TECHNOLOGY BRAND IDENTITY

ZYNTRONEX

Designed by humans. Powered by AI.

An identity for an AI technology company — a mark built from two interlocking strokes, one electric violet, and a system that holds from an app icon to a conference wall.

AI & TECHNOLOGY | LOGO + IDENTITY | DIGITAL + PHYSICAL



BAPTIST DIGITEK (P) LTD.

01 — AT A GLANCE

One mark. Every screen.

CLIENT	ZYNTRONEX — AI technology company building intelligent, secure and scalable digital solutions
SECTOR	Artificial intelligence · enterprise software · cybersecurity
BRIEF	A brand that signals cutting-edge technology to enterprise buyers without looking like every other blue-and-grey tech company
SCOPE	Logo mark & wordmark · colour & typography system · digital applications (app icon, web, device screens) · corporate stationery & access cards · packaging · signage & event branding
DELIVERABLES	Vector logo set, brand board, digital-ready assets, print-ready mockups and application guidelines



THE MASTER BRAND BOARD — EVERY APPLICATION OF THE IDENTITY ON ONE SHEET

02 — THE CHALLENGE

Look like the future without looking like everyone else.

ZYNTRONEX builds AI systems that automate processes, analyse complex data and strengthen cybersecurity for enterprises. Its buyers are CTOs and procurement teams who see a dozen AI vendors a month — and most of them arrive in the same corporate blue, the same gradient orb, the same rounded sans-serif.

The brief was an identity that reads as serious technology at a glance, works in pure black and white when colour is unavailable, and still feels *owned* — a mark and a colour nobody else in the category is using.

1

MARK THAT HAD TO WORK FROM 16 PX FAVICON TO 6 M EVENT WALL

3

COLOURS, TOTAL — BLACK, WHITE AND ONE VIOLET

12+

APPLICATIONS DESIGNED, DIGITAL AND PHYSICAL

0

GRADIENT ORBS, CIRCUIT BOARDS OR BRAINS

What the brand had to say without words: precision, intelligence, and a confidence that does not need to shout.



THE CAMPAIGN IMAGE — HUMAN AND MACHINE, ONE FRAME

03 — THE IDEA

Two strokes. Human and machine.

The ZYNTRONEX mark is built from two interlocking angular strokes — a stylised "Z" that also reads as a bolt of energy and as two halves meeting in the middle. It is the brand line made visual: *designed by humans, powered by AI*.

The wordmark is set in an extended, squared-off geometric typeface that feels engineered rather than decorative. Colour is deliberately scarce: black for depth, white for clarity, and a single electric violet that does all the signalling. On screens it glows; in print it still holds in one colour.

Brand line: "Designed by humans. Powered by AI. Perfected by ZYNTRONEX."

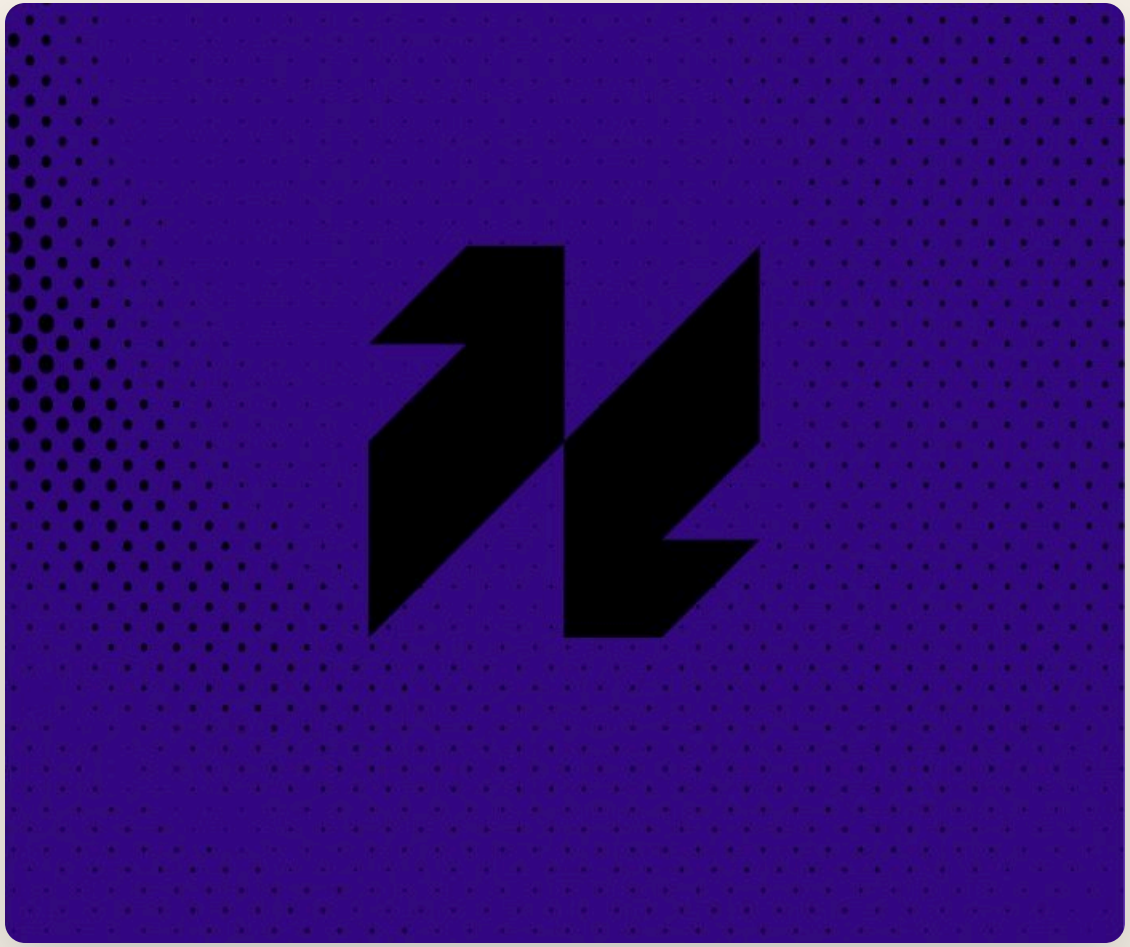
04 — THE MARK & WORDMARK

Built to hold in black, white or violet.

The symbol is a single closed shape with no fine detail, so it reproduces cleanly as a cut-vinyl sign, an etched glass panel, an embossed box lid and a 1024 px app icon. It flips to black on violet, white on black, or violet on grey without redrawing.

The wordmark lives in a single weight and is never stacked under the symbol — the two always sit side by side, which keeps the lockup wide, confident and instantly readable on a screen edge.





THE SYMBOL IN BLACK ON BRAND VIOLET — THE PRIMARY REVERSED VERSION

05 — COLOUR & TYPOGRAPHY

Three colours, no more

Black for the ground, white for every word, and one electric violet — #350982 — reserved for the mark, the glow and the key surface. Because there is only one colour, it becomes the brand: a violet screen in a dark room is ZYNTRONEX before the logo appears.

One typeface, eighteen weights

Blaur — a wide, geometric grotesk — carries everything from the wordmark to body copy. Heavy for headlines, Regular for text, Light for captions. One family means the brand never has to pair fonts, and every vendor gets a single file.

BLACK
#000000 · Depth & authority

WHITE
#FFFFFF · Clarity & space

ELECTRIC VIOLET
#350982 · Intelligence & energy



06 — DIGITAL APPLICATIONS

A brand that lives on glass.

Laptop and tablet screens, monitors, app-store listing — the violet wave motif is the brand's signature background, so every screen reads as ZYNTRONEX even before the logo loads.





07 — PHYSICAL BRAND

Cards, packaging, signage.

Access and business cards with the violet wave, product packaging with the mark embossed on the lid, and a backlit office sign — the same shape, three different materials.



Access & business cards

Black card, violet wave, chip-ready



Product packaging

Matte black box, embossed mark



Office signage

Backlit violet on black



08 — EVENT & ENVIRONMENT

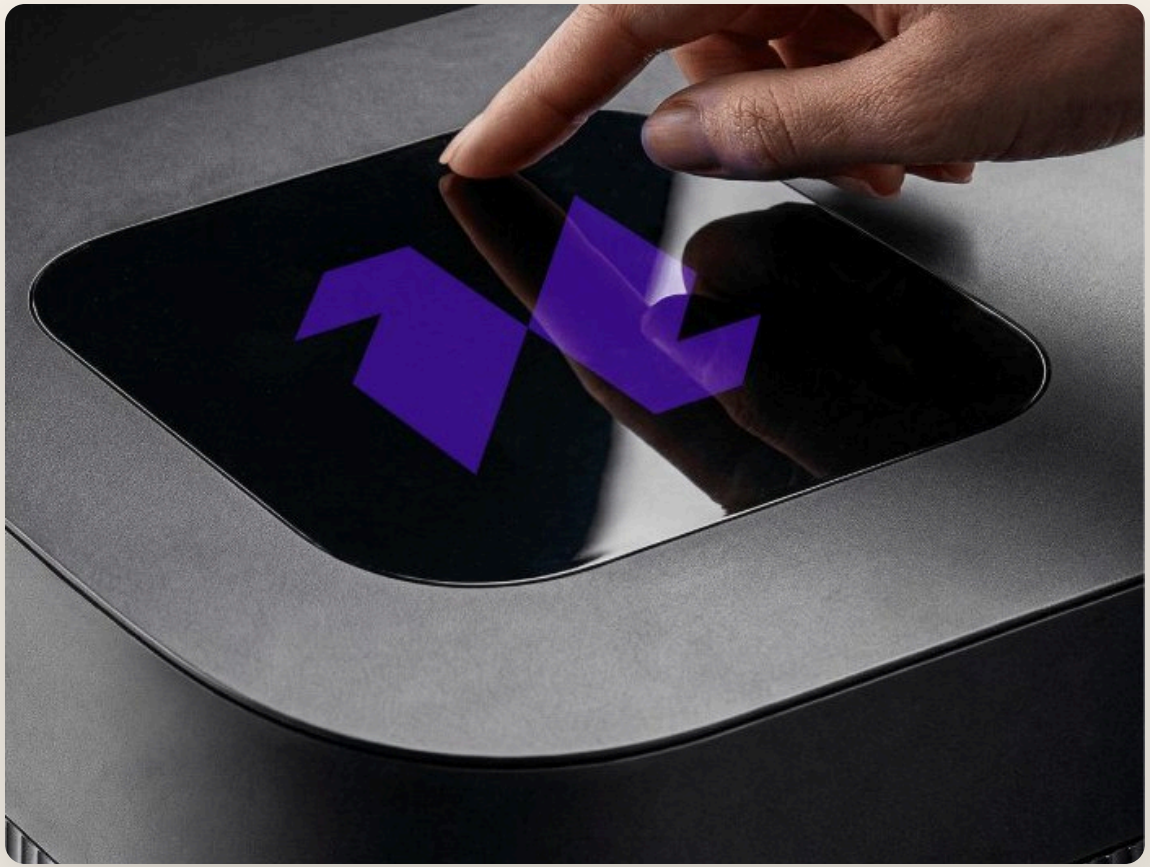
Built to own a room.

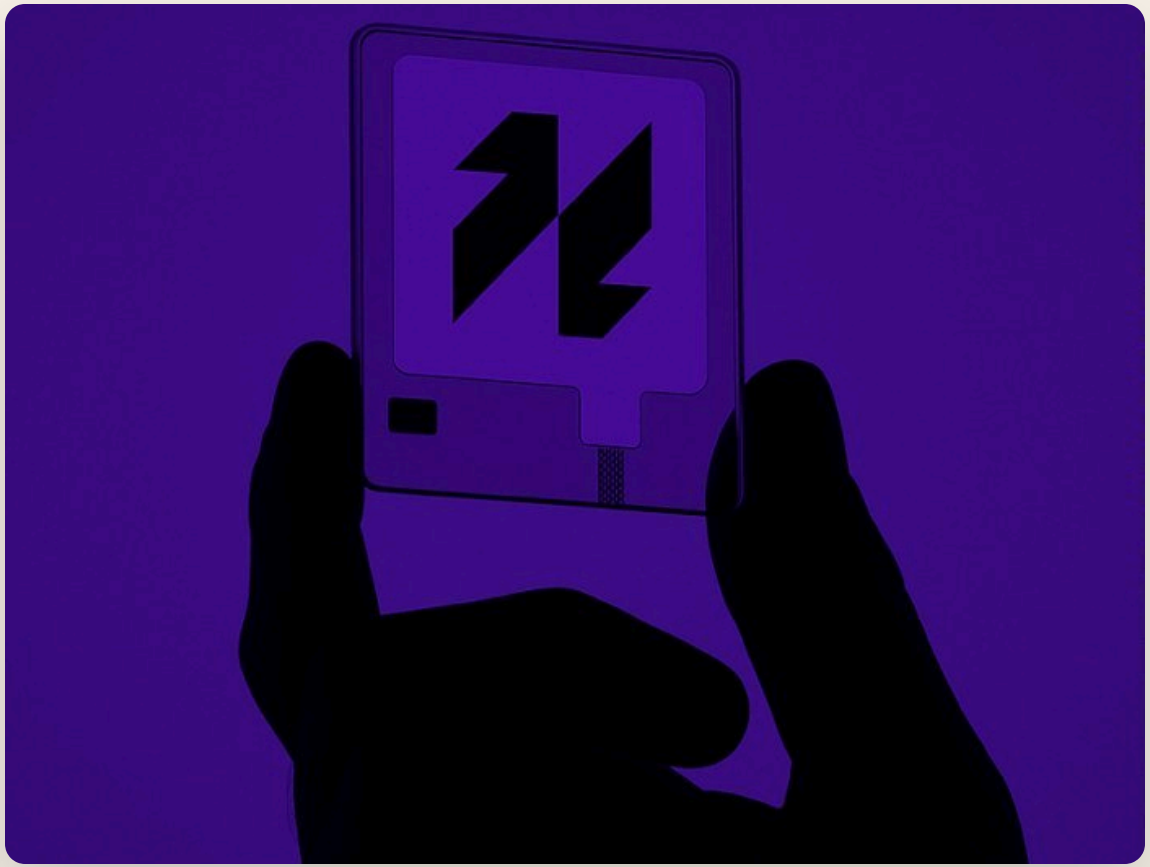
Conference pillar, stage wall and product-launch backdrop — the violet wave scaled to six metres. The brand was designed for the moment a buyer first sees it at an event, and it is unmistakable from the back of the hall.

09 — PRODUCT & HARDWARE

Where the mark meets the machine.

The symbol etched into a glass device panel and printed on a chip card — proof that a mark with no fine detail survives any manufacturing process.





10 — THE OUTCOME

An identity ready for screen, print and stage.

ZYNTRONEX launched with a complete visual system: a mark that works at every size, a colour it owns outright, and application-ready assets for its website, app listing, office, packaging and events. The restraint is the point — three colours and one typeface mean every new touchpoint looks like it was always part of the brand.

12+	3	1	1
APPLICATIONS DESIGNED	BRAND COLOURS	TYPEFACE FAMILY	UNMISTAKABLE MARK

“ We sell intelligence, so our brand could not look like a template. Baptist Digitek gave us a mark that is sharp enough for an engineer and simple enough to etch on glass — and a violet that is now ours in every room we walk into. ”

— Founder & CEO, ZYNTRONEX

What this means for your brand

If you are a technology, software or AI business, this is the system we would build for you: one mark that survives any size, one colour you own, and assets ready for your website, app store and launch event from day one.

READY TO LOOK UNFORGETTABLE?

Brands that look as good as the care they *give.*

Tell us about your company or brand. We reply with a scope and a quote within one working day.

WhatsApp +91 78458 34708

Email support@baptistdigitek.com

Web baptistdigitek.com/branding

01 Discover

We learn your business, customers and positioning.

02 Concepts

Two to three identity directions, shown in real contexts.

03 Refine

Your direction becomes a full system — colours, type, stationery, digital.

04 Handover

Print-ready files, source files and a guidelines board your team can follow.

BAPTIST DIGITEK (P) LTD.