minimum size



x equals one quarter of the Spectrum Mark's height

Clear space

Keep a margin of one quarter of the Spectrum Mark's height on every side of the lockup or the mark. Nothing enters it, including text, rules, other logos and the edge of the page.

Minimum size

ASSET	SCREEN	PRINT
Full lockup	200px wide	120pt wide
Spectrum Mark	32px	24pt
Favicon	16px, flat mark	n/a

Below the lockup's minimum, use the Spectrum Mark alone.

Logo on backgrounds

The logo always sits on a dark ground. Stealth Gray is the lightest ground allowed; on photography, use a quiet, dark image under a black scrim of at least 40%.

USE Black

USE Carbon

USE Void

USE Stealth Gray



USE Dark image with a black scrim

AVOID White or Signal White

AVOID Light grays

AVOID Spectrum colors



AVOID Bright or busy images

Incorrect use



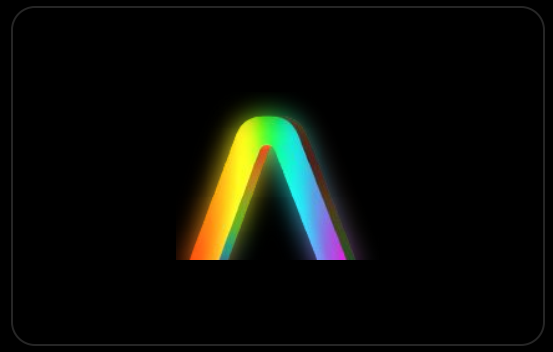
AVOID Do not stretch, squeeze or distort.



AVOID Do not rotate.



AVOID Do not recolor the mark or the type.



AVOID Do not reverse the gradient.



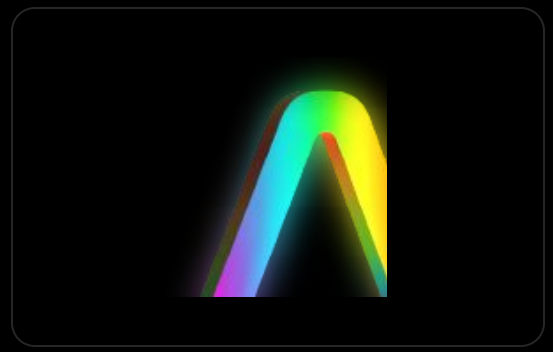
AVOID Do not add glows, shadows or outlines.



AVOID Do not place on white or light grounds.



AVOID Do not retype the wordmark.



AVOID Do not crop the mark into decoration.

The product mark



MYSTIC

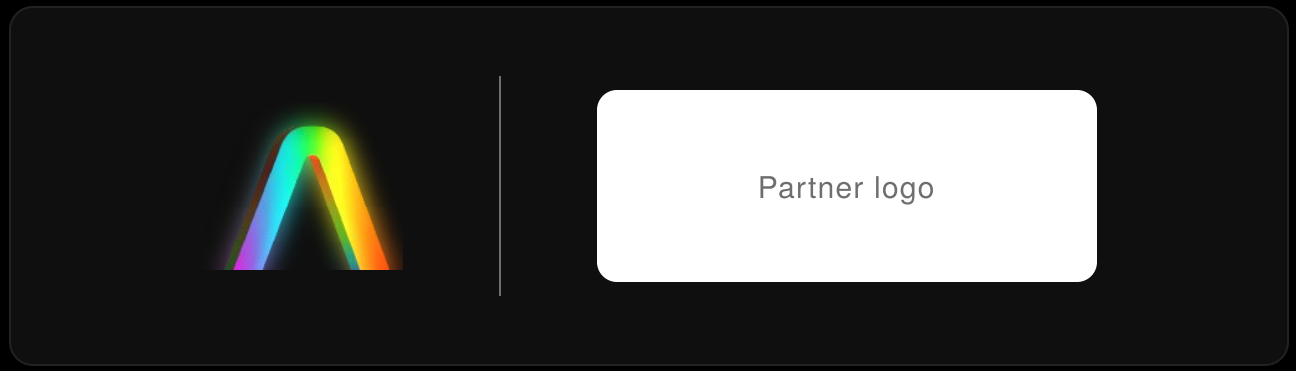
ISR AND SURVEILLANCE PLATFORM

MYSTIC is Absentia's ISR and surveillance platform. Its mark is the name in white Nasalization, shown alone or with the iridescent and black crow pair behind it.

Use the crow lockup once per piece, where the product story begins. Use the wordmark alone for watermarks, interface headers and small placements, with the descriptor beneath it.

Keep the Absentia and MYSTIC marks apart and never combine them into a single lockup. In text, write the name in capitals, MYSTIC.

Co-branding



Partner logo on a white plate, used when the partner's mark needs a light ground.



Partner logo in its own light version, directly on black.

Lead with the Absentia mark in material we publish and with the partner's mark in material they publish.

Separate the two marks with a thin white rule at 40% opacity, with space on each side of at least half the Spectrum Mark's height.

Balance the marks by visual weight, not by width, and keep both clear-space zones intact.

Show the partner's logo in its own approved colors. If it needs a light ground, set it on a white plate with rounded corners inside the black composition.

Never alter, recolor or crop either mark, and never merge them into a new symbol.

Neutrals

Black
HEX #000000
RGB 0 0 0
The ground for every page, slide and screen.

Carbon
HEX #0F0F0F
RGB 15 15 15
Surfaces on black, such as cards, buttons and the navigation bar.

White
HEX #FFFFFF
RGB 255 255 255
Text on dark grounds and the ground of light reading sections.

Void
HEX #1E1E1E
RGB 30 30 30
Raised panels in documents and slides.

Deep Space
HEX #2B2B2B
RGB 43 43 43
Hover states and neutral blocks.

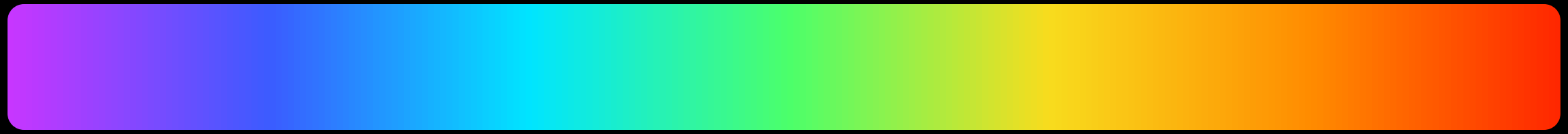
Stealth Gray
HEX #3A3A3A
RGB 58 58 58
Buttons and secondary text on white.

Graphite
HEX #6E6E6E
RGB 110 110 110
Hairlines and dividers on dark.

Silver
HEX #C2C2C2
RGB 194 194 194
Secondary text on dark.

Signal White
HEX #F5F5F5
RGB 245 245 245
Panels on light sections, paper tone.

The spectrum



Purple
HEX #C736FF
RGB 199 54 255
Accent 1

Blue
HEX #3B5BFF
RGB 59 91 255
Accent 2

Cyan
HEX #00E5FF
RGB 0 229 255
Accent 3

Green
HEX #4CFF6A
RGB 76 255 106
Accent 4

Yellow
HEX #F8DC1D
RGB 248 220 29
Gradient only

Orange
HEX #FF8C00
RGB 255 140 0
Accent 5

Red
HEX #FF2200
RGB 255 34 0
Accent 6

Seven stops make the spectral gradient, in the order they run across the mark. Six of them also work as single accents, numbered in the order they are always used. Yellow lives only inside the gradient.

Using color

Neutrals do the work

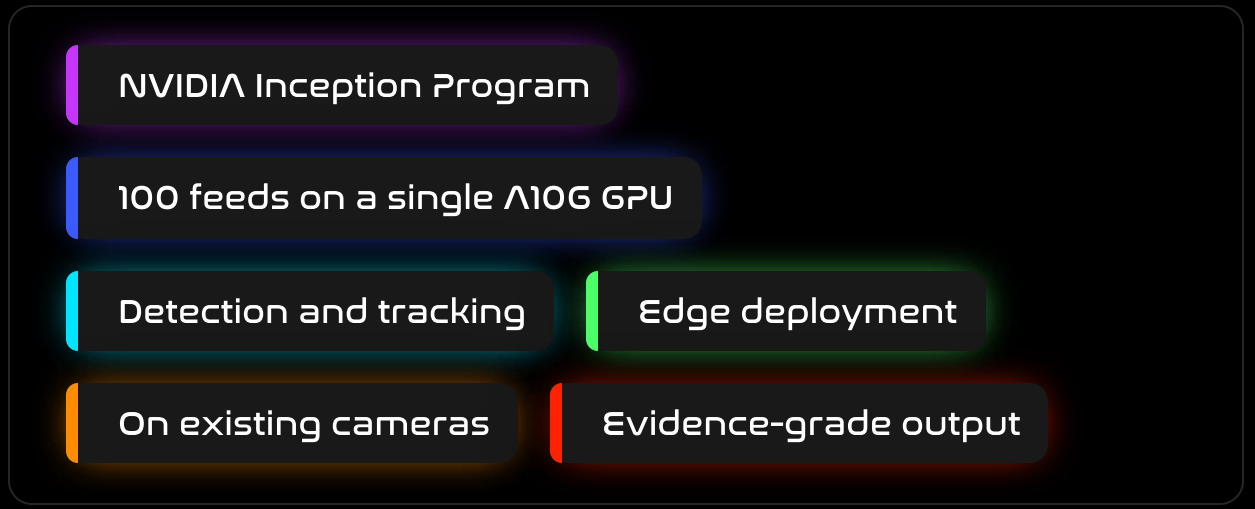
Black and Carbon carry nearly every surface. White carries the words. The spectrum is the smallest part of any layout.

Three uses for the spectrum

As the gradient, in the mark and in thin spectral rules. As single accents in sequence, when two to six parallel items need telling apart, always starting at purple and skipping none. As light within imagery.

Contrast

Spectrum-colored text belongs only on Black or Carbon. Blue text needs to be 24px or larger. On white, the spectrum appears only as rules and bars, never as text.



USE Single accents in fixed order, on black, with white text.



AVOID Gradient fills on buttons or panels.



AVOID Spectrum text on light grounds.

Typography

Aa

Nasalization

Regular. Headlines, labels, navigation and interface text.

abcdefghijklmnopqrstuvwxyz

REAL PERCEPTION DOESN'T WORK LIKE A CAMERA, IT WORKS BETTER

One weight only. The open capital A, drawn without a crossbar, echoes the Spectrum Mark.

Aa

Helvetica Neue

Regular and Bold. Supporting text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Captions, stat labels, data, tables, footnotes and any small text longer than a few lines. Where Helvetica Neue is unavailable, use Helvetica or Arial.

Type scale and hierarchy

FROM THESIS TO FIELD

Building enactive Artificial Intelligence (eAI)

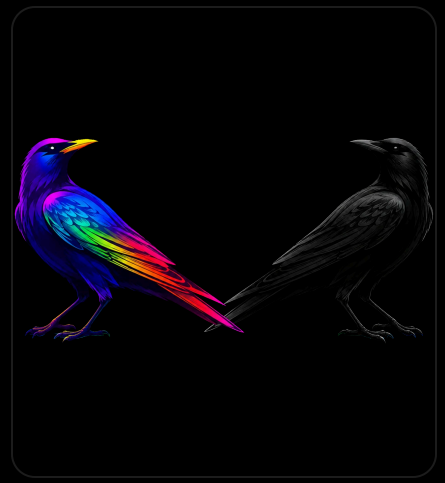
Our ISR and surveillance platform begins with vision, understanding its environment through sensor data and the physics of the real world.

Artificial Intelligence grounded in reality

STYLE	SIZE / LEADING (PX)	CASE
Hero	100 / 1.05	Sentence case
Lead headline	45 / 1.1	Sentence case
Section title	38 / 1.1	Uppercase
Card title	22 / 1.1	Uppercase
Kicker	20 / 1.2, tracked +5%	Uppercase
Body	19 / 1.45	Sentence case
Supporting	16 / 1.4, Helvetica Neue	Sentence case

Track headlines at minus 2%, open uppercase labels slightly, and never track lowercase text open. Write product names exactly: MYSTIC, SÉANCE, AIALF and eAI. For slides and print, keep the same proportions.

Imagery



The crows

An iridescent crow beside a plain black one: the same animal, one perceiving the full spectrum.



Spectral light

Prismatic light cutting across a dark scene, the only saturated element in frame.



The astronaut

A suited figure making contact with the real world.



Operational scenes

Drones, sensors, ports and perimeters, graded cool with natural light.



Proof frames

Real MYSTIC output beside the raw feed, never retouched.

Choose dark, cinematic images lit by a single source, graded so white type reads directly on them or over a black scrim of at least 40%. Avoid bright daylight stock, smiling office scenes, glowing circuit boards, robot faces and generic AI brain artwork.

Graphic elements

Spectral rule

Opens every section. A gray hairline with the spectrum on its first fifth.

Buttons

Read Our Thesis

CONTACT

Request a Demo

Dark glass on both grounds, white label, never a spectrum fill.

Proof chips

NVIDIA Inception Program

NVIDIA Innovation Lab Awardee

US Navy deployment via TempestOS

One verifiable fact per chip, accents in fixed spectrum order.

Cards



SEE THROUGH PARTICULATES

Fog, haze, smoke, rain and snow stripped from the feed in real time.

Media on top, uppercase title, two lines of copy, 17px corners.



CONTACT

Working with the brand

For logo files, review of co-branded work or anything this guide does not cover, contact the Absentia marketing team.

marketing@absentiatech.com

absentiatech.com

©2026 Absentia Technologies. MYSTIC is a product of Absentia Technologies.

Absentia Technologies