COSMOS
SIGNAGE

Digital signage that keeps playing.

Brand Pack

Version 1.0 · November 2026

cosmossignage.com.au

Logo, colour, type, words, imagery

Everything in orbit around one centre.

Cosmos Signage puts every screen a business owns into one orbit: one dashboard, one set of plain words, one place to look. The star on the logo is the screen that is on and playing. That is the whole promise.

It keeps playing

Content lives on the screen and plays with or without the network. A blank screen is the one thing the brand must never show.

It is intuitive

Five pages, plain words, no manual. The benchmark for ease of use is our customers. If a button needs explaining, it is renamed or removed.

It is secure

Screens only call out, every link is its own key, sign-in uses multi-factor authentication, and the data stays in Australia.

The name

Cosmos was chosen on 3 November 2026 after a shortlist built around "everything together". It is written **Cosmos Signage**: two words, capital C and S, never COSMOS in running text, never Cosmos alone on first mention outside the product.

One sentence

Cosmos Signage is the Australian digital signage platform that puts your content on every screen, keeps it playing when the internet drops, and lets anyone in the team change it in minutes.

Where it sits

Cosmos stands on its own: its own name, domain, sign-in and brand, with no company attribution anywhere. No "by", no "powered by", no parent logo. Where a client also runs Command Nexus, Cosmos links to it with one login.

The Sweeping Orbit.

The word COSMOS with an orbit sweeping across it from the lower left and a star at its tip, and SIGNAGE spaced beneath. Four variants, chosen by background. The orbit is always Orbit Orange except in the mono versions.



Dark · white letters on navy or any dark ground · `cosmos-signage-dark.svg`



Light · navy letters on warm white or white · `cosmos-signage-light.svg`



Mono white · one-colour print, engraving, embroidery



Mono black · faxes, forms, one-colour print

Files in the pack

SVG masters with a tight viewBox (size them with CSS), transparent PNG at 3840 × 2160 and 2000 × 1000, JPG on solid grounds, EPS for print, and the 7-second Sweeping Orbit motion in 4K and 1080p (dark and light), plus an animated SVG.

Where the masters live

Repo `cosmos-website/brand/logos`. The dashboard carries its own copies in `cosmos/public/brand`. The original Codex media pack is on Darren's PC under Documents\Codex\2026-11-09.

Give it room. Leave it alone.

Clear space

Keep clear space on every side equal to the height of the letter S in COSMOS. Nothing else, not text, not another logo, not a photo edge, comes inside it.

Minimum size

120 px wide on screen, 30 mm wide in print. Below that, use the mark alone (next page).

Placement

- The logo **replaces the words** Cosmos Signage wherever the product name was a heading: dashboard header, sign-in, idle screen, document covers.
- On photographs, sit it on a navy or warm-white panel, never straight on a busy picture.
- On dark grounds use Dark; on light grounds use Light. Never the reverse.
- No company lockup: Cosmos carries no "by" line and sits beside no parent logo, on the web, on screens or in print.

Never

✕	Recolour the orbit or the letters
✕	Stretch, squash, rotate or skew it
✕	Add drop shadows, outlines, glows or gradients
✕	Set COSMOS or SIGNAGE in another typeface
✕	Redraw the orbit or move the star
✕	Use the orbit orange as a status colour in the product
✕	Place it over a photo without a panel
✕	Show it beside a blank or grey screen

Motion

The 7-second Sweeping Orbit reveal (a travelling star draws the orbit, a glint, the star lands on the O) is the idle and boot mark for players and the opener for video. Play it once, never looped behind content.

The orbit and the star, on their own.

For app icons, favicons, avatars and anything under 120 px. The orbit is lifted from the logo unchanged, with its orange star at the tip, and a white star sits inside it: the Orbital O motif from the logo family, on a navy rounded square.



Files

`social/favicon.svg · favicon.png (48) · apple-touch-icon.png (180) · avatar-512.png · app-icon-1024.png · cosmos-mark.svg (no background) · cosmos-mark-navy.svg`

Rules

Navy square with 22% corner radius. On a navy page the mark may sit without the square. Never put the mark next to the full logo; use one or the other.

Orange is the brand. Everything else is a status.

Two oranges with two jobs. Orbit Orange is the logo artwork and hero highlights. Cosmos Orange is the accent inside the product and on the web: buttons, links, the active tab. Status colours were locked on 9 November 2026 and mean the same thing everywhere.

Orbit Orange
#F35B04 · 243 91 4
Logo artwork, hero highlights

Cosmos Orange
#EA580C · 234 88 12
UI accent, buttons, links

Orange Deep
#C2410C · 194 65 12
Hover, small orange text on white

Space Navy
#0B2845 · 11 40 69
Headlines, dark grounds, logo letters on light

Deep Navy
#071A2F · 7 26 47
Hero ground behind the stars

Night
#0C0E14 · 12 14 20
Dark dashboard ground (CNX family)

Warm White
#F4F1EC · 244 241 236
Light page ground

Sky
#E9EEF6 · 233 238 246
Light sign-in, soft panels

Status (locked)

Playing
#22C07A
Online and playing

Nothing to show
#E040FB
Online, no content

Dark on purpose
#FFAB00
Standby, outside hours

Offline
#FF1744
Not reporting

Never reported
#8A8E9C
Paired, never seen

Sync Group
#3B82F6
Group frame in the UI only

Contrast

White on Space Navy 14:1. Ink on Warm White 13:1. White on Cosmos Orange 3.6:1, so orange buttons carry bold text 16 px or larger. Small orange text on white uses Orange Deep (5.2:1). Status colours are never the only signal: a word sits beside every dot.

Space Grotesk speaks. DM Sans explains. JetBrains Mono reports.

Digital signage that keeps playing.

Space Grotesk Bold, letter-spacing -0.02em. Headlines, numbers on stat tiles, the big line on a slide.

DM Sans carries the explanation: where the screens go, what plays, what it costs. Regular for body, Medium for labels, Bold for buttons and eyebrows.

DM Sans 400 / 500 / 700, 17 px on the web, 10.5 pt in print.

`#17 · Online · Showing Spring range · 37" bar · 1920 × 540`

JetBrains Mono 400 / 500 for anything a screen reports: numbers, codes, sizes, times, addresses.

Scale (web)

USE	FACE	SIZE
Page title	Space Grotesk 700	`clamp(2.2rem, 5.2vw, 4.1rem)`
Section title	Space Grotesk 700	`clamp(1.7rem, 3.4vw, 2.7rem)`
Card title	Space Grotesk 700	`1.15 to 1.4rem`
Lede	DM Sans 400	`1.08 to 1.3rem`
Body	DM Sans 400	`17px / 1.6`
Eyebrow	DM Sans 700 caps	`.78rem, tracking .22em`
Button	DM Sans 700	`.98rem, pill`
Data	JetBrains Mono 400/500	`.8 to .95rem`

Rules

- Eyebrows in uppercase echo the spaced SIGNAGE in the logo. Nothing else is set in caps.
- Numbers on tiles are never bold in the dashboard (Darren, 9 Nov 2026). On the website, stat tiles may use Space Grotesk at display size.
- All three faces are free on Google Fonts; a partner can match the look without buying anything.
- Australian English: colour, organise, centre, program.

Plain words. Short sentences. No manual.

The brand sounds like someone who has installed hundreds of screens and would rather show you than tell you. Confident, concrete, a little dry. Never breathless, never jargon.

Say

- "Pull the plug. The screen keeps playing."
- "Five pages. No manual."
- "Screens pair in about a minute."
- Numbers with a source, or no numbers.
- One idea per sentence. Verbs, not nouns.

Don't say

- "Revolutionary", "seamless", "cutting-edge", "solutions".
- Exclamation marks. Ever.
- "Deploy", "Device", "Display" in anything a customer reads.
- Em dashes and arrows in prose.

The test

Darren's rule: **if a button has to be explained, the button is wrong.** The same goes for a sentence on the website or a heading in the dashboard. Rename it, explain it in its tooltip, or remove it.

Vocabulary

USE	NOT	WHY
Screen	~~Device, Display~~	It is what the customer calls it
Playlist	~~Loop, Channel~~	Everyone knows a playlist
Schedule	~~Hours, Dayparting~~	Darren, 9 Nov 2026
Publish	~~Deploy, Push~~	Publishing already pushes
Sync Group	~~Linked screens, Cluster~~	The feature name
Link	~~Connect, Pair (browser screens)~~	The button is 🔗 Link
Screen Identifier tile	~~Commissioning tile~~	What a person reads
Online · Standby · Offline for N	~~Up, Down, Dead~~	Status words
Reports	~~Proof of play (as a menu)~~	The tab is Reports
Live pictures	~~Screenshots, Thumbnails~~	What it is
Takeover	~~Override, Emergency mode~~	One word, one job
Working	~~Power schedule~~	Plain

Every screen shows real content. Always.

A Cosmos picture never shows a blank, grey or "your logo here" screen. Screens carry bright, full-colour, Australian content for the industry in question, inside a thin dark bezel. The set below was made for the website on 9 November 2026 and is the reference for the look.



Retail · fashion



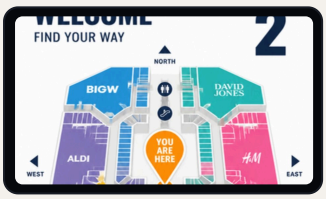
Retail · grocery



Pharmacy · shelf edge



Medical · waiting room



Wayfinding · directory



Quick service · menu



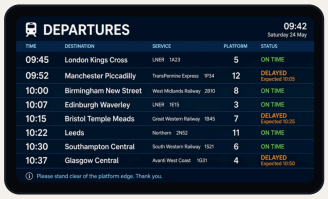
Hospitality · welcome



Corporate · lobby



Education · campus



Transport · departures



Property · window



Fitness · class wall



Super bright · shopfront



Automotive · showroom

Do

Saturated colour, daylight, Australian places and people, space left for a headline, screens shown in use.

Don't

Muted or grey imagery, stock "business handshake", foreign street scenes, screens shown black, UI screenshots at an angle with glare.

Demo slides

The Australian full-colour demo set remains the reel for showing off panels. Re-render it with the Cosmos mark in the corner before using it with Cosmos. Generator in `cnx-watchdog/tools/demo-slides`.

The brand in place.

Website header

Why signage · Industries · Platform · Secure · Super bright · Screens · Contact

Sign in

Book a demo

Dashboard sign-in, dark (default)



Navy sky, 860 stars, shooting stars, the rocket and saucer. The logo replaces the words.

Dashboard sign-in, light



Pale sky, white frames with orange art, no stars. Approved 9 Nov 2026.

Email signature

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Android app icon and idle screen



The launcher icon is the mark. A screen with nothing to show displays the Sweeping Orbit on navy with "Cosmos Signage" beneath, never a black panel.

No "by". Links to Command Nexus.

Cosmos carries no company attribution: no "by" line, no "powered by", no parent logo, anywhere. It does sit beside Command Nexus (CNX), a fleet platform whose modules each have one colour and share a mark and type. Inside the CNX launcher Cosmos is the orange tile. On its own it is the Sweeping Orbit.

Command Nexus	Cosmos Signage	CNX MDM	Cloud Comms	Service Nexus	Ops Nexus
#16949b	#EA580C	#e11d48	#9333ea	#16A34A	#4F46E5

Attribution

None. Cosmos Signage is the whole name. The website, the dashboard, the screens and the documents name no company behind it. Contact details are Cosmos's own: cosmossignage.com.au, hello@cosmossignage.com.au, +61 447 801 308.

With Command Nexus

Cosmos links to CNX by a handoff and Link tokens: a CNX user who is authorised opens Cosmos as a tab with no second login. Cosmos never borrows CNX teal; CNX never uses Cosmos orange for anything but the Cosmos tile.

Domains

cosmossignage.com.au is the short address people type on a screen (`/app` for the Android app, `/play` for pairing). app.cosmossignage.com.au is the dashboard. .com and .au redirect to .com.au. Registered 9 November 2026.

What is in the pack.

FOLDER	CONTENTS
`brand/logos/`	Sweeping Orbit SVG (dark, light, mono black, mono white; tight viewBox and transparent canvas versions), transparent PNG, Orbital O variant, animated SVG
`brand/social/`	favicon.svg, favicon.png, apple-touch-icon.png, avatar-512.png, app-icon-1024.png, cosmos-mark.svg, og-cosmos.jpg (1200 × 630)
`brand/tokens.css`	Every colour, font and radius as CSS variables. The website and this document load it; the dashboard matches it.
`brand/palette.json`	The same values as data, for scripts and other tools
`brand/*.mp4`	Sweeping Orbit motion, dark and light, 1080p (4K in the Codex pack)
`brand/COSMOS-Brand-Pack.html / .pdf`	This document. Edit the HTML, print to PDF with headless Chrome.
`src/img/`	The fourteen on-screen content pictures (Canva media ids in `src/data/images.json`)

Versions

VERSION	DATE	WHAT CHANGED
1.0	9 November 2026	First pack. Sweeping Orbit logo (from the Codex media pack of the same day), two oranges rule, status colours as locked, Space Grotesk + DM Sans + JetBrains Mono, vocabulary, imagery set, family page.

Decisions this pack records

- Product name Cosmos Signage, 3 November 2026.
- Accent orange-600 #EA580C, 8 November 2026 ("go the orange").
- Status colours green, purple, amber, red, grey, 9 November 2026.
- Sweeping Orbit logo replaces the words in headings, 9 November 2026.
- Light list and light sign-in approved, pop-ups movable, 9 November 2026.

Questions about the brand: Darren Williams, +61 447 801 308, hello@cosmossignage.com.au. Repo: github.com/Willo888/cosmos-website.