



# Many inputs. One way forward.

An identity for bringing people, knowledge and AI together.

Clear in its structure. Optimistic in its outlook.

Distinctive in the details.

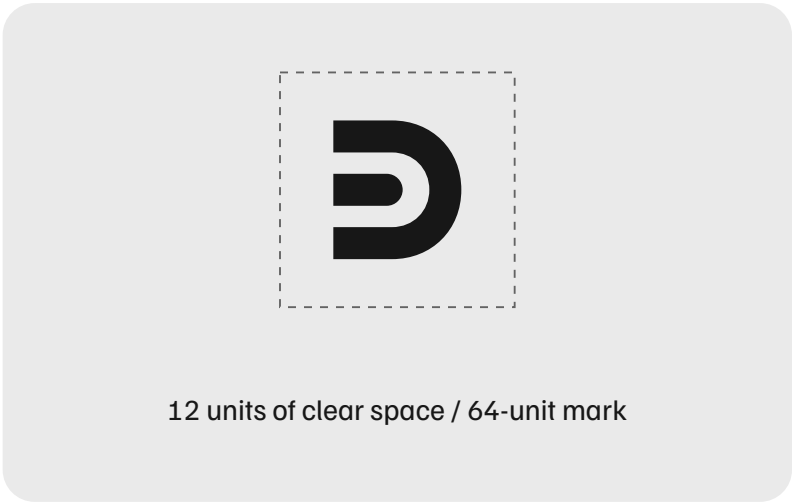
Databrew is the company. AIOS is the product.

Brewling is the parent-company endorsement.



# Meet Confluence.

Three incoming streams form an open D: separate inputs, one shared direction.



## Give it room.

Keep the 12-unit spacing around the mark and full signature. The supplied logo exports use outlined lettering and do not need an installed font.

## Keep it legible.

Minimum mark: 24px digital / 8mm print.  
Minimum full logo: 140px / 40mm.  
Below that, use the mark alone.  
Always preserve its proportions.

## Keep it consistent.

Do not stretch, rotate, outline or add shadows.  
Use supplied monochrome assets for one-colour output. Write Databrew in prose; databrew in the wordmark.

# Clarity through contrast.

Black and white. Precise greys. Typography and space do the expressive work.

**Ink**

#171717

Primary text  
Dark surfaces

**Silver**

#EAEAEA

Layers  
Quiet emphasis

**White**

#FFFFFF

Main canvas  
Breathing room

**Fog**

#F4F4F4

Quiet panels  
Product context

**Graphite**

#636363

Secondary text  
Supporting detail

## Contrast is part of the identity.

Use Ink text on Silver, White or Fog. Use White text on Ink. Graphite is for secondary copy on light surfaces. Never use Silver text on White or rely on colour alone to communicate a state.

Digital values: sRGB / HEX.  
For professional printing, proof colours with the printer and the chosen paper stock; do not treat automatic CMYK conversion as a colour standard.

# Familjen Grotesk.

One family. Expressive headlines. Comfortable reading. Distinctive details.

**Aa**

**Ideas into  
possibilities.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 # / & @

## A clear hierarchy.

Display 48–96px / 600

Heading 28–54px / 600

Body 14–18px / 400

Controls 12–14px / 600

Use generous line height for paragraphs. Keep body letter spacing neutral. Use  $-0.04\text{em}$  for large display and  $-0.035\text{em}$  in the wordmark. Tabular numerals align data.

Self-hosted variable font / SIL Open Font License 1.1

Font and full licence included in the kit.

# Human ambition. Amplified.

Parallel paths and generous curves extend the mark. Use the pattern on covers and brand moments, away from body text and product controls. One expressive gesture per composition.



## Human, not hyped.

Say “Find the policy you need.” Explain the task, the source and who stays in control. Avoid sweeping claims about autonomous intelligence.

## Local, not narrow.

Respect Nigerian and African business realities: diverse teams, connectivity, deployment constraints and public-sector responsibilities.

## Evidence, not theatre.

Show real screens and label illustrative data. No invented customer logos, certifications or results. Motion should explain; respect reduced motion.

# Ready to work with.

A practical kit for the website, documents, presentations and product touchpoints.

## SIGNATURES

Primary, reversed, black, white, endorsed, stacked and wordmark-only. SVG paths + transparent PNGs.

## MARK & APPLICATIONS

Standalone marks, app icons at 192px and 512px, the Confluence pattern and an identity overview board.

## SYSTEM

Colour and typography tokens, usage notes, this guide, Familjen Grotesk variable font and its full OFL licence.

Brand naming: Databrew / A Brewling company.

Product naming: AIOS. Keep this hierarchy consistent.

## Chosen with intention.

Craftwork's wizard guided the resource review. Familjen Grotesk was selected from its catalogue; the licensed font files came from Google Fonts. No paid marketplace assets were used.

[Craftwork font listing](#)

[Google Fonts source and licence](#)

Craftwork Grotesk and Unbounded were considered but not used. The Confluence mark and pattern are new artwork for Databrew. Trademark clearance remains a separate pre-launch step.