

Predictive Labs

The intelligence layer for prediction markets.

A field guide for using the Predictive Labs identity.

This document is a working reference for anyone applying the Predictive Labs identity in public materials: journalists, analysts, design partners, conference organisers, and integration partners.

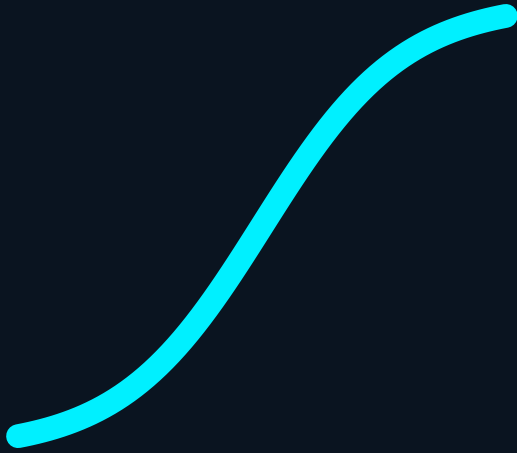
It covers what the marks mean, how they fit together, the colour and type system that surrounds them, and the rules that protect the system from drift. The asset suite the document refers to is hosted at predictivelabs.io/press, where logos, the favicon set, and this document are available for download.

The system is intentionally restrained. One mark, one accent colour, two type families. The institutional register is the message; ornament would dilute it. When in doubt, remove.

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A logistic curve.



WHY THIS SHAPE

The mark is a logistic sigmoid curve. It is the canonical shape of probability calibration, logistic regression, and forecast confidence. Anyone who has trained a model, drawn a calibration plot, or thought seriously about probability has met this curve.

For an intelligence layer over prediction markets, that mathematical heritage does the work. The mark reads as the right kind of mark to a quantitative audience without having to explain itself. It carries meaning of its own and does not lean on the company name.

Built from a curve.

GEOMETRY

The mark is a logistic curve $y = 1 / (1 + e^{-k(x - x_0)})$ with steepness $k = 8.0$, sampled along a centered domain. The endpoints sit at $(0.07, 0.895)$ and $(0.93, 0.105)$ of the canvas at logo sizes; both margins widen at small sizes to give the rounded caps room.

The path is generated parametrically. There is no rasterised reference to retouch.



STROKE SCALING

Stroke is generous and grows in proportion as the canvas shrinks. At browser-tab sizes the curve has to read at a glance. The values below are what's deployed.

CANVAS	STROKE (% OF CANVAS)	APPLICATION
≥ 256 px	4.0–4.5%	Logo, hero placements, OG cards
96 px	6.0%	Favicon (large)
48 px	8.5%	Favicon (medium)
32 px	10.5%	Favicon (browser tab, retina)
16 px	13.0%	Favicon (browser tab, default)



48 px



32 px



16 px

Roboto Mono, in two weights.

Predictive Labs

Predictive

Roboto Mono · Bold · 700

Labs

Roboto Mono · Regular · 400

WHY TWO WEIGHTS

'Predictive' carries the company. It takes weight. 'Labs' is the operating frame around it and settles back, drawn in the same font at body weight. The split creates hierarchy without colour, scale, or decoration.

WHY MONOSPACE

The wordmark sits at small sizes most of the time: site headers, OG cards, partner walls. Monospace fixes the rhythm of the letters and makes the mark predictable across contexts. It also signals the technical register of the company without spelling it out.

CLEAR SPACE

Reserve clear space equal to the cap-height of the wordmark on every side. Nothing else, including the mark itself, may break this margin.

Mark and wordmark together.



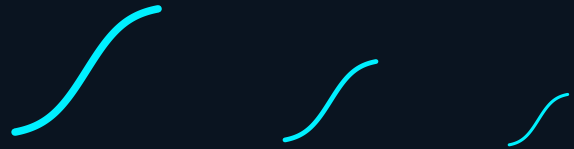
SPACING

The wordmark sits to the right of the mark at the mark's vertical centre. Horizontal space between the mark and the wordmark equals one-third of the mark's height. The lockup is the default appearance everywhere except inside square contexts (favicons, app icons, profile pictures), where the mark stands alone.

MINIMUM SIZE

The lockup may be reproduced as small as 24 px tall (mark height) on screen. Below that, use the mark alone. For print, do not reproduce below 8 mm tall.

STANDALONE MARK



Square contexts Favicons, profile pics App icons

ON LIGHT BACKGROUNDS



When the host surface is light (white pages, light-themed slides), the mark sits on a dark rounded-square container (#0A1420, ~14% corner radius). The container is the brand surface; the curve is never recoloured to suit the surrounding context.

One accent. Cyan does the work.

Six tokens. Navy is the surface. Cyan is the only accent and is reserved for things that need to be noticed: the mark, accent rules, eyebrow labels, link states. Three tones of off-white carry the typographic hierarchy. Grid-line is the subtle structural overlay used on hero and OG surfaces.



bg-navy

#0A1420

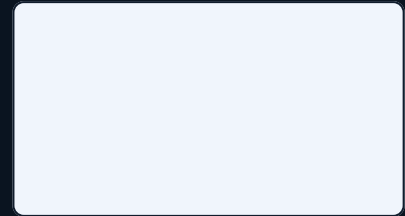
Primary background. The brand surface.



accent-cyan

#00F0FF

Sole accent. Mark, accent rules, eyebrows, link hovers.



text-primary

#F0F5FC

Headlines and primary content on navy.



text-secondary

#94A3B8

Subheads, body, descriptive copy.



text-tertiary

#6B778A

Footer URLs, captions, muted detail.



grid-line

#101C2C

Subtle grid overlay on hero and OG surfaces.

SINGLE-ACCENT RULE

Cyan does all accent work. Do not introduce a secondary or tertiary accent in parent-brand materials. The nijinn product brand uses a different accent (electric green #00FF00 for the icon, refined green #059669 for UI); the two systems do not share palettes.

Two families.

Geist Sans for display and body. Roboto Mono for the wordmark, eyebrow labels, and any technical or numeric content that benefits from monospaced rhythm.

GEIST SANS

Aa

The intelligence layer for prediction markets.

Display + body · Geist · weights 400 / 500 / 600 / 700 · OFL (free)

ROBOTO MONO

Aa

Predictive Labs ·
predictivelabs.io · AQSE: COIN

Wordmark + labels + data · Roboto Mono · weights 400 / 700 · Apache 2.0 (free)

ROLES

ROLE	FAMILY	WEIGHT	CASE
Display headlines	Geist Sans	700	Sentence
Body	Geist Sans	400	Sentence
Eyebrow labels	Roboto Mono	500	UPPERCASE · 1 px tracking
Wordmark 'Predictive'	Roboto Mono	700	Title
Wordmark 'Labs'	Roboto Mono	400	Title
URLs, code, data	Roboto Mono	400	As content

How we sound.

The visual identity is restrained. The copy that surrounds it should match. Two short rules and one small list.

CALM AND ANALYTICAL

Lead with the fact. Treat the reader as competent. Hedging language ('it's worth noting', 'one might argue', 'arguably') is filler and should be deleted.

Numbers are numerals. Dates are concrete. Jargon is allowed when it carries weight; jargon for its own sake is not.

EARNED CLAIMS ONLY

The brand does not use marketing superlatives. 'Revolutionary', 'leading', 'best-in-class', 'next-generation', 'world-class' are out. Claims are specific and quantifiable, or they don't appear.

No exclamation marks. No emoji. No hype register. The reader is treated as a peer who can recognise overclaim and will discount it.

CANONICAL PHRASINGS

TERM	USE	DON'T USE
Tagline	The intelligence layer for prediction markets	The data layer · The Bloomberg of prediction markets
Category	event-driven finance	event finance · forecasting finance
Method	relational synthesis	graph analytics · streaming analytics
Investor	Coinsilium Group (AQSE: COIN, OTCQB: CINGF, FRA: 5CT)	LSE-listed · Aquis-traded only
Round	pre-seed	seed

Five things not to do.

The system holds together because it stays restrained. The cases below break the system. They are common asks; they are also non-negotiable.



Don't recolour the mark. Cyan #00FOFF is the only colour for the curve.



Don't stretch or distort the proportions. Scale uniformly.



Don't apply glows, shadows, or any post-processing effect.



Don't fill the curve. The mark is a stroke, not a silhouette.



Don't mirror, rotate, or otherwise re-orient the curve.

Approved language.

Verbatim use is preferred. If the context calls for adaptation, preserve the canonical phrasings: ‘intelligence layer’, ‘event-driven finance’, ‘relational synthesis’, and the Coinsilium ticker syntax.

SHORT – FOR FOOTER OF PRESS RELEASES (≈50 WORDS)

Predictive Labs is building the intelligence layer for prediction markets, the native asset class of event-driven finance. The Singapore-based company applies machine learning and relational synthesis to turn fragmented venue data into canonical event-level intelligence for traders, institutions, developers, and autonomous AI agents. Founded by Johann Evrard. Backed by Coinsilium Group (AQSE: COIN).

LONG – FOR ANALYST BRIEFINGS AND SPEAKER PACKAGES (≈110 WORDS)

Predictive Labs is building the intelligence layer for prediction markets, the native asset class of event-driven finance. The Singapore-based company applies machine learning, semantic embeddings, and relational synthesis to turn fragmented data from Polymarket, Kalshi, and the broader venue ecosystem into canonical event-level intelligence at institutional scale. Equities got Bloomberg. Crypto got Chainalysis, Kaiko, and Coin Metrics. Each made an asset class legible to professionals. Predictive Labs is building that infrastructure for prediction markets, serving traders, institutions, developers, and autonomous AI agents alike. Founded in 2026 by Johann Evrard, a 30-year technology operator with C-level and VP roles across Dell, Lazada, Rocket Internet, and RueDuCommerce, and co-founder of multiple technology and Web3 ventures. Backed by Coinsilium Group (AQSE: COIN, OTCQB: CINGF, FRA: 5CT), the Aquis-listed digital asset investor.

CHANNELS & PRESS CONTACT

CORPORATE SITE	predictivelabs.io
PRESS	press@predictivelabs.io
X (CORPORATE)	@Predictive_Labs
LINKEDIN	/company/predictivelabs-io
TELEGRAM	t.me/predictivelabs_io

All files, in one place.

Everything in this kit is downloadable from predictivelabs.io/press. The vector master is the source of truth; raster files are derivatives provided for convenience.

LOGO & FAVICON

FILE	FORMAT	USE
logo.svg	SVG	Vector master. First choice everywhere it's supported.
logo.png	PNG 1500×1500	Hero placements, deck title slides.
logo-512.png	PNG 512×512	Standard logo placements, deck headers.
logo-256.png	PNG 256×256	Site header, body-copy lockups.
apple-touch-icon.png	PNG 180×180	iOS home-screen icon.
favicon.ico	ICO multi-res	Browser tab. Embeds 16, 32, 48, 64 px sub-images.
favicon-96.png	PNG 96×96	High-density browser tab.
favicon-48.png	PNG 48×48	Standard browser tab (retina).
favicon-32.png	PNG 32×32	Standard browser tab.
favicon-16.png	PNG 16×16	Standard browser tab (legacy).

OPEN GRAPH (SOCIAL SHARE CARDS)

FILE	USE
og.png	Default site share card. Hero brand layout. · PNG 1200×630
og-home.png · og-about.png · og-framework.png	Page-specific share cards (one per page). · PNG 1200×630
og-team.png · og-press.png · og-contact.png · og-legal.png	Page-specific share cards (one per page). · PNG 1200×630

THIS DOCUMENT

predictive-labs-brand-kit.pdf	This kit. Versioned; check predictivelabs.io/press for the latest.
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