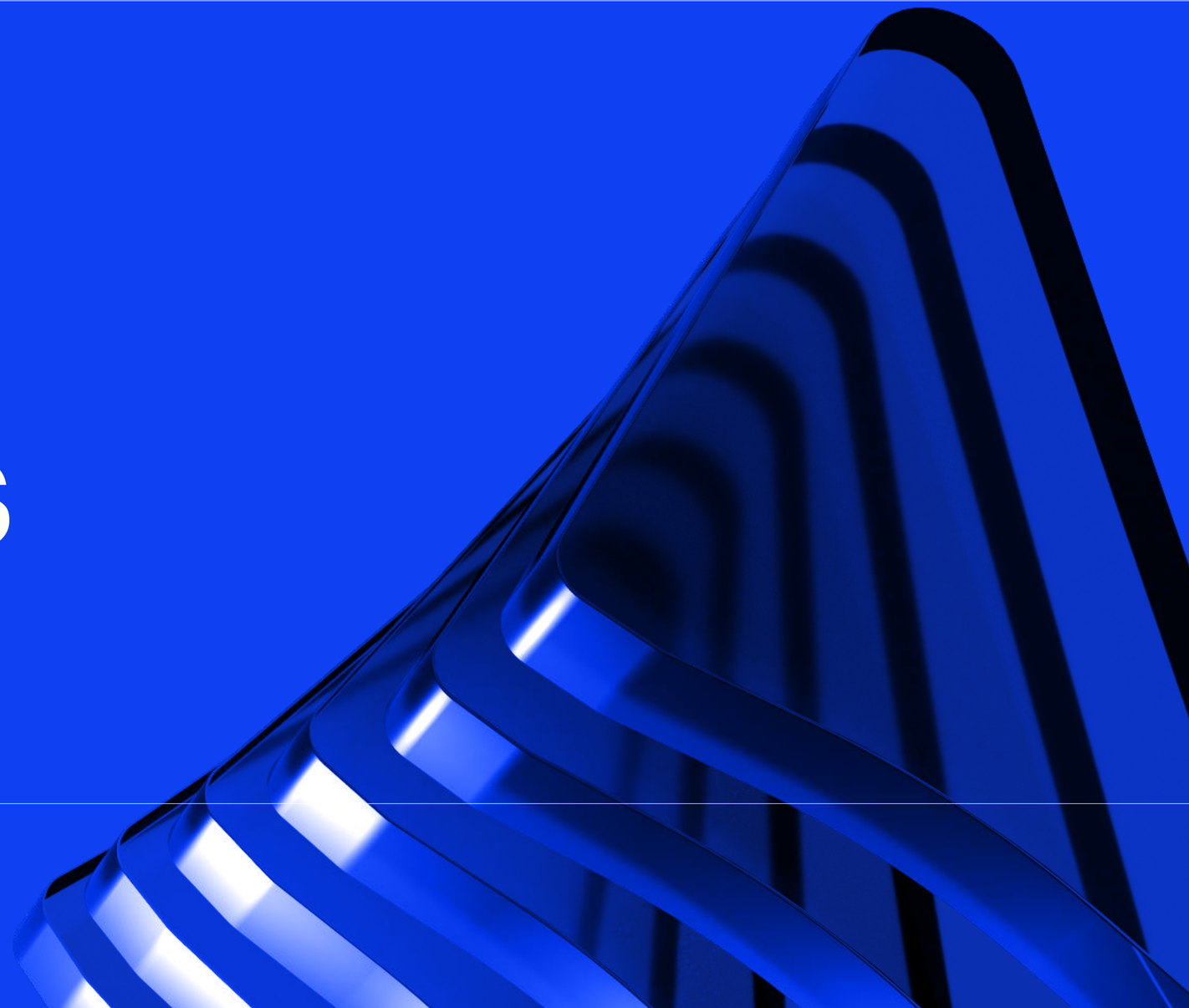
Updated:
August 2026

Created by:
Nscale Creative Studio

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Brand Guidelines



NSCALE

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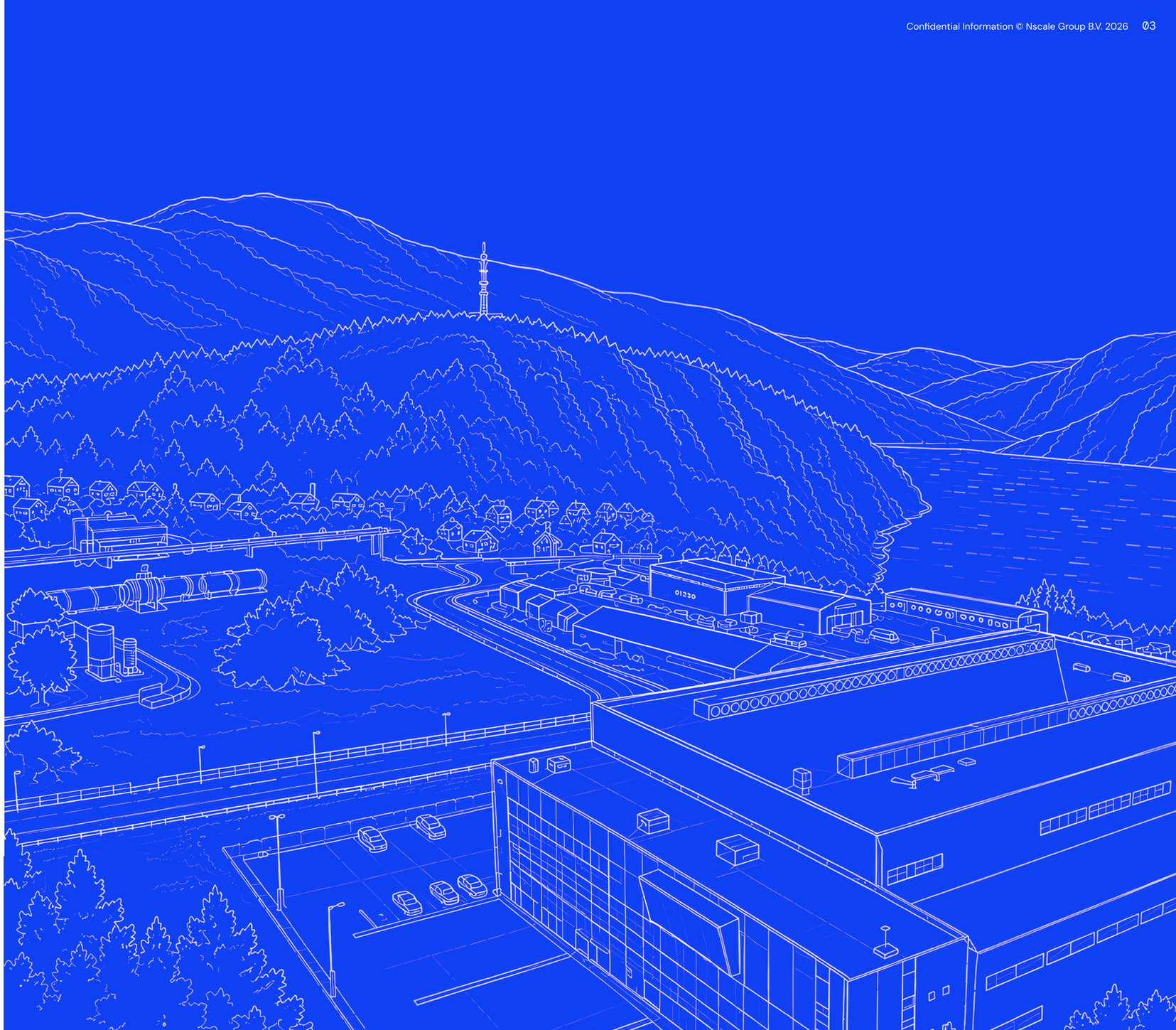
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Introduction

These are the Nscale brand guidelines.
They define how we look, sound, and show up, across every channel, campaign, and conversation.

Consistency builds recognition.
The rules here aren't bureaucracy; they're the foundation for communicating clearly and credibly at scale. Follow them, and every touchpoint reinforces the same brand. If something isn't covered, apply the principles behind these guidelines.



About the brand

Nscale is the vertically integrated AI infrastructure company building the physical and digital foundation to train, deploy, and scale AI from cloud to edge.
By owning and operating the full stack spanning energy, data centers, GPU compute and software, Nscale gives AI natives, enterprises, and governments the efficiency, reliability, and control that advanced AI demands.

For more information, visit
www.nscale.com



Vision

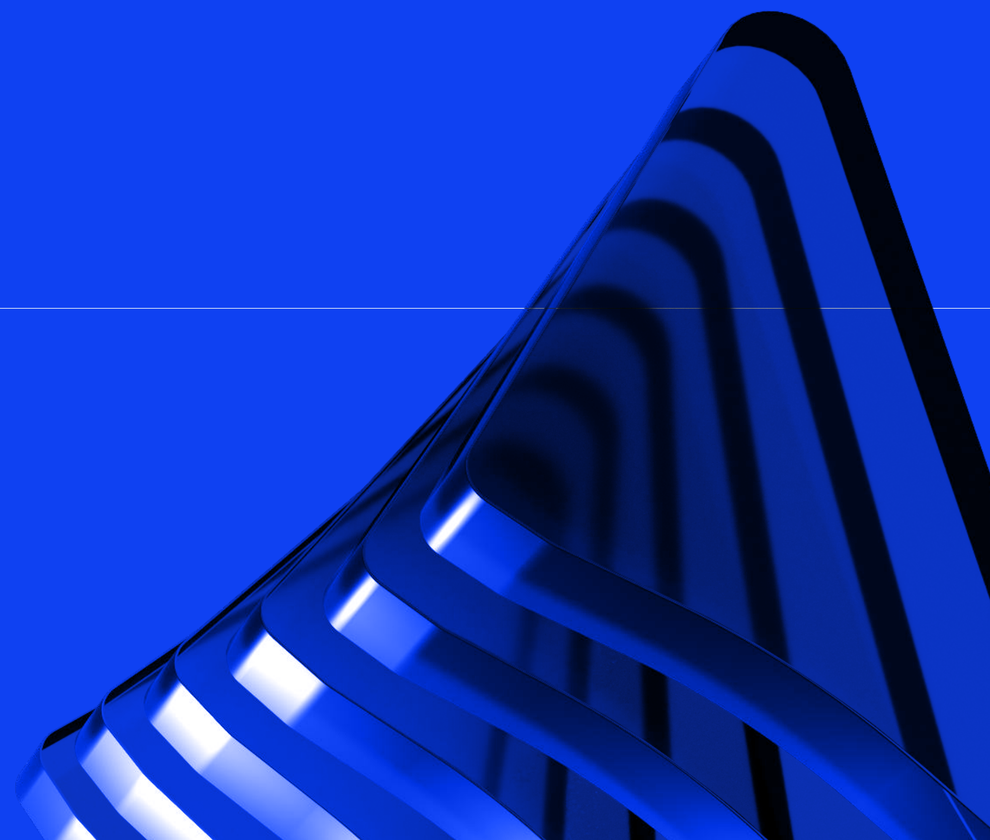
The engine of superintelligence

Full-stack AI infrastructure powering the world's most powerful systems, from ground to cloud.

Mission

Our mission is to build the backbone of the AI economy – the engine of superintelligence.

At Nscale, we are creating the foundational infrastructure and AI services that allow intelligence to scale responsibly, reliably and globally - building a strong, enduring foundation for long-term progress.



Brand values

Relentless innovation

At Nscale, we constantly push the boundaries of innovation, embracing creative risks to shape the future. Our aim is to deliver products that not only meet but exceed today's expectations, setting new standards for tomorrow.

Ownership & accountability

Every Nscaler is fully accountable for their work, driving it with excellence and urgency. We set high standards, ensuring that our contributions are not just good but exceptional.

Openness & transparency

At Nscale, we constantly push the boundaries of innovation, embracing creative risks to shape the future. Our aim is to deliver products that not only meet but exceed today's expectations, setting new standards for tomorrow.

Customer-centric focus

Our customers are central to our mission, and we are committed to delivering impactful solutions that drive real-world success. We focus on deeply understanding their needs and challenges, striving to exceed expectations in both product quality and service.

Sustainability

We are dedicated to considering the long-term environmental and societal impacts of our technologies. By integrating sustainability into our operations and product development, we ensure that our innovations are both effective and responsible, contributing positively to the world around us.

Full-speed collaboration

Collaboration at Nscale is fast, efficient, and respectful. We work together seamlessly, with clear communication and mutual respect, ensuring our shared goals are met with high standards and impactful outcomes.

Visual character

These six words define how the Nscale brand looks and feels. Every design decision — from layout to colour to type — should be measured against them. If it isn't structured, precise, and built to scale, it isn't Nscale.

Structured
Confident
Precise
Scalable
Intentional
Sophisticated
Dynamic

Logo

2.1 Structure & Clear space

2.2 Logomark

2.3 Colour variation

2.4 Usage & Configurations

2.5 Co-Branding

2.6 Don’ts



Nscale Brand guidelines V1.0
Logo

Structure & clear space

The primary identity combines the logomark and logotype. Always use them together in this configuration — never reposition, reorder, or alter the proportions between elements.

Clear space is defined by the unit "x", equal to the height of the logomark. Maintain a minimum of 1x on all sides. This space must remain free of text, graphics, and other visual elements.





Logomark

The Nscale logomark is drawn from the mountains of Norway — where our first data centers were built, and where renewable energy powers some of the world's most advanced AI infrastructure.

The ascending forms represent scale: each peak taller than the last, each step building on the one before. It's a mark that reflects where Nscale comes from and where it’s headed.



Colour variations

The logo is available in three colour variations.

Use the white logo on Midnight or Nscale Blue backgrounds. Use the dark logo on Chalk or white backgrounds.

In responsive environments, where a logo is used on an image, we must ensure that the logo is accessible in all possible responsive states. Please ensure imagery has sufficient contrast and simplicity to retain logo legibility.



Usage & configuration

Four configurations cover every application. Always use the fullest version the space allows.



Full logo
Default. Use wherever space permits. The logomark and logotype together form the primary identity.



Logotype
Use when the logomark appears separately as a graphic or background element. Never use both in the same composition.



Logomark
Use only when space is extremely limited: app icons, favicons, social thumbnails, and similar small-format contexts.

Co-branding

Sometimes, we may need to lockup our logo with another business or partner. We separate our logo and a partner's logo by the distance of 2x of the width of our logomark.

Our partners logo should never exceed the size height our our logotype with the exception of overhanging elements.

For logotypes not conforming to this rule please use designer's discretion to match the sizes optically by eye.



Don’ts

The logo is one of Nscale's most valuable assets. These are the most common misuses — avoid all of them regardless of context or medium. When in doubt, refer to the approved logo files and configurations.



Don't stretch or distort

never alter the proportions of the logo or its elements independently



Don't rotate or flip

the logo must always appear horizontally, never at an angle or mirrored



Don't place on busy backgrounds

never place the logo directly over photography or complex imagery without a treatment



Don't add effects

no drop shadows, glows, gradients, or outlines on the logo



Don't alter the proportions between elements

the relationship between the logomark and logotype is fixed. Never resize one independently of the other



Don't rearrange the elements

the logomark always sits to the left of the logotype in the primary configuration. Never stack, reorder, or separate them outside of the approved configurations

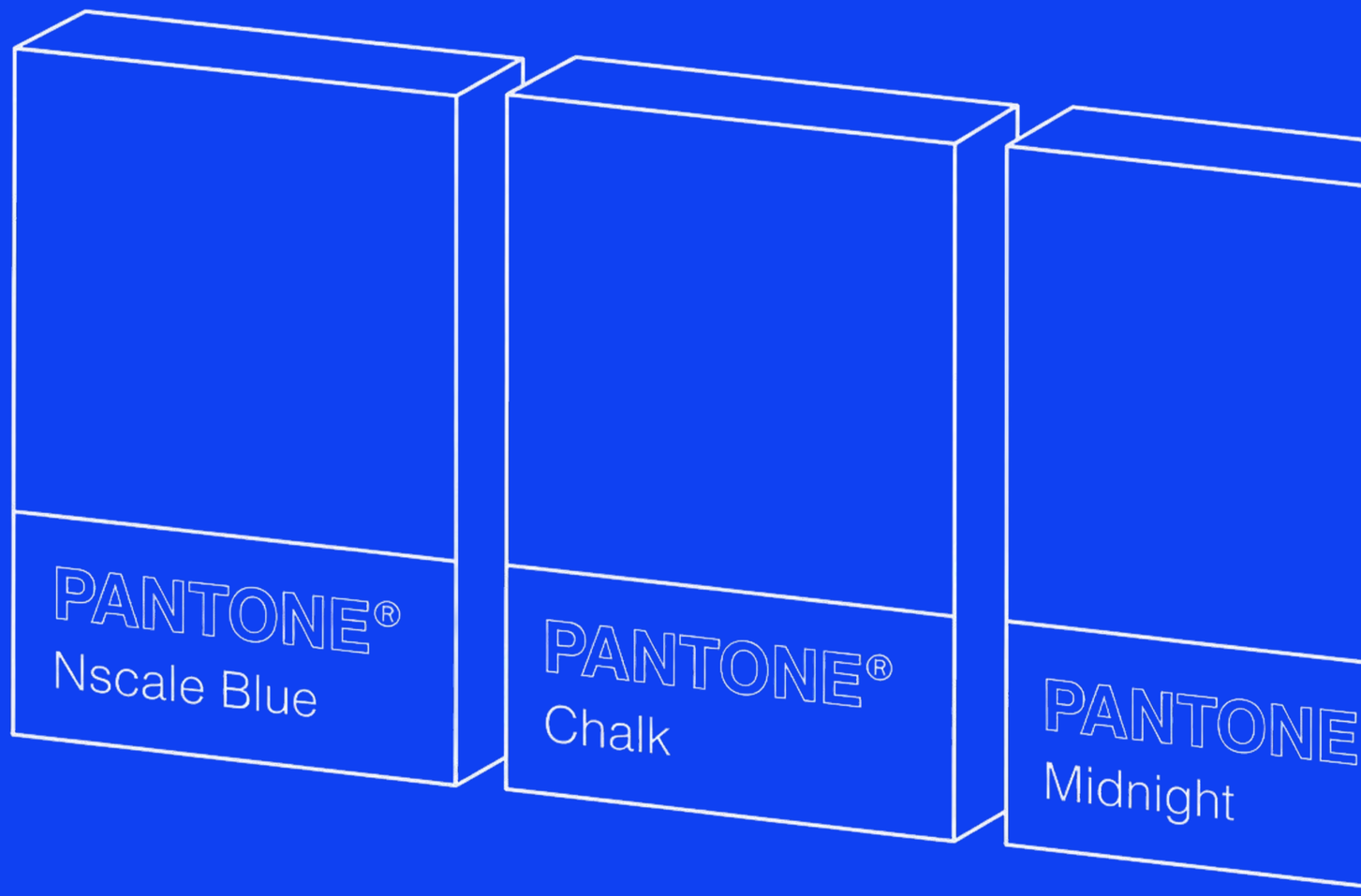
Colour

3.1 Primary colours

3.2 Secondary colours

3.3 Expanded palette

3.4 When to use



Primary colours

These three colours form the foundation of the Nscale visual identity. Use them consistently across every touchpoint.

Nscale Blue is the dominant brand colour. Midnight anchors layouts and creates depth. Chalk is the warm alternative to white — use it to soften backgrounds without losing contrast.

Nscale blue

HEX:
#0F41F3

RGB:
15 / 65 / 243

CMYK:
100 / 63 / 0 / 2

PANTONE:
PMS 2935

Midnight

HEX:
#040E27

RGB:
4 / 14 / 39

CMYK:
100 / 75 / 12 / 67

PANTONE:
2767 C - TBC

Chalk

HEX:
#FDFFF8

RGB:
253 / 255 / 248

CMYK:
1 / 0 / 3 / 0

PANTONE:
Bright White - TBC

Secondary colours

Secondary colours expand the palette for UI, data visualisation, and supporting materials. Use them to add range without overriding the primaries.

Spearmint signals action and energy.
Frost works for light backgrounds and UI surfaces.
Slate is the neutral alternative to Midnight for text, dividers, and secondary elements.

Spearmint

HEX:
#00DF99

RGB:
0 / 223 / 153

CMYK:
56 / 0 / 56 / 0

PANTONE:
PMS 2412

Frost

HEX:
#E1EAF9

RGB:
225 / 234 / 249

CMYK:
10 / 6 / 0 / 2

PANTONE:
9421 C TBC

Slate

HEX:
#3B404D

RGB:
59 / 64 / 77

CMYK:
55 / 30 / 17 / 51

PANTONE:
7545 C - TBC

Nscale Brand guidelines V1.0
Colour

Expanded palette

The expanded palette is built from tints of the primary and secondary colours. Use these for backgrounds, UI states, data visualisation, and illustration — never as dominant brand colours.

Each colour step is created in 25% increments, blending toward white for tints and toward black for shades.

#092792	#D5D2C2	#00865C	#878C95
#0C34C2	Chalk #FDFFF8	#00B27A	#B4BBC7
Nscale Blue #0F41F3	Midnight #040E27	Spearmint #00DF99	Frost #E1EAF9
#4B71F6	Slate #3B404D	#40E7B3	#E9EFFB
#87A0F9	#828793	#80EFCC	#F0F5FC
#C3D0FC	#C0C3C9	#BFF7E6	#F8FAFE

When to use

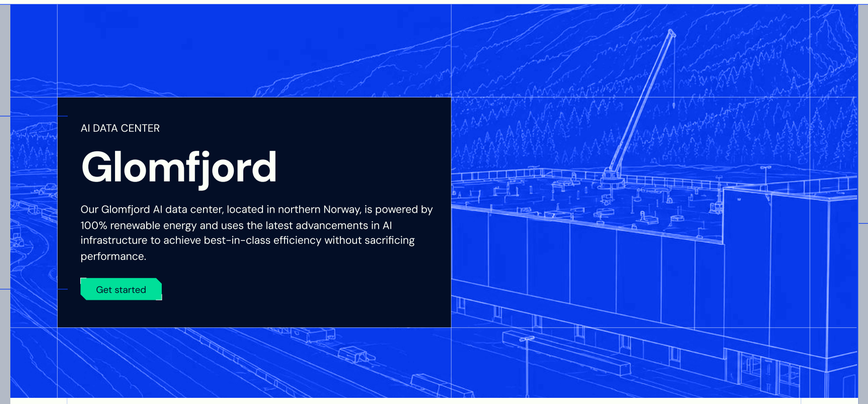
Each colour in the Nscale palette has a defined role. Using them consistently is what makes the brand recognisable — and what prevents layouts from feeling arbitrary. The colour rules below apply across all formats and touchpoints.

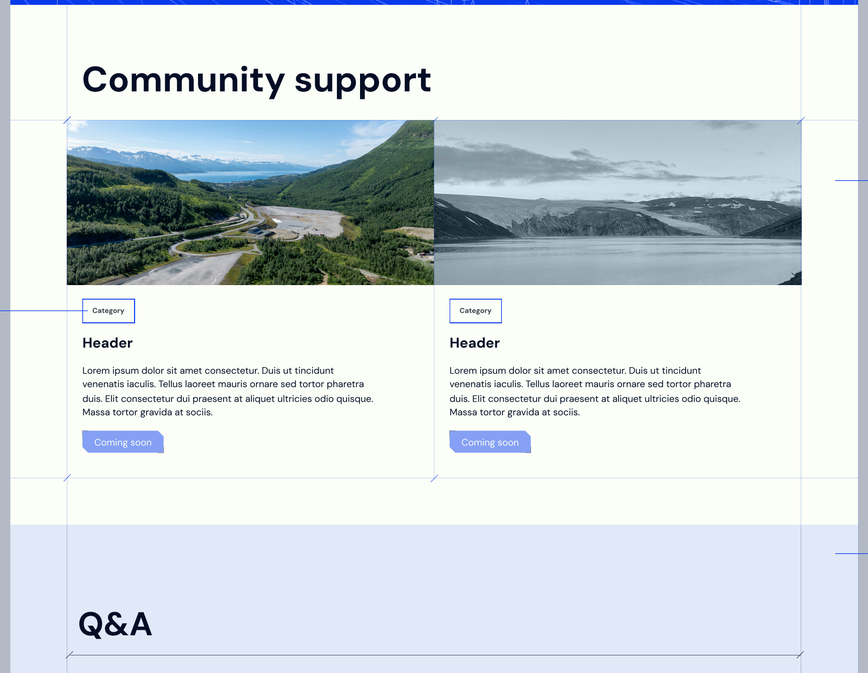
For more examples, consult the ‘Examples’ section at the end of this doc.

Midnight
is the dark anchor. Use it for body text over light backgrounds, dark backgrounds, and layouts that need depth and solidity.

Spearming
is the accent colour. Use it sparingly — for highlights, CTAs, and moments that need energy. Never use it as a dominant colour in a layout.

Slate
supports content. Use it for secondary text, captions, and UI elements that shouldn't compete with the primary hierarchy.





Nscale Blue
is the dominant brand colour. Use it for hero backgrounds, blueprint overlays, and anywhere the brand needs to make a strong visual statement.

Chalk
is the light base. Use it for page backgrounds, text on dark surfaces, and layouts that need space and warmth.

Frost
supports structure. Use it for secondary panels, subtle backgrounds, and light UI states.

Typography

4.1 Primary typeface

4.2 Monospace typeface

4.3 Creating hierarchy

4.4 Headline leading

4.5 Paragraph leading

4.6 Tracking



Primary typeface

DM Sans is a low-contrast geometric sans-serif designed for clarity at any size. Clean, open, and precise — it reflects the same values we bring to our infrastructure.

Use DM Sans across all Nscale output.
Available on Google Fonts — free, open source

When DM Sans is unavailable, use Helvetica Neue on macOS or Segoe UI on Windows. Both are pre-installed system fonts and the closest available match in weight and proportion.

DM Sans

Black
Bold
Medium
Regular



Monospace typeface

DM Mono is used for numerical and technical content — data, code, metrics, and specifications. Its fixed-width spacing makes figures easier to scan and align.

DM Mono is available in three weights.
Regular is the preferred weight for all standard use.

Never use DM Mono for headlines or body copy. It's a functional typeface, used only where precision and legibility of technical content requires it.

DM Mono

Medium
Regular
Light



Creating hierarchy

Use these styles consistently when setting type. Scale relationships are relative to the headline size — don't mix weights arbitrarily.

For more examples, consult the ‘Examples’ section at the end of this doc.

Jumbo DM Sans Black · 72pt · –3%	Nscale	Nscale
Primary headline DM Sans Black · 48pt · –3%	Built at scale	Built at scale
Secondary headline DM Sans Medium · 32pt · 0%	Advanced AI infrastructure	Advanced AI infrastructure
Tertiary headline DM Sans Medium · 24pt · 0%	Purpose-built for AI workloads	Purpose-built for AI workloads
Body copy DM Sans Regular · 16pt · 0%	Nscale provides the infrastructure, systems, and solutions that enterprises need to deploy AI at scale.	Nscale provides the infrastructure, systems, and solutions that enterprises need to deploy AI at scale.
Eyebrow DM Sans Regular · 11pt · 0%	Data centers	Data centers
Caption DM Sans Regular · 12pt · 0%	Figure 1 — Nscale data center, Norway. All rights reserved.	Figure 1 — Nscale data center, Norway. All rights reserved.
Numerical DM Mono Regular · 16pt · 0%	`3.2ms latency · 100,000 GPUs · 70B parameters`	`3.2ms latency · 100,000 GPUs · 70B parameters`

Headline leading

Our headlines are bold, impactful, and designed to grab attention. They communicate key messages clearly and establish a strong visual hierarchy.

To ensure optimal legibility and clarity, we use tight but readable leading—set between 100%, 110% and 115% of the font size.

110%

Full-stack AI infrastructure powering the world's most powerful systems, from ground to cloud.

Paragraph leading

Paragraph leading controls rhythm and readability. Use generous leading for long-form content, tighter leading for UI elements and captions.

160% for editorial layouts.
140% for standard body copy.
125% for compact or UI text.

Maximum

AI is reshaping every industry, every economy, and every human endeavor. Nscale is building the advanced infrastructure, systems and solutions that enables practitioners, enterprises, and governments across the globe to create, deploy, and scale their most transformative AI systems.

160% of type point size

Standard

AI is reshaping every industry, every economy, and every human endeavor. Nscale is building the advanced infrastructure, systems and solutions that enables practitioners, enterprises, and governments across the globe to create, deploy, and scale their most transformative AI systems.

140% of type point size

Minimum

AI is reshaping every industry, every economy, and every human endeavor. Nscale is building the advanced infrastructure, systems and solutions that enables practitioners, enterprises, and governments across the globe to create, deploy, and scale their most transformative AI systems.

125% of type point size

Tracking

Primary headlines are set at -3% tracking. This tightens letter spacing, giving large type a more controlled, precise feel.

Secondary headlines and body text are set at 0% tracking. Don't adjust it — consistent spacing ensures smooth word flow across all platforms.

Eyebrow text is also set at 0% tracking. Keep it consistent with body text — tracking should never be used to stretch or style small labels.

Headlines

-3% tracking for headlines*

*On Adobe Illustrator and Adobe InDesign, set headlines tracking to -30

0% tracking for eyebrow text

Eyebrow text

AI is reshaping every industry, every economy, and every human endeavor. Nscale is building the advanced infrastructure, systems and solutions that enables practitioners, enterprises, and governments across the globe to create, deploy, and scale their most transformative AI systems.

0% tracking for paragraphs

Photography

5.1 Photogrpahy

5.2 Blueprint elements

5.3 Colour options

5.4 Blurred panels



Photography

Nscale photography is grounded in the real — the landscapes where we build, the facilities we operate, and the people who run them. Images should feel industrial and precise, not abstract or staged.

Nscale photography is grounded in the real — the landscapes where we build, the facilities we operate, and the people who run them. Images should feel industrial and precise, not abstract or staged.





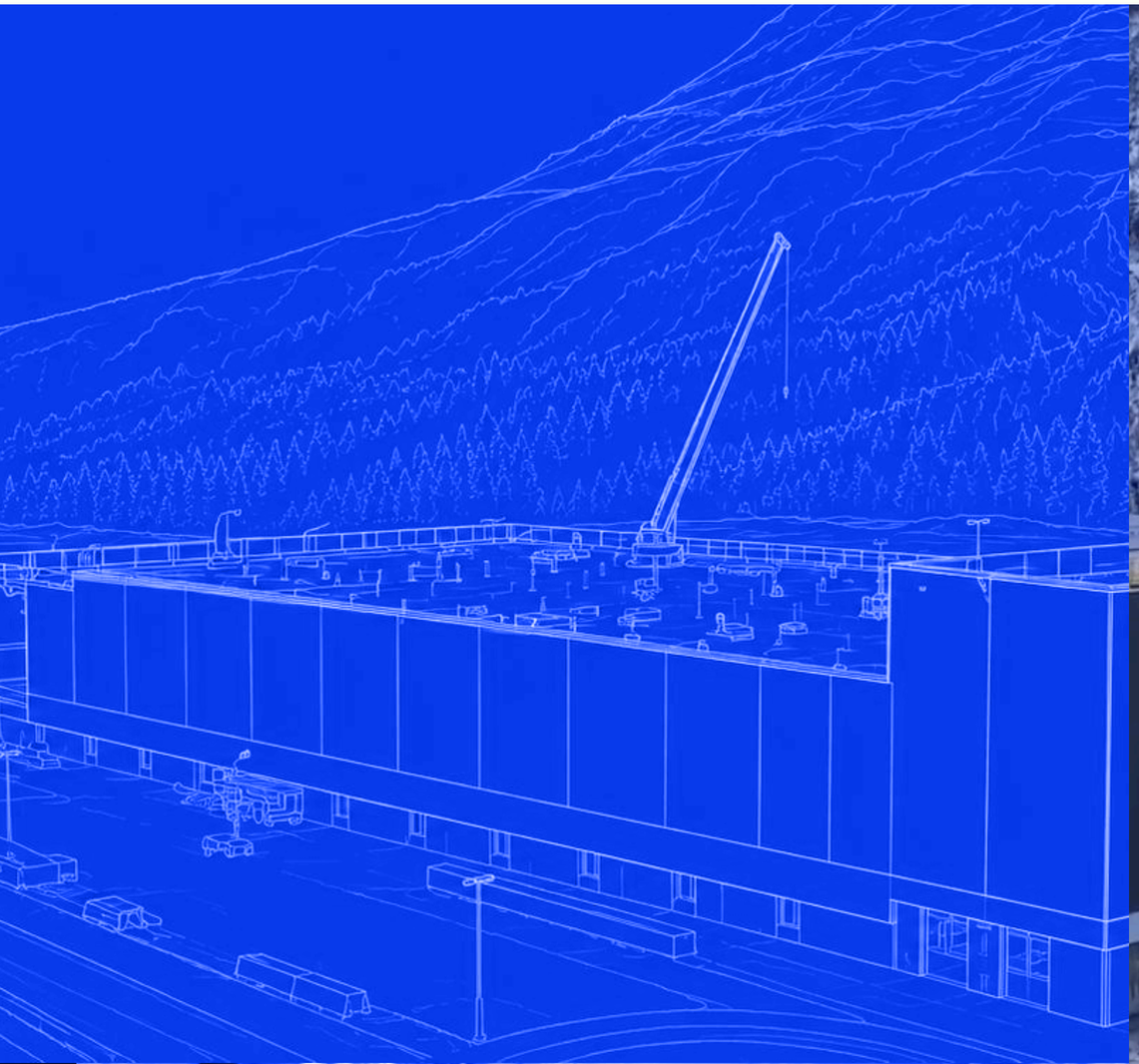


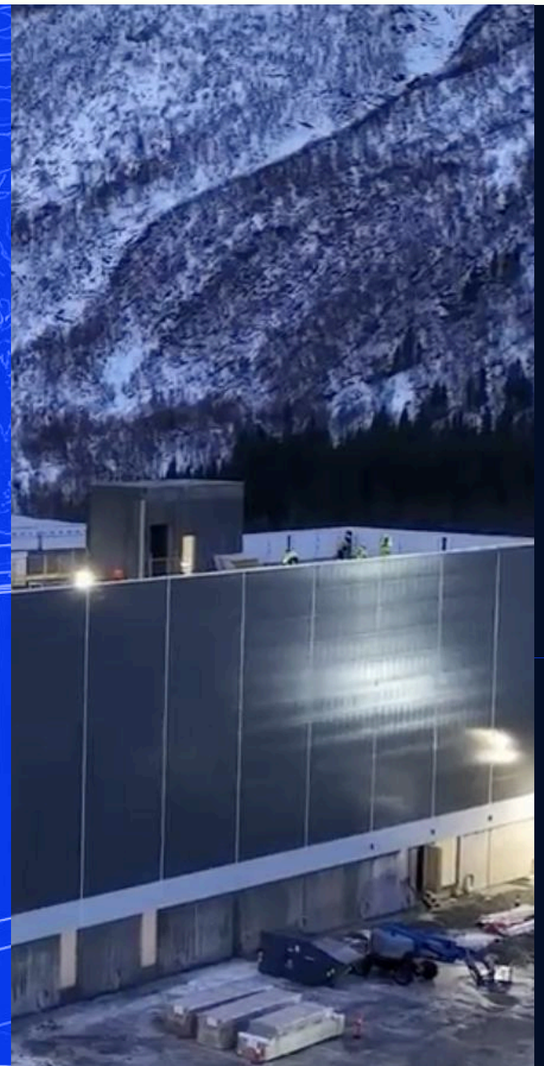


Blueprint elements

The blueprint overlay replaces photography entirely. Use it when you want to lead with the data center mode — precise, technical, and unmistakably Nscale. It works across all four colour combinations.

Blueprint images can be created using AI generation. Use the prompt below as a starting point, replacing [SUBJECT] with the relevant subject matter — a server rack, a data hall, a facility layout.





Blueprint images generation prompt:

“Create a clean, minimalist isometric technical blueprint of [SUBJECT]. The image features thin, crisp white wireframe key lines on a solid flat blue background (Hex #0F41F3). No paper texture, no noise, and no gradients. The style is a high-precision digital schematic with smooth, aliased lines. Simple and plain composition with no text, no people, and no outer frames or borders.”

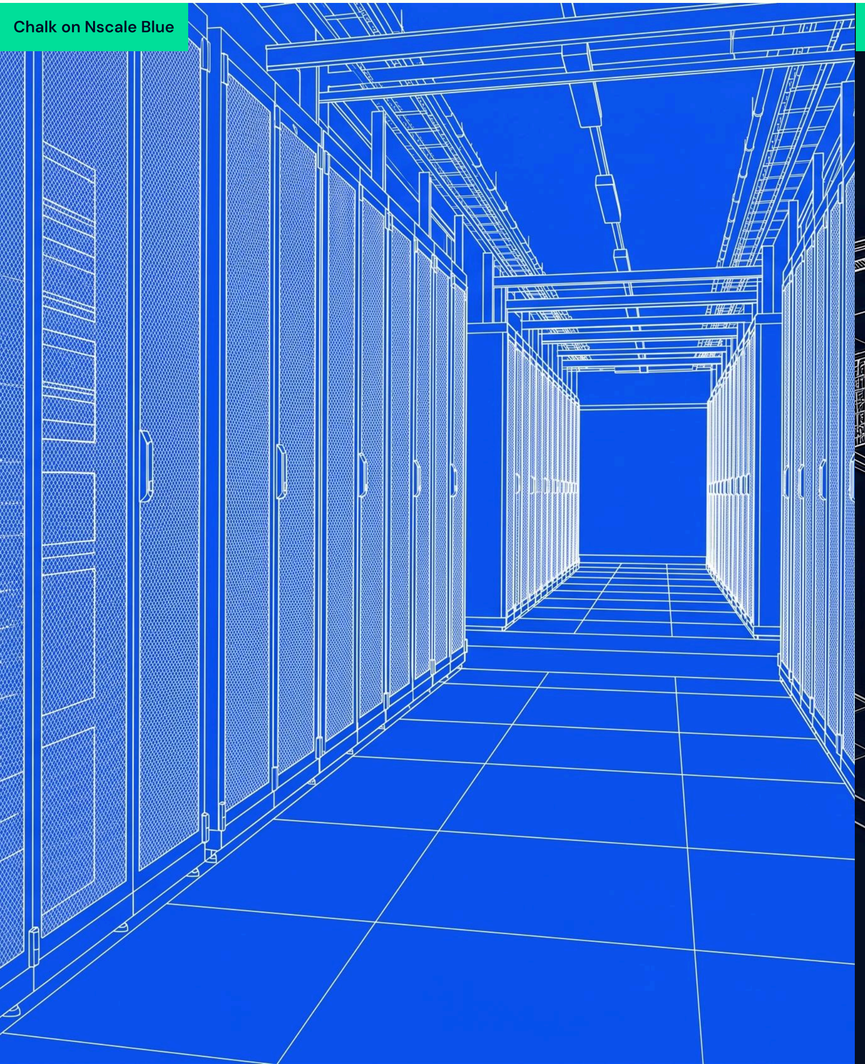
The hex value in the prompt corresponds to Nscale Blue. When generating blueprint images for other colour combinations, replace #0F41F3 with the relevant background colour: #040E27 for Midnight, #FDFFF8 for Chalk.

Colour options

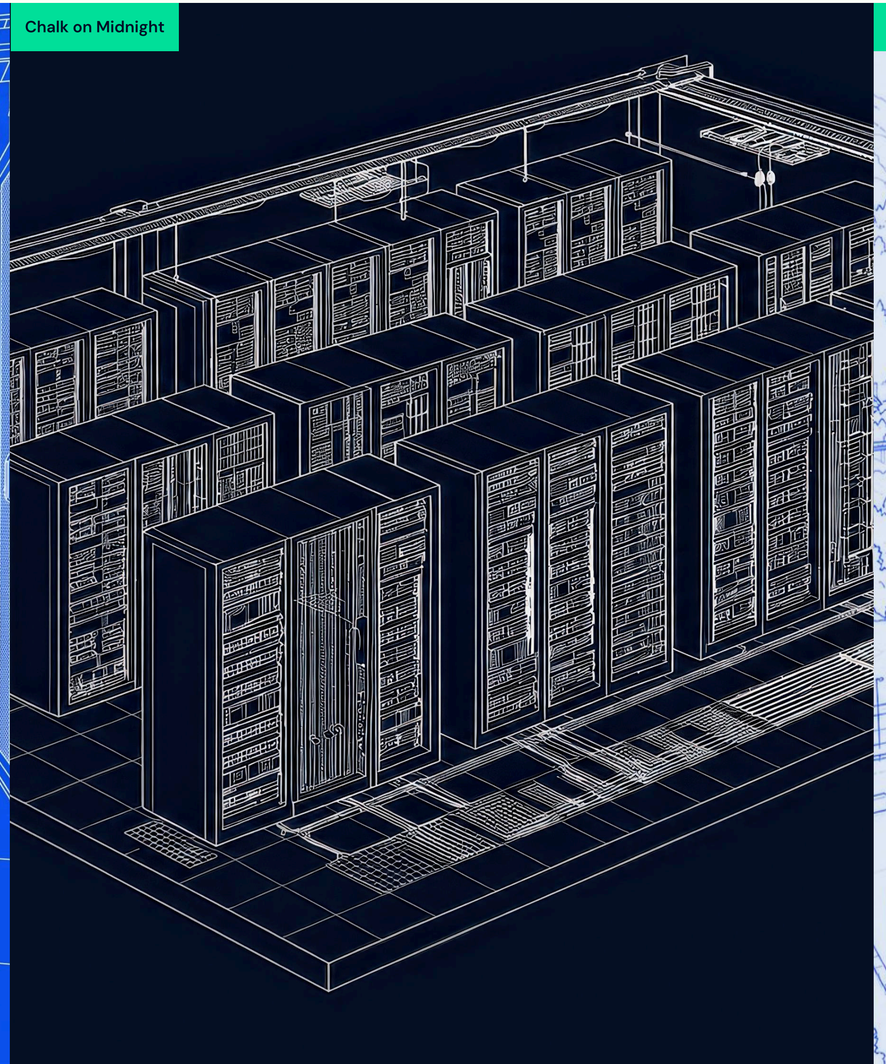
The blueprint overlay is available in three colour combinations. Each uses the same line art style — only the background and line colour change.

Chalk on Nscale Blue is the default. Use Midnight for darker, more dramatic contexts. Use Frost for lighter layouts where a full blue or dark background would be too heavy.

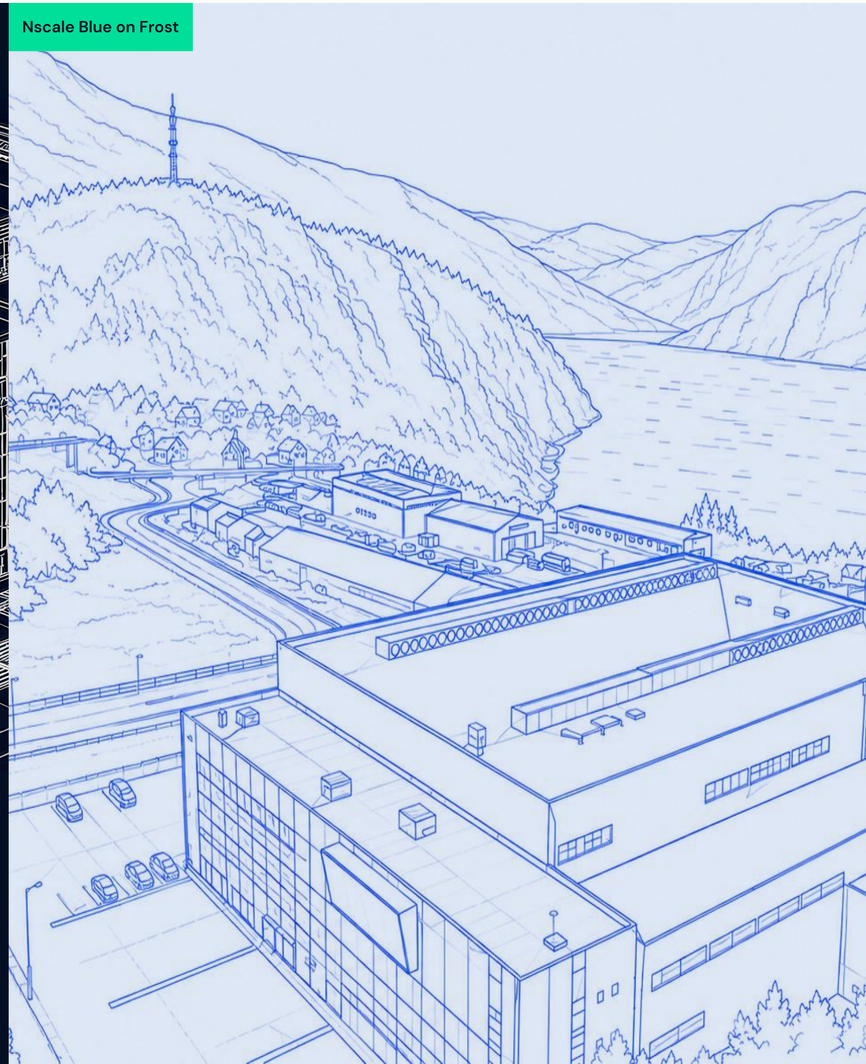
Chalk on Nscale Blue



Chalk on Midnight



Nscale Blue on Frost



Blurred panels

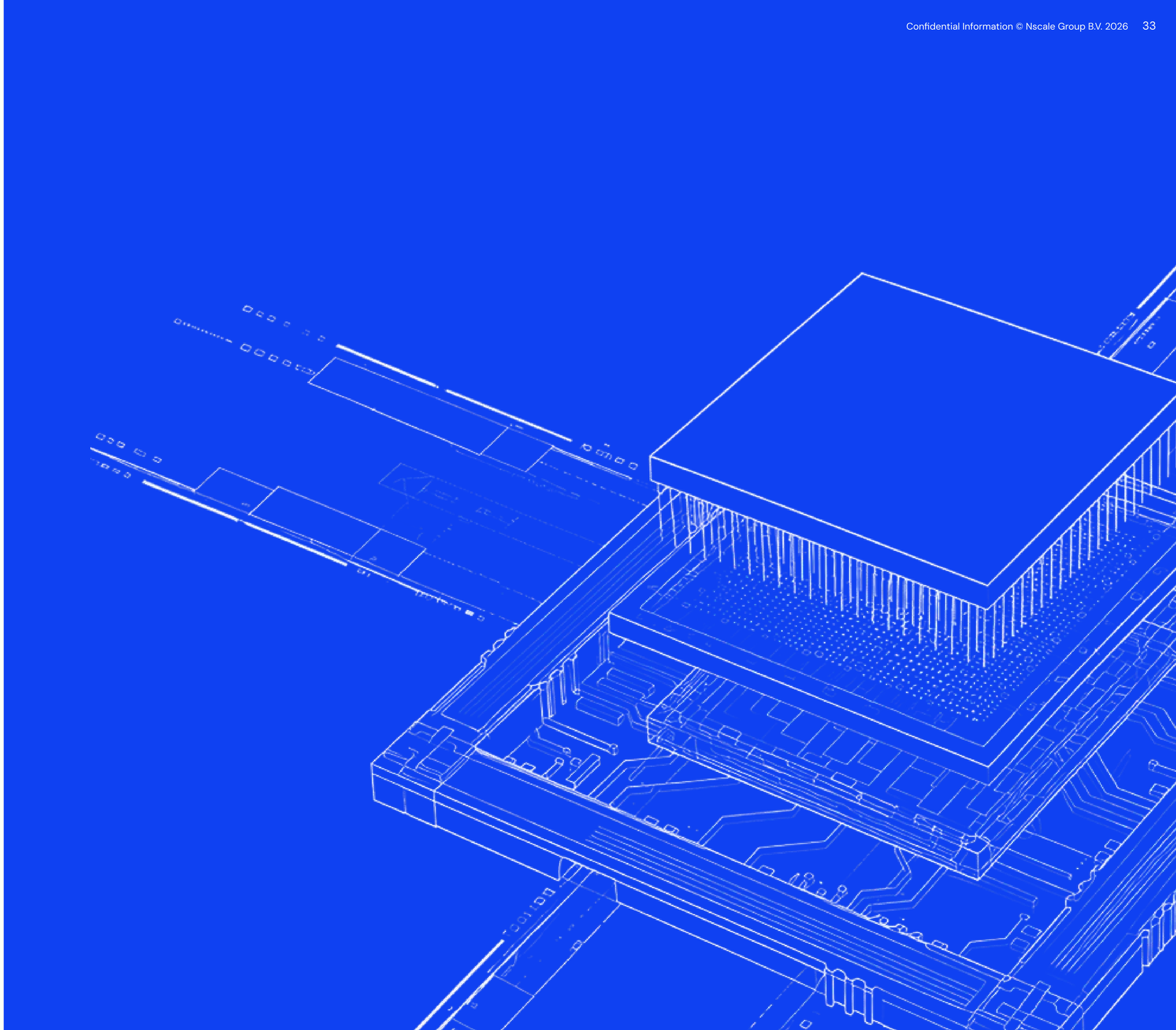
This treatment layers blueprint grid lines and elements over real photography. The image is cropped and partially blurred, with the blueprint overlay anchoring the composition.

Use it when you want to connect the brand's technical language to real-world locations and operations.



Visual system

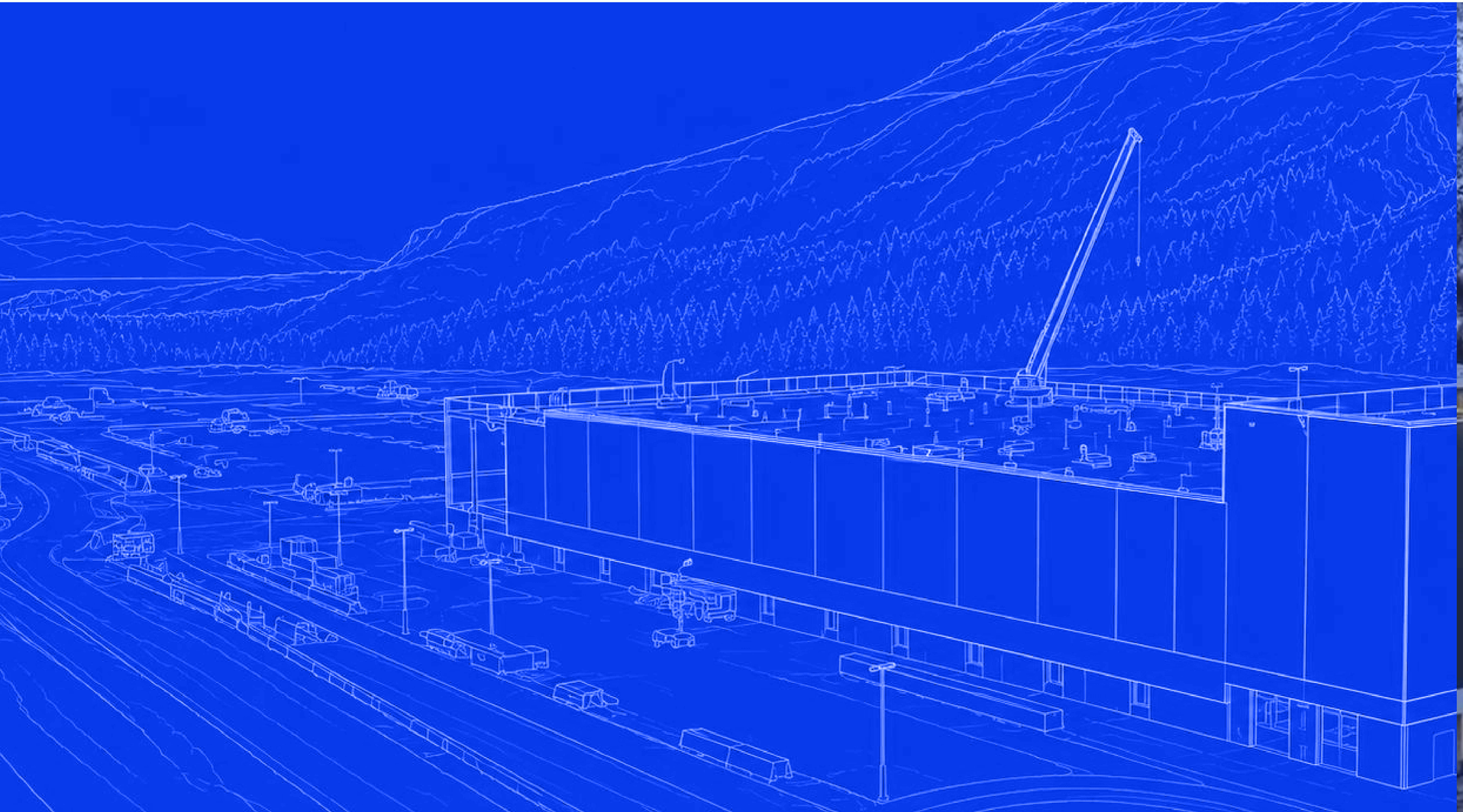
6.1 Blueprint
6.2 Foundation
6.3 Four visual languages
6.4 Energy & Power
6.5 Data Centres
6.6 Infrastructure
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6.11 Valid combinations
6.12 Invalid combinations
6.13 Visual system in use



Blueprint

Nscale's visual language comes directly from the technical drawings of the infrastructure we build — architectural plans, circuit layouts, electrical schematics, code. The same precision that goes into our systems goes into how we represent them.

This is the blueprint: a visual system rooted in what we actually build.

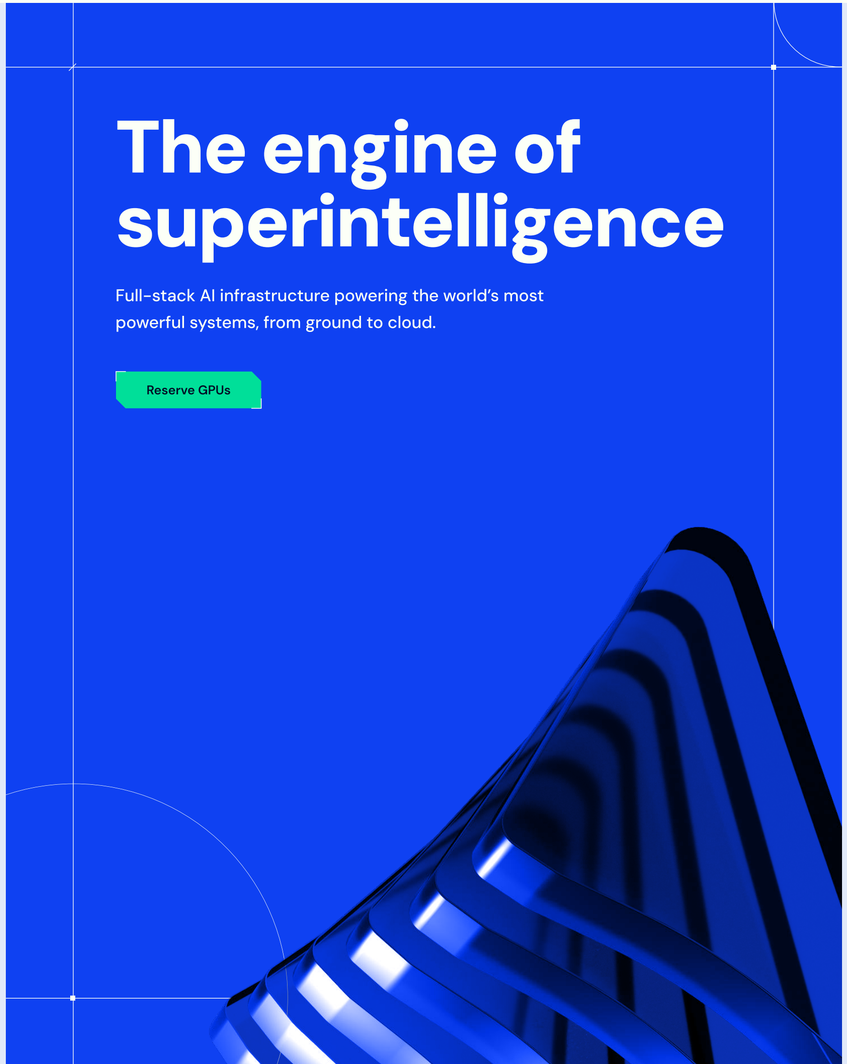


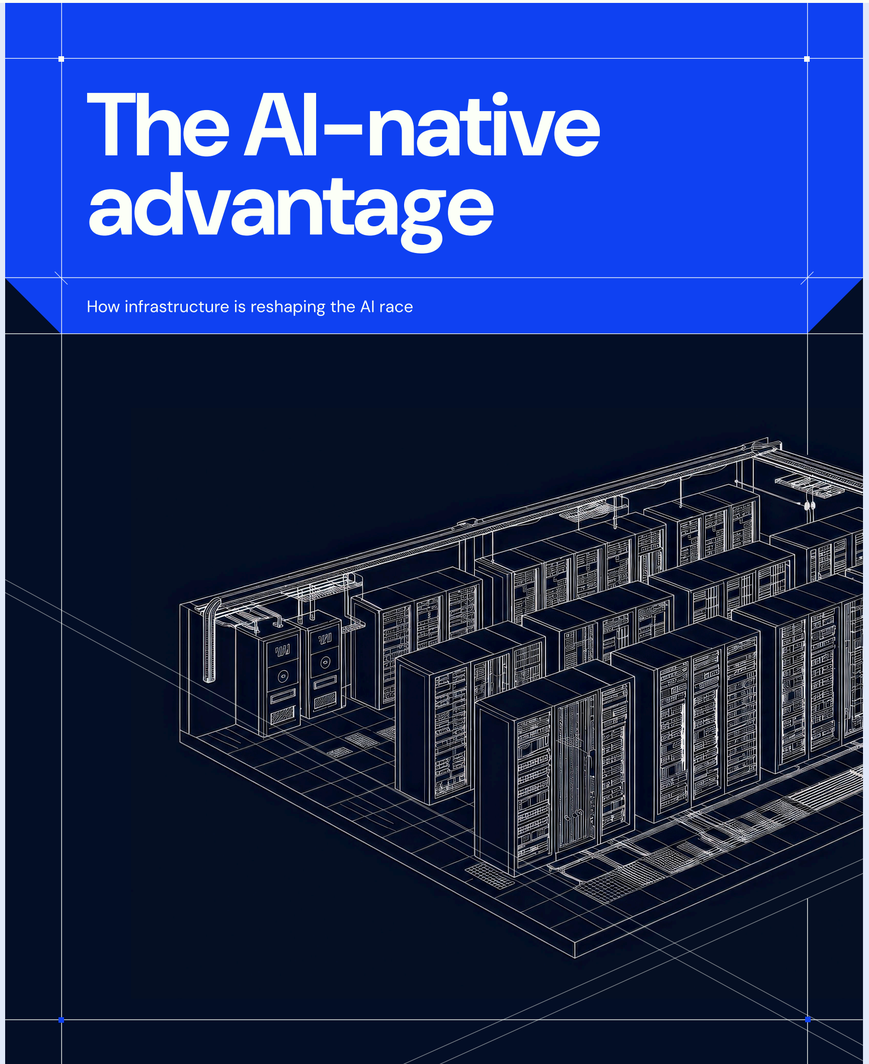


Foundation

Foundation is the default visual language for Nscale. Use it for brand materials, company announcements, and any layout that isn't tied to a specific theme or context.

Built from clean linework, precise geometry, and diagonal strikes. Small square accents mark intersections and endpoints. It's the purest expression of the blueprint system.





Linework

Clean, sparse lines at 0.5pt forming open geometric compositions — partial grids, angular frames, intersecting lines. Always plenty of negative space.

Squares

Small filled squares (2–4pt) placed at intersections and endpoints as structural markers.

Strikes

Diagonal lines that cut across the orthogonal grid, introducing directional energy and movement. Use sparingly — one or two per composition.

Colour combinations

- Chalk on Midnight
- Chalk on Nscale Blue
- Nscale Blue on Chalk
- Midnight on Chalk

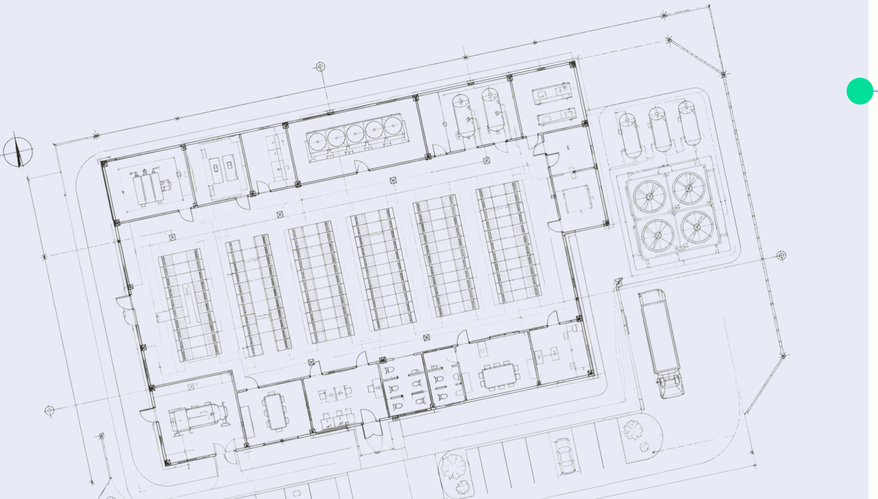
Four visual languages

The Foundation mode adapts across four specialist contexts — each one rooted in a layer of the Nscale stack

The data center visual language is the origin point — it's where the blueprint system was first developed. The other three extend that same logic to each layer of the stack.

Use them individually or in combination — they share the same visual logic and always read as one brand.





Cloud

+

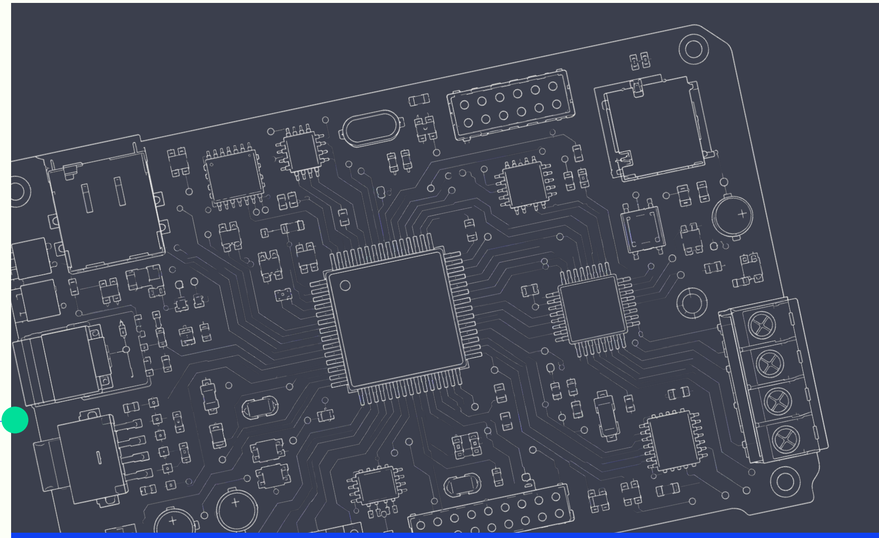
Infrastructure

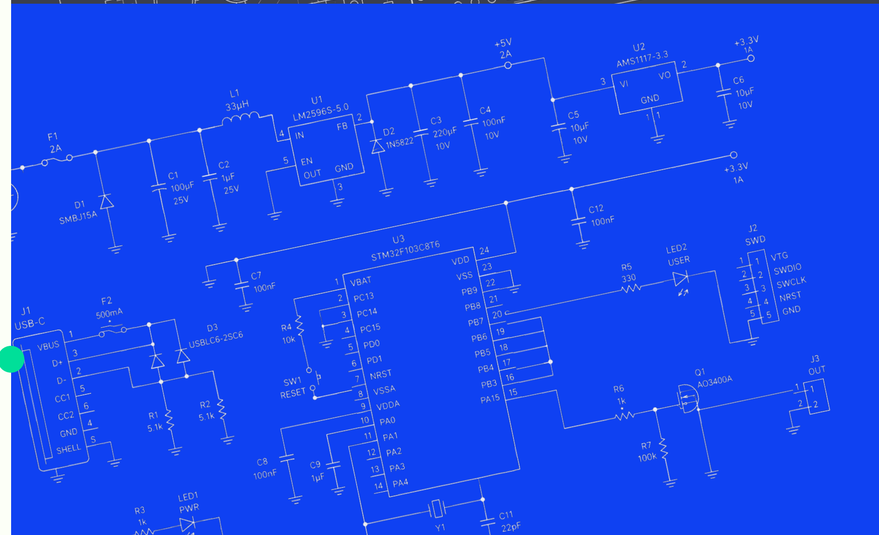
+

Data centers

+

Energy & Power





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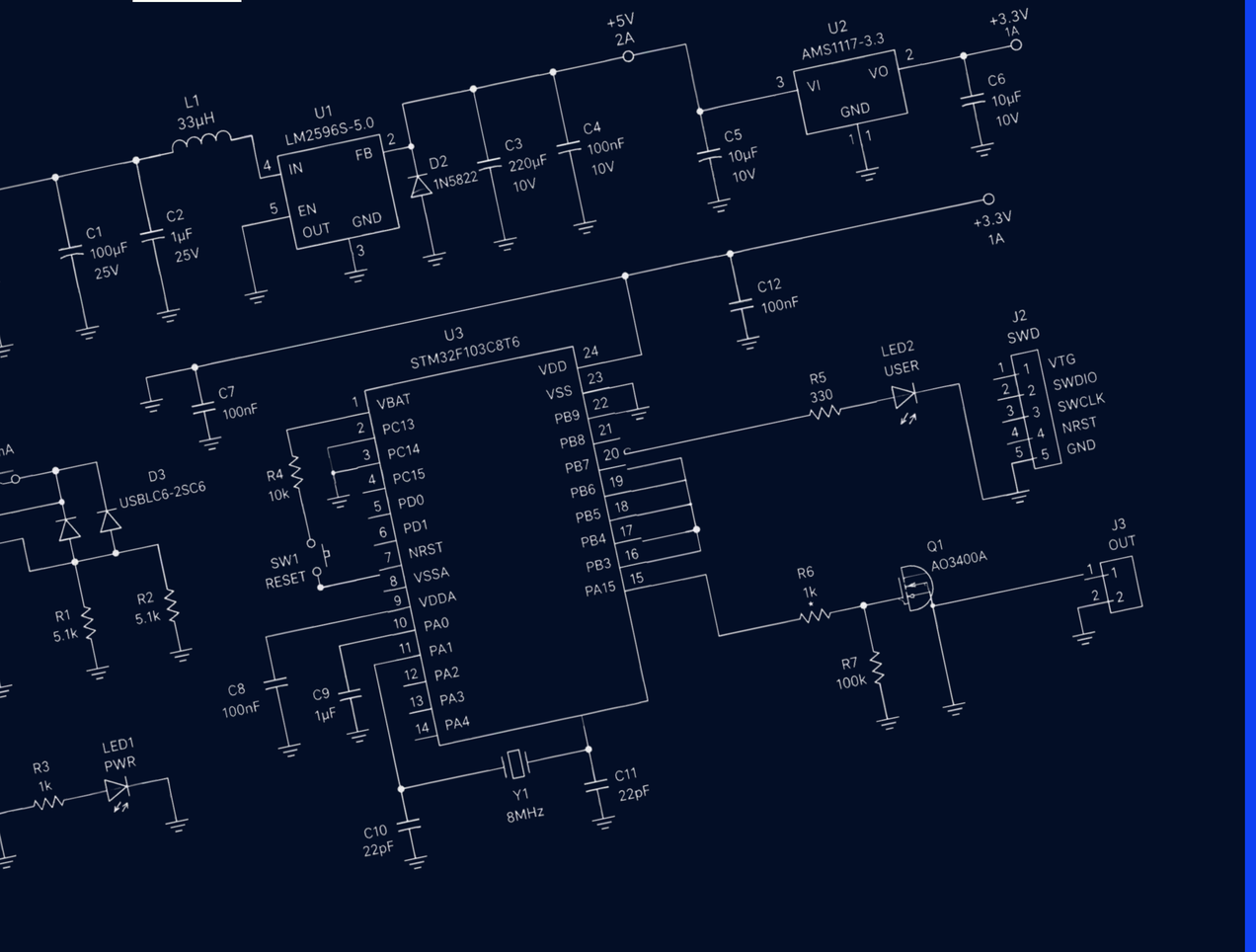
1

Energy & Power

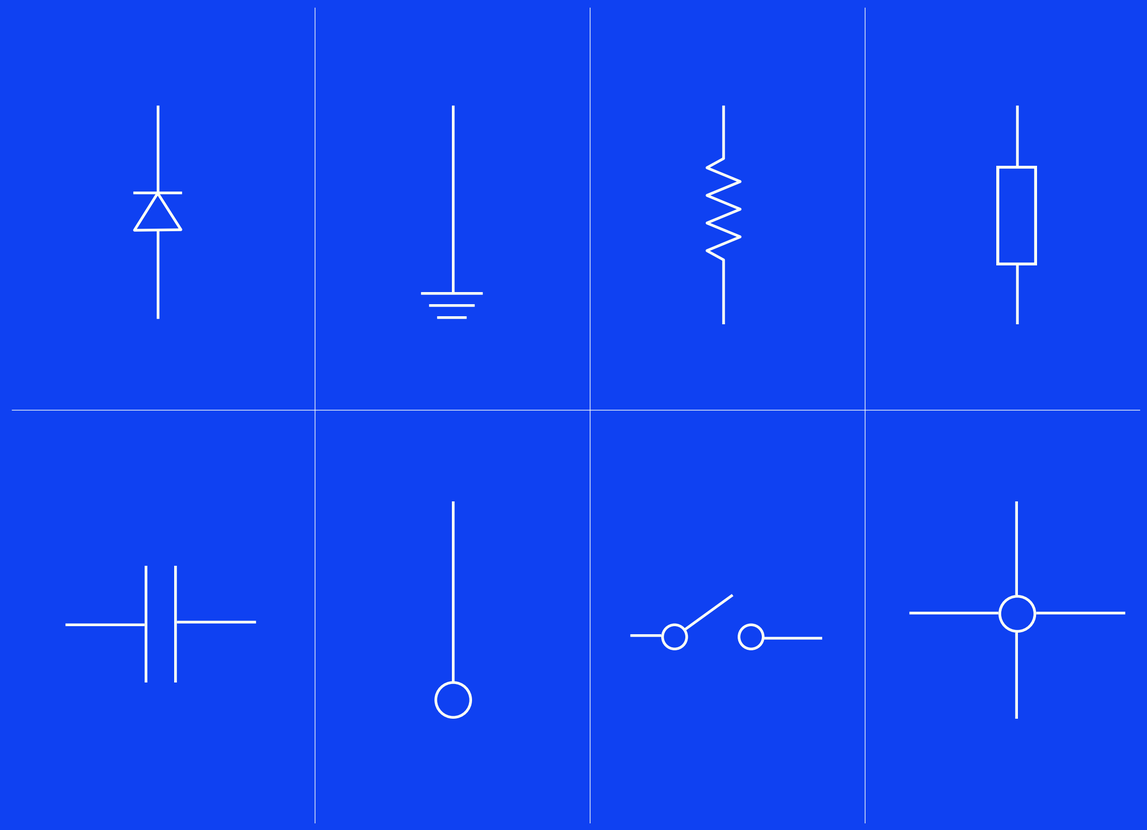
The power visual language draws from electrical schematics — the visual language of the energy systems that make Nscale's infrastructure possible. Use it when communicating about energy, sustainability, renewable power, and Nscale's power offering.

Visual elements include electrical schematic symbols, circuit diagrams, and power distribution line art.

Inspiration



Toolkit



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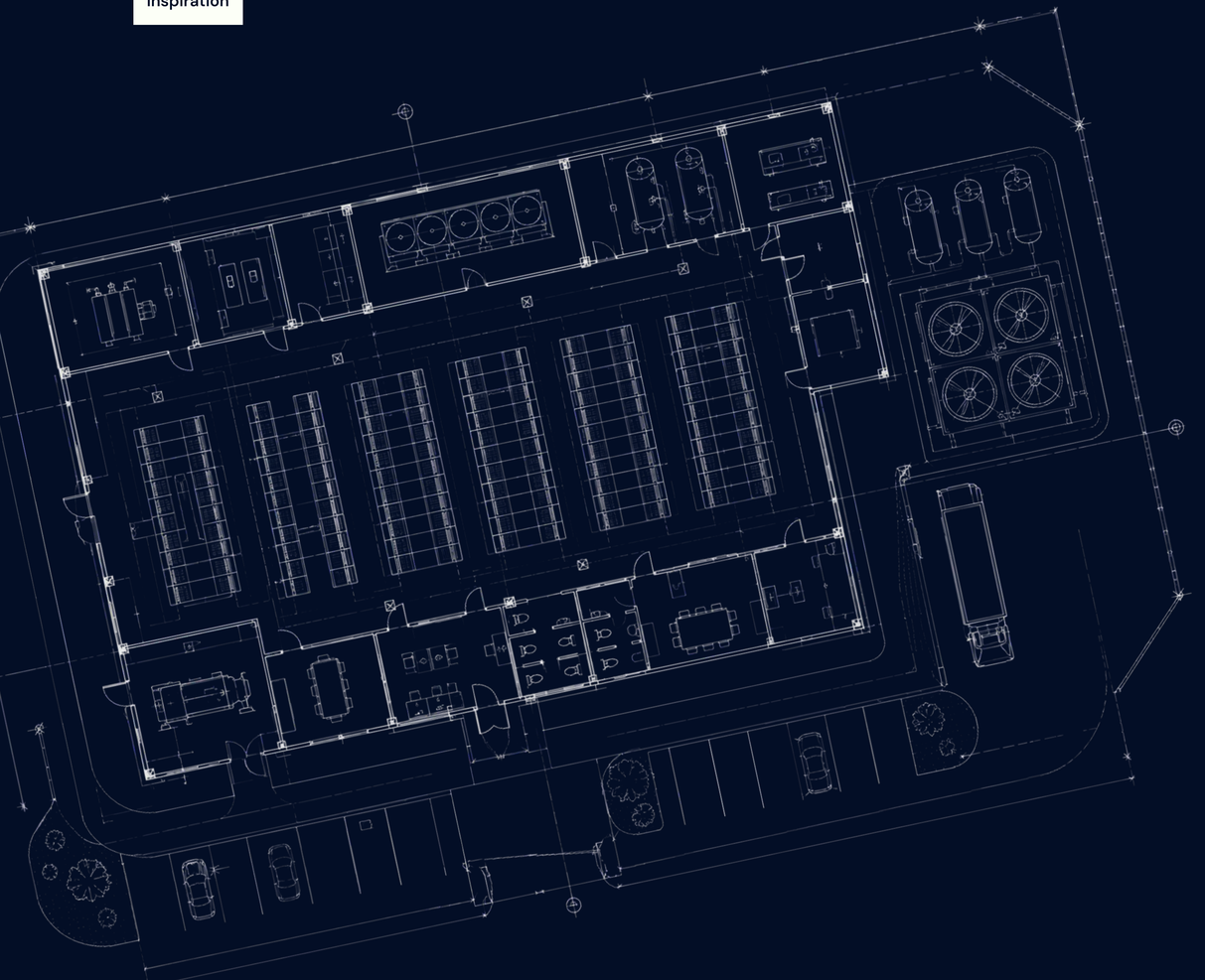
2

Data centers

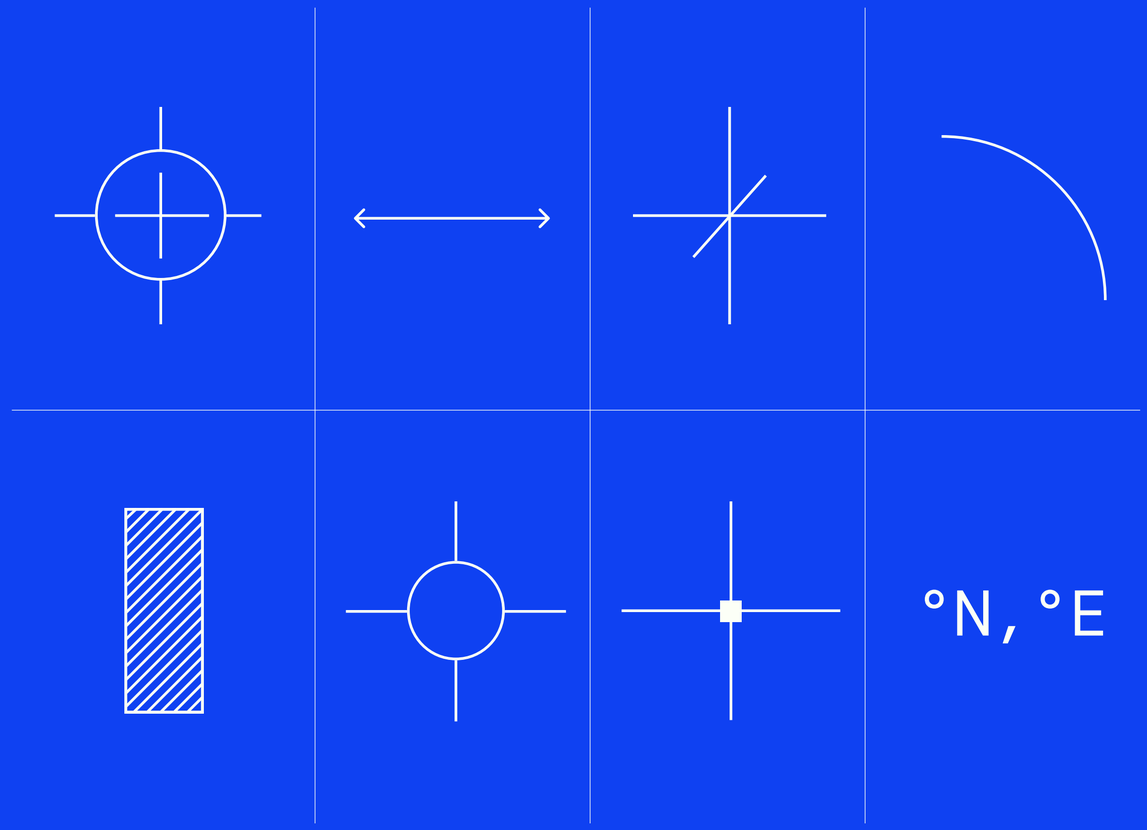
The data center mode is the origin of the Nscale visual system. It draws from architectural blueprints — the technical drawings of the physical facilities we build and operate

Visual elements include floor plan line art, topographical lines, scale indicators, coordinates.

Inspiration



Toolkit



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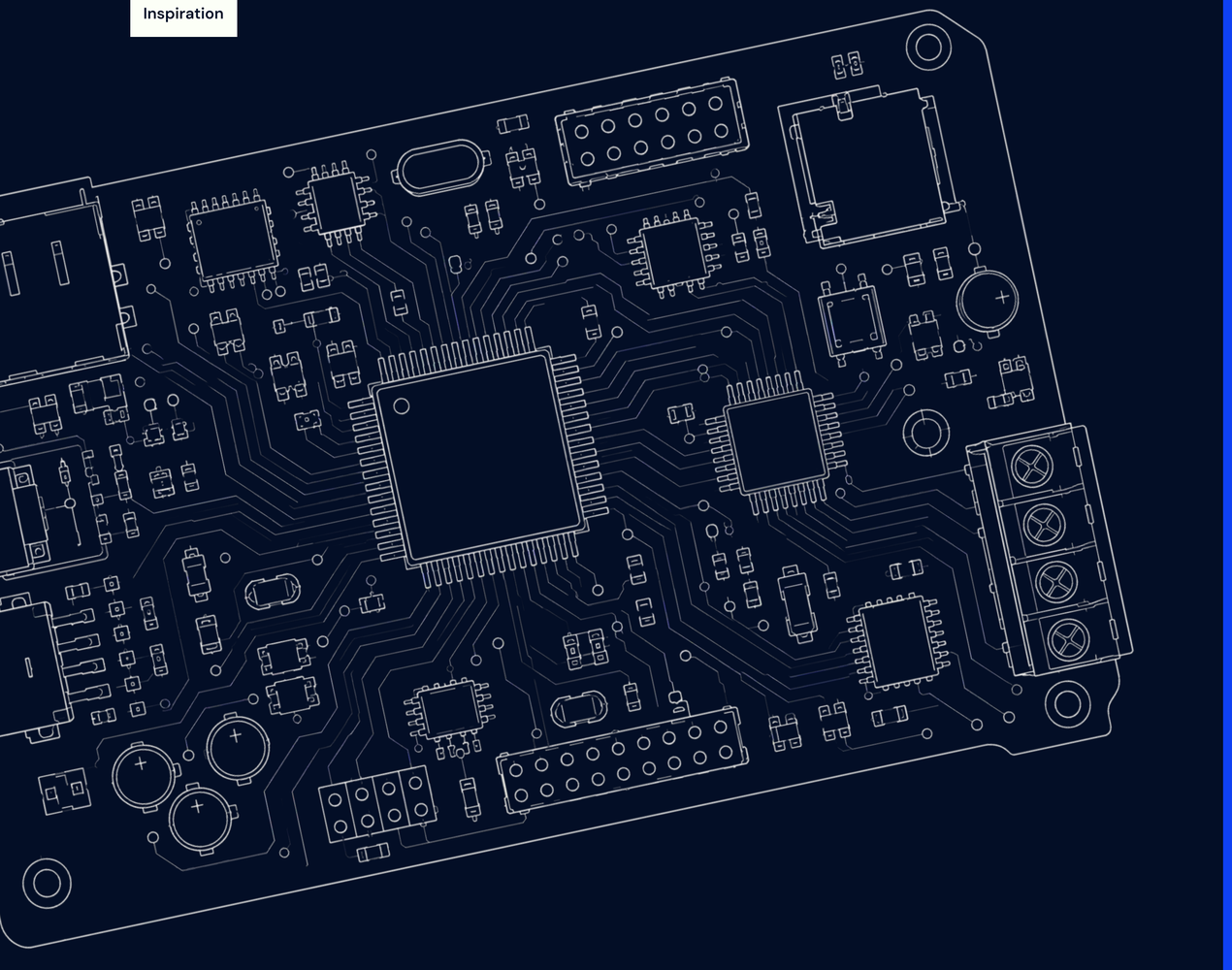
3

Infrastructure

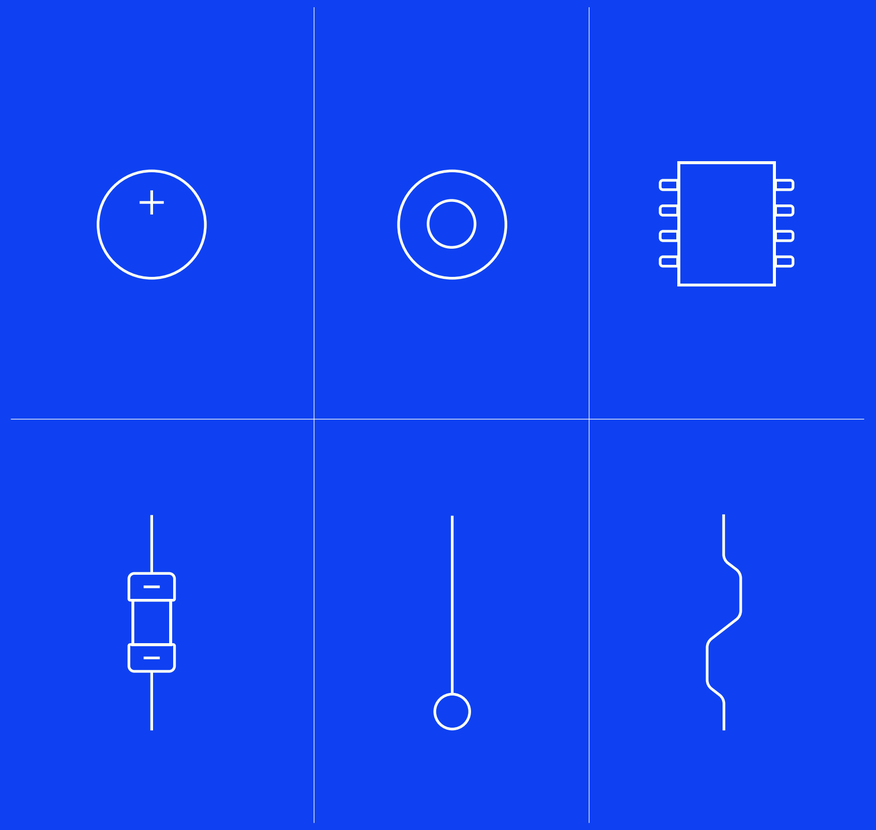
The infrastructure visual language draws from circuit board and PCB layouts — the hardware layer that runs the workloads. Use it when communicating about compute, storage, networking, and the systems that underpin the platform.

Visual elements include circuit trace line art, grid patterns, node and connection diagrams, and technical component layouts.

Inspiration



Toolkit



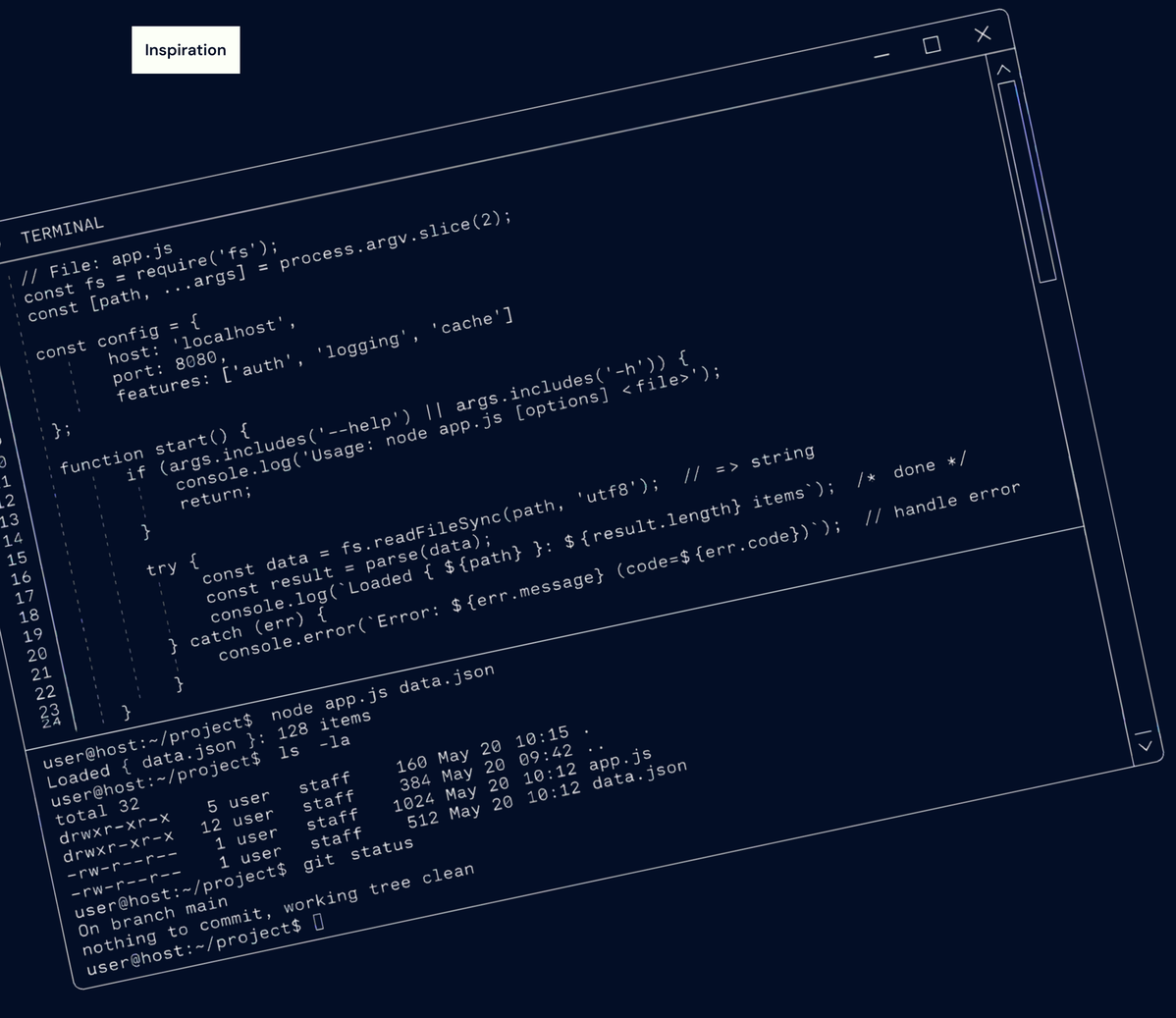
4

Cloud

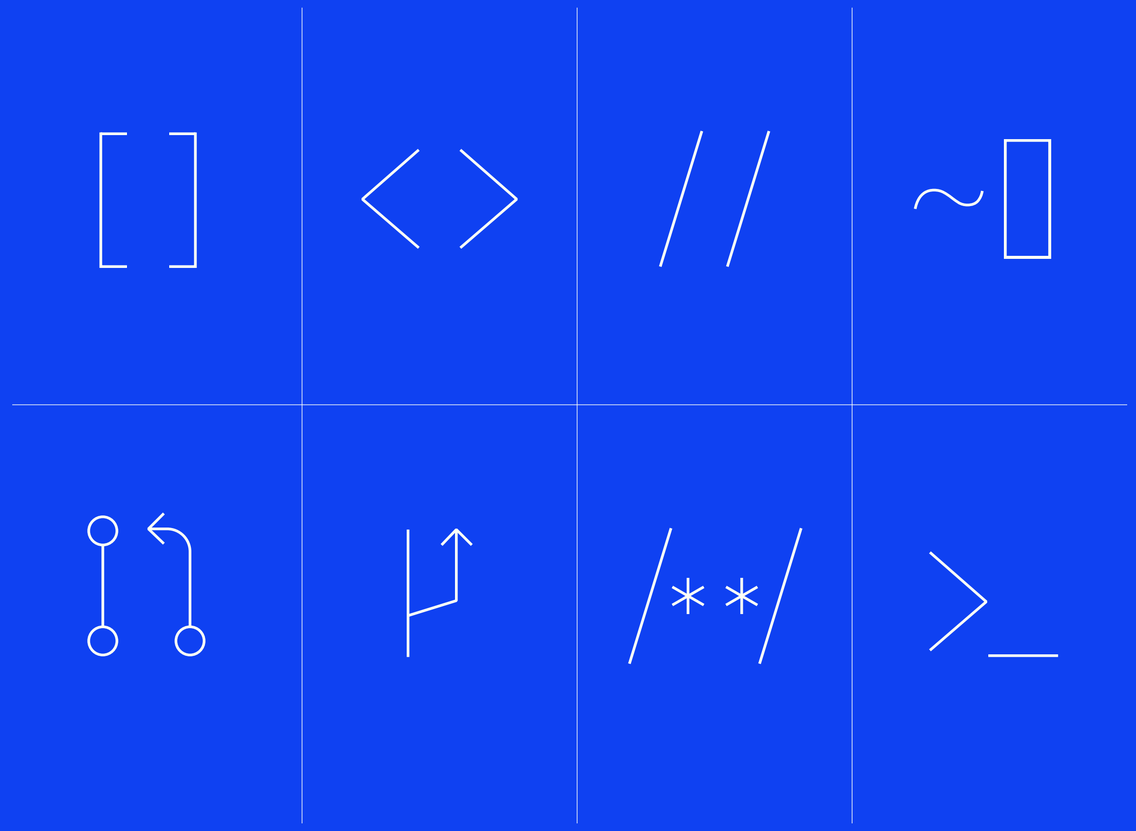
The Cloud mode references the code and terminal aesthetics of the software layer — the APIs, platforms, and tools that customers build on. Use it when communicating about AI services, platform capabilities, and developer-facing products.

Visual elements are drawn directly from code syntax and developer tooling: square and angle brackets, comment markers (// and /**/), the terminal prompt (>_), home directory reference (~), and git branching and merge operations. Every symbol speaks directly to a technical audience.

Inspiration



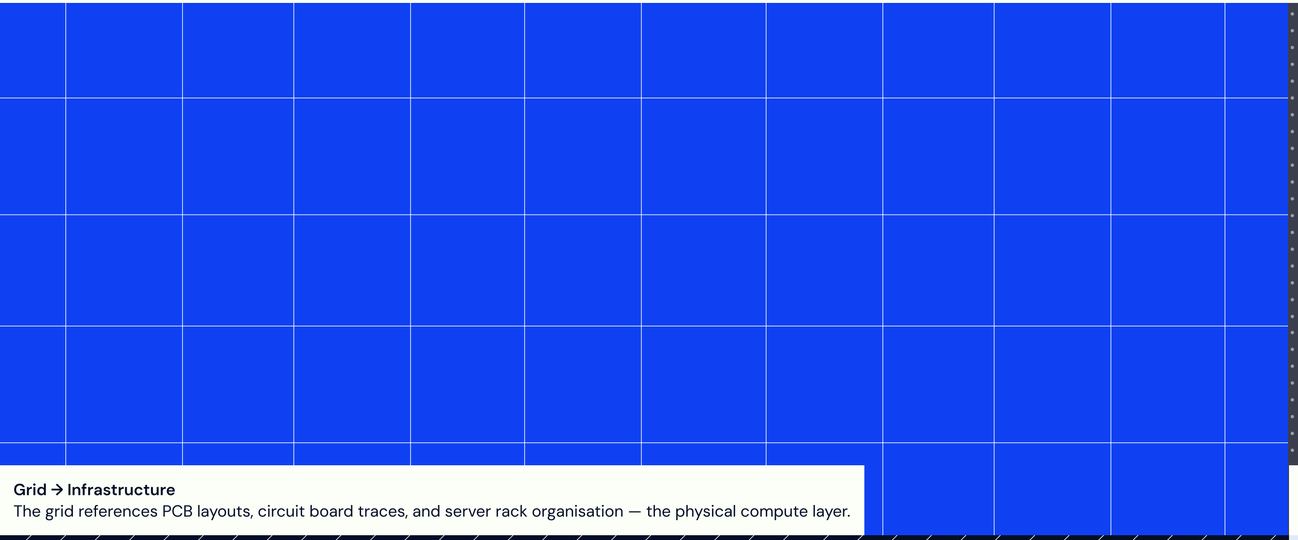
Toolkit



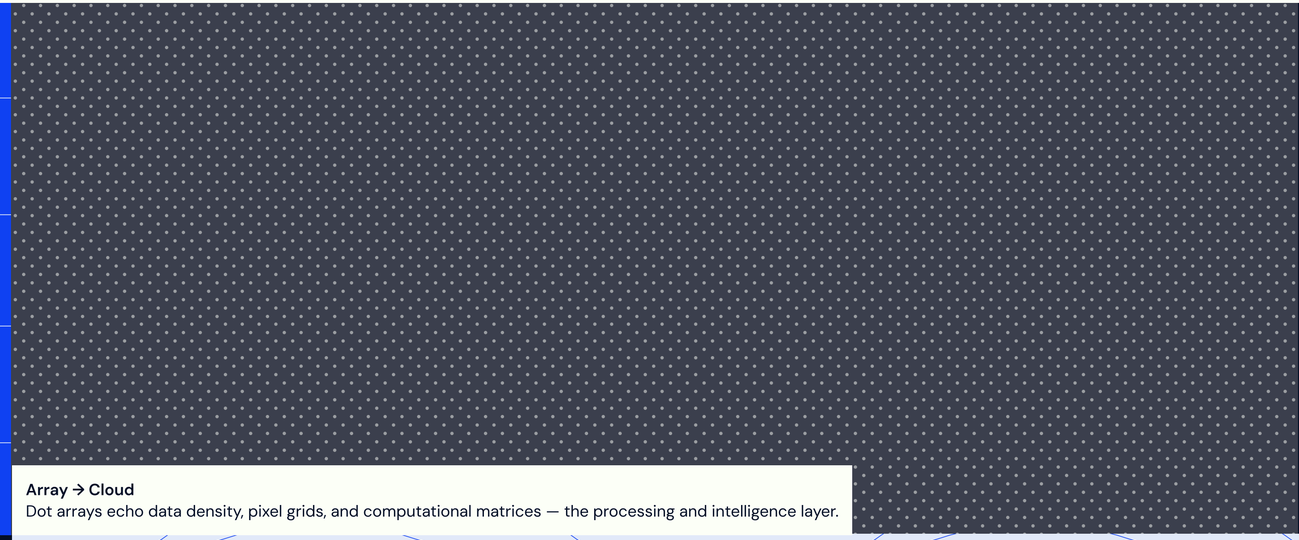
Patterns

Patterns extend the blueprint visual system across backgrounds, large-format print, and digital surfaces. Each is derived from technical drawing conventions and the layers of the Nscale stack.

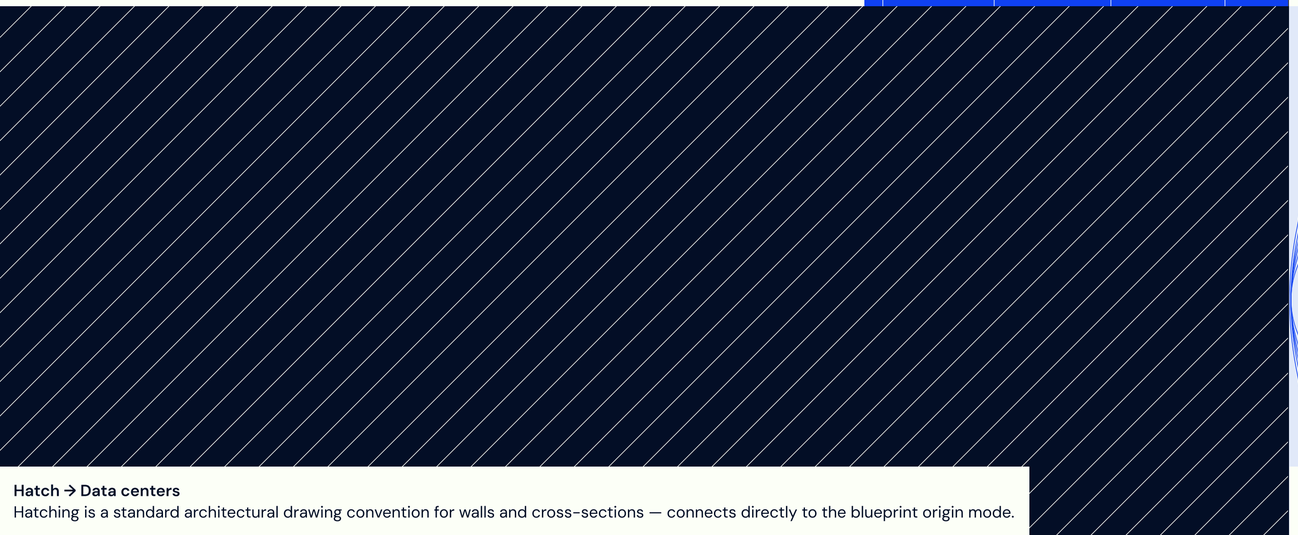
Never combine more than one pattern in a single layout, and never use patterns at reduced opacity.



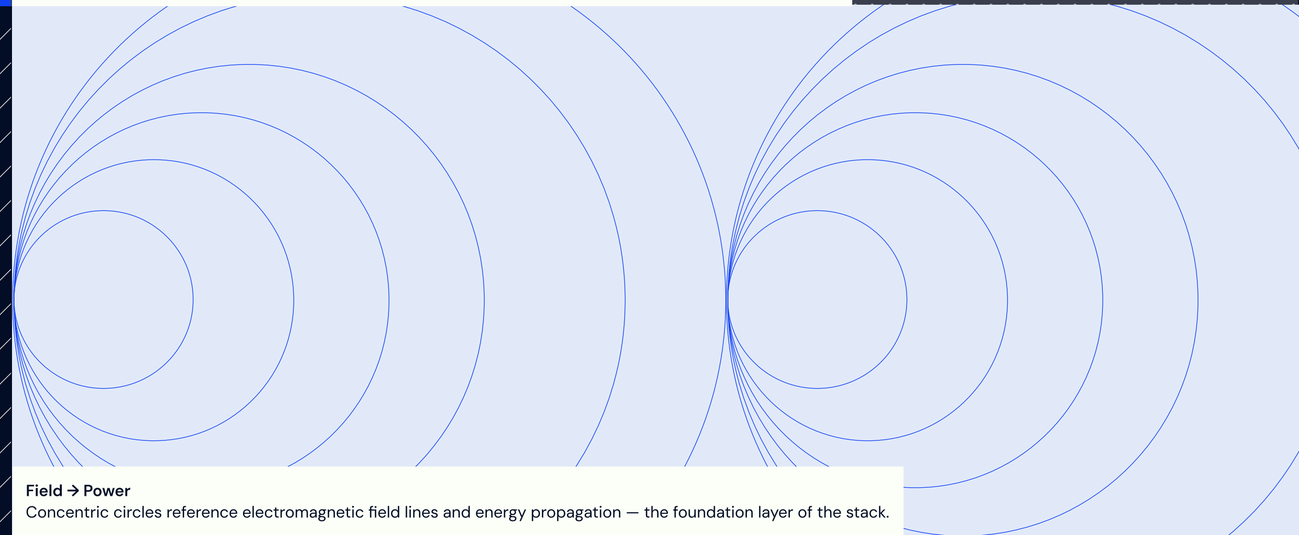
Grid → Infrastructure
The grid references PCB layouts, circuit board traces, and server rack organisation — the physical compute layer.



Array → Cloud
Dot arrays echo data density, pixel grids, and computational matrices — the processing and intelligence layer.



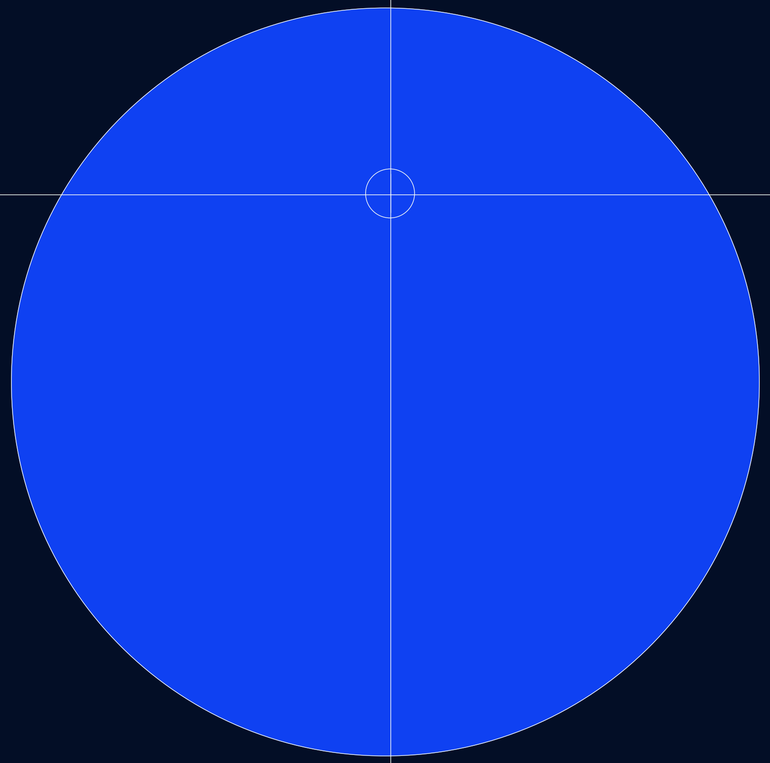
Hatch → Data centers
Hatching is a standard architectural drawing convention for walls and cross-sections — connects directly to the blueprint origin mode.



Field → Power
Concentric circles reference electromagnetic field lines and energy propagation — the foundation layer of the stack.

Keyline rules

Keylines are the foundation of the blueprint visual system. Consistent application keeps the system coherent across all formats and modes.



Opacity

Always 100%.
Never reduce opacity to create depth; use colour and composition instead.

Colour

Keylines take their colour from the active mode palette. Use Midnight, Chalk, or Nscale Blue as the primary keyline colour. Spearmint is available but should be used sparingly — as an accent, never as the dominant keyline colour.

Weight

Asset type	Design scale	Weight (mm)	Weight (pt)
Digital	-	0.5px	0.5px
Print collateral	-	0.35mm	1pt
Event booths + large-format indoor	10%	0.25mm	0.7pt
	100%	2.5mm	7pt
OOH billboards	10%	1–2mm	3–6pt
	100%	10–20mm	30–60pt

Keyline weight scales with viewing distance, not asset size. A billboard seen from 30 metres needs a heavier line than a printed page held in your hands — the weight compensates for distance, not format.

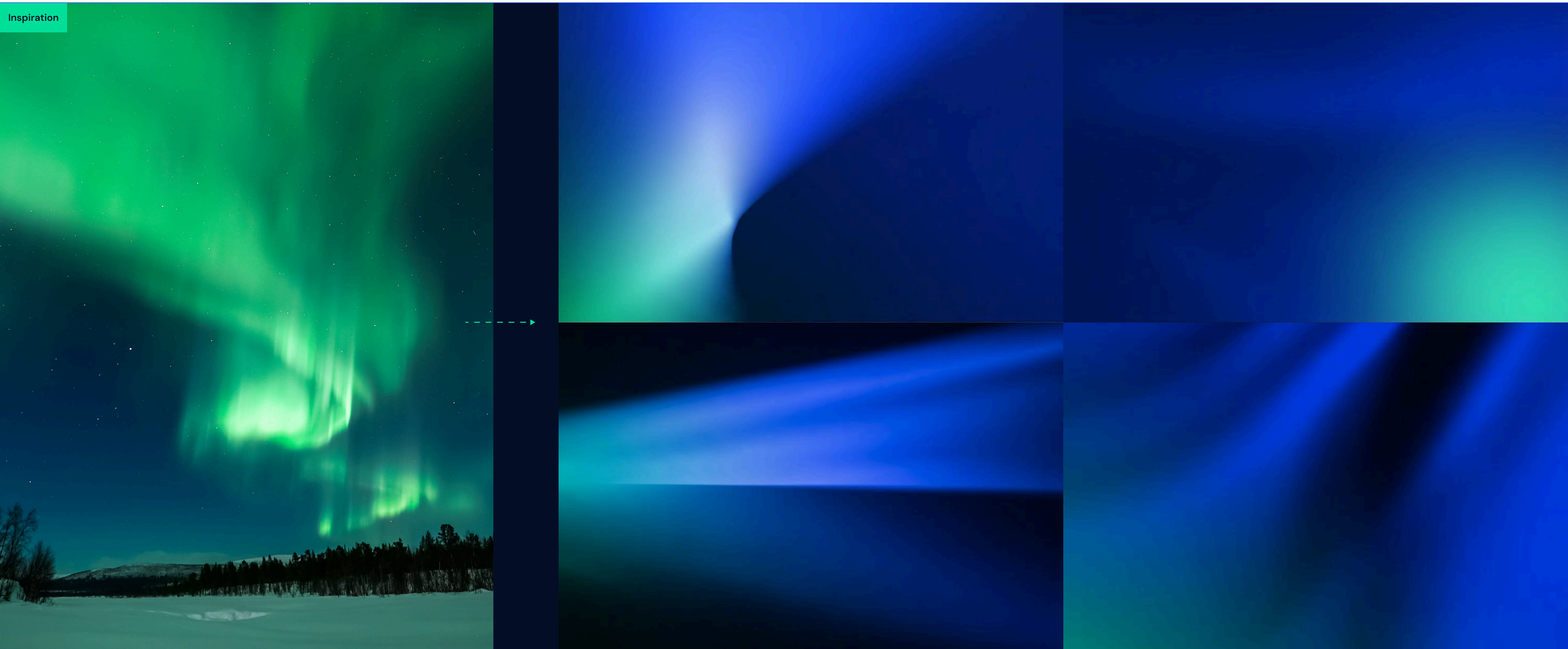
Northern lights textures

Norway is where Nscale began, and where its largest data centers are built. Northern light textures take their cue from this landscape — specifically the aurora borealis, visible from the same latitude as Nscale's data centers.

Soft, luminous gradients built from the Nscale colour palette. Use norther lights textures as backgrounds only — never over photography.

They work best at full bleed, giving compositions a sense of energy and presence without competing with the content above them.

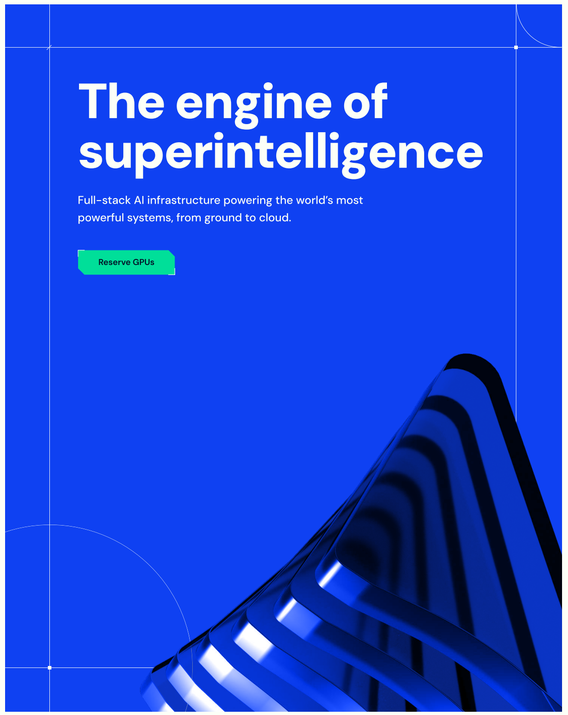
Inspiration



Valid combinations

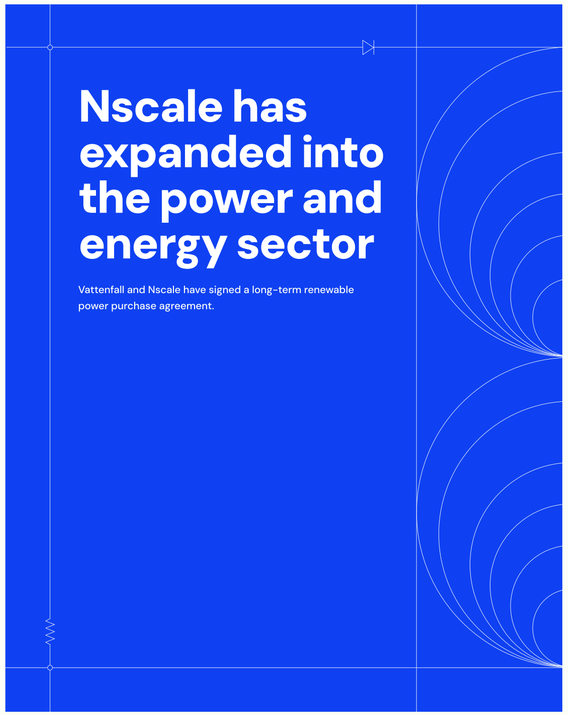
These are approved combinations.

Each example follows the hierarchy — one visual language, one supporting layer, one background.



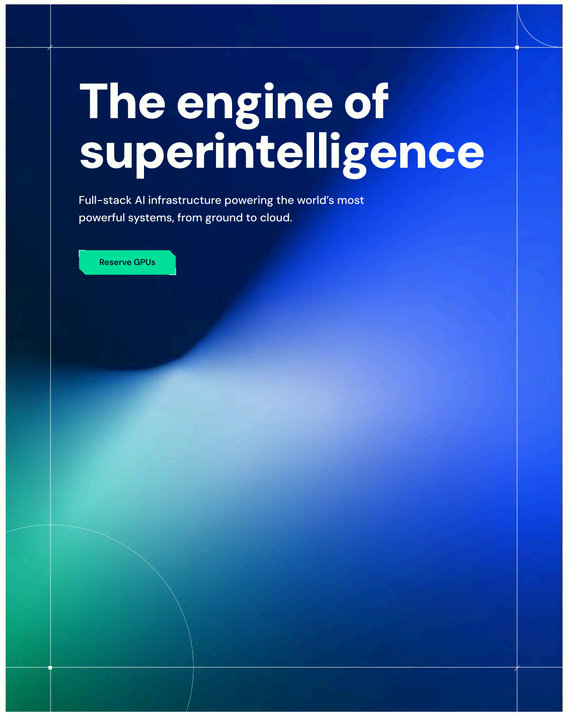
✓ **Visual language**

Can be used alone.
Always the primary layer - every layout starts here.



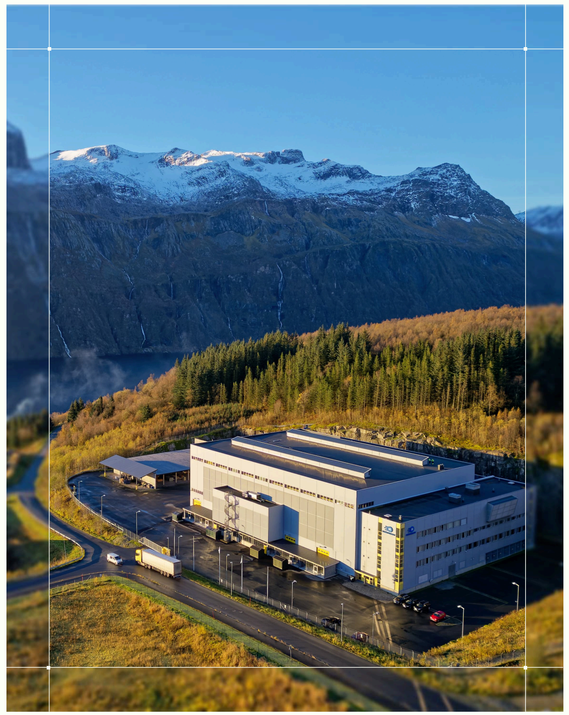
✓ **Visual language** + **Pattern**

Valid if the pattern maps to the same mode.
Never pair a pattern with a different mode
(e.g. Field pattern in an infrastructure layout)



✓ **Visual language** + **Gradient**

The gradient sits behind the visual language as a background layer. Use it to add depth and atmosphere — ensure the linework above remains legible.



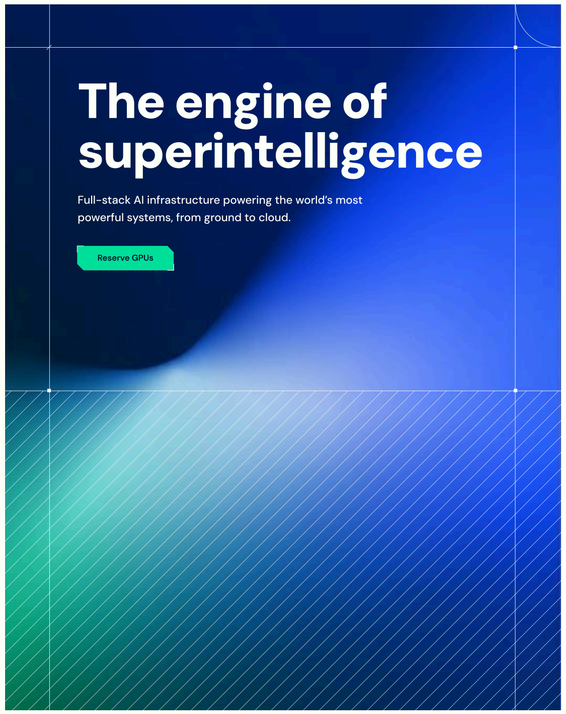
✓ **Visual language** + **Photography**

Can be used together. The visual language sits as an overlay or compositional element alongside the photograph.

Invalid combinations

These combinations break the system.

Most failures come from layering too many elements, or using the wrong treatment for the context. When in doubt, strip back — the system is stronger with less.



✕ Pattern + Gradient

Never. Structural and atmospheric elements compete — the layout loses clarity.



✕ Pattern + Photography

Never. Patterns are geometric and precise — they break down over photographic texture.



✕ Gradient + Photography

Never. Use one or the other as the background layer — not both.



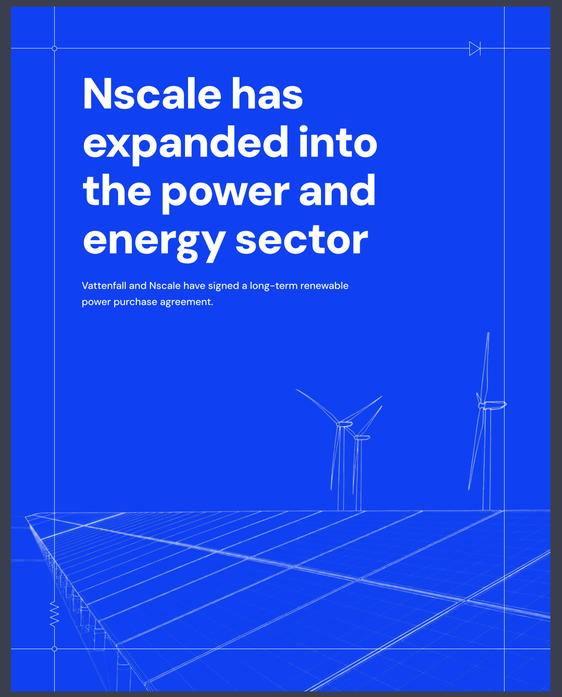
✕ Pattern + Pattern

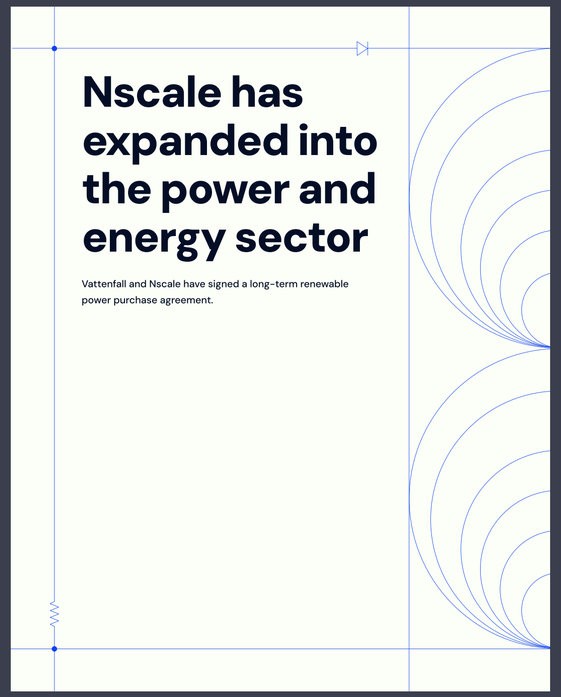
Never. Only use one pattern per layout,

Visual system in use

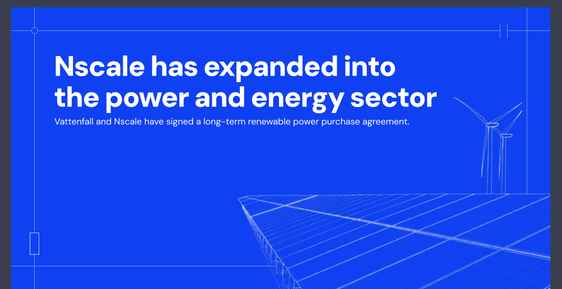
Power & Energy

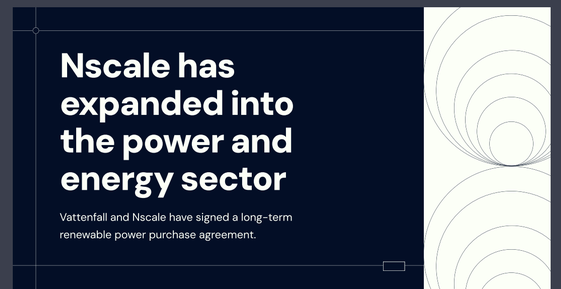
The Power & Energy mode draws from electrical schematics and field diagrams — the visual language of energy infrastructure. Concentric field lines and precise geometry reference the renewable energy systems that run Nscale's data centers.

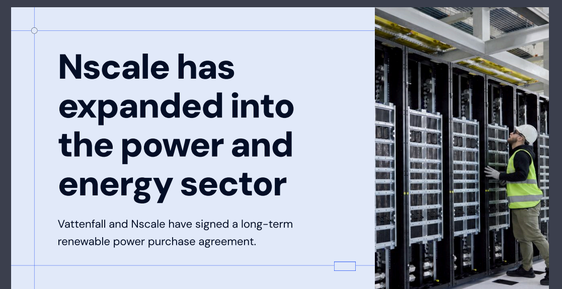












Visual system in use

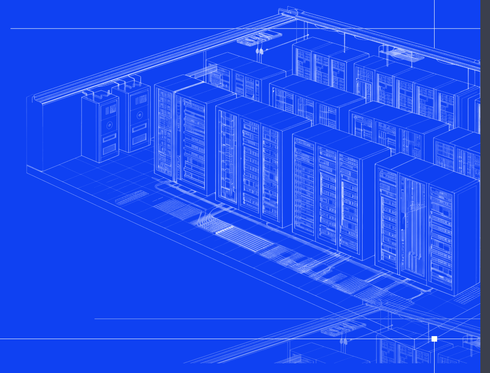
Data centers is the origin mode — the blueprint visual language in its purest form. Architectural floor plans, structural cross-sections, and building geometries reference the physical facilities at the core of the Nscale stack.

Data Centers

°N, °E

Nscale and Fortum partner for Harjavalta data center

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61.3167° N 22.1333° E

Nscale and Fortum partner for Harjavalta data center

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61.3167° N 22.1333° E

Nscale and Fortum partner for Harjavalta data center

Nscale and Fortum partner for Harjavalta data center

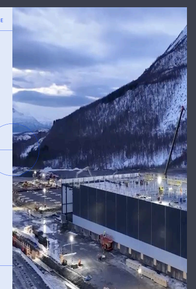
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Nscale and Fortum partner for Harjavalta data center



61.3167° N 22.1333° E

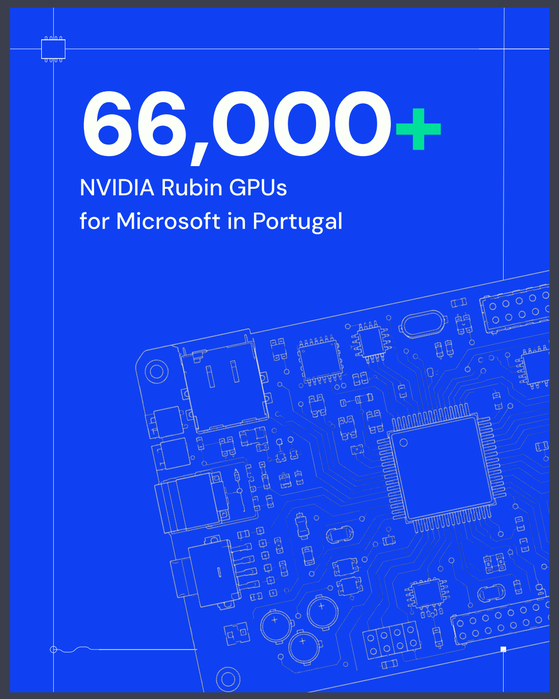
Nscale and Fortum partner for Harjavalta data center



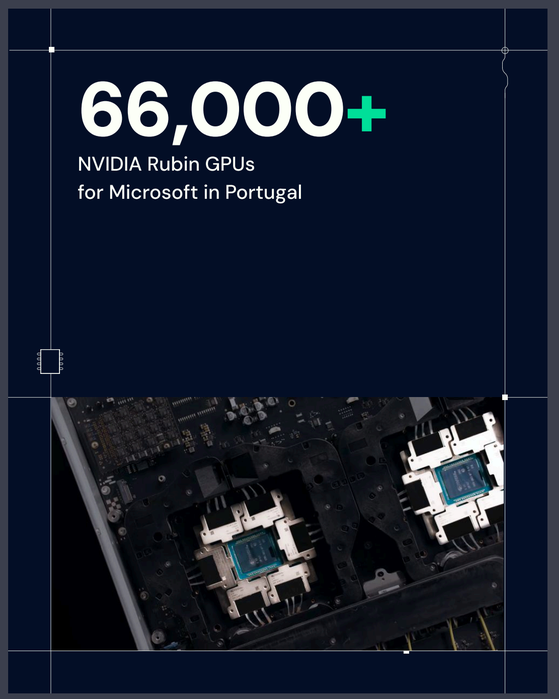
Visual system in use

The Infrastructure mode is drawn from PCB layouts and circuit board traces — the visual language of compute hardware. Dense grids and precise node structures reference the GPU clusters and networking systems that power Nscale's platform.

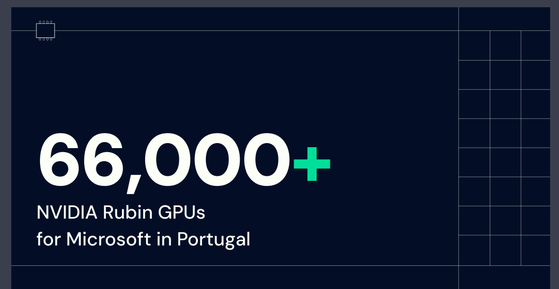
Infrastructure











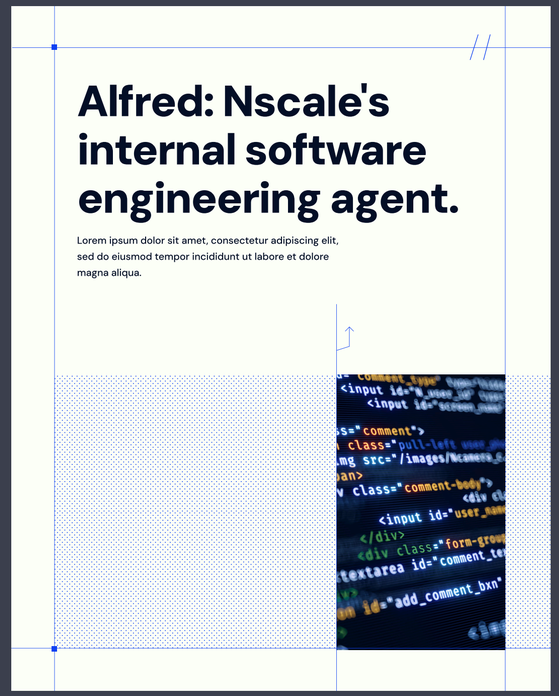


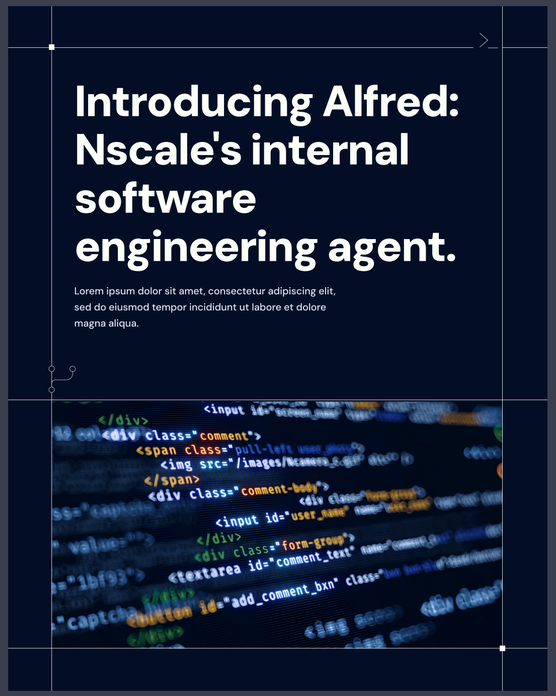
Visual system in use

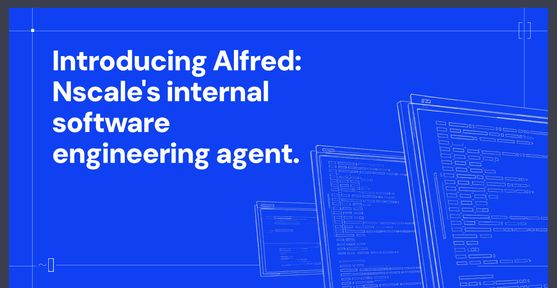
The Cloud mode takes its cues from code, terminals, and typographic data structures — the visual language of the intelligence layer. Array patterns and monospaced elements reference the models, orchestration, and tooling that run on top of the stack.

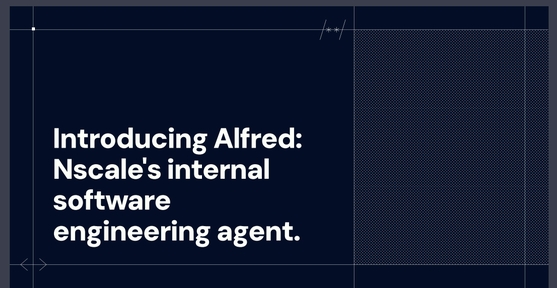
Cloud

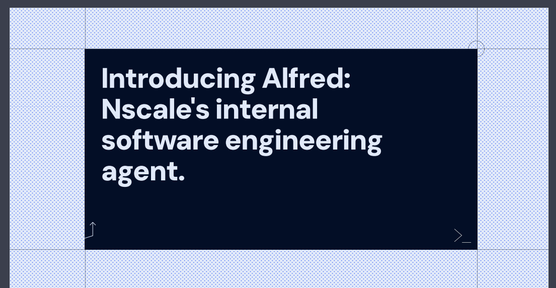












3D hero & stack

7.1 3D hero

7.2 3D hero - Variants

7.3 3D hero - Colours

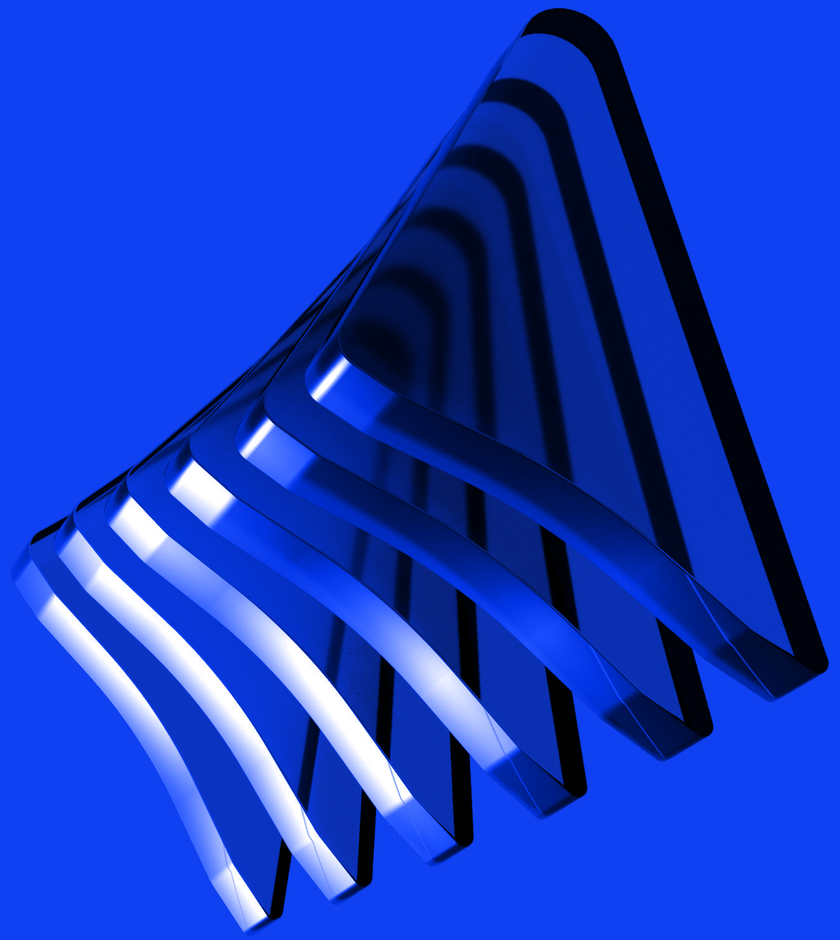
7.4 Stack



3D hero

The peak is a three-dimensional expression of the Nscale symbol — the same geometric form, rendered with depth, light, and volume. Built on layered planes and sharp edges, it suggests precision, momentum, and scale.

Use it as a hero visual, a background element, or a compositional anchor across campaigns, presentations, and digital surfaces. It works at any scale and from any angle — each view reveals a different facet of the same form.



Direction

Always scale up and to the right. The form should feel like it's rising and moving forward.

Blending mode

Always set to Luminosity. This absorbs the background colour — never recolour the asset manually.

Scale

Use large. The 3D hero is a statement element — it should dominate the composition, not sit as a supporting detail.

Don'ts

- Don't flip or mirror the form
- Don't rotate it to face left or downward
- Don't place it on a busy or photographic background without a solid colour block behind it
- Don't recolour it manually — blending mode handles colour adaptation
- Don't crop it so the directional momentum is lost

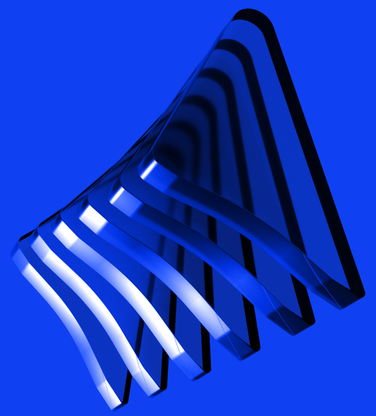
3D hero — Variants

Four versions of the 3D hero are available, each capturing a different angle and facet of the same geometry. Use whichever variant best suits the composition — there is no hierarchy between them.

3D Hero 1

Rise

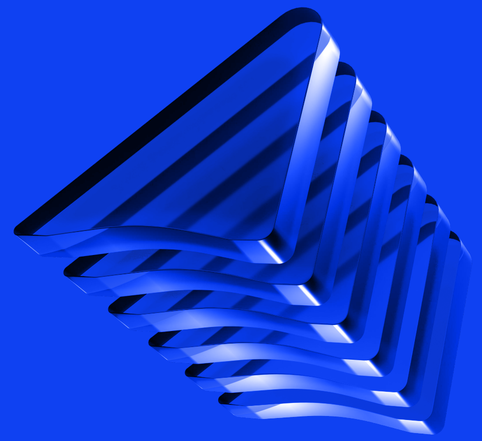
The form at its most upright. Use for compositions that lead with height and momentum.



3D Hero 2

Peak

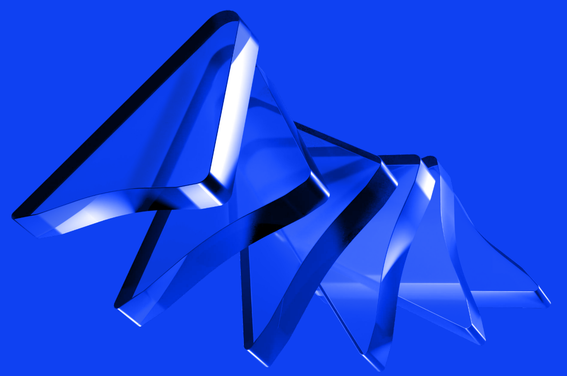
Front-facing and centred. The most structured, anchored view of the form.



3D Hero 3

Sweep

Low and dynamic, with the form in motion. Use for wide, horizontal layouts.



3D Hero 4

Edge

Cropped to the sharpest angle. Use when you want the form to feel fast and fragmented.



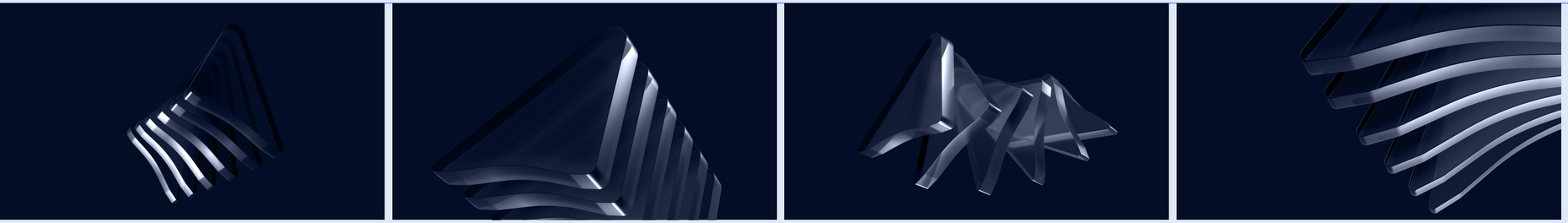
3D hero — Colours

Each form variant is available in all approved background colours — Nscale Blue, Midnight, Chalk, and gradient. Use the combination that best suits the layout.

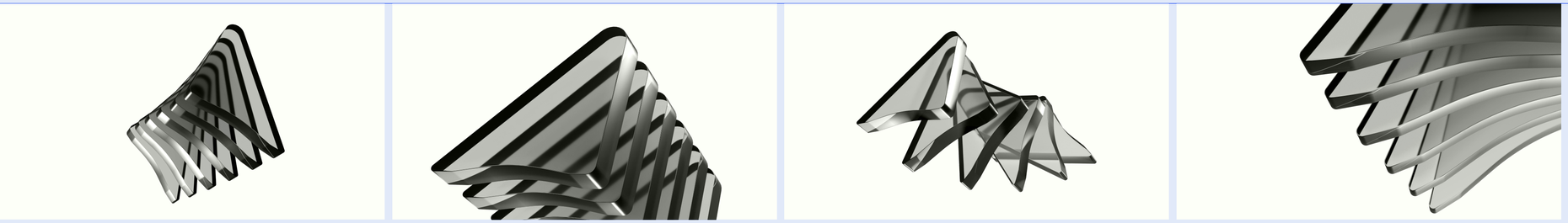
Always set the asset to Luminosity blending mode so the form absorbs the background colour correctly.



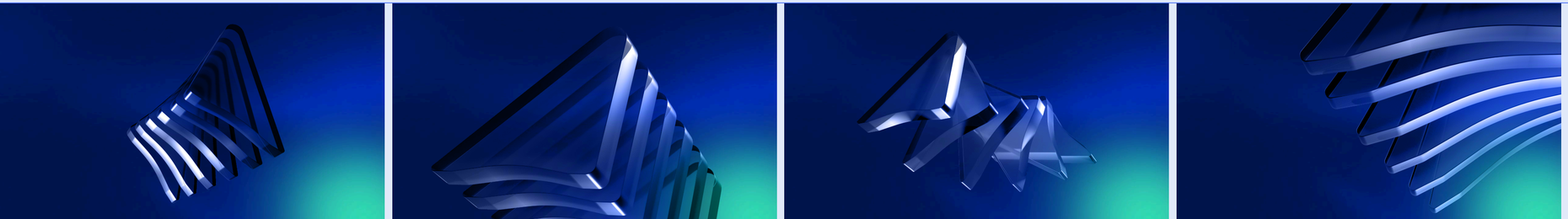
3D Hero + Nscale Blue background



3D Hero + Midnight background



3D Hero + Chalk background



3D Hero + Gradient

The stack

To represent our products and services, we use a proprietary stack infographic — a diagram rooted in the Nscale symbol that visualises how every layer of our infrastructure connects.

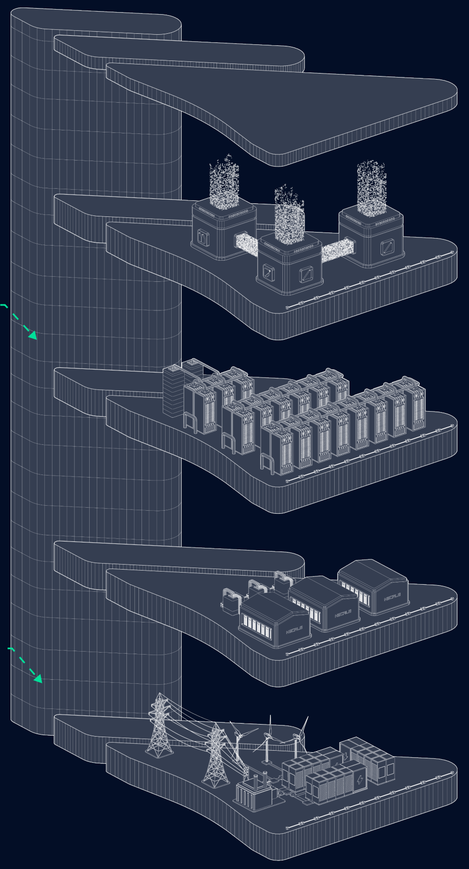
It communicates what sets Nscale apart: not a collection of individual services, but one integrated system built from the ground up. Every layer supports the next — from power to software.

Nscale Infrastructure

- Fleet operations
- GPU & CPU compute
- Fast networking & storage

Nscale Energy and Power

- Behind-the-meter power
- Microgrid islands



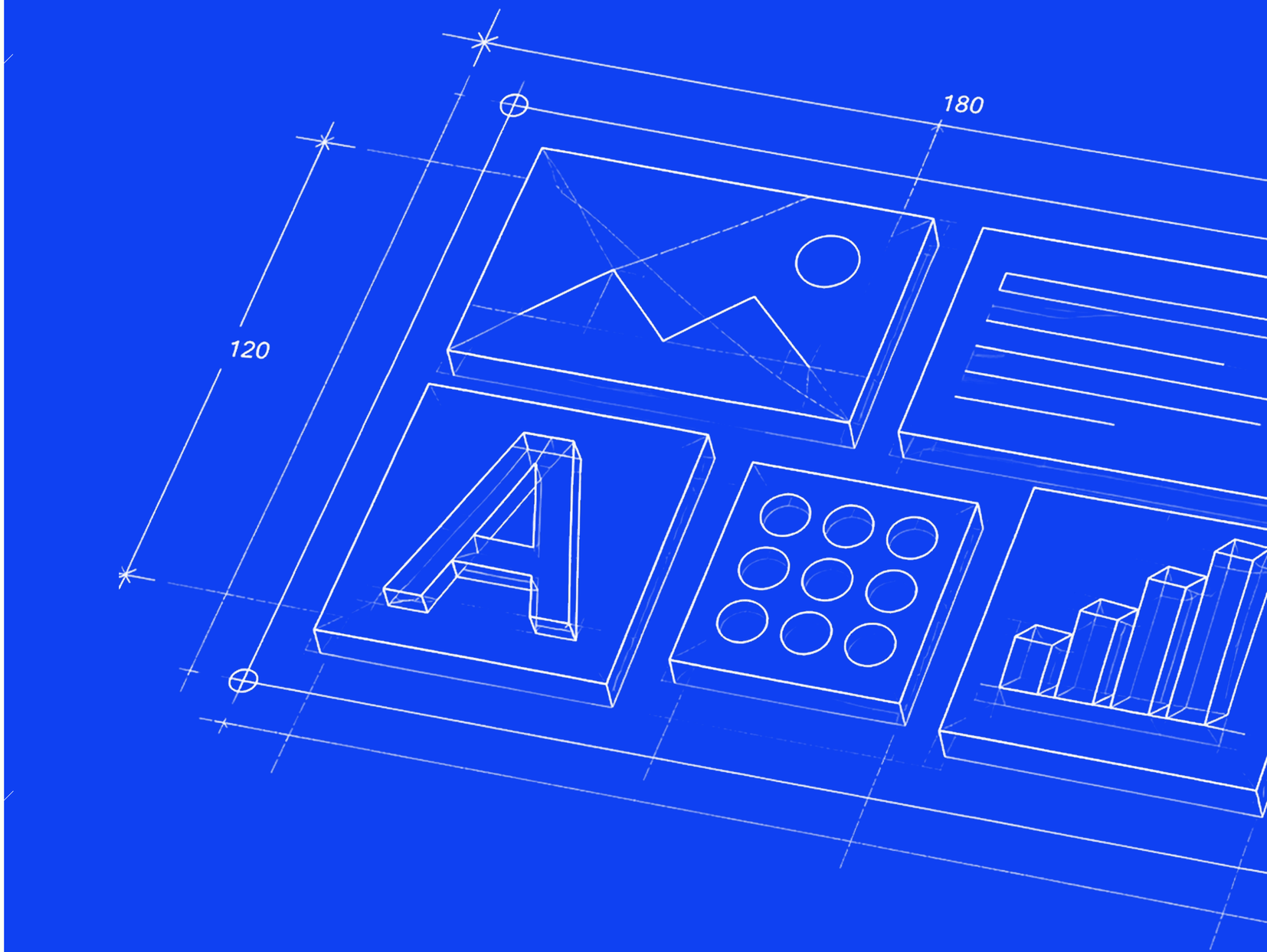
Nscale Cloud

- AI Services
- Platform Services
- Enterprise IAM & security

Data Centers

AI factories worldwide

Examples



The engine of superintelligence

Full-stack AI infrastructure powering the world's most powerful systems, from ground to cloud.

Reserve GPUs →



Key facts

8GW+

Renewable energy

2,250+

Acres in campus footprint, Mason County, WV

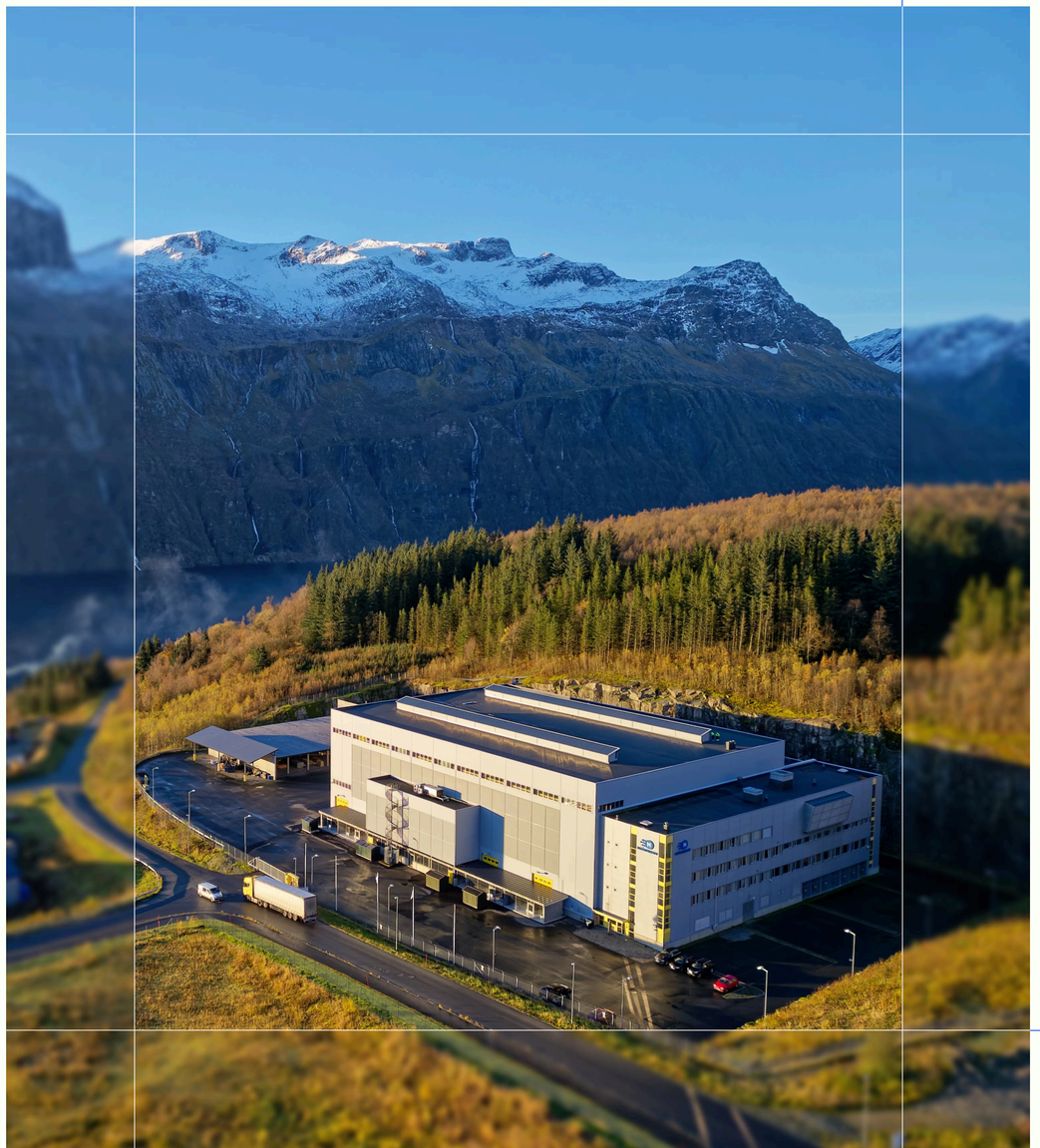
Purpose-built to expand, creating thousands of construction and hundreds of permanent jobs in Phase 1 alone.

$20B+

Capital investment

$80M+

In West Virginia tax revenue



About

Glomfjord is a small industrial town of 1000 people in the North of Norway, just above the Arctic Circle. The industry in the town is based around the 120MW hydro power plant that was built at the end of the fjord over 100 years ago.

This unique location is perfectly suited to High Performance Computing (HPC) and the computational requirements of AI—it's cold, well connected, and there is a stable oversupply of renewable energy.

Nscale is actively investing in the community. We are putting money towards local infrastructure, creating jobs, and looking to reuse the data centers generated heat for things such as warming the local community swimming pool.

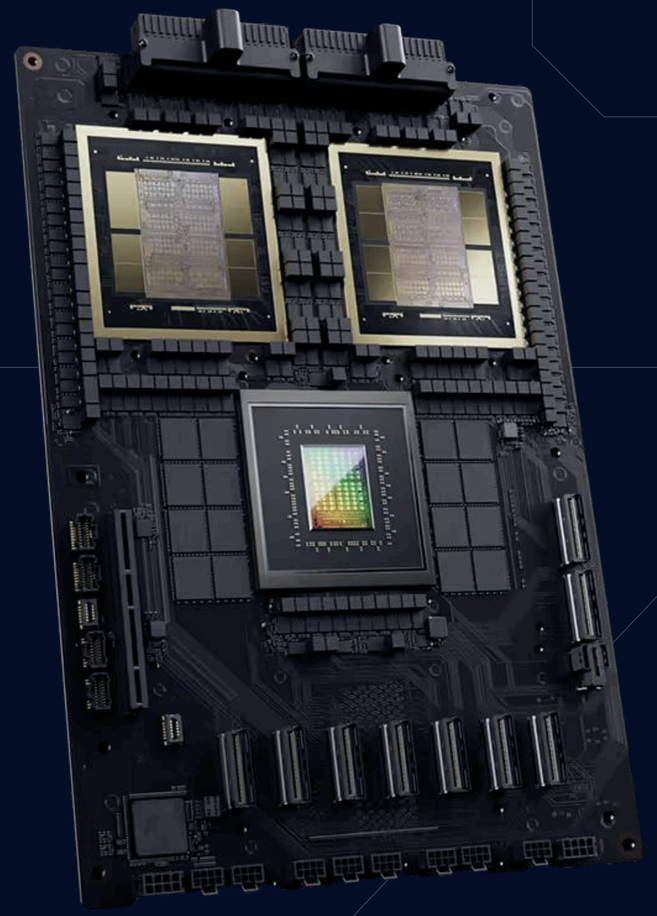
GPU NODES

NVIDIA GB200 NVL72

NVIDIA Grace™ is designed for a new type of data center—one that processes mountains of data to produce intelligence with maximum energy efficiency. These data centers run diverse workloads like AI, data analytics, hyperscale cloud applications, and high-performance computing (HPC).

Reserve GPUs →

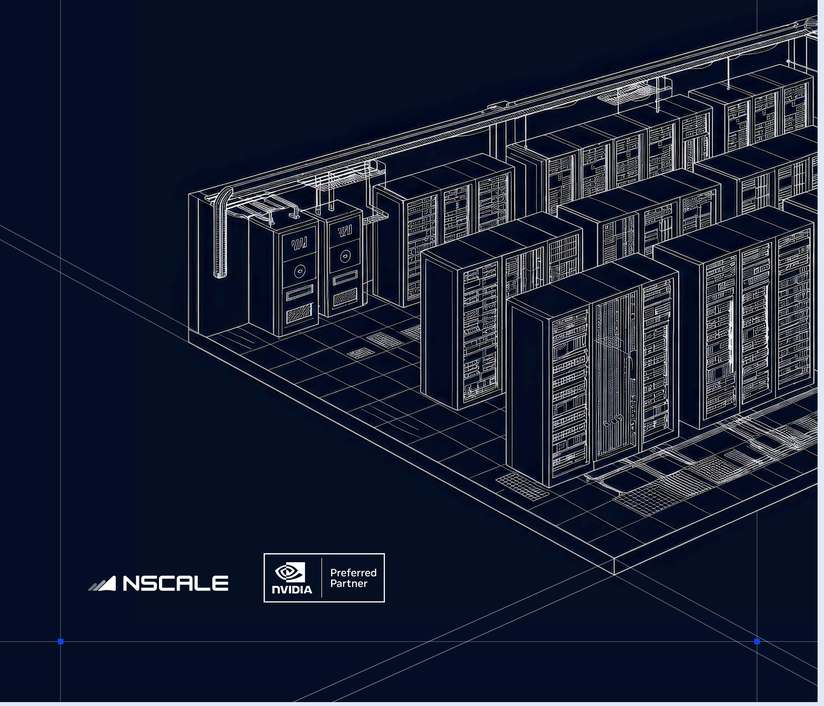
Get in touch →



NVIDIA Preferred Partner

The AI-native advantage

How infrastructure is reshaping the AI race



NSCALE

NVIDIA Preferred Partner

Executive summary

AI Natives have already entered the next phase of the AI race; one where inference economics and infrastructure performance are becoming as important as compute access itself.

The systems that enabled rapid experimentation are becoming difficult to scale under sustained inference demand. GPU sprawl, orchestration overhead, fragmented deployment environments, and continual architectural redesign are introducing operational drag precisely as token volumes, latency requirements, and deployment complexity continue accelerating.

At the same time, AI infrastructure is running up against physical constraints around power availability, regional deployment requirements, low-latency inference, and data sovereignty, reshaping where AI systems scale and how long-term AI leadership is established.

In response, leading AI Natives are redefining what infrastructure advantage looks like.

The organizations pulling ahead are those able to coordinate power, compute, networking, orchestration, and infrastructure operations as a unified system. The advantage comes less from any individual layer than from reducing friction between them.

This is the AI-native advantage: the ability to continuously adapt and optimize infrastructure as models, workloads, and deployment requirements evolve, without introducing fragmentation or operational drag.

Operating across the full stack, Nscale enables AI Natives to translate that advantage into higher utilization, lower inference costs, and more predictable scaling.

What AI Natives are solving for today is shaping how the broader enterprise market builds and scales AI infrastructure tomorrow.



Power has become a scaling constraint

AI infrastructure is colliding with physical power constraints.[4]

GPU roadmaps and AI models evolve on compressed cycles, while energy generation, permitting, and grid expansion operate on timelines measured in years or decades. As AI demand accelerates, the limiting factor is not whether compute can be deployed, but whether enough power can be delivered to support it.

That mismatch is reshaping how organizations evaluate infrastructure partners. The question becomes whether energy availability and power strategy can support the next phase of growth.

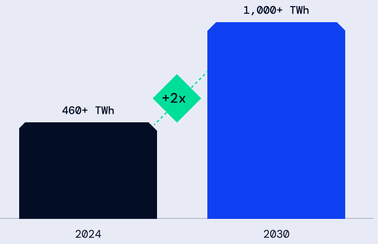
AI is accelerating the next wave of energy infrastructure investment

The International Energy Agency projects that global electricity generation supporting data centers will grow from roughly 460 TWh in 2024 to more than 1,000 TWh by 2030,[5] driving major investment in new power generation, grid infrastructure, and energy storage.

To meet that demand, the IEA expects significant expansion across renewable energy, grid infrastructure, energy storage, and next-generation power systems.

As AI adoption accelerates, energy strategy is becoming a critical part of long-term infrastructure competitiveness, reshaping how governments, utilities, and infrastructure providers invest in future power systems.

Global electricity generation supporting data centers[5]





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