



NIM Books

Brand Guidelines

How to use the NIM Books identity — logo, color, type, and voice — so every cover, page, and store touchpoint reads like one premium imprint.

BRAND ESSENCE

The imprint that takes Flutter devs from first widget to on-device AI.

NIM Books is the publishing imprint of the NEXINFINITY META (NIM) family — premium, fixed-layout engineering books written under the pen-name **Shanvee**. The catalog is a three-book “AI-Flutter” series that carries a developer from their first widget all the way to fully-offline, on-device AI. The brand should feel premium, precise, and developer-grade — a real engineering bookshelf, not a content farm — while reading unmistakably as part of the wider NIM house.

MISSION

Take any Flutter developer from their first widget to fully-offline, on-device AI — with books precise enough to build from, page by page.

TAGLINE

“Premium Flutter & AI engineering books.”

Alt: “First widget to fully-offline AI.”

THE SERIES

The Complete Flutter Blueprint

Building AI-Powered Flutter Apps

On-Device AI for Flutter

+ The bundle

PERSONALITY

Premium

Precise

Confident

Warm

Developer-grade

Outcome-led

THE LOGO

The infinity-pulse, made a book.



Primary lockup — the default. Use this wherever space allows.

The mark is the NIM **infinity-pulse monogram** turned into a physical object — a dimensional, three-quarter **hardcover book** in the family **teal**, with the monogram embossed in **white** on the cover. It reads instantly as “books” and instantly as NIM. Because it is a real object rather than a flat glyph, it scales cleanly from a favicon and app icon all the way up to a store hero — and even to a per-buyer watermark on every delivered PDF. The wordmark sets “**NIM**” in **paper white** and “**Books**” in **mint**, in Sora.

LOGO VARIATIONS

One identity, three forms.



Icon mark — avatars, app, favicon

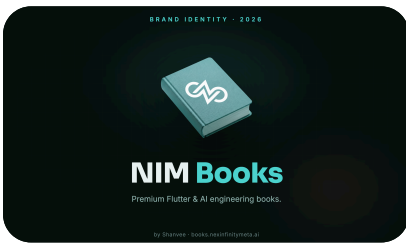


Primary lockup — mark + wordmark

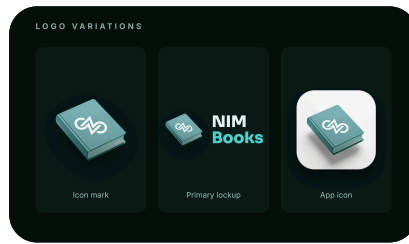


App icon — squircle on light

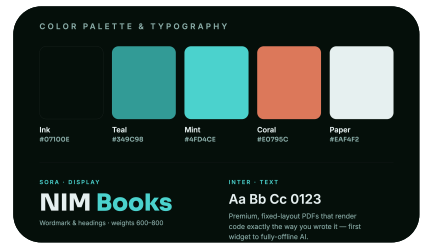
The three boards below ship as the canonical reference set — cover, variations, and palette.



Cover board



Variations board



Palette board

BACKGROUNDS



On light ✓



On ink ✓



On teal — keep clear space ✓

CLEAR SPACE & MINIMUM SIZE

Give the book room to breathe.

Keep clear space around the mark equal to the height of the embossed monogram on the cover (we call it **X**). Nothing — text, edges, other logos — should enter this zone.

**X**

Minimum padding on all sides = height of the cover monogram.

MINIMUM SIZE



Lockup — never below 132px wide / 36mm print



Icon mark — never below 24px

Below these sizes the embossed monogram loses legibility — switch to the icon mark alone before it does.

LOGO MISUSE

Please don't.

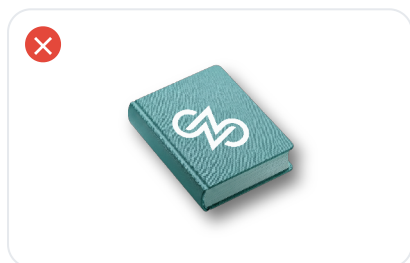
Don't stretch or distort.



Don't recolor the book.



Don't rotate or tilt further.



Don't add extra shadows or effects.



Don't place on low contrast.



Don't reduce opacity / screen back.

The dimensional book and its embossed monogram are a fixed unit. Don't flatten it, reflow the wordmark, or swap the white monogram for another color.

COLOR PALETTE

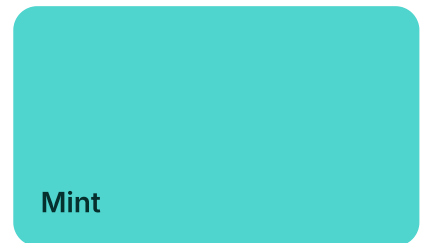
Teal leads. Mint headlines. Coral warms.



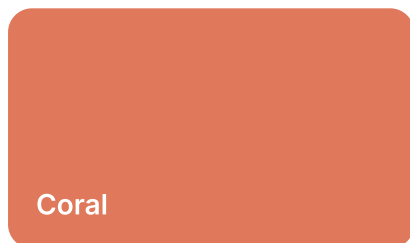
Deepest base
HEX #07100E
RGB 7 16 14



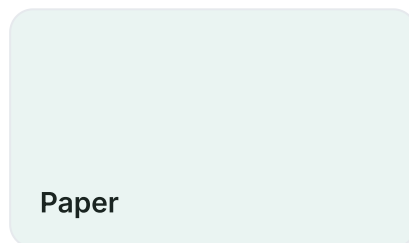
Primary
HEX #349C98
RGB 52 156 152



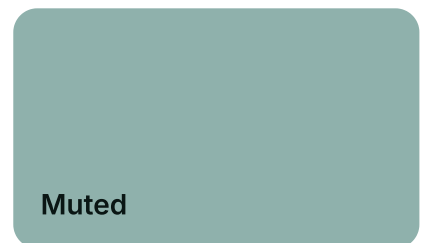
Accent · headlines
HEX #4FD4CE
RGB 79 212 206



Warm secondary
HEX #E0795C
RGB 224 121 92

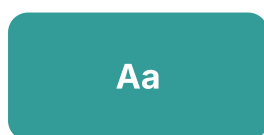


Light text · base
HEX #EAF4F2
RGB 234 244 242



Subtle · captions
HEX #8FB1AC
RGB 143 177 172

THE CONTRAST RULE



Always set **white (#FFFFFF) text on any saturated or teal fill**. Paper and muted are for light surfaces; mint and coral are accents, not body-text colors.

USAGE BALANCE



Lead with ink & paper surfaces, teal for brand moments and actions, mint for headlines, coral sparingly to tie back to the book covers.

TYPOGRAPHY

Sora for display. Inter for clarity.

Sora carries the wordmark, display moments, and headings — its geometric, modern cut gives NIM Books a premium, engineered feel. Inter, set at a comfortable 1.7 line-height, handles body and UI so long technical passages stay crisp and effortless to read.

Display

Sora ExtraBold · 800 · wordmark

Heading

Sora Semibold · 600

Subheading

Inter Medium · 500

Body — the quick brown fox jumps over the lazy dog.

Inter Regular · 400 · 1.7 line-height

SORA · DISPLAY · AA BB CC DD EE

NIM Books 0123456789

VOICE & TONE

Confident, warm, precise — like the books themselves.

We write the way the books read: developer-grade and outcome-led. We promise what you'll be able to build, not magic. Plain words, real precision, zero hype.

We say

"From your first widget to fully-offline AI."

"Fixed-layout PDFs — code renders exactly as written."

"Build it page by page, ship it for real."

We avoid

"The ultimate game-changing AI masterclass."

"Unlock 10× developer superpowers overnight."

Hype, filler, and over-promising.



NIM Books is part of the NEXINFINITY META family. Written by Shanvee.

Questions about brand usage? support@nexinfinitymeta.ai · books.nexinfinitymeta.ai