nullohm

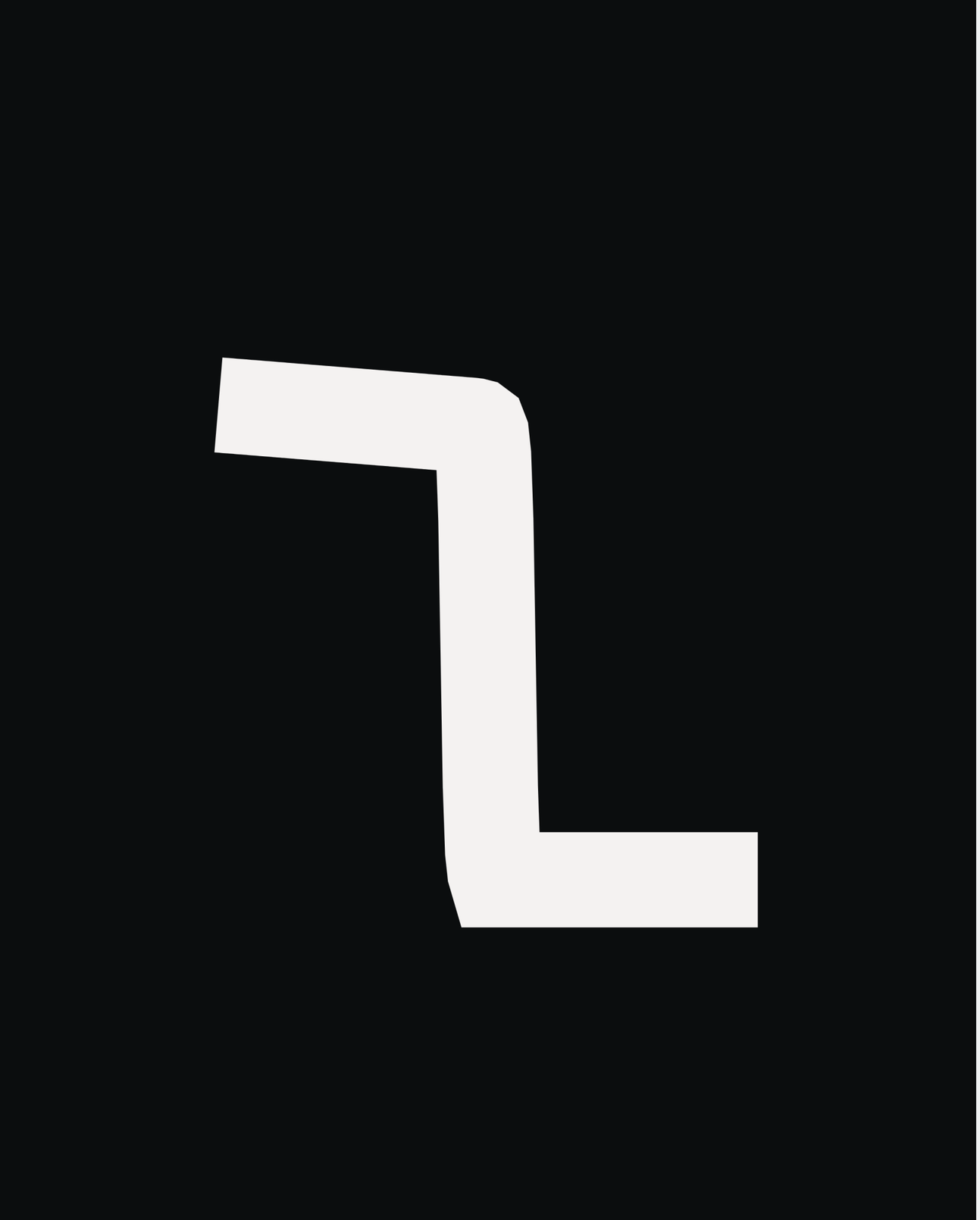
Identity guidelines, version 1

Pencil of Nature

The logo is a measurement.

Below a critical temperature, a superconductor's electrical resistance does not fall gradually. It collapses to zero within a fraction of a degree. That cliff is one of the most dramatic graphs in physics and it is the whole reason this company exists.

Nullohm's mark is that graph with the axes removed. It is drawn left to right as the material cools: a level of ordinary loss, a cliff, then a flat line running to the edge of the square, and off it.

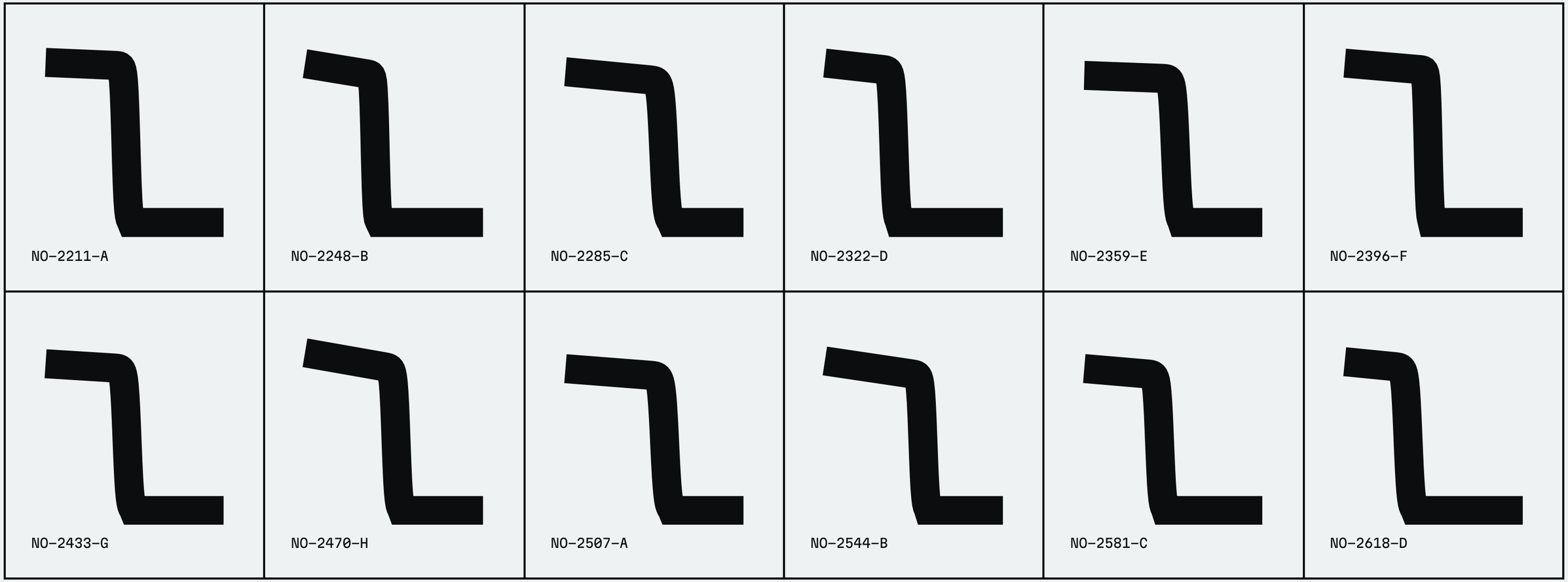


One line weight. One rule.

The mark has a stroke of 14 per cent of its square. Its top edge sits at 12 per cent, the cliff falls at the midpoint, and the bottom line must always touch the right-hand edge. Zero never stops.

This master version appears on company material only. Products carry the batch stamp.

Every batch signs its own name.



The batch code is hashed into four parameters: cliff position, resting slope, knee softness and top level. The family holds because the drawing rule never changes, only its inputs. Anyone can stamp a batch in the online tool.

Ink

#0B0D0E. Drawing, type, drums.

Ice

#EFF2F3. Everything else. Slightly too clean.

Copper

#B8633A. Means loss. Never decoration.

0.000 Ω

Archivo

Headlines are heavy, slightly wide and set tight. Body stays regular. Nothing is centred, because instruments are not centred.

Martian Mono

Reserved for numbers that came off an instrument. If it has a unit and a timestamp, it is mono. If it has an opinion, it is Archivo.

Copper lost 6% of this sentence.

Campaign line. Illustrative of typical grid transmission and distribution loss.

nullohm

Resistance ends here.