THE VISUAL IDENTITY

Nebil Seman Brand Guidelines



Strategy / Logo / Visual Language / Applications

PUBLIC PORTFOLIO EDITION

A connected identity for two audiences.

One personal brand, two clear user journeys. The same promise of design-minded engineering, expressed through proof that matters to each audience.

BUSINESS CLIENTS

VALUE PROPOSITION

From brand to launch, one coherent system.

Clarity · confidence · continuity

RECRUITERS

PROOF OF CAPABILITY

Product-minded full-stack engineering.

Architecture · delivery · judgment

BRAND PROMISE I build digital systems that help businesses grow.

Calm confidence. Technical substance.

Precise positioning, grounded in real work and demonstrable outcomes.

01	**ONE CONNECTED SYSTEM**	Brand identity, websites, software, and growth work in concert.
02	**ENGINEERING DISCIPLINE**	Design for clarity, maintainability, usability, and long-term change.
03	**DESIGN INTENTION**	Geometric, restrained, legible, and quietly distinctive.
04	**OWNERSHIP & PROOF**	Show shipped work, documented decisions, and verified results.

BRAND VOICE **Precise · Clear · Useful · Measured**

One mark. Purpose-built variants.

Original geometric identity, with dedicated versions for light and dark surfaces.



LIGHT-SURFACE VARIANT



DARK-SURFACE VARIANT



NAVY



WHITE



BLACK



TEAL

Simple rules protect recognition.

Preserve proportions, allow breathing room, and select the correct surface variant.



RECOMMENDED CLEAR SPACE: 8% OF MARK WIDTH

DARK SURFACES

Use the dedicated dark-surface variant.



AVOID: low-contrast or distorted usage

A restrained, recognizable palette.

Core logo colors with neutral surfaces that support clarity and legibility.

DEEP NAVY
#0F172A

SOFT TEAL
#14B8A6

SLATE WHITE
#F1F5F9

INK
#182338

MIST
#EEF3F4

LOGO GRADIENT

#14B8A6 #20C4B4

Typography supports the geometry.

Clear hierarchy, measured spacing, and quiet graphic structure.

DISPLAY / SORA

Build with intention.

BODY / INTER

Make complex systems understandable. Supporting copy uses concise language, comfortable spacing, and a deliberate hierarchy.

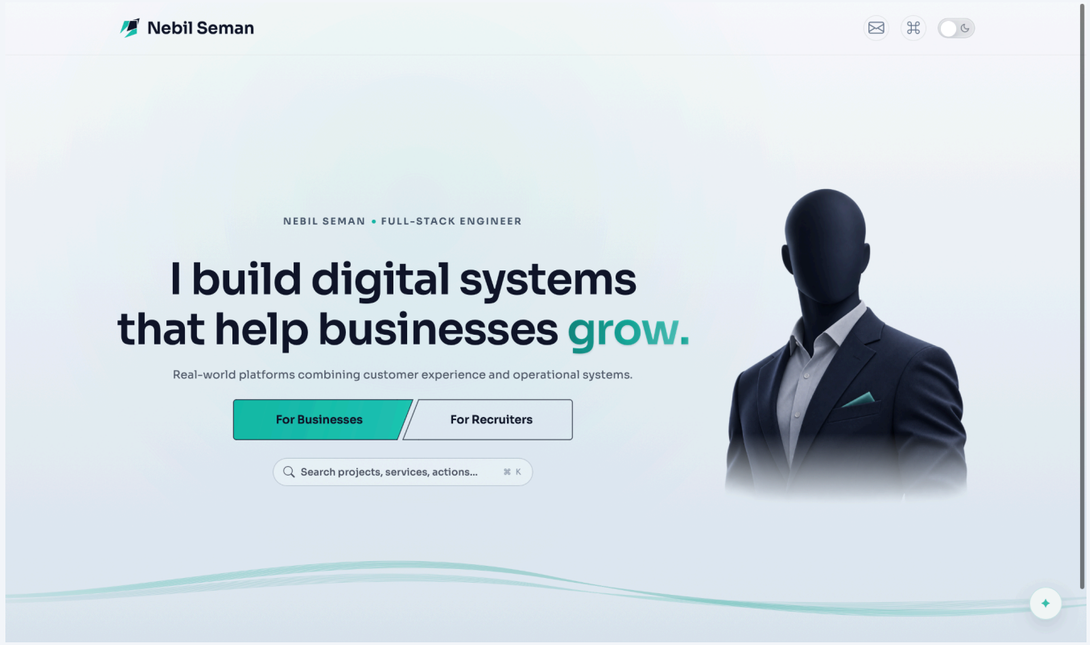
GRAPHIC LANGUAGE

Angular cuts / wide margins / quiet grids

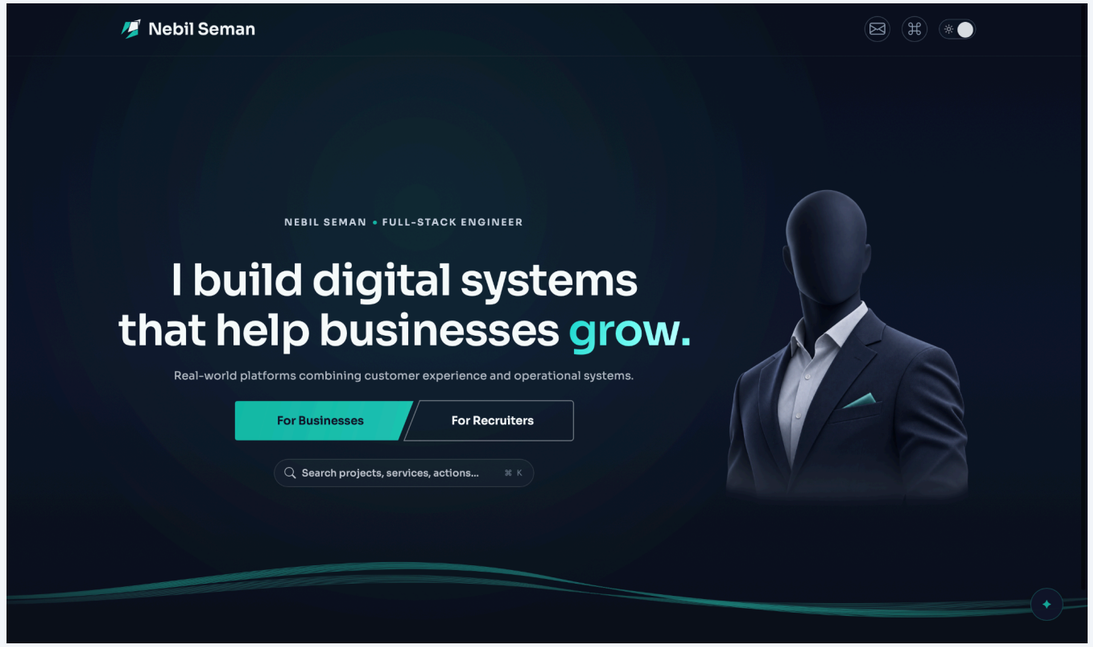


A consistent digital expression.

The HomepagePro gateway, shown in light and dark themes.



HOMEPAGE / LIGHT MODE



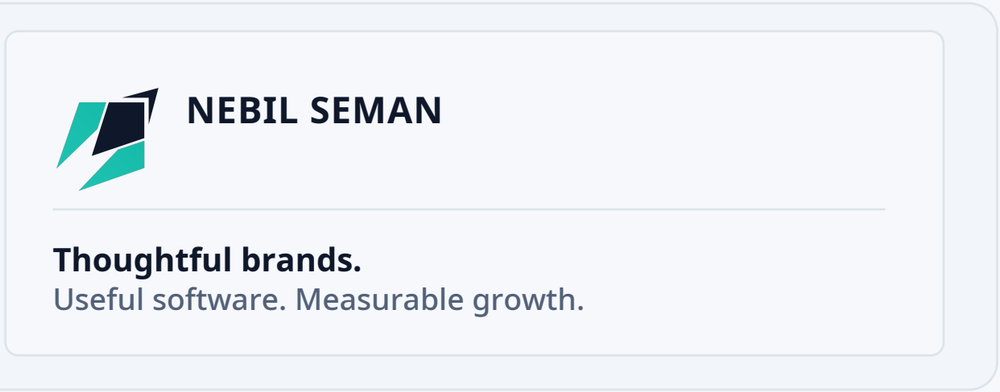
HOMEPAGE / DARK MODE

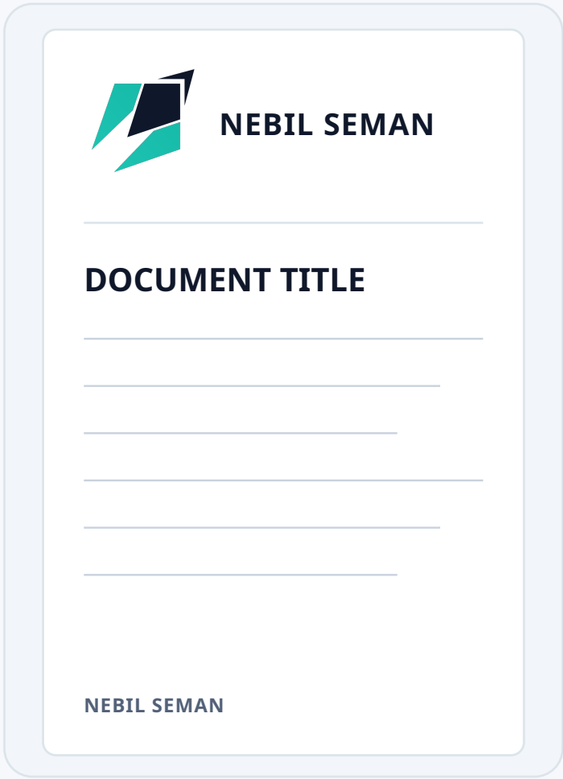
ONE IDENTITY / TWO AUDIENCE PATHS / CONSISTENT SURFACES

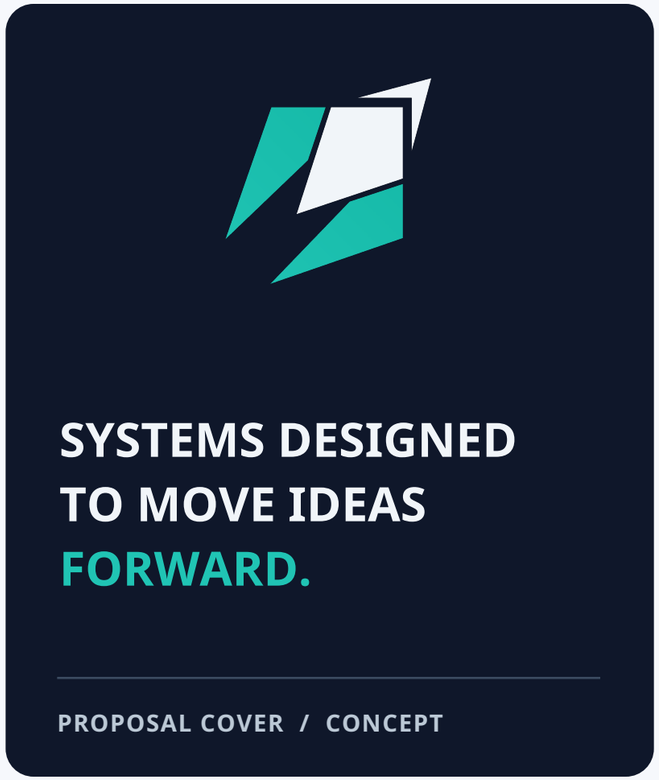
Brand identity beyond the screen.

Illustrative print concepts: business card, letterhead, and proposal cover.









A system designed to be used.

An overview of the identity and its intended applications.

01	STRATEGY	Audience · differentiation · messaging
02	LOGO SUITE	Light / dark SVGs · monochrome uses · favicon
03	VISUAL LANGUAGE	Color specifications · typography · graphic rules
04	APPLICATIONS	Website · social · business card · document concepts

REFERENCE ASSETS: NS_light.svg · NS_dark.svg

PORTFOLIO SAMPLE / Client deliverables and production specifications vary by scope.

