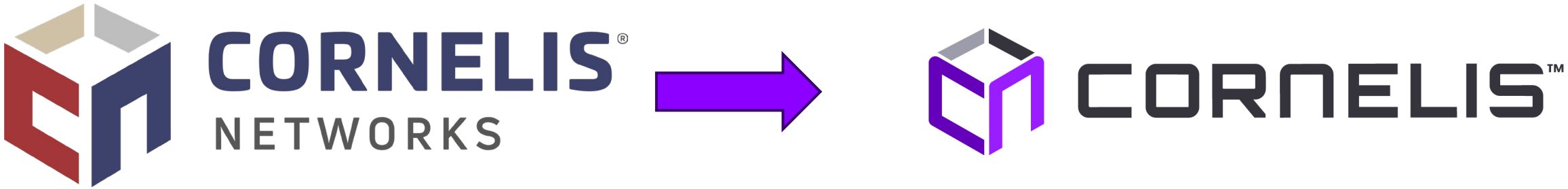
New Cornelis Brand Guidelines

WIP

10/07/2025

Regina Pareigis
Owner, Savi Strategy

Cornelis is Modernizing Its Brand



Cornelis is modernizing its brand to reflect a sharper, more ambitious company taking a front-footed approach to the fight for leadership to the AI marketplace.

The new CN cube and precision wordmark pair with a monochromatic violet-and-metal palette that honors our heritage and emphasizes our performance, trust, openness, and innovation.

Reasoning for Brand Evolution

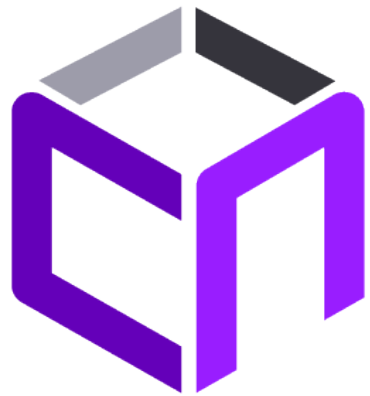
As Cornelis has continued to grow its brand in the AI space, the company recognizes that to compete at our strongest the brand would need to evolve.

Our modernized Cornelis brand is designed to stand out from the sea of blue that is the datacenter marketplace. Distinct from competition, it is more ownable, consistent, and recognizable.

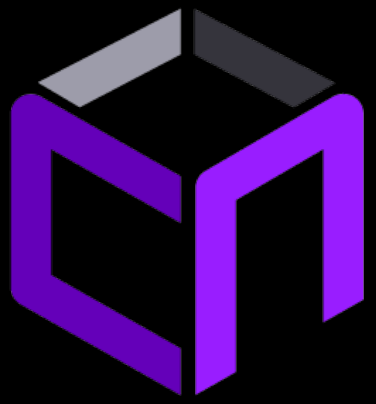
The modernized cube speaks to the strength of our history, our commitment to openness, and ability to bring structure to chaos. The more modern, bespoke letter forms are open, calm, strong, and clear.

The vibrant colors are not only more ownable and distinct —they symbolize how flawlessly our technology scales and are symbolically both the perfect alternative to the green of our competition and the perfect complement to it just as our technology is to theirs. Violet is the color of ambition, creativity, wisdom, and sophistication.

This evolution reflects who we are today: bold, focused, and driven by the potential of our technology. Our updated identity better positions us in AI, respects our HPC roots, inspires confidence, and sparks curiosity in everyone we engage—from partners and customers to future talent.



CORNELIS™



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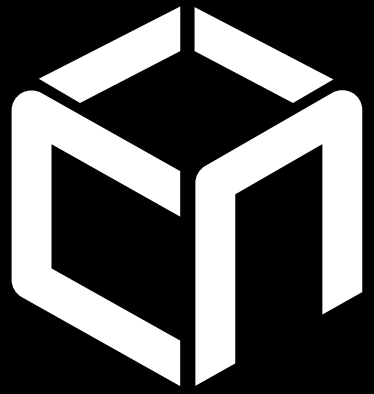
OR



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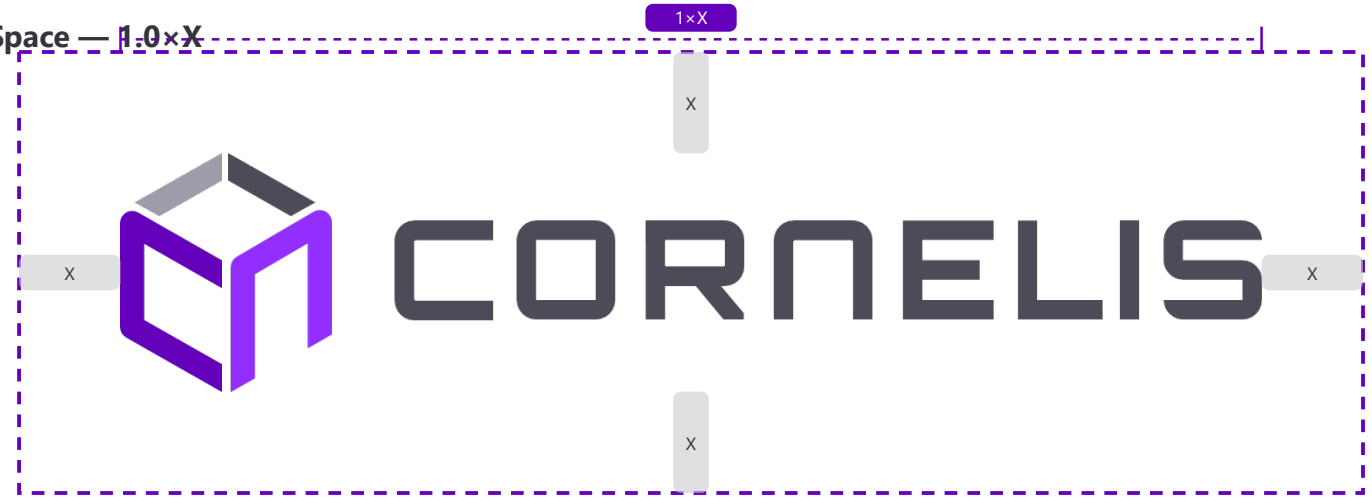
Clear Space

Maintaining clear space around our logo is important.

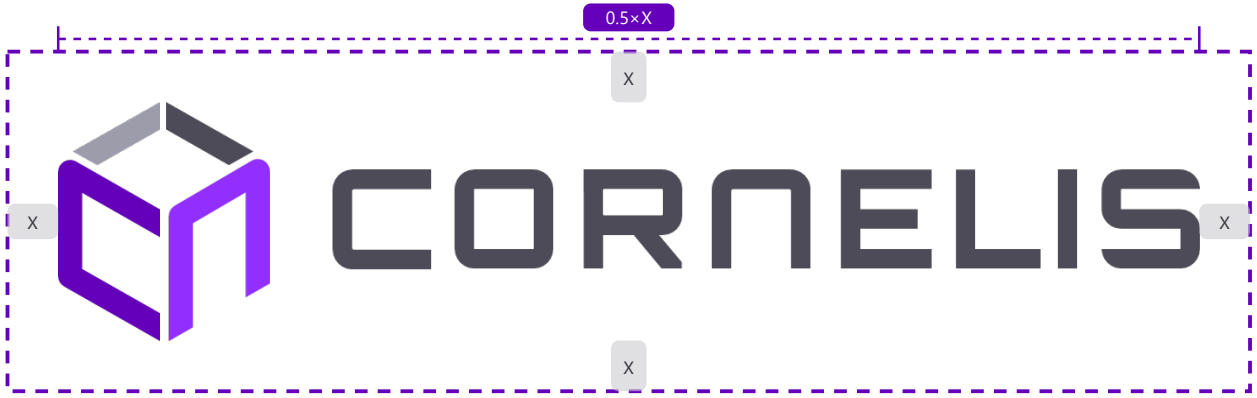
Shown here, X = a full CAPITAL letter height of the wordmark.

.5 x X of space is the minimum but a full 1X of space is preferred.

Preferred Clear Space — 1.0×X



Minimum Clear Space — 0.5×X

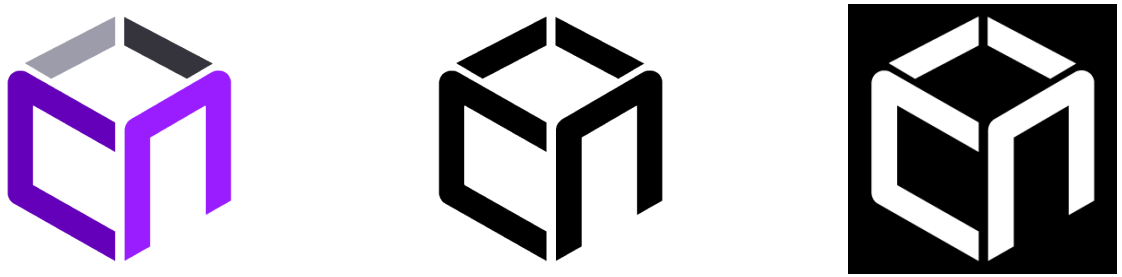


Cube Graphic & Favicons

Our Cube graphic is emblematic of Cornelis and can be used on its own in cases where the full logo cannot be used.

Where possible, use the full logo to increase association of our company's name and brand identity.

Cube Graphic



Our Favicon is for specific use cases like the top of a web page tab or an app icon where the graphic element is tiny and use of the full logo would render it illegible.

Favicon

Brand Manifesto

In a world driven by data, performance is everything. Efficiency is everything. Connection is everything.

At Cornelis, we don't just move data—we elevate it. We empower it with intelligence, ensuring that every packet finds the best possible path. Our technology is more than just fast; it's smart, dynamically avoiding congestion before it even begins.

But true innovation isn't just about speed—it's about freedom. That's why we built a network solution that is tech agnostic, engineered to work with any platform, any infrastructure, in any environment. No lock-ins. No limitations. Just seamless performance across the entire digital ecosystem.

We are problem-solvers, eliminating bottlenecks before they form.

We are innovators, redefining what's possible in network intelligence.

We are trusted partners, enabling businesses to move faster, smarter, and pushing the boundaries of what is possible.

Because in a world that never stops moving, you need a network that's always ahead, always adaptive, and always trustworthy —no matter what technology you choose.

Cornelis
Intelligent Performance. Ultimate Freedom. Limitless Possibilities.

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Who We Are

Our brand personality comes from our core values and embodies how we want to perceive ourselves, and be perceived by our customers, industry partners, investors, and others.

It should guide our every interaction, our tone, our messaging, our hiring, and our actions.

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Deep Violet
#3D0070

Cornelis Violet
#6400B9

Vivid Violet
#8B00FE

Accent Violet
#991DFF

Light Violet
#AD53FD

True Black
#000000

Deep Dark Metallic
#35343C

Dark Neutral Metallic
#4C4B57

Light Neutral Metallic
#9D9CAA

White
#FFFFFF

Primary Color System

Colors help us bring our brand to life and build recognition and trust. Our guidelines ensure that we use color consistently and effectively to create balance, ensure accessibility, and focus attention for a stronger and more impactful brand. Our color system is monochromatic: dramatic, deeply saturated, and ownable.

Monochromatic Violet & Metal is our primary palette, an homage to our history in its combination of red and blue and our hardware roots.

Cornelis Violet is our core where the red and blue of our past come together in a way that both contrasts and compliments the branding of our biggest rival just as our network technology is both the perfect alternative to theirs and the perfect complement to xPUs.

Deep Violet provides a foundation that portrays strength.

Our Vivid Violet accent color brings out our energy and openness and helps us portray the speed at which we move.

Our Metallic Neutrals speak quiet strength with an edge that only premium hardware can bring.

Links - Vivid Violet
#8B00FE

Followed Links - Cornelis Violet
#6400B9

Competition (Ethernet) Azure
#3A66FF

Competition (InfiniBand) Chartreuse
#7AD93A

Success/ OK Green
#12B76A

Warning! Amber
#E6A400

Error! Red
#E5484D

Use Specific Accents

Our color system holds together best when it is used for 90%+ of our assets. However, there will be times when additional colors are needed to signal special uses, meanings, emotions, or associations.

This compact, brand-safe accent set complements our primary palette. They should be used to communicate specific uses such as competitive comparisons or UI Guidance.

In limited cases, where additional colors are needed in infographics, the use-specific colors are complimentary enough to be used to supplement our palette but this should be limited to <2% of graphics and charts.

Color Do's and Don'ts

Do
Follow the guidance on using color themes, to ensure a consistent brand identity.

Do
Ensure brand consistency and optimal accessibility using proper contrast and spacing.

Do
Utilize our Teal Accent to create focal points and draw attention to critical elements and actions.

Don’t
Bring in photography or graphics that utilize mostly colors that are off-palette.

Don't
Use colors or gradients outside of the approved color list. Colors must adhere to the brand guidelines for a cohesive look.

Don't
Overuse secondary colors. Prioritize our core brand colors, and reserve the extended colors only for infographics, charts, and for contrast in imagery.

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Our Font: Saira

Distinctive, Modern, Ownable
(and looks amazing with our logo)

Why:

Its straight sides and squared curves echo our logo's geometry without going "sci-fi." It's open-source (easy for web), has one of the widest set of diverse styles and reads well in decks.

Use:

Web: H1/H2 *Saira Expanded Semi Bold* or Bold; body/UI *Saira*

PowerPoint: Titles *Saira Expanded Semi Bold* 36 pt; body *Saira* 16–20 pt

Technical Docs: Titles *Saira Semi Condensed Semi Bold* 20 pt; body *Saira Semi Condensed* 11 pt

Tips: Slightly tighten headline tracking (–1% to –2%); enable tabular numbers for data.

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Fallback MS Standard Font: Segue UI

A Microsoft standard font. Its ubiquity makes it easy to use when you don't have our brand font available. Although it is standard, it is not as generic as Arial, retaining some distinctiveness.

For hierarchy, please use the following: H1/H2 = *Segue UI Bold*; Body = Segue UI

Please use Saira whenever possible.

It gives our brand a distinctiveness that makes us memorable. Our fallback font should be used only when Saira is not available.

CORNELIS™

Expanded Direction on Technical Docs

For long, text-heavy technical docs keep things calm, roomy, and highly scannable.

Core defaults (reading comfort)

Body: Saira **Regular 400**, **16 px** (web) / **11 pt** (Word/PDF), **line-height 1.55–1.6**.

Justification: Ragged-right (no full justification on web).

Hierarchy (clear but not shouty)

H1: Saira Semi Condensed 700, 40–48 px (web) / 18–22 pt (Word), **–1% letter-spacing**, **1.15 LH**, generous space-after.

H2: Saira Semi Condensed 700, 28–36 px / 16–18 pt, –0.5% tracking, 1.2 LH.

H3: 600, 22–28 px / 14–16 pt, 1.25 LH.

Eyebrow/section label (optional): 600, 12–14 px, **UPPERCASE + 4–6% letter-spacing**, muted gray.

Bullets/numbered lists: 16 px / 11 pt, **line-height 1.5**, indent bullets by 1.2–1.4em; keep hanging punctuation.

Figure/table captions: Saira 500, 13–14 px / 9–10 pt, gray (#6A6A6A), placed **below** figures.

Notes/callouts: Saira **500**, 14–15 px, left border in Cornelis Violet, 12–16 px internal padding.

CORNELIS™

Visual Treatments – Photography

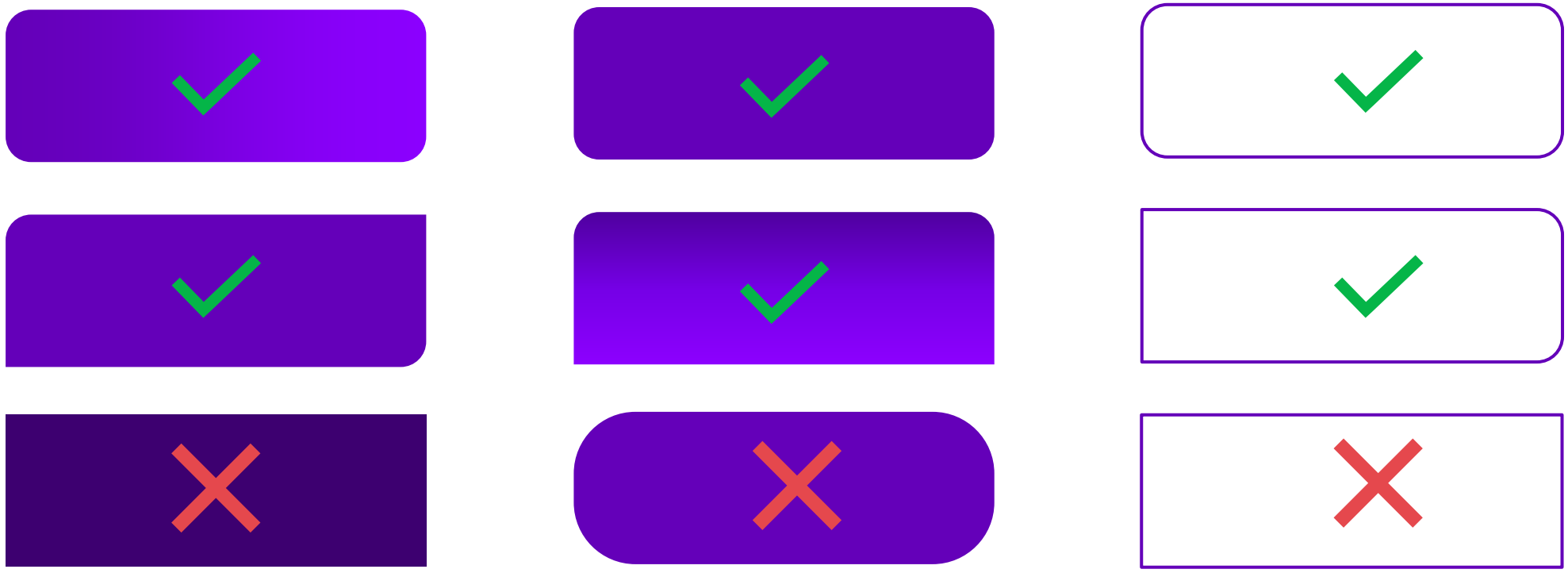
Our visual style is clean, tech-forward, and slightly edgy.

For photography, use metallic treatment where possible, violet elements can be used to highlight or bring to life.

Visual Treatments – Design

For design elements, use our monochromatic violet color palette. Solid or Gradient Fill.

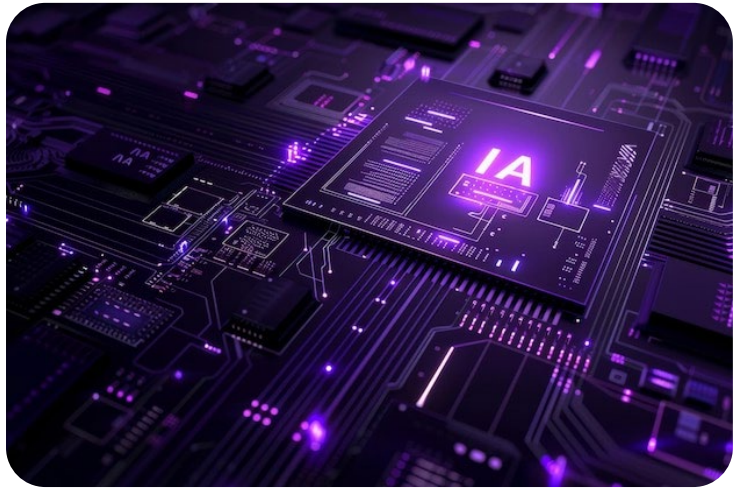
For shapes and callouts, use boxes with lightly rounded corners or a mix of rounded and squared corners, never 4 sharp corners or overly rounded corners.

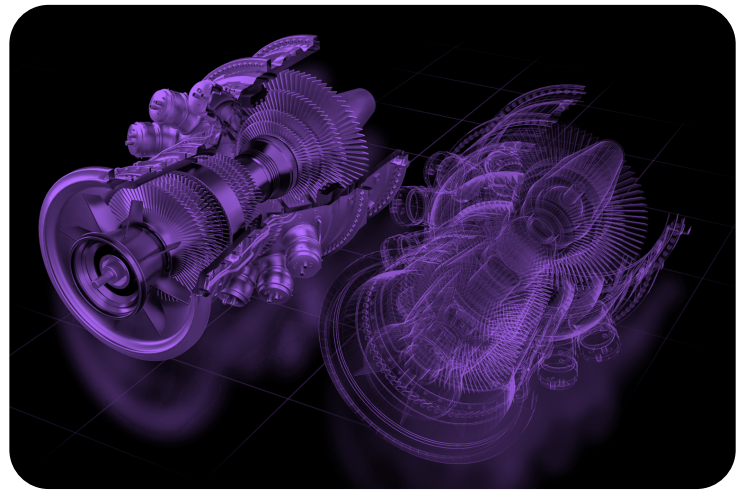


Visual Treatments – Imagery

Our visual style is clean, tech-forward, and slightly edgy.

For drawn imagery, use our monochromatic violet color palette

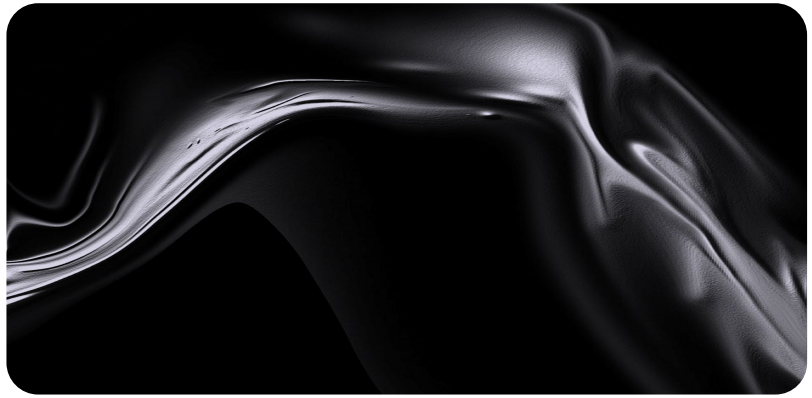
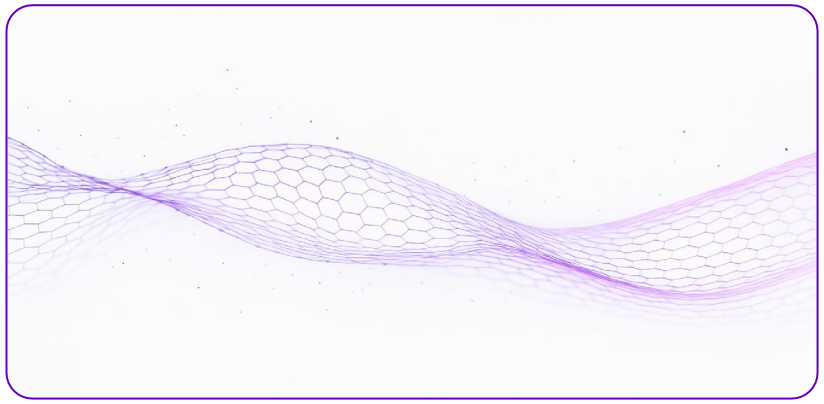
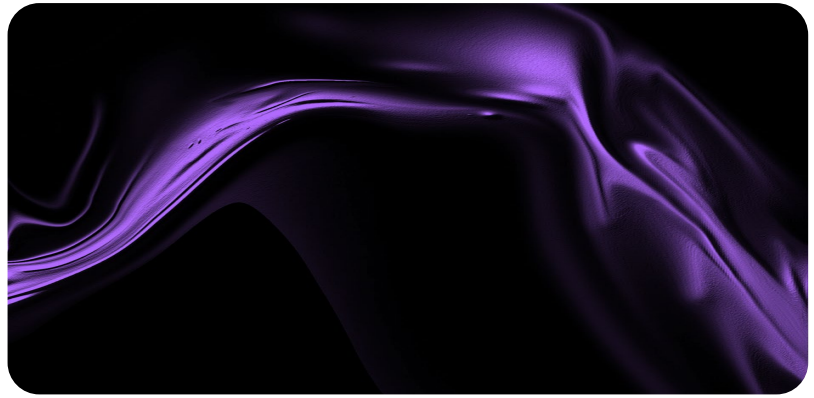
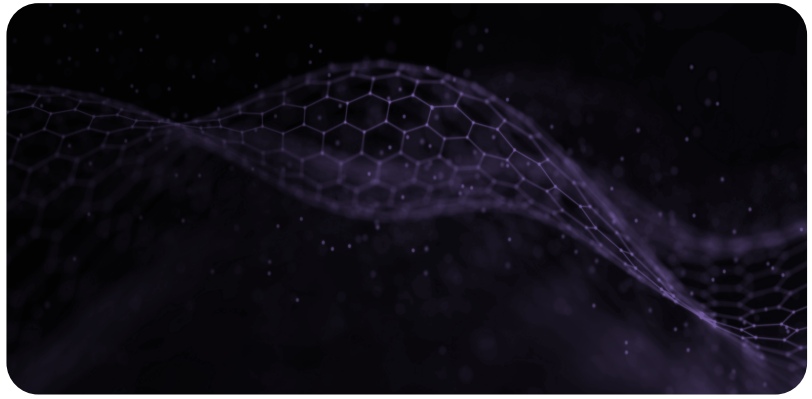




Visual Treatments – Design

For design elements, use our violet & metal color palette.

“Flow” imagery or hexagonal flows can be used for backgrounds.

WE ARE
The Network AI Has Been Waiting For

That means we never show just our devices. We display our products beautifully and help people understand how our technology makes real-world AI and HPC better.

DO:
Show a real-world application

Don't:
Show a picture of a widget

DO:
Show real applications and give context about how our technology makes them better

Don't:
Show use cases we are not a part of or are not the right fit for our technology

DO:
Leave some whitespace. People process information better when they can chunk it visually

Don't:
Cram as much into the space as possible.

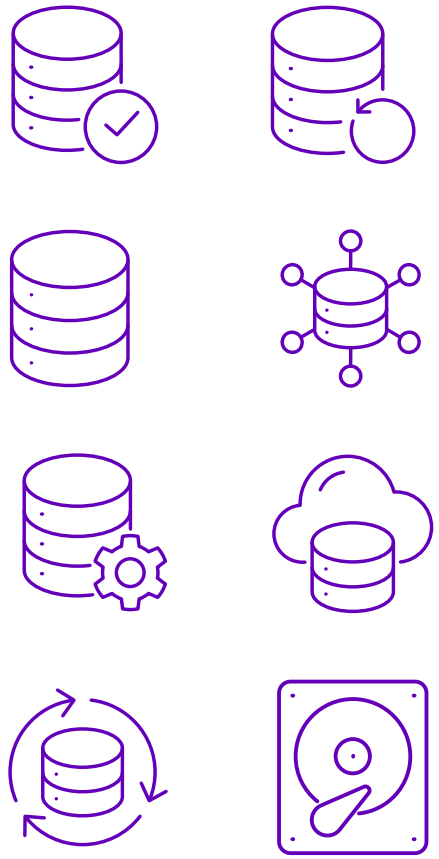
DO:
Use photography that is clean and works with our monochromatic color palette

Don't:
Use generic graphics with lots of off palette colors

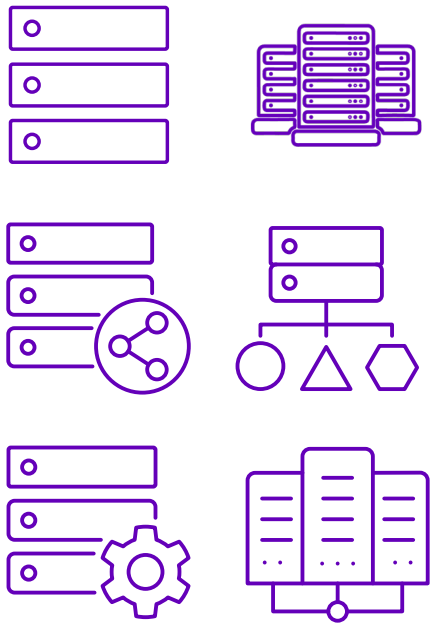
Icons (samples)

Our Full Icon Library is Available in the Brand Center in Multiple Formats and Colors

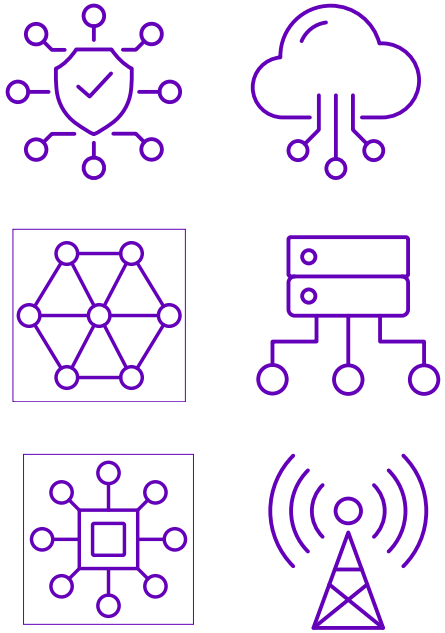
Storage/ Memory



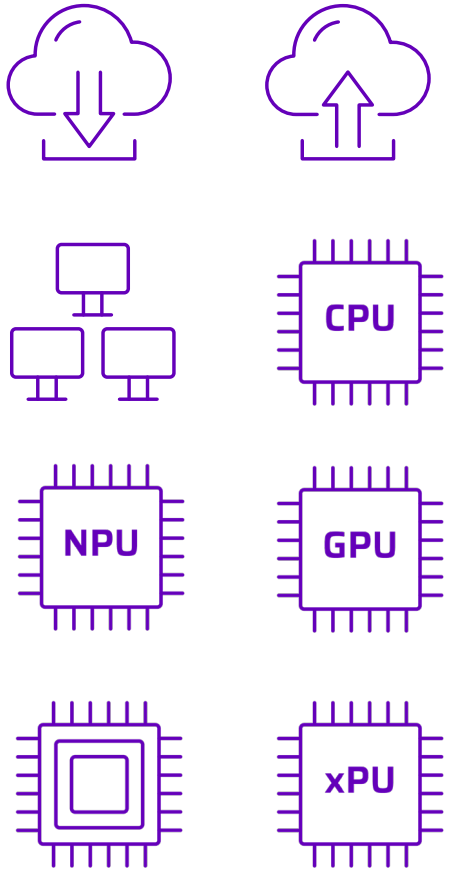
Server/ Datacenter



Network



Compute



Icons (samples)

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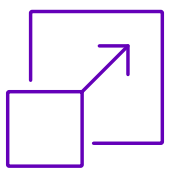
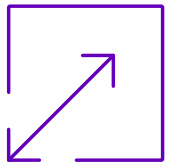
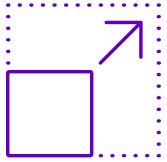
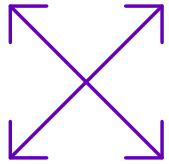
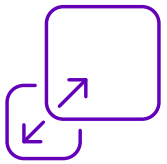
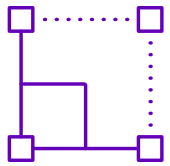
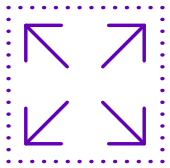
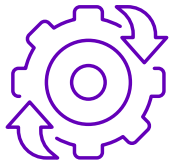
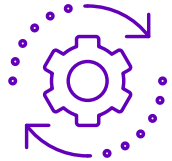
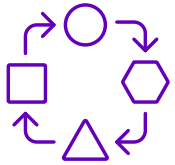
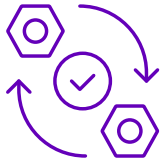
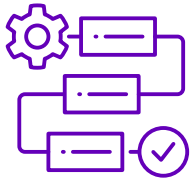
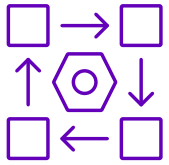
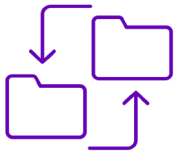
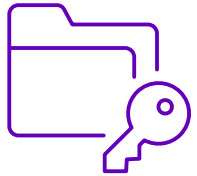
Scale

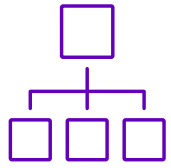
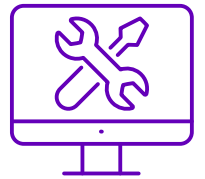
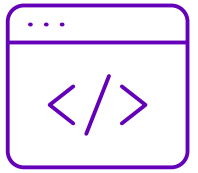
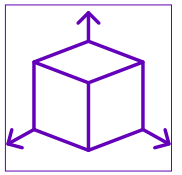
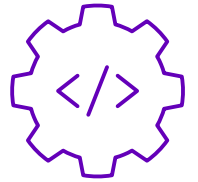








Process/ Operation

Business





Software