



MARKET BOTS // AI OPERATING SYSTEM

# BUILD THAT BUILDS ITSELF.

OPERATING SYSTEM FOR AI EMPLOYEES

CLASS	TYPE	SIGNAL	STATE
Infrastructure	Geist / Geist Mono	#00D47E	● Online

## 00 IDENTITY SYSTEM

### One mark. Read it **every way.**

The monogram is built to reveal itself. An **M**. An infinity. Forward motion. Two systems connecting into one.

// PRIMARY · WHITE ON VOID



// INVERTED · BLACK ON LIGHT



## M

The monogram — Market Bots.

## Infinity

Always-on. The system never sleeps.

## Motion

The diagonal drives forward — momentum, throughput.

## Connection

Two arches meet — systems linked as one.

### 01 SIGNAL SYSTEM

## Graphite runs the system. Signal marks what's live.

Green is not decoration. It fires only for **system states, actions, and emphasis** — one signal per view. Everything else is graphite.

#### SURFACES

**Void**  
#08090A Base canvas

**Surface**  
#0F1113 Panels

**Elevated**  
#16191C Cards, raised

**Line**  
#232629 Hairline borders

#### INK

**Primary**  
#F2F3F4 Headlines, key type

**Secondary**  
#9BA1A6 Body, supporting

**Tertiary**  
#5C6167 Meta, mono labels

#### SIGNAL STATES

**ONLINE**  
live / connected

**ACTIVE**  
running now

**VERIFIED**  
confirmed

**ACTION**  
the one CTA

78 · GRAPHITE

16 · INK

6 ·  
SIGNAL

### 02 TYPE SYSTEM

## Type that reads like **software**.

Geist for the interface. Geist Mono for the system layer — labels, metadata, states. No decorative display fonts. Roles, not fashion.

DISPLAY

Geist · 700

# Build the future.

INTERFACE

Geist · 400–500

## Menus, tables, cards, body copy.

SYSTEM / MONO

Geist Mono · 500

[ ONLINE ] · v1.0 · marketbots.com

### 03 VOICE PROTOCOL

Speak like a **software company**. Never an agency.

SAY THIS

- > AI Operating System
- > Digital Workforce Platform
- > Business Infrastructure
- > AI Employees
- > Automation Stack
- > Operational Intelligence

THE FORMULA // [HARD TRUTH] → [PROOF]

**YOUR COMPETITOR JUST LOST A LEAD.**

→ Your AI answered it.

**47 CALLS ANSWERED THIS WEEKEND.**

→ While the owner was on a job site.

**VOICEMAIL CAN'T BOOK A JOB.**

→ Your AI employee can.

### 04 BROADCAST SYSTEM

One template. A recognizable feed.

Void canvas · one huge statement · one signal line · one reframe · lockup + `marketbots.com` . One idea per broadcast.

# YOUR COMPETITOR JUST LOST A LEAD.

Your AI answered it.

marketbots.com

# THIS AI ANSWERED 47 CALLS THIS WEEKEND.

While the owner was on a job site.

marketbots.com

## 05 ACTION LANGUAGE

### Every action has **one job.**

A single primary action per view — the signal. Everything else recedes to graphite.

Deploy your AI employee →

See the system

Docs

● ONLINE

● ACTIVE

● VERIFIED

IDLE

OFFLINE

## 06 MOTION SYSTEM

### Nothing fades. The system **writes and resolves.**

Two behaviors, each with a job. **Type** for statements the system writes itself. **Decode** for values the system resolves. Deliberate and mechanical — never soft. See the hero above.

// 01

Type

// 02

Decode

// 03

Signal

Key statements type in, character by character, with a signal cursor. The system writing itself.

System values scramble through characters and resolve into place — data computing into meaning. **Monospace only.**

State changes pulse the signal green. Online, active, verified — the system talking.

Used sparingly — one typed statement, one decode per view. Respects `prefers-reduced-motion`.

## 07 SYSTEM PILLARS

00

### One System

Every workflow — leads, conversations, bookings, reviews — in one runtime.

01

### Built for Growth

Scales with the business. Add AI employees like adding capacity.

02

### Made to Last

Infrastructure, not a tool. Built to run for years, not quarters.

## 08 SYSTEM FILES

[↓ Logo pack \(SVG + PNG\)](#)

[↓ Favicons](#)

[↓ Spec \(PDF\)](#)



Wordmark lockup

stacked · svg



Horizontal

lockup · svg



Monogram

white · svg



Monogram

black · svg



App icon

ink · svg



Broadcast

template · svg