

P¬P

Brand Identity System

AI Infrastructure Lab

Ultra-Minimalist Mathematical Aesthetic

Version 1.0 • November 2024

Brand Philosophy

$P \neg P$ (P not P) represents the fundamental principle of logical opposition in formal mathematics. The brand identity embodies this through extreme minimalism, geometric precision, and binary color theory.

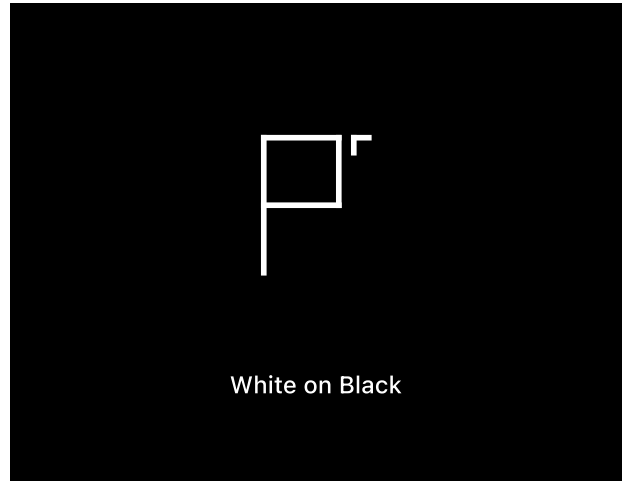
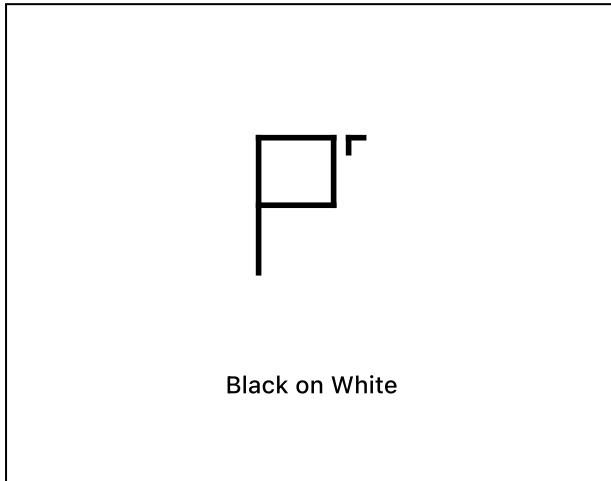
Design Principles

- **Mathematical Precision:** All elements constructed on integer coordinates with perfect right angles
- **Binary Aesthetics:** Pure black (#000000) and white (#FFFFFF) only—no gradients, no gray
- **Geometric Rigor:** No curves, no rounded corners—only straight lines at 90° angles
- **Formal Logic:** Visual language derived from logic notation symbols ($\neg$, $\vdash$, $\perp$, $\Diamond$)
- **Systematic Approach:** Every element serves a functional purpose in the visual system

Brand Values

- Precision and rigor in AI development
- Transparency through formal mathematical methods
- Opposition to complexity for complexity's sake
- Infrastructure built on foundational principles

Primary Logo: Monogram



Symbol Meaning

The monogram combines two elements:

- **P shape:** Constructed from an inverted-L bracket ($\neg$) representing a proposition in formal logic
- **Negation mark ($\neg$):** Positioned in the upper-right, representing logical negation
- **Together:** Forms $P \neg P$, expressing logical opposition and the foundation of boolean logic

Clear Space

Maintain clear space equal to 56% of the logo height on all sides. Never place text, graphics, or other elements within this protected area.

Minimum Size

- **Digital:** 16×16 pixels minimum
- **Print:** 12.7mm (0.5 inch) minimum

Monogram Construction

Technical Specifications

ViewBox: 0 0 64 64

Stroke Width: 1.5px

Stroke Linecap: square

Stroke Linejoin: miter

P Shape Coordinates:

1. Left vertical stem: (18, 14) → (18, 50)
2. Top horizontal: (18, 14) → (38, 14)
3. Right vertical (P bowl): (38, 14) → (38, 32)
4. Bottom horizontal (P bowl): (38, 32) → (18, 32)

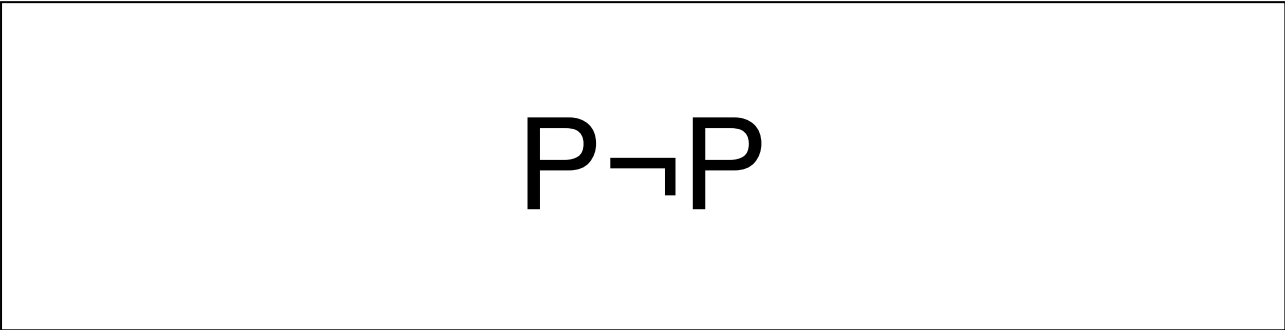
Negation Mark (↯) Coordinates:

1. Horizontal line: (42, 14) → (46, 14)
2. Vertical line: (42, 14) → (42, 18)

Construction Principles

1. **Integer Coordinates:** All points fall on whole pixel values—no sub-pixel positioning
2. **Right Angles Only:** Every junction is exactly 90 degrees
3. **Minimal Elements:** Entire symbol constructed from 6 lines
4. **Grid Alignment:** Elements align to underlying 64×64 grid structure
5. **Proportional Scaling:** Maintains exact proportions at all sizes through viewBox

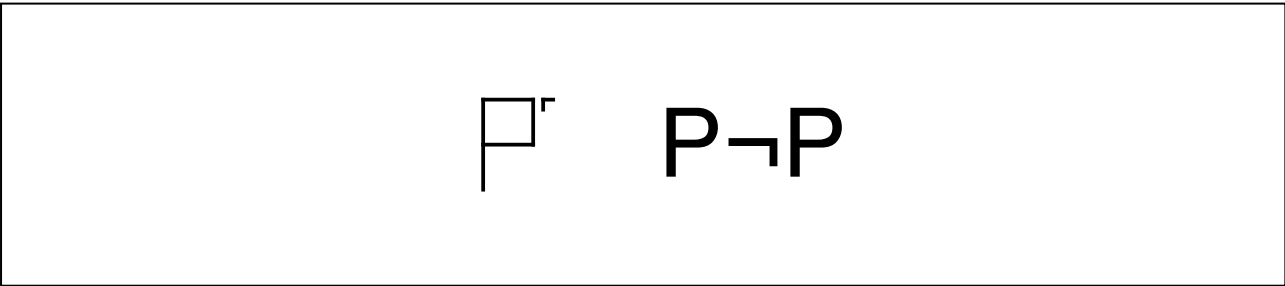
Wordmark



Typography Specifications

Property	Value
Typeface	Inter (primary), System UI fallback
Weight	Medium (500)
Letter Spacing	+2% (0.02em)
Character Set	P↯P (Unicode ↯ = U+00AC)
Case	Uppercase only

Horizontal Lockup

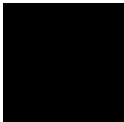


Usage: Use horizontal lockup for headers, documentation, and primary brand applications. Maintain 24px minimum spacing between monogram and wordmark.

Color System

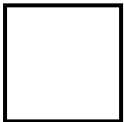
The P-P brand uses an absolute binary color system with no intermediate values.

Pure Black



HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
Pantone: Process Black C

Pure White



HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Pantone: White (uncoated paper)

Color Rules

- **No gradients:** All fills must be solid 100% opacity
- **No gray:** Exception only for UI dividers at #C6C6C6, never for logo
- **High contrast only:** Black on white or white on black—no mid-tone backgrounds
- **No color variations:** Brand prohibits any colored versions of the logo

Background Application

Background Color	Logo Color	Usage
White (#FFFFFF)	Black (#000000)	Primary, documents, light UI
Black (#000000)	White (#FFFFFF)	Dark mode, presentations, dramatic applications

Photography/Color	Avoid	Use solid black or white frame instead
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Typography System

Primary Typeface: Inter

Inter is a geometric sans-serif designed for digital interfaces with excellent legibility at all sizes.

Use Case	Weight	Size	Letter Spacing
Logo Wordmark	Medium (500)	Variable	+2%
Headings Large	Medium (500)	48-72px	-1%
Headings Medium	Medium (500)	32-40px	0%
Body Text	Regular (400)	16-18px	0%
Captions	Regular (400)	12-14px	+1%
Code/Technical	Regular (400)	14px	0%

Typography Rules

- **No rounded variants:** Only use standard Inter, never Inter Rounded
- **Limited weights:** Use only Regular (400) and Medium (500)
- **No italics:** Emphasis through weight or size only
- **Monospace code:** Use Monaco, Courier New, or SF Mono for code blocks

Fallback Fonts

```
font-family: 'Inter', -apple-system, BlinkMacSystemFont, 'Segoe UI', sans-serif;
```

Icon Sizes



Icon Specifications

Size	Use Case
16×16px	Favicon, browser tabs, smallest UI elements
32×32px	Toolbar icons, small badges, notifications
64×64px	Standard icons, medium UI applications
128×128px	Large icons, app icons (macOS)
256×256px	High-resolution displays, app stores

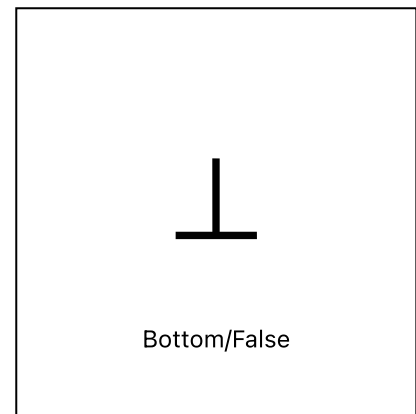
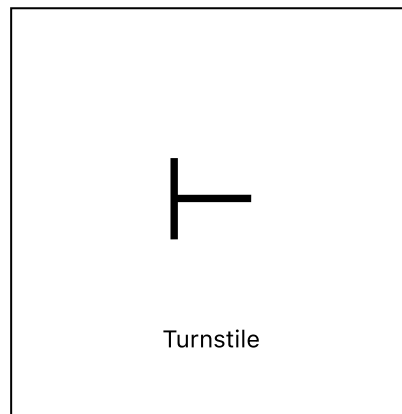
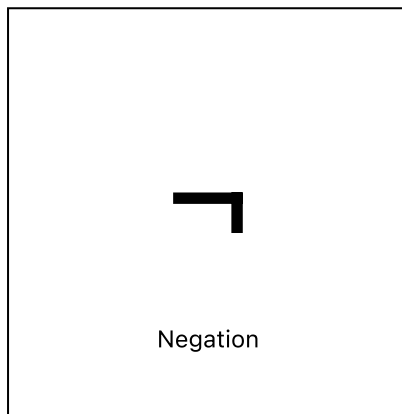
Export Guidelines

- **Format:** SVG for web/digital, PNG for raster needs
- **Artboard:** Square artboard matching icon size
- **Scaling:** All sizes use same 64×64 viewBox for consistency
- **Stroke preservation:** Maintain 1.5px stroke at all scales

Graphic Elements: Logic Notation

The brand system includes decorative elements derived from formal logic notation symbols.

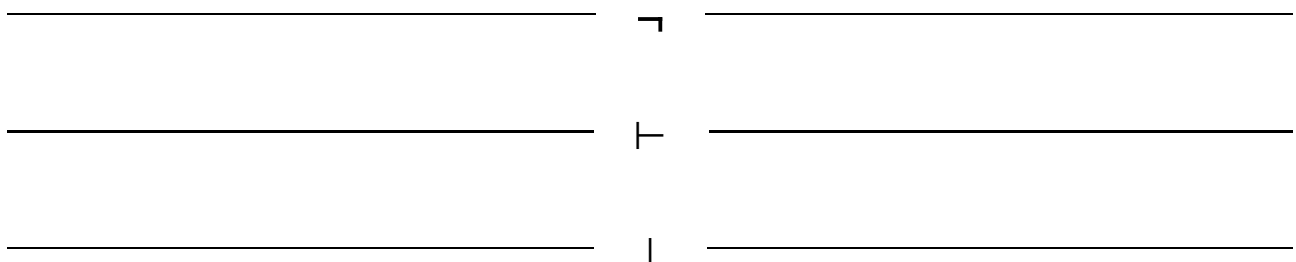
Available Symbols



Usage Guidelines

- **Dividers:** Use horizontal lines with logic symbols as section breaks
- **Bullets:** Replace standard bullets with logic notation symbols
- **Decorative accents:** Sparingly use at large scale for visual interest
- **Never as logo replacement:** These are supplementary elements only

Divider Examples



Brand Applications

Digital Applications

Application	Format	Specifications
Website Header	Horizontal Lockup	SVG, 200-300px width, black on white
Favicon	Icon 16px/32px	ICO format, both sizes included
Social Media Avatar	Monogram	PNG 400×400px, black on white
Email Signature	Horizontal Lockup	PNG 300px width @2x resolution
Documentation	Monogram + Wordmark	SVG embedded, scalable

Print Applications

Application	Format	Specifications
Business Cards	Monogram	Vector EPS/PDF, CMYK, 25mm minimum
Letterhead	Horizontal Lockup	Top left, 40mm width, black only
Presentations	Monogram	Top right corner, 30mm, consistent placement
Technical Docs	Monogram	Header/footer, 15mm minimum

Prohibited Uses

- ✗ Rotating or distorting the logo
- ✗ Adding drop shadows, glows, or effects
- ✗ Changing colors or adding gradients

- ❌ Rearranging elements of the logo
- ❌ Using on busy photographic backgrounds
- ❌ Placing logo smaller than minimum size
- ❌ Violating clear space requirements
- ❌ Creating custom variations

File Formats & Specifications

Source Files

Format	Usage	Notes
SVG	Web, digital, scalable applications	Primary format, infinitely scalable
PNG	Raster applications, compatibility	Export at 2x and 3x for retina displays
EPS	Print, professional design software	CMYK color mode for print
PDF	Documents, sharing, print-ready	Embed fonts, outline text

Export Settings

SVG Export:

- Styling: Inline CSS
- Font: Convert to outlines or embed
- Decimal precision: 2 places
- Minify: No (keep readable for development)

PNG Export:

- Resolution: 144 DPI minimum (2x), 216 DPI for 3x
- Color mode: RGB, 8-bit
- Transparency: Enabled
- Compression: PNG-24

Print Export:

- Resolution: 300 DPI minimum
- Color mode: CMYK

- Format: EPS or high-res PDF
- Fonts: Convert to outlines

Quick Reference Guide

Colors

Black: #000000

White: #FFFFFF

No gradients

No intermediate grays

High contrast only

Typography

Primary: Inter Medium 500

Body: Inter Regular 400

Spacing: +2% for logo

No rounded variants

No italics

Minimum Sizes

Digital: 16×16px

Print: 12.7mm (0.5")

Clear space: 56% of height

Stroke: Always 1.5px base

File Formats

Web: SVG

Raster: PNG @2x/3x

Print: EPS/PDF CMYK

Always vector when possible

Logo Checklist

- ✓ Using official source files (not recreated)
- ✓ Maintaining clear space on all sides
- ✓ Above minimum size requirements
- ✓ Pure black (#000) or pure white (#FFF) only
- ✓ On solid background (white or black)
- ✓ No effects, shadows, or modifications
- ✓ Proper file format for application
- ✓ High enough resolution (@2x for retina)

Contact

For questions about brand usage, file requests, or permission to adapt these guidelines, please contact:

P-P AI Lab

brand@pnotp.ai

www.pnotp.ai

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