Mach.
ADVISORY

BRAND GUIDELINES // VERSION 2

One firm.
Three practices.

Logo, colour, type, voice and imagery for Mach Advisory.

machadvisory.ai/brand · 2026

Rare combination. Real results.

Mach Advisory is an AI-first engineering and go-to-market advisory firm. We architect your AI strategy, engineer the solution, and launch it to market, with data-driven results you can measure.

Strategy firms hand you a plan. Dev shops write the code. Agencies run the launch. Every handoff costs you context, time and momentum. Mach carries your initiative from blueprint to production to market with one team and one point of accountability.

01 // ARCHITECT
Consulting & Architecture
AI readiness, roadmaps, target-state architecture

02 // ENGINEER
Engineering & Development
Agentic-first builds, integration, platforms, pods

03 // LAUNCH
GTM Enablement & Launch
Technical GTM, positioning, enablement, launch

30 min	**1 week**	**30 days**	**0**
Discovery call. No pitch deck, no sales script.	To a rapid assessment readout.	To measurable results on most engagements.	Handoffs between strategy, build and launch.

Direct. Technical. Confident.

Mach sounds like a senior operator who has shipped this before. Headlines state the point, then the payoff arrives in the light weight.

WRITE LIKE THIS

- ✓ Outcome first, feature second.
- ✓ Short sentences and active verbs: architect, engineer, launch, ship.
- ✓ Specific over superlative: "readout within one week".
- ✓ Company voice: "Mach" and "we".
- ✓ Numerals, always: 3 practices, 30 minutes, 30 days.

NEVER

- ✕ Em dashes. Use a colon, a comma or a full stop.
- ✕ Copy built around one person's biography.
- ✕ "Cutting-edge", "world-class", "synergy", "leverage".
- ✕ Exclamation marks and emoji.
- ✕ Unsourced statistics and invented client names.

DON'T

~~We leverage cutting-edge synergies to deliver world-class AI solutions!~~

DO

We architect it, build it and launch it, with results you can measure.

HEADLINE

Architect. Engineer. Launch.

SUBHEAD

The team that designs it builds it, and the team that builds it launches it.

PROOF

30 minutes to a discovery call. 1 week to a readout. 30 days to measurable results.

CONTRAST

Strategy firms hand you a plan. Dev shops write the code. Agencies run the launch.

CALL TO ACTION

Ready to move at Mach speed?

SOCIAL POST

Rare combination. Real results. One team from blueprint to production to market.

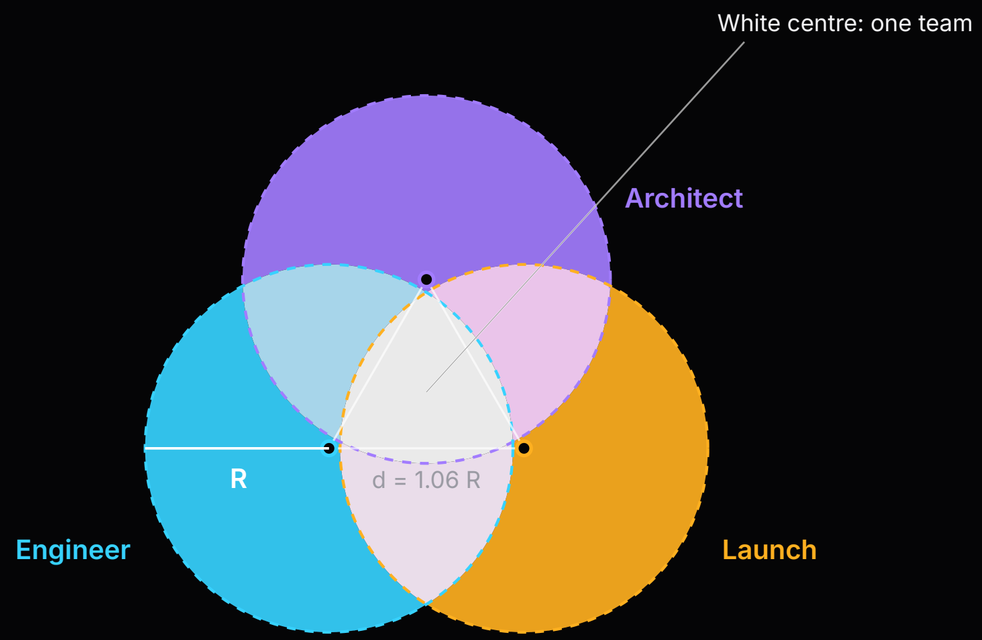
Three circles. One centre.

Five lockups, four colourways. Colour on dark is the default; white and black are for single-colour use.

ON DARK. THE DEFAULT.

ON LIGHT

Symbol construction.



1 **Equal circles**
Three circles of one radius R: Architect violet, Engineer cyan, Launch amber.

2 **One triangle**
Centres on an equilateral triangle, 1.06 R apart, so every pair overlaps equally.

3 **A white centre**
Where all three meet the overlap is white: three practices, one team.

4 **Flat colour**
Overlaps are flat paths, not blend modes, so it prints and scales identically.

Wordmark. “Mach” in Inter ExtraBold (800), tracking −0.035em, with a round Mach Blue (#2f6bf5) period. “ADVISORY” in Inter Medium (500), tracking +0.30em, grey.

Clear space and minimum size.

Clear space = the height of the M.

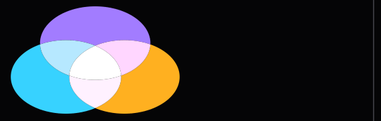
Keep a margin equal to the cap height of the M (x) free of text, edges and other graphics on all four sides. In the horizontal lockup that is 0.61 of the logo height.

Symbol
24 px tall · Print 6 mm

Horizontal and stacked
120 px wide · Print 30 mm

Wordmark
80 px wide · Print 20 mm

Eight things we never do.

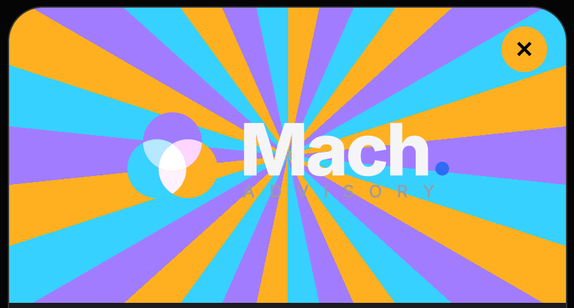


Don’t stretch

Don’t recolour

Don’t rotate

Don’t add effects



Don’t use a busy background

Don’t go low contrast

Don’t retype the wordmark

Don’t crowd it

A black canvas. Three accent lights.

CANVAS
Black
#050506 5 5 6

SURFACE
Graphite
#1B1B1F 27 27 31

SURFACE, RAISED
Graphite 2
#222227 34 34 39

ACTION
Mach Blue
#2F6BF5 47 107 245

TEXT ACCENT
Link
#6FB0FF 111 176 255

ARCHITECT
Violet
#A27CFF 162 124 255

ENGINEER
Cyan
#37D2FF 55 210 255

LAUNCH
Amber
#FFB020 255 176 32

STATUS
Good
#34D27B 52 210 123

PRIMARY TEXT
Text
#F5F5F7 245 245 247

SECONDARY TEXT
Text 2
#9A9AA3 154 154 163

Spectrum
Violet, Cyan, Amber

Aa **Text on Black** 18.71 : 1 · AAA

Aa **Text 2 on Black** 7.30 : 1 · AAA

Aa **Link on Black** 9.05 : 1 · AAA

Aa **White on Blue** 4.62 : 1 · AA

Aa **Violet on Black** 6.66 : 1 · AA

Aa **Cyan on Black** 11.47 : 1 · AAA

Aa **Amber on Black** 11.14 : 1 · AAA

Aa **Text 2 on White** 2.79 : 1 · Fail

One family. Two weights of voice.

INTER // SF PRO

Aa

Direct. Technical. Calm.

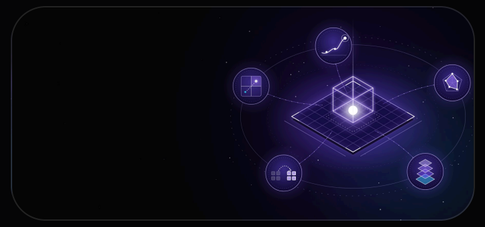
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SF Pro on Apple devices, Inter everywhere else, then the system font. Weights 400 to 800 (300 on SF Pro).

```
-apple-system, BlinkMacSystemFont, "SF Pro Display", "SF Pro Text", Inter, system-ui, "Segoe UI", Roboto, sans-serif
```

Architect. Engineer. Launch.	**Display / H1** clamp(40px, 6.6vw, 84px) / 1.02 · -0.04em weight 600
One engagement, carried end to end.	**Section / H2** clamp(30px, 4.2vw, 52px) / 1.08 · -0.03em weight 600
Three practices, zero handoffs.	**Title / H3** clamp(22px, 2.4vw, 30px) / 1.15 · -0.02em weight 600
The team that designs it builds it, and the team that builds it launches it.	**Lede** clamp(18px, 1.7vw, 22px) / 1.5 · 0 weight 300
We architect your AI strategy, engineer the solution and launch it to market.	**Body** 17px / 1.6 · 0 weight 400
AI ENGINEERING & GO-TO-MARKET ADVISORY	**Eyebrow** 12px / 1.6 · 0.09em weight 500

Cinematic, abstract, unhurried.

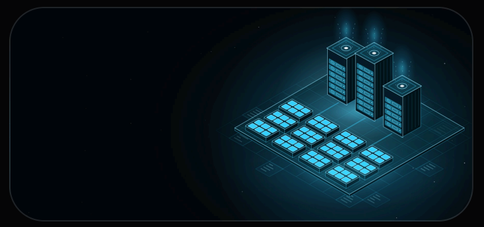


Architect // Practice hub

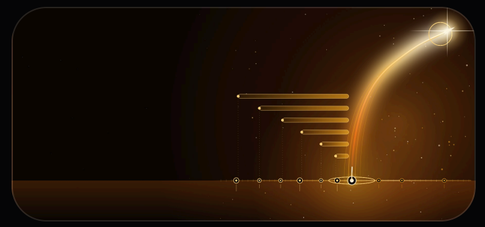
Engineer // Practice hub

Launch // Practice hub

Architect // Service



Engineer // Service



Launch // Service

CALM FIELD

SUBJECT, RIGHT-WEIGHTED

Right-weighted subject

The subject sits right of centre. The left third stays calm so a headline can sit there.

One accent hue per practice

Violet for Architect, Cyan for Engineer, Amber for Launch. The other hues appear only as faint glow.

Slow motion

Loops run 7 to 140 seconds, ease in and out, and stop for people who prefer reduced motion.

Abstract and cinematic

Light, depth and structure on a near-black field. Ideas, not interfaces.

No screenshots

We sell expertise, not software. Never show app UI, dashboards or product shots.

No pixel art, no stock

The V1 pixel art is retired. No stock photography, no clip-art, no 3D mascots.

Dark glass. Pill shapes.

BUTTONS

Start a conversation

Explore

Book a call

Pill, 50px (38px small), Semibold. Primary is Mach Blue with a soft glow; ghost is 10% white.

PILLS AND TAGS

Now booking · AI · Cloud

Full-radius, 5% white fill, 12% white stroke.

EYEBROW AND RULE

AI ENGINEERING & GO-TO-MARKET

01 — Architect

02 — Engineer

03 — Launch

12px Medium, +0.09em, uppercase.

NAVIGATION

Mach. ADVISORY Our Services Our Platform Why Mach Contact Book a call

RADII

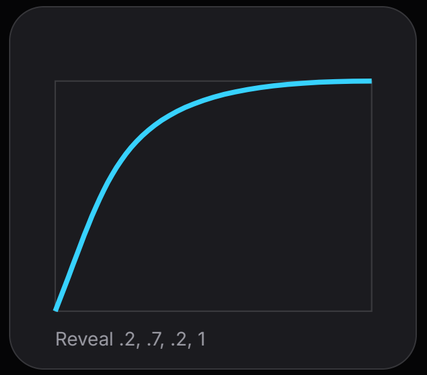
26 panel | 18 card | pill

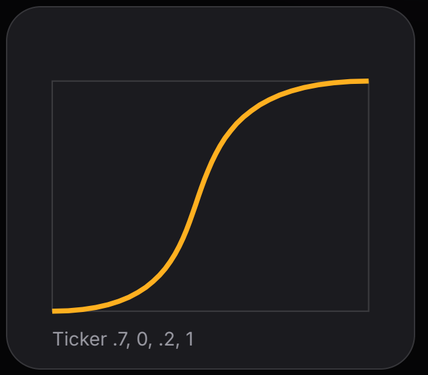
IMAGE TILE

Ready to move at Mach speed?

Slow in the background. Quick to respond.

Reveal on scroll	800 ms	Content rises 22px and fades in once as it enters the viewport. `cubic-bezier(.2, .7, .2, 1)`
Hover and press	200 ms	Colour, background and shadow. Buttons scale to 0.98 on press. `ease`
Menu and chevron	150 to 250 ms	Dropdown rows, chevron flip, accordion plus sign. `ease`
Sticky bar	300 ms	Mobile call-to-action slides up from the bottom edge. `ease`
Headline ticker	700 ms	Rotating word in the portfolio headline. `cubic-bezier(.7, 0, .2, 1)`
Art: twinkle and glow	7 to 9 s	Opacity .55 to 1, scale 1 to 1.05. Barely perceptible. `ease-in-out, infinite`
Art: slow orbit	140 s	One full turn of an ellipse or ring. `linear, infinite`





Reduced motion.

Everything stops under prefers-reduced-motion. Nothing in the background loops faster than 7 seconds.

One system, every channel.

LinkedIn
Company banner 1584×396 · Logo 400×400

X
Header 1500×500 · Profile 400×400

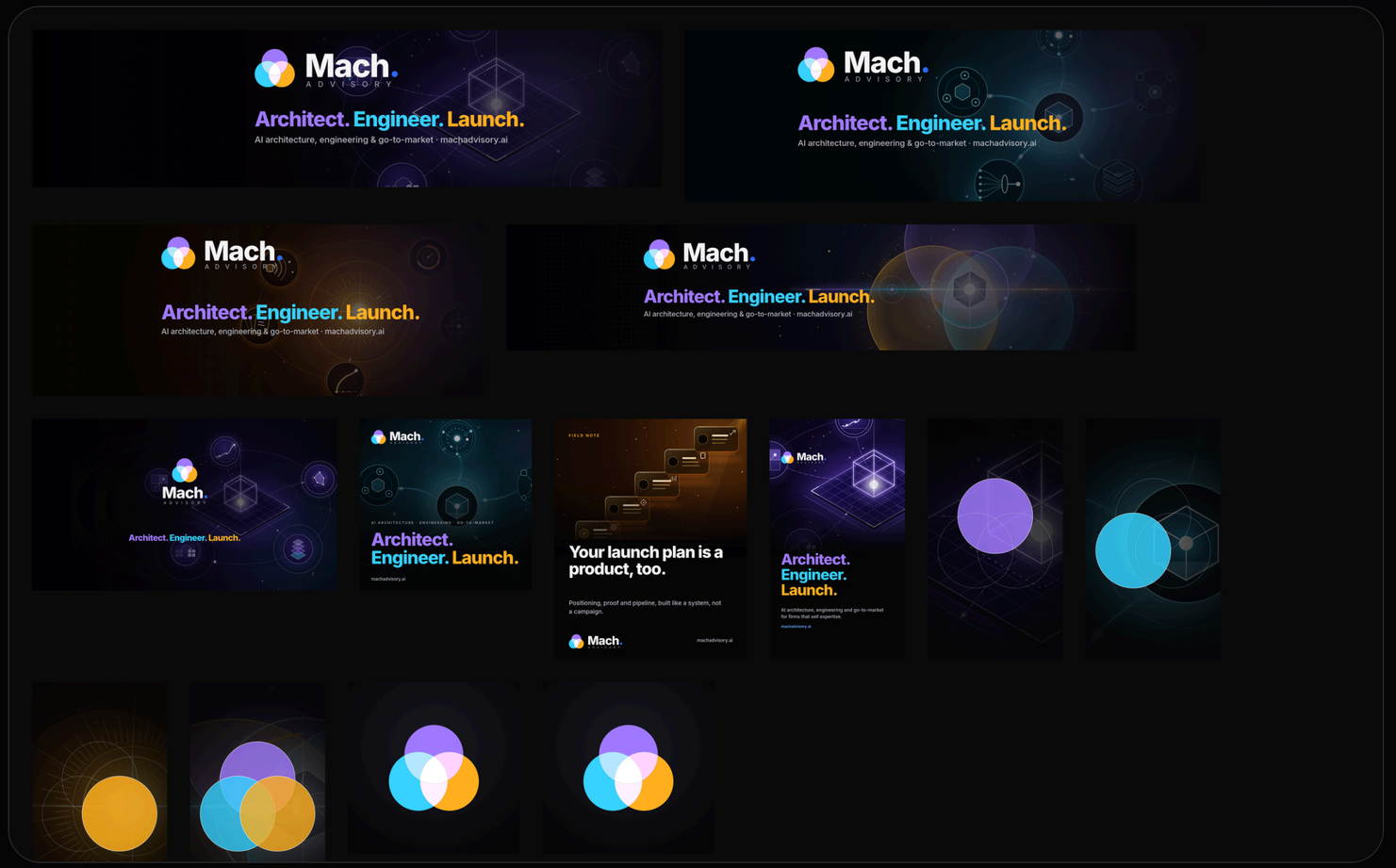
Facebook
Cover 1640×624 · Profile 400×400

Instagram
Profile 320×320 · Post, square 1080×1080 · Post, portrait 1080×1350 · Story 1080×1920 · +4 more

YouTube
Channel banner 2560×1440 · Profile 800×800

Reddit
Banner 1920×384 · Avatar 256×256

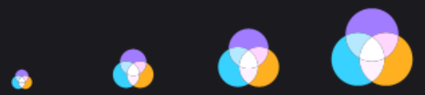
Keep key content inside the safe zones (see the web guide). Avatars are shown as circles: symbol only.



The symbol, at every size.

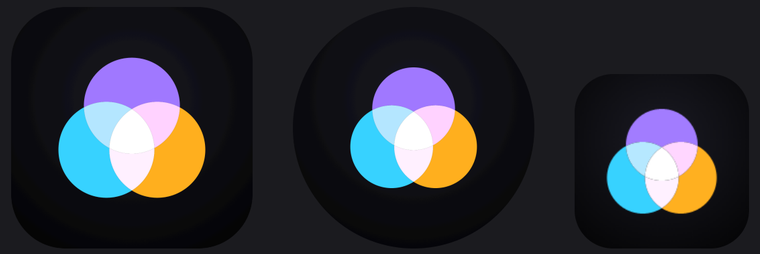
Small sizes use the symbol alone on the dark canvas. Never put the wordmark in an icon.

ACTUAL SIZE



16 px 32 px 48 px 64 px

APP ICON, AVATAR, TOUCH ICON



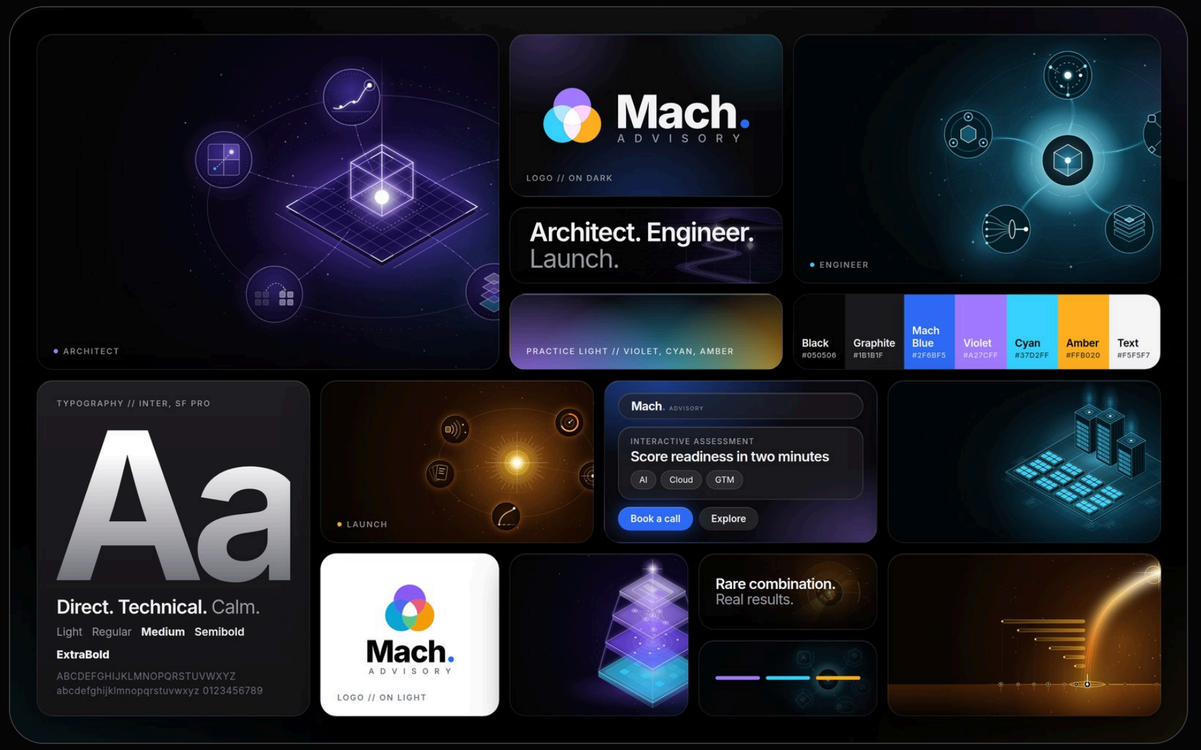
THE ICON SET

favicon.svg	Scalable favicon for modern browsers
favicon.ico	16, 32 and 48px for legacy browsers
apple-touch-icon.png	180px, full-bleed square (iOS rounds it)
android-chrome-192.png	Android home screen, 192px
android-chrome-512.png	Android splash, 512px
android-chrome-maskable-512.png	Maskable, symbol inside the safe circle
safari-pinned-tab.svg	Single-colour mask for Safari pinned tabs
app-icon.svg	Rounded app icon, vector master

Everything you need, in one place.

Use the files as supplied. If you need a version that is not here, ask us rather than recreating it.

Brand kit (.zip)	machadvisory.ai/brand/files/Mach_Advisory_Brand_Kit_V2.zip
This guide (PDF)	machadvisory.ai/brand/files/Mach_Advisory_Brand_Guidelines_V2.pdf
Logos, SVG and PNG	machadvisory.ai/brand/kit/logo/
Icons and favicons	machadvisory.ai/brand/kit/icons/
Fonts (Inter, OFL)	machadvisory.ai/brand/kit/fonts/
Social files	machadvisory.ai/brand/kit/social/
Colour files	machadvisory.ai/brand/kit/colors/



Questions about the brand?

Planning a co-branded page, a partner deck or a launch? Talk to us: machadvisory.ai/contact/#book