ONE-LINE DESCRIPTION

Custom AI cores for companies that run their own models

Tagline: **Cores built like a brain. Shipped like software.**

ONE-PARAGRAPH DESCRIPTION

Aercrist designs custom neuromorphic AI cores for AI labs and companies that run their own models. Each core is co-designed around the customer's model and loads its weights, so a retrain runs on the cores the customer already has; when the model itself moves on, Aercrist upgrades the base core and tapes out the next batch. Aercrist cores are designed to use 10–1000x less power, depending on the model, with the largest gains where power, latency or cost per inference is constrained. Customers' models and data stay on their own hardware. The team brings decades of neuromorphic systems engineering. Learn more at aercrist.com.

COLOUR PALETTE

Graphite	Black	White	Mint	Core Green
#1E2525	#000000	#FFFFFF	#CAECE4	#5DF2B2

Graphite, Black and White are the foundation. Mint carries the mark and highlights; Core Green is reserved for the core at the centre of the icon and small accents.

TYPOGRAPHY

Inter

HEADLINES & BODY

Cores built like a brain

Weights 400–700. Headlines 500–600 with slight negative tracking; body 15px / 1.6 line-height. Open source via Google Fonts.

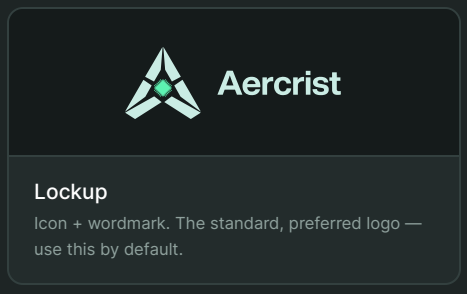
JetBrains Mono

EYEBROWS, LABELS & UI

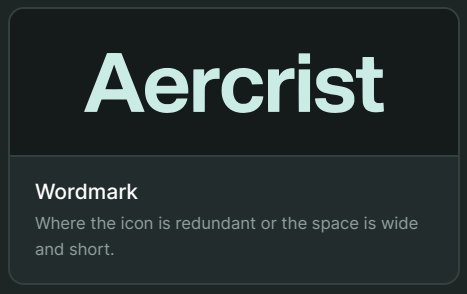
DESIGNED TO USE 10-1000X LESS POWER

Weights 400–500. Uppercase, 11–12px, tracked 0.1em. Used for labels, metrics and captions.

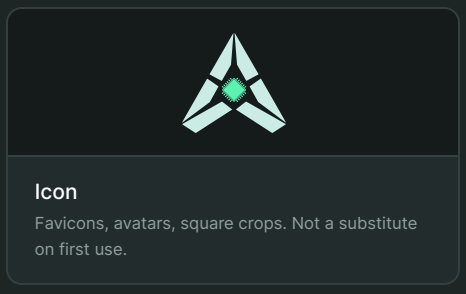
THE LOGOS



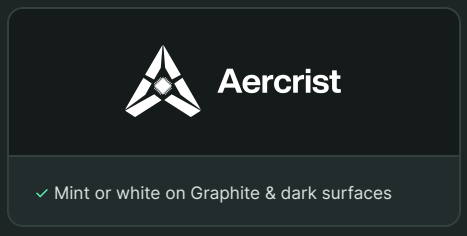
Lockup
Icon + wordmark. The standard, preferred logo — use this by default.



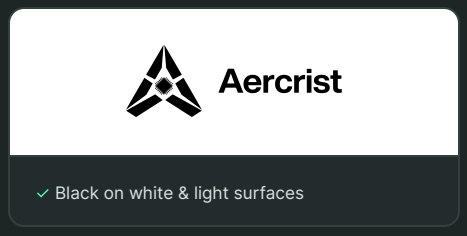
Wordmark
Where the icon is redundant or the space is wide and short.



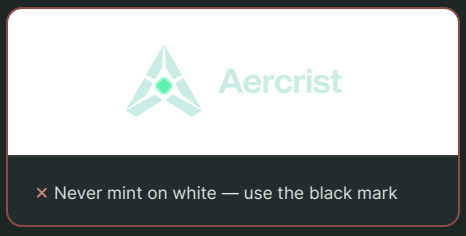
Icon
Favicons, avatars, square crops. Not a substitute on first use.



✓ Mint or white on Graphite & dark surfaces



✓ Black on white & light surfaces



× Never mint on white — use the black mark

LOGO USAGE

- ✓ Use mint or white marks on Graphite, black or dark surfaces.
- ✓ Use the black mark on white and light backgrounds.
- ✓ Keep clear space of at least half the icon's width on all sides.
- × Never place the mint mark on white or light backgrounds.
- × Never recolour, stretch, rotate, or add glows or effects.
- × Never mix colourways or rebuild the wordmark from a font.