Hypersonix

Media Kit

Long Intro

Hypersonix is the leading cloud-based, Enterprise AI platform for Commerce. Hypersonix's operational intelligence infrastructure for commerce enables decision-makers with rapid visibility, predictive insights and suggestive actions - leading to rapid decisioning and business agility. Hypersonix constantly monitors & measures business results, highlights why results are occurring, and recommends actions to drive improvements.

Leveraging innovations in Auto-Machine Learning, Natural Language Programming (NLP), high-scale real-time data computing, coupled with business & workflow automation, the platform offers a simple, fast "Alexa-like" experience supported by "Jarvix," - a virtual assistant. Hypersonix today helps several leading brands and clients to drive profitable growth, save money and improve customer engagement. Founded in 2018 by former executives from SAP, IBM, and PayPal, the company has been featured in the Wall Street Journal, Fortune, TechCrunch, along with other outlets. Hypersonix is heaquartered in San Jose, CA.

Short Intro

Hypersonix is the leading cloud-based, Enterprise AI platform for Commerce. Hypersonix's operational intelligence infrastructure for commerce enables decision-makers with rapid visibility, predictive insights and suggestive actions - leading to rapid decisioning and business agility.

Founded in 2018 by former executives from SAP, IBM, and PayPal, the company has been featured in the Wall Street Journal, Fortune, TechCrunch and other outlets.

Hypersonix
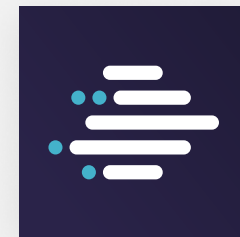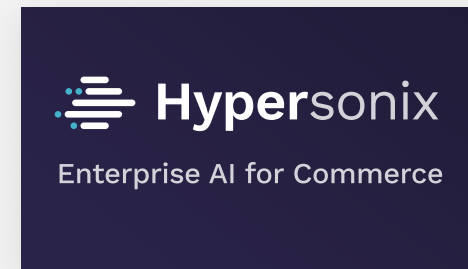
Design
Elements

The Logo

The Hypersonix logo comprises of two parts – the icon (left) and the text (right). This should be the primary choice for a graphical element that represents Hypersonix.

The Icon

The icon represents speed in analytics and resembles a rocket – the speed of which represents the speed of insights and recommendations delivered by our Enterprise AI Platform. The icon can be used independently when needed.
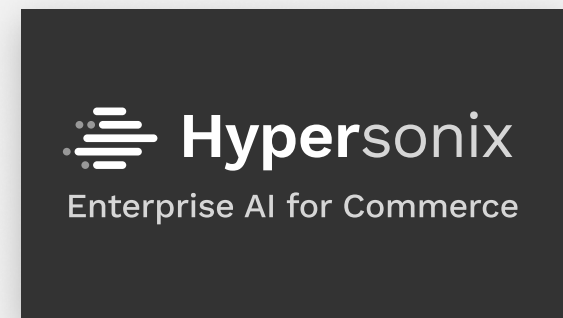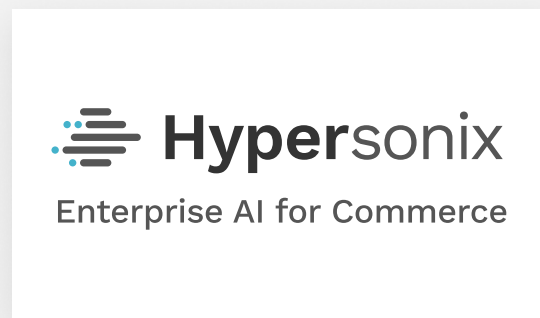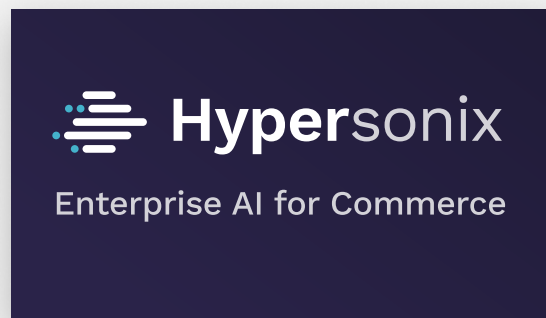
Negative Spacing

The logo must have a negative space around it, with the minimum spacing as 20px on all sides.

Hypersonix

Enterprise AI for Commerce
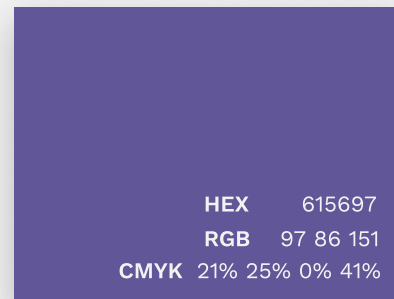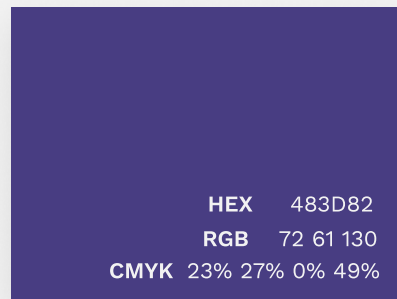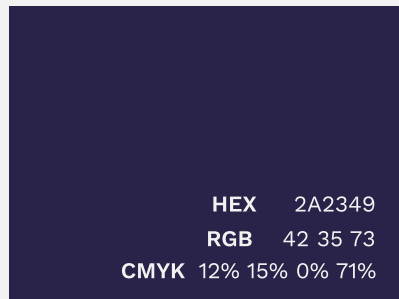
20px

20px

Hypersonix

Variations

There are two variations of the logo (black and white) set against three key backdrops from our color palette. The white logo should be used against darker background colors, and the black version should be used against more vibrant/lighter background themes.
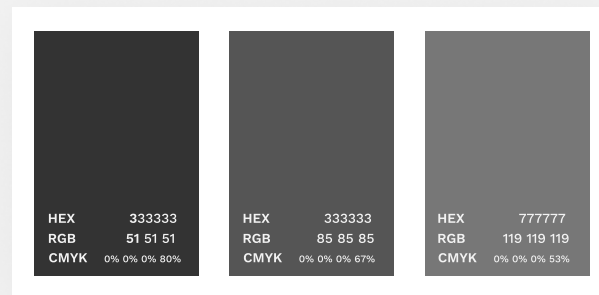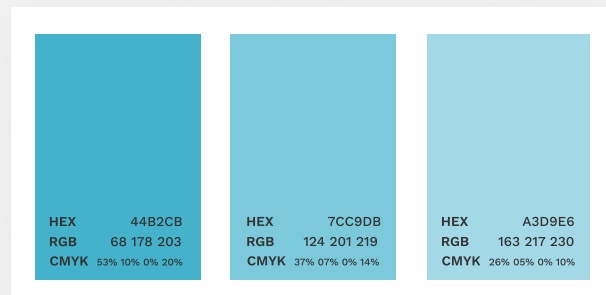
Color Palette

These primary and secondary colors are at the heart of the iconic Hypersonix brand experience.

Primary

HEX 2A2349	**HEX** 483D82	**HEX** 615697
RGB 42 35 73	**RGB** 72 61 130	**RGB** 97 86 151
CMYK 12% 15% 0% 71%	**CMYK** 23% 27% 0% 49%	**CMYK** 21% 25% 0% 41%

Combinations

Secondary

HEX 44B2CB	HEX 7CC9DB	HEX A3D9E6
RGB 68 178 203	RGB 124 201 219	RGB 163 217 230
CMYK 53% 10% 0% 20%	CMYK 37% 07% 0% 14%	CMYK 26% 05% 0% 10%

HEX 333333	HEX 333333	HEX 777777
RGB 51 51 51	RGB 85 85 85	RGB 119 119 119
CMYK 0% 0% 0% 80%	CMYK 0% 0% 0% 67%	CMYK 0% 0% 0% 53%

Our brand font, **Work Sans,** is consistent across all of our brand assets. More information on variations and usage below.

Work Sans

Aa Bb Cc Dd Ee Ef Gg Hh Ii Jj
1234567890 / !@#$%^&*( )

Light   Regular   **Medium**   **Semi Bold**

Aa

Hypersonix

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