Deep Fission Style Sheet

Mission

Powering humanity from a mile underground.

Vision

Energy resilience for the AI era.

Position

Deep Fission is the fastest path to scale nuclear power.

Logo

The logo is set in the Guton typeface, selected for its clean lines, balanced proportions, and adaptable weight range. It is paired with the distinctive worm-shaped brand mark, a symbol of the depth and innovation at the core of Deep Fission's technology.

DEEP FISSION™

DEEP FISSION™

™

Typeface & Typography

Aa
HEADING

Manrope

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*?(?)

DOWNLOAD FONT *download and install the font on your computer to use

Aa
BODY

Albert Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*?(?)

DOWNLOAD FONT *download and install the font on your computer to use

Heading 1 (H1)	28–36 pt / px	Manrope
Heading 2 (H2)	22–28 pt / px	Manrope
Heading 3 (H3)	18–22 pt / px	Manrope
Body (P)	14–18 pt / px	Albert Sans
Accent / Small Text	12–14 pt / px	Albert Sans or Manrope

Color Palette

Primary

Deep Teal
#145864
RGB: 20,88,100
CMYK: 80,10,0,60

Fission Teal
#019C9A
RGB: 1,156,154
CMYK: 99,0,1,39

Secondary

Uranium Blue
#0A1980
RGB: 10,25,128
CMYK: 92,80,0,50

Glow Blue
#DAF7F7
RGB: 218,247,247
CMYK: 12,0,0,3

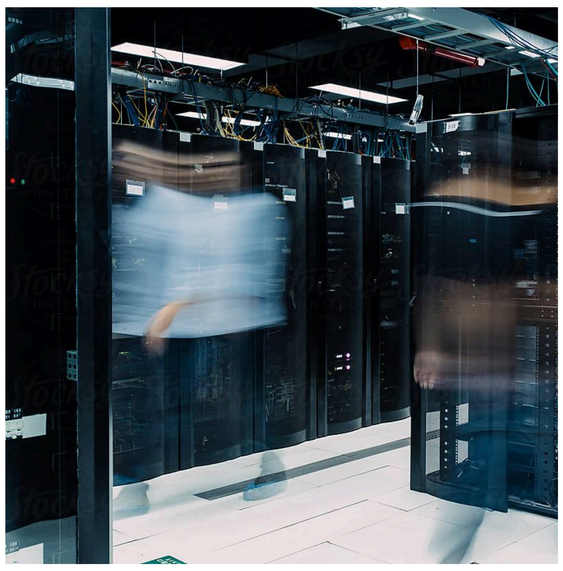
Steam Gray
#DFE1F0
RGB: 223,225,240
CMYK: 7,6,0,6

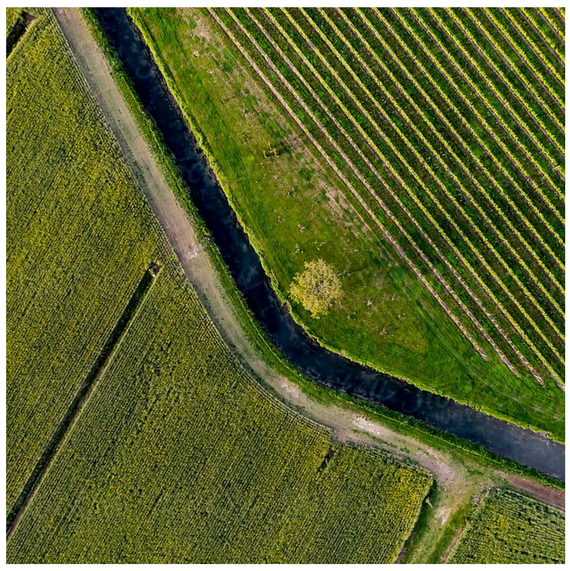
Core White
#FCFFFF
RGB: 252,255,255
CMYK: 1,0,0,0

Gradients

Image Style

Our photography emphasizes connection and lived experience, avoiding stock aesthetics in favor of storytelling that conveys dedication, impact, and progress.

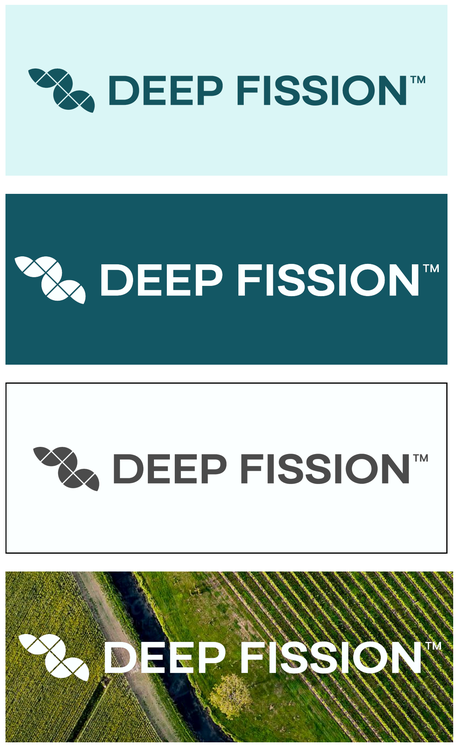




Patterns

Our patterns extend the brand by using the brandmark, and simple geometric forms to convey larger concepts with clarity and cohesion.

Background Usage



Light Backgrounds
Use the Deep Teal logo (#145864) whenever possible. Alternate logo colors from the brand palette may be used when they better complement the surrounding design or context — as long as legibility and contrast are maintained.

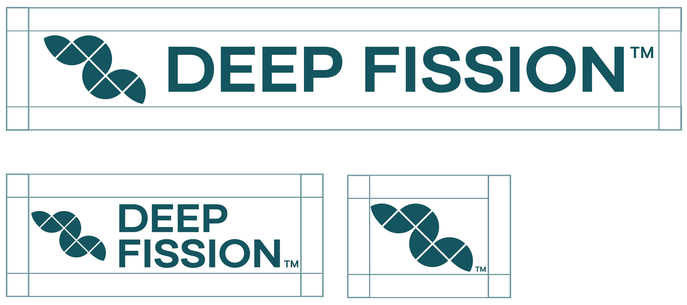
Dark Backgrounds
Use the Core White version (#FCFFFF) for contrast and legibility.

Gray Scale
Use the Dark Gray logo (#4E4E4E) when color is unavailable, restricted, or unsuitable for the design environment.

Image Backgrounds
Place logo over simple, high-contrast areas only. Avoid busy or low-contrast images.

Clear Space

Maintain clear space equal to the width of the gap between the first and second word in the main logo. No text or graphics should enter this area.



Subheader Usage

Use the stacked logo for short subheaders (1–3 words)
Use the one-line logo for longer phrases

Co-Brand Lockup

A co-brand lockup used when communicating a partnership, collaboration, or shared initiative between Deep Fission and Endeavour.

Gravity Logo

Use in most applications — digital, print, and video. Ideal for wide layouts like headers and slides.

Gravity Brandmark

Use when space is too tight for the full logo (social icons, site favicons).

Background Usage

Light Backgrounds
Use the Deep Teal logo (#145864) when possible. Alternate brand colors may be used if legibility is preserved.

Dark Backgrounds
Use the Core White version (#FCFFFF) for contrast and legibility.

Image Backgrounds
Place logo over simple, high-contrast areas only. Avoid busy or low-contrast images.

Clear Space

Maintain clear space equal to the width of the gap between logo and first word in the main logo. No text or graphics should enter this area.

Deep Fission + Gravity Reactor Lockup

Use this lockup when both Deep Fission and Gravity Reactor require attribution, but layout constraints make displaying the full brand relationship impractical.