

NorBot[•]

Canadian Physical AI · Robotics Hub

BRAND KIT · UPDATED JUNE 2026 · AURORA SYSTEM

- 01 Colour System
- 02 Colour in Use
- 03 Wordmark & Dot Specs
- 04 Typography System
- 05 Brand Governance



Colour Hierarchy

North Sky is the dominant surface. Polar Night and Shield Blue are used sparingly for emphasis and contrast.

LIGHT SURFACES · DOMINANT

North Sky

#F2F5F9

Primary background · Dominant surface

Hoarfrost

#E8EFF7

Cards · Panels · Warm surfaces

Cloud

#D8E3EE

Panel tints · Dividers · Subtle depth

MID & DARK · USED SPARINGLY FOR EMPHASIS

Ice Grey

#6B7E99

Body text · Subheadings · Captions

Shield Blue

#1A3A5C

Dark cards · Emphasis panels · Stat blocks

Polar Night

#0A1628

Maximum contrast · Used sparingly

SIGNAL ACCENT · CONSTANT ACROSS ALL SURFACES

Aurora

#3ECFB2

Signal · CTA · Card accent rules · Wordmark dot · Never tinted or desaturated

Aurora Applied

Light / Default

North Sky background.
Polar Night headings.
Ice Grey body text.
Aurora for signal moments.
Hoarfrost for card fills.

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Emphasis Panel

~\$375K

ARR per anchor client

Shield Blue (#1A3A5C) for stat
panels and deal economics blocks.
White text, Aurora accent rules.

Polar Night reserved for maximum
contrast moments only.

11

facilities

4

use cases

Maximum Contrast

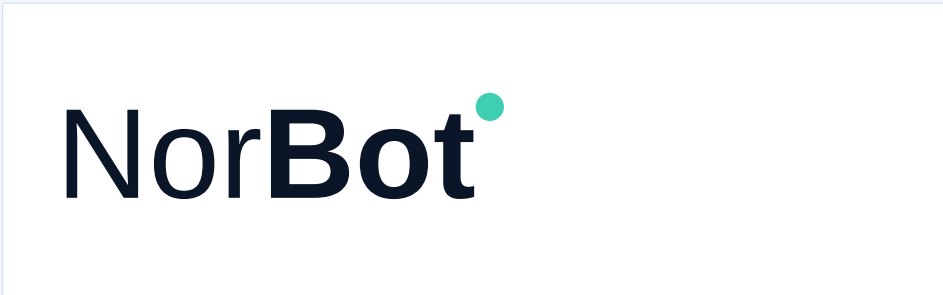
Polar Night (#0A1628) used
sparingly for maximum impact.
Aurora holds at full strength.
Never desaturate or tint Aurora
for accessibility reasons.



Aurora signal holds at full
strength on Polar Night surfaces.

Aurora teal is the signal colour - constant across all surfaces. Never desaturate or tint. Always pair with Polar Night for maximum contrast.

Final Wordmark



"Nor" weight	Light · Neue Haas Grotesk Display Pro 300
"Bot" weight	Bold · Neue Haas Grotesk Display Pro 700
Dot colour	#3ECFB2 Aurora · Never tinted or altered
Dot size	Cap line · radius = 0.11 × font size
Dot position	Centre aligned to top of capitals
Dot spacing	One dot-radius gap from "Bot" terminal
Clear space	Minimum 1× wordmark height on all sides

Type System

DISPLAY / TITLES

Neue Haas Grotesk Display Pro
Bold · All slide titles, section headers, large callouts

Built for where
others stop.

Sizes: 26–45pt for titles · 18–24pt for section heads

BODY / UI / LABELS

Inter
Regular + Medium · All body copy, UI, captions, eyebrows
Precision. Reliability.
Infrastructure for the long winter.

Sizes: 8–12pt body · 7–9pt labels · Open source

WORDMARK ONLY

Neue Haas Grotesk Display Pro
Light (Nor) + Bold (Bot) · Wordmark use only

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Never use NHG Display Pro weight-mix outside the wordmark

Usage Rules

DO

- ✓ Use North Sky (#F2F5F9) as the primary background
- ✓ Use Polar Night + Aurora as the maximum contrast pairing
- ✓ Use Shield Blue (#1A3A5C) for dark cards and stat panels
- ✓ Keep the Aurora dot centre on the cap line
- ✓ Use Aurora at full saturation on all surfaces
- ✓ Use Neue Haas Grotesk Display Pro Bold for all titles
- ✓ Use Inter for all body, UI, labels, and captions
- ✓ Use Aurora as card top accent rules (3pt bar)
- ✓ Use Hoarfrost (#E8EFF7) for card and panel backgrounds
- ✓ Maintain minimum 1x wordmark height clear space
- ✓ Use Cloud (#D8E3EE) for dividers and panel tints

DON'T

- ✗ Use Polar Night as the default background · use it sparingly
- ✗ Tint, desaturate, or alter the Aurora dot or signal colour
- ✗ Place the Aurora dot below the cap line
- ✗ Use Ice Grey as a primary or background colour
- ✗ Stretch or skew the wordmark proportions
- ✗ Use NHG Display Pro for body or UI copy
- ✗ Use Inter for the wordmark
- ✗ Place the wordmark on busy photographic backgrounds
- ✗ Apply a drop shadow to the wordmark
- ✗ Use Shield Blue as the primary page background
- ✗ Recreate the wordmark in any other typeface