



Private AI your business owns.
How we look, sound, and show up - everywhere.



What Inceptal is.

Every piece of Inceptal communication is built on one category, one promise, and one journey. If a page, post, or deck can't be traced back to these, it isn't on brand.

CATEGORY

Private enterprise AI

The space we define and lead. Not "AI tools", not "productivity software" - private AI, for people and businesses that treat their information as an asset.

ONE-LINER

"Private AI your business owns."

The canonical one-line description. Use it verbatim on hero sections, bios, directories, and anywhere a single sentence must carry the brand.

THE SPINE

"Don't just chat with AI. Own it. Fine-tune it on your data. Run it on your servers. Build your AI OS around a model that thinks like your company."

The narrative every surface tells, at whatever length it has room for.

THE JOURNEY - PHASE NUMBERING IS INTERNAL & INVESTOR VOCABULARY; PUBLIC SURFACES USE THE CUSTOMER LABELS

INTERNAL NAME	CUSTOMER-FACING LABEL	PUBLIC STATUS LANGUAGE
Phase 1 – Proxy	Private access	"Launching soon" (first-wave list open)
Phase 2 – Customize & Own	Customize & own / Fine-tuned on your data	"In development" (design partners by engagement)
Phase 3 – Run on Your Terms	Run on your terms · Inceptal OS	"Inceptal OS in private beta"
Phase 4 – Full Sovereignty	Full sovereignty / Self-hosted	"Pilots by engagement"

How we sound.

Precise, confident, and calm - with conviction about privacy that never tips into paranoia. We state facts about architecture, not fears about competitors. We sell ownership, not anxiety.

HEADLINE REGISTER

"The models are commodities. The AI that knows your business is an asset."

PRODUCT REGISTER

"Private by architecture - not by policy."

ALWAYS

- "Corpus" for a customer's training data
- "Graduate" for the move from Proxy to ownership
- "Inceptal OS" for the workspace - never "the platform"
- Phase numbering in investor & internal docs only
- "Private enterprise AI" as the category
- Plain statements of what the architecture does
- Status language exactly as approved (see 06)

NEVER

- "Wrapper" - in any context, including jokes
- Revenue projections, user targets, or financial figures anywhere public
- Client or partner names outside the approved proof strip
- Deal status beyond approved language (e.g. naming the airline)
- "Phase 1/2/3/4" on the public website or social
- Fear-based privacy marketing ("they're spying on you")
- "Idea to funded MVP in days" as a primary message

The mark.

One logo, two contexts. The Inceptal logo is used as supplied - never redrawn, recolored, or restyled. (Master PNG files live in the media kit at inceptal.ai/media-kit.)



ON LIGHT



ON DARK

DO

- Keep clear space $\geq$ the height of the logomark on all sides
- Minimum size: 24px height on screen, 8mm in print
- Use the supplied light/dark variants for contrast
- Place on Paper, White, Graphite, or photography with adequate contrast

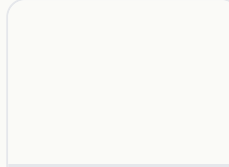
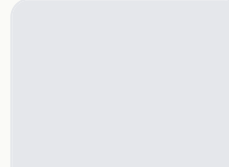
DON'T

- Recolor, gradient, outline, shadow, or add effects
- Stretch, rotate, or crop
- Place on emerald or busy backgrounds
- Set the wordmark in another typeface or recreate it as text

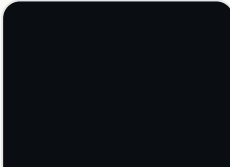
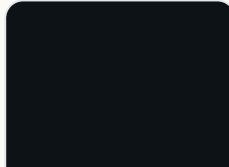
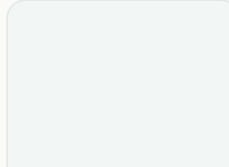
One palette, two themes.

One brand, two user-selectable themes. The website ships with a site-wide light/dark toggle - light by default (following system preference), dark as the equal-status alternative. Both themes carry the full brand. Emerald is always the signal, never the wallpaper: aim for roughly 90% neutrals, 10% emerald.

LIGHT THEME - DEFAULT; ALSO DOCUMENTS & DECKS

				
Emerald #0E9F6E Actions, links, accents	Slate #1F2937 Body text	Ink #111827 Headlines	Paper #FAFAF7 Backgrounds	Line #E5E7EB Borders, dividers

DARK THEME - USER-SELECTABLE SITE-WIDE; DEFAULT IN-APP

				
Phosphor #2EE59D Signal, actions	Graphite #0A0E12 Backgrounds	Panel #0D1216 Cards, surfaces	Signal White #F2F6F4 Headlines	Sage #93A29B Muted text

THEME RULES

Every web surface must render correctly in both themes - components are built on the token pairs above, never on hard-coded colors. Print and documents are always light. The application defaults to dark. Never mix themes within one rendered page; the user's toggle switches everything together.

Set in **type.**

One type system across both themes - all faces open-source (Google Fonts), on-brand for a company built on ownership and openness. Internal corporate documents use Arial per the document standard.

FACE	ROLE	NOTES
Instrument Sans	Display & headlines	Weights 600–700, letter-spacing –0.03em
Inter	Body & UI	Weights 400–600, line-height 1.6+
JetBrains Mono	Labels, data, eyebrows	Uppercase, tracked +0.16em, small sizes
Arial	Internal & investor documents	Per corporate document standard

SCALE (WEB, DESKTOP)

Display 64–96px

Heading 36–48px

Body 16–18px / 1.6 line height

LABEL 11PX / TRACKED / UPPERCASE

What we say publicly.

Public claims are a controlled list. Numbers appear in exactly one place - the proof strip - and nowhere else on public surfaces. Anything not on this list needs founder sign-off before publication.

APPROVED PROOF STRIP (JULY 2026)

CLAIM	EXACT PUBLIC WORDING	NOTES
Aviation	"Silver medal · global hackathon (aviation)"	Never name the airline or reference the commercial deal until signed - then a same-day sweep updates all surfaces
NVIDIA	"NVIDIA Inception member"	Badge usage per NVIDIA program rules
Guard	"Guard 14B · #1 global security benchmark"	Keep benchmark citation available on request
Partner	"Wavelength0 · signed edtech partner"	Swap to "Signed UK edtech partner" (unnamed) if entity-confirmation letter is not yet executed
Track record	"49 projects shipped · \$0 VC raised"	Update the count only via the claims register
Catalogue	"45+ models · one subscription" (+ "a full voice stack")	Count tracks the live connected-model list - update on every catalogue change

PRODUCT VOCABULARY - PRIVACY LEVELS (USE THESE NAMES EXACTLY)

LEVEL	NAME	ONE-LINE DEFINITION
Level 1 · Standard	Identity stripped (anonymized relay)	Identifying metadata stripped before forwarding - the provider sees the prompt, not you
Level 2 · Pro	Encrypted in hardware (TEE)	Inference inside hardware-isolated Trusted Execution Environments
Level 3 · Strongest	Encrypted end to end (E2EE)	Encrypted on-device, decrypted only inside the verified enclave, responses signed

GOVERNANCE

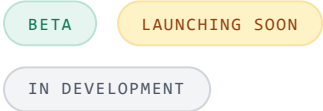
The claims register (Messaging & Materials doc, §3) is the single source of truth. Any change flows: register first → website and materials sweep second. No public figure may exist that doesn't reconcile to the register.

In use.

Recurring components keep every surface recognizably Inceptal. Reference implementations live in the website source; documents follow the corporate standard below.

WEB COMPONENTS

Eyebrow labels (mono, uppercase, emerald rule), status badges (Launching soon / In development / Beta / Preview), bordered cards with a 2px accent top rule, the proof strip as a single mono line, and the site-wide theme toggle in the nav. All components are token-based and theme-aware.



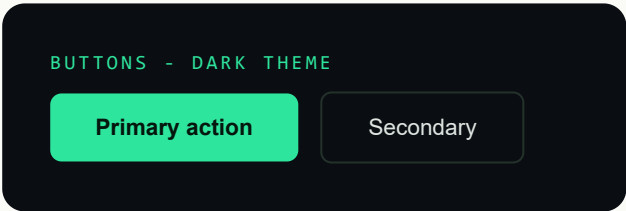
DOCUMENT STANDARD

Light theme, Arial. Header: "Inceptal.ai / STRICTLY CONFIDENTIAL" (where applicable) over an emerald rule. Footer: "Inceptal.AI Pte. Ltd. · UEN 202625182G · 2 Venture Drive, #19-21, Vision Exchange, Singapore 608526" + page X of Y. Decks: light with dark bookends (title and closing slides).

BUTTONS - LIGHT THEME



BUTTONS - DARK THEME



inceptal

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BRAND QUESTIONS • HELLO@INCEPTAL.AI

ASSETS • [INCEPTAL.AI/MEDIA-KIT](https://inceptal.ai/media-kit)

V1.1 • JULY 2026 • SUPERSEDES V1.0