Brand Style Guide

MODEL ZERO · 2026

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MODEL ZERO

AI and statistics. What we build.

First principles. Where every build starts.

Technology people can understand, run and change.

01 Research.

02 Software.

03 Knowledge.

In that order.

01

Build

Systems made for the work they do.

02

Apply

Research put to practical use.

03

Teach

Knowledge that moves with the technology.

First principles

Evidence in view

KNOWLEDGE THAT TRANSFERS

ثنائي اللغة

Restraint.

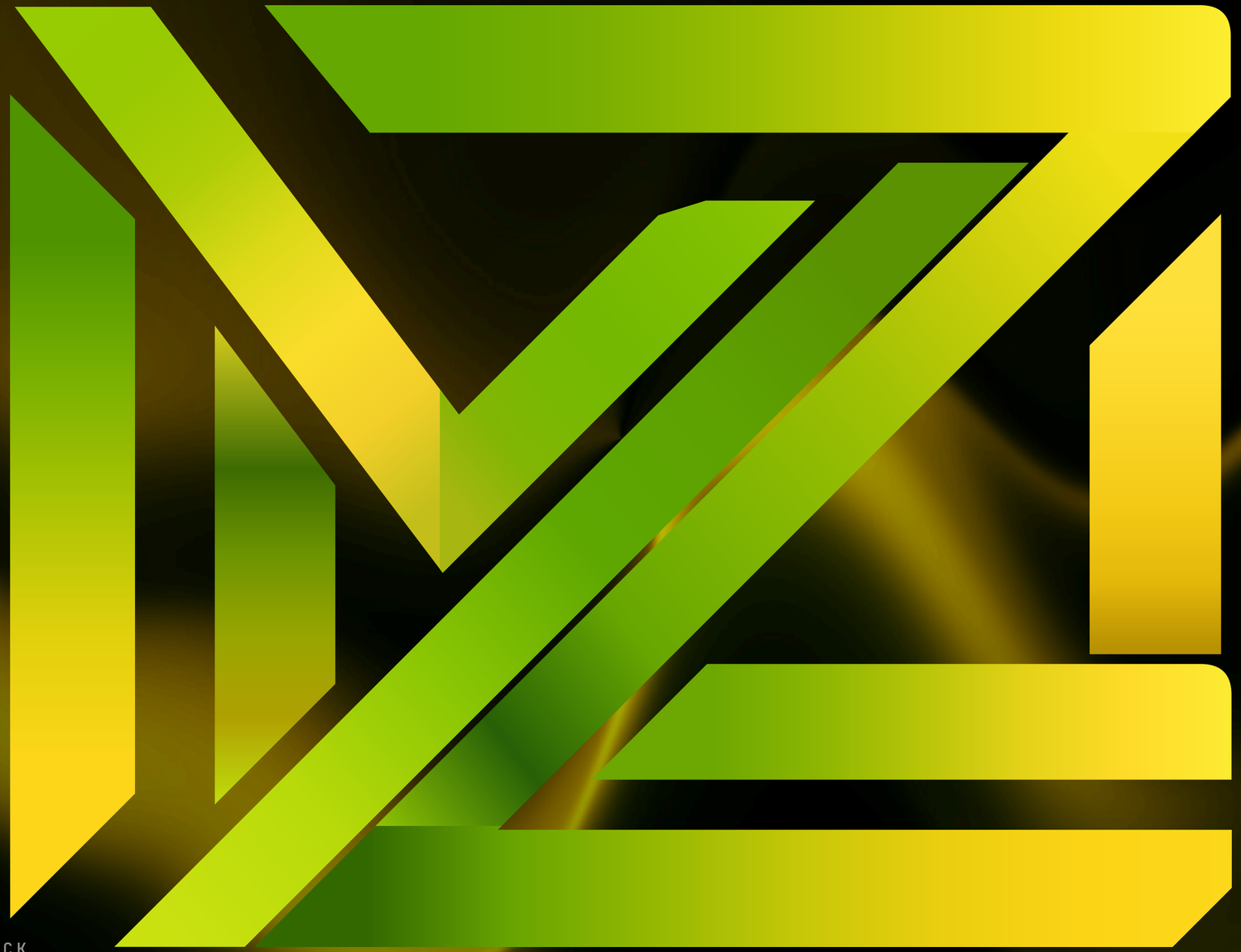
Curious

Rigorous

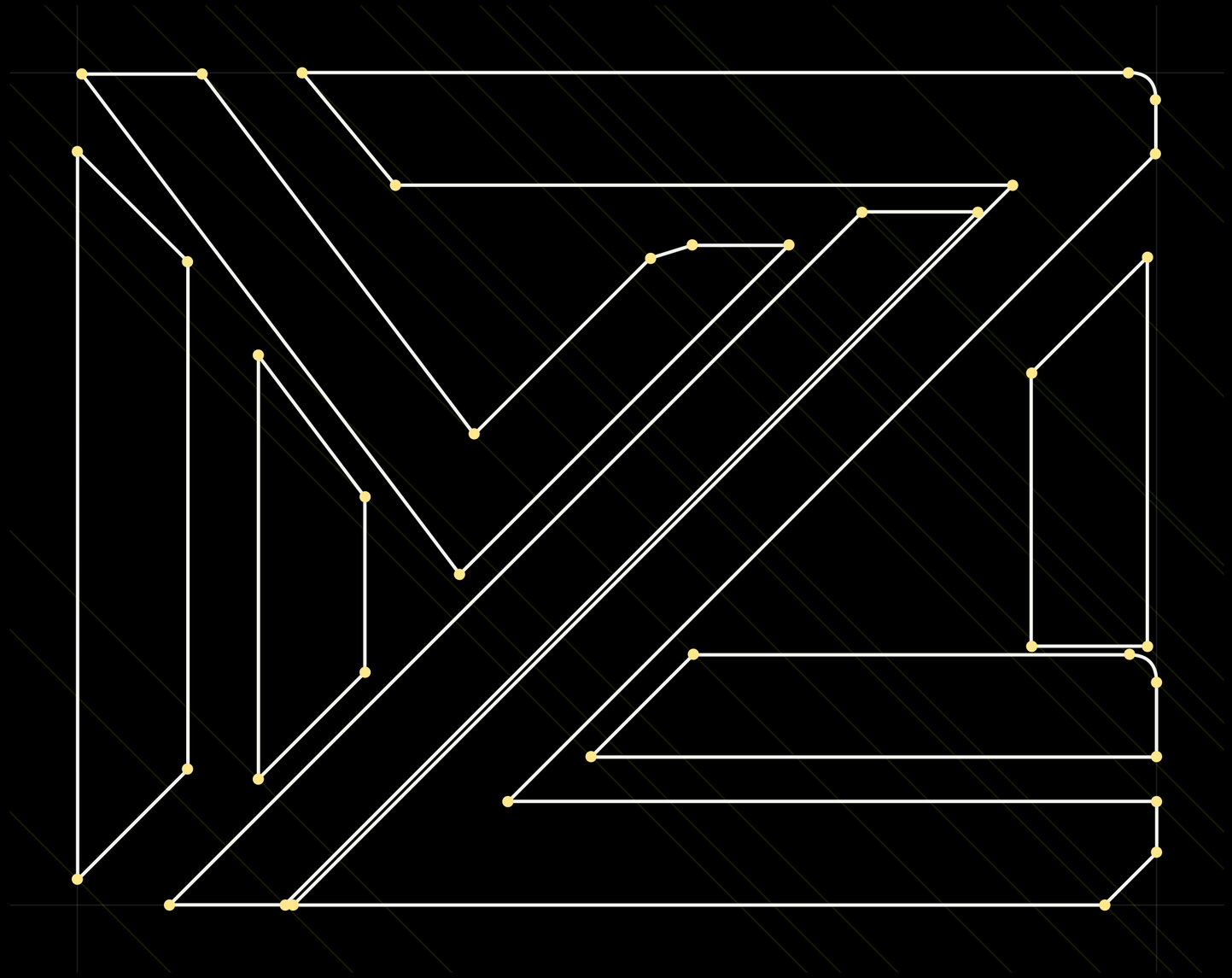
Plain-spoken

Quietly playful

VALUES · DRAFT



PRIMARY · GRADIENT ON BLACK



7

SHAPES, ONE PATH EACH

45°

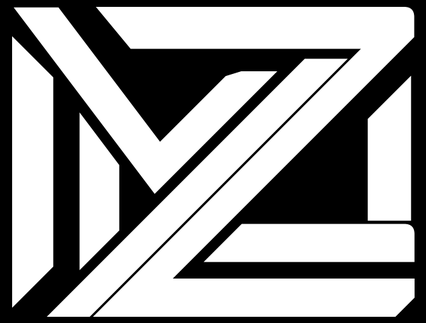
EVERY DIAGONAL

2

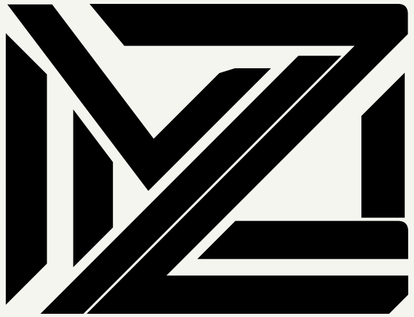
SOFT CORNERS, THE REST SHARP



SEVEN SHAPES · ONE GRADIENT PER SHAPE



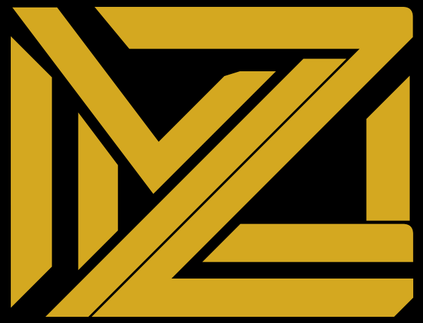
WHITE



BLACK



BLACK



GOLD

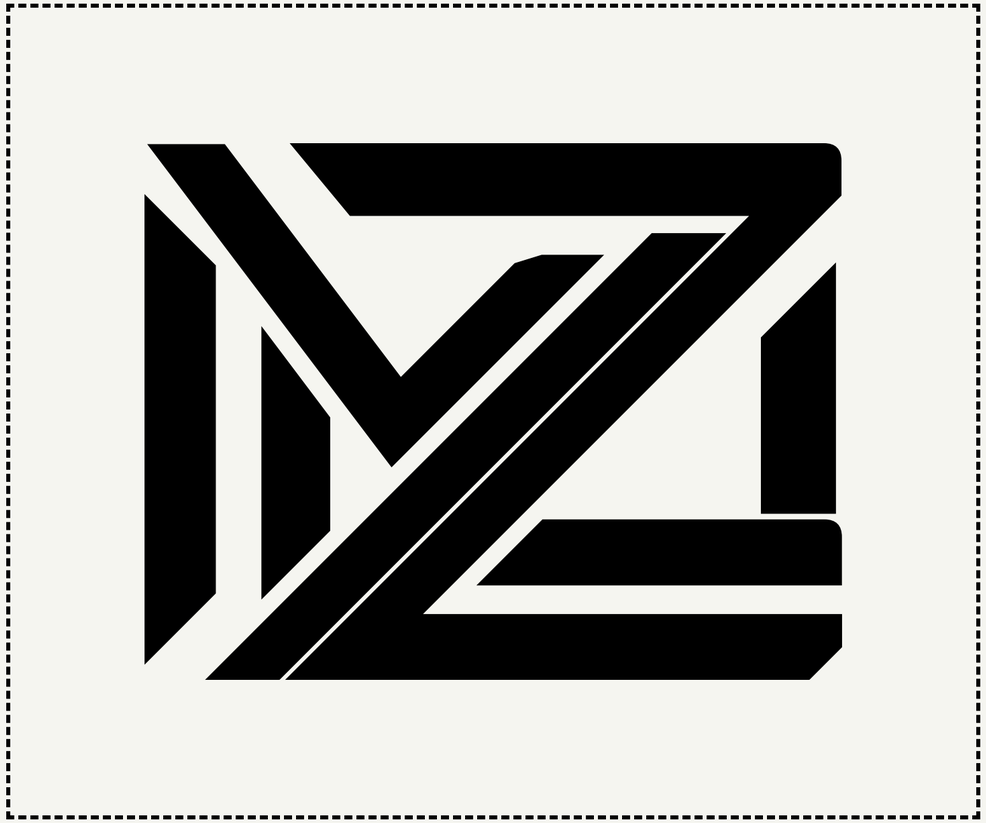




280 180 110 70 40



GRADIENT ICON · FLAT ACID · ANDROID MONO · FAVICON



64

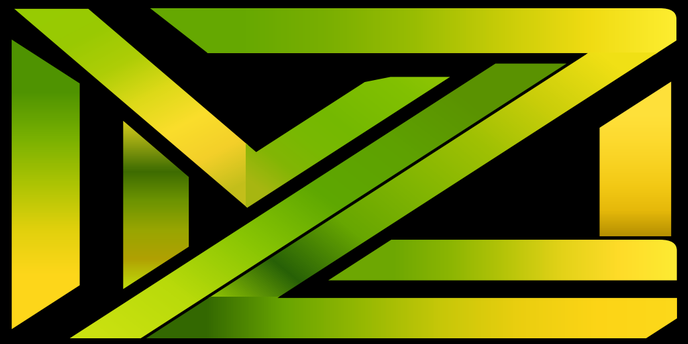


PX · GRADIENT

24



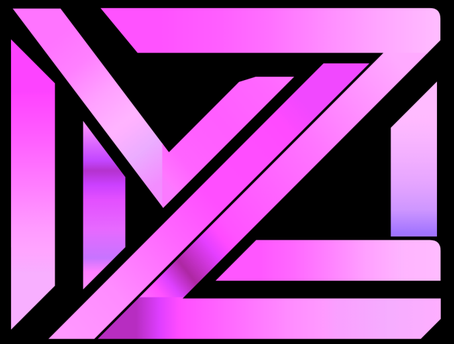
PX · FLAT



Stretch



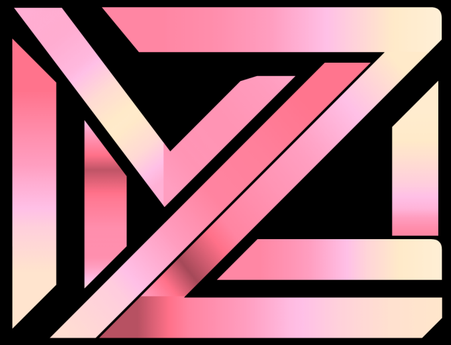
Rotate



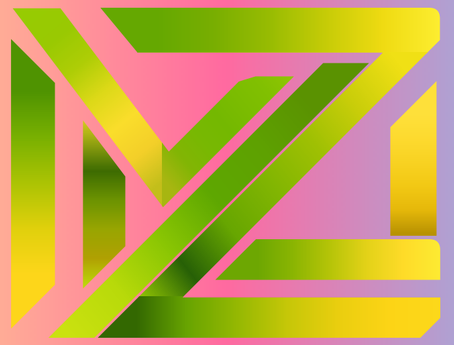
Recolour



Add effects

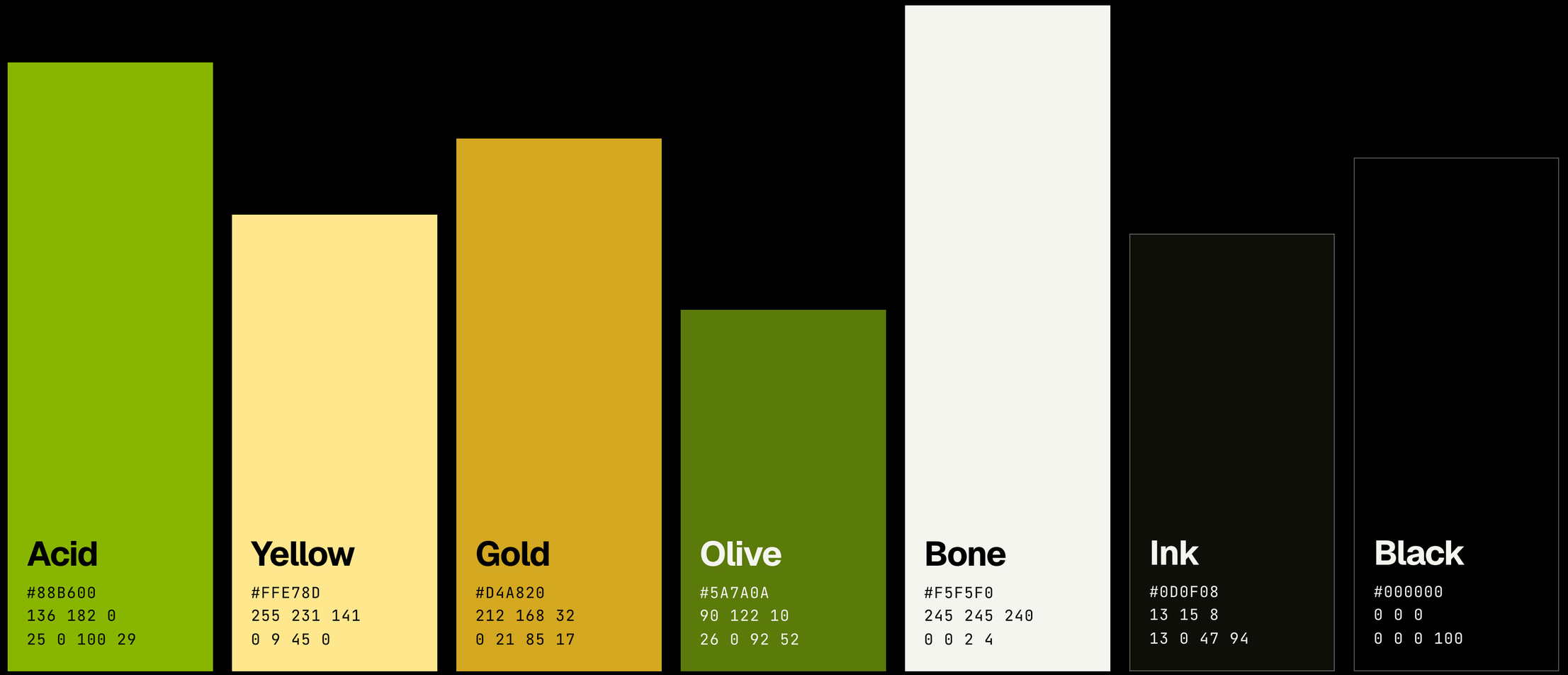


Flatten to a stray colour



Busy ground

HEX · RGB · CMYK



LOGO GRADIENT — BELONGS TO THE LOGO ONLY

70%

BLACK #000000

20%

BONE #F5F5F0

7%

ACID #88B600

3%

YELLOW #FFE78D

Aa

19.2 AAA

Aa

8.7 AAA

Aa

17.1 AAA

Aa

4.2 LARGE ONLY

Aa

8.7 AAA

Aa

17.1 AAA

Aa

6.9 AA

Aa

4.7 AA

Light
Regular
Medium
Semibold
Bold



GEIST · INTERFACE, HEADINGS, BODY

MAIN MENU · 01 · SELECT DESTI

IN MENU · 01 · SELECT DESTINA

MENU · 01 · SELECT DESTINATI

MAIN MENU · 01 · SELECT DESTI

IN MENU · 01 · SELECT DESTINA

MENU · 01 · SELECT DESTINATI

MAIN MENU · 01 · SELECT DESTI

IN MENU · 01 · SELECT DESTINA

MENU · 01 · SELECT DESTINATI

JETBRAINS MONO — LABELS ONLY

Theory

of everything

نظرية

CMU SERIF · AMIRI — EDITORIAL READING

بحث.
برمجيات.
معرفة.

IBM PLEX SANS ARABIC — SET RIGHT-TO-LEFT, NEVER MIRRORED

Model Zero 128px

Model Zero 96px

Model Zero 60px

Model Zero 36px

Model Zero 24px

Model Zero 16px

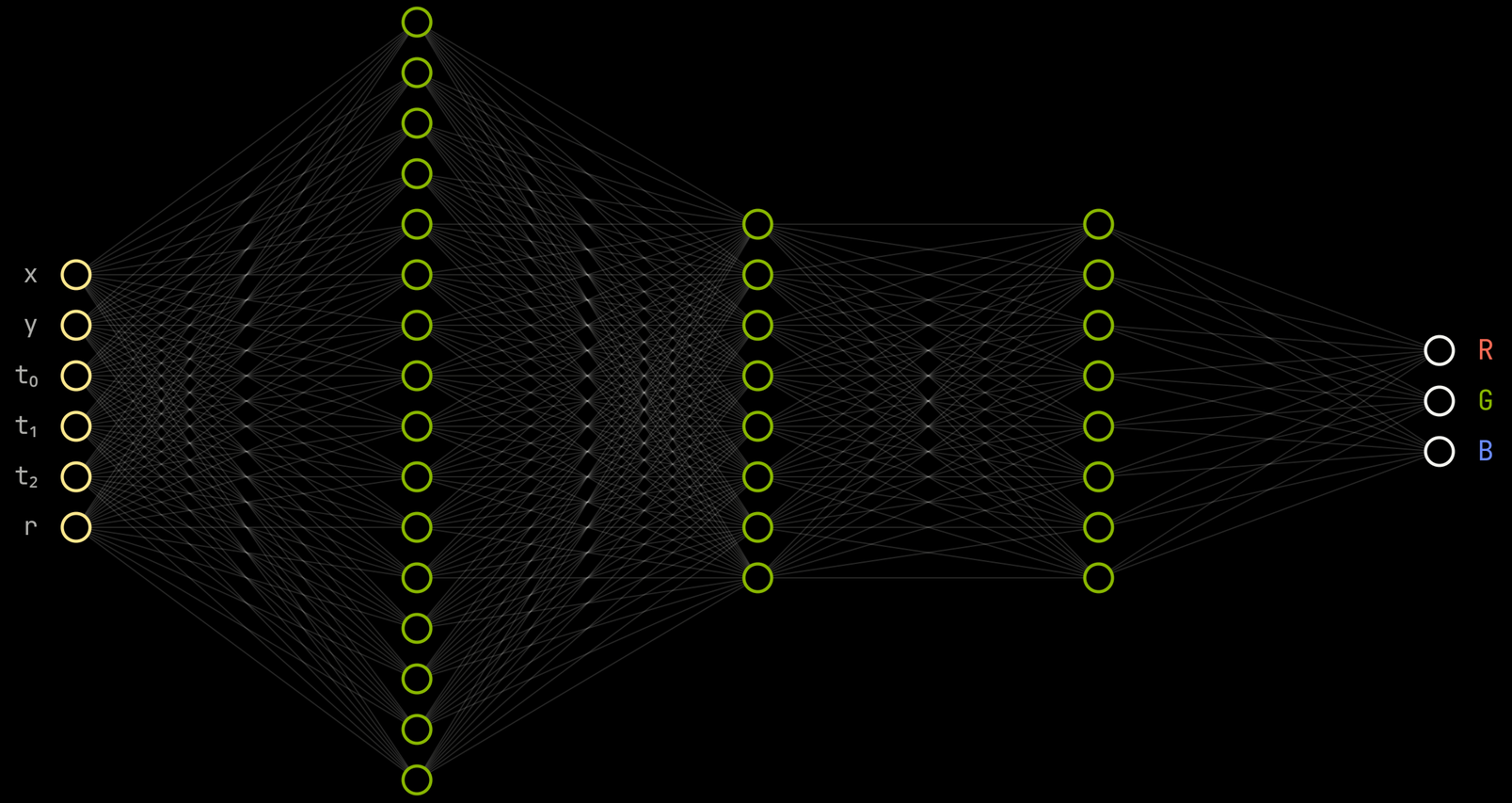
Model Zero 11px

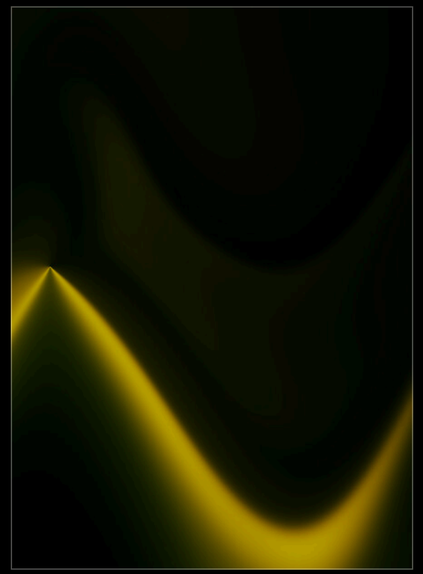
Tight when large.
Open when small.

A NEURAL NETWORK, RUNNING BEHIND THE PAGE

DarkVeil

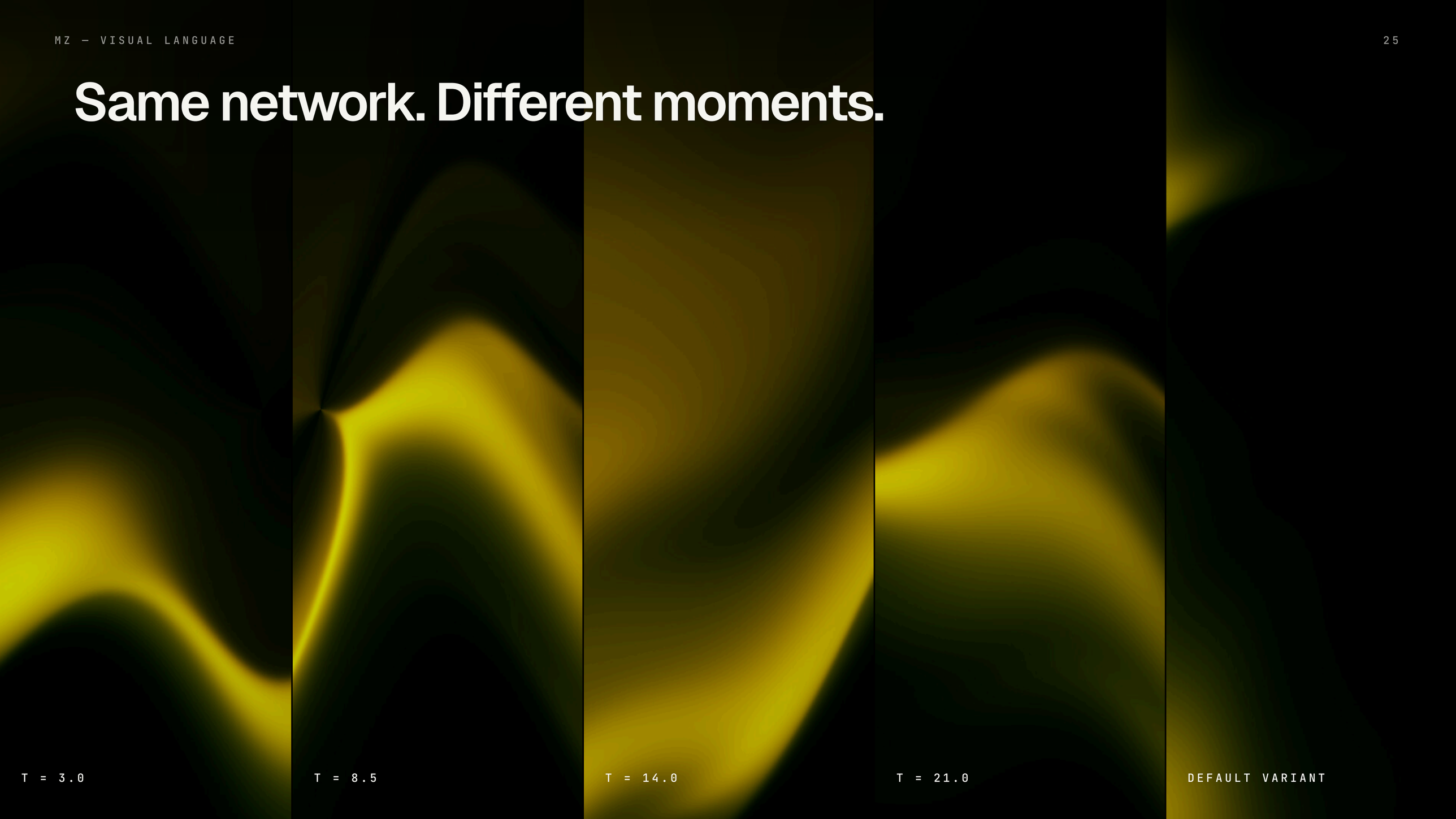
Position and time in.
Colour out.





6 INPUTS · 16 · 8 · 8 · 3 OUTPUTS — THE WEIGHTS ARE BAKED INTO THE SHADER SOURCE

Same network. Different moments.



Model Zero is a Cairo-based software and AI studio. We build proprietary systems, then train your team to run them.

LET'S TALK →

MENU ≡

RESEARCH. SOFTWARE. KNOWLEDGE.

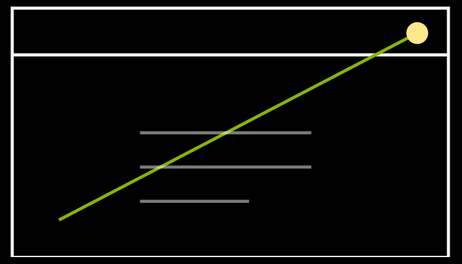
IN THAT ORDER.

12:00 PM CAIRO

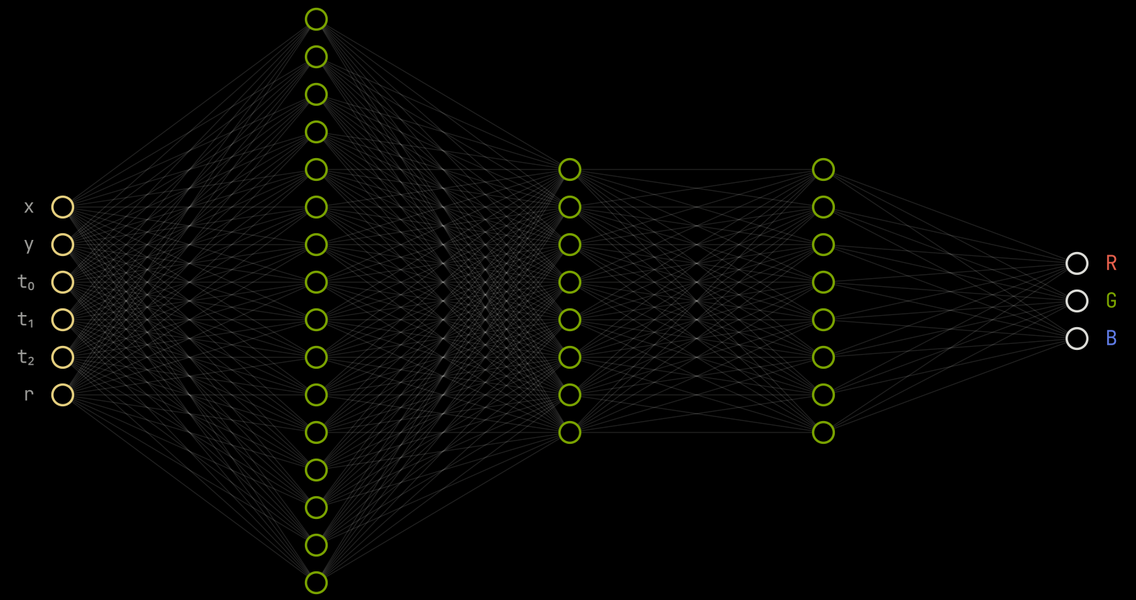
PRESS ENTER TO START

MEMBER OF COALITION FOR SUSTAINABLE AI

Evidence stays visible.

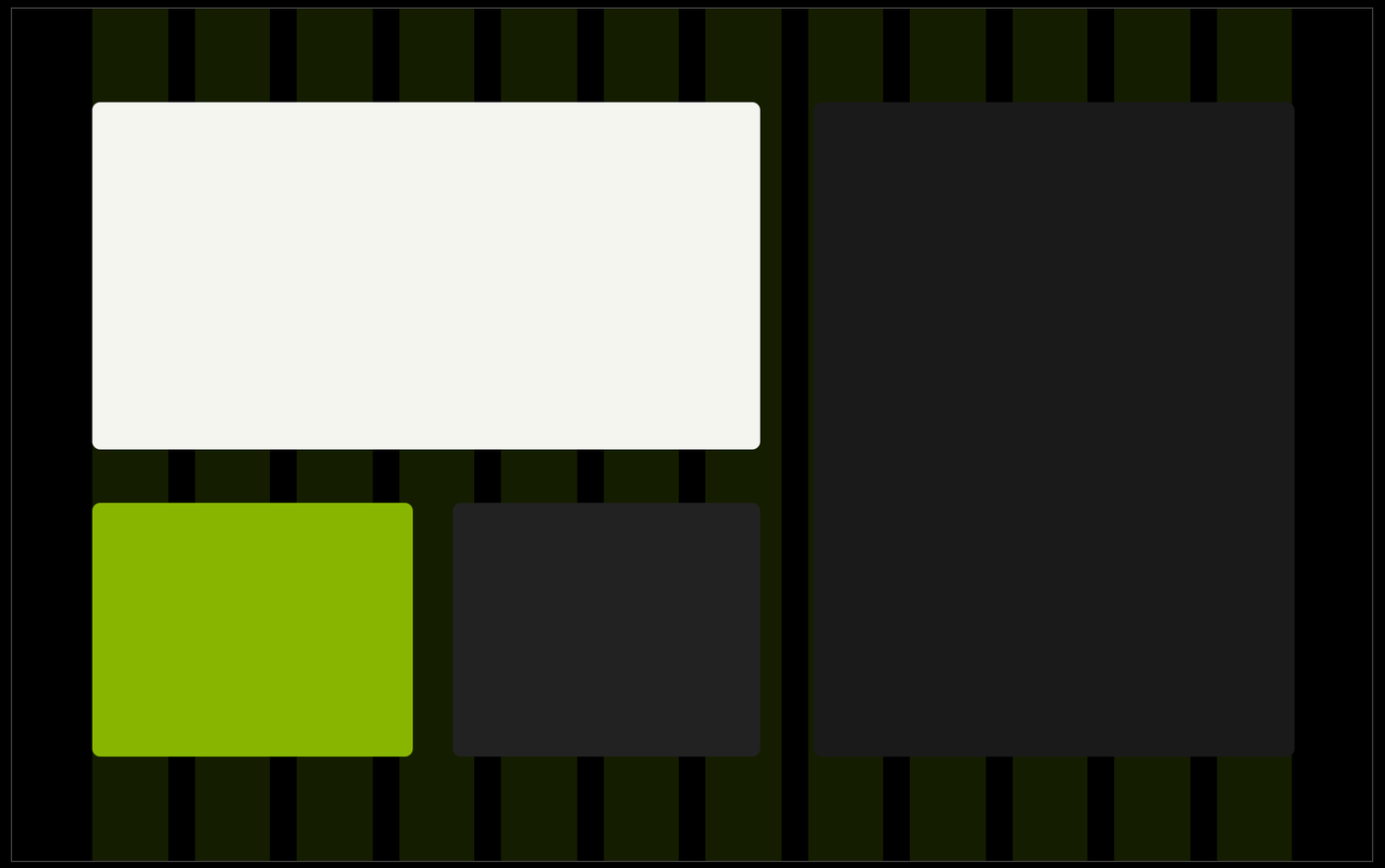


LINE DRAWING



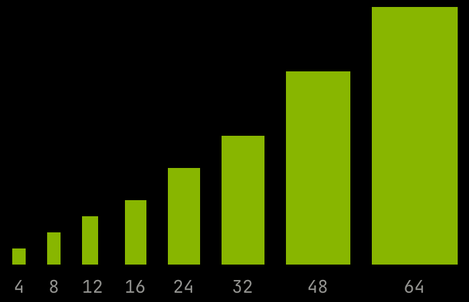
EVIDENCE AS IMAGERY

GENERATED, NOT PHOTOGRAPHED



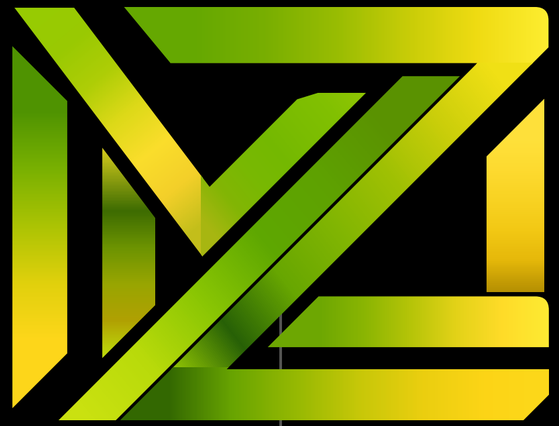
12 COLUMNS · 8VW MARGINS (5VW ≤1024PX)

SPACING



CORNERS — A SHARP SYSTEM





NØH

The Null Hypothesis

BY MZ ↗

PUBLICATION · OWN MARK

01

Build

02

Apply

03

Teach

CLIENT PROJECTS ARE CASE STUDIES, NOT SUB-BRANDS

MODEL ZERO

NØH The Null Hypothesis

BY MZ ↗

PARTNER

PARTNER

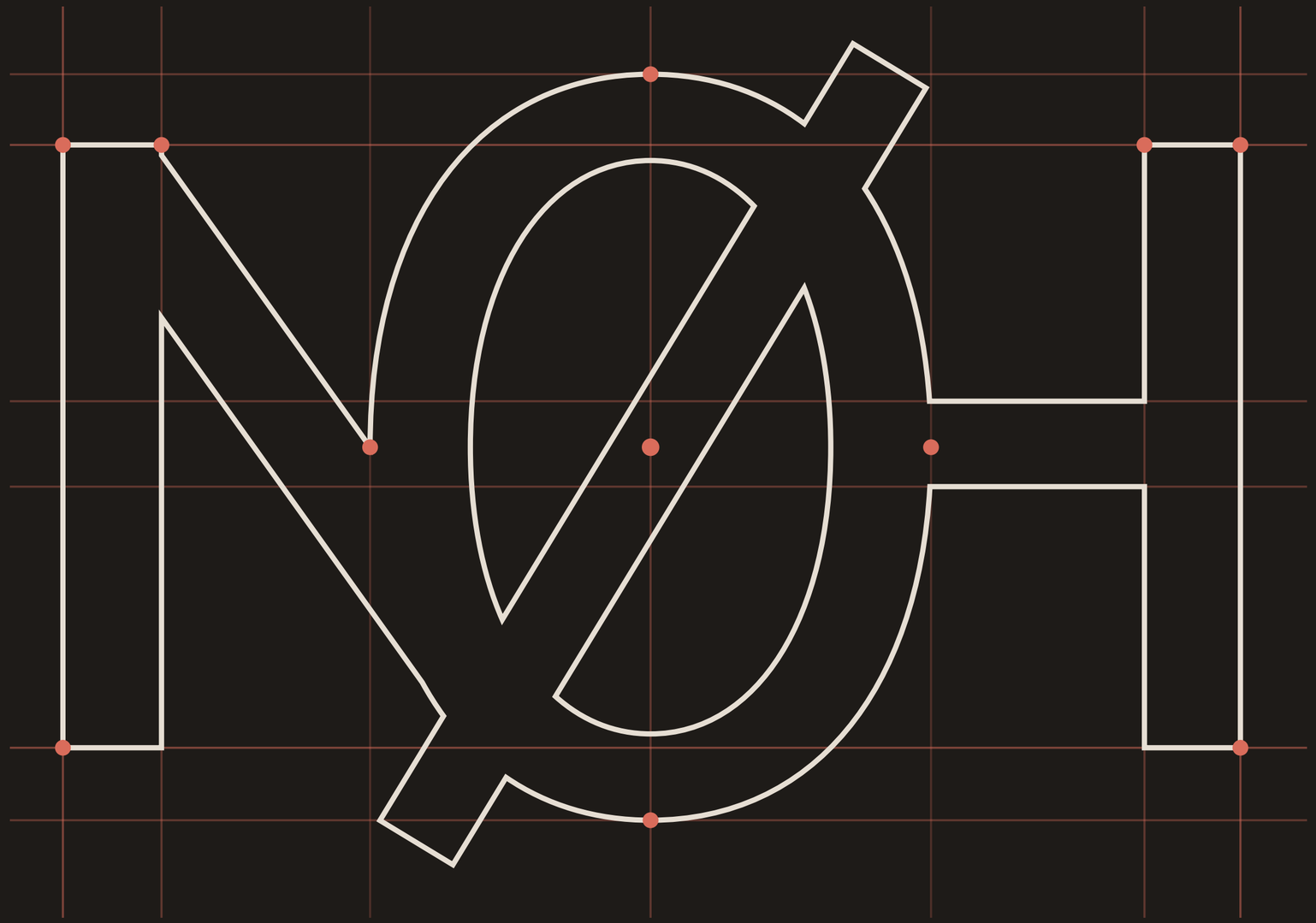
01 Editorial, not dashboard-like.

02 Quiet materials.

03 Typography does the organizing.

04 *Evidence stays visible.*

05 Motion is functional.



3

LETTERS

1

SHARED RING

1

SLASH — THE NULL



INK



TWO-TONE



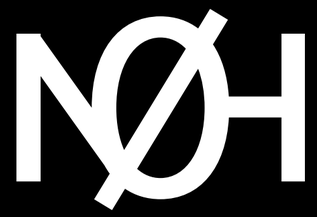
PAPER



TWO-TONE



ON RUST



BLACK



















DARK ACADEMIC · PAPER · RUST · FAVICON · ANDROID MONO

ACADEMIC LIGHT

Aa

Theory comes first.

#F5F2ED #111111 #756B5E #8B3A2B

ACADEMIC DARK

Aa

Theory comes first.

#1E1B18 #E6DED3 #B8A691 #D96C5B

MODERN LIGHT

Aa

Theory comes first.

#FFFFFF #000000 #666666 #8B3A2B

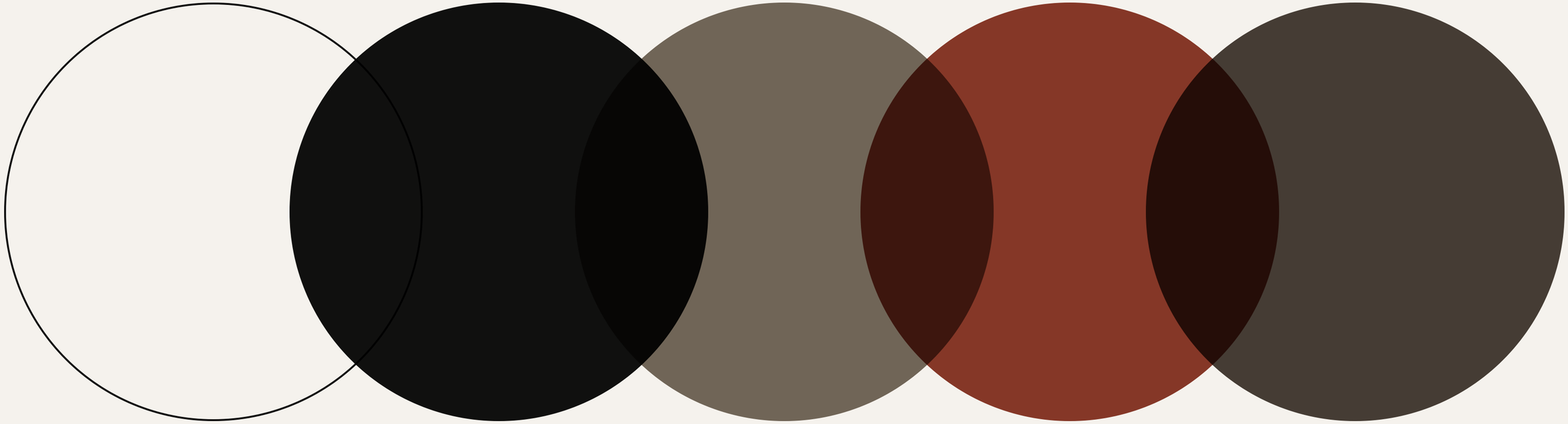
MODERN DARK

Aa

Theory comes first.

#000000 #FFFFFF #A3A3A3 #D96C5B

The Null Hypothesis



Paper
#F5F2ED

Ink
#111111

Pencil
#756B5E

Rust
#8B3A2B

Secondary
#484039

Theory comes first.

The Null Hypothesis follows MZ research from question to product, making the ideas and methods behind what we build explorable through interactive work.

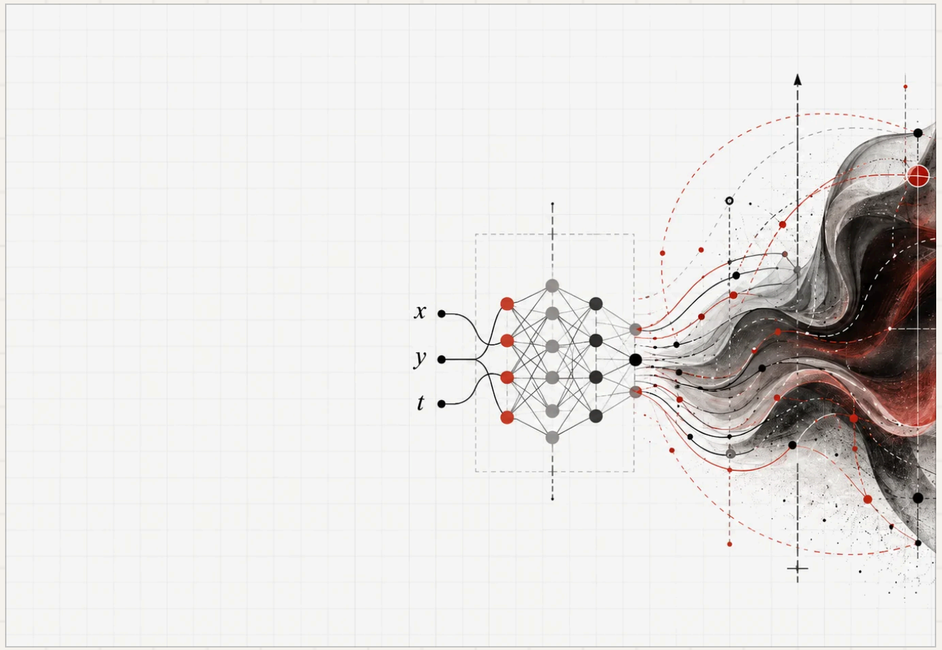
The Null Hypothesis

MZ ↗ VOL. I NO. N CAIRO DATE

FEATURED ESSAY · TOPIC · N MIN

A headline, set in bold serif, leads the page.

A deck in italic serif says what the piece is about, in a sentence or two.



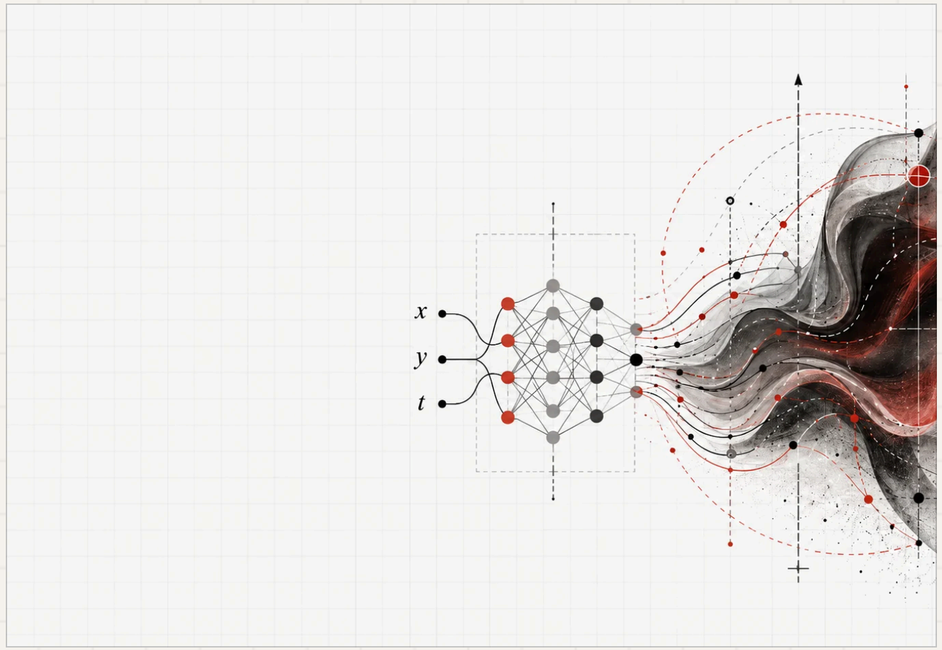
BY AUTHOR NAME

يتتبع The Null Hypothesis أبحاث MZ من السؤال إلى المنتج، ويتيح استكشاف الأفكار والأساليب وراء ما نبنيه من خلال تجارب تفاعلية.

النظرية تأتي أولاً.

The Null Hypothesis

MZ ↗ | المجلد الأول | العدد ن | القاهرة | التاريخ



مقال مختار · الموضوع

عنوان المقال هنا

سطر تمهيدي قصير يشرح فكرة المقال.

بقلم اسم الكاتب

KICKER
mono caps · +.12em

LONG READ · TOPIC · N MIN

HEADLINE
CMU Serif Bold · -.03em

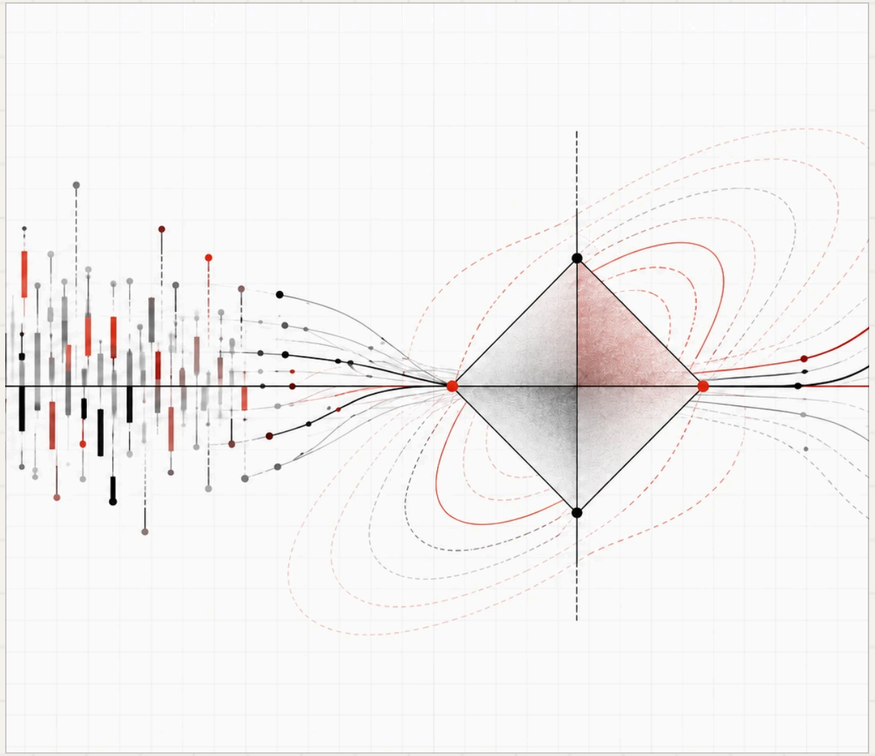
A headline in bold serif

DECK
CMU Serif italic

A deck in italic serif says what the piece is about, in a sentence or two.

BYLINE
mono caps

BY AUTHOR NAME



Evidence is the *imagery.*

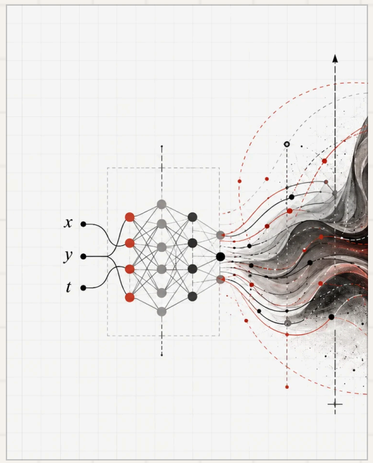


FIG. 01

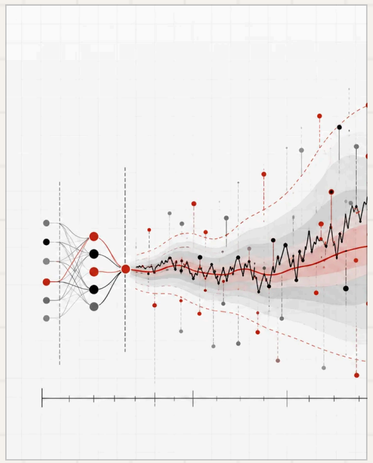


FIG. 02

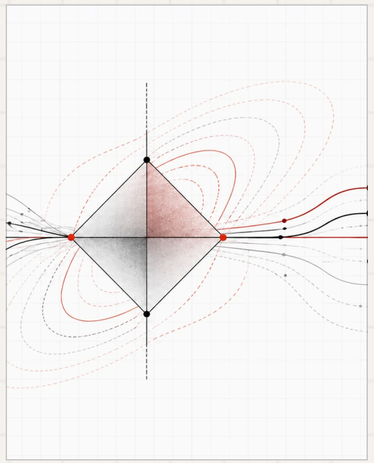


FIG. 03

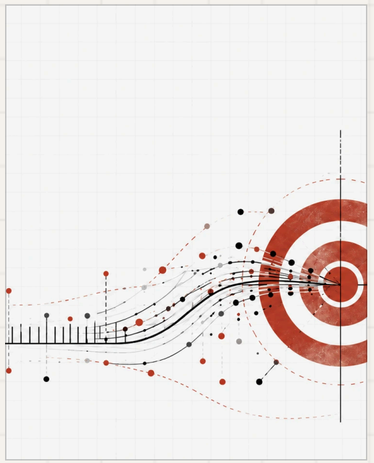


FIG. 04

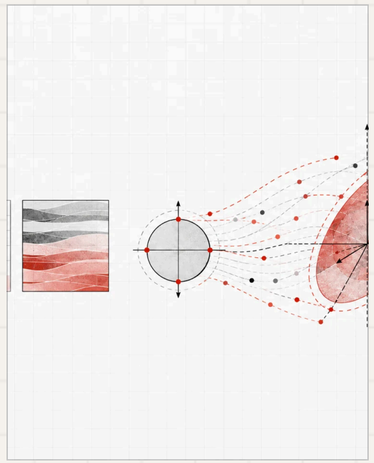


FIG. 05

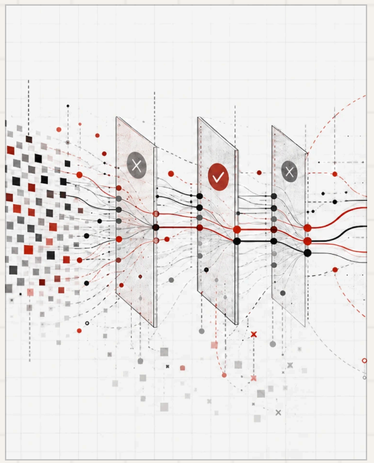


FIG. 06

NØH

RESEARCH AGENDA

Statistical & Artificial Intelligence Research



2026
2027

VOL.
1

Stretto: Testing Prompt Sufficiency Under Compression with Evidence from Arabic

01

Overview

Frame prompt compression as a statistical hypothesis test: Ho states that the compressed prompt P* is sufficient to produce the same response distribution. The empirical application will demonstrate that the morphological properties of Arabic make compression ratios derived from English unsuitable for Arabic.

Research Question

How can the sufficiency of a compressed prompt be tested statistically with a measurable error rate, and do compression ratios derived from English preserve the response distribution when applied to Arabic prompts?

CONTRIBUTION
Statistical test of prompt sufficiency with Arabic validation

METHOD
Bilingual samples; KL estimation and hypothesis testing

HORIZON
Four to six months estimated completion

DOMAIN
Statistics, machine learning, and natural language processing

01 Methodology

1. Theoretical framework

a. Define prompt sufficiency via Fisher sufficiency: P* is sufficient if P(P*,Q) = P(P,Q).
b. Prove the minimal sufficient prompt solves the rate-distortion problem, showing Nagle et al.'s framework follows directly from this definition.
c. Derive the rejection boundary as an optimal compressed prompt.

2. Statistical test

a. Formulate Ho: $D(P(R|P^*,Q) \,||\, P(R|P,Q)) \le e$ against H1: distortion exceeds threshold.
b. Select a finite-sample KL-divergence estimator and justify its bias, variance, and consistency.
c. Derive Type I error rate, statistical power, and asymptotic consistency.
d. Prove the rejection boundary coincides with the minimal sufficient prompt, identifying the optimum as a secondary result.

3. Empirical validation: the Arabic angle

a. Define I(token; R) as mutual information between a token and the response distribution.
b. Build a bilingual dataset of semantically equivalent (prompt, query, response) triples.
c. Measure I(token; R) for Arabic and English and establish the difference statistically.
d. Show English-derived compression ratios systematically reject Ho on Arabic—proving them statistically wrong, not merely less efficient.

02 & 03 Execution & Timeline

- **I** Literature review (2–3 weeks) - Finite-sample KL estimation, Fisher sufficiency, rate-distortion, and Arabic NLP/tokenization.
- **II** Theoretical framework (3–4 wks) – Define sufficiency, derive test properties, and prove the rejection-boundary optimum.
- **III** Estimator selection (2–3 wks) – Select and theoretically justify the finite-sample KL-divergence estimator.
- **IV** Dataset construction (2–3 wks) – Build semantically equivalent bilingual (prompt, query, response) triples.
- **V** Empirical experiments (3–4 wks) – Measure I(token; R) and test the failure of English ratios on Arabic.
- **VI** Method comparison (2–3 wks) – Evaluate LLMLingua and baselines against the proposed test.
- **VII** Writing & revision (3–4 wks) – Draft and revise manuscript.
- **Σ** Total: ~4–6 Months

04 Target publication venues

Tier I · Statistics & Theory:

AISTATS uai

Tier II · Natural Language Processing:

Tier III · Hybrid Journals:

TRANSACTIONS tmlr ON ML RESEARCH JMLR

RUNNING HEAD · MONO + RULE

TITLE · NEWSREADER

PROGRAMME NUMERAL

TORN-PAPER NOTE

FACT BRACKET · BRONZE

ARCH + DATA TRACES

CREST + FOLIO

RESEARCH AGENDA

Stretto: Testing Prompt Sufficiency Under Compression with Evidence from Arabic

01

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Statistics, machine learning, and natural language processing

NØH

Ivory

#EBE6DD · page

Warm black

#241B18 · cover · plates

Bronze

#976829 · print ornament only

Rust

#8B3A2B · the one accent · seal

CINZEL DECORATIVE · COVER

RESEARCH AGENDA

DISPLAY SERIF · SECTION HEADS

Motivation

NEWSREADER · NUMERALS NEWSREADER · TITLES, BODY

01

Stretto: Testing Prompt Sufficiency Under Compression with Evidence from Arabic

SCRIPT · FOREWORD

active research directions in statistical and artificial intelligence research. Each entry represents a direction with a verified gap in the literature, a defensible methodological approach, and a defined scope of contribution. The agenda is structured to support supervisor engagement, venue selection, and execution planning — not as a fixed commitment, but as a working reference that evolves alongside the research itself.

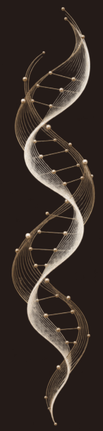
JETBRAINS MONO · RUNNING HEAD

RESEARCH AGENDA

BRONZE NEVER COLOURS TEXT OR THE NØH MARK



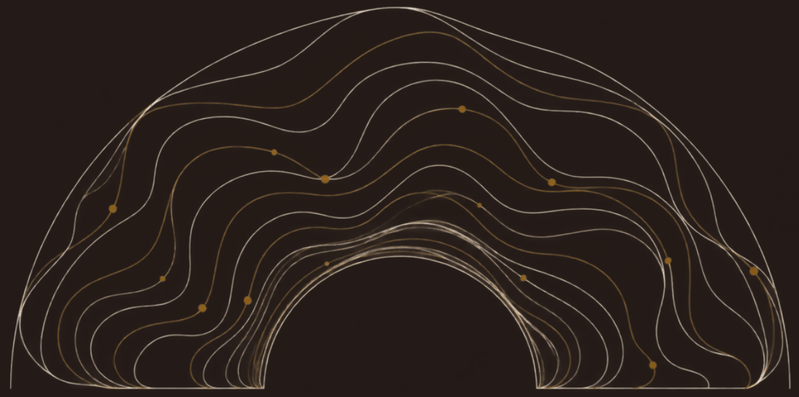












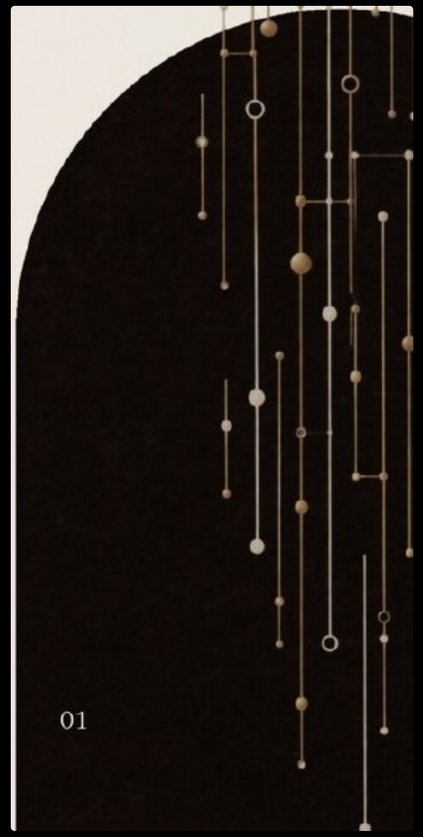




PRINT ORNAMENT · BRONZE ON WARM BLACK · OPTIONAL LAYER ON TOP OF THE NØH SYSTEM

ONE PER SPREAD · NEVER BEHIND BODY TEXT

ARCH



TORN-PAPER NOTE

Research Question

How can the sufficiency of a compressed prompt be tested statistically with a measurable error rate, and do compression ratios derived from English preserve the response distribution when applied to Arabic prompts?

WAX SEAL · NØH



FACT BRACKET

CONTRIBUTION
Statistical test of prompt sufficiency with Arabic validation

METHOD
Bilingual samples; KL estimation and hypothesis testing

HORIZON
Four to six months estimated completion

DOMAIN
Statistics, machine learning, and natural language processing

FOOTER CREST

NØH



Main Uncertainty: Selecting a finite-sample divergence estimator with suitable test properties. First Check: Compare candidate estimators in a small simulation for error rates and power while building initial Arabic–English prompt pairs.



Main Uncertainty: Designing the methodology database and a reliable evaluation protocol. First Check: Pilot both conditions on a small task set to test the scoring rubric and reviewer agreement before scaling.



Main Uncertainty: Achieving representative geographic/language coverage and reliable location/sentiment inference. First Check: Audit regional source coverage and manually inspect a sample of location assignments and sentiment scores.

If we can do it, we will.

~~Revolutionary, end-to-end, AI-powered synergy.~~

We build it, then teach your team to run it.

DO

Write Model Zero in full on first use, then MZ.

DO

Write The Null Hypothesis in full when naming the publication.

DO

Use NØH only as the mark, with the slashed Ø.

DO

Describe MZ as a Cairo-based software and AI company.

DO

Set the tagline as three words with full stops.

DON’T

Write Model-Zero, MZero or M.Z.

DON’T

Type NØH with a plain O: NOH.

DON’T

Call a client project an MZ product.

DON’T

Say AI-powered, revolutionary or end-to-end.

DON’T

Use the Arabic tagline without a native review.

DO

Use the logo only for things that really relate to MZ.

DO

Use the files exactly as supplied, with the clear space.

DO

Keep co-branded marks the same height.

DO

Get approval before putting the logo on products.

DON’T

Stretch, recolour, crop or add effects.

DON’T

Imply endorsement or a partnership that does not exist.

DON’T

Show the logo more prominently than your own.

DON’T

Build a similar mark, or use ours on merchandise without permission.

PRESS BOILERPLATE

Model Zero (MZ) is a Cairo-based software and AI company. It builds custom systems and trains teams to run them, informed by applied research.

HELLO@MZFORTECH.COM ↗
MZFORTECH.COM · CAIRO, EGYPT


RESEARCH. SOFTWARE. KNOWLEDGE.
RESEARCH. SOFTWARE. KNOWLEDGE.
Full Name
ROLE · MODEL ZERO
HELLO@MZFORTECH.COM
CAIRO, EGYPT




THAT ORDER.




RESEARCH.
SOFTWARE.
KNOWLEDGE.
IN THAT ORDER.




NØH
Theory comes first.



IN THAT ORDER.

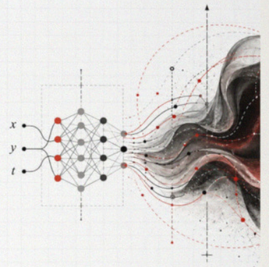
RESEARCH.
SOFTWARE.
KNOWLEDGE.

THE NULL HYPOTHESIS No. 06

Title in bold serif

Theory comes first.

FIG. 01



Position in, colour out. Each pixel only needs to know where it is.

ARTIFICIAL INTELLIGENCE

Where am I?

You would be right. It is purely math and AI. Every pixel on your screen has Cartesian coordinates (x, y). These coordinates go into a network of functions, and come out as RGB. Between those two things are layers of matrix multiplications and sigmoid activations.

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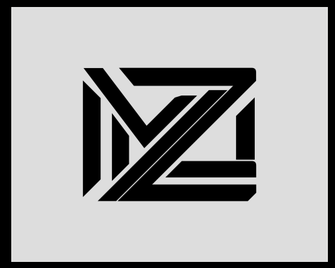
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mz-mark-color


mz-mark-color-on-black


mz-mark-white


mz-mark-black


mz-mark-acid

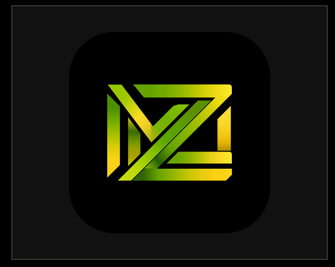

mz-mark-gold-on-dark


mz-mark-dark-on-cream


mz-mark-dark-on-acid


icon-color


icon

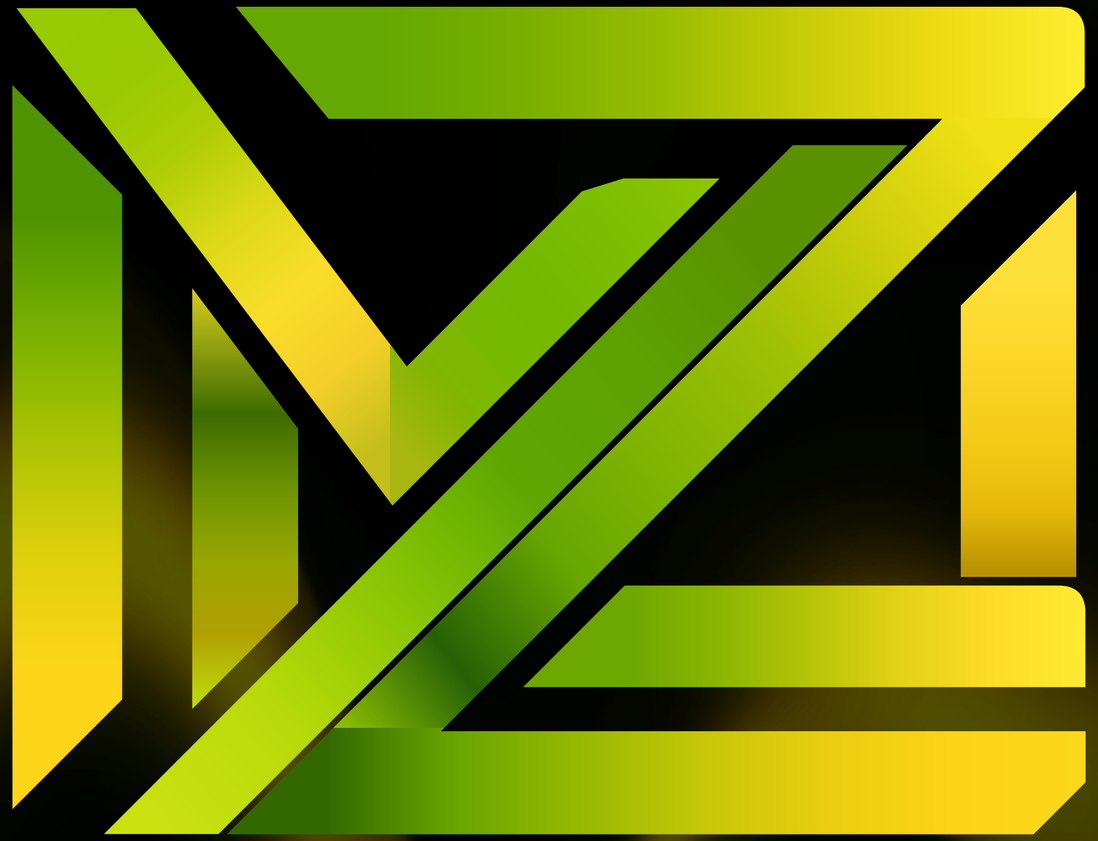

icon-color-rounded-1024


android-icon-foreground


android-icon-monochrome


favicon

vector/ merch/ mockups/



HELLO@MZFORTECH.COM ↗