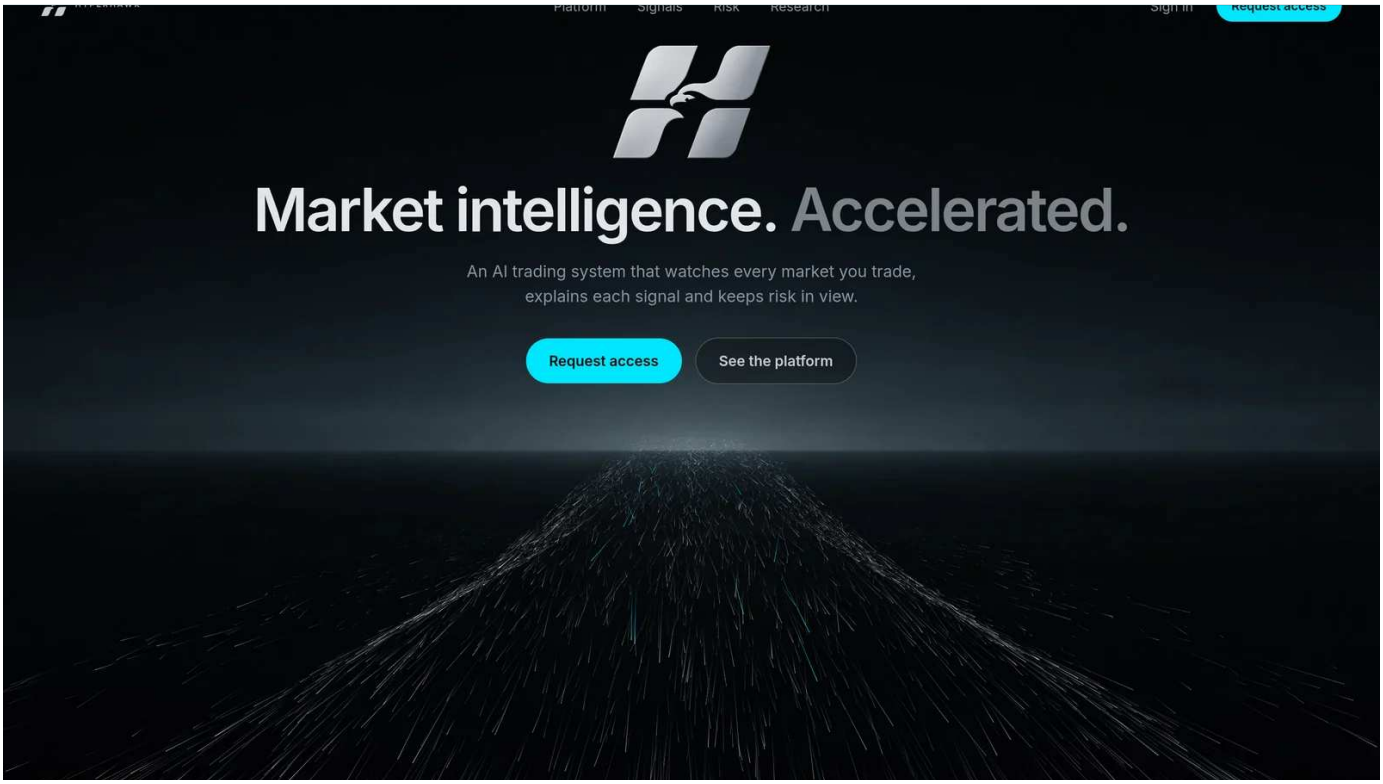
HyperHawk Guidelines.

An AI trading system that watches every market you trade, explains each signal and keeps risk in view.

Introduction



The home page's first screen. The H is machined titanium here, and only here: everywhere else the logo is flat.

HyperHawk is an AI trading system for professional traders and funds. It watches every market a trader follows, raises signals with the evidence behind them, explains each one in plain words and keeps the risk in view beside it. It is institutional market intelligence, not a tip sheet.

The H and the wordmark are the founder's. The H is two pairs of slanted blocks with a hawk's head in the crossbar; HYPERHAWK is set in wide, spaced capitals. Plumage redrew both flat, removed the registered-trademark sign (no registration exists yet), added a small cut for 16 px, and kept metal and glow for the hero and imagery only.

A hawk in a stoop is the fastest animal alive and still precise: speed with control. HyperHawk should feel like a senior risk desk at night: dark, quiet and exact, with one cyan signal on the screen at a time.

At a glance

LOGO

HYPERHAWK

COLOURS

Charcoal
#0B0D10

Graphite
#161A20

Steel Blue
#1E2A36

TYPE

Aa Inter

Aa IBM Plex Mono

LINE

Market intelligence. Accelerated.

BRAND KIT

54 files · 1.6 MB

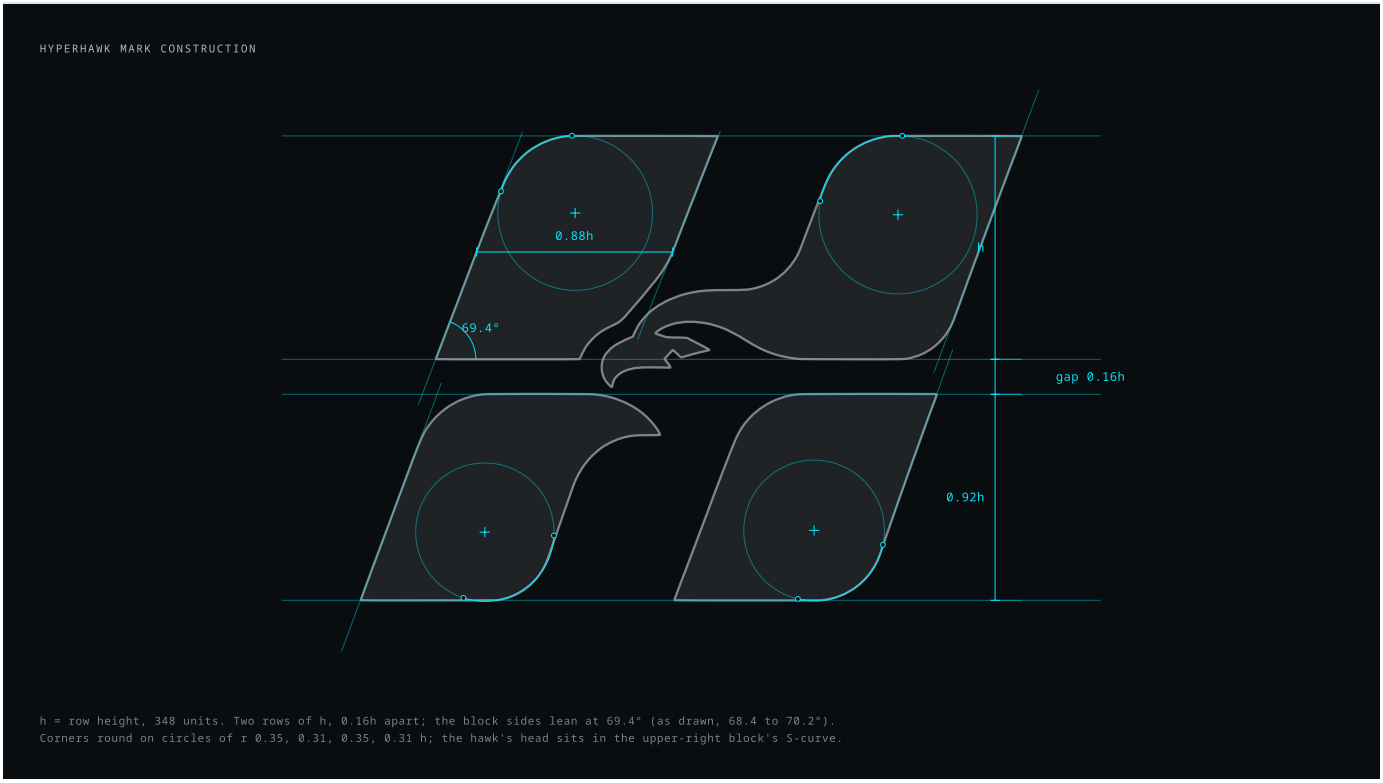
Download the zip

Wordmark scale

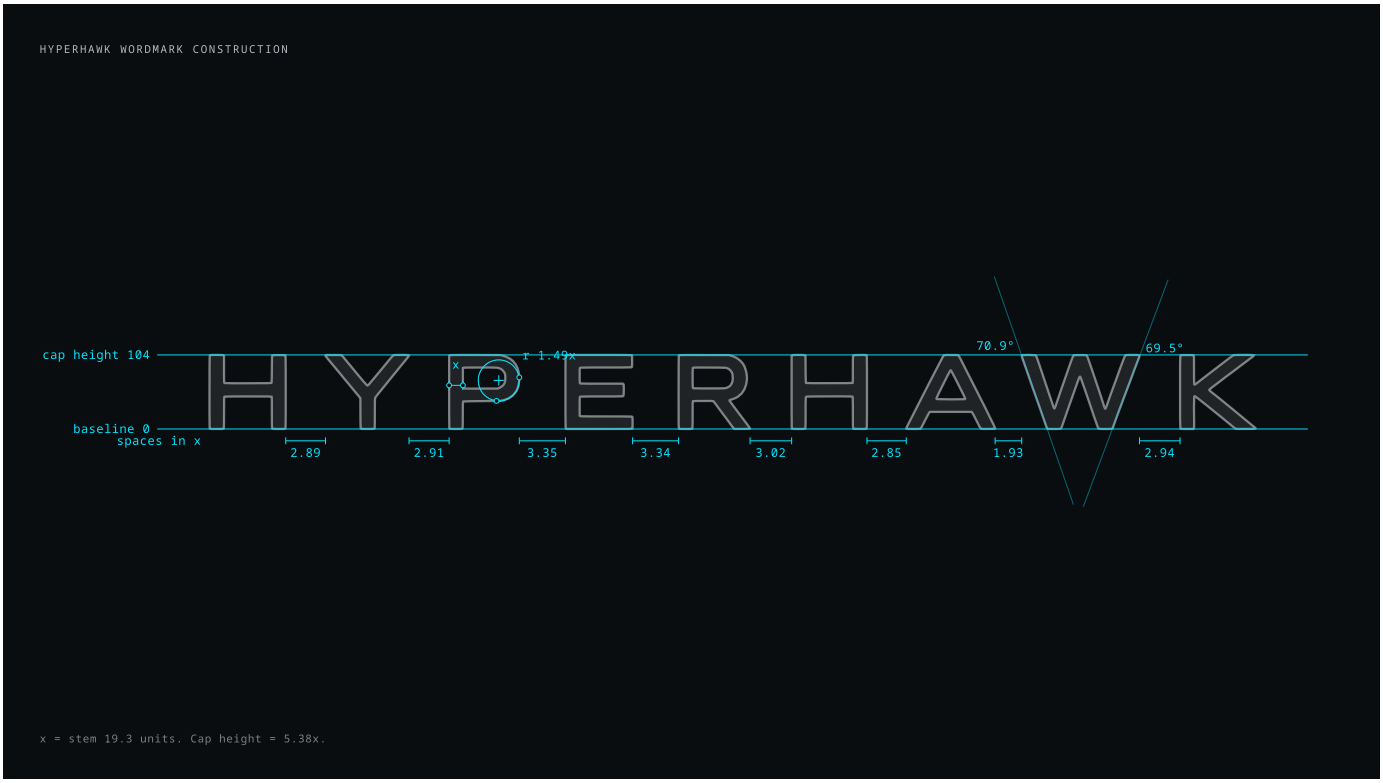
40 px	HYPERHAWK
32 px	HYPERHAWK
26 px	HYPERHAWK
20 px	HYPERHAWK
16 px	HYPERHAWK
13 px	HYPERHAWK
10 px	HYPERHAWK

The H leads. Use the horizontal lockup in navigation bars, on documents and on banners; the stacked lockup, the founder's original, where the space is square; the H alone for the app icon, the favicon, stickers and as a sign-off. Keep the H's 20° slant and the hawk's head in its crossbar. The logo is flat Titan Silver on dark grounds and Charcoal on light ones: no metal, glow or cyan, and no trademark symbols until a mark is registered.

Mark construction



The H is four blocks in two rows of one height, h, set 0.16h apart, with every side leaning at about 69.4°. Their corners round on circles of about a third of h, and the hawk's head grows out of the upper-right block's S-curve.



HYPERHAWK is set in thin, wide capitals 5.4x tall on a stem of x, about 3x apart; the A and W share the mark's lean of about 70°.

Signature



Titan Silver on Charcoal is the signature: the platform, the website, the conference stage. Flat silver, never a metal sheen.



Charcoal on Paper for reports, research notes and letters. Silver never sits on a light ground.

Three cuts



Stacked lockup

The founder's original arrangement: the H over the spaced wordmark. For square spaces: a profile, a sticker, a slide's centre.



The H

Two pairs of slanted blocks, the hawk's head in the crossbar. The app icon and the sign-off.



Small cut

Gaps about 1.5 times wider, a heavier beak and an eye about twice the size, for 16 to 32 px.

Small sizes



Horizontal lockup, 130 px wide



The H, 32 px



Small cut, 16 px

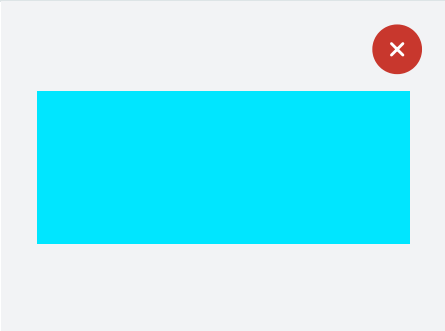
Logo on your background



Please don’t



Don’t add a metal gradient, chrome or glow to the logo. The titanium H belongs to the hero only.



Don’t make the logo cyan. Cyan is for signals and one action per screen.



Don’t straighten or re-slant the H. Its 20° lean is part of the drawing.



Don’t stretch or squash it.



Don’t set it on a mid-grey that swallows the silver. Check the ground with the tool above.



Don’t fade it. The logo is solid.

Core palette

Charcoal

HEX #0B0D10
RGB 11, 13, 16
CMYK 31, 19, 0, 94

Graphite

HEX #161A20
RGB 22, 26, 32
CMYK 31, 19, 0, 87

Steel Blue

HEX #1E2A36
RGB 30, 42, 54
CMYK 44, 22, 0, 79

Titan Silver

HEX #C7CCD2
RGB 199, 204, 210
CMYK 5, 3, 0, 18

Hyper Cyan

HEX #00E6FF
RGB 0, 230, 255
CMYK 100, 10, 0, 0

Ember

HEX #FF9F43
RGB 255, 159, 67
CMYK 0, 38, 74, 0

Paper

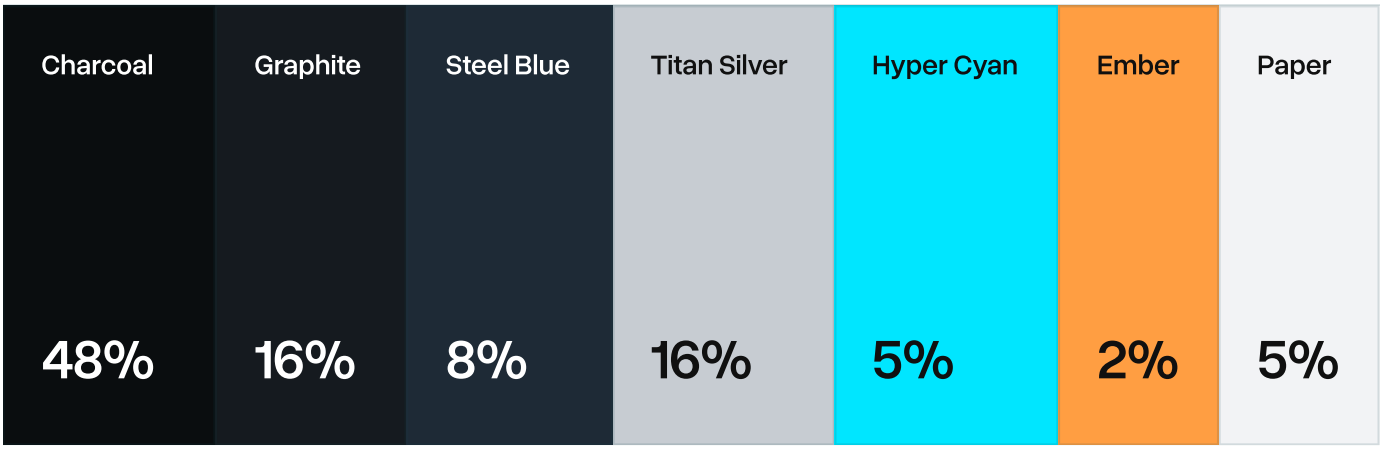
HEX #F2F3F5
RGB 242, 243, 245
CMYK 1, 1, 0, 4

Mist

HEX #8A94A3
RGB 138, 148, 163
CMYK 15, 9, 0, 36

Charcoal is the trading floor at night, Graphite and Steel Blue its panels and grid. Titan Silver is the H, flat. Hyper Cyan is the signal: rare, so it always means something. Ember was added for losses and risk, so gains and losses never rely on red and green. Paper is for the research a fund reads in daylight. CMYK is a plain device conversion; Hyper Cyan sits outside the print gamut, so print it as a matched spot colour.

Color proportions



Charcoal and Graphite cover most of every surface, Silver carries the words, and Hyper Cyan appears once per screen.

Readable combinations

Aa	Titan Silver on Charcoal	12.0:1	AAA
Aa	Titan Silver on Graphite	10.8:1	AAA
Aa	Hyper Cyan on Charcoal	12.7:1	AAA
Aa	Charcoal on Hyper Cyan	12.7:1	AAA
Aa	Ember on Charcoal	9.5:1	AAA
Aa	Mist on Charcoal	6.3:1	AA
Aa	Charcoal on Paper	17.5:1	AAA
Aa	Steel Blue on Paper	13.1:1	AAA
Aa	Hyper Cyan on Paper	1.3:1	Fail

Hyper Cyan and Titan Silver never sit on Paper: they are colours of the dark platform. On reports, use Charcoal and Steel Blue. Ratios are WCAG 2 contrast, measured on the sRGB values above: AAA from 7:1, AA from 4.5:1, AA Large from 3:1 (large or bold text only).

Check a pairing

Type system

Inter: Market intelligence. Accelerated.

Display, interface and text, kept from the founder's board: semibold 600 display at 72 on 76, body 16 on 24, label capitals medium 13 px with +150 tracking. By Rasmus Andersson, SIL Open Font License 1.1; variable WOFF2 about 110 KB (Latin). This preview doesn't load it yet, so the line above falls back to your system's face.

IBM Plex Mono: HXA +1.84% conf 0.71

Added for prices, tickers and model readings, medium 14 on 20 and 40 on 44, so figures line up in every column. By Mike Abbink and Bold Monday for IBM, SIL Open Font License 1.1, on Google Fonts; about 25 KB a weight as WOFF2 (Latin). Figures shown are example data. This preview doesn't load it yet, so the line above falls back to your system's face.

Type scale

DISPLAY

Inter · 600 · 67.3px · 4.209rem

Accelerated.

HEADING 1

Inter · 600 · 50.5px · 3.157rem

Market intelligence. Accelerated.

HEADING 2

Inter · 600 · 28.4px · 1.777rem

Every signal explained. Every risk in view.

HEADING 3

Inter · 600 · 21.3px · 1.333rem

Signal · Momentum breakout

BODY

Inter · 600 · 16px · 1rem

An AI trading system that watches every market you trade, explains each signal and keeps risk in view.

CAPTION

Inter · 600 · 12px · 0.75rem

Institutional market intelligence platform

Tone of voice

HyperHawk speaks like a senior risk-desk analyst: precise, brief and unflappable. The evidence comes before the call.

Every signal is stated as a probability with its reason, and risk is named in the same breath. Nothing is promised, nothing is shouted.

Speed with control

A hawk in a stoop is fast because it is precise. Traders trust HyperHawk with real money, so the voice is calm under pressure, exact about uncertainty and never sells a result.

SIGNATURE

Market intelligence. Accelerated.

INTRODUCTION

An AI trading system that watches every market you trade, explains each signal and keeps risk in view.

DESCRIPTOR

Institutional market intelligence platform

HONESTY

Signals are probabilities, not promises.

RISK LINE

Trading involves risk. Past signals do not predict future results.

CALL TO ACTION

Request access

Evidence first

State the signal, then why, then how sure. Probabilities, never predictions. Figures here are example data.

SAY	AVOID
Signal: HXA momentum breakout. Confidence 0.71.	HXA is about to explode!
Signals are probabilities, not promises.	Beat the market with AI.

Precise, not loud

Short, exact sentences. Name the cause of a problem and what happens next.

SAY	AVOID
Model paused: data feed delayed 40 s.	Something went wrong.

Risk in the same breath

Every figure that tempts comes with the figure that limits it. Figures here are example data.

SAY	AVOID
Risk used: 62% of today’s limit.	Relax, the AI has risk covered.

Conference stage



The horizontal lockup printed flat in Titan Silver on black fabric, the founder's line beneath it. Cyan appears once, on the word that moves.

Business cards



Silver ink on black stock: the lockup on the front, the H alone on the back. Flat ink, no foil, no sheen.

Reception wall



The founder's stacked lockup as matte painted letters standing off a felt wall. The only light on the desk is one cyan line.

Research report



Paper for daylight reading: Charcoal on Paper, one cyan rule. Silver and cyan never carry words on a light ground.

Laptop sticker



The H alone as a matte vinyl sticker: flat silver on black, slanted as drawn.

Conference badge



The H on the badge, the spaced wordmark woven into the lanyard. No names, no figures.

Pattern: formation



One of the H's own blocks repeated in staggered rows like a formation, one lit cyan: the signal. As a device, a single block at the H's 20° slant becomes a tag or a crop.

Export assets

▶ What's inside the zip · 54 files · 1.6 MB

Horizontal lockup



Titan Silver



Charcoal



White



On Charcoal

Stacked lockup



Titan Silver



Charcoal



White

The H



Titan Silver



Charcoal



On Charcoal



White



Small cut, Charcoal



Small cut, Silver

Wordmark



Titan Silver



Charcoal

Profile pictures



Charcoal

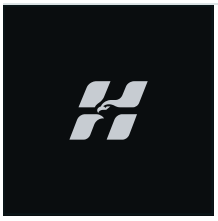


Silver

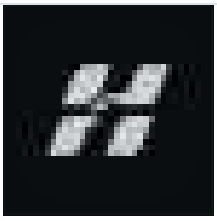


Cyan

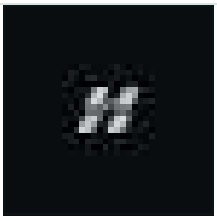
Favicons



Favicon SVG



Favicon PNG



Favicon ICO



Apple icon

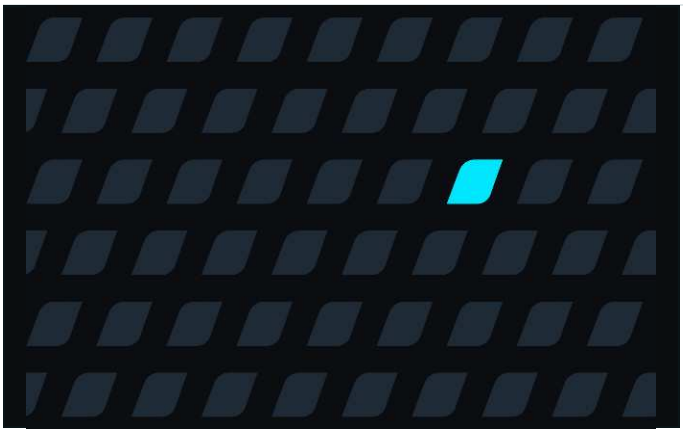


PWA icon



PWA icon large

Pattern



Formation, tile



The block, device

Applications



HyperHawk · 01



HyperHawk · 02



HyperHawk · 03



HyperHawk · 04



HyperHawk · 05



HyperHawk · 06

Typography

Aa Inter

Aa IBM Plex Mono

Brand system and website by Plumage for the founder's HyperHawk. The H and the wordmark are the founder's design.

The HyperHawk H and wordmark are the founder's design; the artwork is not licensed for anyone else's use. Inter and IBM Plex Mono keep the SIL Open Font License 1.1 from their makers. This preview doesn't load them, and nothing on this page grants a licence.