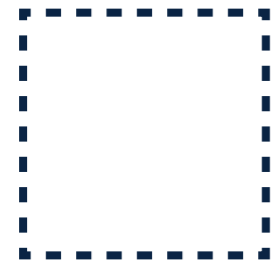


# Brand Guidelines

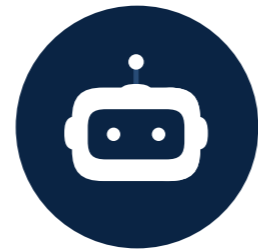
# Logo Design

A logo is a vital component of a brand's visual identity. It plays a key role in expressing the brand's values, personality, and market positioning, while creating a strong and lasting first impression.



Square

+



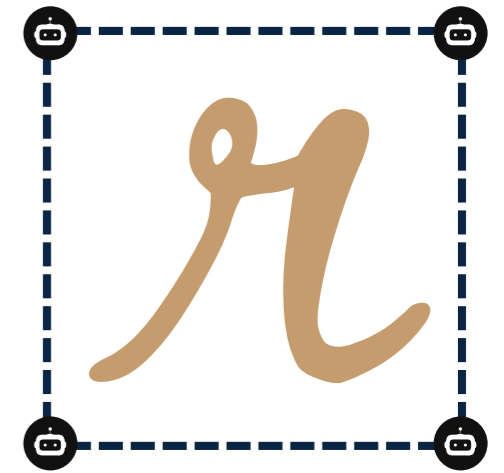
Agentic AI

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RL

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# Horizontal Logo



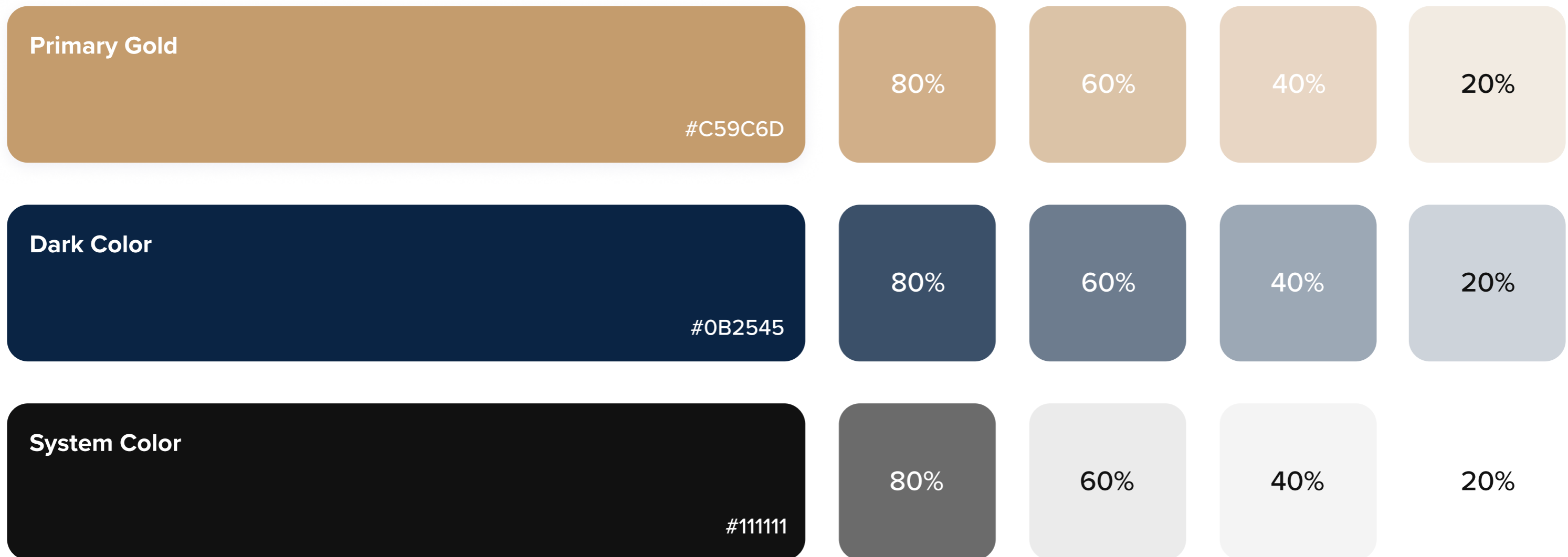
# Background Color Usage

Background Color Usage section of a brand book defines clear guidelines for how background colors should be applied to maintain consistency and alignment with the brand's visual identity.



# Color Palette

Color Palette section defines the brand's core colors and explains how they should be applied across various media. It ensures consistency and strengthens the brand's visual identity.



# Typography

Typography section defines the brand's fonts and typographic styles, along with guidelines for their use across different media and contexts to ensure visual consistency.

# Proxima Nova

Proxima Nova Regular AaBbCc

Proxima Nova Medium AaBbCc

Proxima Nova Semibold AaBbCc

Proxima Nova Bold AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@&...<"">[.,:;](-)#\$/



**Thank You**