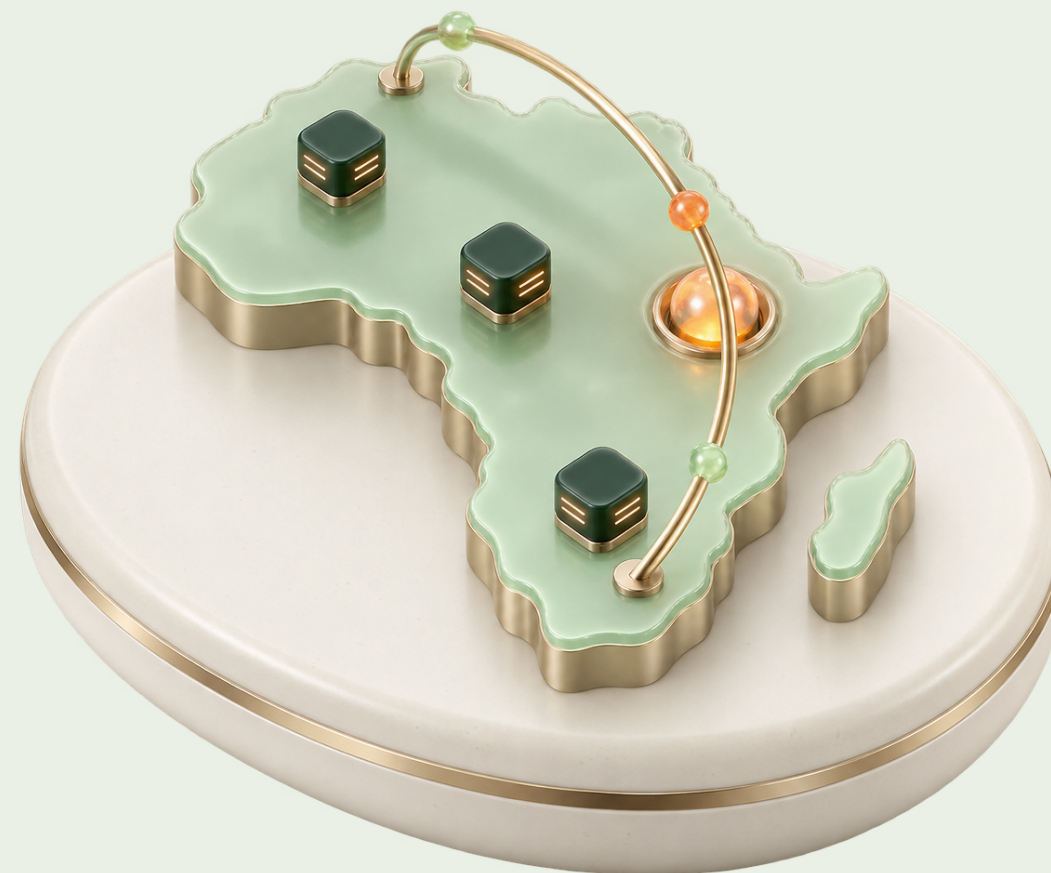


AI, closer to home.

Intelligence on African terms.

Our own identity. A shared direction for every product, page and conversation.



Embiro Labs

Closer is the point.

AI tools and inference APIs for developers and product teams, starting with Uganda and East Africa.



African data sovereignty.

Our planned service commitment: data processed and stored in Africa.



Lower latency.

Bring inference closer to regional users. Measure performance before making comparative claims.

The character: capable, open and human. Make advanced infrastructure feel understandable, useful and within reach.

Say the value. Show the stage.

Our message hierarchy

- 01 **AI, closer to home.**
Lead with this short brand line.
- 02 **African data sovereignty + lower latency**
Explain the two reasons to care.
- 03 **AI tools + an inference API**
Name what people will use.
- 04 **Join the waitlist**
Give people one clear next step.

Prelaunch wording

Use now

“We’re building AI tools and inference APIs with data processed and stored in Africa.”

“Designed for lower latency across the region. Benchmarks will follow.”

Evidence before certainty

Do not imply live African infrastructure, proven millisecond savings, guaranteed compliance or model availability. The waitlist website has a separate hosting and privacy scope.

A small mark. A clear signature.

Two rounded forms and an orange point, paired with a quiet lowercase wordmark.



Primary: forest on a light surface



Compact symbol



Give the signature room.



Clear space: at least half the symbol height (x) on all sides of the complete lockup.

Minimum digital sizes

Full lockup: 128px wide. Symbol: 24px high.

Use the supplied canvas-backed favicon at 16px; inspect at actual size.

Keep these fixed

Lowercase name: embiro labs

Embiro heavy; labs medium

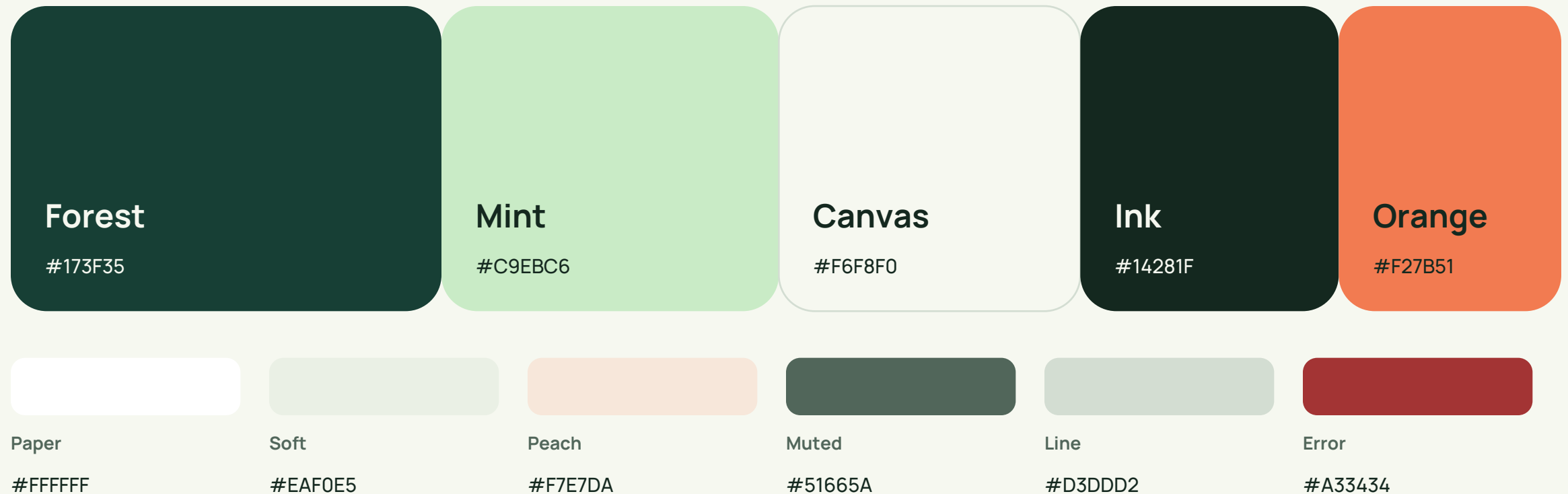
Orange dot on light and dark

Original proportions and spacing

Never stretch, rotate, outline, add glow, or place the mark on busy artwork. Use supplied mono variants only when full colour is impractical.

Forest. Mineral. A little warmth.

Keep most compositions light. Forest provides structure; orange is a small, deliberate accent.



Readable pairs: forest / canvas 10.9:1 • ink / mint 12.0:1 • muted / canvas 5.8:1. Orange is an accent, not small text on pale surfaces.

Confident. Without shouting.

Manrope

Aa Bb Cc 0123456789

Use sentence case, tight headlines and generous line spacing. Let one strong line do the work.

Primary family / Manrope

Display

ExtraBold / 64-96px / 1.02

Section heading

ExtraBold / 38-56px / 1.10

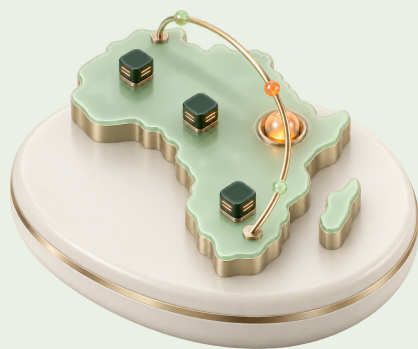
Readable body copy

Medium / 14-18px / 1.50-1.65

JetBrains Mono

Reserve it for code, endpoint names and developer examples. Use the supplied font files and licences. Do not introduce a third family.

Make intelligence tangible.



Africa core

The brand and regional hosting ambition.



Sovereign vault

Privacy, storage and control.



Local speed

Proximity and the lower-latency goal.



Open intelligence

Models, compute and building.

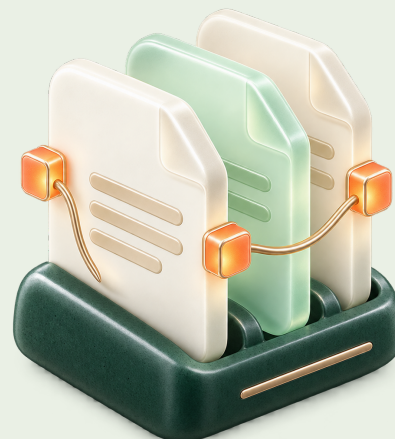
New capabilities. Same character.

Three additional objects extend the same approved family across the expanded platform story.



Vision lens

Vision, document extraction and image-related tasks.



Semantic library

Retrieval, search and document workflows.



Speech wave

Speech transcription and audio tasks.

Tactile, not theatrical.



Materials

Soft ceramic, frosted mineral glass and restrained champagne metal. Rounded geometry, visible depth.

Light & composition

Diffuse studio light. Three-quarter views. One clear subject, generous breathing room, true transparency.

Meaning

An object must explain a benefit. Use the Africa core for geography; the vault for control; the loop for proximity.

Avoid

Neon circuitry, generic robot heads, stock data-centre photos, excessive chrome and invented city-level network maps.

Room to think. A clear next step.

Anatomy of a Labs surface

Build closer.

A short benefit. One useful object.
One primary action.

Join the waitlist

Your email address



Composition

Open, then focused.

Use a 1200px content container, roomy sections and clear groups. Do not frame every idea in a card.

Surfaces

Soft, solid, quiet.

Use 24-32px panel corners, 12px fields and pill buttons. Keep borders subtle; soft depth is selective.

A little movement. More meaning.

Motion should clarify an object or acknowledge an action. Reading never depends on an animation.



Arrive once

850ms / 22px rise



Respond gently

600ms / subtle object tilt



Acknowledge input

180ms / 2px button lift

Ease out

cubic-bezier(0.16, 1, 0.3, 1)

Always give control

Honour system reduced motion and provide Pause motion. No decorative loops, scroll hijacking, or hidden content waiting for an entrance.

Clear words. Close to people.

Speak like a capable local partner: direct, useful and warm. Explain the technology when it helps a decision.

Instead of

Use

“Revolutionising the future of sovereign AI”

“AI, closer to home.”

“Unlock next-generation AI capabilities”

“AI tools for your team. An API for your product.”

“The fastest inference in Africa”

“Built for lower latency. Benchmarks to follow.”

“100% compliant and completely secure”

“Data processed and stored in Africa. Planned for launch.”

Keep the hero short: a 3-7 word headline, one supporting sentence, one primary CTA. Use “Embiro Labs” in prose and the lowercase artwork for the logo.

One identity. A growing platform.

The public website validates interest in a planned service. Keep its current stage visible in every format.

**19 candidates.
No hosted models yet.**

Text, vision, embeddings, reranking, speech transcription and image generation.

Catalogue counts express evaluation scope, not available capacity.

Public surfaces

Home / Models / Model detail / Platform /
Developers / Why Africa / Waitlist / Privacy

Product demonstrations and API code are illustrative. Compatibility targets are not partnerships or validated integrations. Agent concepts do not call a model.

Before publishing

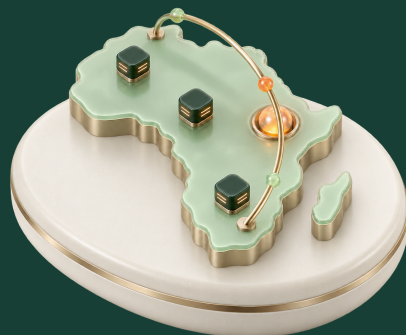
Verify the service stage; keep planned commitments distinct from available features.

Carry the idea beyond the site.

Illustrative launch layouts. Keep the prelaunch qualifier visible wherever a service promise appears.

 embiro labs

AI, closer to home.



African hosting planned.
Join the waitlist.

 embiro labs

Your data. Our continent.



Processing and storage in Africa.
Our planned service commitment.

Use the originals. Keep the character.

01 / Logo

Use the supplied outlined SVG lockups for light and dark backgrounds. Use the separate symbol and favicon for compact spaces.

02 / Artwork

Seven transparent PNG masters and lightweight WebP derivatives. Preserve aspect ratio, colour and alpha. Keep prompts and provenance with derivatives.

03 / Fonts & tokens

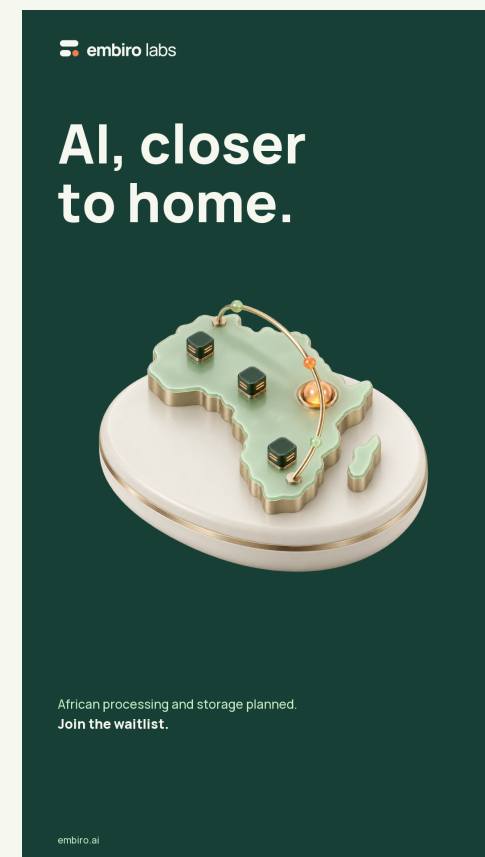
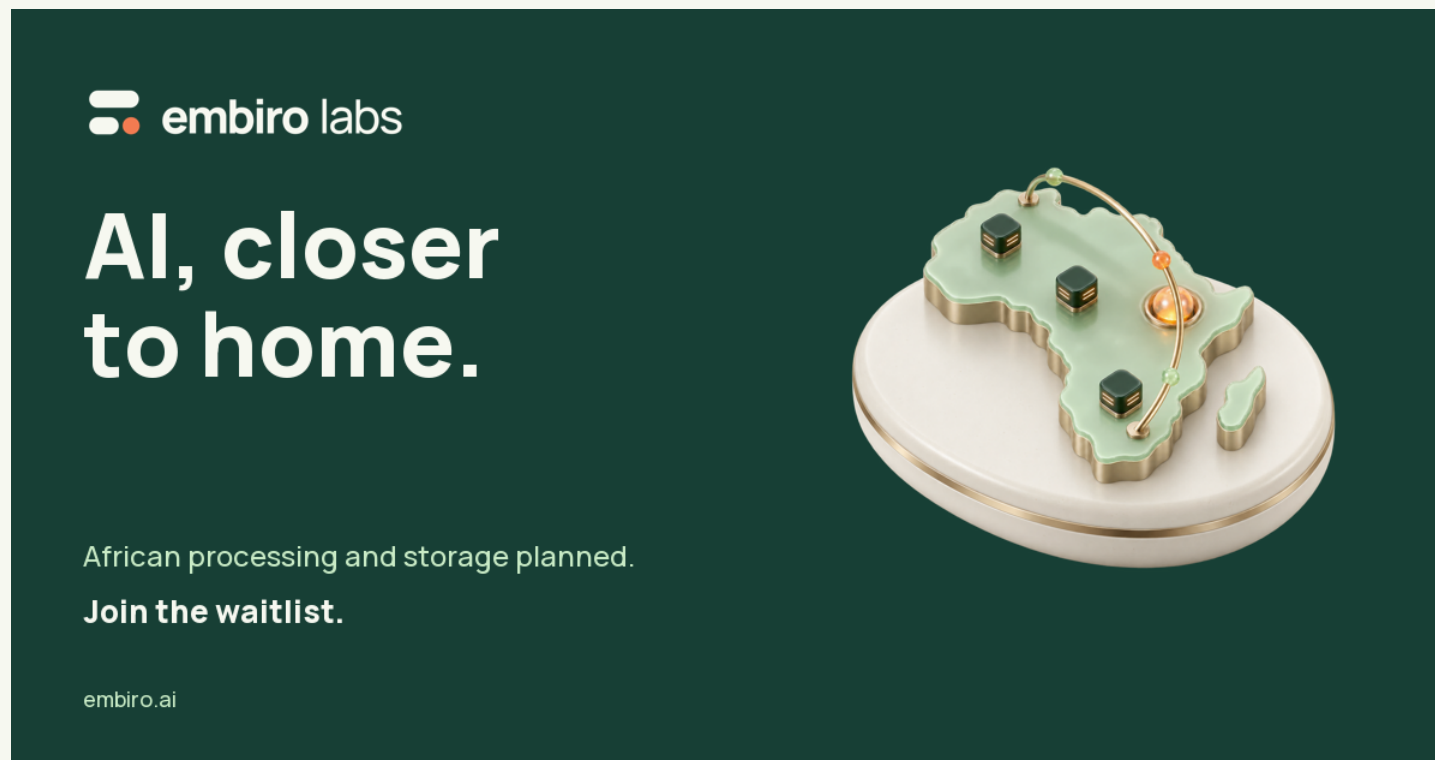
Manrope for the brand and interface. JetBrains Mono for code. The asset pack includes fonts, licences, identity tokens and the portable CSS and JSON tokens.

04 / Production

Design digitally in sRGB. This is a digital-first palette; obtain printer-specific proofs before physical production. Raster masters support screen work and modest print sizes.

Ready to adapt. Easy to keep consistent.

Use the outlined marks, original artwork and editable templates. Preserve the product qualifier.



SVG + PNG

Install Manrope before editing text. The avatar has its own supplied symbol layout.

Landscape 1200 x 630 / Square 1080 x 1080 / Story 1080 x 1920

Does it feel closer?

Clear

One understandable benefit and next step.

Honest

Planned promises and measured evidence stay distinct.

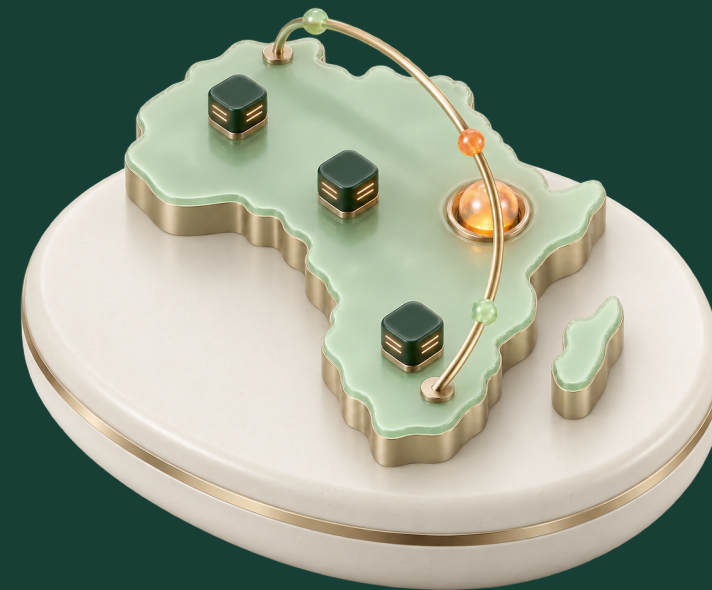
AI, closer to home.

Ownable

The Labs mark, mineral palette and tactile objects.

Usable

Readable contrast, responsive layouts and motion control.



embiro.ai