

BRAND SYSTEM / LAUNCH REFINEMENT

CYRYX LABS

The command layer for AI-native builders.

Cyryx Labs is the AI product company behind MAAX Studio, building systems that turn prompt chaos into governed AI execution.

LAUNCH STATUS

Approved foundation

- Monolith logo approved
- Dark-premium direction approved
- Palette discipline requires strict application
- Messaging must stay product-led around MAAX Studio



What is approved, what must be disciplined

APPROVED

Official monolith logo

Use the metallic vertical monolith with teal core as the primary symbol.

APPROVED

Dark-premium direction

Onyx, metal, controlled teal, command UI, and product-led system visuals.

REFINE

Palette discipline

Teal is an accent for intelligence, activation and status - not a dominant background.

REFINE

Product messaging

Cyryx must lead with MAAX Studio, MAAX Protocol and governed execution.

FINAL RECOMMENDATION

Approve the monolith logo and dark-premium visual direction as the official foundation for Cyryx Labs. Before locking Brand System v1.0 for public launch, enforce palette discipline, reduce teal overuse, and sharpen product-led messaging around MAAX Studio, MAAX Protocol, and the shift from prompt chaos to governed AI execution.

Guiding line: From prompt chaos to governed AI execution.

Cyryx Labs is not generic AI infrastructure

BRAND ESSENCE

Cyryx Labs is an AI product company. The company builds execution systems for AI-native builders, starting with MAAX Studio. The brand should feel controlled, technical, powerful and human-governed - not playful, generic, or abstract.

CORE PROMISE

Build with AI squads,
not scattered prompts.

POSITIONING

- Cyryx Labs: AI product company
- MAAX Studio: flagship agentic execution OS
- MAAX Protocol: proprietary execution architecture
- Audience: founders, agencies, product teams and technical builders

PRODUCT ARCHITECTURE

CYRYX LABS

AI product company

MAAX STUDIO

Flagship execution OS

MAAX PROTOCOL

Execution architecture

Soul Kernel

Atlas Graph

Command Units

Mission Loop

Command Gates

Mission Ledger

Margin Governor

The monolith is the official symbol

PRIMARY OFFICIAL LOCKUP



ICON MARK



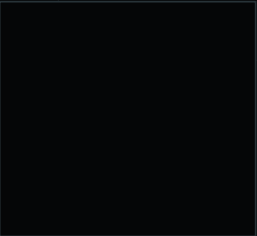
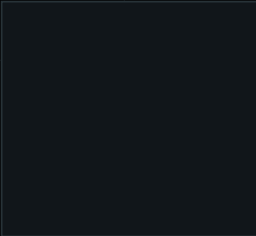
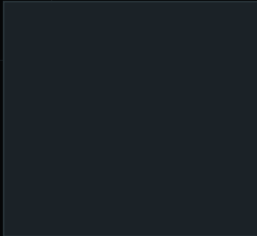
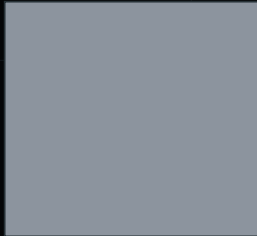
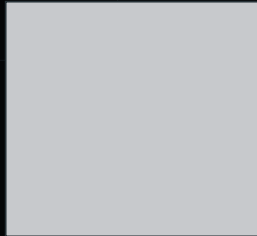
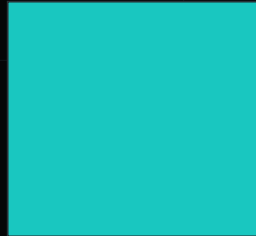
SOCIAL PROFILE



LOGO USAGE RULES

- Use the monolith as the primary mark across product, social, site and pitch materials.
- Preserve proportions. Do not stretch, rotate, recolor or distort the mark.
- Create a simplified flat version for favicon, small app icons and tiny UI placements.
- Use the full lockup for hero, social headers, pitch covers and launch graphics.

Dark foundation. Metallic structure. Teal as signal.

							
Onyx #050607	Obsidian #0A0D0F	Graphite #11161A	Gunmetal #1B2227	Steel #8C949E	Silver #C7C9CC	Core Teal #0F6B68	Teal Glow #19C7C0

USAGE DISCIPLINE

Foundation

Onyx, Obsidian, Graphite and Gunmetal create the permanent environment. These colors should carry most backgrounds and panels.

Do not let the brand become cyan/cyberpunk. Teal should guide attention, not dominate the canvas.

Structure

Steel and Silver create hierarchy, typography, icon edges and metallic signature. They should keep the brand premium and legible.

Signal

Core Teal and Teal Glow signal activation, intelligence, status, selection and command. They must remain accents only.

A restrained system for a serious AI product company

LOGO / SIGNATURE

CYRYX

LABS

Versa-style custom wordmark. Use only as brand signature, not as paragraph or UI font.

HEADLINES

Space Grotesk

Recommended for landing page headlines.

Clean, modern, technical and readable. It carries the product-led narrative without pushing the site into game/sci-fi territory.

BODY / UI / TECHNICAL

Inter

Recommended for body copy and UI.

Use Inter for product screens, long text, dashboards, navigation, buttons and documentation. Technical labels may use a mono/display accent sparingly.

Visual world: controlled. monolithic. product-led

REFERENCE MOODBOARD



MOODBOARD INTERPRETATION

KEEP

- Monolithic architecture
- Black glass and brushed metal
- Mission control and product UI
- Atlas graph / connected context
- Focused workspace / builder command center

AVOID

- Random image collage
- Generic AI brain icons
- Smiling stock people
- Overpowering teal backgrounds
- Cyberpunk/gaming excess

The svstem must stav coherent across every asset

REFERENCE BRANDBOARD

1. BRAND IDENTITY / HERO

The command layer for AI-native builders.

AI product company behind MAAX Studio.

2. LOGO SYSTEM

PRIMARY LOCKUP

SECONDARY HORIZONTAL LOCKUP

ICON MARK

MONOCHROME / REVERSED

Always use the official monolith mark. Do not distort, recolor, rotate, or alter proportions.

3. APPROVED COLOR PALETTE

Onyx #0A0A0A

Obsidian #0F1114

Graphite #14181D

Gunmetal #1E2329

Steel #8C949E

Silver #C4C8CE

Core Teal #0F6868

Teal Glow #19C7C0

Teal is an accent, never the primary background color.

4. TYPOGRAPHY

LOGO / DISPLAY - VERSA STYLE CUSTOM WORDMARK

HEADLINES - SPACE GROTESK

BODY / UI - INTER

5. BRAND ESSENCE / ATTRIBUTES

Command-first

Strategic

Controlled

Technical

Human-governed

Product-led

Precise

Trusted

Future-ready

6. VISUAL LANGUAGE

Monolithic architecture

Command grid / HUD lines

Atlas graph / connected nodes

Mission control UI

Premium product interface

Focused workspace

8. APPLICATION EXAMPLES

LANDING PAGE HERO

PRODUCT UI / MAAX STUDIO SCREEN

APP ICON

BUSINESS CARD

9. BRAND RELATIONSHIP TO PRODUCT

AI product company

MAAX STUDIO

Agentic execution OS

CORE CAPABILITIES POWERING MAAX STUDIO

10. BRAND USAGE NOTES

Use the monolith logo as the primary symbol.

Maintain clear space and legibility.

Use teal sparingly as an accent.

Build with precision and consistency.

CYRYX LABS BRAND BOARD

VERSION 1.0

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BRANDBOARD REQUIREMENTS

- One symbol: the official monolith.
- One hierarchy: Cyryx Labs -> MAAX Studio -> MAAX Protocol.
- One message: governed AI execution.
- One palette rule: dark foundation, teal signal.
- One product language: missions, gates, ledgers, kernels, graphs and command units.

APPROVAL CONDITION

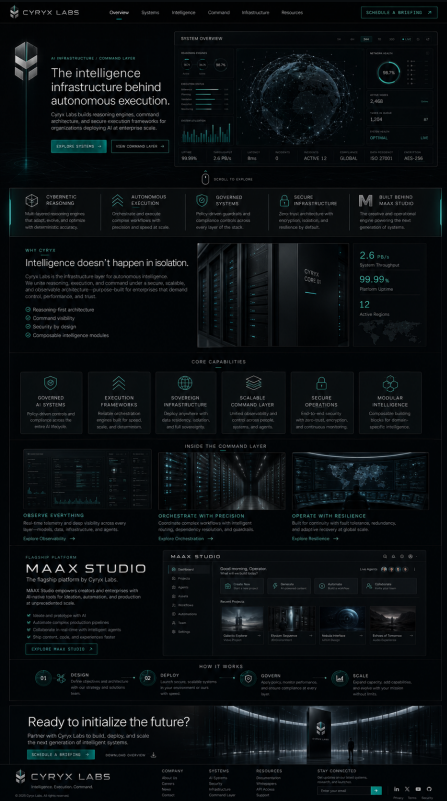
The brandboard is approved only when the visual system supports the product story instead of becoming a purely aesthetic technology poster.

MAAX Studio must drive the storytelling

WHAT THE VISUALS MUST SHOW

- Mission console
- Soul Kernel loaded
- Atlas Context Packet
- Command Units active
- Command Gates pass/warn/fail
- Mission Ledger events
- Estimated cost and budget guardrails
- Human approval required

PREFERRED DIRECTION



Speak like an operator, not a hype machine

PRIMARY TAGLINE

The command layer for AI-native builders.

CORE PROMISE

From prompt chaos to governed AI execution.

CYRYX DESCRIPTION

Cyryx Labs builds AI-native execution systems for

MAAX STUDIO DESCRIPTION

MAAX Studio is an agentic execution OS for

VOICE AND TONE

Commanding

Clear, decisive and high-conviction.

Technical

Precise product language; no vague AI buzzwords.

Human-governed

AI empowers builders; humans stay in command.

Product-led

Lead with MAAX Studio and execution outcomes.

Use the brand where it creates trust, not noise

X / SOCIAL HEADER



PROFILE / APP ICON



LANDING PAGE RULE

The landing page should be mobile-first, dark-premium and product-led. It must showcase the MAAX mission console and explain why governed execution matters. Avoid generic data-center claims.

LAUNCH ASSET CHECKLIST

- Logo PNG/SVG and flat icon
- X profile image and header
- Landing hero with MAAX Studio console
- Pitch cover and social teaser templates
- Product UI screenshots with mission/gate/ledger language

Before Cyryx Labs Brand System v1.0 goes public

FINAL APPROVAL CHECKLIST



Logo

Monolith symbol and Versa-style wordmark approved; small-size flat mark prepared.



Messaging

Every public asset connects Cyryx Labs to MAAX Studio and governed AI execution.



Social

Bio, header, profile icon and first launch posts aligned to the same narrative.



Palette

Teal reduced to accent/status usage; dark neutrals carry the interface.



Landing page

Mobile-first, product-led, GSAP effects controlled, no generic AI infrastructure story.



Product

MAAX language consistent: Soul Kernel, Atlas Graph, Command Units, Gates, Ledger, Governor.

Now the game is real: build with consistency, ship with control.