CoreNest

# Brand
# Guidelines

VERSION 2.0

# Brand
# Introduction

**CoreNest** is a venture firm built by operators, shaped by conviction, and optimized to deploy early into **intelligent**, **self-governing systems**.
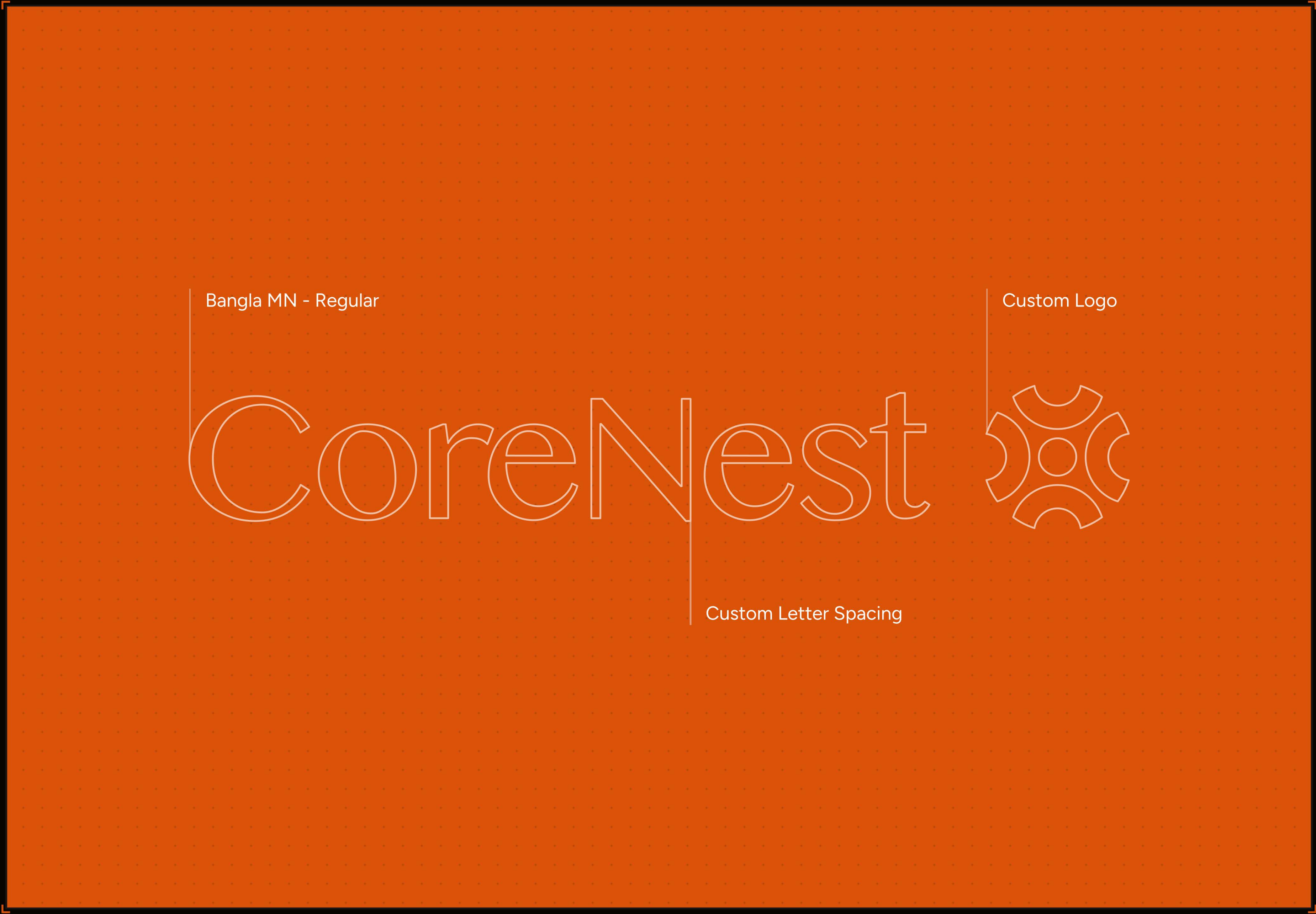
# Brand
# Logo

CoreNest primary logo is the cornerstone of its visual identity, representing the brand and values. It is versatile and can be used across various platforms and applications, including digital and print media.

Bangla MN - Regular

Custom Logo

CoreNest

Custom Letter Spacing

[ 2.1 ]

A key part of our logo design process is defining the right proportions and ratios to ensure balance, scalability, and visual harmony. This ensures the logo looks clear, professional, and impactful whether it's on a business card or a billboard.

CoreNest

52x

5x

4½x

5x

3x

Designing **CoreNest** logo icon begins with understanding the core essence of the brand - its values, purpose, and personality. The icon is crafted with attention to proportion, clarity, and scalability, ensuring it stands strong on its own & complements the full logo system.



10x

5x

4x

16x
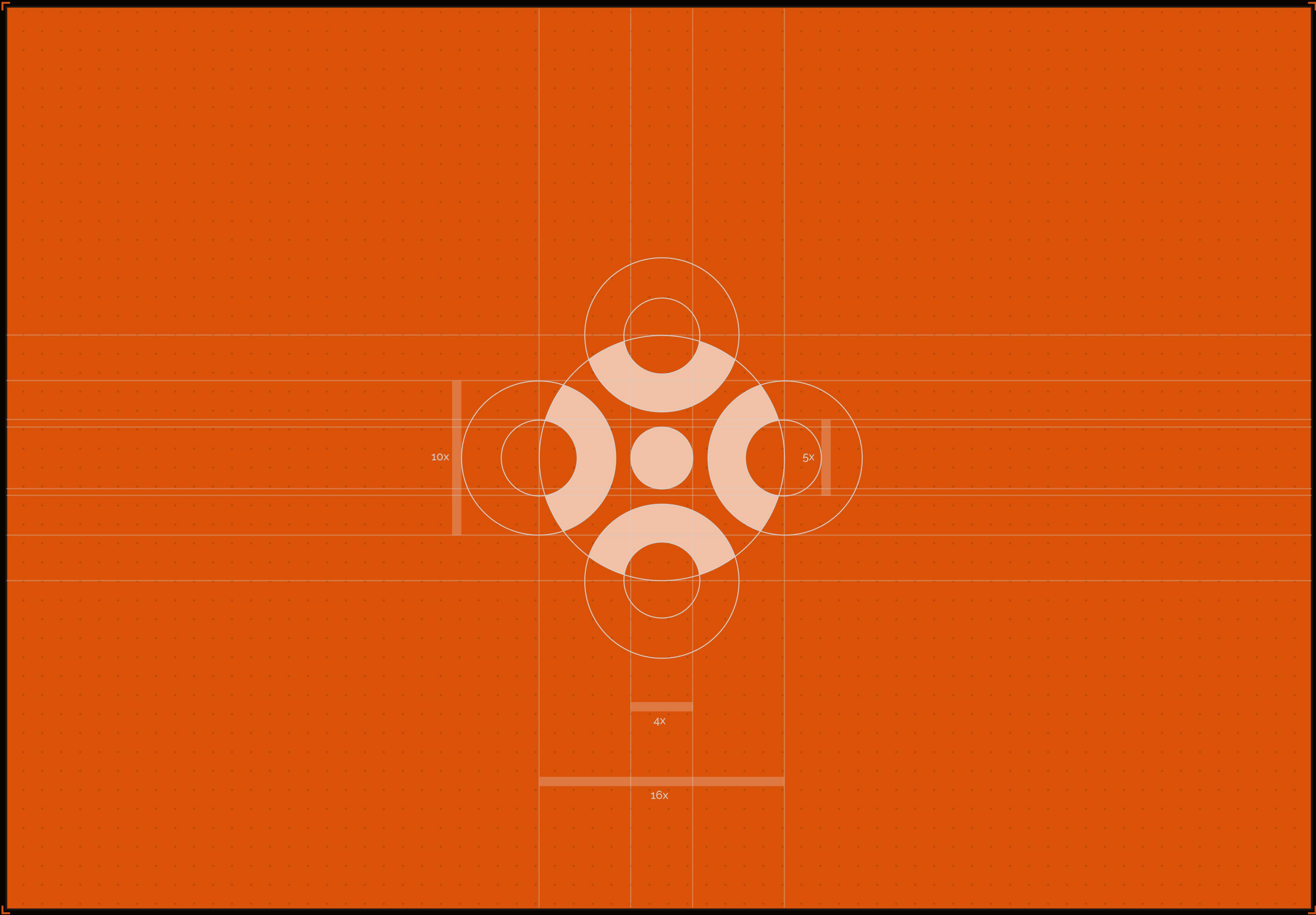
# Brand
# Colours

# [ PRIMARY
## COLOURS ]

The primary colours serve as the foundation of CoreNest visual identity, embodying its brand values, and creating a consistent and cohesive look across all its communication channels.

## Orange

HEX
#FB770D

RGB
251/119/13

## White

HEX
#FFFFFF

RGB
255/255/255

## Midnight

HEX
#090501

RGB
9/5/1

CoreNest neutral colours form the backbone of the design palette, allowing the company's core message and other vibrant elements to shine and make a lasting impact on the audience.

## Dark

HEX
#0C0906

RGB
12/9/6

## Dime

HEX
#1A1613

RGB
26/22/19

## Phantom

HEX
#141414

RGB
20/20/20

## Steel

HEX
#888888

RGB
136/136/136

## Smoke

HEX
#AAAAAA

RGB
170/170/170

## Cloud

HEX
#CCCCCC

RGB
204/204/204

# Brand
# Typography

Our primary typography reflects the brand's tone and character - whether it's bold and modern or refined and timeless. Chosen for its readability and visual harmony, this typeface serves as the foundation for all brand communication.

Raleway

Ag

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789° (!"#$%&?@)

# We back autonomy

Early-stage AI, Robotics, Deeptech, and Web3

The secondary typeface complements the primary typography by adding flexibility and visual contrast. Used for supporting text such as subheadings, captions, or body copy, the type pair creates a balanced and dynamic typographic system across all brand touch-points.

We don't follow markets. We see w
move first. CoreNest is a venture f
operators, shaped by conviction, a
deploy early into intelligent, self-g

Figtree

Ag

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789° (!"#$%&?@)

[ TERTIARY
**TYPOGRAPHY** ]

Tertiary typography is used sparingly to highlight specific content such as annotations, or UI elements. It adds subtle hierarchy and distinction without distracting from the core message.

PITCH US →

PARTNER WITH US

Fira Code

**Ag**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

[ MAR 01, 2025 ]

# Visual
# Application

# [STATIONARY
## MOCKUP ]

Chrome   File   Edit   View   Spaces   Tabs   Archive   Extensions   Window   Help

CoreNest   ✕   +

corenest.com

CoreNest ✺

[01/05]