

apex

The second brain built for any AI.

THE IDEA

Apex is the second brain built for any AI. It holds every meeting, message, deal and doc, so whichever AI you use starts with the full picture. The mark is that brain: a soft glass tile with the apex rising at its center.

01 LOGO

02 COLOR

03 TYPE

04 SYSTEM

05 VOICE

06 IN USE

01 — LOGO

A brain, with a peak inside

A soft glass tile, the second brain, with the apex rising at its center. Use the full lockup by default and the tile alone where space is tight.



PRIMARY LOCKUP — ON LIGHT



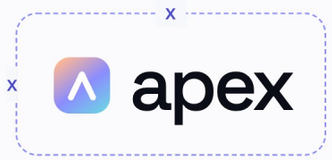
REVERSED LOCKUP — ON NIGHT



ONE COLOR — NIGHT



APP ICON & FAVICON



CLEAR SPACE — X = ½ TILE



MINIMUM SIZE — LOCKUP, TILE

DON'T



Use off-palette colors



Stretch or squash it



Change the peak's weight



Add outlines or hard shadows

02 — COLOR

Soft light on deep night

A calm base of Night and Frost, lit by one soft gradient. Iris is the glow at its center; Apricot and Lagoon soften the edges. Glass sits on top.

CORE · DARK GROUND, TEXT

Night
#0B0D17 · 11 13 23

CORE · LIGHT GROUND

Frost
#F4F6FB · 244 246 251

SIGNATURE · AURORA GRADIENT, 120°

Apricot · 0%
#FFB894

Iris · 52%
#8C8DFF

Lagoon · 100%
#6ED3E6

Iris
#8C8DFF
140 141 255

Apricot
#FFB894
255 184 148

Lagoon
#6ED3E6
110 211 230

Indigo
#4B4ACF
75 74 207

Deep
#161A2B
22 26 43

Slate
#5B6178
91 97 120

Fog
#A3A9BF
163 169 191

Haze
#E3E7F1
227 231 241

Glass · light

White 60% · rim white 95%
Blur 20 · radius 24–28

Glass · dark

White 6% · rim white 12%
Blur 24 · top edge 14%

CONTRAST PAIRS

Aa	Aa	Aa	Aa
Night/Frost 17.9	Night/Iris 6.8	Indigo/Frost 6.1	Fog/Night 8.3

Text on the gradient or Iris is always Night. Iris is never text on light grounds: use Indigo.

03 — TYPOGRAPHY

Clear, soft, engineered

Space Grotesk carries headlines at weight 500 with tight tracking. Inter does the reading. JetBrains Mono labels sources, data and system text.

Aa

Space Grotesk

HEADLINES · 500 · TRACKING -2 TO -5%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Aa

Inter

BODY & UI · 400, 500, 600

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Aa

JetBrains Mono

LABELS, SOURCES, DATA · 400, 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

DISPLAY · SPACE GROTESK 500 · 80/80 · -4%

Second brain.

H1 · SPACE GROTESK 500 · 56/60 · -3%

Built for any AI.

H2 · SPACE GROTESK 500 · 36/42 · -2%

Every meeting, remembered

H3 · INTER 600 · 22/30 · -1%

Answers come with their sources

BODY · INTER 400 · 16/24 · 0%

Apex holds what your company knows and hands it to whichever AI you use.

LABEL · JETBRAINS MONO 500 · 12/16 · +8% · CAPS

SOURCE · MEETING · WEEKLY PIPELINE REVIEW

04 — LAYOUT & SURFACES

Everything on a 4 px grid

Spacing, radius, borders, elevation and glass as exact tokens. If a value isn't on this page, it isn't Apex.

Spacing

BASE UNIT 4 PX · NOTHING OFF-SCALE

space-1	4	space-8	32
space-2	8	space-10	40
space-3	12	space-12	48
space-4	16	space-16	64
space-5	20	space-20	80
space-6	24	space-30	120

Inside a component	Between components	Between sections	Page margin
4 – 16	16 – 32	64 – 120	80 · mobile 24

Radius

ROUNDED SQUARES · NO CIRCLES

r-8	r-12	r-16	r-24	r-28	r-28%
Tags	Inputs, icons	Buttons	Cards	Glass panels	Logo, avatars

Nesting: inner radius = outer radius − padding. A r-28 panel with 12 padding holds r-16 tiles. Avatars and icons sit in rounded squares, never circles.

Borders

ALWAYS 1 PX

line-subtle	Night 8% · dividers
line-default	Haze · inputs, solid cards
line-glass	White 95% · dark: 12%
focus	2 px Iris · 2 px offset

Elevation

SOFT, TINTED, NEVER BLACK

e1	e2	e3	glow
0 1 2 10% · inputs	0 12 40 8% · cards	0 24 64 16% · menus	0 16 40 Iris 40% · CTA

Shadow color is always rgb(40 44 90). One glow per screen.

Glass recipe

LIGHT · DARK

fill	white 60%	white 6%
rim	1 px white 95%	1 px white 12%
blur	20 px	24 px
top edge	inset 0 1 0 white	inset 0 1 0 white 14%
shadow	e2	0 20 60 black 25%

Glass only over color: a glow, gradient or image. On flat grounds use solid Frost or Deep.

Grid

MAX CONTENT 1280

breakpoint	columns	margin	gutter
desktop ≥1280	12	80	24
tablet ≥768	8	40	20
mobile <768	4	24	16

Core components

TOUCH TARGETS ≥ 44 PX

Connect AI → | Learn more | Ask Apex... | EMAIL

primary	secondary	input	chip
h48 · px20 · r16 · glow	h48 · px20 · r16 · glass	h48 · px16 · r12 · e1	h28 · r8 icon 20 in 40 · r12

Icons: 24 px grid, 1.75 stroke, round caps and joins. Labels on buttons are Inter 600 15, sentence case.

05 — VOICE

Calm, clear, quietly smart

Apex talks like the sharpest person on your team who never needs the credit. Lead with the answer, show the source, stop.

POSITIONING

The second brain built for any AI.

Apex isn't another AI. It's the brain every AI plugs into: one memory of your company's meetings, email, deals and docs, working with whichever model your team prefers.

SAY	NEVER SAY
second brain	~~mind~~
built for any AI	~~revolutionary, magic~~
remembers · with sources	~~AI-powered, unlock~~

01

Calm

No hype, no exclamation marks. Confidence is quiet.

02

Clear

Say the specific thing: names, dates, owners. Short sentences, plain words.

03

Candid

If the brain doesn't know, it says so. Every answer shows where it came from.

BEFORE

~~Unlock AI-powered insights with our revolutionary knowledge platform.~~

AFTER

Apex remembers every meeting, email and doc, so any AI you use already knows your business.

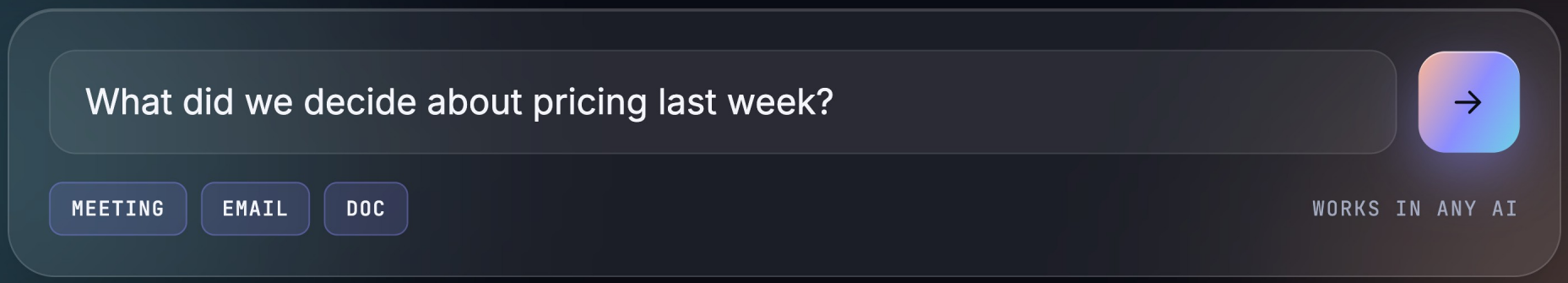
LINES WE USE

The second brain built for any AI.	PRIMARY
Every AI, fully briefed.	SHORT
Plug your company's brain into any AI.	ACTION

apex

The second brain built for any AI.

Every meeting, email, deal and doc, remembered. Plug it into whichever AI your team already uses.



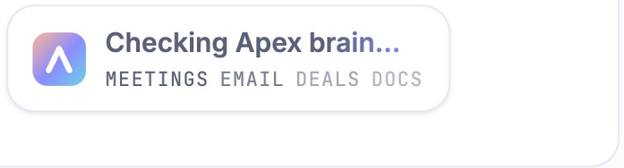
07 — APEX INSIDE YOUR AI

The Apex moment

Every demo shows the same three beats inside a familiar chat layout: the question, Apex checking the brain, then an answer with sources. The layout feels like home; the moment is always ours.

Checking

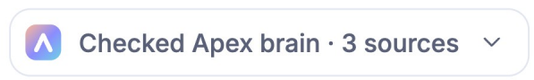
BEAT 1 · 1.2–3 S



Tile pulses and the label shimmers, both on a 1.6 s loop.
Source kinds breathe left to right, 0.2 s apart.
Appears 300 ms after the question lands.

Checked

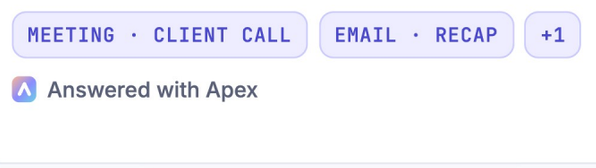
BEAT 2 · COLLAPSES



Shrinks to one line the moment the answer starts.
Past tense, with the source count. Tap to expand.
h36 · r12 · tile 20 · r6 · Inter 500 14.

Answered

BEAT 3 · SOURCES



Source chips sit under the answer: kind · title.
Show up to 3 chips, then "+N".
Badge closes every answer Apex fed.

How a demo frame is built

1440 × 900 · WINDOW 1280 × 720

01 · THE HOST

Keep the host's familiar layout: thread, composer, sidebar if it has one. Show the host's official logo and name where the host shows them.

02 · OUR SKIN

Set it all in Apex: Frost or Night ground, glass window r28, Inter for chat text, rounded squares everywhere.

03 · THE PILL

"Apex connected" sits top right of the window bar on every frame: tile 18 · r5 · Inter 500 13.

04 · ONE QUESTION

One real business question per frame, answered in two or three sentences. The answer must only be possible with the brain.

Exact copy

WORD FOR WORD

CHECKING	Checking Apex brain...
CHECKED	Checked Apex brain · N sources
BADGE	Answered with Apex
EMPTY	Nothing in Apex brain on this yet
CONNECTED	Apex connected
NEVER	~~mind · thinking... · searching memory~~

apex × Claude

ASK · APEX BRAIN · ANSWER

Claude

New

Search

Projects

Artifacts

Scheduled

Recents

Client promises

Q1 revenue plan

Hiring plan

Ad angles

Weekly numbers

Pricing review

H Hunter · Pro

Client promises

Apex connected

Share

What did we promise the client on last week's call?

Checked Apex brain · 3 sources

Three things: a revised quote by Friday, a two-week pilot for their ops team, and a security overview before procurement. Your sales lead owns the quote; the pilot still needs a start date.

MEETING · CLIENT CALL

EMAIL · RECAP THREAD

DOC · PROPOSAL V2

Answered with Apex

Reply...

APEX

Opus 5.5 · Medium

apex × ChatGPT

ASK · APEX BRAIN · ANSWER

ChatGPT

New chat

Pinned

Ads chat

Projects

Apex brain

Recents

Client follow-up

Meeting prep

Static ad concepts

Edit VSL script

Weekly numbers

H

Chat Work

Apex connected

Draft a follow-up to the client based on what we agreed.

Checked Apex brain · 2 sources

Here's a draft built from last week's call and the recap thread:

Subject: Next steps from Tuesday
Hi [Name],
Thanks again for Tuesday. As agreed, you'll have the revised quote by Friday, we'll start the two-week pilot with your ops team on [date], and our security overview is attached ahead of procurement.
Talk soon,
[Your name]

MEETING · CLIENT CALL

EMAIL · RECAP THREAD

Answered with Apex

Ask anything

APEX

Instant

apex × Grok Bot

ASK · APEX BRAIN · ANSWER

Apex connected

What's slowing down revenue right now?

Chief of staff

Checked Apex brain · 5 sources

Follow-up speed. Your last three pipeline reviews flag the same backlog of unanswered leads, and two deals went quiet after a week without a reply.

MEETING · PIPELINE REVIEW ×3 | DEAL · STALLED | +1

Answered with Apex

Message Chief of staff

APEX

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