

CYRYX LABS

Complete Brandboard v1.0

The intelligence infrastructure behind autonomous execution.

Parent company behind MAAX Studio

Built for intelligence. Engineered for scale.



1. Brand Strategy

Brand Name

Cyryx Labs

Pronunciation

SIGH-ricks Labs / Sáiriks Labs

Meaning

Cybernetic reasoning and autonomous execution. A proprietary invented name built for AI infrastructure, systems, and command architecture.

Positioning

Cyryx Labs builds the intelligence infrastructure that powers autonomous systems at enterprise scale.

MAAX Relationship

Cyryx Labs is the company. MAAX Studio is the flagship autonomous execution environment.

Official positioning line

“The intelligence infrastructure behind autonomous execution.”

“Cybernetic Reasoning. Autonomous Execution.”

2. Official Visual Brandboard



CYRYX LABS

OFFICIAL BRAND SYSTEM

The intelligence infrastructure
behind autonomous execution.

PRIMARY LOGO



SECONDARY LOCKUP



ICON MARK



COLOR PALETTE

Onyx #0A0A0A	Graphite #121417	Charcoal #1B1E22	Deep Space #23272B	Silver #C7C9CC	Teal #0D3B3B	Emerald Accent #0E5B57

TYPOGRAPHY

HEADLINE / DISPLAY

ORBITRON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BODY / UI

INTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

BRAND ATTRIBUTES

- Strategic
- Precise
- Autonomous
- Enterprise
- Command-Layer
- Future-Ready

BUSINESS CARD



ALEXANDER KELLER
CHIEF ARCHITECT

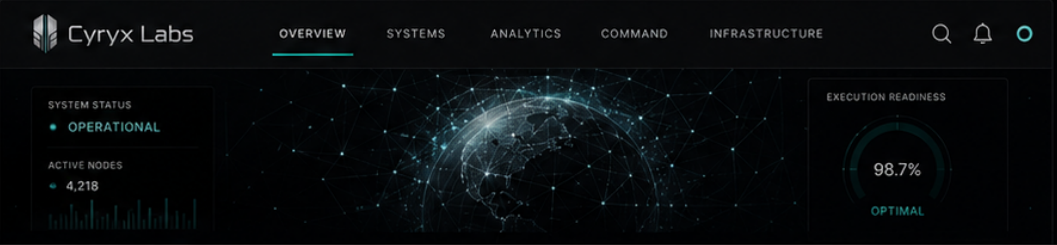
alex.keller@cyryxlabs.com

+1 415 555 0187

cyryxlabs.com



SOFTWARE HEADER



BUILT FOR INTELLIGENCE. ENGINEERED FOR SCALE.

3. Logo System

Primary logo

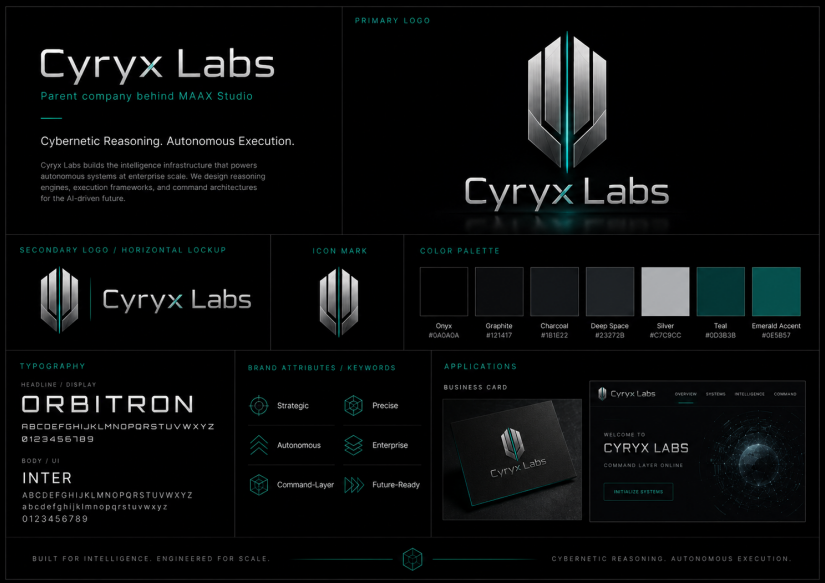
Icon mark + Cyryx Labs wordmark for website hero, decks, product pages, and investor-facing collateral.

Secondary lockup

Icon left + divider + wordmark for headers, navigation bars, business cards, and co-branding.

Icon mark

Standalone monolith/shield for favicon, app icon, CLI badge, GitHub org, loader, and watermark.



Logo principle

- The mark must feel architectural, precise, sovereign, and scalable.
- The teal core line represents intelligence flow, execution, and command-layer control.
- The metallic facets represent infrastructure, discipline, and engineered systems.
- A simplified flat SVG version is required before production use.

4. Color Palette



Onyx #0A0A0A Primary background	Graphite #121417 Surface base	Charcoal #1B1E22 Secondary surface	Deep Space #23272B Borders / panels	Silver #C7C9CC Text / identity	Teal #0D3B3B Core accent	Emerald #0E5B57 Active status
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Usage guidance

- Use Onyx and Graphite as the dominant visual base.
- Use Silver for text, identity, and premium metallic treatments.
- Use Teal and Emerald only as controlled accents: active states, core lines, system status, highlights.
- Avoid bright neon, rainbow gradients, and warm/gold accents in the core Cyryx system.

5. Typography

HEADLINE / DISPLAY

ORBITRON

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

BODY / UI

INTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Recommended production stack

- Display: Orbitron, Space Grotesk, Sora, system sans.
- Body/UI: Inter, IBM Plex Sans, Aptos, system sans.
- Use Orbitron sparingly. Overuse can make the brand feel like gaming/sci-fi instead of enterprise infrastructure.

6. Brand Attributes and Voice

Strategic

Think in systems, not features.

Precise

Use exact, engineered language. Avoid vague AI hype.

Autonomous

Emphasize execution, delegation, orchestration, and compounding leverage.

Enterprise

Signal trust, governance, security, reliability, and operational maturity.

Command-Layer

Position Cyryx as infrastructure for control, context, and coordinated action.

Future-Ready

Speak to AI-native organizations, agentic workflows, and new software operating models.

Voice principles

- Use language such as command architecture, autonomous execution, reasoning systems, context graph, governed agents, operational intelligence.
- Avoid cartoon AI, generic productivity claims, fluffy assistant language, and consumer-app casualness.
- Cyryx should feel like an infrastructure company, not a prompt wrapper.

7. Cyryx Labs and MAAX Studio Architecture

Cyryx Labs

Company / AI infrastructure lab. Owns strategic narrative, brand trust, R&D; story, investor narrative, and product ecosystem.

MAAX Studio

Flagship product / autonomous execution environment. Used for customer-facing agent cockpit and builder interface.

MAAX Protocol

Technical layer / framework name for orchestration, context persistence, mission control, and governance primitives.

Co-branding

Preferred system: "MAAX Studio by Cyryx Labs" or "A Cyryx Labs Product".

Recommended ecosystem structure

Cyryx Labs → MAAX Studio → MAAX Protocol → Soul Kernel → Atlas Graph → Command Units

8. Application System

Digital

Website hero, product UI header, login screen, dashboard navigation, command console, loading state, favicon, app icon.

Product

MAAX Studio shell, CLI badge, agent cards, mission dispatch screen, execution graph, system status panels.

Corporate

Pitch deck, investor memo, business card, LinkedIn/X identity, GitHub org, legal docs, invoices, Stripe branding.

Visual assets

Monolithic architecture, black glass, brushed metal, dark grid systems, neural terrain, command-center screens.

Motion

Slow reveal, vertical teal core activation, scan lines, tactical UI boot sequence, restrained glow, no arcade effects.

Do not use

Generic brains, mascots, rainbow gradients, childish cyberpunk clutter, excessive neon, playful SaaS illustrations.

9. Moodboard Reference



Cyryx Labs

Cybernetic Reasoning

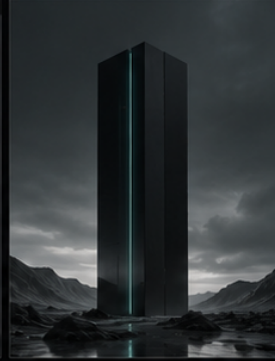
Autonomous Execution

Command Architecture

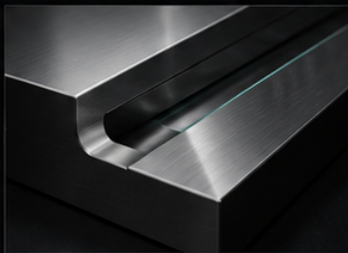
Premium AI Systems

Company Behind MAAX Studio

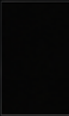
CYRYX LABS BUILDS THE INTELLIGENCE INFRASTRUCTURE THAT POWERS AUTONOMOUS SYSTEMS AT ENTERPRISE SCALE. WE DESIGN REASONING ENGINES, EXECUTION FRAMEWORKS, AND COMMAND ARCHITECTURES FOR THE AI-DRIVEN FUTURE.



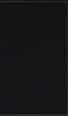


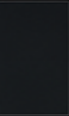


PALETTE

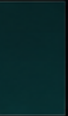














ONYX

GRAPHITE

CHARCOAL

DEEP SPACE

SILVER

TEAL

AMBER

#0A0A0A

#121417

#1B1E22

#232728

#C7C9CC

#003B3B

#FF824A

MATERIALS













BLACK GLASS

BRUSHED METAL

GUNMETAL

CARBON FIBER

DARK STONE

LED ACCENT

KEYWORDS

INTELLIGENCE

INFRASTRUCTURE

AUTONOMY

PRECISION

SOVEREIGN SYSTEMS

STRATEGIC

SCALABLE

SECURE

MODULAR

FUTURE-READY

// CYRYX LABS //

BUILDING THE COMMAND LAYER FOR THE AGE OF INTELLIGENCE

CYRYX//ARCHITECTURE v1.0

CYRYX LABS // BRAND SYSTEM v1.0

10. Logo Exploration Reference

CYRYX LABS — LOGO EXPLORATIONS

COMMAND ARCHITECTURE. INTELLIGENCE INFRASTRUCTURE.

01  Cyryx Labs ICON 	02  Cyryx Labs ICON 	03  Cyryx Labs ICON 	04  Cyryx Labs ICON 
05  Cyryx Labs ICON 	06  Cyryx Labs ICON 	07  Cyryx Labs ICON 	08  Cyryx Labs ICON 

BUILT FOR INTELLIGENCE. ENGINEERED FOR SCALE.

PARENT BRAND BEHIND MAAX STUDIO

11. Production Checklist

Trademark and name clearance	Search USPTO, WIPO, state registries, domain/social availability, and similar names in AI/software.	PENDING
Vector logo package	Create SVG, PDF vector, transparent PNG, monochrome, flat icon, dark-mode and light-mode versions.	PENDING
Product co-branding	Create "MAAX Studio by Cyryx Labs" lockup and "A Cyryx Labs Product" micro-lockup.	PENDING
UI design tokens	Convert palette, typography, spacing, border, radius, and motion rules into design tokens.	PENDING
Landing page system	Build hero, navigation, CTA, dashboard preview, product module cards, pricing, and founder/investor story.	PENDING
Governance rules	Define clear space, minimum size, prohibited treatments, background rules, icon scaling, and export naming.	PENDING