3AM.



Brand guidelines

The logo, the wordmark, colour and type · November 2026

www.3am.si

Two marks, used as they are.

3AM has two marks. The logo is an eight-fold mark on its own dark disc. The wordmark is 3ΛM with a teal square, the on-call light. This guide shows how both are built and how to use them well.

Every file named here is in the brand kit at www.3am.si/press. Use the files as they come: they are drawn from the same sources as the website, and are never redrawn by hand.

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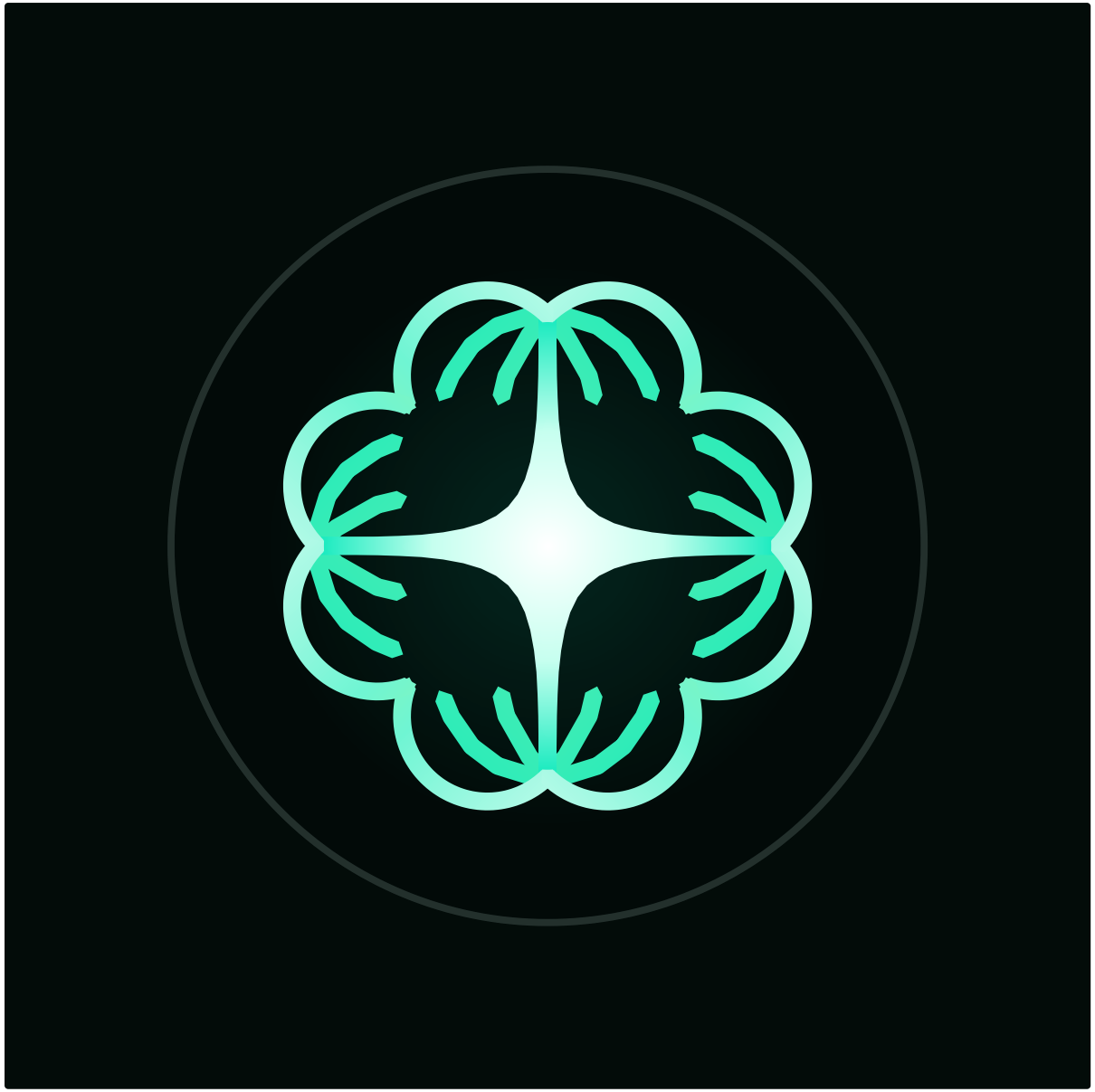
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The logo.

The assistant mark on its dark disc. The disc is part of the logo: the mark never appears without it.

Use it wherever the space is square or round: profile pictures, app icons, favicons, and beside the wordmark in a lockup. Its gradients are fixed. There is no one-colour version.

Vector

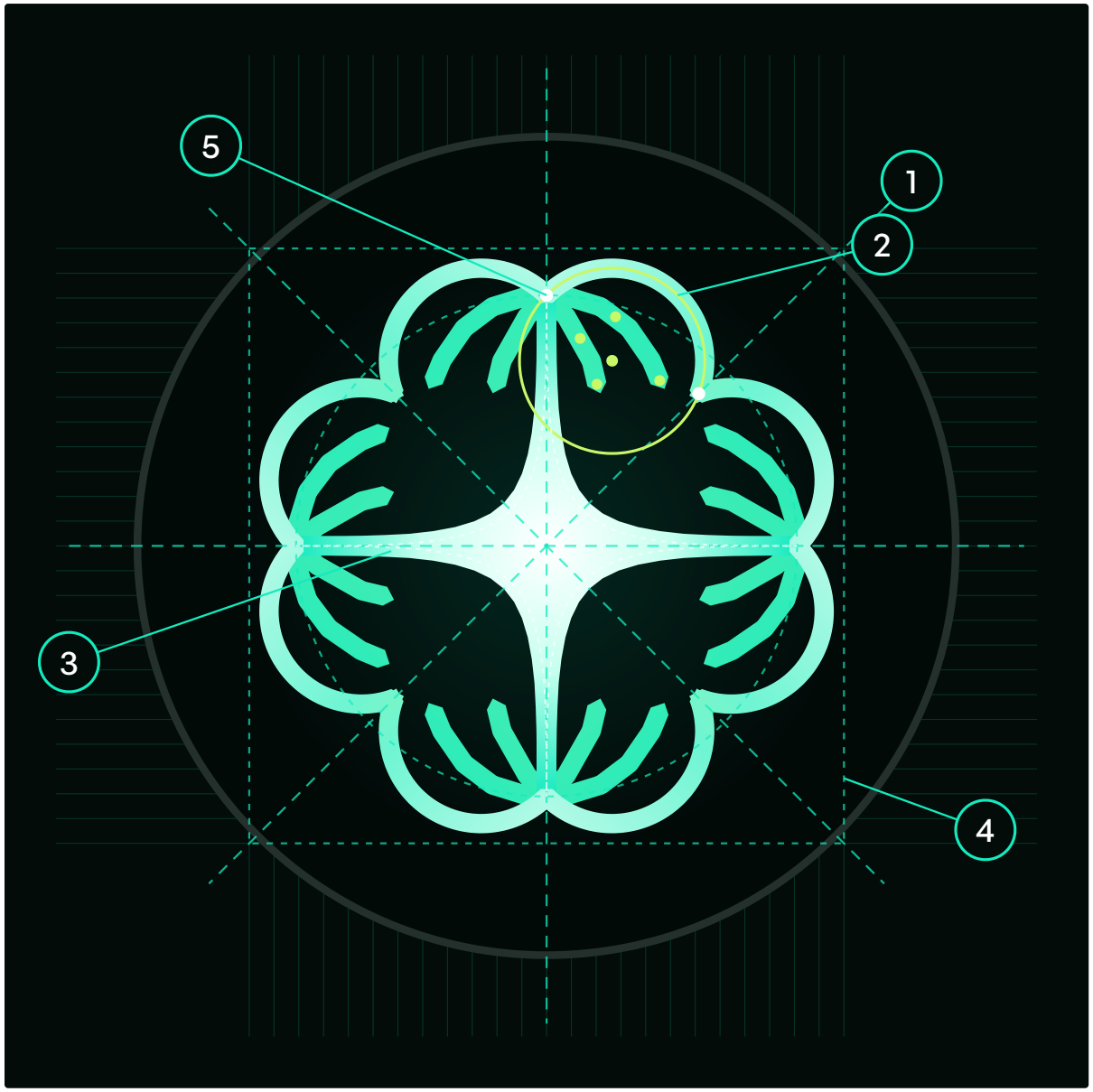
`icon/3am-icon.svg, icon/3am-icon.pdf`

Pictures

`icon/3am-icon-16.png to 3am-icon-2048.png`

Avatars

`icon/3am-avatar-400.png, 800.png: the disc on a square of its own dark`



Built from equations.

Nothing in the logo is traced or drawn by hand. One eighth of it is worked out from three equations, then turned and mirrored into the whole.

1. **Eight-fold symmetry**
   One eighth of the mark is drawn, then mirrored across four axes. Every part has seven twins.

2. **One arc**
   The outline is a single circular arc, 0.328 of the mark's radius, repeated eight times.

3. **The star**
   $x = a \cdot \cos^{5.6} t$, $y = a \cdot \sin^{5.6} t$, with $a = 0.887$. The power draws long, thin rays; the top one ends exactly at the notch.

4. **72% of the disc**
   The mark's 24-unit grid fills 72% of the disc's width: clearly seen, with a calm ring of dark round it.

5. **One line weight**
   Every line is 6.8% of the mark's radius, with round ends. Nothing is thinner or bolder.

The mathematics.

Every number is in the mark's own units: its centre is 0, and 1 is the reach of its drawing grid. y grows downwards, as on a screen.

Symmetry	`(x, y) → (±x, ±y), (±y, ±x)`	The dihedral group of the square: four turns of 90°, each with and without a mirror. One eighth, between the vertical axis and the diagonal, is drawn; the other seven are its images.
The outline	`(x - 0.232)² + (y + 0.655)² = 0.328²`	One circle, off the centre. Its arc runs from where it crosses the axis, (0, −0.887), to where it crosses the diagonal, (0.539, −0.539). Eight copies close the outline.
The ribs	`B(t) = (1-t)²·A + 2t(1-t)·K + t²·E, K = 2M - (A + E)/2`	Two parabolas, each through three points, both from the notch where the outline meets the axis: the inner leaves it at 45°, the outer level. Inner: A (0, −0.887), M (0.119, −0.734), E (0.178, −0.572). Outer: A (0, −0.887), M (0.244, −0.811), E (0.4, −0.585). K makes each curve pass through M at t = ½.
The star	`x = 0.887·sgn(cos t)·|cos t|^5.6, y = 0.887·sgn(sin t)·|sin t|^5.6`	Raising cos and sin to the power 5.6 pulls a circle in to four long, thin rays. Each ray reaches 0.887 and, with its stroke, meets the outline.
The grid	`1 unit = 11.4 of 24 grid units, centre (12, 12)`	The mark is drawn on a 24-unit grid. Its furthest point, 1.023 units out, on the bulge of the outline, stands 11.66 grid units from the centre; with half the line's width it meets the grid's edge, 12 units out.
The line	`w = 0.068 = 0.78 grid units`	Every line of the outline, the ribs and the star has this one weight, with round caps and round joins.
The disc	`grid = 72% of the disc, reach = 70% of its radius`	The 24-unit grid is centred on the disc at 72% of its width. The outline reaches 70% of the way to the rim, so a dark ring 30% of the radius always surrounds it.

One square, one measure.

The wordmark is the Λ-cut 3ΛM and a teal square, the on-call light. The square sets every distance round it.



Cap height

3, Λ and M stand at one height. Every other measure on the wordmark is a share of it.

The square

The teal square's side is 27% of the cap height, and it sits on the baseline like a full stop.

The gap

The square stands 65% of its own width away from the M.

Clear space

Leave at least one square's width empty all round. Nothing else goes inside it.

Side by side, or one alone.

The logo and the wordmark meet in one way only: the disc on the left, the wordmark on its right, both centred on the capitals. They are never stacked.



✓ Side by side, for dark backgrounds



✕ Never stacked



✓ Side by side, for light backgrounds

Disc

1.5 times the wordmark's cap height.

Gap

0.4 of the disc, between the disc and the 3.

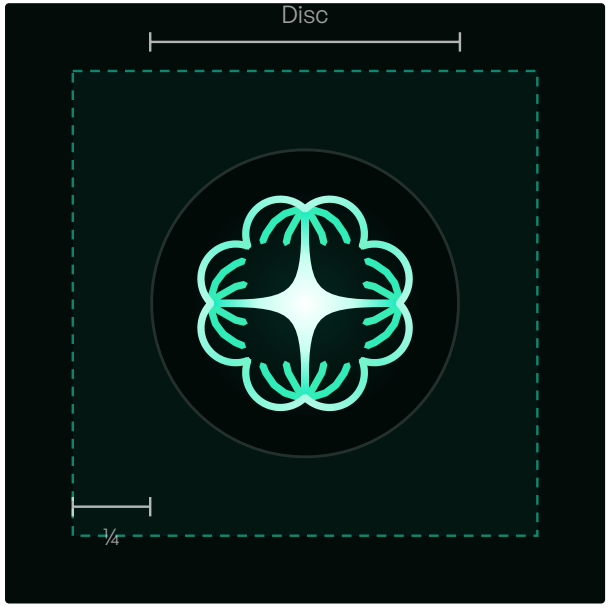
Centre line

The disc's centre sits on the middle of the capitals.

Never stacked

Where the lockup doesn't fit, use the logo alone, or the wordmark alone.

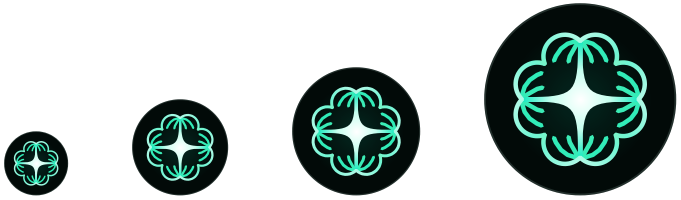
Room to breathe, and a smallest size.



Round the logo. A quarter of the disc's width, empty, on every side.

Logo

32 px on screen, 10 mm in print



Wordmark

16 px tall on screen, 5 mm in print



Round the wordmark. One square's width, empty, on every side. The wordmark's drawing on page 06 shows it.

Colour.

Night and one teal carry everything. Use deep teal for text and links on white: it passes contrast where signal teal does not.

Night
Every dark surface

`#030C09`
`RGB 3 12 9`
`CMYK 75 0 25 95`

Disc
The logo's disc

`#020A08`
`RGB 2 10 8`
`CMYK 80 0 20 96`

Signal teal
The wordmark's square

`#15EABE`
`RGB 21 234 190`
`CMYK 91 0 19 8`

Mint
Letters on dark

`#F6F7F6`
`RGB 246 247 246`
`CMYK 0 0 0 3`

Ink
Letters on light

`#0B100E`
`RGB 11 16 14`
`CMYK 31 0 12 94`

Deep teal
Teal for text on white

`#0B7A66`
`RGB 11 122 102`
`CMYK 91 0 16 52`

Logo lines
`#F4FFFB → #6FF5D3 → #C8F76A`

Ribs
`#15EABE → #9DF2A0`

Star
`#FFFFFF → #C6FFEF → #15EABE`

The logo's gradients are part of the drawing. They are fixed, and only ever appear inside it. CMYK values are a starting point: proof them against a swatch before a print run.

Two typefaces.

The wordmark is a drawing, not a font. Never type it out in any of these.

Resilience at petabyte scale.

General Sans
Every headline, title and line of reading text
Indian Type Foundry, Fontshare licence

```
38 of 257 · root cause proven
```

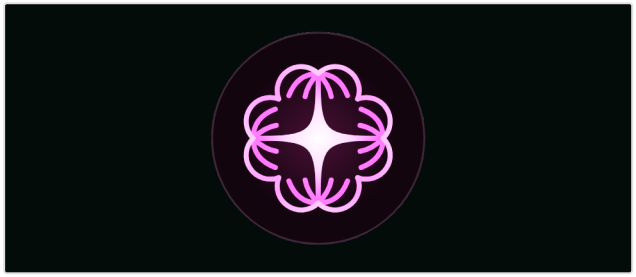
Fira Code
Data, logs and commands
SIL Open Font License

Please don't.

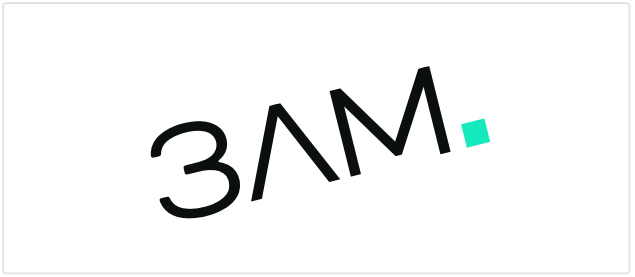
Every one of these has happened to someone's logo. Use the files as they come.



Stretch or squash it



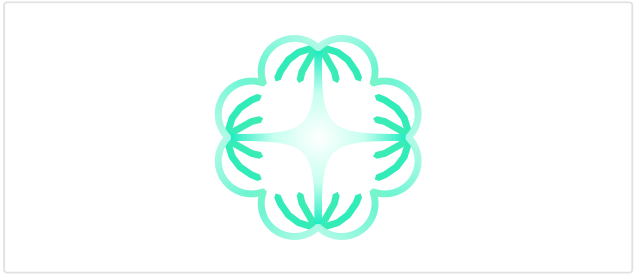
Change its colours



Tilt or rotate it



Add shadows, outlines or glows



Take the logo off its disc



Set it on a busy picture



Lose it in a dark-on-dark



Stack the logo over the wordmark



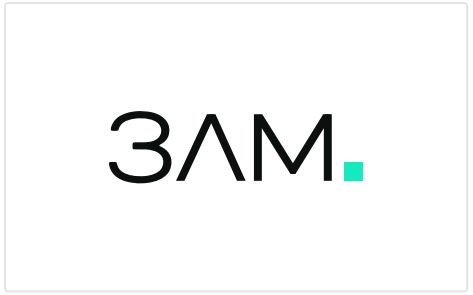
Shrink the logo below 32 px

Do.

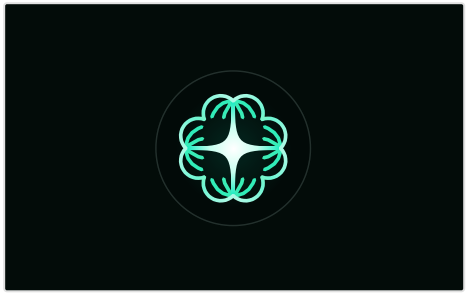
Give the marks a calm ground with plenty of contrast, and let them be.



✓ The light wordmark on dark



✓ The dark wordmark on light



✓ The logo where space is square



✓ A calm, dark part of a picture

Writing the name.

✓ **3AM**	In every sentence, headline and caption.
✗ **3am · 3 AM · 3A.M. · Three AM**	Never these, however a sentence starts.
✗ **3ΛM**	The Λ is only how the mark draws its A. Typed, it is always 3AM.
✓ **3AM Super Intelligence Inc.**	The company's legal name, for contracts and the first mention in formal writing.
✓ **www.3am.si**	The address, always with www.

Banners, in four looks.

Each banner is cut to its platform's size, with the words kept clear of the platform's own picture and buttons. Every look comes in 15 sizes, one zip each, at www.3am.si/press.

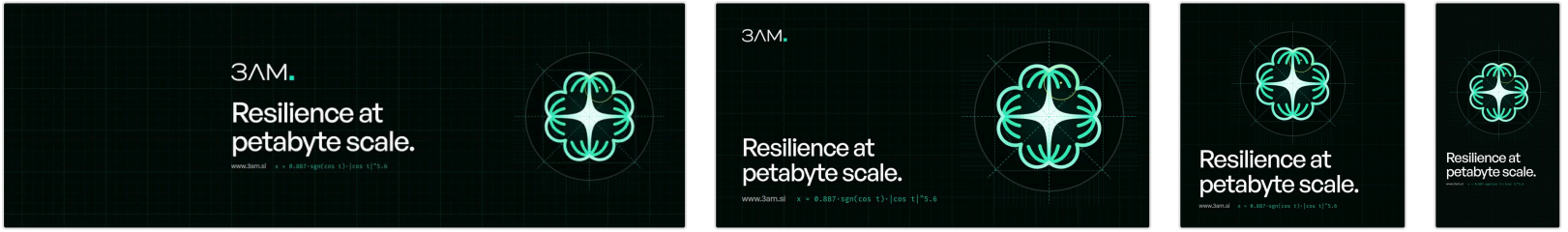
Light

The logo lit, as on the home page.



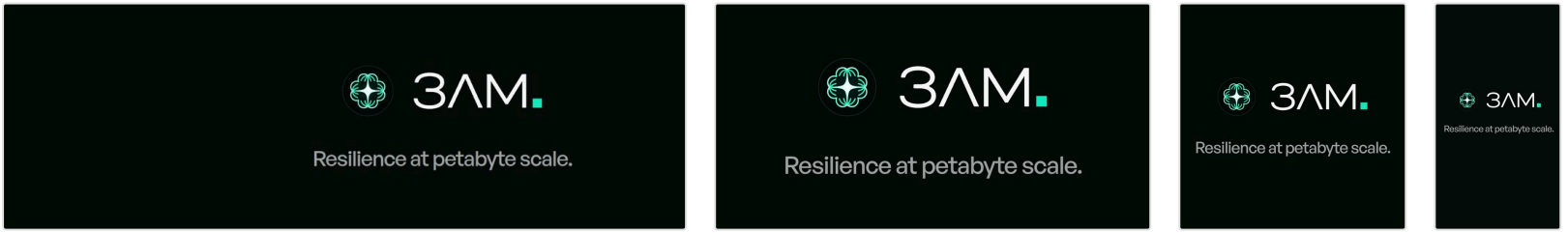
Blueprint

The logo with its construction, on graph paper.



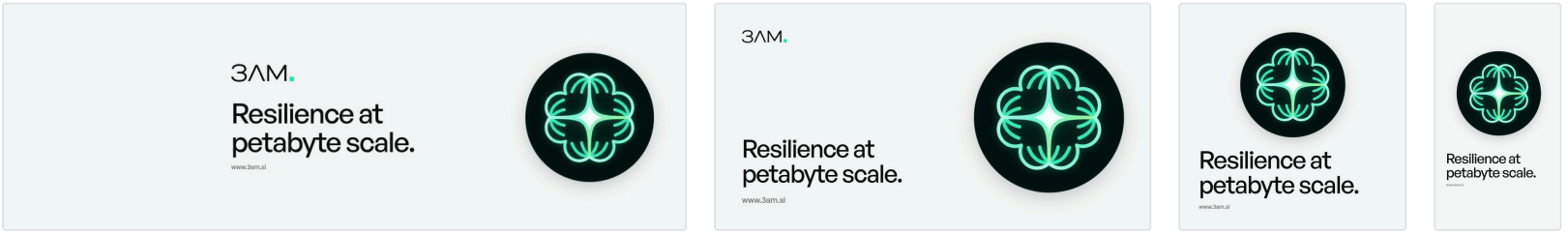
Calm

Night, and the two marks side by side.



Paper

Light ground, for print and white pages.



Writing about us?

Write to hello@3am.si. The founders answer themselves.

3AM is AI on-call for regulated enterprises. It resolves production incidents inside a bank's own network: it proves the root cause on live systems, rehearses the fix, and applies it only after two people approve. The only call home is a signed license check, and every step is hash-chained and signed for the bank's auditors.

3AM Super Intelligence Inc. is a Delaware corporation, founded in 2026 by Siddhesh Kulthe (CEO) and Anuj Barve (CTO). 3AM is a member of NVIDIA Inception.

www.3am.si · hello@3am.si