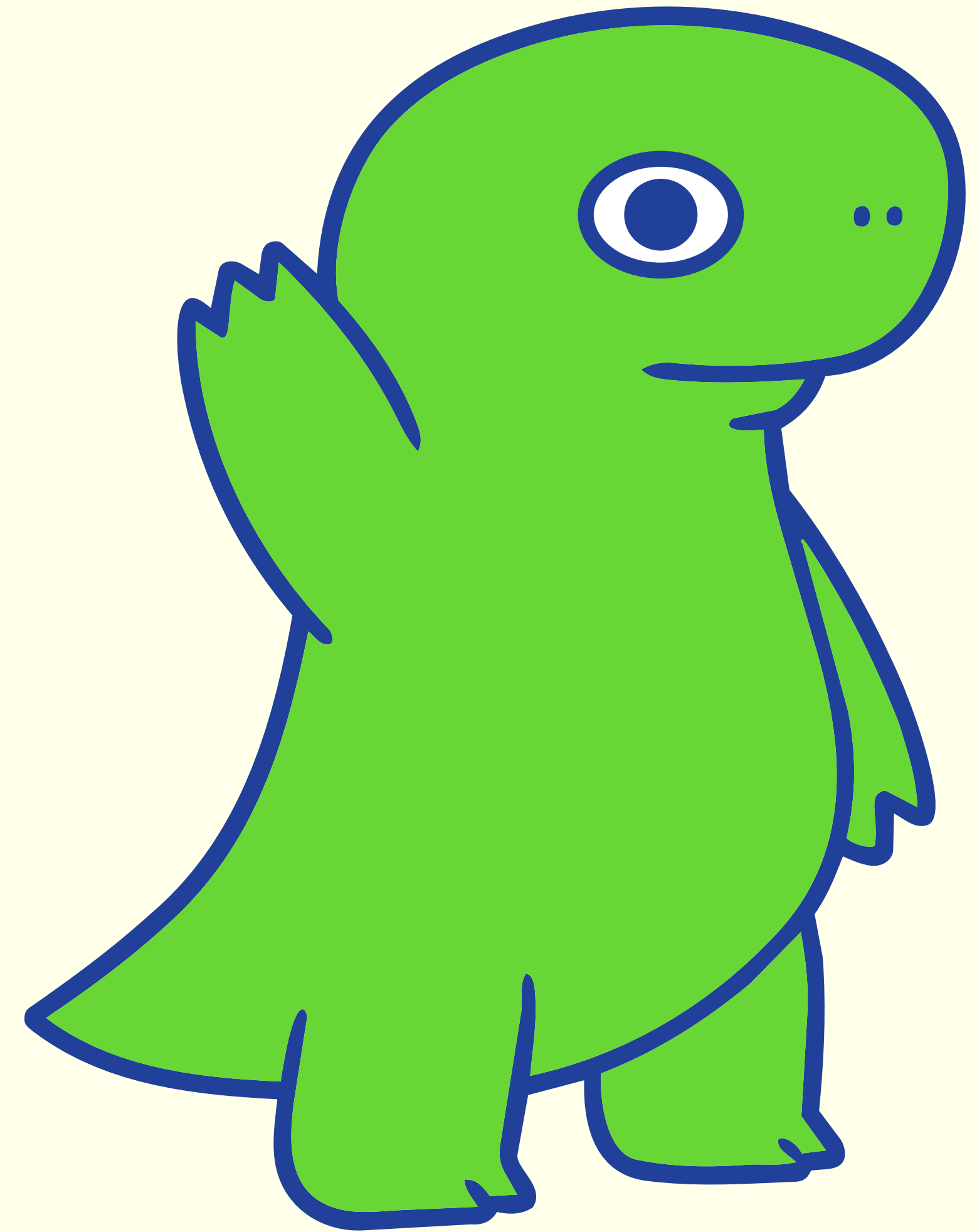


OSAURUS



Brand Guide

Osaurus, Inc. 2026

Typography

Own your AI.

Own your AI.

Futura PT

Garamond Premier Pro

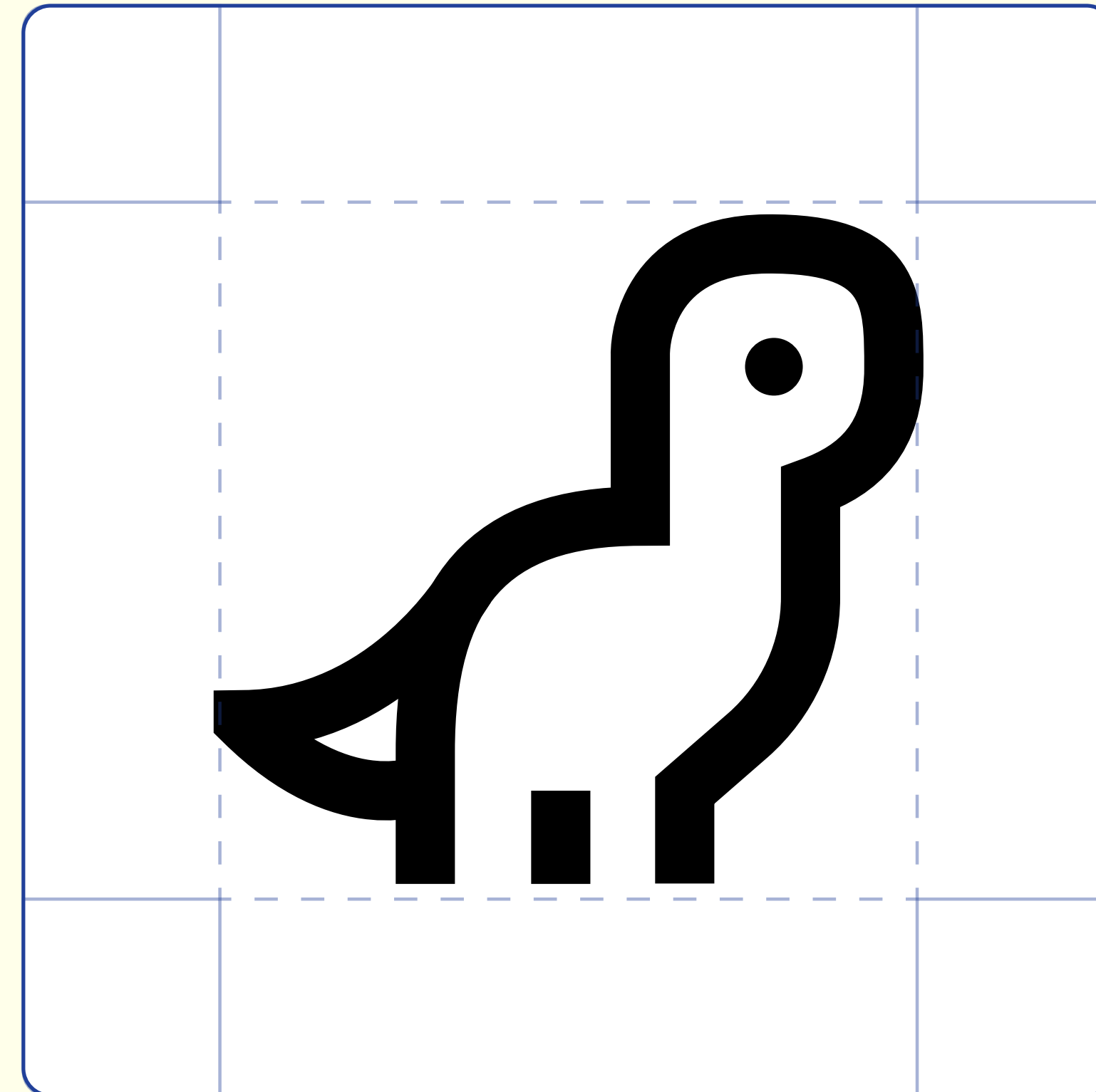
Logomark

The Osaurus

The Osaurus mark is a modern, minimal interpretation of a long-neck dinosaur, reduced to clean geometry and a single continuous silhouette. Rounded edges and a uniform stroke create a friendly, approachable feel, while the forward-leaning posture adds a subtle sense of motion and curiosity.

Negative space is used intentionally to define the legs and tail, giving the mark balance and clarity without added detail. The result is instantly recognizable, scalable, and effective in any context.

Osaurus represents intelligence made simple: something enduring, refined, and easy to understand at a glance.



Logomark

Clear Space

Keep spacing around the logo equal to at least 1.5x the width/height of the mark.

No elements should enter this area.

Minimum Size

Digital: 24px height

Print: 0.5 inches height

Color

Black (primary)

White (inverse)

Gray (secondary, for softer or inactive use)

Use on clean, high-contrast surfaces.

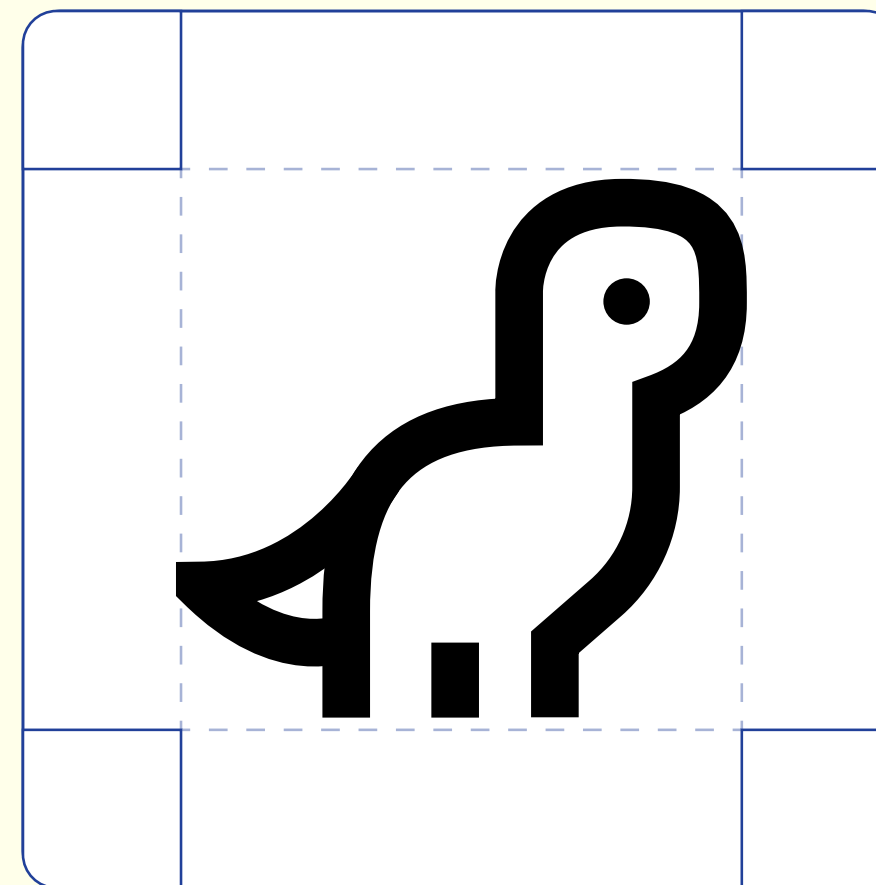
Do Not

Distort or rotate

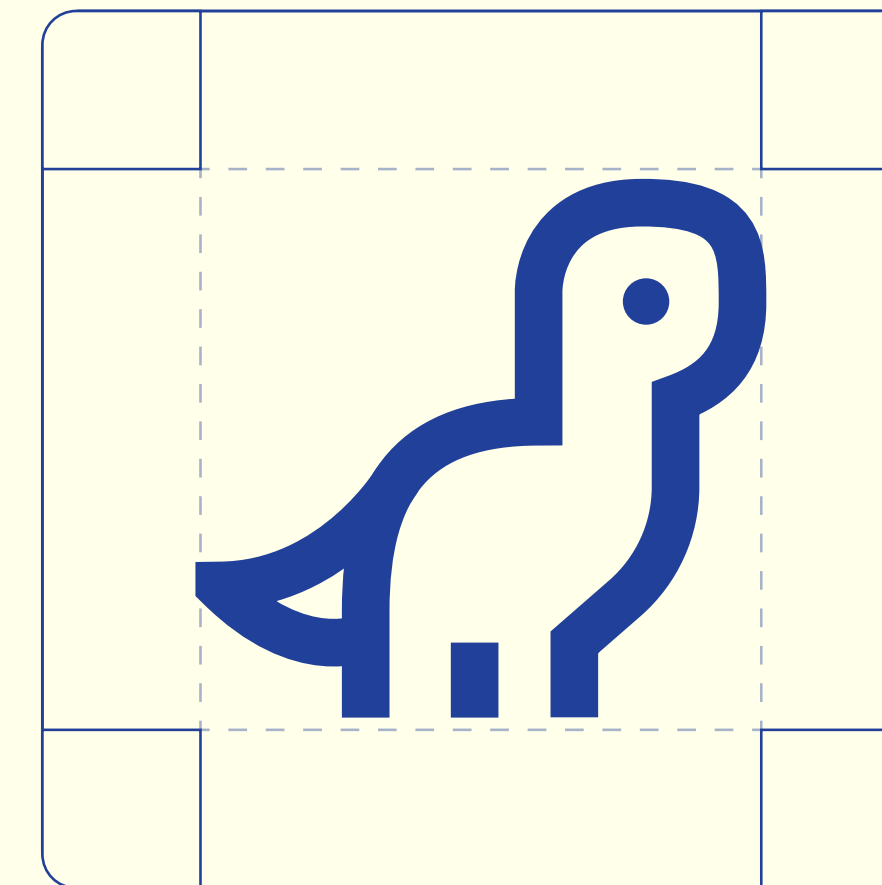
Change stroke weight

Add effects or outlines

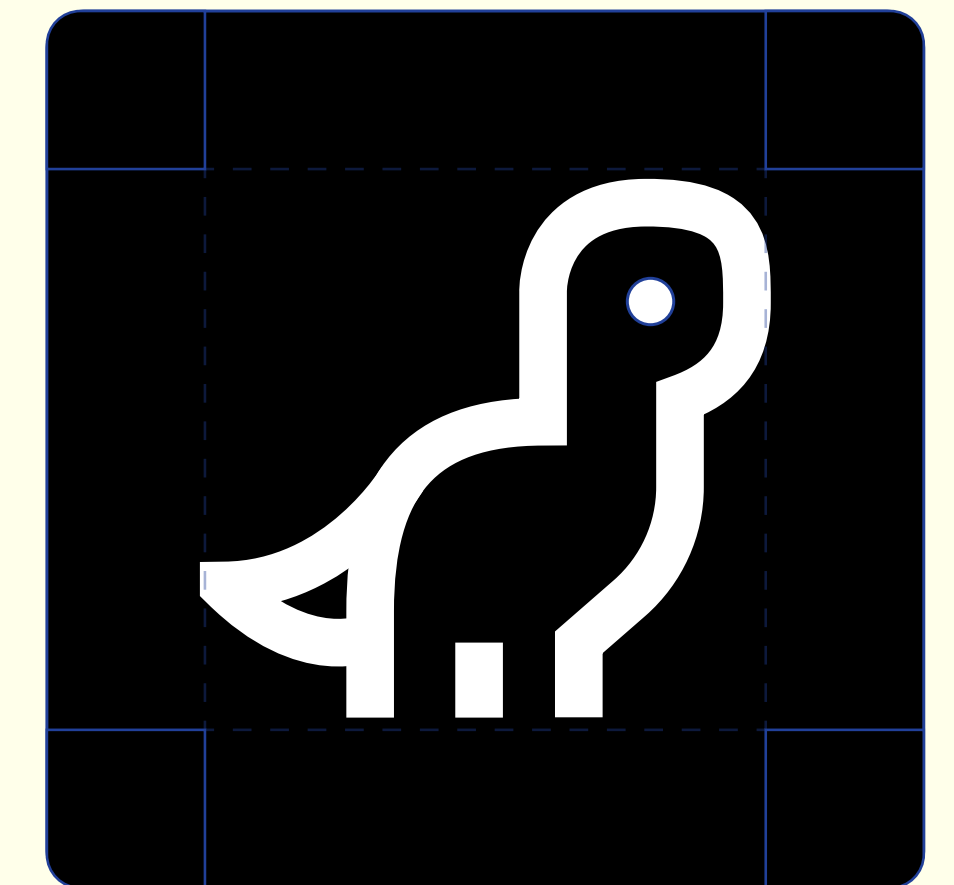
Use unapproved colors



Black



Blue



White

Works as both logo and icon.

Use consistently, keep placement clean and

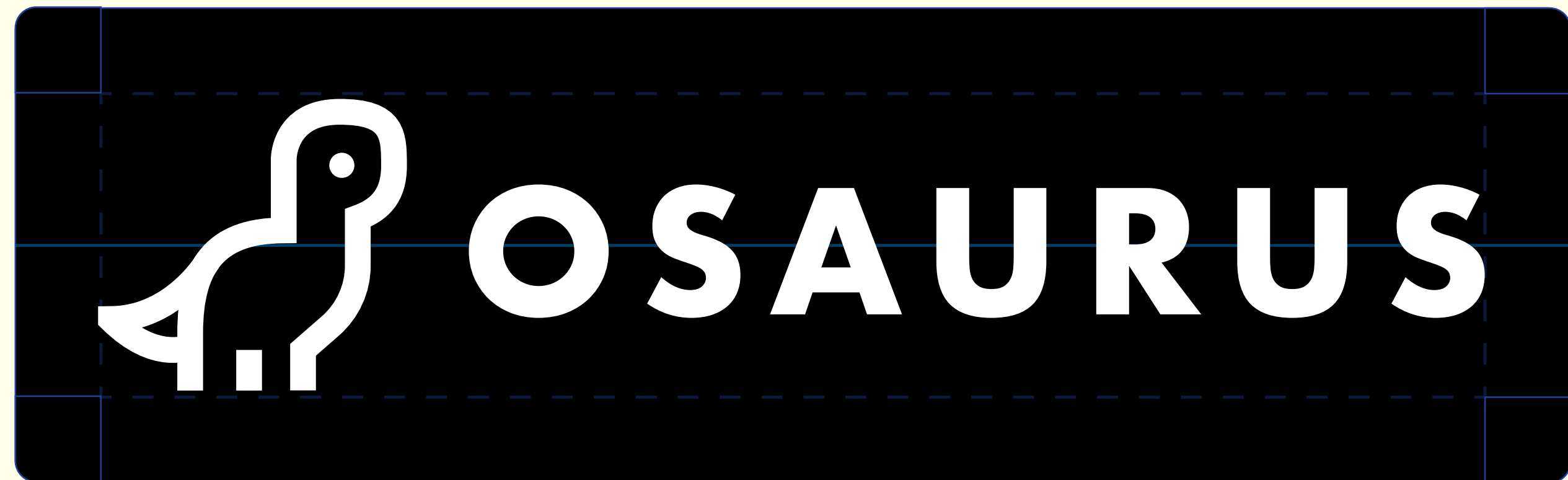
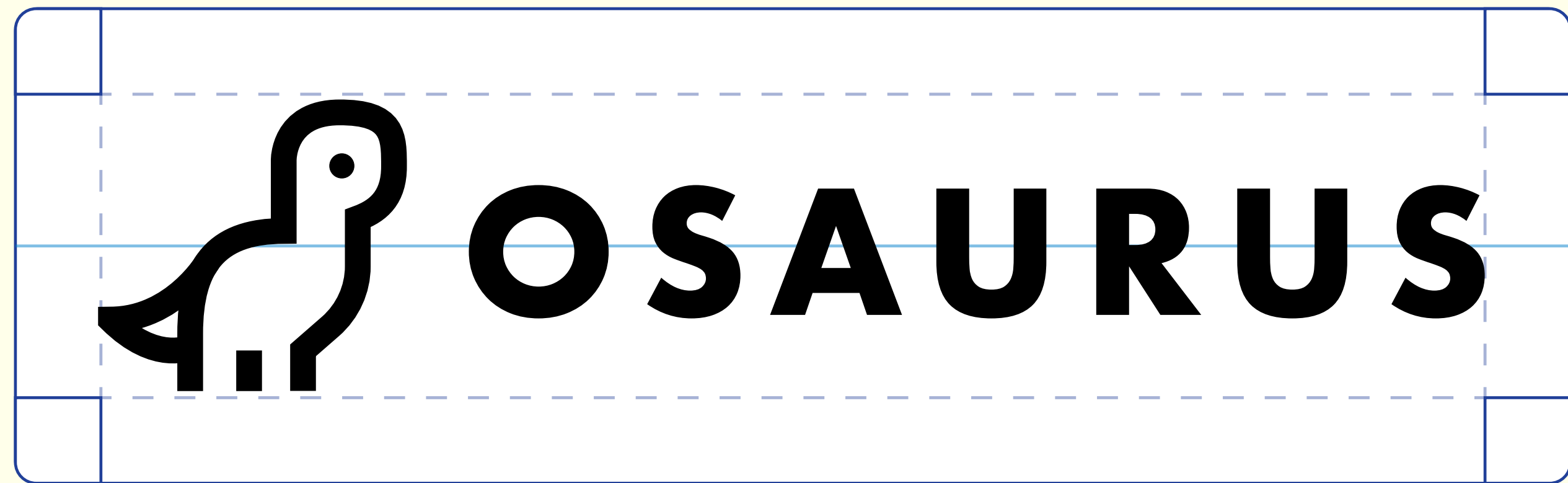
Wordmark

The Osaurus full logo pairs the minimal dinosaur mark with a clean, geometric wordmark set in Futura.

The typography reinforces the brand's foundation in simplicity and precision. Futura's sharp geometry, consistent stroke weight, and balanced proportions mirror the construction of the icon, creating a cohesive system between symbol and type. The circular "O" echoes the eye of the mark, while the strong verticals and clean diagonals give the wordmark a confident, modern presence.

The spacing is intentional and open, allowing the logo to breathe and maintain clarity at any size. The relationship between the icon and the wordmark feels stable and forward-facing, reinforcing a sense of structure, intelligence, and quiet confidence.

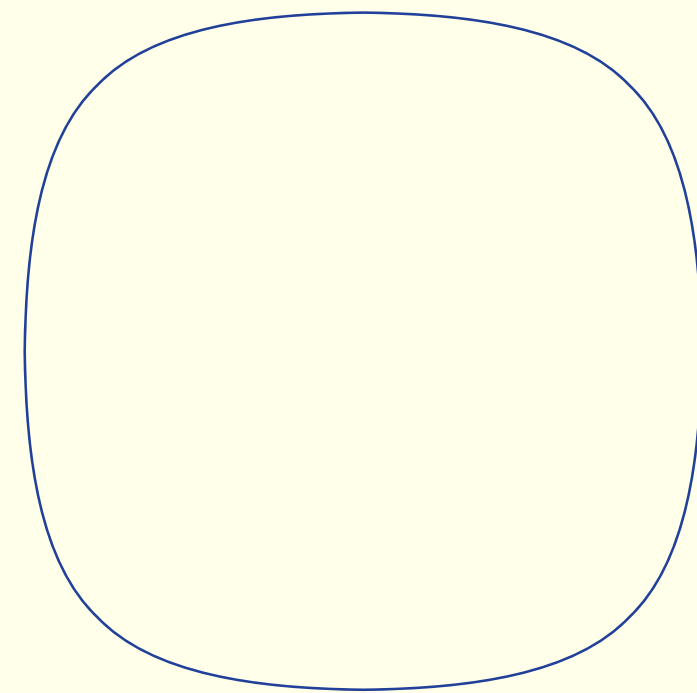
Together, the mark and Futura wordmark create a unified identity that is clear, durable, and immediately recognizable.



Color Palette

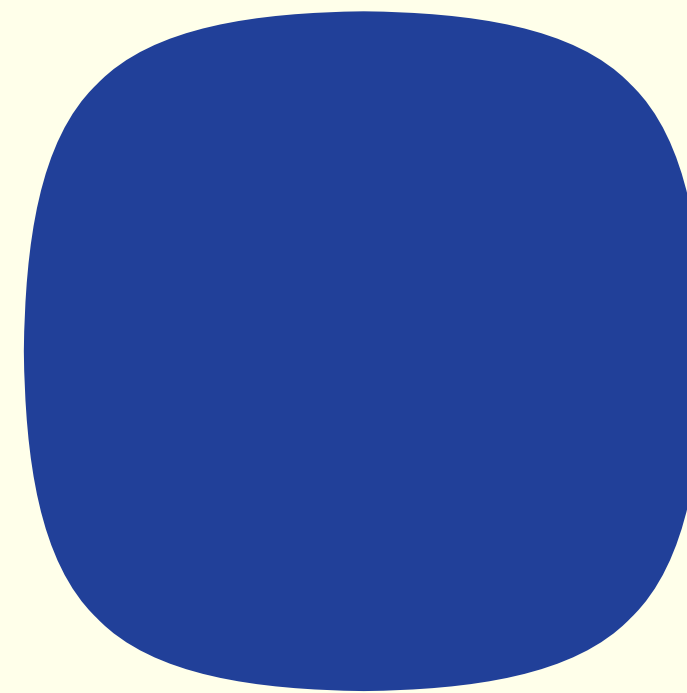
Primary Colors

Paper



#ffffea

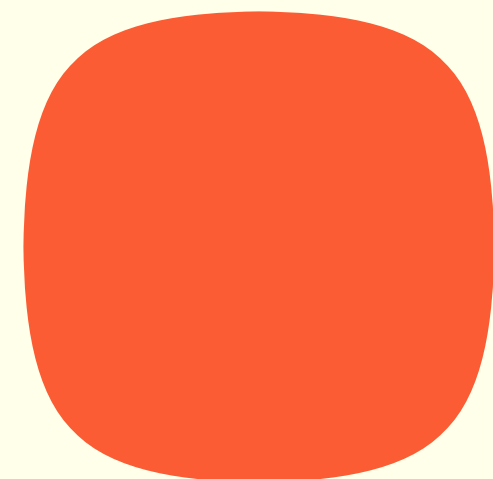
Dark Blue



#214099

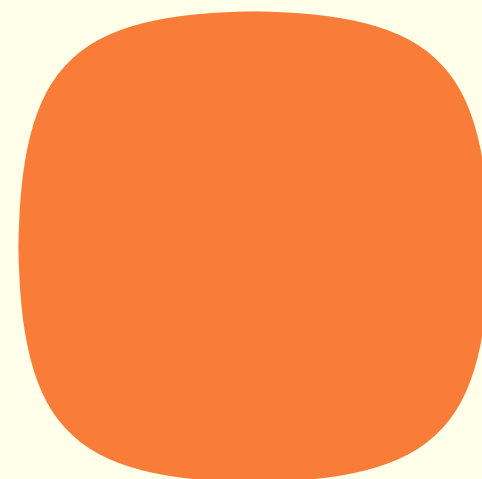
Secondary Colors (Brand Characters)

Red



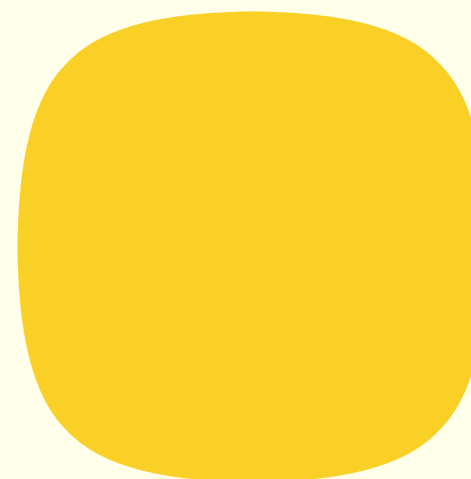
#fb5c34

Orange



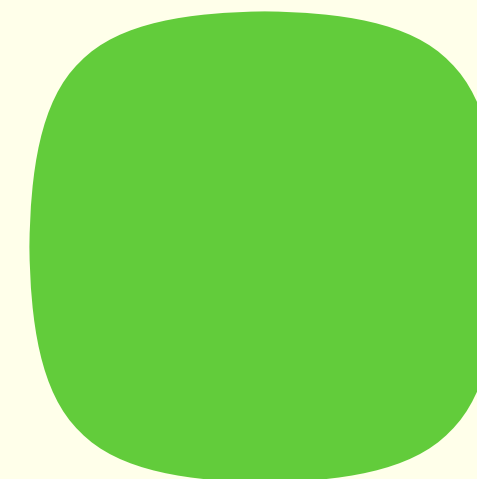
#f97d38

Yellow



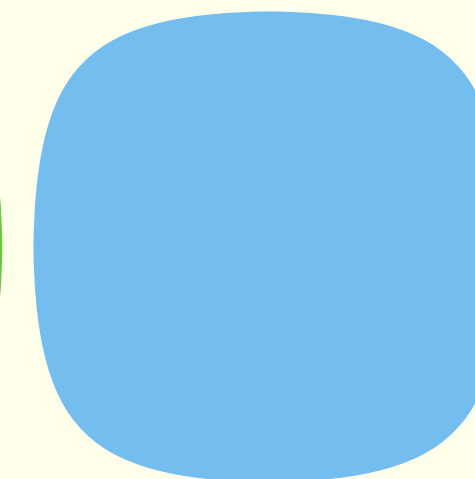
#fbd026

Green



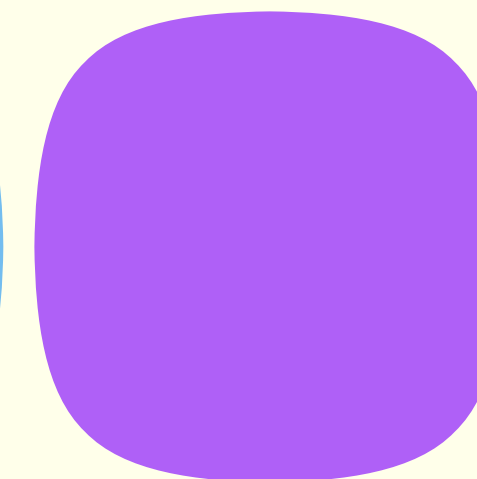
#62cc3b

Blue



#73bdef

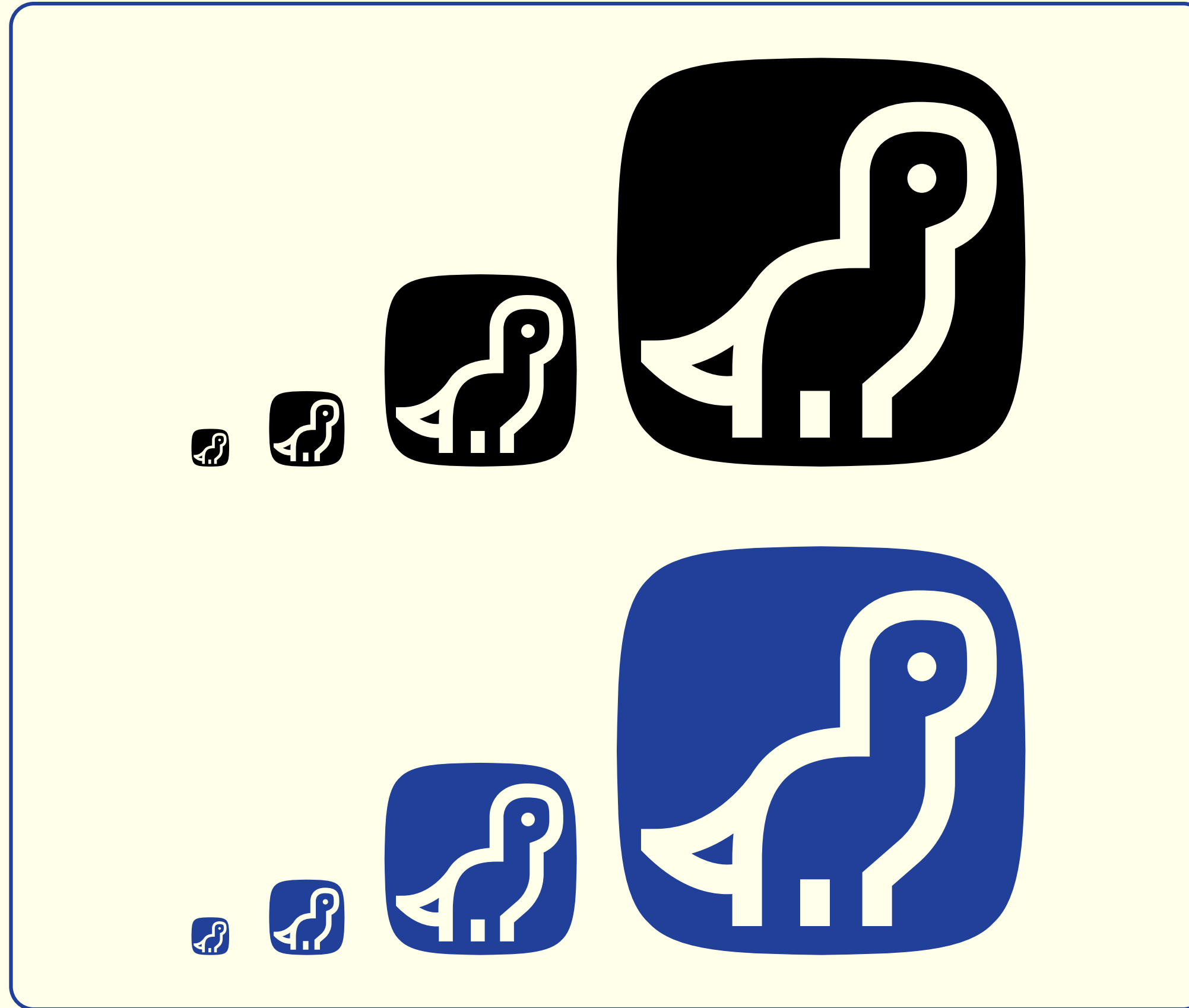
Purple



#af60f7

Osaurus Squircle

The Osaurus “squircle” is best utilized at small resolutions, app icons, and taskbars. The Osaurus squircle should be used where background appearances may change outside application control.



App Icon



Default



Dark



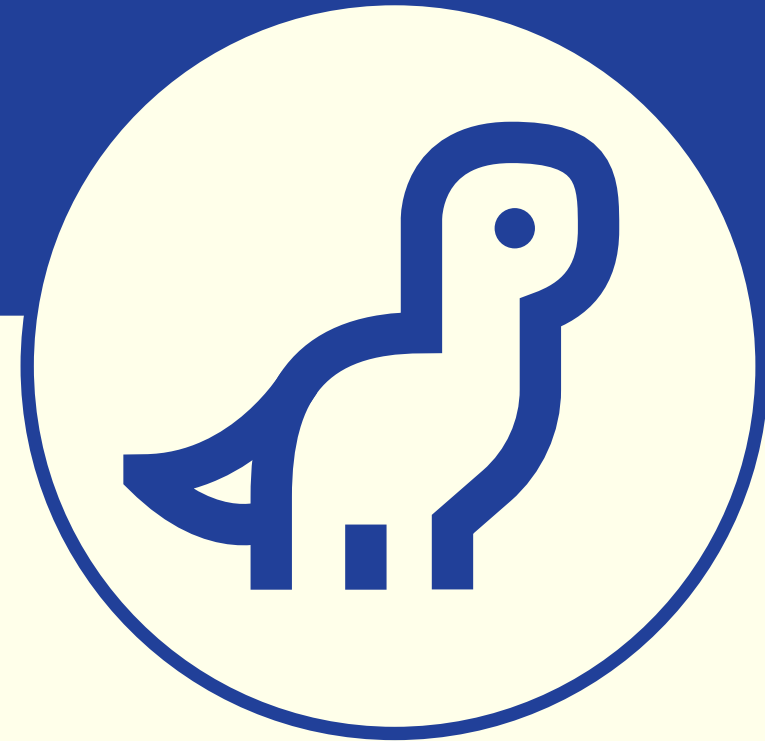
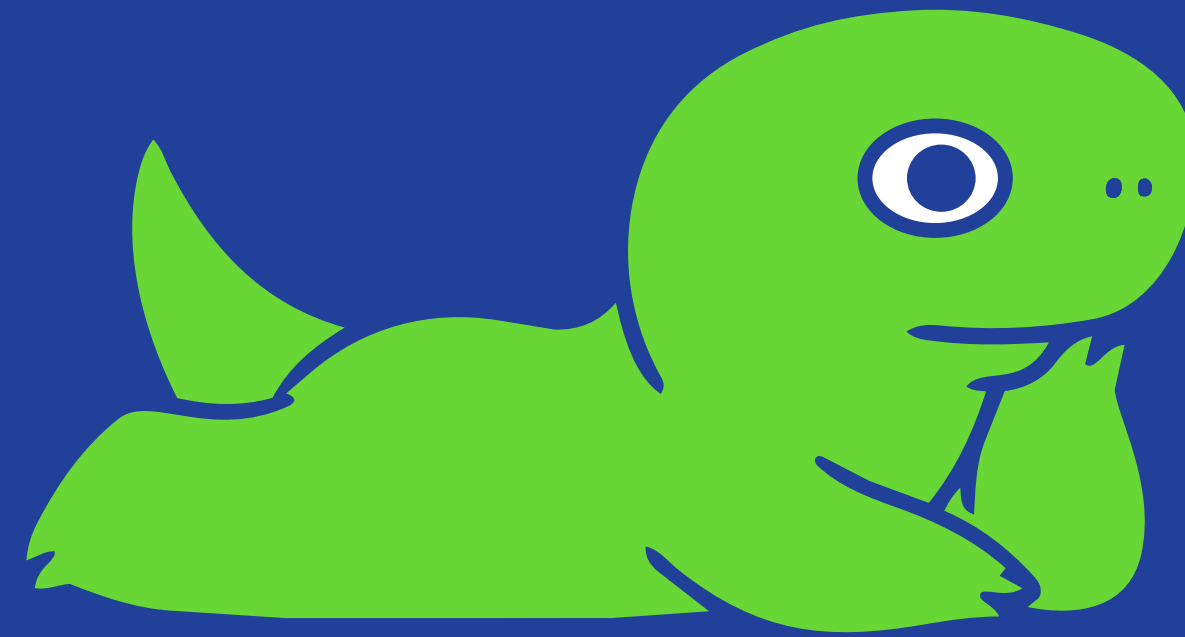
Tinted



Clear

Social Media

Local-first AI harness for macOS.

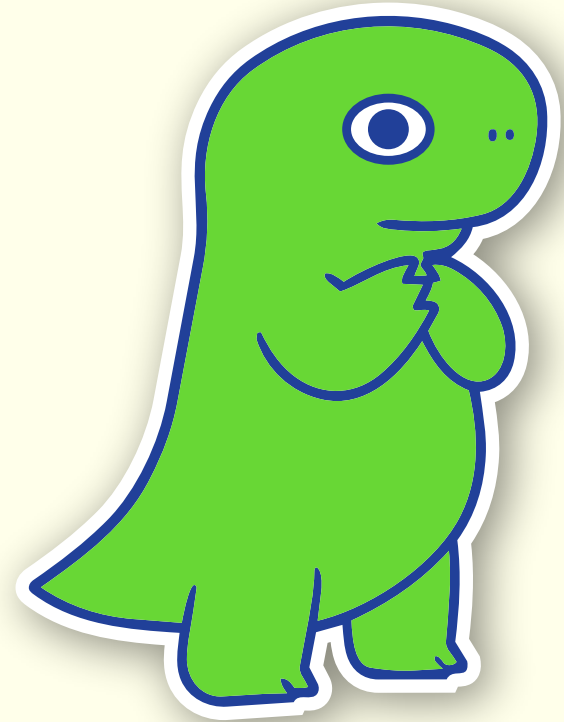


IRL Product

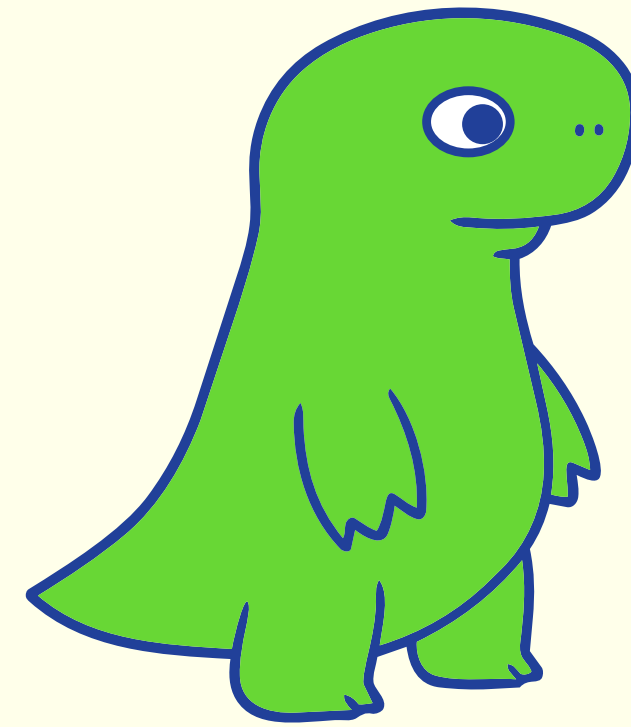
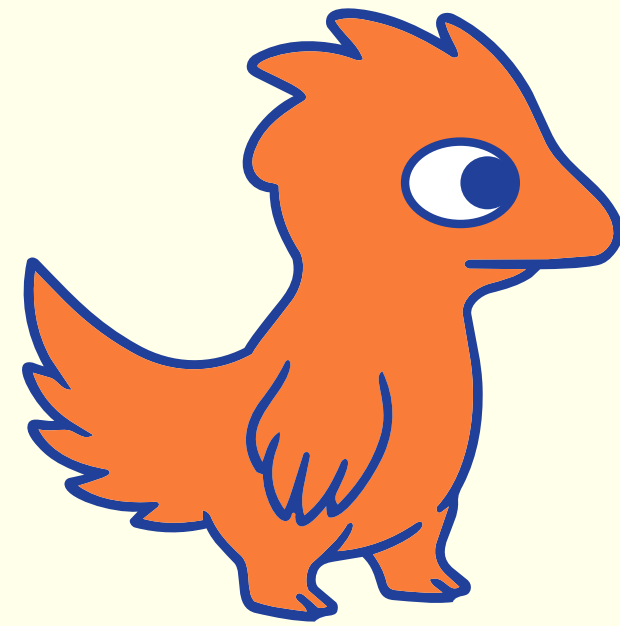
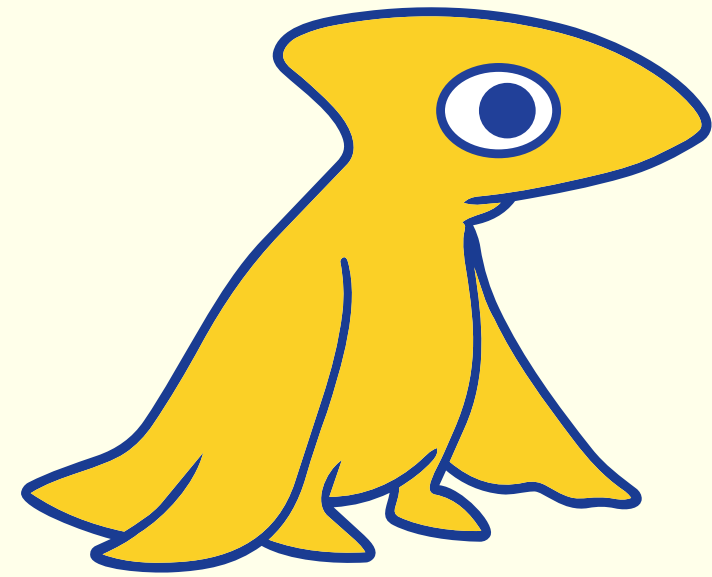


Digital Product

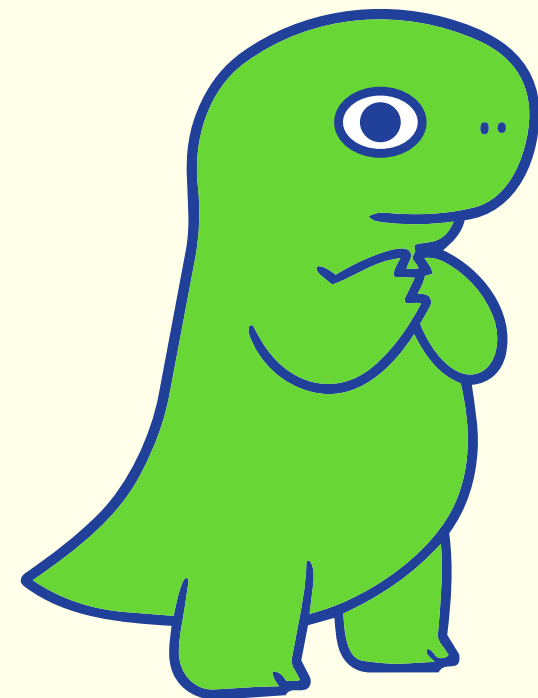
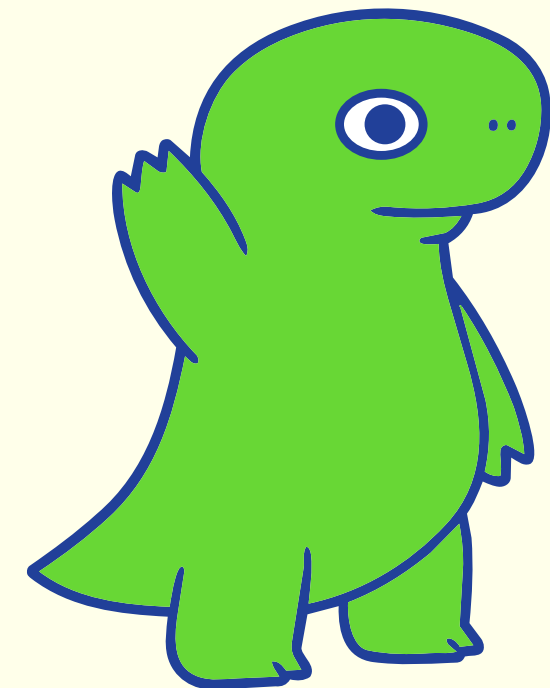
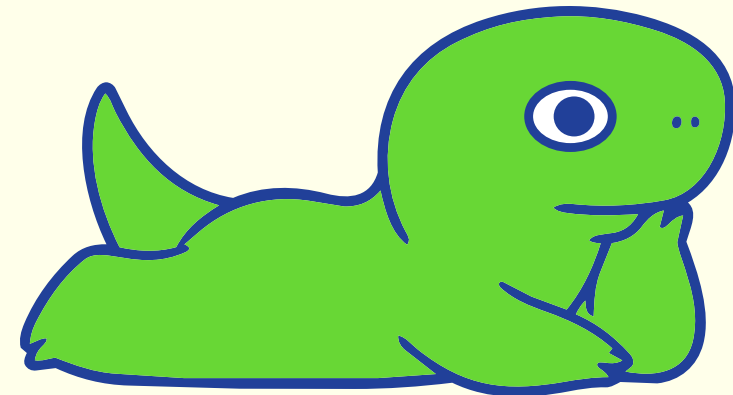
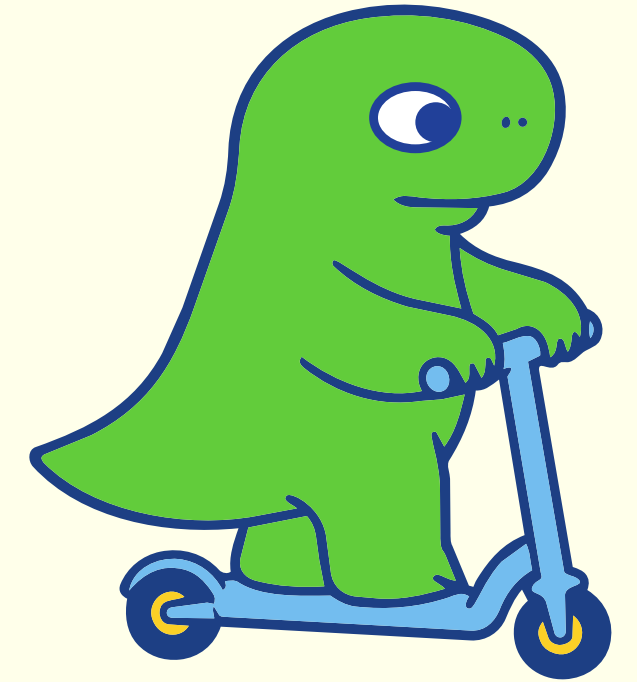
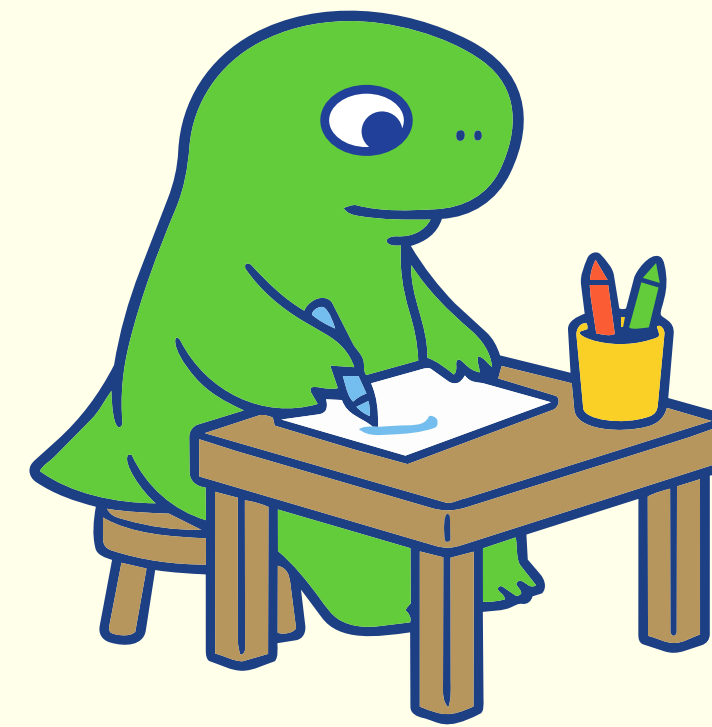
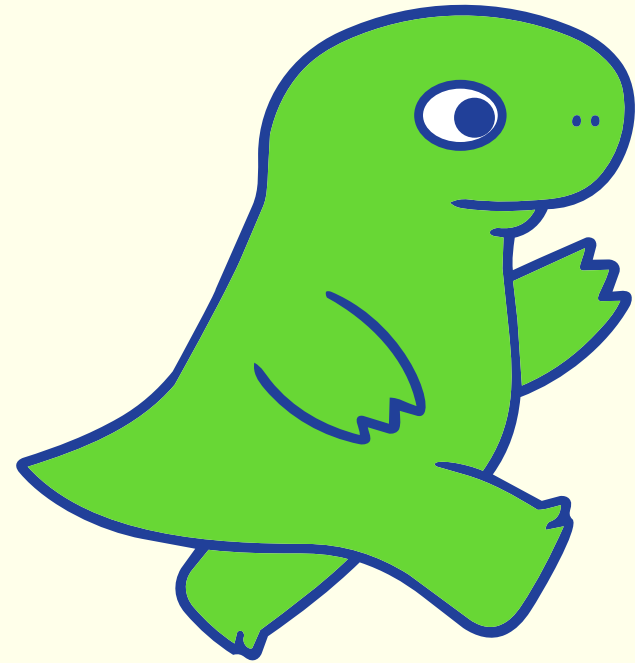
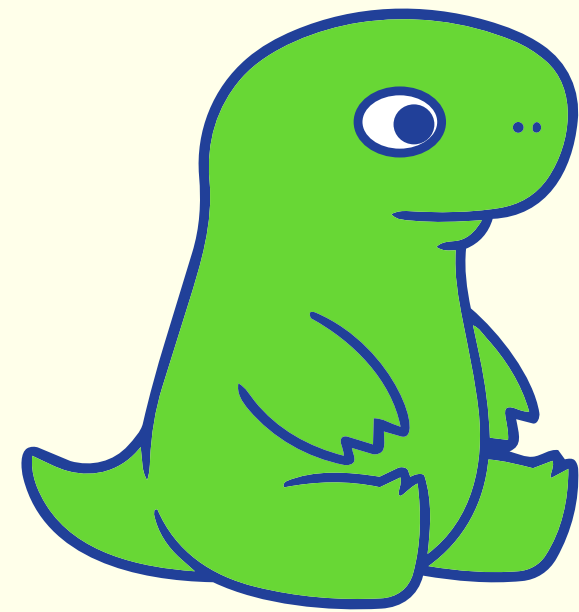
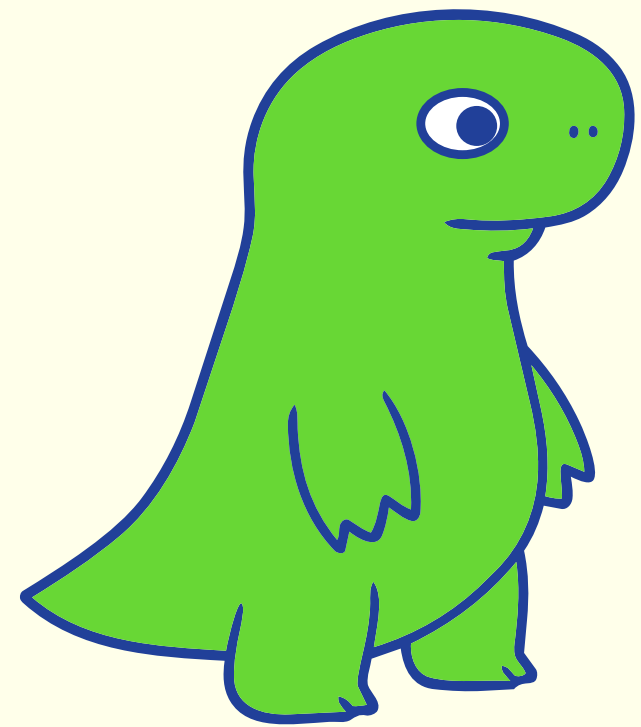
Social Stickers



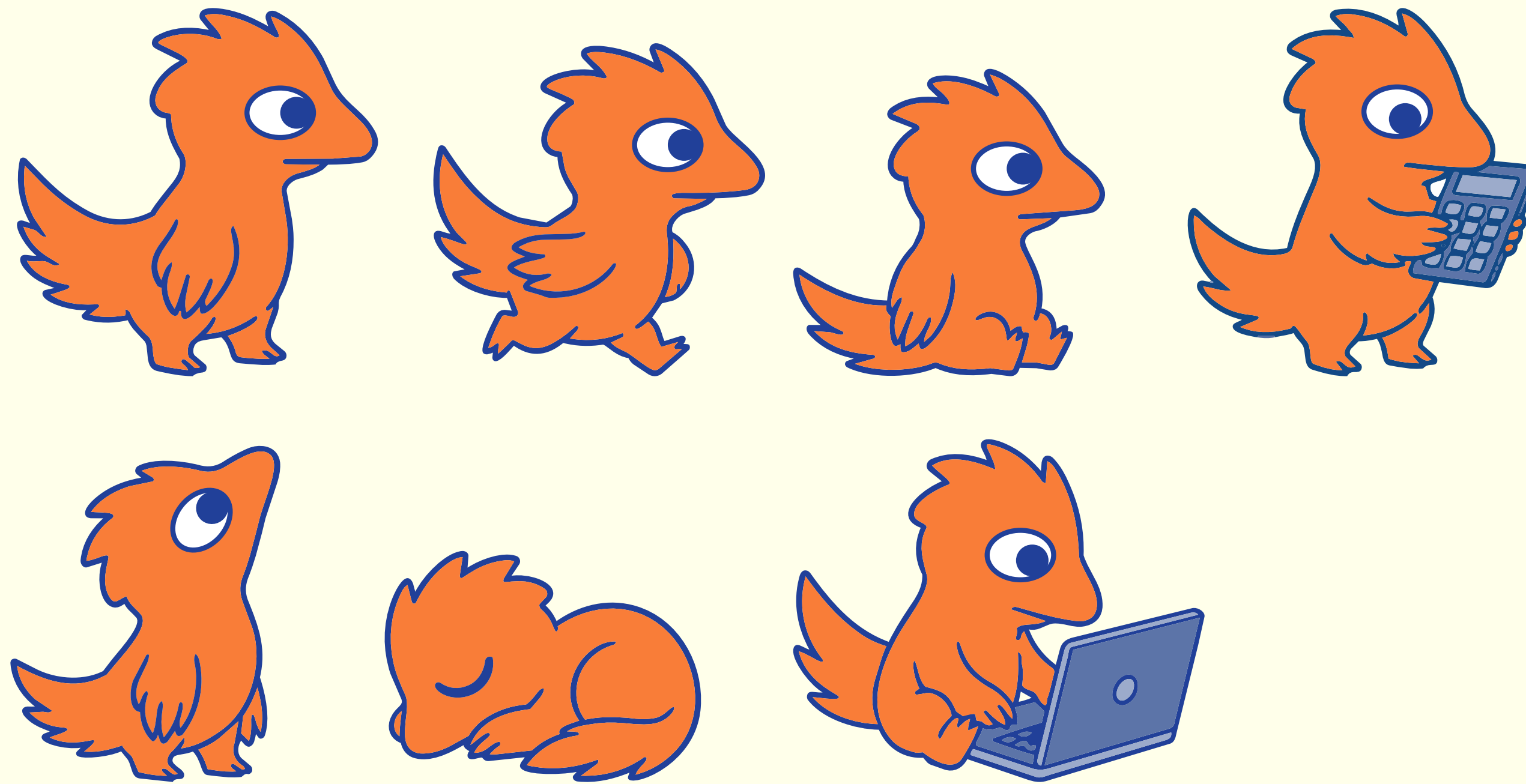
Brand Characters



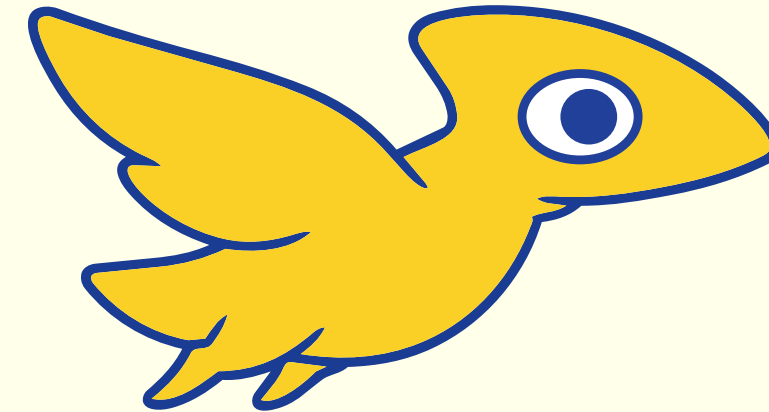
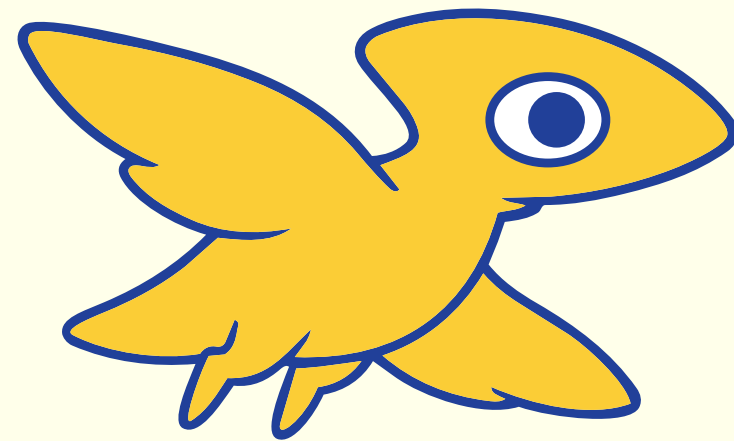
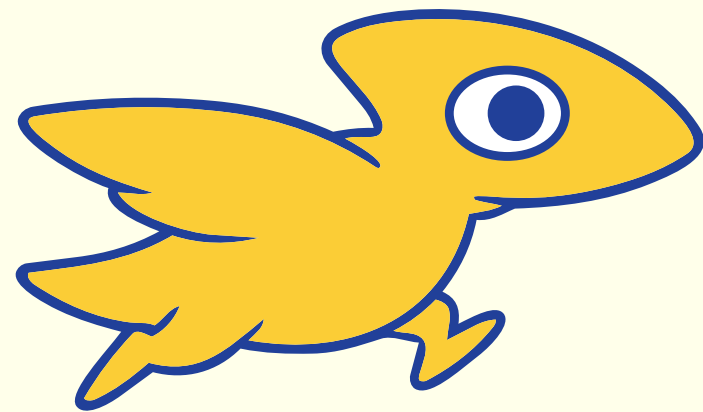
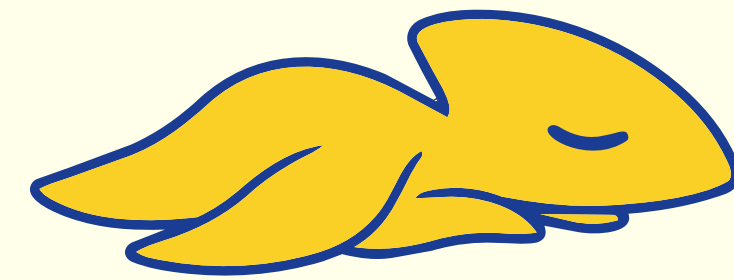
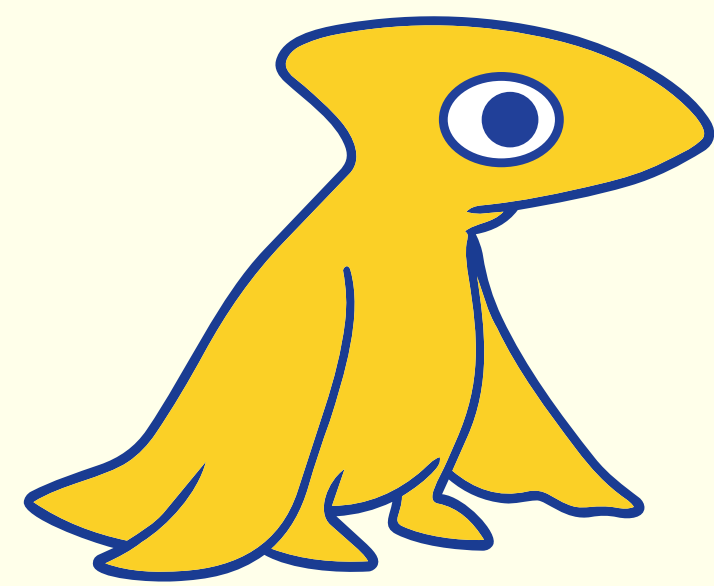
Osaurus (Green)



Osaurus (Orange)



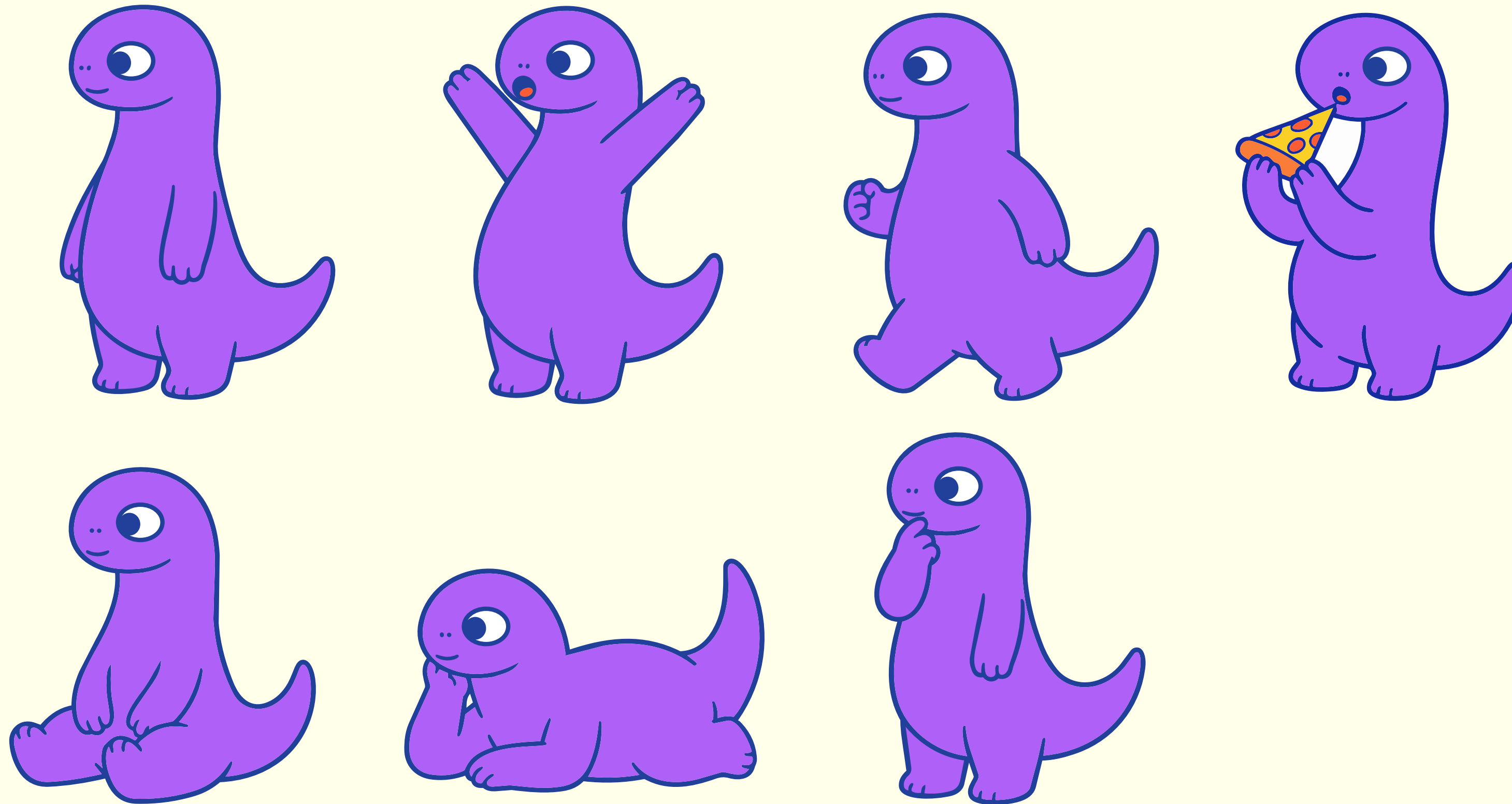
Osaurus (Yellow)



Osaurus (Blue)



Osaurus (Purple)



Osaurus (Red)

