Nitente

BRAND MANUAL · VERSION 1.0

Nitente

November 2, 2026

Brand in use, not registered.

The light our products share.

Nitente is the company that creates Spinelle, Heliodore and Grenat. This manual explains how Nitente is written, looks and sounds, and how it lives alongside each product brand.



NAME	ORIGIN	COLOR	TYPOGRAPHY
Nitente	Latin *nitens*, shining	Black and white	Inter

PRODUCTS

Spinelle · Heliodore · Grenat

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A living manual has an owner, a version and a path for exceptions.

How to use this manual

A quick guide to finding what you need and knowing which rules are mandatory.

Which rules weigh most

Mandatory

The rules marked **“No”** and the figures for contrast, minimum size and clear space. They are not negotiable: they protect legibility and the brand.

Recommended

The guidelines for composition, voice and examples. They can be adapted if the case calls for it, as long as the spirit is respected.

Example

Mockups and templates show one possibility, not the only one. Use them as a starting point.

If you have five minutes

1. Logo
2. Color
3. Typography
4. Voice and tone
5. Brand architecture

Shortcuts and tools

Search	Press `/` or `Ctrl` `K` to search sections, rules and colors.
Copy	Click a color or a code block to copy it.

Theme	The button in the bar switches between light and dark; by default it follows your system.
Downloads	The “Download kit” button gets all the logos (nitente-logo-kit.zip). The “PDF” button gets the full manual.
Print	Use your browser's print function or the PDF: the printed version hides menus and controls.

Frequently asked questions

Can I change the logo colors?

No. Use the versions in the kit: each one is designed for a type of background. If you need another, ask for it after reading the logo page.

Which logo version do I use on a photo or a colored background?

The one with the most contrast: white on dark areas and black on light areas. The logo viewer warns you when the contrast is not enough.

How do I write “Nitente”?

Always “Nitente”, with a capital initial. In web addresses and emails it goes in lowercase.

Can I use ® next to the name?

No. The trademark is not registered yet. You can use ™ on the first prominent mention, without repeating it every time.

Which typeface do I use if I do not have Inter? –

Install Inter (it is free, OFL license). Meanwhile, the fallback stack is system-ui, Segoe UI, Roboto and sans-serif.

Can I print or stamp the logo on clothing or objects? –

For the team's internal use, yes, with the versions in the kit. To sell or give away to third parties, ask for permission first.

How do I ask for an exception or a new file? –

Write to hi@nitente.com with a sketch of how you plan to use it.

Where can I see what changed? –

In the changelog on the governance page.

Can I take the manual as a PDF? –

Yes. The “PDF” button in the top bar downloads the full manual. Interactive widgets appear in their initial state; the web version has everything.

When does the Nitente seal appear on a product? –

Only where the link is not obvious: footer, loading screen, documents and announcements. See Brand architecture.

Scope

This manual covers the Nitente brand. Each product has its own manual with its full identity.

One-page summary

Everything you need to know about the brand on one sheet. It can be printed.

Nitente

The light our products share.

Parent brand



COLOR

Nitente Black	#0B0C0D
Light Graphite	#2F3034
Smoke	#8A8F98
Mist	#F2F2F3
White	#FFFFFF

TYPOGRAPHY

Inter 400, 500 and 600. JetBrains Mono only for code and data.

VOICE

Sober · Direct · Warm · Honest

LOGO

Minimum size: Symbol 24 px · horizontal 20 px tall.

Clear space: One symbol stripe (x) on every side.

Version by background. Never stretch, rotate or recolor.

✓ ALWAYS

- Write “Nitente” with a capital N
- Use only black and white
- Choose the logo version to match the background
- Use the seal only where the link to a product is not obvious

- Check contrast (WCAG 2.2 AA)

✗ NEVER

- Give Nitente a color: color belongs to each product
- Stretch, rotate or add a shadow to the logo
- Use the white logo on a light background
- Write ® (the trademark is not registered yet)
- Place the seal inside a product's workflow

Full manual at brand.nitente.com · Questions: hi@nitente.com

Print this page

Purpose and personality

Before the logo, the reason to exist. Everything that follows comes from here.

We make software that is understood at first glance and can be used with little effort.

What we do

We create working software for professionals in Venezuela: accounting for accountants and businesses, schedule and patient records for doctors, and other ideas that grow out of real problems of the trade.

Who it is for

For people who work with sensitive information and have no time for manuals: accountants, doctors, merchants and the teams that support them.

Principles

01

Clarity over decoration

If an element does not help people understand or decide, it goes. Few shapes, plenty of space, high contrast.

02

Light, not noise

The brand shows itself through what it lights up: a well-placed figure, a clear action. Never through effects that distract.

03

Each product with its own stone

Each product has its own identity. Nitente holds the family together but does not stand in front of them.

Personality

Sober, not cold	We speak with calm and precision, without drama or coldness. We look after the reader.
Direct, not curt	We say what is happening and what to do. One short sentence, one fact, one action.
Warm, not overfamiliar	We address people directly. We use no jargon, no filler and no humor in an error.
Honest, not exaggerated	We do not promise what the product does not do. If something is in testing, we say so.

What Nitente is not

✓ Nitente is

- A software company made in Venezuela
- The one that signs and stands behind its products
- A sober brand, in black and white

× Nitente is not

- A public body or part of one
- A promise of legal or tax compliance
- A consumer brand: there are no colors or mascots

Origin of the name

A short, Latin name that is easy to say in any language. The reason behind each identity decision is written down here, so nobody has to guess it later.

The name

Latin

nitens

Participle of *nitere*: to shine, to gleam. It is the root of the Spanish “nítido” (sharp) and “nitidez” (clarity).

Spanish

Nitente

A direct adaptation. It is read as it is written, with no accents or silent letters.

The idea

Light

The light the products share: the company has no color of its own, it lights up the color of each product.

Identity decisions and their reasons

DECISION	REASON
Black and white only	The products carry color (Ember, Solar, wine red). If the parent company had a color too, it would compete with them. Black and white leave the color to each product.
Disc of light	The simplest way to represent light. It needs no explanation and is recognizable at 16 px.
Seven vertical stripes	They turn the circle into a mark of its own: a disc seen through ribbed glass. Seven is the smallest number that reads as “many” without getting muddy at small sizes.
Wave offset	It is the signature. Without it the symbol would be a striped circle; with it, it looks like light being refracted. It is measured: see the symbol geometry.
Inter as the only family	It is free (OFL), legible on small screens, covers full Spanish and does not require paying for licenses.
Endorsed brand	Products present themselves on their own and Nitente backs them with a seal. That way an idea in validation like Grenat can change without dragging the company along.

Timeline

DATE	MILESTONE
November 2, 2026	First edition of this manual: name, symbol, palette, typography, Reflect system and brand architecture are set.
Pending	Incorporation of the legal entity and a consultation with an intellectual property agent about registration. There is no committed date.

What this manual does not claim

Nitente is a brand in use and is not registered. No company has yet been incorporated under that name. Until that changes, no piece uses ®, a legal company name, RIF (Venezuela's tax ID) or “Inc.” or “C.A.”.

Mission, vision and values

A value that changes no decision is decoration. Each of these includes the concrete decision it governs.

Mission

To make work software that is understood at first glance and can be used with little effort.

It is the sentence used when Nitente has to be explained in one line.

Vision

That a Venezuelan professional can trust their daily work to a tool made for their trade, clear and honest about what it does.

It is a direction, not a promise of results or of size.

Five values

VALUE	MEANS	DECISION IT GOVERNS
Clarity	If something is not understood at first glance, it is badly made.	Between two screens, the one with fewer elements wins. Interface text of more than 20 words is rewritten.
Calm	Work already brings enough rush.	No red alerts for things that are not urgent, no countdowns, no sustained capitals, no exclamation marks in errors.
Honesty	We say what the product does and what it does not.	What is in testing is labeled. No tax or legal compliance is promised. Screenshots with fictional data say so.
Care	Client information is not ours.	Real patient or client data is never shown in a brand piece. Examples use invented names and figures.
Craft	Every detail is finished.	Contrast, minimum size, focus state and dark mode are checked before publishing, not after.

When two values clash

The order of priority is the one in the table: **honesty** and **care** weigh more than aesthetics or speed. Example: if a cover looks better with a rounded figure that Nitente cannot stand behind, the real figure goes in, or none at all.

✓ **A value well applied**

- “We saved your change.” (clarity)
- “This module is in testing.” (honesty)
- Examples with “Sample patient” (care)

× **A decorative value**

- “World-class innovative solutions.” (nothing to verify)
- “Never lose data again!” (a promise we cannot keep)
- Screenshots with a real patient “to make it look authentic”

Audience and positioning

Nitente speaks to professionals who work with sensitive information and little time. These profiles are working tools: they help decide how to write and design, and they do not describe real people.

Four working profiles

Accountant

Needs figures that add up and fewer repeated steps.

Reads numbers and dates with care.

We speak with precision, no frills, with the right number formats.

Shopkeeper

Needs to charge, record and close the day without complications.

Reads fast, standing up, sometimes on a phone.

We speak in short sentences and with large buttons.

Doctor

Needs to organize their schedule and patient records without losing consultation time.

Reads between patients.

We speak calmly and with absolute respect for confidentiality.

Small team

Needs someone else to be able to continue the work without a long explanation.

Reads when something fails.

We speak by saying what happened, what comes next and who can help.

Positioning statement

> For professionals in Venezuela who handle sensitive information and have little time, Nitente creates work software that is understood at first glance, built from the needs of each trade and honest about what it does.

It is used as an internal compass. It is not published as is: it is translated into the presentation texts.

Brand territory

AXIS	NITENTE IS HERE	NITENTE IS NOT HERE
Complexity	Simple: few options, well placed	A panel with a hundred controls
Scope	Tailored to a trade	Everything for everyone
Tone	Sober and warm	Cold corporate or loud and youthful
Proof	Shows what it does with examples	Adjectives with no backing

No invented figures

Until Nitente has its own verifiable data, pieces do not mention number of clients, time saved, awards or comparisons with other companies.

Narrative and introduction copy

Three lengths of the same text, ready to copy. All of them say the same thing at different levels of detail and none promises what Nitente cannot stand behind.

Base texts

Short · use: social bios, footers, signatures Copy

Nitente is the company behind Spinelle, Heliodore and Grenat: work software for professionals in Venezuela, made to be understood at first glance.

Medium · use: press releases, presentations, directories Copy

Nitente is a software company made in Venezuela. It creates work tools for professionals who handle sensitive information and have no time for manuals: Spinelle, accounting software; Heliodore, a schedule and patient record for doctors; and Grenat, a customs idea that is being validated. Each product has its own identity. Nitente stands behind them and holds what they share: clarity, calm and honesty about what each one does.

Long · use: “About” page, press kit Copy

Nitente is a software company made in Venezuela. Its name comes from the Latin nitens, “shining”, and its symbol is a disc of light seen through ribbed glass: seven stripes that let the same light through at different heights.

The company creates work tools for professionals who handle sensitive information and have no time for manuals. Spinelle is accounting software. Heliodore is a schedule and patient record for doctors. Grenat is a customs idea that is being validated, and it presents itself as such. Each product has its own name, its own color and its own voice; Nitente appears as a discreet seal where the link is not obvious.

We work with three commitments: that every screen is understood at first glance, that it can be used with little effort, and that we say clearly what each product does and what it does not do yet. Nitente is a brand in use and is not yet registered; the company's legal entity is yet to be incorporated.

Short: 22 words · Medium: 68 words · Long: 166 words

How the story is ordered

STEP	QUESTION IT ANSWERS	EXAMPLE
1 · Who	What is Nitente?	A software company made in Venezuela.
2 · For whom	Who does it serve?	Professionals with sensitive information and little time.
3 · What it creates	Which products are there?	Spinelle, Heliodore and Grenat (the latter in validation).
4 · How it works	What sets it apart?	It is understood at first glance, used with little effort, and honest.
5 · Status	What is left to say?	Brand in use, not registered; legal entity yet to be incorporated.

Supporting lines

Company slogan

The light our products share.

Cover headline. It is not placed next to the logo as a fixed tagline.

Descriptor

Work software, made in Venezuela.

It goes under the name in directories and profiles.

Internal promise

Understood at first glance.

A test for every screen and every text. It is not published as a guarantee.

The name

One way to write it, always. Small variations weaken a new brand.

Written

Nitente

With a capital initial and the rest in lowercase, also in the middle of a sentence.

Said

ni·TEN·te

Three syllables, stress on the second. It sounds the same in Spanish and English.

Meaning

nitens

From Latin: shining. The light all the products share.

✓ Do

- **Nitente**, with a capital initial
- A creation of Nitente · of Nitente
- Nitente and its products Spinelle, Heliodore and Grenat
- nitente.com, in lowercase, only in web addresses and emails

× Don't

- NITENTE or nitente as a name in a text
- Nitente Inc., Nitente Corp. or other legal suffixes, while the entity does not exist
- Nitente Labs, Nitente Software or other invented variants
- Shortening it to “Nit” or “Niten”

Alt text

The symbol is described as “Nitente” when it accompanies the name, and as “Nitente symbol: a disc of light cut into stripes” when it stands alone.

Voice and tone

The voice is always the same. The tone adjusts to the reader's situation.

Voice

We use the informal “you”

Neutral Latin American Spanish, with “tú” (the informal “you”). No voseo, no strong regionalisms and no anglicisms when a clear word exists.

One idea per sentence

Sentences of up to 20 words. First what happened, then what to do.

Active voice

“We saved your change”, not “the change has been saved”. Concrete verbs, no filler.

Tone tester

Move the control. Nitente moves between “formal” and “warm”, and avoids the extremes.

more formal — warmer

Today we are doing scheduled maintenance. The service may be interrupted for a few minutes. We will let you know when it is done.

Nitente · recommended tone

Examples

✓ Do

- “Today we are doing scheduled maintenance. We will let you know when it is done.”
- “We could not save your change. Check your connection and try again.”
- “Done. Your file is in Downloads.”

× Don't

- “Oops! Something went wrong :(”
- “Dear user: an incident has occurred in the system.”
- “Wow! What great news!” (in an error or with sensitive data)

House words

Nitente	Always with a capital initial. Never “the Nitente”.
Spinelle, Heliodore, Grenat	With their exact spelling. Heliodore has no accent mark.
Product	For Spinelle, Heliodore and Grenat. Not “app” or “platform” as a general synonym.
Team	For the people who work at Nitente. We avoid “startup” and “ecosystem”.

Voice by channel

The voice does not change; the tone does. Each channel has a different reader in a different moment. These examples fix the exact point.

Someone arriving for the first time who wants to know what this is. Short sentences, one fact per sentence.

✓ Do

- “We create work software for professionals.”
- “See how Spinelle works.”
- “Not available yet. Write to us if you want to know when.”

× Don't

- “We are revolutionizing the way people work.”
- “Discover the power of innovation.”
- “Join thousands of users now!” (a figure that does not exist)

Tone by situation

SITUATION	TONE	EXAMPLE
Welcome	Warm and brief	“Your account is ready. Come in whenever you like.”
Success	Sober	“Done. Your file is in Downloads.”
System error	Serious, with a way out	“We could not save the change. Try again in a minute.”
User error	Neutral, no blame	“The cédula (national ID) or RIF (tax ID) number is missing.”
Billing notice	Formal and clear	“Your plan expires on December 15. You can renew it from Billing.”
Sensitive data	Maximum sobriety	“Only you see this information.”
Delay or outage	Direct and human	“We are looking into a fault. We will let you know when it is resolved.”

Writing guide

Small decisions repeated millions of times: how a number, a date or an amount in bolívares (Bs., Venezuela's currency) is written. Tested here with a formatter. These rules govern the Spanish-language pieces, so the examples stay in Spanish format.

es-VE formatter

Enter an amount and a date to see how they are written in Nitente pieces.

Amount

1234567.5

Date

11/02/2026

Number	1.234.567,50
Integer	1.234.568
Bolívares	Bs. 1.234.567,50
Dollars	US$ 1.234.567,50
Percentage	67,5 %
Long date	2 de noviembre de 2026
Short date	2 nov 2026
Date in tables	02/11/2026

Invoices and tax documents

The formats of tax documents (invoices, notes, ledgers) are set by current tax regulations, not by this guide. Consult the accountant before publishing any tax template.

Numbers, currency and dates

ELEMENT	RULE	YES	NO
Decimals	Decimal comma	1,5	1.5
Thousands	Period from 1.000, always in price figures and tables	12.500,00	12,500.00 or 12 500
Bolívares	“Bs.” before the figure, with a space	Bs. 1.250,00	Bs1250 or 1250 Bs
Dollars	“US$” before the figure, with a space	US$ 1.250,00	$1,250.00
Percentages	Space before the %	12,5 %	12.5%
Date in text	Day, lowercase month, year	2 de noviembre de 2026	Noviembre 2, 2026
Numeric date	Day/month/year with zeros	02/11/2026	11/02/2026 (confusing)
Time	12-hour with “a. m.” and “p. m.” in text; 24-hour in tables	9:41 a. m. · 21:41	9:41AM
Ranges	“de 5 a 10” or “5 a 10 días” (spelled out, not with a dash)	5 a 10 días	5-10 días with a long dash
Phone numbers	Code, space, number	+58 412 000 0000	(0412)-000.00.00

Capitals and punctuation

Titles and buttons	Only the first word and proper nouns capitalized: “Create a new client”, not “Create A New Client”.
No sustained capitals	No small caps and no all caps, except acronyms (RIF, IVA, the latter being Venezuela's value-added tax) and technical labels in JetBrains Mono.
Quotation marks	Angle quotes «like this» for quoting. English-style “like this” only inside a quote that is already in quotation marks.
Punctuation marks	Always the opening marks (¿ ¡). A single exclamation mark, and never in errors or sensitive data.
Dashes	Em dashes and long dashes are not used as punctuation. Use commas, colons, parentheses or a period.
Lists	Each item starts with a capital if it is a sentence and has no final period if it is a word or fragment.
Acronyms	Written without periods and in capitals: RIF, IVA, PDF. Explained the first time if the reader may not know them.

Headlines and calls to action

✓ Headlines

- 3 to 9 words. One idea.
- They say what the page offers: “Spinelle, accounting software”.
- Claims that can be verified

× Avoid

- Rhetorical questions: “Tired of your accounting?”
- Superlatives: “the best”, “the fastest”
- Wordplay that is not understood outside the office

CONTEXT	BUTTON TEXT	DO NOT USE
Create something	Create client	Click here
Save	Save changes	OK
Cancel	Cancel	No, thanks
Download	Download kit (ZIP)	Download right now
Contact	Write to Nitente	Contact us today
Destructive action	Delete client	Yes, I am sure

Inclusive language without overdoing it

Solutions that do not alter the reading are preferred. No “@”, “x” or “e” as a gender marker, and no doubling of every noun.

✓ Do

- Generics: “el equipo” (the team), “las personas” (people), “quien contrata” (whoever hires)
- Rephrasing: “cada paciente” (each patient) instead of “el paciente” (the patient)
- Use both gendered forms only when the context requires it: “contadoras y contadores” once, not in every sentence
- Collective nouns: “la clientela” (the clientele), “la consulta” (the practice)

× Don't

- “Todxs”, “tod@s”, “todes”
- Repeating “los y las” in every sentence
- Rewriting to the point that the text is not understood

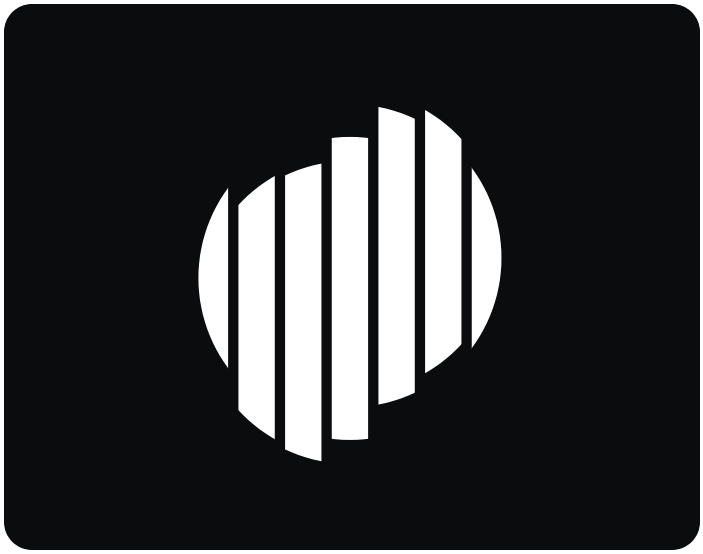
House glossary

WE SAY	WE DO NOT SAY	WHY
Product	App, platform, solution	Each product has its own name; “product” is the generic term.
Team	Staff, talent, human resources	They are people.
Client	User (if they pay), consumer	It respects the working relationship.
Account	Profile (if it belongs to a company)	It is what the user understands.
Maintenance	Downtime, window	Plain words when a clear word exists.
Made in Venezuela	Venezuelan-made, 100 % Venezuelan	Descriptive, not a slogan.

Logo

A disc of light seen through ribbed glass: each stripe lets the same light through at a different height.

Anatomy



Symbol: seven vertical stripes of a single disc.

Disc

A circle of light, with no outline. It is the only thing drawn.

Stripes

Seven vertical cuts of equal width, with a thin gap.

Offset

Each stripe shows the disc at a different height, in a gentle wave. It is the signature: without it, it is just a striped circle.

Name

Inter SemiBold, converted to outlines, with letter spacing tightened by 2.5%.

Play with the symbol

The symbol is built from three decisions. Move the controls to see how they work. The official symbol is fixed: this is only an exercise.



Versions and download

Choose the version by the background, not by taste. The viewer warns you if the contrast is not enough.



Black. Primary version on light backgrounds. `nitente-horizontal-una-tinta-negro`

✓ **When to use each piece**

- **Horizontal**: the default version, anywhere with wide space
- **Stacked**: covers, avatars and square spaces
- **Symbol only**: when the name already appears nearby
- **Wordmark only**: documents and signatures, if the symbol is already on the page

× **When not to**

- The symbol alone at someone's first contact with the brand
- A flat version on a photo background
- Versions with their own background on top of another background
- Mixing two versions in the same piece

Clear space

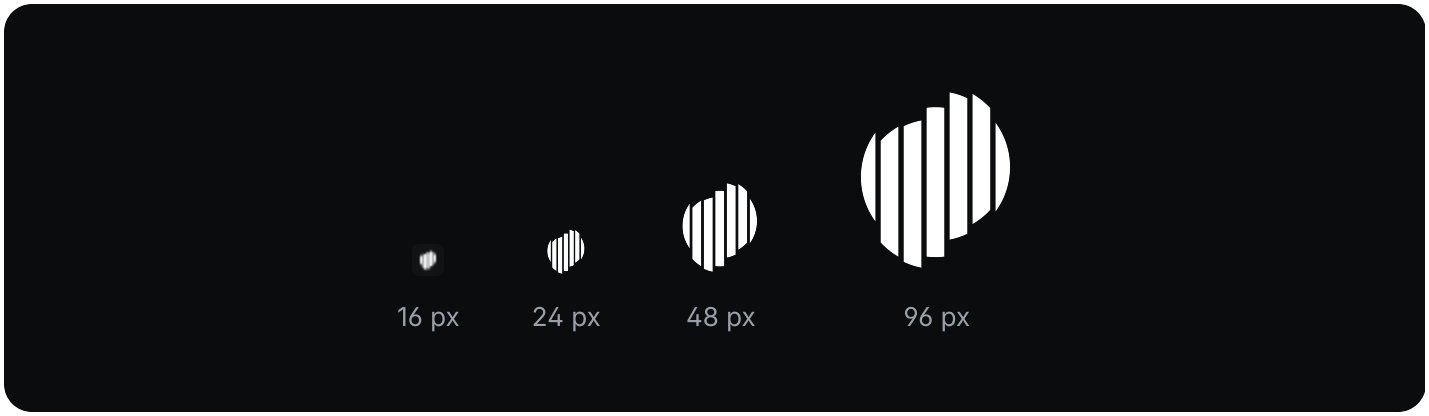
Around the logo, leave free a space equal to **one stripe of the symbol (x)**. Nothing enters that zone: no text, no borders, no other logos.



Minimum size

Below these sizes the stripes are lost. For favicons from 16 to 32 px, use the compact five-stripe version.

PIECE	SCREEN	PRINT
Symbol only	24 px tall	8 mm
Horizontal	20 px tall (100 px wide)	6 mm tall
Stacked	56 px tall	18 mm
Wordmark only	14 px letter height	4 mm
Favicon (compact version)	16 px	·



Incorrect uses



× Don't stretch or squash



× Don't rotate



× Don't change the colors



× Don't add shadows or effects



× Don't use on low-contrast backgrounds



× Don't use on busy backgrounds



× Don't crop

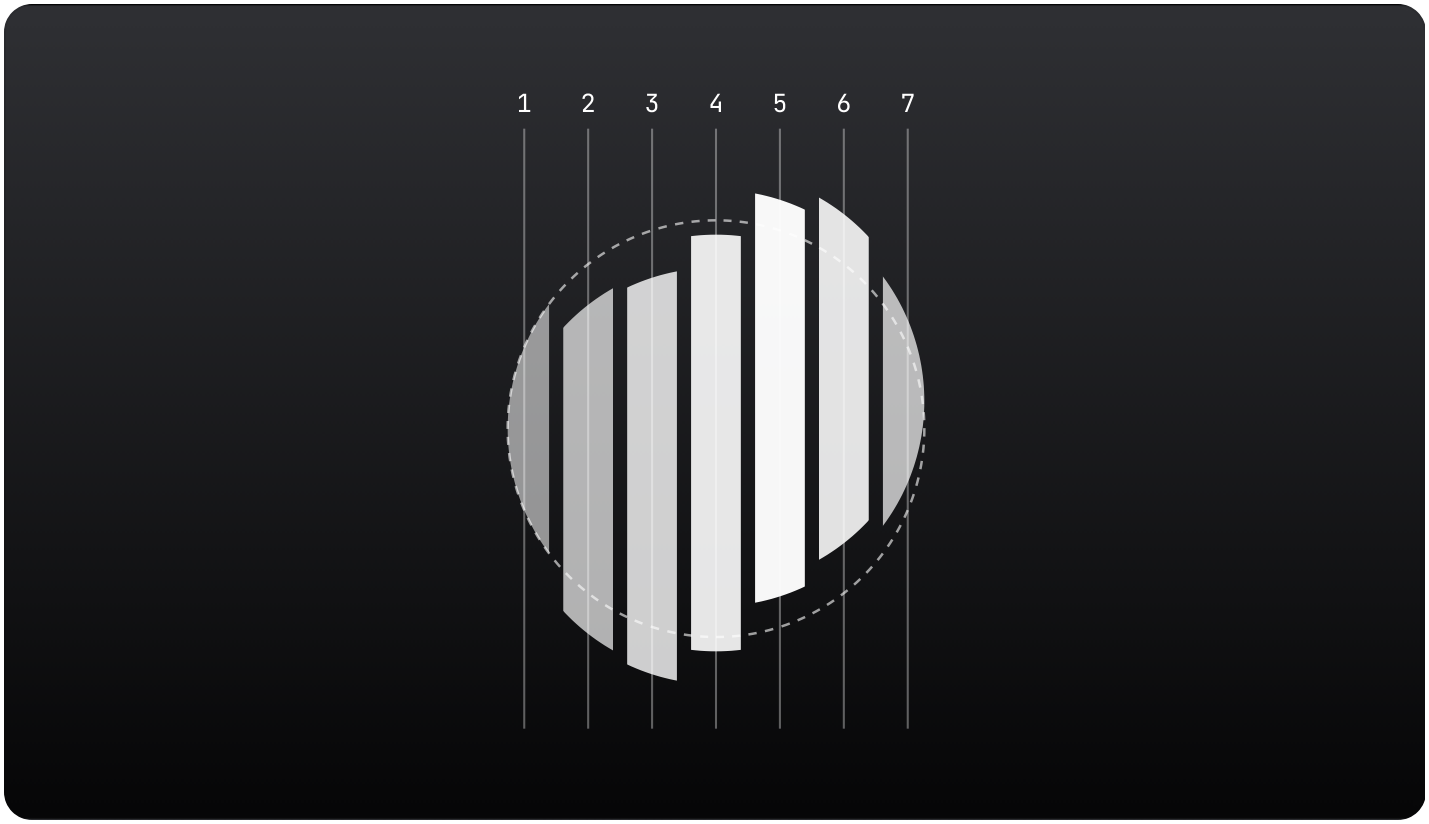


× Don't change the typeface of the name

Symbol geometry

The symbol is not drawn by eye: it is built from a formula. Here are its exact measurements so anyone can reproduce it, plus a view with the guides turned on.

Guides turned on



Measurements

Canvas	A 100 × 100 square. The symbol fills a centered 52 × 72 box.
Disc	A circle of radius 25 (diameter 50) centered at 50, 50.
Stripes	7 vertical stripes, each 5.97 wide, with a 1.7 gap between them. Corners rounded with radius 2.

Offset	Each stripe shows the disc shifted by dy = 6 · sin(0.95 · i), with i from 0 to 6.
Clipping	Each stripe clips vertically between y = 14 and y = 86. The disc is never seen whole.
Safety zone	One stripe width (x ≈ 5.97, 11.5% of the symbol width) on each side.

STRIPE	START X	WIDTH	DY	DISC CENTER Y
1	24.00	5.97	0.00	50.00
2	31.67	5.97	4.88	54.88
3	39.34	5.97	5.68	55.68
4	47.01	5.97	1.72	51.72
5	54.69	5.97	-3.67	46.33
6	62.36	5.97	-6.00	44.00
7	70.03	5.97	-3.30	46.70

The official symbol is fixed

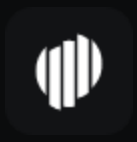
These values explain the symbol; they do not make it editable. To use the symbol, download the SVG from the kit: it is already clipped, with the stripes converted to shapes.

Compact five-stripe version

In favicons from 16 to 32 px, seven stripes clog together. The compact version uses 5 stripes with the same relative offset. It is never used above 32 px tall.



7 stripes · general use



5 stripes · up to 32 px

Logo in special cases

Not everything is printed in ink on paper. Each technique has a minimum size and a version of the logo that works. The samples are illustrations.

LASER ENGRAVING



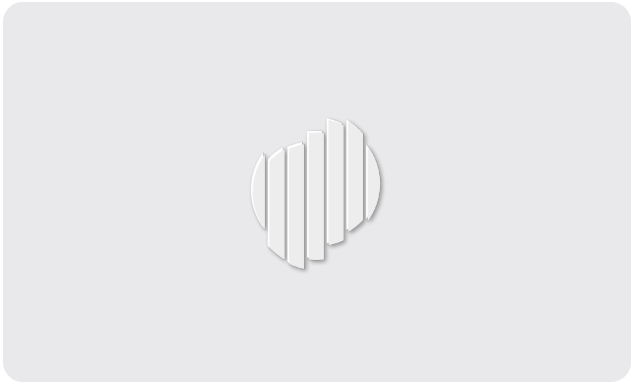
A single pass. On metal or light wood. The symbol must be 8 mm tall or more; minimum gap between stripes 0.3 mm.

EMBROIDERY



Use the compact 5-stripe version below 30 mm wide. Minimum gap between stripes 1.5 mm.

BLIND EMBOSS (NO INK)



Paper of 250 g or heavier. Symbol of 12 mm or more. The name is not embossed below 25 mm wide.

STAMP OR SEAL



One ink only, no gradients or transparencies. Horizontal logo at least 30 mm wide.

One-color logo on a photo

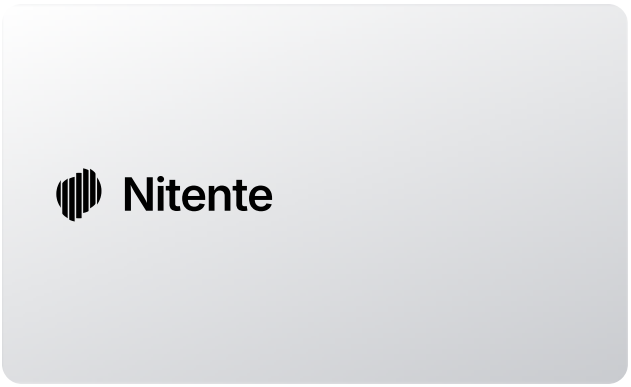
On a photograph, use the one-color version, never the flat version with a background. The contrast between the logo and the area of the photo must be **3:1** or more.

YES: DARK AREA, WHITE LOGO



An area free of detail, with the contrast measured.

YES: LIGHT AREA, BLACK LOGO



If the area changes midway, darken it with a 40% veil or move to another area.

Illustration backgrounds

The photos in these samples are gradients that simulate light. Once we have our own photographs, they will be tested against the same 3:1 rule.

Minimums by technique

TECHNIQUE	VERSION	MINIMUM	NOTES
Screen printing	One-color black or white	Symbol 8 mm	No gradients. One color per pass.
Laser engraving	One-color	Symbol 8 mm	0.3 mm gap between stripes.
Embroidery	One-color, 5 stripes below 30 mm	Width 25 mm	1.5 mm gap. White or black thread.
Blind emboss	One-color (shape only)	Symbol 12 mm	Paper of 250 g or heavier.
Rubber stamp	Horizontal one-color	Width 30 mm	No transparencies.
Cut vinyl	One-color	Symbol 15 mm	Stripes cut with a 1 mm gap.
Screen	Any	See “Logo”	24 px for the symbol alone.

Production minimums are a guide. Confirm them with the supplier using a physical proof before producing in quantity.

Color

Nitente has no color. It has light. Everything that is not white or black belongs to the products.

> **The family rule**
>
> Nitente uses only white and black. Each product has its own color (Ember, Solar, garnet). Nitente never takes a product color, and a product never uses pure black and white as if it were its own.

Palette

Nitente Black

COPY HEX

Brand color. Symbol, name and main backgrounds.

HEX	#0B0C0D
RGB	11, 12, 13
HSL	210, 8%, 5%
CMYK ≈	15, 8, 0, 95

White text on top: **19.58:1** · black: **1.07:1**

Text and symbol on light backgrounds. Background of the dark version.

Graphite

COPY HEX

Surfaces and cards in dark mode.

HEX	#121315
RGB	18, 19, 21
HSL	220, 8%, 8%
CMYK ≈	14, 10, 0, 92

White text on top: **18.59:1** · black: **1.13:1**

Flat background of the app icons.

Light Graphite

COPY HEX

Top of the Reflect gradient.

HEX	#2F3034
RGB	47, 48, 52
HSL	228, 5%, 19%
CMYK ≈	10, 8, 0, 80

White text on top: **13.18:1** · black: **1.59:1**

Never as a text color.

Smoke

COPY HEX

Secondary text and lines on dark.

HEX	#8A8F98
RGB	138, 143, 152
HSL	219, 6%, 57%
CMYK ≈	9, 6, 0, 40

White text on top: **3.25:1** · black: **6.46:1**

Supporting text only, on dark backgrounds.

Mist

COPY HEX

Light surfaces and background of the light icon.

HEX	#F2F2F3
RGB	242, 242, 243
HSL	240, 4%, 95%
CMYK ≈	0, 0, 0, 5

White text on top: **1.12:1** · black: **18.77:1**

Background of cards and paper.

White

COPY HEX

Brand color on dark. The light.

HEX	#FFFFFF
RGB	255, 255, 255
HSL	0, 0%, 100%
CMYK ≈	0, 0, 0, 0

White text on top: **1.00:1** · black: **21.00:1**

Symbol and name on dark backgrounds.

HEX is the source of truth. CMYK is an approximation without an ICC profile: until a proof is printed, it is not an approved value. No Pantone is assigned without comparing against the physical swatch book.

Usage proportion



- **Black and graphite** 55% — Backgrounds and text
- **White and mist** 38% — Backgrounds and symbol
- **Smoke** 7% Support

The Reflect gradient

In the app icon, the background runs from **#2F3034** at the top to **#060607** at the bottom, with a white glow at 22% in the center and a rim with a reflection. Darker than this, the symbol gains contrast; lighter, it loses it.

Contrast

Combinations are checked against WCAG 2.2: 4.5:1 for normal text, 3:1 for large text and interface components.

TEXT \ BACKGROUND	● NITENTE BLACK	● SMOKE	○ MIST
● **Nitente Black**	·	Aa 6.03:1 AA	Aa 17.50:1 AAA
● **Smoke**	Aa 6.03:1 AA	·	Aa 2.90:1 Fail
○ **Mist**	Aa 17.50:1 AAA	Aa 2.90:1 Fail	·
○ **White**	Aa 19.58:1 AAA	Aa 3.25:1 Large text only	Aa 1.12:1 Fail

Text

White #FFFFFF

or type a HEX

Background

Graphite #121315

or type a HEX

Aa

The sample text is read with this color pair. **Bold** and regular text.

18.59:1 Contrast ratio	Normal text AA (4.5) Pass	Large text AA (3) Pass	UI components (3) Pass
Normal text AAA (7) Pass			

Tokens

```
:root {
  --nitente-negro: #0B0C0D;
  --nitente-grafito: #121315;
  --nitente-grafito-claro: #2F3034;
  --nitente-humo: #8A8F98;
  --nitente-niebla: #F2F2F3;
  --nitente-blanco: #FFFFFF;
}
```

Neutral scale and surfaces

Without color, hierarchy is built with a scale of neutrals. There are thirteen named values: the whole manual and the website are built from them.

The scale

n-0 White #FFFFFF	**n-25** Paper #FAFAFA	**n-50** Off-white #F7F8F8	**n-100** Mist #F2F2F3	**n-200** Ice #E3E4E6	**n-300** Silver #C9CBCF
n-400 Ash #9AA0A9	**n-500** Smoke #8A8F98	**n-600** Slate #5B5F66	**n-700** Charcoal #3E4045	**n-800** Light Graphite #2F3034	**n-900** Graphite #121315
n-950 Black #0B0C0D					

Manual surfaces

ROLE	DARK THEME	LIGHT THEME
Background	#08090A	#FAFAFA
Surface 2 (cards)	#0F1011	#FFFFFF
Text	#F7F8F8 (n-50)	#0B0C0D (n-950)
Secondary text	#9AA0A9 (n-400)	#5B5F66 (n-600)
Thin line	White at 8%	Black at 10%
Strong line	White at 16%	Black at 18%
Subtle surface	White at 3.5%	Black at 3%
Strong surface	White at 7%	Black at 7%
Accent (primary button)	n-50 with n-950 text	n-950 with white text

Approved text pairs

Only these pairs are used for text. If a pair is not on the list, measure it first.

TEXT	BACKGROUND	SAMPLE	RATIO	LEVEL
n-950 #0B0C0D	n-0 #FFFFFF	Aa	19.58:1	AAA
n-950 #0B0C0D	n-100 #F2F2F3	Aa	17.50:1	AAA
n-600 #5B5F66	n-0 #FFFFFF	Aa	6.42:1	AA
n-600 #5B5F66	n-100 #F2F2F3	Aa	5.73:1	AA
n-500 #8A8F98	n-950 #0B0C0D	Aa	6.03:1	AA
n-400 #9AA0A9	n-950 #0B0C0D	Aa	7.44:1	AAA
n-0 #FFFFFF	n-950 #0B0C0D	Aa	19.58:1	AAA
n-0 #FFFFFF	n-900 #121315	Aa	18.59:1	AAA
n-500 #8A8F98	n-0 #FFFFFF	Aa	3.25:1	Large text only
n-300 #C9CBCF	n-950 #0B0C0D	Aa	12.05:1	AAA

Text at 18 px regular (or 14 px bold) or larger counts as large and needs 3:1; everything else needs 4.5:1.

Matrix with the brand colors

TEXT \ BACKGROUND	BLACK	SLATE	SMOKE
Black	·	Aa 3.05:1 Large text only	Aa 6.0
Slate	Aa 3.05:1 Large text only	·	Aa 1.97
Smoke	Aa 6.03:1 AA	Aa 1.97:1 Fail	
Mist	Aa 17.50:1 AAA	Aa 5.73:1 AA	Aa 2.9
White	Aa 19.58:1 AAA	Aa 6.42:1 AA	Aa 3.2

Scale tokens

```
:root {
  --nitente-n-0: #FFFFFF;
  --nitente-n-25: #FAFAFA;
  --nitente-n-50: #F7F8F8;
  --nitente-n-100: #F2F2F3;
  --nitente-n-200: #E3E4E6;
  --nitente-n-300: #C9CBCF;
  --nitente-n-400: #9AA0A9;
  --nitente-n-500: #8A8F98;
  --nitente-n-600: #5B5F66;
  --nitente-n-700: #3E4045;
  --nitente-n-800: #2F3034;
  --nitente-n-900: #121315;
  --nitente-n-950: #0B0C0D;
}
```

Typography

A single family, open and well made. Hierarchy comes from size, weight and space, not from more fonts.

Family	Inter (SIL Open Font License 1.1, free to use on screen and in print)
Name	Inter SemiBold, letter spacing tightened by 2.5%, converted to outlines in the logo files
Text	Inter 400 and 500. Headings in 600. Maximum four weights in one piece
Code and data	JetBrains Mono (OFL), only for code, tokens and values
Fallback	system-ui, -apple-system, Segoe UI, Roboto, sans-serif

Type tester

The light our products share.

Inter 600 · 44/51 px · cv11 ss01

Scale

Heading 1 · 64/68 · 600

Clear light

Heading 2 · 40/44 · 600	**Clear light**
Heading 3 · 24/30 · 600	**Clear light**
Text · 16/26 · 400	Short sentences, one fact per sentence, active voice.
Support · 13/20 · 400	Secondary text, notes and captions.
Label · 11 · mono 500	VERSION 1.0

Licenses

Inter and JetBrains Mono are open-licensed (OFL). The files used in this manual are in the `fonts` folder. No paid licenses are needed.

Typographic composition

Typography is the visual voice of a brand without color. These rules define size, line height, tracking and measure so a piece looks like Nitente without needing the logo.

Full scale

ROLE	SIZE / LINE HEIGHT	WEIGHT	TRACKING	USE
Display	104 / 100 (web), 72 / 72 (mobile)	600	−0.04 em	Once only, on the cover
Heading 1	64 / 68	600	−0.03 em	Page title
Heading 2	40 / 44	600	−0.02 em	Sections
Heading 3	24 / 30	600	−0.01 em	Subsections and cards
Large text	20 / 30	400	0	Lead paragraphs
Text	16 / 26	400	0	Paragraphs
Support	13 / 20	400	0	Captions, notes
Label	11 / 16 · JetBrains Mono	500	+0.05 em, uppercase	Page numbers, data

DISPLAY · 104 · -0.04 EM

Clear light

HEADING 2 · 40 · -0.02 EM

Everything fits in a short sentence.

TEXT · 16 / 26

A good Nitente piece has three things: a title that says what it is about, a paragraph that explains it without ornament, and room to breathe between the two.

Composition rules

Measure	60 to 75 characters per line (≈ 38 em). In narrow columns, never fewer than 35.
Line height	1.05 to 1.15 in headings; 1.5 to 1.65 in body text. Longer lines need more line height.
Tracking	The larger the size, the tighter: −0.04 em at 104 px, 0 in 16 px text, +0.05 em in small caps.
Alignment	Always left-aligned. Justified and centered only in short cover headlines.
Weights	400 for text, 500 for emphasis, 600 for headings. 700 and 800 are not used.
Italic	Only for terms in another language and titles of works. Not for emphasis.
Numbers	Tabular (`font-variant-numeric: tabular-nums`) in tables, prices and aligned figures.
Hierarchy	At most three visible levels at a time. Distinguish them by size or by weight, not both.

Example of figures with and without tabular numbers:

Tabular

1,111.00
2,222.00
8,888.00

Proportional

1,111.00
2,222.00
8,888.00

Fallbacks and file weights

```
font-family: "Inter", system-ui, -apple-system, "Segoe UI", Roboto, sans-serif;
font-feature-settings: "calt", "kern";
font-optical-sizing: auto;

/* Code and data */
font-family: "JetBrains Mono", ui-monospace, "SF Mono", Menlo, monospace;
```

Font licenses

FONT	LICENSE	WHAT IT ALLOWS	WHAT IT REQUIRES
Inter	SIL Open Font License 1.1	Use on screen and in print, embed in web and apps, modify and redistribute.	Keep the copyright notice and the license text if the files are redistributed. Do not sell the font by itself.
JetBrains Mono	SIL Open Font License 1.1	Same as Inter.	Same as Inter.

How to serve them

They are self-hosted on the site (`fonts` folder) as WOFF2. Self-hosting the fonts avoids sending a visitor's IP address to a third party. Before redistributing a file, check the current license text at the official source.

The Reflect system

The four icons (Nitente and its three products) are built the same way. The symbol and color change, not the construction.



The family on a home screen. Nitente is the only one without color.

Five layers

Turn each layer on and off to see what it adds. A Reflect icon always has all of them.



- [x] **1 · Gradient background**

  Rounded square (radius 23 out of 100). Vertical gradient of the brand color: light at the top, almost black at the bottom.

- [x] **2 · Glow**

  Radial circle of radius 48, centered slightly below the middle, with the product light at 22%.

- [x] **3 · Halo**

  The symbol is repeated blurred (3.2) at 70% behind itself.

- [x] **4 · Symbol**

  Translucent faces, each with different light, separated by a thin gap.

- [x] **5 · Rim with reflection**

  A line of 1.2 with a highlight at the top that fades toward the bottom.

✓ Do

- Use Reflect in marketing, app icons and loading screens
- Use the flat or one-color version inside the interface
- Keep the symbol at 54% of the square height
- Always leave a minimum of 29 px in height

× Don't

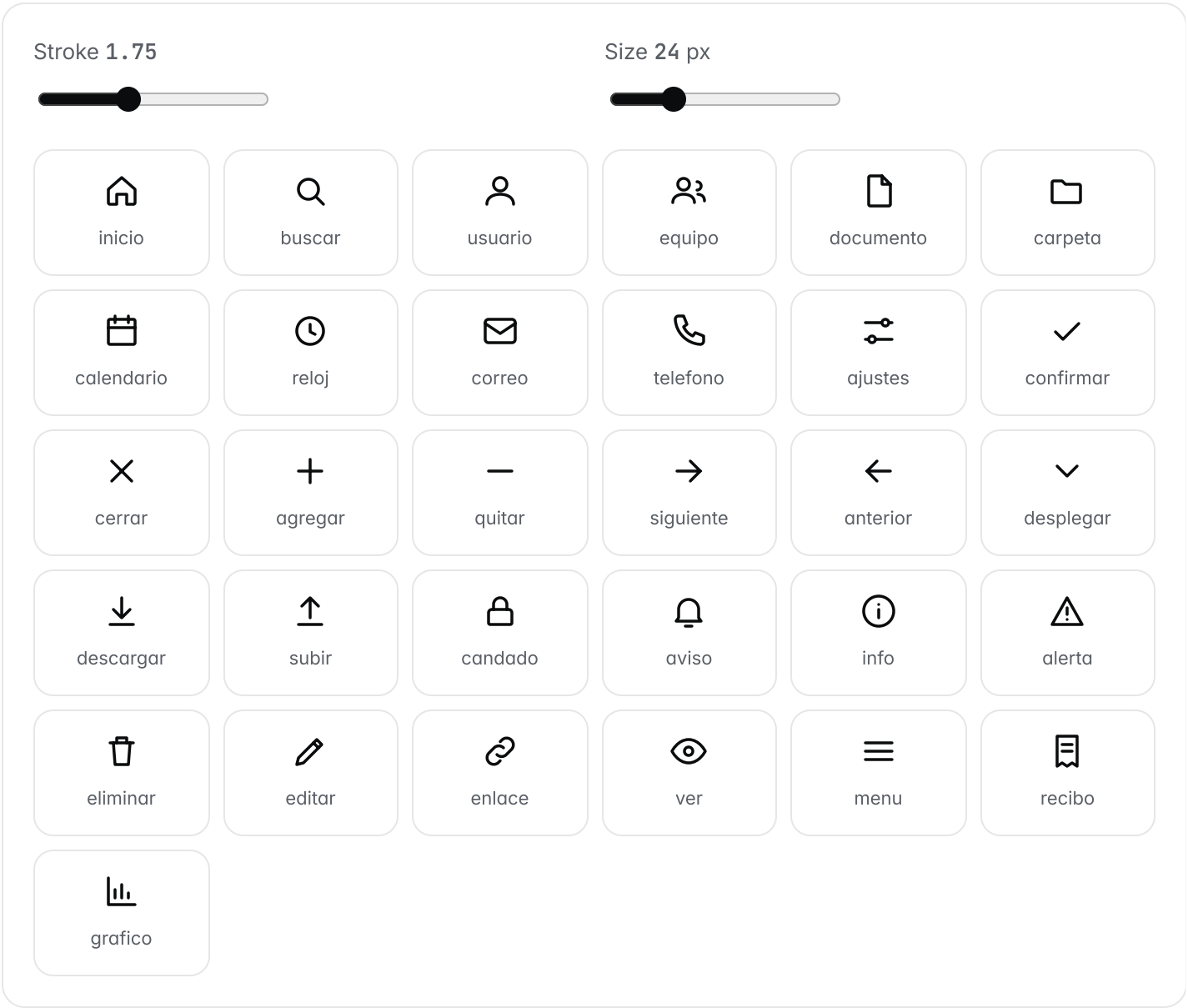
- Change the corner radius or the gradient angle
- Place the symbol off the optical center
- Mix two symbols in a single icon
- Use Reflect for text or printed documents

Iconography

Stroke, not fill. Each icon is drawn on a 24 px grid with the same stroke and the same corners, so a screen full of icons looks like the work of one hand.

Base set

Tap an icon to copy its SVG. Use the control to see how the stroke changes. The official value is 1.75.



Drawing rules

Grid	24 × 24, with 2 px of inner padding. The shape fits within 20 × 20.
Stroke	1.75 px, color `currentColor`. No fill, except 1 px dots.
Caps and joins	Rounded caps. Rounded joins.
Corners	Outer corners with radius 2 in containers; sharp angles only in arrows and marks.
Metaphor	Real, simple objects: an envelope for email, a clock for time. No characters or faces.
Sizes	16 px in compact text, 20 px by default in buttons, 24 px in navigation. Touch target of 44 px with space around it.
Color	Inherits the text color. Icons are not colored: color belongs to the products.
Associated text	An icon on its own carries an `aria-label`; next to text it is decorative (`aria-hidden`).

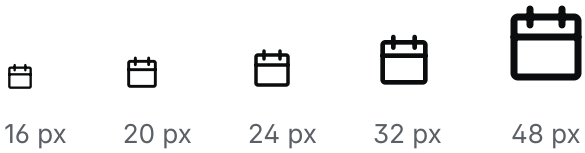
✓ Do

- One icon per action, always the same one
- Icons with text for new actions
- The same stroke across the whole screen

× Don't

- Mixing stroke and fill
- Icons from another library next to these
- Using an icon as the only signal of a state

View at different sizes

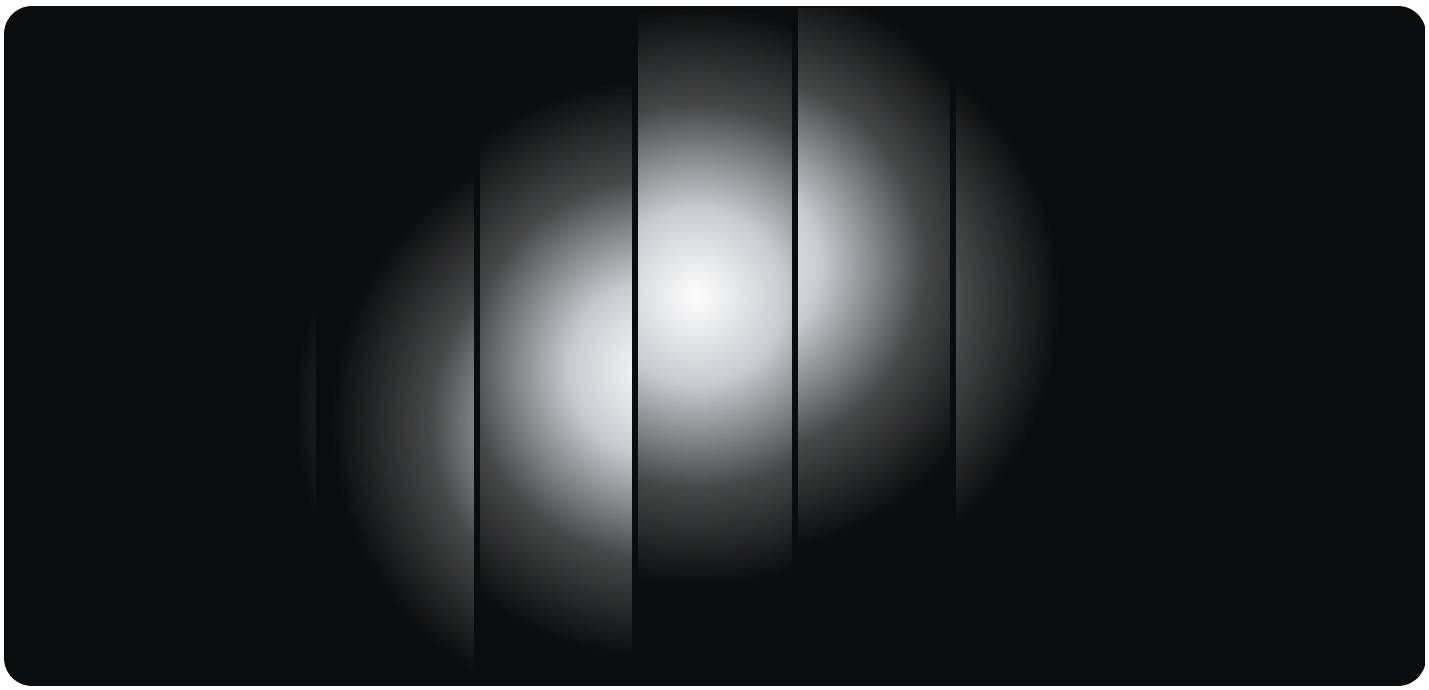


Images and light

Nitente imagery is light seen through ribbed glass: one bright source, vertical stripes that shift it, a lot of black around it. This page sets how it is produced and which photography is in and out.

Ribbed glass

Move the controls. It is the base resource for covers and backgrounds: a scene of light cut into columns that shift.



Columns 9

Offset 40 px

Gap 3 px

Scene

Light disc

Image rules

Light	A single bright source on a near-black background. No second, colored fill light.
Color	Black and white. No color tint; color comes from the products when they appear.
Contrast	High. Black is black (#0B0C0D or darker), not washed-out gray.
Glass	Between 7 and 13 columns, maximum offset of 12% of the height, gap of 2 to 4 px.
Composition	Keep the center free for text. Place the subject on a third, not in the center, except for the light disc.
Grain	No decorative grain or noise. No vignettes or lens flares.
Text on images	Always on an area free of detail, with 4.5:1 measured.

Photography

✓ Yes

- Hands, desks and real work objects, with express permission
- Black and white with deep blacks
- Team portraits with written consent
- Product screenshots as illustration with fictitious data, labeled

× No

- Generic stock photos: handshakes, laptops on wooden tables, laughing teams
- Recognizable people without authorization
- Screens with real client or patient data
- Color filters, duotones or gradients over photography

Third-party data

No brand image shows real patient or client data, or third-party documents. If a screenshot needs data, use invented data and label it.

AI-generated images

They are allowed for backgrounds, textures and concepts, not to show the product or real people. They are always labeled.

RULE	DETAIL
Label	Caption: “Image generated with artificial intelligence.” On social media, the platform’s synthetic-content label as well as the caption.
Prohibited	Real or real-looking people, faces, patients, documents with data, and any image that simulates a product screenshot.
Review	A team member reviews the image before publishing: text errors, hands, third-party logos.
Record	Note the tool and the date in the source file, so it can be explained if anyone asks.
Rights	Check the tool’s terms of use for commercial use before publishing.



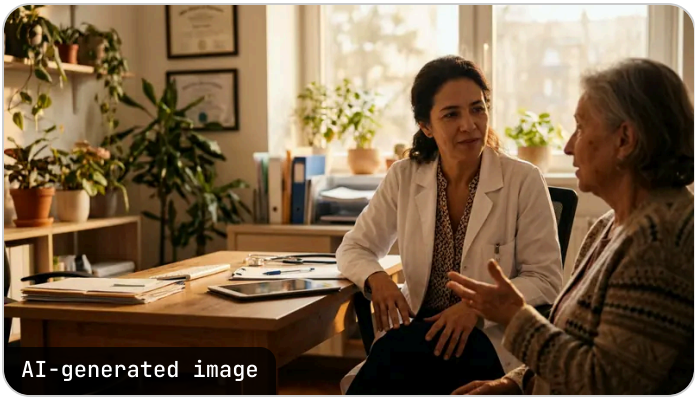
How a concept image is labeled: the caption always says “Image generated with artificial intelligence.”

Product photography as a reference

Nitente has no photography of its own yet. These two images belong to Spinelle and Heliodore and show how the family criteria apply with each product's color. Both were generated with AI to illustrate the sites.



Spinelle: a work scene with red touches.



Heliodore: a consultation scene with warm light and golden details.

Family criteria	Documentary, natural light, real-looking people at work, no catalog poses, no text or logos inside the scene, and always the “AI-generated image” label.
What is Nitente’s	The black-and-white version with deep blacks, as in the rules above. The warm color belongs to each product.
What is missing	There are no examples of Nitente’s own photography yet. Until there are, use only product images with their label, or none.

Black-and-white conversion



Product original.



Nitente version: high-contrast black and white, no tint.

Crops for web, social and link previews

One master image, four crops. Here, a Heliodore image as an example. The subject always stays in the central third: if a crop cuts it off, pick another image instead of forcing the framing.



Web hero · 16:9 · 1600 × 900 px



Open Graph · 1.91:1 · 1200 × 630 px



Square social post · 1:1 · 1080 × 1080 px



Vertical social post · 4:5 · 1080 × 1350 px

Format	WebP at quality close to 80. The hero weighs 150 KB or less and the link preview image (Open Graph) 300 KB or less.
Dimensions	Always declare width and height on the tag so the page does not jump while loading. Lazy-load everything below the first screen.
Safe area	Text or a logo over the image only on a detail-free area, at least 5% from the edge, with 4.5:1 contrast measured.
Label	The “AI-generated image” label stays inside every crop, including the link preview.

Alt text and captions

Alt text describes what is seen, for people who cannot see the image. The caption gives context and states the origin. They do not say the same thing.

Alt text	“AI-generated illustration: a doctor listens to an older patient in a consulting room with window light.”
Caption	“AI-generated image to illustrate the site; not a real customer or user.”
Decorative image	If the same image repeats or only decorates, it gets empty alt text (alt="") and the label stays.

Patterns derived from the stripes

The symbol can be repeated and becomes texture. Patterns are used on backgrounds, packaging and empty spaces, always beneath the content.

Generator



Bars 24

Wave 22

Phase 0.95

Background

Dark

Copy CSS Copy SVG

Rules

Opacity	Between 4% and 14% of white on black (or black on white). Never compete with the text.

Text area	Do not place text over the pattern without a veil; if it must go there, lower the opacity to 6%.
Scale	Bars between 8 and 48 px wide. Thinner ones look like noise; thicker ones look like office stripes.
Color	Black and white only. Never colored with a product color.
Use	One pattern per piece at most. Never over photographs.

Three fixed patterns



Curtain



Wave



Lines

```
/* Curtain: vertical stripes of light */
background: repeating-linear-gradient(90deg, rgba(255,255,255,.07) 0 24px, transparent 2

/* Fine lines */
background: repeating-linear-gradient(90deg, rgba(255,255,255,.08) 0 1px, transparent 1p
```

Grid and spacing

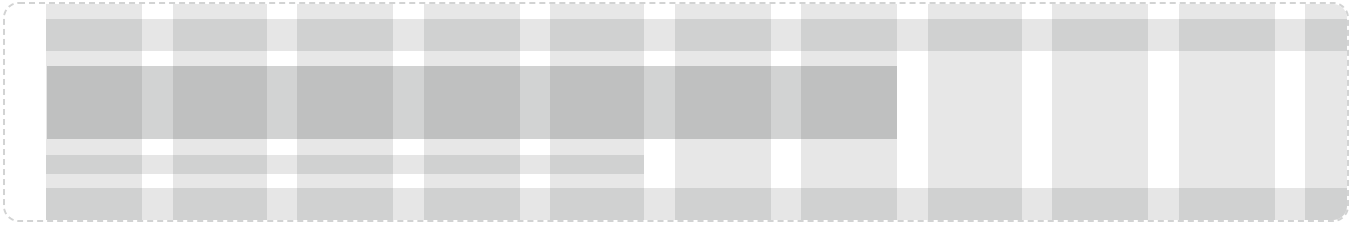
All spacing is a multiple of 4 px and all content aligns to a 12-column grid. Without this base, sobriety turns into carelessness.

12-column grid

Width 1200 px

Show columns

12 columns · margins 32 px · gutter 24 px · column 72.7 px



RANGE	COLUMNS	MARGINS	GUTTER	MAX CONTENT
Up to 639 px	4	16 px	16 px	Full width
640 to 1023 px	8	24 px	24 px	Full width
1024 px and up	12	32 px	24 px	1200 px, centered

Spacing scale

s-1 · 4 px

s-2 · 8 px

s-3 · 12 px

s-4 · 16 px

s-6 · 24 px

s-8 · 32 px

s-12 · 48 px

s-16 · 64 px

s-24 · 96 px

s-32 · 128 px

Base unit	4 px. All spaces, sizes and radii are multiples of 4 (except 1 px borders).
Inside a component	s-2 to s-4 (8 to 16 px).
Between components	s-6 to s-8 (24 to 32 px).
Between sections	s-16 to s-24 (64 to 96 px). Generous space is part of the brand.
Proximity	Things that belong together sit close; things that do not sit apart. The distance between groups is at least double the distance inside a group.

Three compositions

COVER



Headline across 8 columns, lead across 6, light disc across 4.

TEXT

Reading column of 8 columns, centered: 60 to 75 characters.

CARDS



Three cards of 4 columns with a 24 px gutter.

Motion

Nitente motion comes from the symbol: the stripes shift in a wave, one after another. It is slow, smooth and always means something.

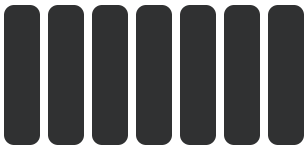
Curve test

Curve

Light · enter (.16, 1, .3, 1)

Duration 320 ms

Play



Durations

NAME	DURATION	USE	CURVE
Instant	0 ms	With reduced motion	·
Fast	120 ms	Hover, focus, color changes	Standard
Base	200 ms	Buttons, dropdowns, switches	Standard
Slow	320 ms	Panels, modals, menu	Light
Emphasis	480 ms	Stripe shift, cover	Light
Cap	600 ms	Nothing lasts longer, except the loading animation	·

The stripe shift

What it is	The 7 stripes shift vertically one after another with a 40 ms delay between them, then return to rest.
When	Loading screen, cover and transitions between large pages. Once, not in a loop.
How much	Up to 12% of the symbol height. Total duration 480 ms plus the delay.
Never	It does not bounce, spin or blink. It is never used to draw attention to an error.

Reduced motion

Anyone who asks for less motion in their system sees no shifting: the change happens in 0 ms or with a 120 ms fade.

```
@media (prefers-reduced-motion: reduce) {
  *, *::before, *::after {
    animation-duration: .01ms !important;
    animation-iteration-count: 1 !important;
    transition-duration: .01ms !important;
    scroll-behavior: auto !important;
  }
}
```

✓ **Do**

- Animate only transform and opacity
- Use a short fade when motion is reduced
- Always leave the final state legible without animation

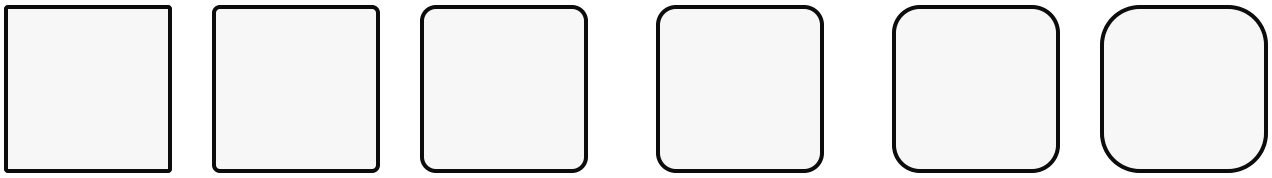
× **Don't**

- Blinking or flashing (more than 3 per second)
- Infinite loops outside a loading state
- Motion that hides content until it finishes

Family tokens

Tokens are the named values that Nitente and its products share: spacing, radii, borders, shadows, opacities and timings. Each product adds its own color on top, without changing this base.

Radii



`r-2` Symbol stripe

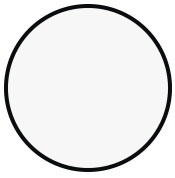
`r-4` Tags

`r-8` Small fields

`r-10` Buttons and fields

`r-14` Cards

`r-20` Large panels



`r-full` Pill

An inner container has a radius 4 px smaller than the outer one (outer 14, inner 10).

Borders, shadows and layers

Thin border

1 px · line at 10 to 18%. It separates without weighing. It is the main elevation device.

Focus border

2 px with a 3 px offset. Always visible.

Shadow

Only in the light theme and on floating objects (menu, modal). In dark, it is replaced by a border and a surface one step lighter.

LEVEL	USE	LIGHT	DARK
0 · Base	Page	No shadow	No shadow
1 · Card	Cards, fields	Thin border	Thin border
2 · Floating	Menus, tooltips	Border + shadow 0 8 24 -12 / 25%	Strong border + 7% surface
3 · Modal	Dialogs	Border + shadow 0 24 60 -20 / 45%	Strong border + 60% scrim behind

Opacities



VALUE	USE
4 to 8%	Subtle surfaces, patterns
10 to 16%	Thin and strong lines
40%	Disabled elements
64%	Supporting text on images
88%	Primary button hover

Layers (z-index)

NAME	VALUE	WHAT GOES HERE
base	0	Content
sticky	10	Fixed headers and bars
menu	30	Menus and dropdowns
modal	50	Dialogs and their scrim
aviso	70	Temporary notices (toast)

Token code

```
:root{
  /* Spacing (base 4) */
  --nt-s-1:4px; --nt-s-2:8px; --nt-s-3:12px; --nt-s-4:16px; --nt-s-6:24px; --nt-s-8:32px
  /* Radii */
  --nt-r-4:4px; --nt-r-8:8px; --nt-r-10:10px; --nt-r-14:14px; --nt-r-20:20px; --nt-r-ful
  /* Borders and focus */
  --nt-border:1px solid var(--nt-line); --nt-focus:2px solid var(--nt-fg);
  /* Timings */
  --nt-t-fast:120ms; --nt-t-base:200ms; --nt-t-slow:320ms; --nt-t-emph:480ms;
  --nt-ease:cubic-bezier(.2,0,0,1); --nt-ease-light:cubic-bezier(.16,1,.3,1);
  /* Layers */
```

```
  --nt-z-sticky:10; --nt-z-menu:30; --nt-z-modal:50; --nt-z-toast:70;
}
```

Neutral colors are in Neutral scale and surfaces; each product's colors are in its own manual.

Components: buttons, fields and cards

Real components, with all their states. The preview and the code are the same: what you see is what you copy.

Preview

Switch to dark

Buttons

Create client | Cancel | View details | + Add

Primary button states, in order: rest, hover, focus, active and disabled.

Save | Save | Save | Save | Save

Fields

Client name

E.g.: Example Trading Co.

As it appears on the invoice.

RIF

J-00000000-0

State: focus

Email

ana@example

The domain is missing. Example: ana@example.com

Notes

Locked

State: disabled

Receive email notifications

Cards

Simple card

Thin border, no shadow. Holds a single topic.

Link card

The whole block is the link. It lifts 2 px on hover.

Code

```
:root{
  --nt-bg:#ffffff; --nt-fg:#0b0c0d; --nt-muted:#5b5f66; --nt-line:rgba(11,12,13,.18);
  --nt-surface:#f2f2f3; --nt-accent:#0b0c0d; --nt-on-accent:#ffffff;
  --nt-r:10px; --nt-font:Inter,system-ui,-apple-system,"Segoe UI",Roboto,sans-serif;
}
[data-theme="dark"]{
  --nt-bg:#0b0c0d; --nt-fg:#f7f8f8; --nt-muted:#9aa0a9; --nt-line:rgba(255,255,255,.18);
  --nt-surface:rgba(255,255,255,.05); --nt-accent:#f7f8f8; --nt-on-accent:#0b0c0d;
}
```

Rules

✓ Do

- One primary button per view
- Visible labels above the field
- Errors with text, icon and a 2 px border
- Minimum height of 44 px on everything touchable

× Don't

- Two primary buttons side by side
- Placeholder as a label
- Showing an error with color alone
- Buttons under 44 px tall on touch screens

No status color

Nitente is monochrome, so success, warning and error are told apart by icon, text and border weight. Products can add their accent color, but must never depend on it alone.

Components: navigation, tables and alerts

The components that organize information and notify the user. Alerts are the most delicate case in a brand without color: here they are solved with shape and text.

Preview

Switch to dark

Tabs

Overview | Clients | Invoices

Content of "Overview".

Top navigation

Products Team Press Write to us

The link for the current page has a 2 px underline and `aria-current="page"`. It is not distinguished by color alone.

Tables

CLIENT	DATE	AMOUNT	STATUS
Sample client A	02/11/2026	Bs. 1.250,00	✓ Paid
Sample client B	30/10/2026	Bs. 8.400,50	Pending
Sample client C	15/10/2026	Bs. 320,00	⚠ Overdue

Fictitious data. Figures are right-aligned with tabular figures; status always carries an icon and a word.

Alerts

Information
We are doing scheduled maintenance today. We will let you know when it is done.

Done
We saved your change.

Notice
This module is in testing. Check the totals before using them.

Could not save
Check your connection and try again.

TYPE	ICON	BORDER	ARIA ROLE
Information	Circle with i	1 px, 4 px bar	status
Success	Circle with check	1 px, 4 px bar	status
Notice	Triangle	Dashed, 4 px bar	status
Error	Circle with X	2 px, 6 px bar	alert

Code

```
<div class="nt-alert nt-alert--error" role="alert">
  <svg ... aria-hidden="true">...</svg>
  <div><b>Could not save</b>Check your connection and try again.</div>
</div>

<table class="nt-table">
  <caption class="sr">Invoices</caption>
  <thead><tr><th scope="col">Client</th><th scope="col" class="num">Amount</th></tr></the
```

```
  ...
</table>
```

The variables and full CSS are in Components: buttons, fields and cards.

Accessibility

A standard you can measure: WCAG 2.2 level AA, with several stricter rules. Check off each item when reviewing a piece; your progress is saved in this browser.

0 of 26 Reset

COLOR

- [ ] Normal text has a contrast ratio of 4.5:1 or higher (WCAG 1.4.3)
  Use the pairs from the neutral scale.
- [ ] Field borders, icons and states have 3:1 or higher (1.4.11)
  The thin decorative 10% line does not count as a field border.
- [ ] No information depends on color alone (1.4.1)
  Nitente uses no status color: icon, text and weight cover it.

KEYBOARD AND FOCUS

- [ ] Everything works with a keyboard, in a logical order (2.1.1)
  Test with Tab and Shift+Tab, no mouse.
- [ ] Focus is visible on every element: 2 px outline with 3 px offset (2.4.7)
- [ ] Focus is not hidden by fixed bars (2.4.11)
  Check fixed headers and footers.
- [ ] There is a “Skip to content” link at the start

SIZES AND TYPOGRAPHY

- [ ] Touch targets of 44 × 44 px (the AA minimum is 24 px; Nitente requires more)
  Includes icon-only buttons.
- [ ] Text scales to 200% without losing content (1.4.4)

- [ ] The page reads at 320 px wide with no horizontal scrolling (1.4.10)
- [ ] Body text of 16 px or more; never below 13 px

IMAGES AND MEDIA

- [ ] Every image has useful alt text, or empty alt if decorative (1.1.1)
  The symbol on its own: “Nitente symbol: a disc of light cut into stripes.”
- [ ] Text is not inside an image, except the logo
- [ ] Videos have captions and no flashing (2.3.1)
  Maximum 3 flashes per second.
- [ ] AI-generated images carry the label

MOTION

- [ ] prefers-reduced-motion is respected
- [ ] Nothing moves for more than 5 s without a way to pause (2.2.2)

FORMS

- [ ] Every field has a visible, associated label (3.3.2)
  The placeholder does not replace the label.
- [ ] Errors say what failed and how to fix it (3.3.1, 3.3.3)
  Text + icon, not just a border.
- [ ] Required fields are marked with text, not just an asterisk

STRUCTURE AND CONTENT

- [ ] The page language is declared (`lang="en"`) (3.1.1)
- [ ] There is a single h1 and heading levels do not skip

- [ ] Links say where they go (“Download kit”, not “Here”)
- [ ] Sentences of up to 20 words, no jargon

DOCUMENTS

- [ ] The PDF has tags, a title and a reading order
- [ ] The printed document reads in grayscale

Reference measures

ELEMENT	NITENTE REQUIRES	WCAG 2.2 AA MINIMUM
Normal text	4.5:1	4.5:1
Large text (≥ 24 px or ≥ 19 px bold)	3:1	3:1
Field borders and icons	3:1	3:1
Touch target	44 × 44 px	24 × 24 px (criterion 2.5.8)
Focus ring	2 px, 3 px offset	Visible (criterion 2.4.7)
Body text	16 px	No minimum, 200% zoom
Narrow screen	320 px with no horizontal scroll	320 px (criterion 1.4.10)

The 5-minute test

1. Use the piece with the keyboard only: Tab, Shift+Tab, Enter, Space, Esc.
2. Zoom to 200% and shrink the window to 320 px.
3. Set the system to “reduce motion” and reload.
4. Run the contrast checker on small and supporting text.

5. Open the page with a screen reader and go through the headings.

> **This is not an audit**
>
> This checklist helps catch common problems, but it does not certify compliance. A formal audit with people who use assistive technology is a separate step and is still pending.

Brand architecture

Each product has a complete identity. Nitente appears as a discreet seal, only where the link is not obvious.

This is an endorsed brand model: the products present themselves on their own and Nitente stands behind them. Tap a product to see how it relates.

Nitente creates and backs...



Spinelle

Accounting software · Ember



Heliodore

Schedule and patient records · Solar



Grenat

Customs idea · garnet

Choose a product.

Seal rules

Text	“a creation of Nitente” or “of Nitente”. Always in lowercase, except the name.
Size	The seal is one third of the height of the product logo, and never less than 20 px tall. If it does not fit, it is omitted.
Spacing	Between the product logo and the seal, half the height of the product, with an optional thin line.
Color	Always black or white. It never takes the product color.
Where it goes	Footer, loading screen, invoices and documents, emails, presentations and press releases.
Where it does not	Inside the product workflow, next to client or patient data, in the app icon, or inside the product logo.

Seal builder

Combine a product with the seal and see how it looks at different sizes. It warns you when the seal no longer fits.


Spinelle
a creation of
Nitente

Where the seal goes and where it doesn't

The criterion: the Nitente seal is used only where the link to the company is not obvious and adds trust. Where it gets in the way, it is left out. This table decides case by case.

Table by piece

PIECE	SEAL	WHY
Footer of a product website	✓ **Yes**	It is the natural place: the visitor already knows the product and learns who backs it.
App loading screen	✓ **Yes**	There is time to read and it interrupts no task.
App store listing, developer name	✓ **Yes**	It is where the platform asks who publishes.
Emails the product sends (footer)	✓ **Yes**	With “a creation of Nitente” in the footer, never in the header.
Press releases, presentations and proposals	✓ **Yes**	Closing or footer. On the cover only if the piece is Nitente's.
Subscription invoices issued by Nitente	✓ **Yes**	A Nitente document: here it is the main logo, not a seal.
Product social media (bio)	○ **Optional**	One line of text: “A Nitente product”. No logo.
Product merchandise	○ **Optional**	On an inside label or on the back, small. Not on the front.
Header of the product website	× **No**	It competes with the product name in the place of highest attention.
Inside the product workflow	× **No**	Whoever is working needs their task, not the company brand.
Near client or patient data	× **No**	Never. It avoids suggesting that Nitente accesses or endorses that data.
Documents the client issues with the product	× **No**	They belong to the client and their business.
App icon	× **No**	The icon belongs to the product. The seal does not fit at 29 px.

PIECE	SEAL	WHY
Inside the product logo	× No	A product logo is not modified to include Nitente.

14 of 14 pieces

Three levels of presence

Main logo

Nitente is the protagonist: nitente.com, company documents, press, contracts, business cards.

Seal

Nitente backs a product: “a creation of Nitente” next to the product logo, small and in white or black.

Text mention

No graphic: “A Nitente product”. For bios, photo captions and any place where the seal does not fit.

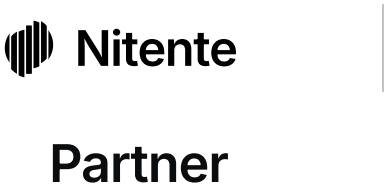
Logos together

PRODUCT WITH SEAL (HORIZONTAL)



The seal is one third the height of the product logo. It aligns to the baseline of the name.

NITENTE WITH A PARTNER (CO-BRANDING)



Same optical height, separated by a line and a space equal to the symbol height. Neither dominates.

Alignment	By the baseline of the name text, not by the edge of the symbol.
Spacing	Between product logo and seal: half the height of the product logo. Between Nitente and a partner: the height of the Nitente symbol.
Hierarchy	In a seal, the product is always larger. In co-branding, both carry the same weight.
Background	Each logo in its contrast version. Never white on light or black on dark.
Maximum	Two logos plus the seal. More than three brands together are handled with a partners page.

To try real combinations, use the seal builder.

Official lockups

LOCKUP	FORMAT	WHEN
Product + “a creation of” + Nitente	Horizontal, with a thin line	Footers, emails, presentations
Product + “by” + Nitente	Horizontal, shorter	Narrow spaces (seal larger than 20 px)
Product above “a creation of Nitente”	Vertical, centered	Loading screens, document covers
Nitente only	Horizontal or stacked	When the piece belongs to the company
Product only	Horizontal or stacked	When the seal does not fit or gets in the way

New products and names

Not every idea deserves a name of its own. This is where it is decided when to create a brand, how to name it and how it relates to Nitente.

Does it deserve its own brand?

Answer honestly. It is a decision guide, not a calculator: the last word belongs to the brand owner.

The audience is different from that of the current products.

◯ Yes ◯ No

It can be used or purchased separately.

◯ Yes ◯ No

It needs its own website, voice and support.

◯ Yes ◯ No

It serves a different trade or solves a different problem.

◯ Yes ◯ No

It can change its name or shut down without affecting the company.

◯ Yes ◯ No

Result

Answer all five questions.

Name ladder

LEVEL	EXAMPLE FORM	RULES
Company	Nitente	A single name. See “The name”.
Product	Spinelle, Heliodore, Grenat	Own name, own color, own manual.
Module	“Schedule”, “Reports”	Descriptive, in plain words, no logo. It sits alongside the product.
Feature	“Export to PDF”	No brand name. It describes what it does.

Criteria for naming a product

Family	Stones and minerals: Spinelle, Heliodore and Grenat are gems. A new product continues the series.
Form	One word, two to four syllables, that a Spanish speaker can read and say without explanation.
Spelling	No accents, ñ or hyphens, so it works in domains and email addresses.
Meaning	The origin of the name can be explained in one line and is true.
Tone	The name does not describe the trade or carry generic suffixes such as “soft” or “plus”.

Availability	Before adopting it, the domain and trademarks are checked with the help of an intellectual property agent. Until then the name is provisional (like Grenat).

Color of the new product

A single hue	Each product has one brand color with its light and dark versions.
Distance	Different from the existing ones: at least 40° of hue separation from Ember, Solar and the wine red of Grenat.
Contrast	It passes 4.5:1 as text on its background, or it is used only as an accent.
Never	White, black or gray: they belong to Nitente.

Product startup checklist

1. Provisional name and a one-line description.
2. Own symbol built with the same logic of light, or a justification of why not.
3. Color and scale, with verified contrast.
4. Reflect icon with the five layer steps.
5. Product manual, even if it is version 0.x.
6. Seal decision: where it goes and where it doesn't.
7. Honest status text: “in validation” while it is still an idea.

An idea is not a product

While a product is in validation, it is labeled as such in every public piece. Its name and identity may change; the identity of Nitente does not change with them.

Applications

This is how Nitente looks on everyday pieces. Use them as a starting point.

Favicon and tab

Nitente · Brand manual

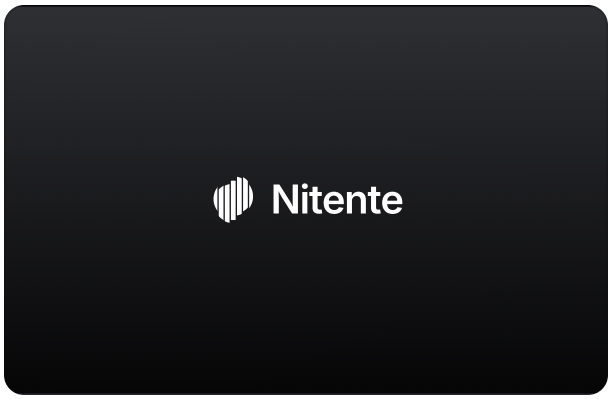
Compact 5-stripe version, with a graphite background so it shows on light and dark tabs.

Avatars



Round, rounded and light. The symbol always in the center.

Business card (85 × 55 mm)



First Last

Title

hi@nitente.com
nitente.com

Letterhead document



Email signature

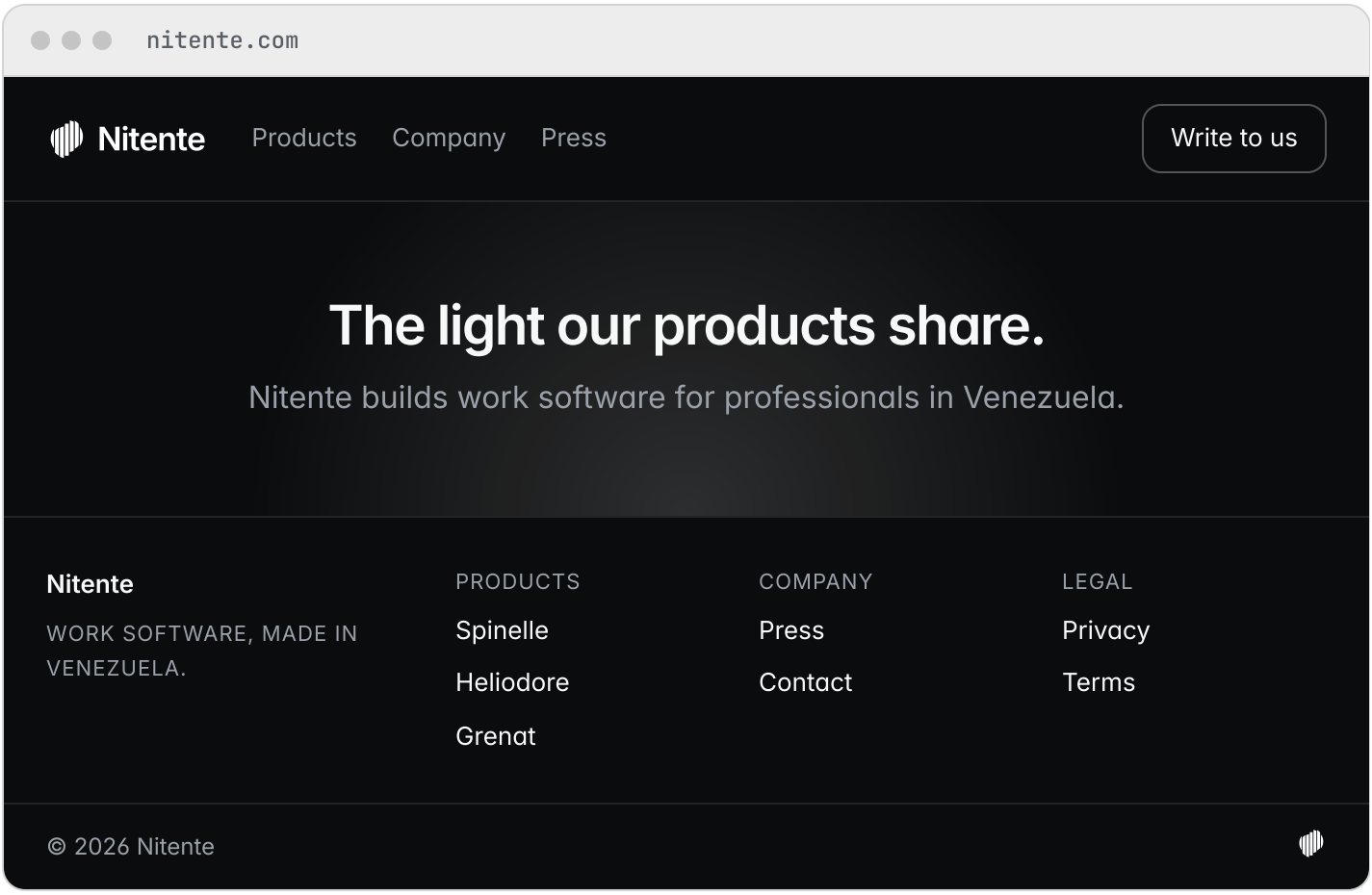
Copy the HTML and paste it into your signature settings. The images load from this address.

```
<table cellpadding="0" cellspacing="0" style="font-family:Arial,sans-serif;font-size:14p
  <tr><td style="padding-right:14px;border-right:1px solid #d9dadd"><img src="https://bra
  <td style="padding-left:14px"><b>First Last</b><br>Title · Nitente<br><a href="https://
</table>
```

Website

The site is the company's home: it says who Nitente is and leads to the products. Each product lives on its own site; nitente.com does not replace them.

Header and footer



Structure illustration with sample content, not the real site.

Header	64 px high, translucent background with blur, horizontal logo on the left (22 to 28 px high), up to four links and one primary button (“Write to us”).
Footer	Logo, short description, three columns (Products, Company, Legal) and the line “© 2026 Nitente”. Once a legal name exists, it replaces that line.

Language	`lang="es"`. If published in English, it is a separate version, not a mix.
Brand status	Do not write ® or “registered”. See “Trademark: ™ and ®”.

Page structure

PAGE	PURPOSE	MINIMUM CONTENT
Home	Say what Nitente is in 10 seconds	Headline, short introduction text, the three products with their status
Products	Lead to each product	Card with the product logo, one line and a link to its site
Company	Who we are and how we work	Medium-length text, values, contact
Press	Material for media	See “Press and media”
Contact	One clear way to write to us	Email and a form with visible labels
Privacy and terms	Transparency	Written by a professional; this guide includes no legal text

How to mention products and work

✓ Do

- Each product with its logo in the high-contrast version, its one-line description and its real status
- A clear link to the product site
- Use cases or clients only with written permission from the person or company
- Screenshots labeled as illustration with fictional data

× Don't

- A list of “clients who trust us” without permission
- Usage, savings or growth figures without a verifiable source
- Invented or edited testimonials
- Showing Grenat as an available product while it is an idea in validation

Basic SEO

Write a title and a description to see how they look in a search engine and whether they fit.

Title `41/60`

Nitente · Work software made in Venezuela

Description `130/155`

Nitente builds Spinelle, Heliodore and Grenat: work software for professionals in Venezuela, made to be understood the first time.

nitente.com

Nitente · Work software made in Venezuela

Nitente builds Spinelle, Heliodore and Grenat: work software for professionals in Venezuela, made to be understood the first time.

ELEMENT	RULE
Title (title)	Up to 60 characters. “Page · Nitente”. A unique phrase per page.
Description	70 to 155 characters. Says what is on the page, with no empty adjectives.
h1	One per page, similar to the title.
Address (URL)	Lowercase, no accents, with hyphens: /prensa/, /productos/.
Images	WebP or SVG; with alt; declared width.
Canonical	One per page (`rel="canonical"`).
Structured data	Only true facts: name, web address and logo.

```
<title>Press · Nitente</title>
<meta name="description" content="Nitente media material: name, introduction texts, logos
<link rel="canonical" href="https://nitente.com/prensa/">
<meta property="og:title" content="Press · Nitente">
<meta property="og:description" content="Nitente media material.">
<meta property="og:image" content="https://nitente.com/og.png"><!— 1200 × 630 —>
<meta property="og:locale" content="es_VE">
<script type="application/ld+json">
{"@context":"https://schema.org","@type":"Organization","name":"Nitente","url":"https://n
</script>
```

The structured data block includes no address, phone, tax identifiers or “founded in” while they do not exist and cannot be verified.

Social media

On a social network, Nitente is a small square and a sentence. These pieces look good at 40 px and stay clear at full screen.

Avatar

ROUND



The platform crops to a circle. The symbol fits inside the central 60%.

ROUNDED SQUARE



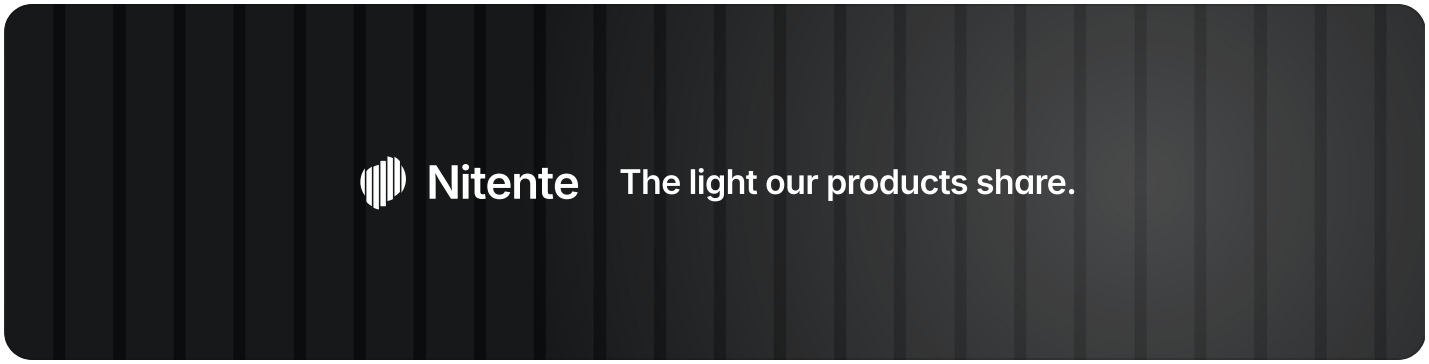
For platforms that do not crop. It is the Reflect icon.

AT 40 PX



It is recognizable even as a thumbnail.

Cover

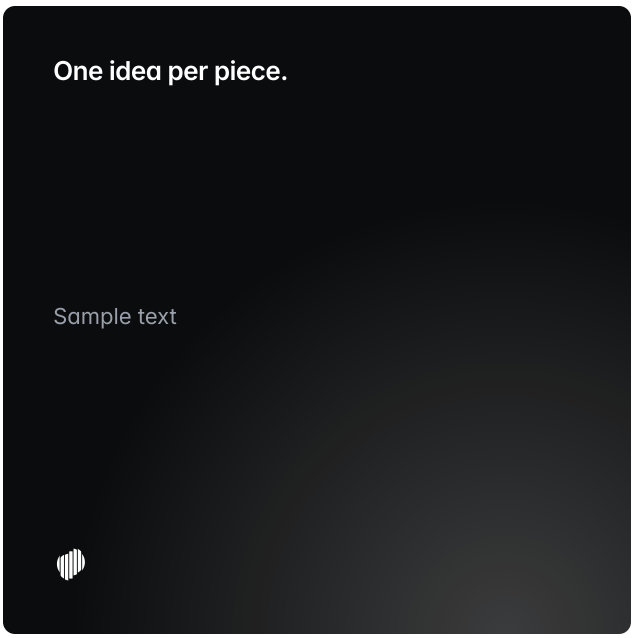


PLATFORM	RATIO	SAFE AREA
Professional banner (e.g. LinkedIn)	4:1 · 1584 × 396	Center; avoid the left side where the avatar sits
Header (e.g. X)	3:1 · 1500 × 500	Central 60%
Video channel	16:9 · 2560 × 1440	Central area 1546 × 423
Shared link	1.91:1 · 1200 × 630	10% margins

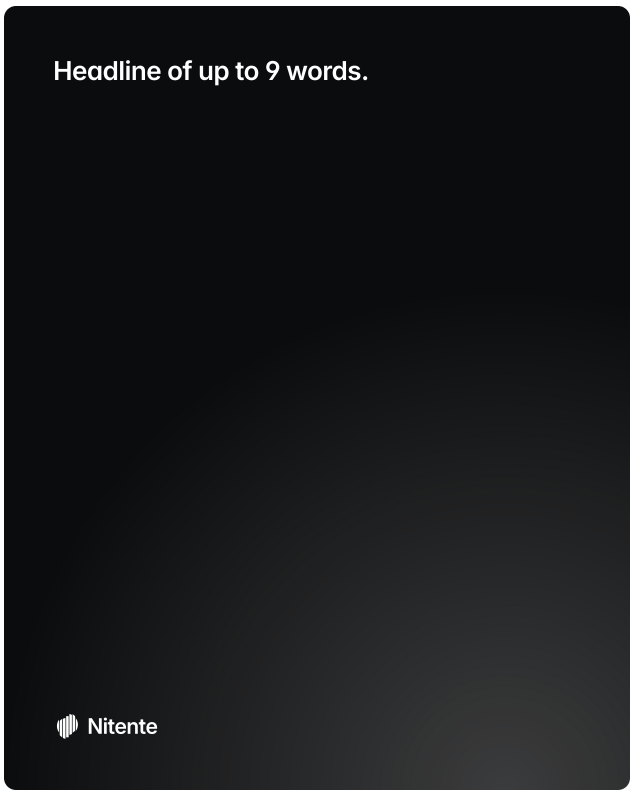
Platforms change their dimensions. Confirm the current size before exporting.

Post formats

SQUARE 1:1 · 1080 × 1080



VERTICAL 4:5 · 1080 × 1350



STORY 9:16 · 1080 × 1920



LINK 1.91:1 · 1200 × 630



Structure	Black background or stripe pattern at 6%, headline in Inter 600 white, small signature at bottom left. One idea per piece.
Text on image	A headline of up to 9 words. Minimum size: 5% of the piece height.
Margin	8% per side; the signature stays inside.

Post text	One short paragraph. No decorative emojis. Up to 2 hashtags, only if they help people find the topic.
Carousel	Maximum 7 images; the first is the cover and repeats the headline; the last closes with the signature.
Alt	Every published image carries alternative text that describes what the image says.

Bio and username

Bio Copy

Nitente builds Spinelle, Heliodore and Grenat: work software for professionals in Venezuela.

We look for the same username on every network. If it is not available, we ask before inventing variants with numbers or underscores.

Product profiles

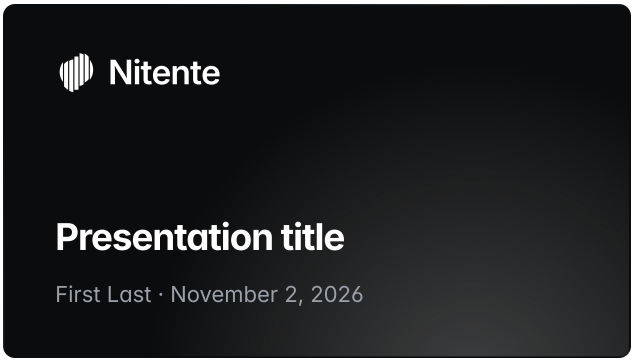
Products may have their own profile. In that case the bio ends with “A product of Nitente.” and the avatar is the product icon.

Presentations

A Nitente slide can be read from the back of the room: little text, lots of space, a single focal point.

Slide templates

COVER



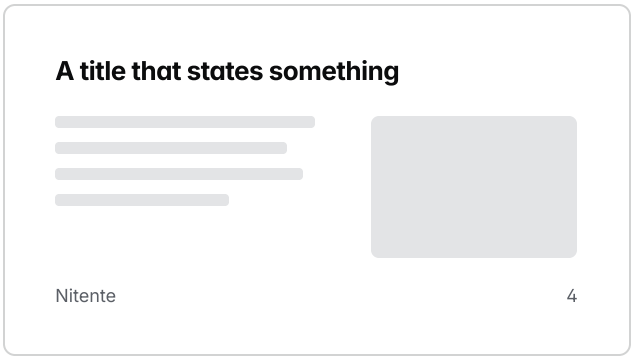
Black background with light. Logo at top left.

SECTION



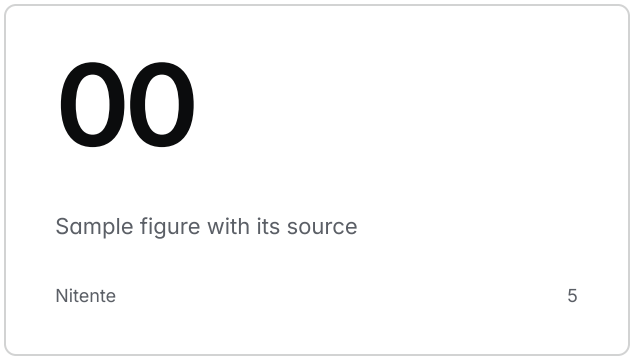
Number in JetBrains Mono, large title.

CONTENT



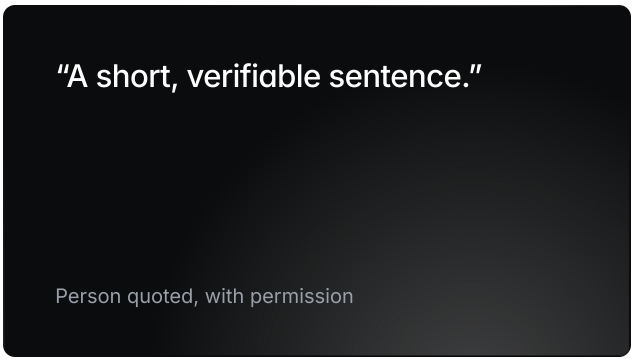
Light background. Two columns, 7 + 5 of 12.

FIGURE



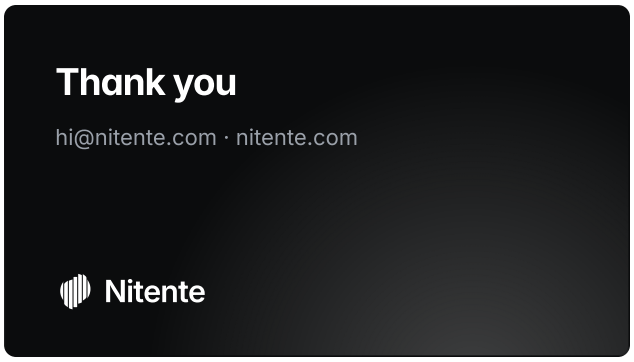
One figure, with a source. No invented figures.

QUOTE



Only with permission from the person quoted.

CLOSING



Contact and signature. For a product: lockup with seal.

Rules

Format	16:9 (1920 × 1080 px or 13.33 × 7.5 in).
Margins	8% per side (154 px at 1920). Nothing outside.
Text	Title 54 to 72 pt, body 28 pt minimum. Never less than 24 pt.
Density	One idea per slide. Up to 40 words.
Backgrounds	Dark for opening and closing; light for content. Alternate on purpose.
Images	Black-and-white photography or screenshots labeled as illustration.
Charts	Grayscale; differences are marked with weight, pattern and direct labels, not tone alone.
Numbering	Bottom right, Inter 13 pt in gray.

Notes	What is said goes in the speaker notes, not on the slide.

✓ Do

- A title that states something: “Maintenance takes 10 minutes”
- One image or figure per slide
- Source at the bottom when there is data

× Don't

- A title that only names: “Maintenance”
- Five-level bullets
- Entrance animations on every element

Pending

The template files (.pptx and .key) have not been produced yet. This manual sets the rules; the templates are created from them and added to Downloads.

Email

A Nitente email is short, has an honest subject line and reads well on a phone, in a dark client and without images.

Signature

Full



First Last
Title · Nitente
nitente.com

Short (replies)

First name · Nitente
nitente.com

```
<table cellpadding="0" cellspacing="0" role="presentation" style="font-family:Arial,Helv
  <tr>
    <td style="padding-right:14px;border-right:1px solid #d9dadd;vertical-align:top">
      <img src="https://brand.nitente.com/logos/png/nitente-icono-una-tinta-negro.png" w
    </td>
    <td style="padding-left:14px;vertical-align:top">
      <b>First Last</b><br>Title · Nitente<br>
      <a href="https://nitente.com" style="color:#0b0c0d">nitente.com</a>
    </td>
  </tr>
</table>
```

Font	Arial or Helvetica: Inter is not loaded in most email clients.
Weight	Under 20 KB between signature and images. No banners.
Image	PNG of the symbol in black on transparent, with alt, at 44 px (88 px actual for dense screens).

Content	Name, title, company and web address. No motivational phrases, no invented legal notice.
Product	If you write on behalf of a product, the signature carries the product name and the footer “a creation of Nitente”.

Text templates

Subject: Your account is ready

Hi Marta,

Your account is ready. You can sign in whenever you like from the usual address.

If you need help getting started, reply to this email and we will write back today.

First Last
Nitente

Sample texts: dates, names and conditions are replaced in each case.

Rules

Subject	Up to 50 characters. Says what the email contains. No all caps or exclamation marks.
Structure	Brief greeting, reason in the first line, clear next step, signature.
Width	HTML templates of 600 px at most, one column.
Plain text	There is always a plain-text version.

Dark mode	Logo with its own background (PNG with white background) or a version that reads on both backgrounds. Test it in a client with dark mode.
Bulk sending	Only with consent and a way to unsubscribe. A professional confirms the legal requirements before sending.

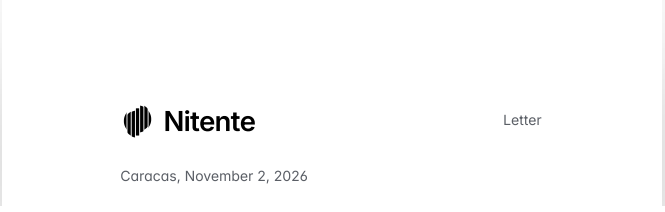
Documents

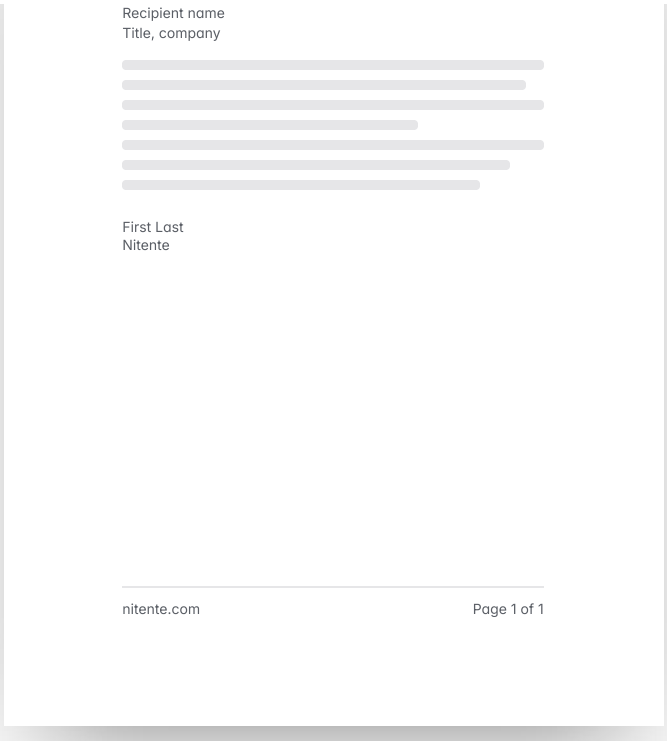
Documents are where it shows most whether a company is serious. Same grid, same typography, same margins: the content changes, not the structure.

Base page

Size	A4 (210 × 297 mm). In Venezuela, letter size (216 × 279 mm) is also common: if the recipient asks for it, the margins stay the same.
Margins	Top 25 mm, bottom 20 mm, sides 20 mm.
Text	Inter 10.5 pt with 15 pt leading. In Word without Inter installed: Arial 10 pt.
Headings	Inter 600: 22 pt, 14 pt and 11 pt. A single document title.
Header	Black horizontal logo 18 mm wide, on the left, and the document title on the right in gray.
Footer	Web address on the left, “Page X of Y” on the right, thin 0.5 pt line above.
Color	Black and gray. Prints well in grayscale.
PDF	Tagged, with title and embedded fonts.

Templates





Numbering and data

ELEMENT	FORMAT	EXAMPLE
Document code	NIT-TYPE-YYYY-NNN	NIT-PRO-2026-001
Date	dd/mm/yyyy or long text	02/11/2026
Amount	Currency, period as thousands separator, comma as decimal (Venezuelan format)	Bs. 1.250,00
Version	v + number	v2
File name	lowercase, hyphens	proposal-client-2026-11-02.pdf

This numbering is an internal convention, not a tax requirement. The tax data in any document is confirmed with the accountant.

Press and media

Everything a journalist, an event organizer or a partner needs to quote Nitente correctly, in one place.

Quick facts

Name	Nitente (always with an initial capital)
Descriptor	Software company made in Venezuela
Products	Spinelle (accounting software), Heliodore (schedule and patient records for doctors), Grenat (customs idea in validation)
Founder	Alejandro Vásquez
Status	Brand in use, not registered. The legal entity is yet to be formed.
Site	nitente.com
Press contact	hi@nitente.com (provisional until a company email exists)

Bios

Short · 25 words Copy

Nitente is the company behind Spinelle, Heliodore and Grenat: work software for professionals in Venezuela, made to be understood at first glance.

Medium · 75 words Copy

Nitente is a software company made in Venezuela. It creates work tools for professionals who handle sensitive information and have no time for manuals: Spinelle, accounting software; Heliodore, a schedule and patient record for doctors; and Grenat, a customs idea that is being validated. Each product has its own identity. Nitente stands behind them and holds what they share: clarity, calm and honesty about what each one does.

Long · for dossiers Copy

Nitente is a software company made in Venezuela. Its name comes from the Latin nitens, “shining”, and its symbol is a disc of light seen through ribbed glass: seven stripes that let the same light through at different heights.

The company creates work tools for professionals who handle sensitive information and have no time for manuals. Spinelle is accounting software. Heliodore is a schedule and patient record for doctors. Grenat is a customs idea that is being validated, and it presents itself as such. Each product has its own name, its own color and its own voice; Nitente appears as a discreet seal where the link is not obvious.

We work with three commitments: that every screen is understood at first glance, that it can be used with little effort, and that we say clearly what each product does and what it does not do yet. Nitente is a brand in use and is not yet registered; the company's legal entity is yet to be incorporated.

Logos and screenshots

Logo on light



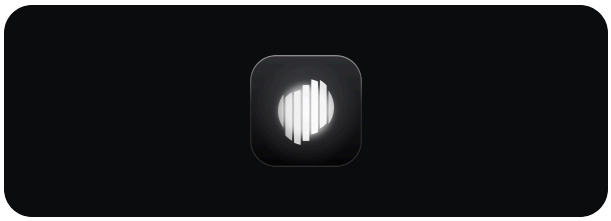
SVG PNG

Logo on dark



SVG PNG

Icon



PNG SVG

The full kit is in Downloads. Product screenshots are requested by email: they are illustrations with fictional data and are delivered labeled.

How to quote Nitente

✓ Do

- “Nitente, a software company made in Venezuela, builds Spinelle, Heliodore and Grenat.”
- Quote the short text unchanged on first mention
- Point out that Grenat is in validation
- Ask for confirmation of any figure or date before publishing

× Don't

- NITENTE, nitente or “the Nitente”
- Attribute tax, legal or government backing to Nitente
- Speak of “trademark registration”, “S.A.” or “C.A.”
- Invent figures on clients, users or revenue

Quote review

Ask for a review of any quote attributed to Nitente or its founder before publishing. We respond as quickly as we can, with no committed deadlines.

Signage and spaces

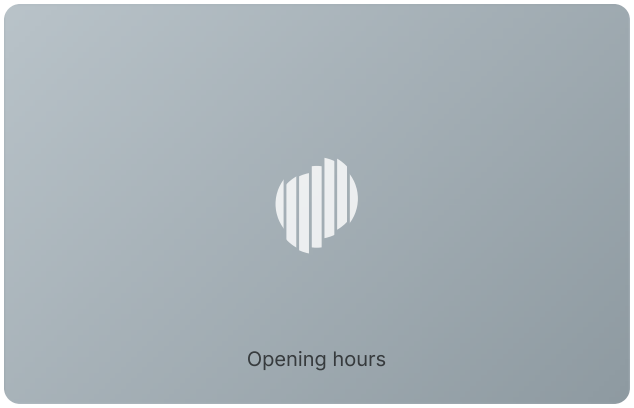
Rules for when Nitente has a physical space. Today these are templates: there is no registered office or premises.

EXTERIOR SIGN



Matte black panel, white logo in relief or backlit.

DOOR



Frosted vinyl on glass. Symbol at 1.50 m from the floor.

RECEPTION WALL



Backlit stacked logo on a dark wall, centered.

Rules

Reading size	Indicative: 1 cm of letter height for every 3 m of distance. A sign read from 15 m carries a name of 5 cm or more.
Height	Wall logos: center between 1.50 and 1.60 m. Door vinyls: between 1.40 and 1.60 m.
Material	Matte black, white, brushed steel, frosted glass. No gold or glossy finishes.
Light	Neutral white backlighting (4000 to 5000 K). The halo should echo the symbol: soft, not a neon.
No noise	No frames, no motivational phrases. The empty wall is part of the design.
Accessibility	Contrast of 70% or more between text and background; tactile or raised text for wayfinding signs; letter height of 5 cm minimum on evacuation signs (confirm with local regulations).
Production	A physical sample is approved before production. The minimums on the “Logo in special cases” page apply.

Before producing

Requirements for signage, use of public space and safety depend on the city and the building. They are checked with the local authority and the supplier.

QR codes and favicons

Two tiny pieces with strict rules: a QR code that scans the first time and a set of icons that is recognized in any tab.

QR code

ILLUSTRATIVE EXAMPLE



Decorative drawing: it is not a real code and cannot be scanned.

Colors

Black (#0B0C0D) on white. If the background is dark, a white box around it.

Quiet zone

4 modules of free space around it.

Printed size

Minimum 20 × 20 mm. Reading distance × 0.1 as a guide.

Error correction

Level M (15%).

Center

No logo in the center. A clean QR fails less.

Destination

A short nitente.com address, with no tracking parameters.

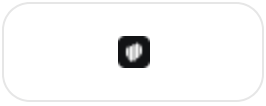
Label

Always a text nearby: “Scan to see the manual” and the written address.

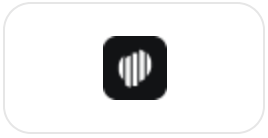
Test

Scan it with two different phones, at real size, before printing.

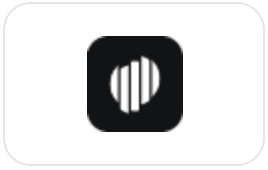
Favicons and app icons



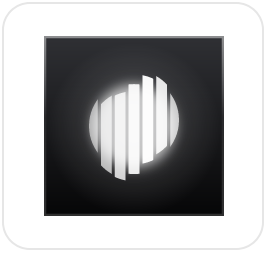
16 px · tab



32 px · HD tab



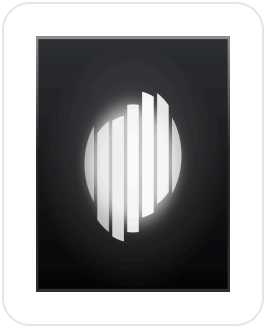
48 px · .ico



180 px · iOS



192 px · Android



512 px · PWA

FILE	SIZE	SYMBOL VERSION
favicon.svg	Vector	5 stripes, graphite background
favicon.ico	48 × 48	5 stripes
favicon-16/32/48.png	16, 32, 48 px	5 stripes
apple-touch-icon.png	180 × 180	Reflect icon, full screen
pwa-192.png / pwa-512.png	192 and 512 px	Reflect icon with 10% safe margin
og.png	1200 × 630	Black background, logo and headline

```
<link rel="icon" href="/favicon.svg" type="image/svg+xml">
<link rel="icon" href="/favicon.ico" sizes="48x48">
<link rel="apple-touch-icon" href="/apple-touch-icon.png">
<link rel="manifest" href="/manifest.webmanifest">
```

```
<meta name="theme-color" content="#08090a" media="(prefers-color-scheme: dark)">
<meta name="theme-color" content="#fafafa" media="(prefers-color-scheme: light)">
```

✓ Do

- The graphite background makes the favicon visible on light and dark tabs
- Test in a tab of each theme

× Don't

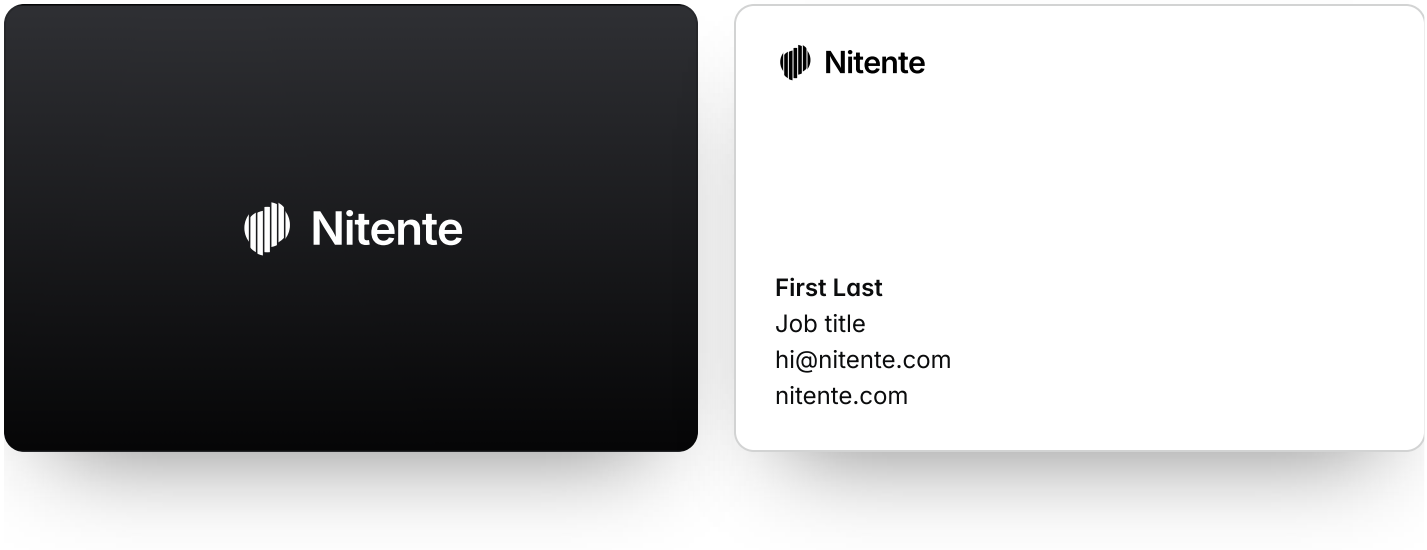
- Use the seven-stripe version at 16 px
- Recolor the favicon by the product on the page

Mockups

Nitente on paper, screens, clothing and company items.

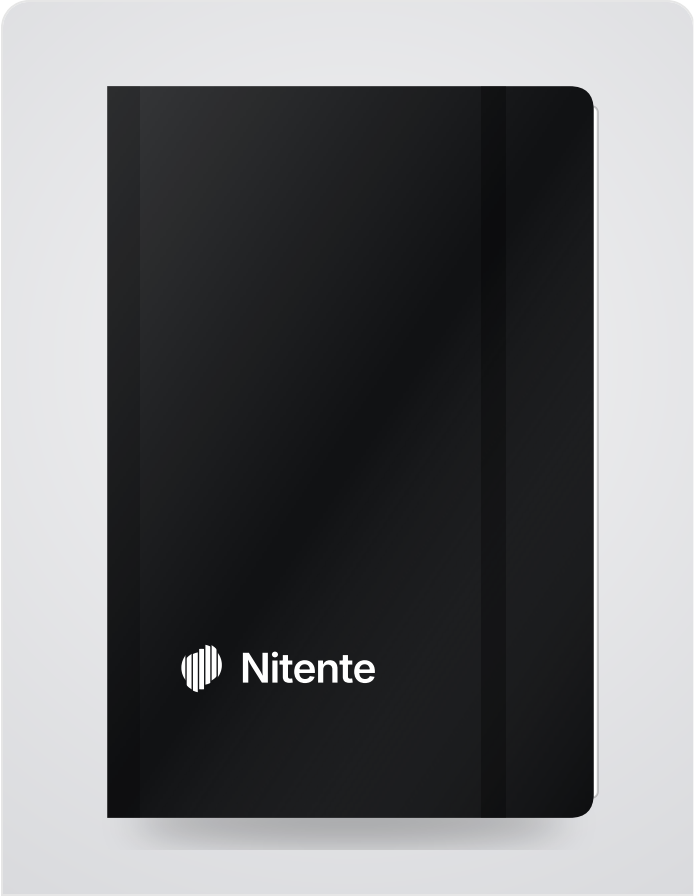
Vector mockups to see the brand in context. You can change the fabric colors, and the logo switches to the version with the right contrast on its own. They are illustrations, not photographs: use them to decide, not to publish as a real product.

Stationery





Badge · Team badge

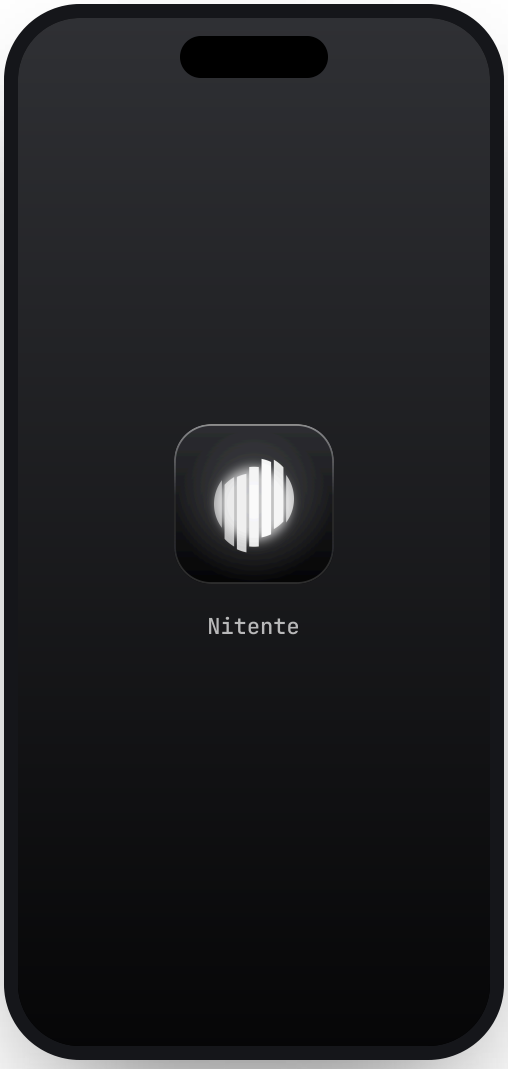


Notebook · Notebook



Sticker · Sticker

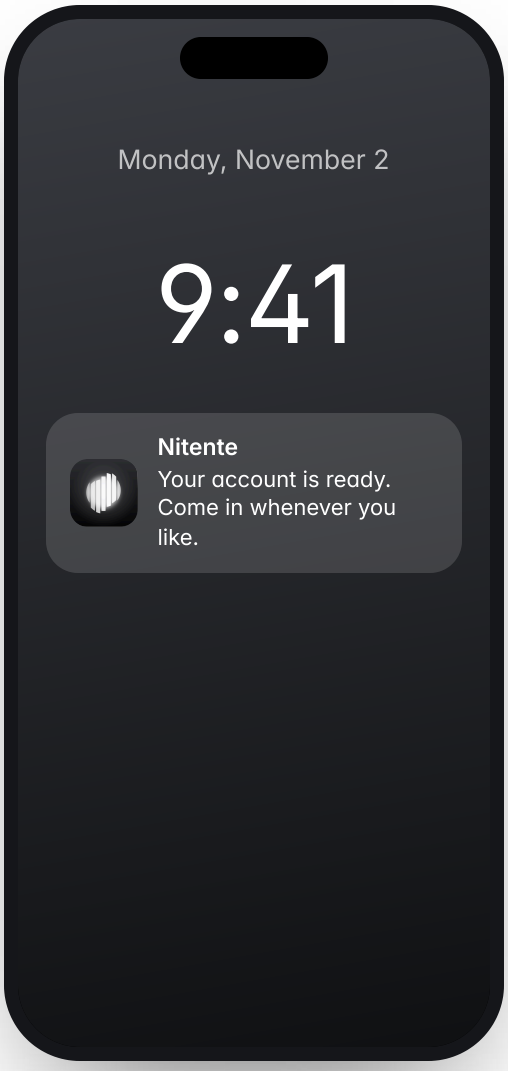
Screens



Splash screen



Home screen



Notification

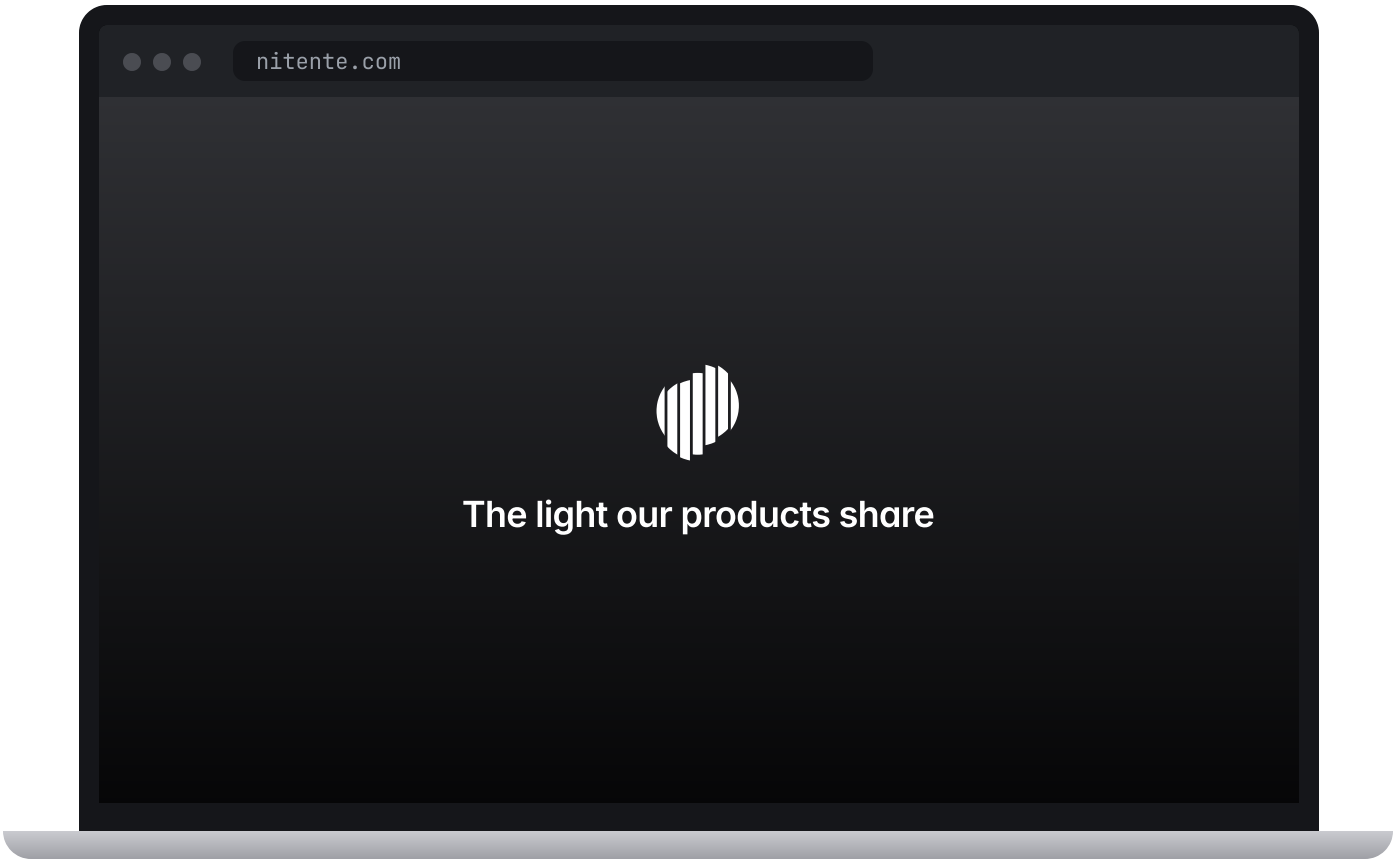


Illustration of the nitente.com home page, with sample content.

Apparel and objects



T-shirt · T-shirt



Hoodie · Hoodie



Cap · Cap, symbol only



Tote bag · Tote bag



Mug · Mug

Rules for apparel and objects

On fabric, use the one-color version or the full-color version depending on the color of the garment. Use the symbol alone only when the name is already nearby or the space is very small. Embroider or print flat versions, never the Reflect.

Third-party use

Other people may show Nitente if they follow these rules. If your case is not covered here, ask before publishing.

✓ You may

- Write “Nitente” to refer to the company in news, reviews and articles
- Use the logo unmodified, in the version that fits the background
- Say that you use Nitente as a customer or that you work with us
- Quote screenshots with fictitious data or with your own data, without exposing third-party data

× You may not

- Use the logo as if it were yours or as a seal of approval for your service
- Imply an endorsement, partnership or certification that does not exist
- Put Nitente in the name of another product, company or domain
- Modify, animate or recolor the logo, or print it on products for sale without permission

Suggested attribution text

“Nitente” is the name of the company that creates Spinelle, Heliodore and Grenat.

Co-branding

If the Nitente logo appears next to another organization's logo, the Nitente logo must not be less prominent or look like a merger. Leave a gap between them equal to the height of the symbol. Before publishing, send a sketch.

Trademark: ™ and ®

Nitente is used as a brand, but it is not registered yet.

Status	Brand in use, unregistered. There is no registration certificate.
™	May be used to signal that the brand is claimed. Recommended on the first prominent mention in a piece, not on every appearance.
®	Not used. That symbol applies only once the registration is granted, and only for the registered products and services. A pending application does not authorize it.
Scope	This guide is not legal advice. The rule for using ™ and ® in Venezuela must be confirmed by an intellectual property agent before it is fixed.

Artificial intelligence

Generative AI can help you work faster. At Nitente it is used with human review, without sensitive data and without generating anything that identifies the brand.

Can I use AI for this?

Choose the task and the type of data. The tool gives you the verdict and the conditions.

Task

Draft a text

Data you would paste

None sensitive

Yes, with human review

- Human review before using it.
- Check any figure, rule or claim against a source.
- You can use an approved tool.

Rules

✓ Yes

- Use AI for drafts, variants, summaries and translations, always with human review
- Label realistic AI-generated images (“Image generated with AI”) and keep the tool and the date
- Check for bias in people, genders, ages, skin tones and language
- Use only tools approved by the brand owner
- Check any figure, rule or claim against a human source

× No

- Paste personal and work data of the people who use the products into an external tool
- Generate, redraw or “improve” the logo or the symbol: only the kit files are used
- Generate portraits of real people or of testimonials
- Publish without review any text that promises features, prices, dates or compliance
- Include third-party logos or brands inside a generated image

Who is accountable	The person who publishes the piece, even if a tool generated it.
What is kept	The tool used, the date and, for images, the “generated with AI” flag in the file when it exists.

Metadata	The content credentials of some tools can be lost when you export the file or upload it to another platform. That is why the visible label is mandatory.

When to label

Label realistic content that could be mistaken for real. A routine edit (cropping, adjusting color) does not need a label. This risk criterion is proposed from public practices; review it with a lawyer.

Sources: Adobe: Content Credentials · Ericsson: generative AI brand usage.

Pre-publication checklist

A short list for each type of piece. If you cannot check every item, the piece is not ready.

- [ ] The logo is the right version for the background (never white on light)
- [ ] Text meets 4.5:1 contrast (3:1 if large)
- [ ] Images have alt text
- [ ] “Nitente” is spelled correctly and has no ®
- [ ] Links were tested and the page looks good on mobile
- [ ] No claim promises what the product does not do yet
- [ ] Sample data is fictional and labeled
- [ ] AI images are labeled

0 of 8. Do not publish yet: 8 remaining.

Copy pending items

Progress is not saved: this is an aid for reviewing, not a record.

Accessibility statement

Nitente aims for its brand and its pieces to be readable and usable by everyone.

Goal	WCAG 2.2, level AA, in this manual, on the sites and in the pieces published with the brand.
What we do	We check contrast with figures, not by eye; we test with a keyboard; we respect “reduce motion”; we use alt text; we do not rely on color alone; we use touch targets of 44 px or more.
What is missing	This manual has not had a third-party audit or testing with screen readers on several systems. It is a working commitment, not a certification.
Known cases	Some examples in this manual deliberately show combinations that do not comply (marked “No”) to teach what to avoid.
Where to report	Write to hi@nitente.com with the page and what you could not do. We reply personally.
Last reviewed	November 2, 2026

What WCAG 2.2 AA requires (summary)

4.5:1 contrast for text and 3:1 for large text and interface components; focus not obscured (2.4.11); an alternative to dragging (2.5.7); a minimum target of 24 × 24 CSS px with exceptions (2.5.8); accessible authentication (3.3.8). Sources: WCAG 2.2 and 2.5.8. Whether a local rule requires this of products like those of Nitente has not been verified: a lawyer is consulted.

Approvals

A new piece with the brand goes through four states. That way nobody publishes anything that has not been looked at.

1. **Draft.** The person making the piece prepares it and runs the pre-publication checklist.

2. **Reviewed.** A second person checks the logo, color, text and claims.

3. **Approved.** The brand owner gives the go-ahead. If the piece touches personal and work data of the people who use the products, the right person steps in (accountant, doctor, lawyer).

4. **Published.** The final version is archived and noted in the changelog if it affects the brand.

Owner	Nitente.
Turnaround	Reply within 3 business days (a proposal; adjusted with use).
Urgent requests	Asked for in writing and approved with the same standard, not a looser one.
Exceptions	Documented with the reason and the date.

Approval request

Piece

Social media post

Where it is used

Instagram

Deadline

Friday

```
Subject: Approval request, Social media post

Hello,

I am requesting approval for: Social media post.
It will be used in: Instagram.
Deadline: Friday.

I am attaching the piece and confirming it passed the checklist before
publishing.

Thank you.
```

Copy request

Third-party logos

When Nitente names other brands (app stores, banks, social networks), it does so without suggesting that they endorse it.

✓ Do

- Name a third party in neutral text, using this manual's typeface
- Use store badges unmodified, in the language version
- Represent payment methods with our own icons (phone, arrows, banknote) and text
- Add “trademark of its respective owner” where appropriate

× Don't

- Recolor, tilt, animate or crop a store's badges
- Place a bank's logo as if it were a partner or an endorsement
- Mix a third party's logo into the symbol or into our own logo
- Use names or icons of other mobile platforms in a store's screenshots

Store badges: minimum size

Store: App Store (Apple)

Medium: Screen

Planned height: 44

Meets the minimum

- Minimum: 40 px high. Clear space around it: 10 px (1/4 of the height).

RULE	APPLE	GOOGLE
Minimum on screen	40 px tall	28 px
Minimum in print	10 mm tall	7.6 mm
Clear space	1/4 of the height	1/4 of the height
Modifying	No (no tilting or animating)	No (no changes to color or proportions)
Language	“App Store” is never translated	Use the localized version
Order	One badge per piece; if there are other platforms, Apple's goes first	Equal to or larger than the others

Sources: Apple marketing guidelines · Google Play badges.

The rules for the logos of banks, Zelle and other payment methods were not verified against each one's own guide: this manual's criterion is nominative use, and a lawyer is consulted before showing a third-party logo.

Production and printing

What to know before ordering a print run.

Bleed calculator

Final width (mm) 90

Final height (mm) 50

Bleed (mm) 3

File with bleed: 96 × 56 mm

- Final size: 90 × 50 mm. Safe margins for text: at least 3 mm inside the trim.

FORMAT	SIZE	TYPICAL USE
Letter	215.9 × 279.4 mm	Documents
A4	210 × 297 mm	Documents
Business card	90 × 50 mm	Confirm with the printer (85 × 55 mm is also used)

✓ Do

- Deliver a PDF with bleed and crop marks if there is a full-bleed background
- Ask for a physical color proof before the print run
- Use the one-color black version on cheap paper or photocopies
- Note the printer's name and the proof date in the changelog

× Don't

- Approve color on screen alone
- Assume this manual's CMYK is final
- Print the symbol below its minimum size
- Use the Reflect gradient on paper

Not verified

Local formats, the 3 mm bleed, Pantone availability and how black behaves on economy paper are general printing criteria that were not verified with a Venezuelan printer. The CMYK values in this manual are approximations of the HEX without a color profile.

Language and formats

Nitente is written in Spanish first. This is the glossary and the format rules that keep a single standard.

Formats

Amount

1234,56

Date

11/02/2026

Format

Venezuelan Spanish

NUMBER	CURRENCY	DATE
1.234,56	Bs. 1.234,56 · USD 1.234,56	02/11/2026

RULE	VENEZUELAN SPANISH (PROPOSAL)	ENGLISH
Number	1.234,56	1,234.56
Date	02/11/2026	November 2, 2026
Currency	Bs. 1.234,56 · USD 1.234,56	VES 1,234.56 · USD 1,234.56
Form of address	“Tú,” unless the brand voice defines otherwise	You

Not verified

The Venezuelan Spanish formats are a design proposal, and real usage varies (some people use a decimal point because of the influence of the dollar). The official currency follows the VES code after the October 2021 redenomination; the “Bs.” symbol (bolívares) was not verified with the BCV (Banco Central de Venezuela, the central bank). For figures in a product the code is stored, and “Bs.” is only a presentation label. Confirm with an accountant.

Glossary

Search for a term

Type to filter

SPANISH	ENGLISH
Empresa	Company
Producto	Product
Equipo	Team
Sello	Seal
Marca	Brand
Manual de marca	Brand manual

Translation rules: use one consistent verb per action, avoid idioms, write currency with its three-letter code and keep a single translation per term. Based on Mailchimp's guide to writing for translation.

Downloads

Every piece comes in SVG (vector, editable) and PNG (ready to use). The full kit also includes the editable masters.

Full kit

SVG, PNG, favicon and editable masters in a single file.

Download the kit (ZIP)

Manual as PDF

The whole manual, to read offline or print. Interactive widgets appear in their initial state.

Download the manual (PDF)

Color tokens

Copy the colors as CSS variables, JSON or Tailwind, from the color section.

Go to the tokens

Typography

Inter and JetBrains Mono, with a free license (OFL). Download them from their official source.

Inter

JetBrains Mono

File library

The file library with previews is in the web version of the manual.

History and open items

Edition 1.0 brings everything above together in a single manual. Here we detail what it includes and what is pending, so that nobody takes for granted what does not yet exist.

Edition 1.0 · November 2, 2026

AREA	CONTENTS
Strategy	Origin of the name, mission, vision, values with decisions, audience, positioning, narrative in three lengths, voice by channel, es-VE writing guide
Identity	Logo, symbol geometry, special versions, color and neutral scale, typography and composition, Reflect system, icons, images and light, patterns
Design system	Grid and spacing, motion, tokens, components (buttons, fields, cards, navigation, tables, alerts), accessibility
Family	Brand architecture, seal usage table by piece, lockups, coexistence, criteria for new products
Applications	Website and SEO, social media, presentations, email, documents, press, signage, QR codes and favicons, mockups
Framework	Third-party use, trademark (™ and ®), downloads and governance

Open items

ITEM	STATUS	OWNER
Form the legal entity	No date	Founder
Consultation with an intellectual property agent about registration	Not started	Founder
Print test to validate CMYK and Pantone assignment	Not started	Design
Presentation templates (.pptx, .key) and documents (.docx)	To be produced with the rules in this manual	Design
Own photo library	Does not exist; for now generated light is used	Design
Accessibility audit with assistive technology users	Not started	Product
Physical tests of embroidery, embossing and engraving	Not started	Design
Company email (hi@nitente.com or another) for press and support	To be confirmed	Founder
Legal review of privacy and terms texts	Not started	Lawyer

How versioning works

Major (2.0)	The logo, palette, typography or brand architecture changes.
Minor (1.1)	A new page or rule is added without breaking what came before.
Patch (1.0.1)	Correction of a text, link or value.

Log	Every change is recorded here with date and reason. The changes table in “Governance and contact” summarizes the versions.

Governance and contact

A living manual has an owner, a version and a path for exceptions.

Owner	Nitente
Approvals	New pieces that use Nitente for third parties are approved before they are published.
Exceptions	Write to hi@nitente.com with a sketch or mockup of how you plan to use it.
Version	1.0 · November 2, 2026
Review	Whenever the logo, the color or the rules change, and at least once a year.

Changelog

VERSION	DATE	CHANGE
1.0	Nov 2, 2026	First publication of the manual.

How to improve this manual

If a rule does not work for you or a real case is missing, tell us at hi@nitente.com. Manuals change with use.