



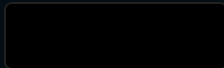
ONE-LINE DESCRIPTION

Purpose-built AI Inference Hardware

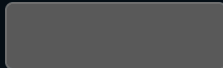
ONE-PARAGRAPH DESCRIPTION

Positron AI builds hardware and software to make AI inference dramatically cheaper and more energy efficient. The company's shipping product, Atlas, is deployed at hyperscaler scale today, and its next-generation custom silicon, Asimov, tapes out in late 2026 with production in the second half of 2027. Asimov powers Titan, a multi-terabyte-memory inference system for long-context and next-generation AI workloads. Positron's energy-efficient architecture allows its systems to be deployed in air-cooled or liquid-cooled data centers at varying rack densities, without dependence on constrained HBM or CoWoS supply chains. Learn more at positron.ai.

COLOR PALETTE



Black
#000000



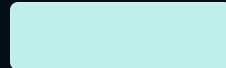
Dark Gray
#595959



White
#FFFFFF



Positron Teal
#6DD6D2



Light Teal
#BFEEEB

Black, Dark Gray and White are the foundation; Positron Teal is the preferred highlight, with Light Teal as a supporting tint. For spot-color printing of the marks, match Positron Teal to **Pantone 3105 C**.

TYPOGRAPHY

IBM Plex Sans

HEADLINES & BODY

Purpose-built hardware

Weights 300–600. Headlines light (300–400); body 15px / 1.6 line-height. Open source via Google Fonts.

IBM Plex Mono

EYEBROWS, LABELS & UI

SHIPPING NOW

Weights 400–500. Uppercase, 11–12px, tracked 0.08em. Used for labels, metrics and captions.

THE LOGOS



POSITRON AI

Lockup

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

POSITRON AI

Wordmark

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



Icon

Avatars, favicons, square crops. Not a substitute on first use.



POSITRON AI

✓ Teal or white on black & dark surfaces



POSITRON AI

✓ Black on white & light surfaces



POSITRON AI

✗ Never teal on white — use the black mark

LOGO USAGE

- ✓ Use teal or white marks on black or dark surfaces.
- ✓ Use the black mark on white and light backgrounds.
- ✓ Keep clear space of at least the icon's half-width on all sides.
- ✗ Never place the teal mark on a white or light background.
- ✗ Never recolor, stretch, rotate or add effects to the marks.
- ✗ Never mix colorways or rebuild the wordmark from a font.