



Akal AI Solutions

The brand system behind *systems, not people.*

CUSTOM SOFTWARE
AUTOMATION · AI
KUALA LUMPUR

What's inside

01 Brand at a glance

02 The name

03 Story

04 Mission & vision

05 Positioning & audience

06 Values

07 The three pillars

08 Personality

09 Voice & tone

10 Messaging & boilerplate

11 The logo

12 Clear space & sizing

13 Variations & surfaces

14 Misuse

15 Color

16 Typography

Akal is built for operators
who need software they can
trust — blunt, senior, and
quietly confident.

POSITIONING

Software your business runs on — so the
business stops running on you.

OFFERING

Custom software, automation and AI for stock-
heavy, people-heavy businesses.

DIFFERENCE

Consulting brain, build hands. I fix the
operation first.

Akal

ਅਕਾਲ · TIMELESS

Beyond time. Enduring.

Akal is a Punjabi and Sanskrit-rooted word, most often glossed as *timeless* — beyond time, enduring. I chose it for the kind of work I set out to do: systems built to hold up long after launch, not prototypes that impress once and fall over.

The meaning speaks to the studio's intent more than any claim, and I treat its precise reading as something to confirm rather than assert.

From the deck to what actually gets built.

I spent years inside Big-4 strategy — PwC, EY — working out how businesses actually make money. Pricing, operations, post-merger integration, target operating models. The analysis was real. The distance between the deck and what actually got built was the problem.

So I learned to build. Now I do both — I understand the operation and its costs the way a consultant does, then I build the system myself. Most people will sell you AI on a broken process. I fix the process first.

I work with established businesses that are stock-heavy and people-heavy — the ones where the whole operation runs because the owner holds it together in their head.

MISSION

To build the systems established businesses run on — so growth stops depending on how much the owner can hold in their head.

VISION

To be the person serious operators call when the business has outgrown spreadsheets, WhatsApp and one person's memory.

POSITIONING STATEMENT

Software your business runs on
— so the business stops running
on you.

I fix the operation first, then build the system it runs on. I spent years in Big-4 consulting working out how businesses make money — then learned to build. So I understand your operation and your costs before I write a line of code.

WHO I BUILD FOR

Established businesses that are stock-heavy and people-heavy
— where growth is capped by how much the owner can personally hold together.

THEIR MINDSET

Owners who run the operation from their own head and know it can't grow past them — and want a partner who understands the business, not just the code.

What I hold to

01

Operation first.

Understand how the business makes money before building anything.

02

Systems, not people.

The know-how belongs in the system, not in one person's head.

03

Foundation before AI.

AI on a broken process just breaks things faster.

04

Live, not demo.

Real stock, real suppliers and real money — with the audit trail.

05

Say it straight.

What it does, what it costs, and what it won't do.

01 / PRIMARY

Build

Custom software and automation built around how your business actually runs. The core of what I do.

02

Train

HRDC-certified workshops that teach your teams to build and ship real software with AI, not just talk about it.

03

Venture

AI-native products I build and run myself, so the methods I bring to your systems are proven on mine.

How we carry ourselves

Blunt

Operator

Rigorous

Unhyped

Accountable

WHAT THIS IS

An operator who builds.

Consulting brain, build hands.

Foundation first, AI after.

Founder-led — you work with me.

Live systems, real money.

WHAT THIS ISN'T

An offshore dev shop.

A consultant who leaves a deck.

AI hype on a broken process.

A template stretched to fit.

A showreel of demos.

Five principles

Blunt, direct, plain-spoken. I write the way an operator talks, not an agency. If a sentence sounds like marketing, it's cut.

01 Say it straight.

02 Operation over technology.

03 Proof over adjectives.

04 Contrast makes the point.

05 No hype. Ever.

SAY THIS

"I fix your operation first, then put AI on top."

"Real stock, real suppliers, real money."

"The know-how lives in the system, not your head."

NOT THAT

~~"We empower you to unlock your full potential."~~

~~"We leverage cutting-edge, seamless solutions."~~

~~"We harness AI to drive digital transformation."~~

PRIMARY TAGLINE

Systems, not people.

ALTERNATES

Foundation first. AI after.

Consulting brain, build hands.

Live systems, not demos.

Built to hold.

BOILERPLATE — 25 WORDS

Akal is a Kuala Lumpur software studio. I fix the operation first, then build the system your business runs on — consulting brain, build hands.

50 WORDS

For established, stock-heavy and people-heavy businesses. I spent years in Big-4 consulting working out how businesses make money — then learned to build. I map the operation, build the system, document the know-how, automate the grind, then put AI on top.

ONE LINE

Software your business runs on — so the business stops running on you.



The AK monogram

The mark is built from a single architectural gesture. A tapered blade, a vertical stem, and a crossbar read as **A**. The same stem, met by an upward and a downward diagonal, reads as **K**. Thin strokes, sharp cuts, one continuous logic.

CONSTRUCTION

Drawn on a fixed geometry. Never redraw or re-space by hand.

COLOUR

Ink on paper, or paper on ink. Nothing else.



Give it room

Keep clear space on every side equal to the height of the monogram's stem. Nothing — type, image, or edge — enters that zone. The whitespace is what gives the mark its authority.

MINIMUM SIZE



24PX DIGITAL



10MM PRINT



MONOGRAM



HORIZONTAL LOCKUP



STACKED LOCKUP



ON INK

Rules to keep in mind

Don't stretch or distort.



Non-proportional scaling breaks the geometry the identity is built on.

Don't recolor it.



Ink on paper or paper on ink; off-brand color undermines the restraint.

Don't add effects.



No shadows, gradients, glows, or bevels — the mark is flat by design.

Don't rotate or tilt.



Keep it level; an angled mark reads as decorative, not deliberate.

Don't crowd it.



Respect the clear space, or the mark loses the authority whitespace gives it.

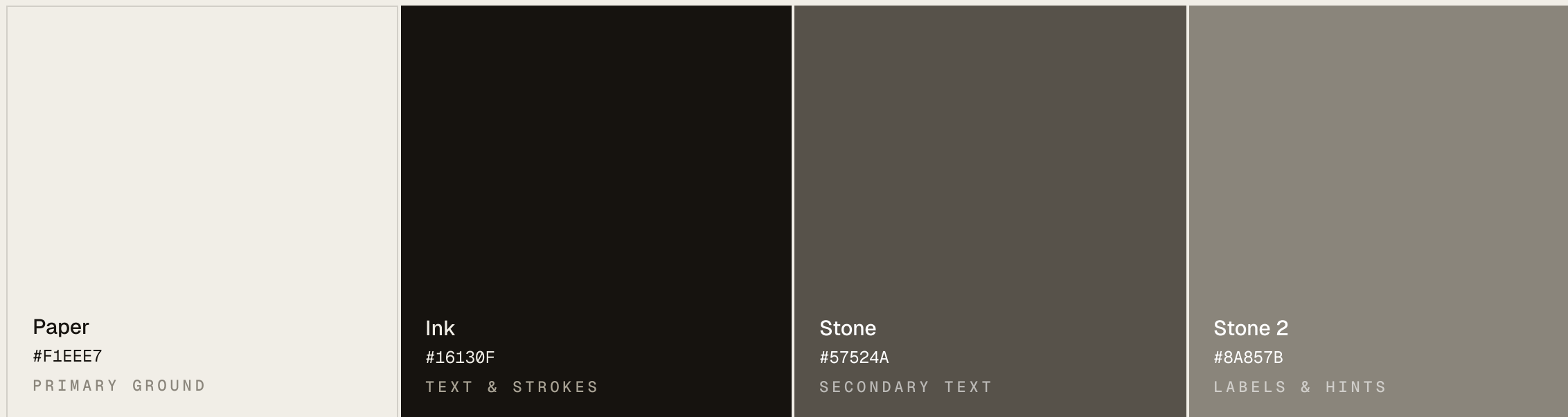
Don't place it on a busy image.



Set it on paper, ink, or a quiet area so the geometry stays legible.

Black, white, and the space between.

The palette is deliberately narrow. Paper and ink do almost all the work; two warm greys carry secondary text. Restraint is the point — there is no accent colour to hide behind.



APPROXIMATE USAGE RATIO — PAPER 72 · INK 22 · GREYS 6

PRIMARY — GEIST

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

TECHNICAL — GEIST MONO

01 — ENGINEERING · SCOPE / BUILD / SHIP

DISPLAY · GEIST MEDIUM

Systems, not people.

EDITORIAL ACCENT · INSTRUMENT SERIF

Built to *hold*.

BODY · GEIST REGULAR

One typeface family, used with discipline, carries the entire system. Geist for everything structural; Geist Mono for the technical labels; Instrument Serif for the rare editorial moment.

Structure you can see.

A precise grid of lines gives the brand its architecture. Hairline rules divide every section. Numbered monospace labels index the content. Thin diagonals echo the cuts of the mark. Nothing decorative — every line is structural.

Hairline rules

Numbered labels

Blueprint grid

Diagonal accents

Coordinate ticks

01 — ENGINEERING FIRM

Motion

Measured and deliberate; nothing moves without a reason. Content fades up as it enters view. Lines draw in from their origin. No bounce, no spin, no parallax spectacle — calm is the premium signal.

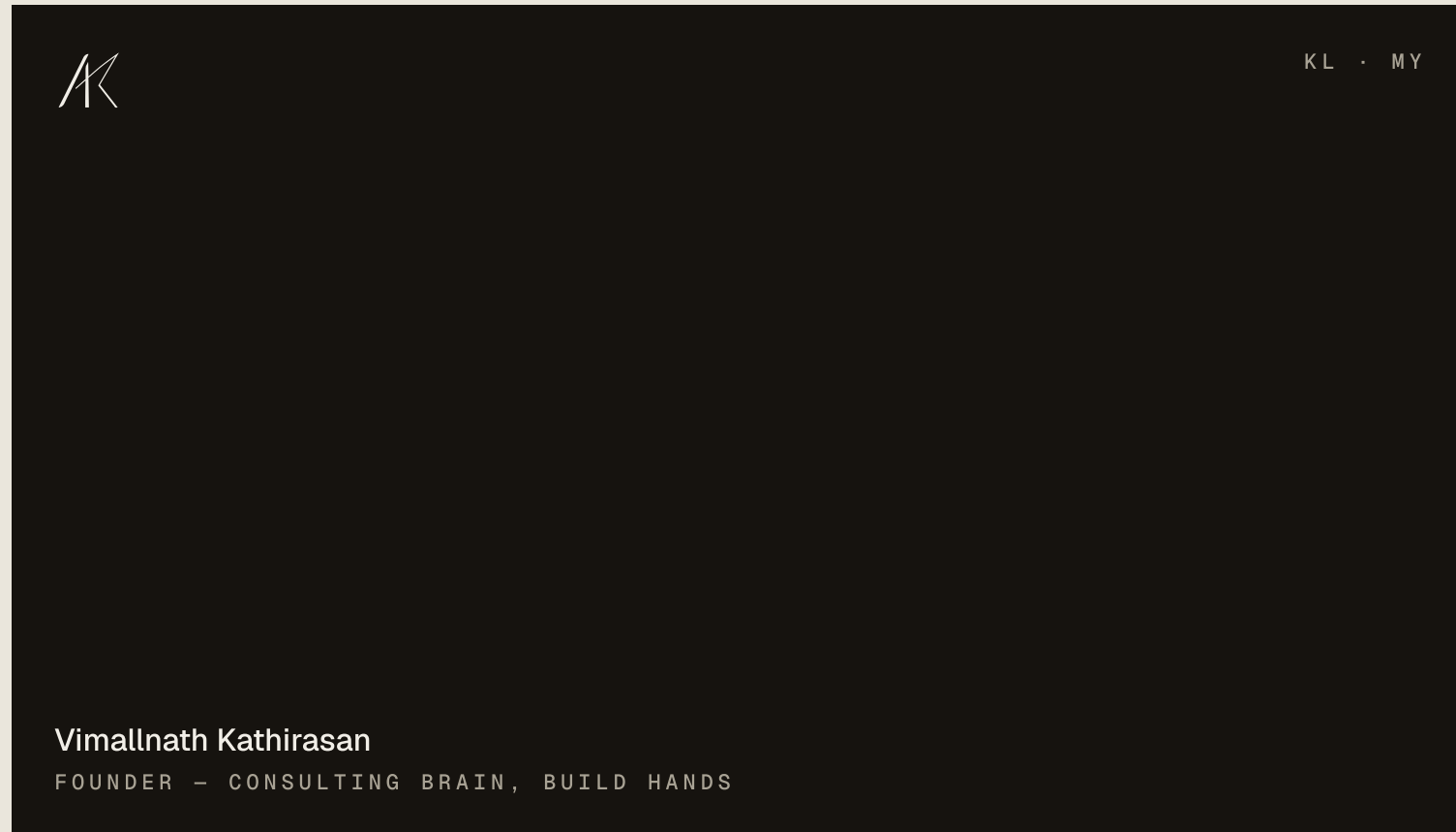
```
REVEAL - FADE + 16PX RISE · 700MS  
EASE - [0.22, 1, 0.36, 1]  
LINES - DRAW FROM ORIGIN · ONCE
```

Imagery

Spare and considered, favouring real work over stock gloss. When photography is used: high contrast, desaturated toward the palette, generous negative space. Prefer product screens, systems, and architecture over people-in-offices clichés.

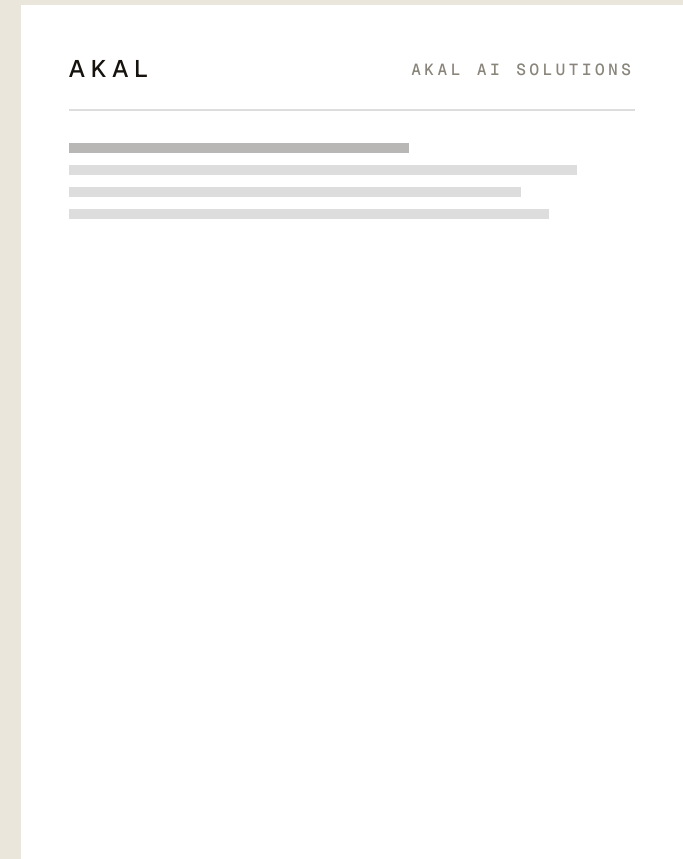


One standard, every surface



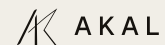
BUSINESS CARD

LETTERHEAD



SOCIAL TILE





THE PROBLEM · APPROACH · WORK · STUDIO · CONTACT

CUSTOM SOFTWARE · AUTOMATION · AI

Software your business runs on — so the business stops running on you.

Book a session

See the work

Blunt, senior, and quietly confident
— a brand engineered to signal
software you can trust.

VOICE Say it straight. Proof over adjectives.

COLOR Paper, ink, two greys. No accent.

TYPE Geist · Geist Mono · Instrument Serif.

MOTIF Architectural linework. Structure you can see.



Systems,
not people.

AKAL AI SOLUTIONS
KUALA LUMPUR, MALAYSIA
SSM-REGISTERED

BRAND GUIDELINES V1.0 – 2026