

UNIQUE DATASETS. REAL WORLDS. LOCAL POWER.

Aptlantis Studio is a research and publishing branch for high-signal datasets designed for small, specialist language models. The visual identity blends dark archival durability, terminal-grade clarity, and manga/cyberpunk energy.

// IDENTITY

Small models. Focused data. Local machines.
Creative and practical corpora compiled as durable artifacts.

// SYSTEM

Rust-powered pipelines compile manifests into SVG, HTML, metadata, and downloadable dataset releases.

// SIGNAL

The brand should feel like a workshop: technical, expressive, local-first, and artifact-driven.

Brand Foundation

// POSITION

Aptlantis Studio creates and publishes unique, niche, practical, and creative datasets for fine-tuning small local models. It is not a massive scrape marketplace; it is a focused workshop for reproducible, human-sized model building.

// AUDIENCE

- + Hobbyist model builders
- + Local AI experimenters
- + Dataset curators
- + Archivists and researchers
- + Creative tool makers

// VOICE

INVENTIVE

Feels experimental and future-facing, but grounded in real pipelines and files.

DURABLE

Uses language that emphasizes reproducibility, manifests, archives, and local control.

WELCOMING

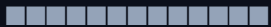
Avoids corporate AI hype. Speaks to builders, tinkerers, and creators.

PRECISE

Describes data, licenses, schemas, and build status clearly.

Logo & Wordmark

APTLANTIS STUDIO



Aptlantis Studio

High-signal datasets for small specialist models

// DO

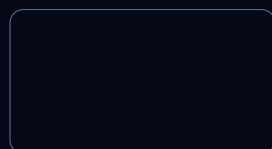
- + Use the full wordmark on primary brand surfaces.
- + Keep generous negative space around the wordmark.
- + Use cyan, white, or violet on dark backgrounds.
- + Pair with concise technical subtitles.

// AVOID

- + Do not mimic another AI platform's palette or identity.
- + Do not use overly generic blue SaaS gradients as the main look.
- + Do not flatten everything into plain static cards.
- + Do not hide dataset status or provenance.

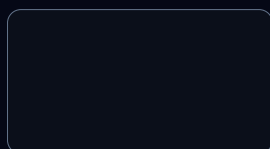
Neon Ink Palette

The primary identity is a dark-first interface with cyan structure, violet process energy, and magenta discovery highlights. This should feel like manga panels, terminal UI, and a dataset workshop rather than a corporate AI portal.

**VOID**

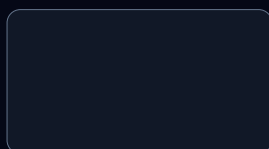
#050816

deep background

**BASE**

#0B0F1A

page base

**PANEL**

#111827

artifact panel

**TEXT**

#E5E7EB

primary text

**MUTED**

#94A3B8

secondary text

**FAINT**

#64748B

quiet metadata

**CYAN**

#22D3EE

structure/nav

**VIOLET**

#A78BFA

pipeline/process

**MAGENTA**

#F472B6

featured/discovery

**GREEN**

#84CC16

complete/verified

**YELLOW**

#FACC15

warning/review

**RED**

#F43F5E

error/failed

// SEMANTIC RULE
CYAN = STRUCTURE

VIOLET = PROCESS

MAGENTA = DISCOVERY

Keep these roles consistent across generated SVGs, static HTML, Tailwind utilities, and Canva designs.

Dataset Accent Language



RUST / CODE HEAT

Use for Rust corpora, build pipelines, compiler material, source datasets.



RPG / DUNGEON SYNTH

Use for dungeon master, tabletop, lore, NPC dialogue, item and spell datasets.



CREATIVE / DISCOVERY

Use for experimental corpora, generative writing, worldbuilding, and new releases.



VERIFIED / COMPLETE

Use for quality pass, completed runs, license checked, release-ready artifacts.



REVIEW / WARNING

Use for partial validation, warnings, manual review, or non-blocking concerns.



ERROR / FAILED

Use for failed validation, blocked pipeline runs, broken artifact generation.

Typography

// DISPLAY

UNIQUE DATASETS

Use heavy italic display styling for hero lines, campaign headlines, and high-energy labels. In Canva, choose a bold, condensed, or italic display font if available.

// SYSTEM MONO

PIPELINE_STATUS

Use monospace for labels, dataset IDs, version numbers, manifests, commands, metadata, and status readouts.

// USAGE HIERARCHY

Headline / campaign line

Section heading / UI title

MONO LABEL / ARTIFACT STATE

Body copy should remain readable, direct, and relatively plain. Let panels, color, and SVG artifacts carry the visual energy.

Panels as Artifacts

Aptlantis Studio components should feel like generated artifacts: each panel has a role, state, provenance, and destination. Some panels may be raw HTML; others may be compiled SVGs with embedded SESM metadata.

// ACTIVE DATASET

Rust Code Corpus

STATE: ACTIVE

Soft glow. Current, maintained, and ready to browse.

// RUNNING PIPELINE

dm_pipeline_v1

STATE: RUNNING

Violet glow. Transform, normalize, shard, validate.

// FEATURED

New Release

STATE: FEATURED

Magenta glow. Discovery, notable updates, creative corpora.

// COMPONENT RULES

- + Border color indicates artifact type or state.
- + Glow intensity indicates activity: idle, active, running, featured, or failed.
- + Badges should be short, uppercase, and state-driven.
- + Metadata is visible in the UI and embedded inside SVG through SESM.

SVG + SESM Artifact System

// COMPILATION MODEL

JSON / JSONL MANIFESTS



RUST ARTIFACT COMPILER



SVG + HTML + METADATA

// EMBEDDED SEMANTIC METADATA

```
<metadata id="sesm"><![CDATA[
{
  "sesm_version": "0.2.0",
  "asset": { "role": "dataset-card" },
  "theme": { "id": "neon-ink" },
  "provenance": { "generated": true }
}
]]></metadata>
```

// WHY THIS MATTERS

- + An SVG is not just a picture - it is a self-describing artifact.
- + Crawlers and local agents can read summaries, links, theme roles, and provenance.
- + Generated visuals remain meaningful even when copied, mirrored, or archived.
- + Canva assets should preserve the same colors, tone, and artifact language.

Messaging & Copy

// PREFERRED LANGUAGE

HIGH-SIGNAL DATASETS
SMALL SPECIALIST MODELS
LOCAL-FIRST TRAINING
REPRODUCIBLE PIPELINES
COMPILED ARTIFACTS
CURATED NICHE CORPORA

// AVOID

AI MAGIC
ONE-CLICK INTELLIGENCE
MASSIVE SCRAPED EVERYTHING
CORPORATE PRODUCTIVITY CLOUD
GENERIC CHATBOT BRANDING
PROMISES BEYOND DATASET SCOPE

// SAMPLE BRAND COPY

Build small. Train local. Create worlds.

Aptlantis Studio publishes focused datasets for builders who want useful small models on personal hardware. Every release favors clear manifests, durable formats, practical licensing, and reproducible pipelines over noisy scale.

Brand Kit Setup Summary

// ADD TO CANVA

- + Primary colors: cyan, violet, magenta, void, panel, text.
- + Secondary colors: green, orange, yellow, red, muted slate.
- + Use dark backgrounds by default.
- + Use monospace labels and strong italic display headlines.
- + Save sample SVG panels as reusable brand graphics.

// CORE ASSETS TO CREATE NEXT

- + Wordmark SVG
- + Neon Ink theme board
- + Dataset card template
- + Pipeline panel template
- + Social post template
- + Presentation title slide

// NORTH STAR

The visuals are derived from the data.

Aptlantis Studio should feel like an archive that is alive: static enough to last, structured enough to regenerate, and expressive enough to make datasets feel like artifacts worth exploring.