

Brand Guidelines



Visual Identity Guidelines



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Mission & Vision



Mission

To empower the independent trucking industry with industrial-grade, edge-native AI hardware that enhances safety and efficiency without the burden of perpetual subscriptions. We exist to bridge the gap between raw mechanical data and human intuition, giving drivers full ownership of their technology.

Vision

To become the definitive "nervous system" for global logistics—creating a future where every heavy vehicle possesses the autonomous intelligence to protect its driver, its cargo, and the road around it through the seamless fusion of rugged hardware and magnetic connectivity.



SORROZON

Our Logo



Primary Logo

The Soronzon logo is a complex geometric knot, essentially a single continuous line that interweaves to form two distinct letters: N and Z.

This design is intended to be versatile enough to be laser-etched onto metal housings, embossed into rubber steering wheel covers, or displayed as a crisp app icon.

SORO  ON

SORO  ON PRO
SORO  ON GO

 RON

Logo Lockups

Nadir (N): The "N" shape, with its downward-anchoring lines, symbolizes the Foundation or core of the system—the sensors under the hood, the chassis, and the heavy manufacturing.

Zenith (Z): The "Z" shape, formed by the upward-facing strokes, represents the Peak—high performance, cloud data, and the user interface the driver sees.



Vertical logo

Horizontal logo



Logo Colors

The Structure: The lines have a uniform thickness, mimicking the look of a PCB (Printed Circuit Board) trace. This visual cue immediately signals that Soronzon is an electronics and hardware manufacturer, not just a software company.

The Soronzon logo is displayed on a solid red background. The word "SORO" is in a dark navy blue, and "ON" is in white. The central "Z" is a stylized, circuit-like symbol composed of dark navy blue and white segments.The Soronzon logo is displayed on a solid gray background. The word "SORO" is in a dark navy blue, and "ON" is in white. The central "Z" is a stylized, circuit-like symbol composed of dark navy blue and white segments.The Soronzon logo is displayed on a solid white background. The word "SORO" is in a dark navy blue, and "ON" is in orange. The central "Z" is a stylized, circuit-like symbol composed of dark navy blue and orange segments.The Soronzon logo is displayed on a solid dark navy blue background. The word "SORO" is in white, and "ON" is in orange. The central "Z" is a stylized, circuit-like symbol composed of white and orange segments.

Monochrome Logo

Infinite Loop: The continuous nature of the line suggests an infinite loop, mirroring the constant flow of data from the road (Nadir) to the driver (Zenith) and back again.



Logo Scalability

The Fusion: The way the "N" and "Z" fold over and under each other represents the seamless integration of Hardware (the physical devices) and Software (the logic/AI). They are locked together, inseparable.



Logo SafeZone

Heritage: The geometric style is a deliberate nod to traditional Mongolian patterns (like the Ulzii or endless knot), symbolizing strength, infinity, and interconnectedness.

1/4 Height
of the
Logo.



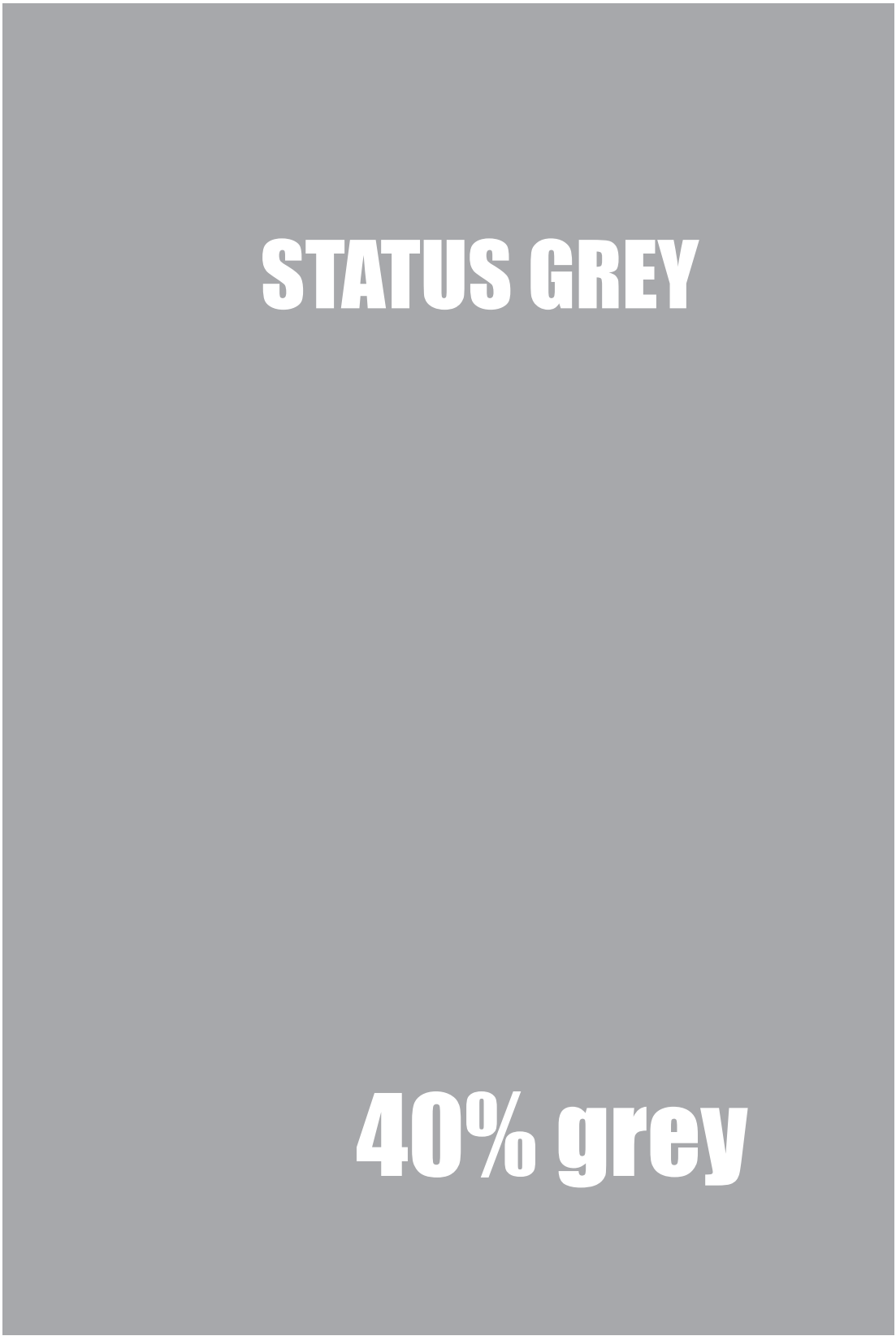
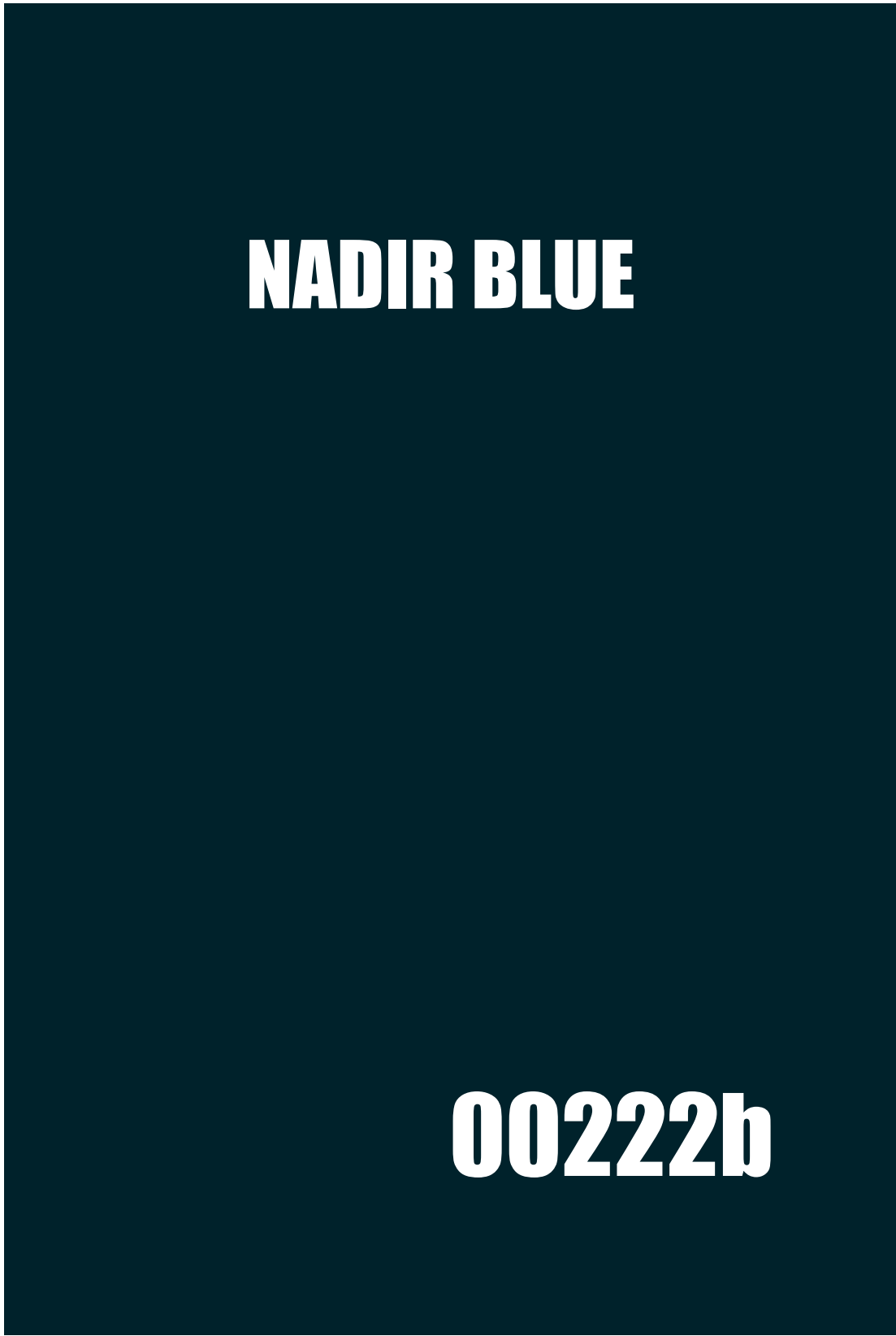


Color Palette



Color Palette

Soronzon Orange. Primary Brand. Main Logo, Call-to-Action Buttons, Active LEDs.
Nadir Blue. Foundation. Backgrounds, Hardware Casing, Footers.
Zenith Red. Alert. Critical Warnings (Deer/Brake), Error States.
Status Grey. Neutral. Secondary Text, Inactive Icons, Dividers.



Typography



Typography

Noto Sans is a professional, versatile, and globally-compatible typeface that fits perfectly with the "Industrial AI" aesthetic of Soronzon.

AaBb

AaBb

AaBb

NotoSan Heavy

NotoSan Bold

NotoSan Normal

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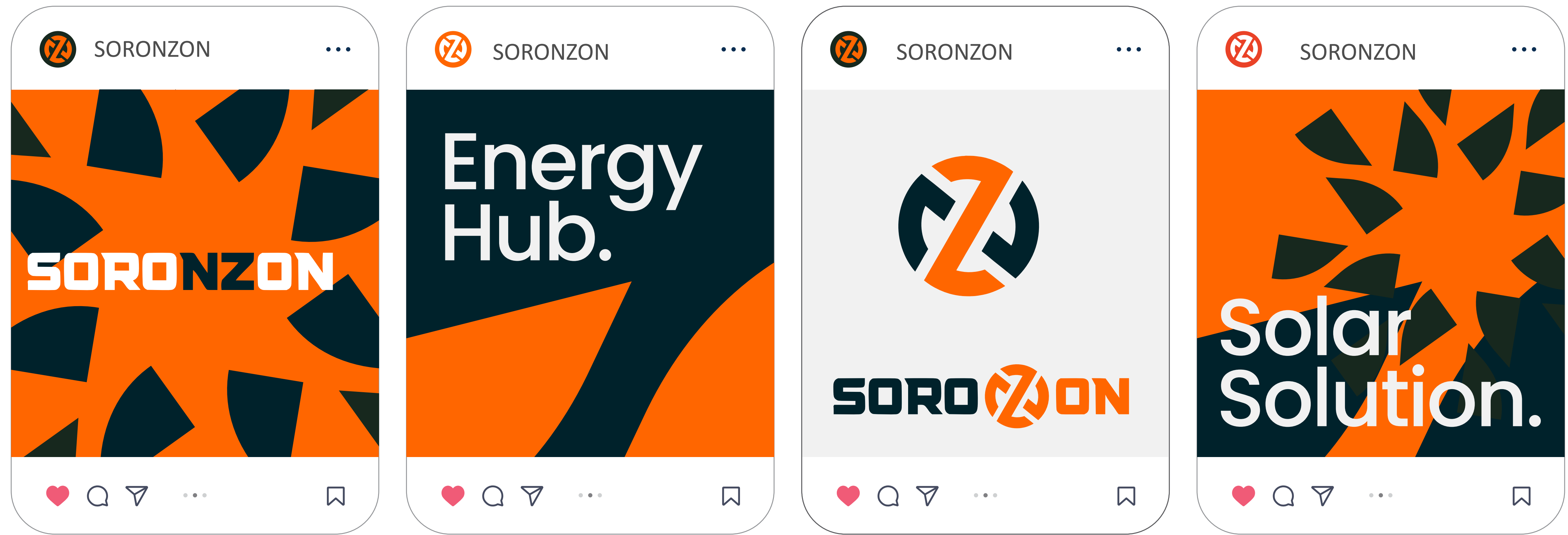


Social
Media



Social Media

Visual Identity Guideines



Visual Identity Guideines

Social Media

Energy Hub.



Soronzon

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Follow

Solar Solution.



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Follow

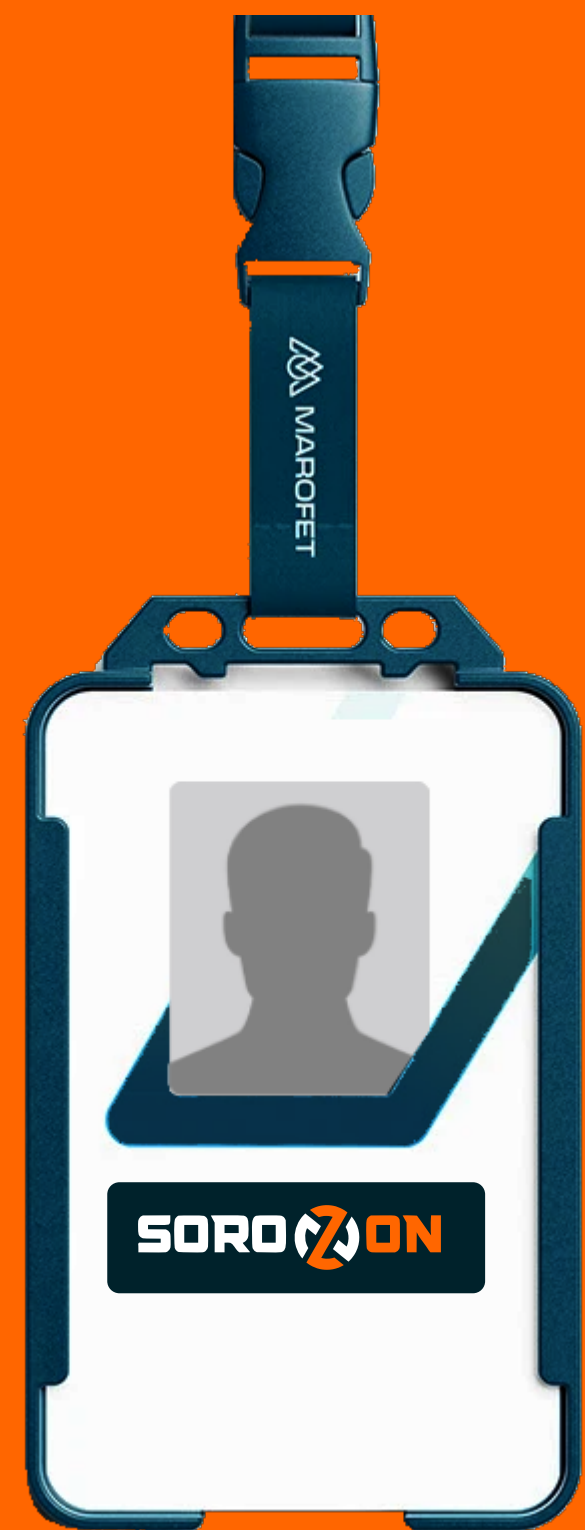
Social Media



Stationary



Stationery



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