Brand Identity Guidelines

August 2025

FemtoAI

Logo

Our primary logo in horizontal lockup.
Use the vertical lock up if layout doesn't work for the horizontal lockup

Primary Logo

Icon

Wordmark



Logo

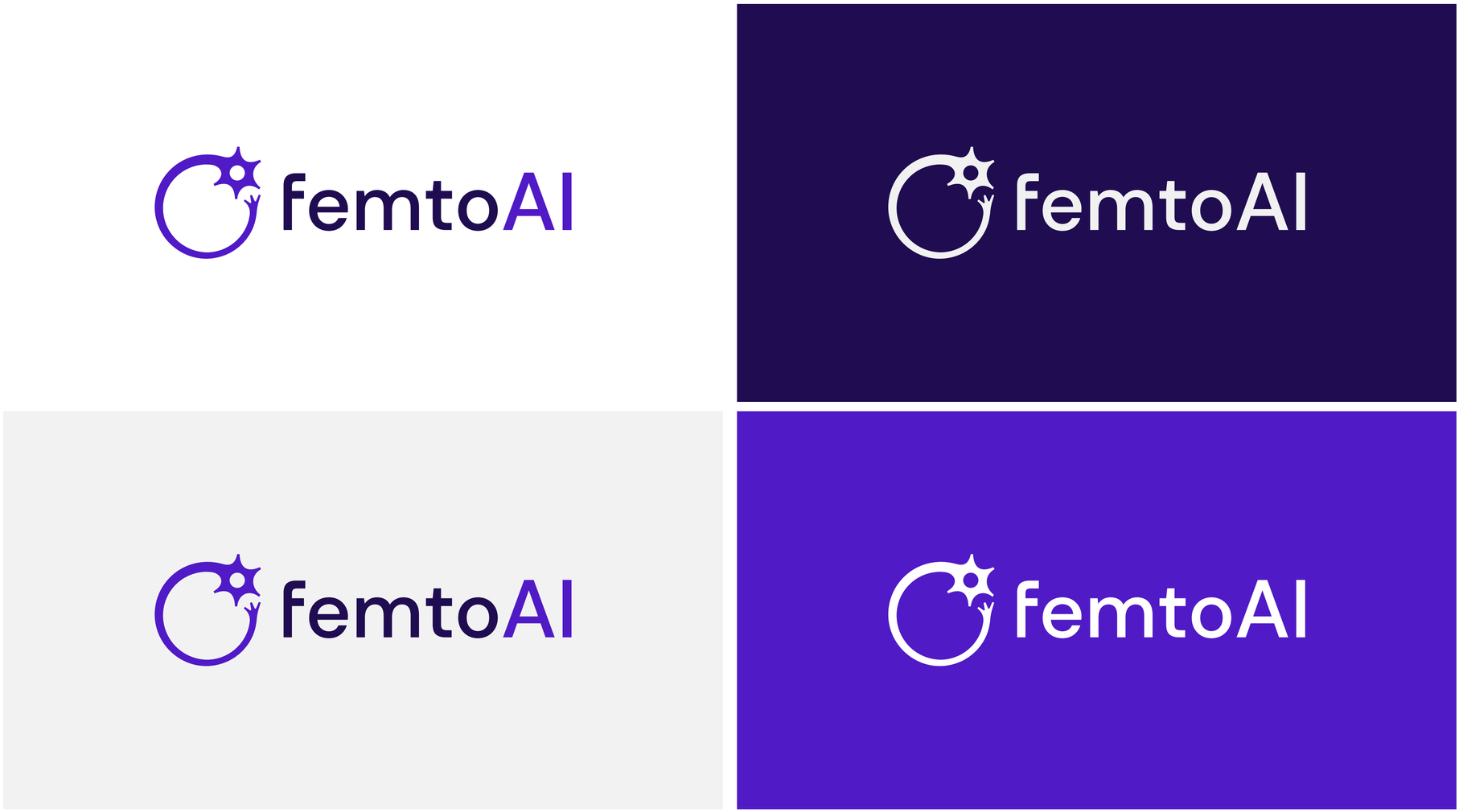
Vertical Logo



Logo colors

Our logo's preferred color usage for light-themed background fills.

On dark-themed background fills or situations when a background would not allow the full-color mark to have adequate contrast.



Clear space

Always leave space around the logo equal to the height of “x”. This ensures visual breathing room and prevents crowding.



Icon-Only Version

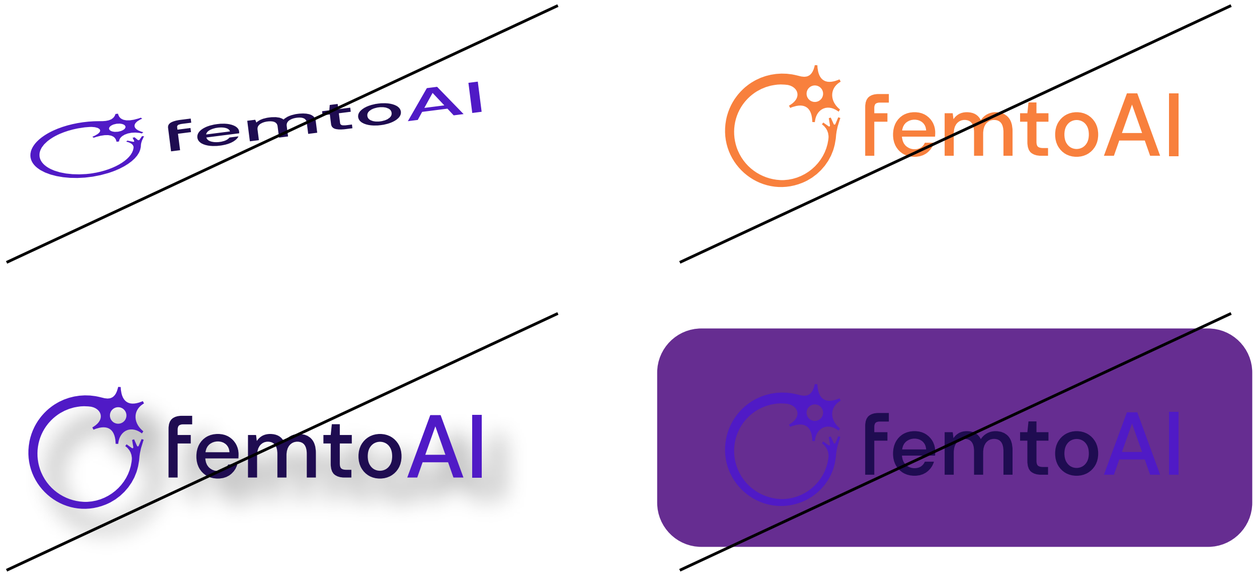
Use the icon-only logo in spaces where the full logo doesn’t fit or isn’t necessary, like social media profile images, favicons, or app icons. It should follow the same background and color rules as the full logo.

On print, a holographic foil can be used as color for the icon.



Logo Application

Don’t:
-Stretch, distort, or rotate the logo.
-Change logo colors.
-Add effects like shadows or gradients.
-Place the logo on busy or low-contrast backgrounds.



Logo Sub-brand Lockups

Sub-brand lockups ensure our master logo and subbrand names work together in a consistent, unified way.

The primary brand mark remains the focal point, with the subbrand name positioned according to our spacing and alignment rules.



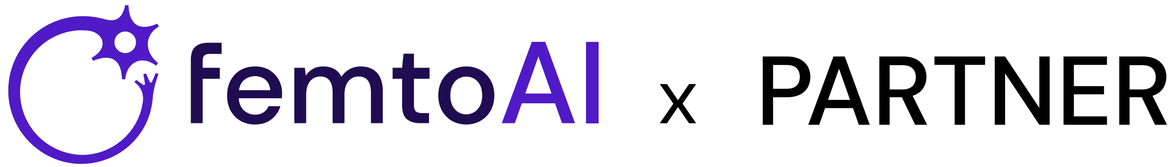






Logo Partnership Lockups

Partnership lockups present our logo alongside a partner's mark in a clear, balanced way. Use approved spacing and alignment to ensure both brands are represented equally while maintaining our visual integrity. Do not modify either logo or alter proportions. Use only official artwork provided by each brand.



Baseline



Brand Palette

Indigo and Midnight violet are femtoAI primary colors.

Primary

#501AC6
RGB 80 26 198
CMYK 81 86 0 0
Pantone 2098 C

Indigo

#1F0C51
RGB 31 12 81
CMYK 100 100 28 39
Pantone 2765 C

Midnight Violet

Brand Palette

Neutral colors can be used for adding more shades and layering or balance the layout bringing calm to the designs.

Neutrals

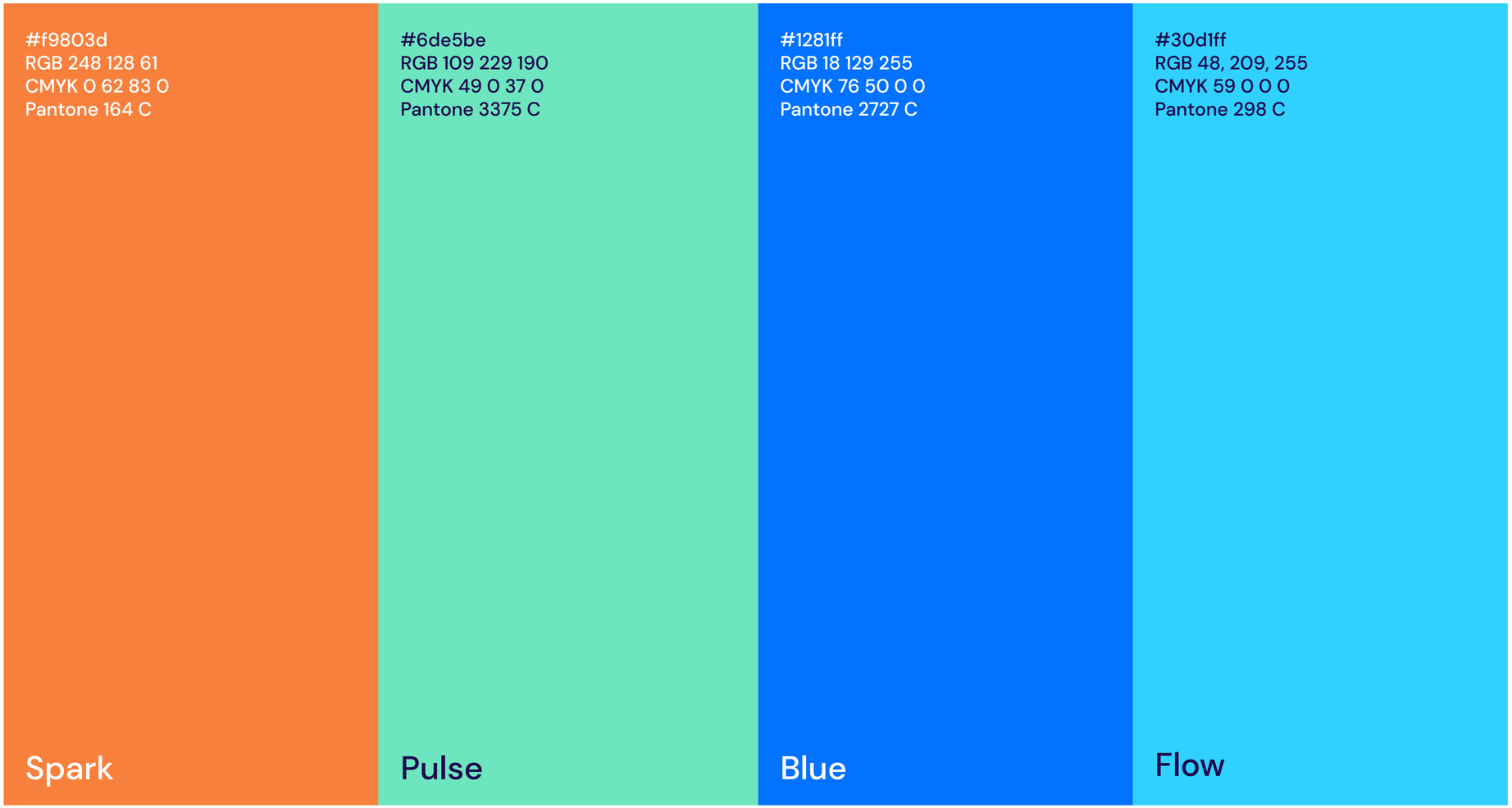
Blackberry	Iris	Purple	Lilac	Aura	White
#270e65 RGB 139 14 101 CMYK 98 100 23 Pantone 2685 C	#7842EE RGB 120 66 238 CMYK 68 75 0 0 Pantone 2725 C	#A989F7 RGB 169 137 247 CMYK 41 48 0 0 Pantone 2645 C	#E8DAFF RGB 232 218 255 CMYK 7 14 0 0 Pantone 7743 C	#f2f2f2 RGB 242 242 242 CMYK 4 2 2 0 Pantone 663 C	#ffffff RGB 255 255 255 CMYK 0 0 0 0

Brand Palette

For bold accents, Spark, Pulse, Blue and Flow bring energy and attention.

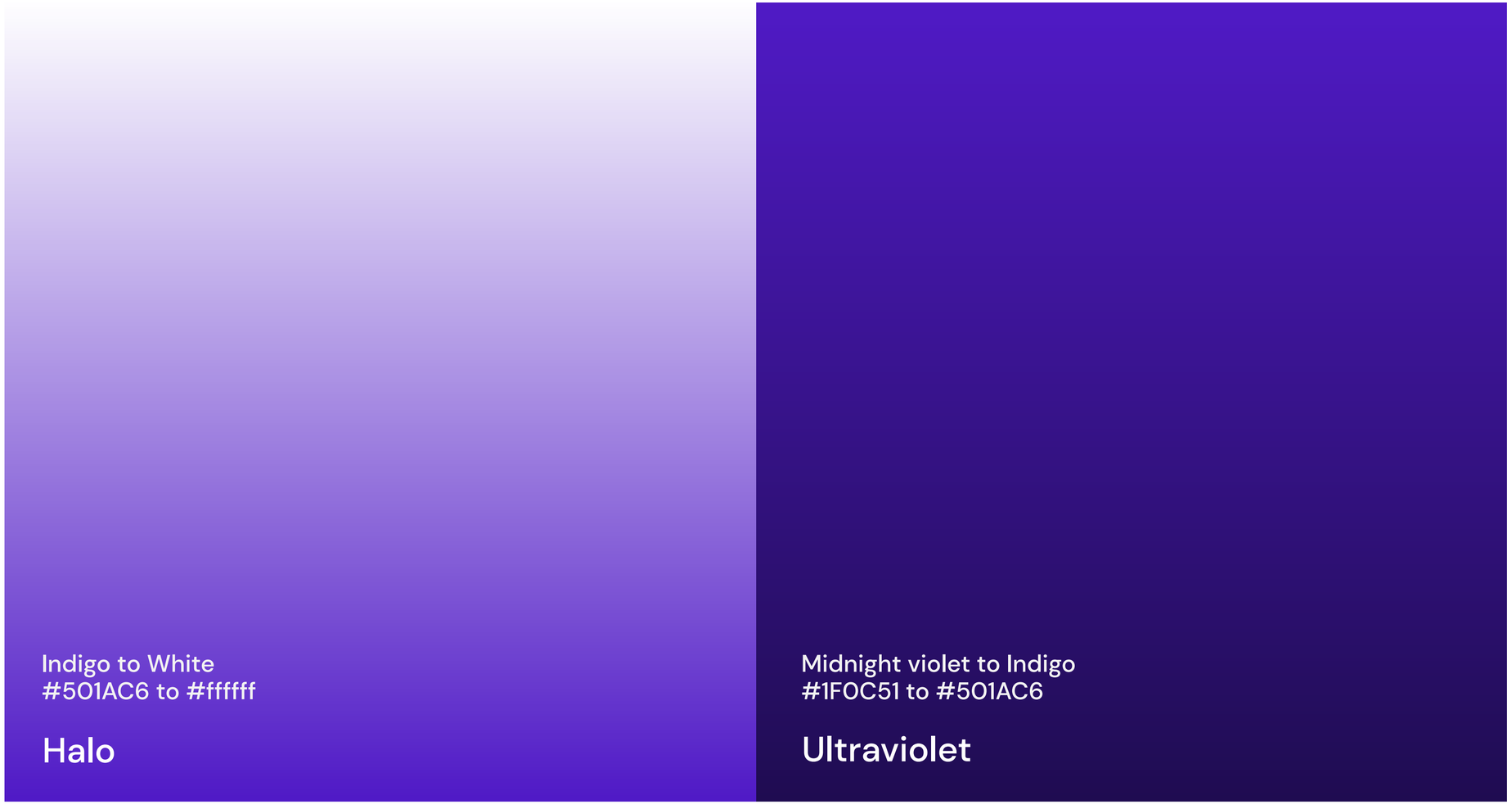
On print, holographic foil or paper can be used as color.

Accent



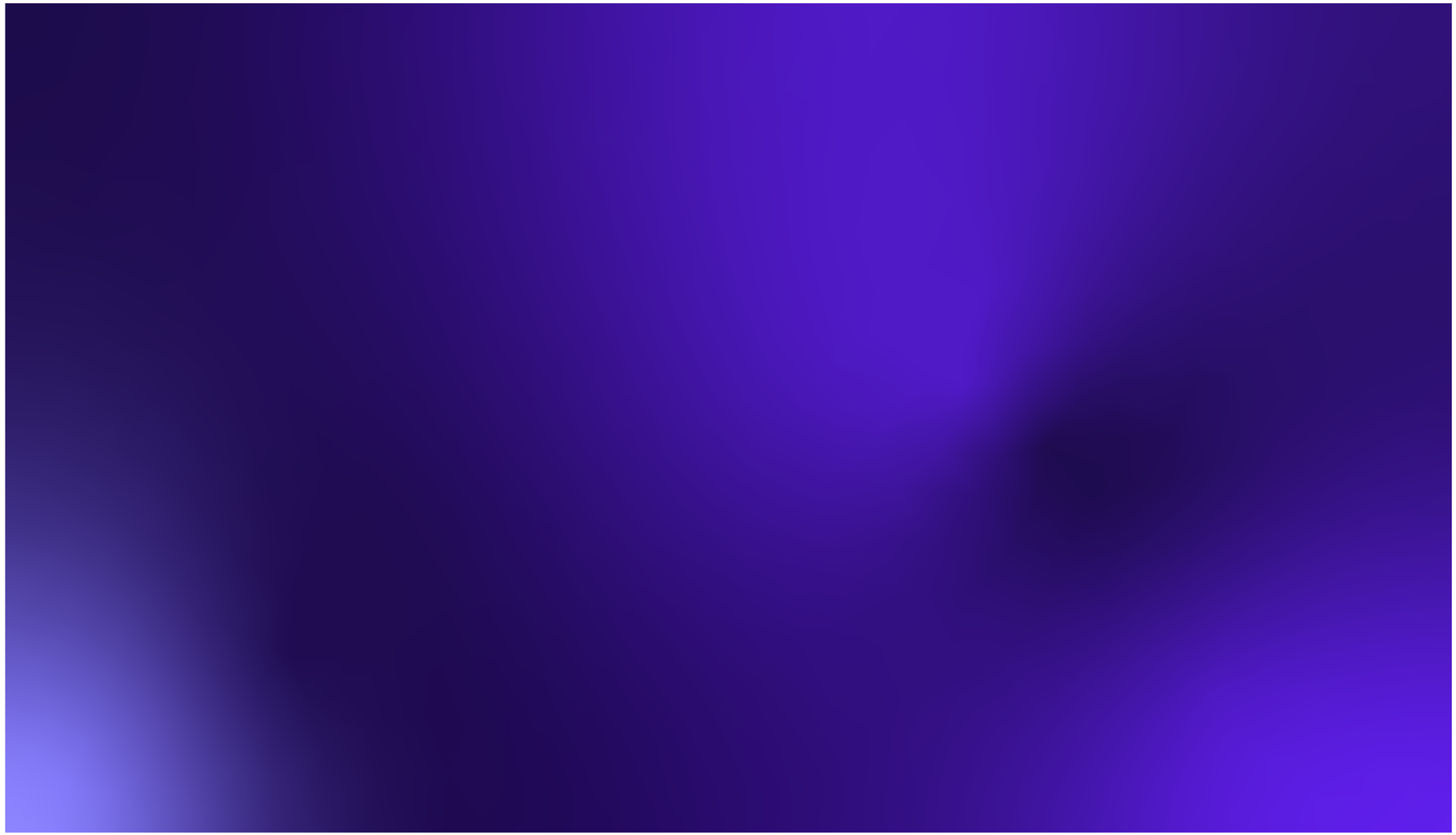
Gradients

Gradients are used to add depth, dimension, and energy to our visuals. When applied thoughtfully, gradients help unify elements and guide the viewer's eye across a composition. Use them to highlight key components, add atmosphere, or create smooth transitions between colors.



Gradients usage

For backgrounds, gradients can be applied as a freeform gradient using the combinations of the gradients palette.



Typography

DM Sans is our selected typeface, chosen for its clean, modern, and highly readable style that works seamlessly across digital and print applications.

Download here:
https://fonts.google.com/specimen/DM+Sans

DM Sans

Aa

DM Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

DM Sans Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

DM Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Hierarchy

Our typography system uses DM Sans for all communications, with DM Sans Medium for titles to create emphasis and hierarchy, DM Sans Regular for body text to ensure comfortable reading, and DM Sans Medium or bold for links or annotations to set them apart from body copy.

Left alignment is preferred to maintain a clean, structured layout and consistent reading flow, though centered alignment can be used when needed.

Efficiency from Sparsity

Titles: DM Sans Medium

By pruning neural networks to only store and process the necessary components, we reduce power consumption by 100x and memory footprint by 10x — all with minimal effect on performance.

Body Copy: DM Sans Regular

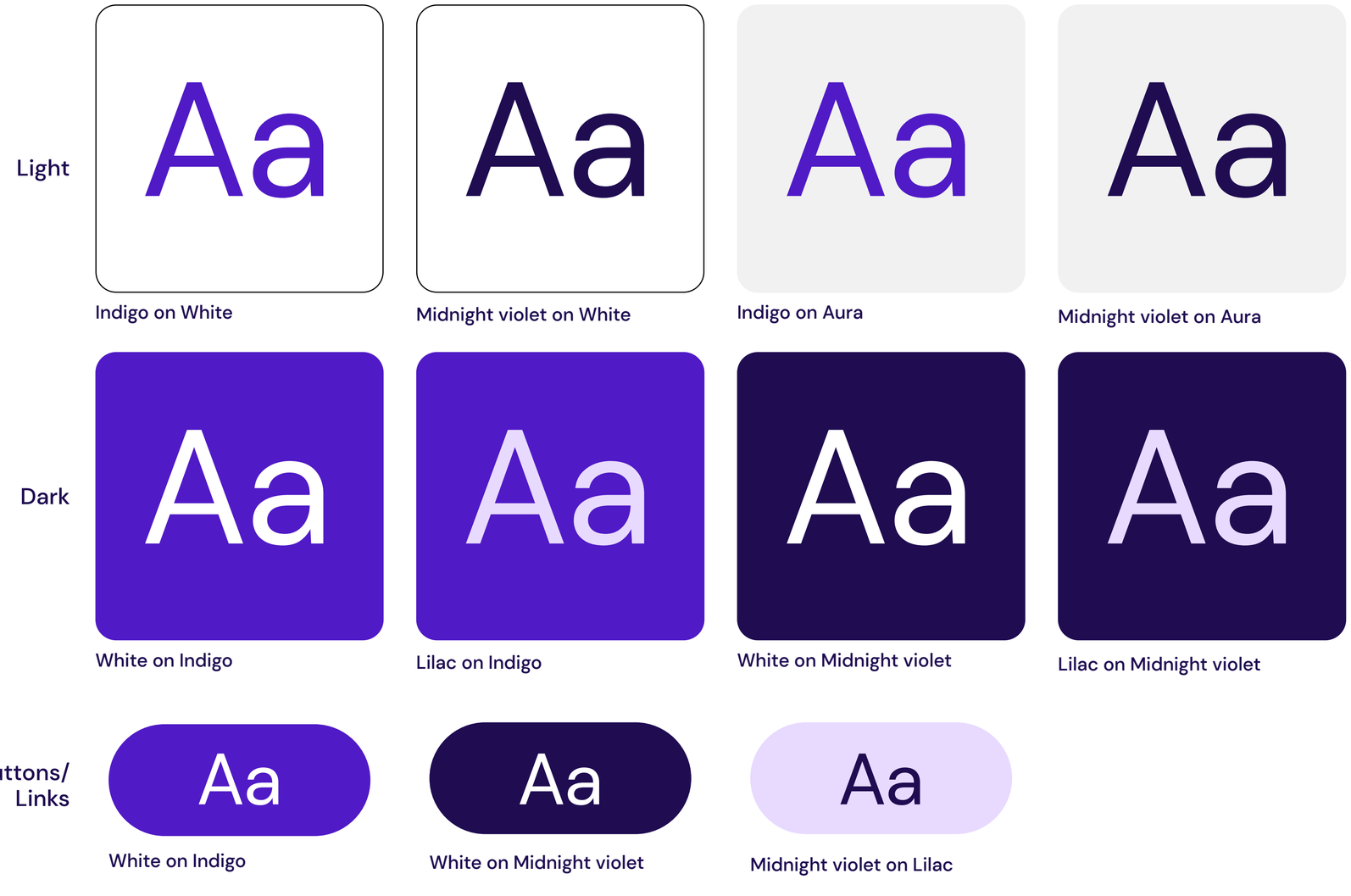
Learn more

Annotation / Button: DM Sans Bold or Medium

Color in typography

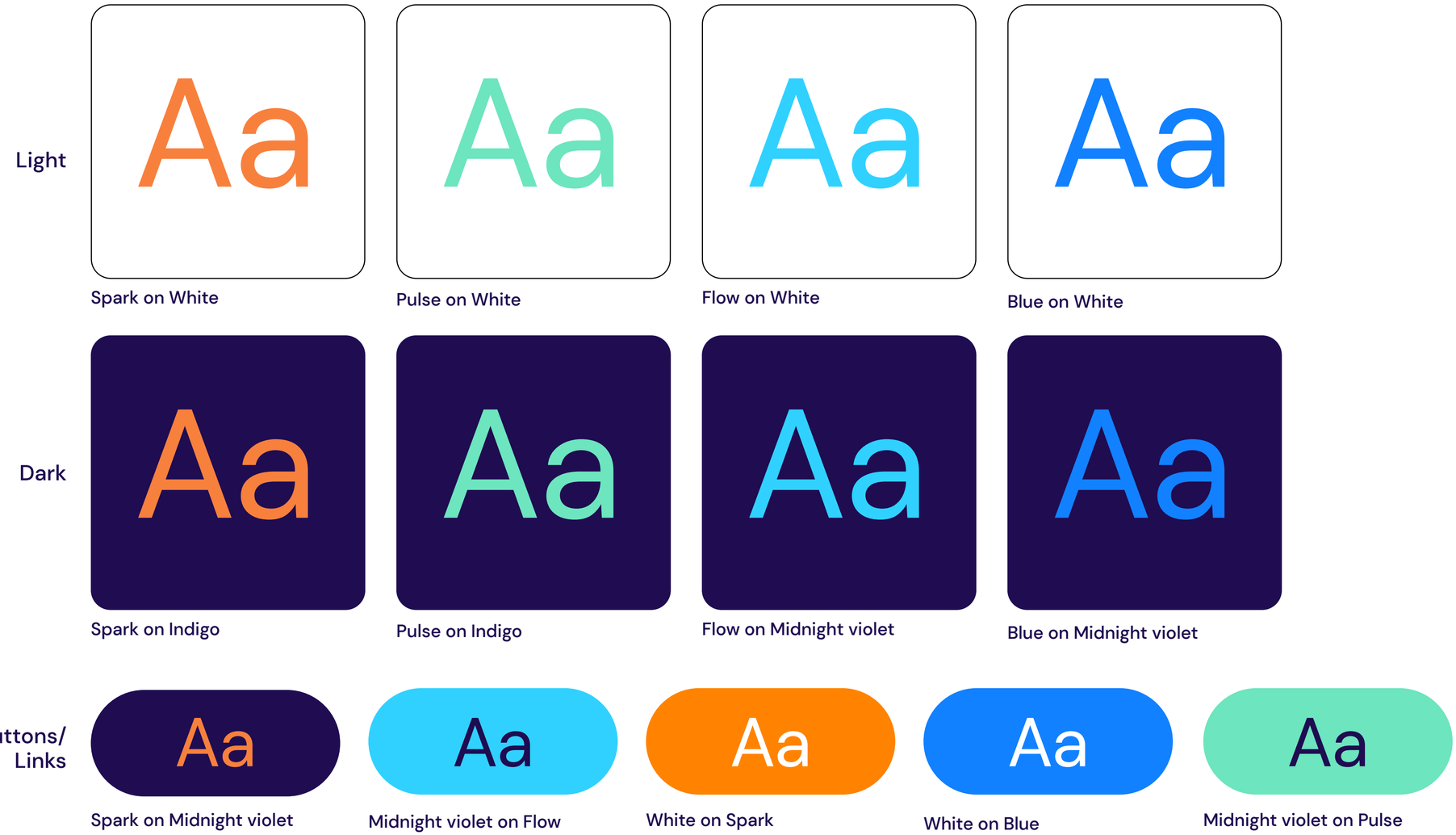
Color in typography is used to create hierarchy, highlight key information, and guide the reader's attention while maintaining brand consistency.

Here are some recommendedd uses for Light, Dark, and Button/Link themes.



Color in typography

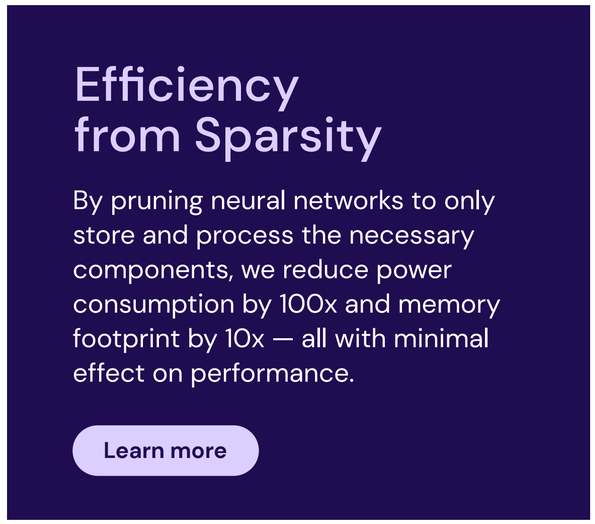
Accent colors go on titles or buttons on White or Midnight Purple backgrounds.

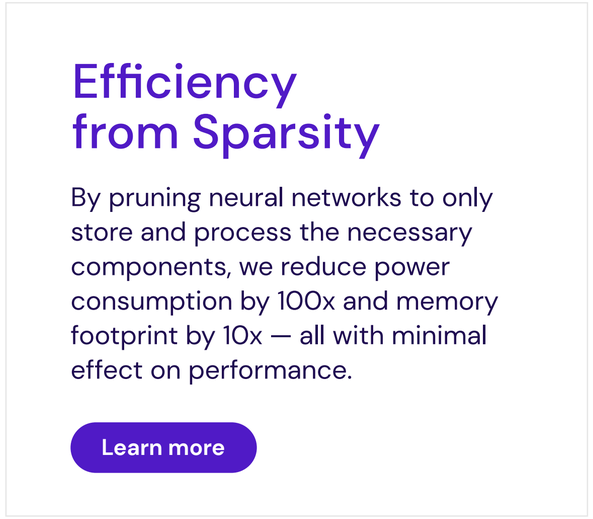


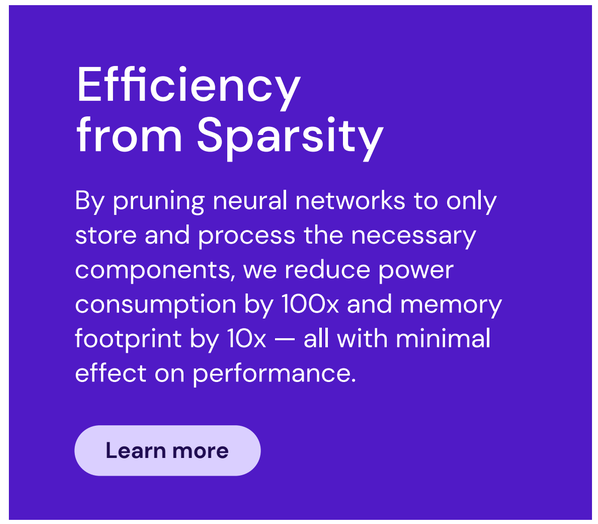
Typography layout examples

Examples of color on neutral and accent text layouts.

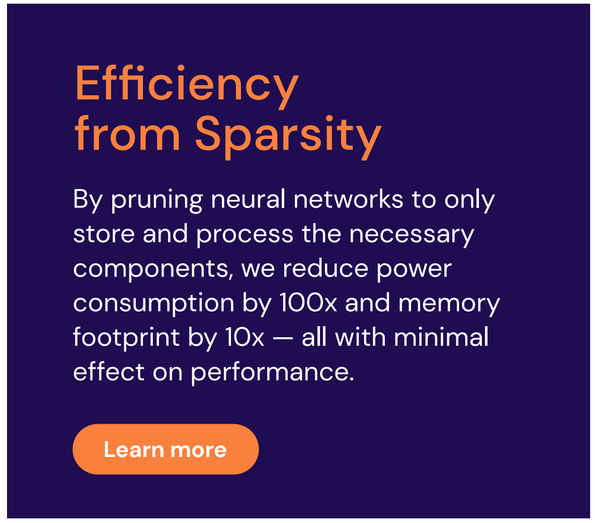
Neutral

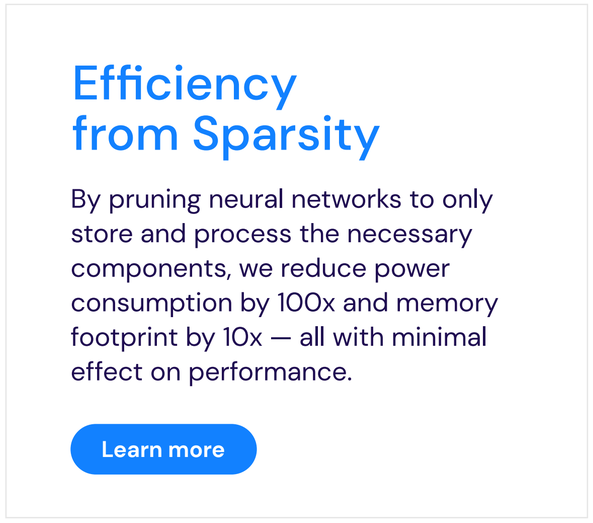


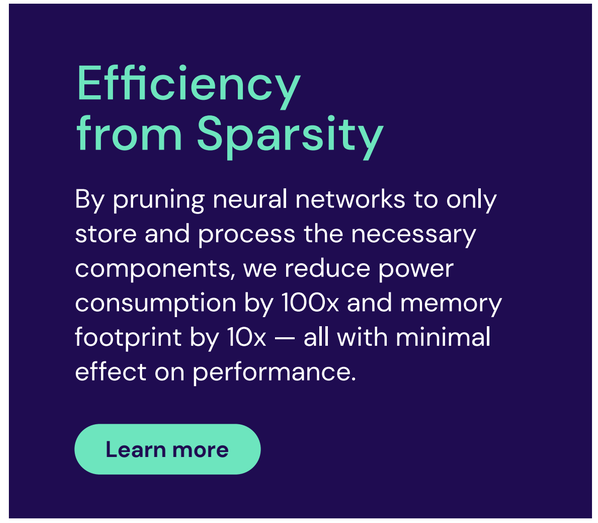




Accent







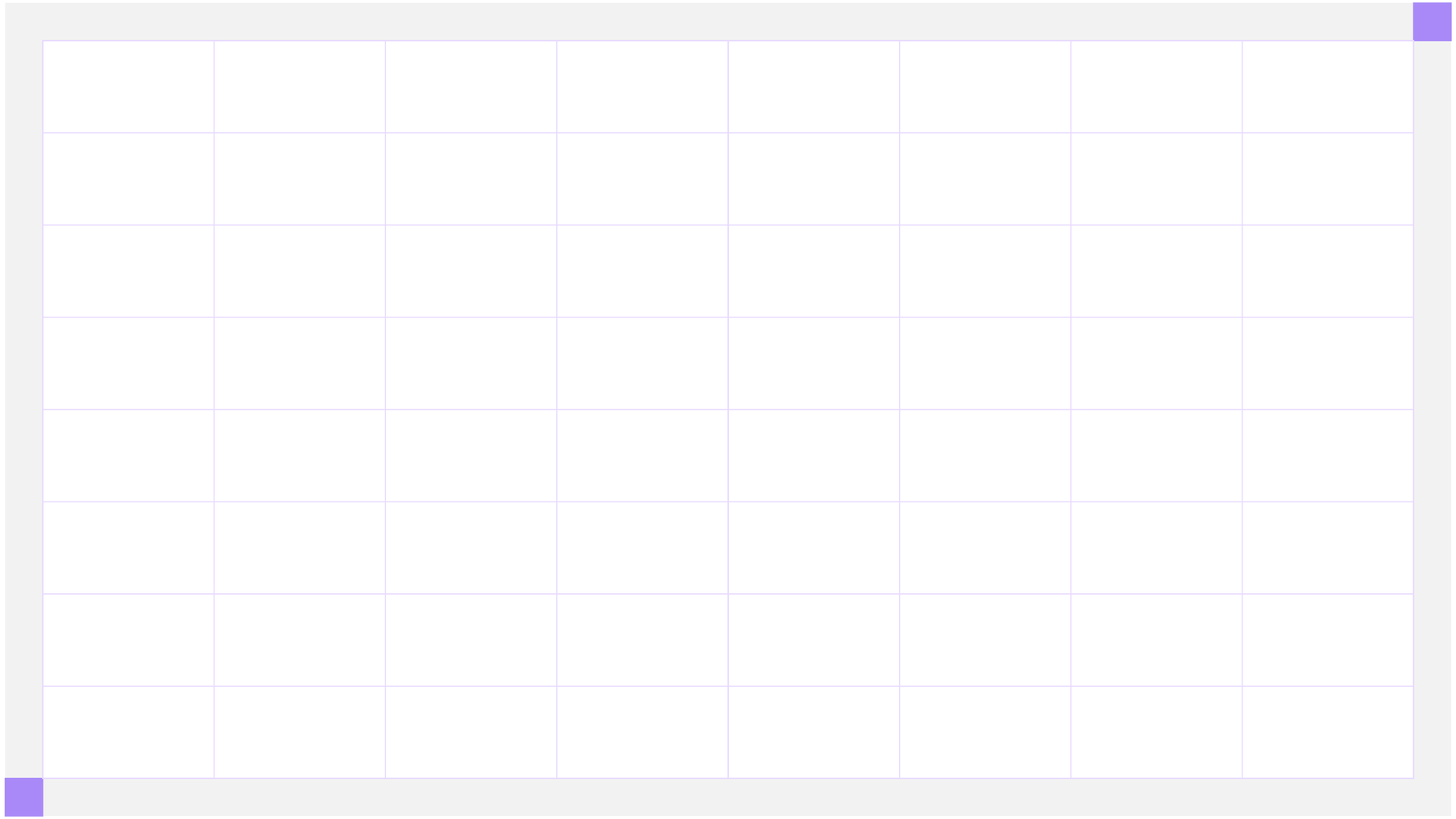
System Fallback Typeface

When our primary font isn't available, we use Arial as the fallback. It's a widely supported system font that maintains clarity and ensures our brand remains consistent across different platforms and devices.



Grid

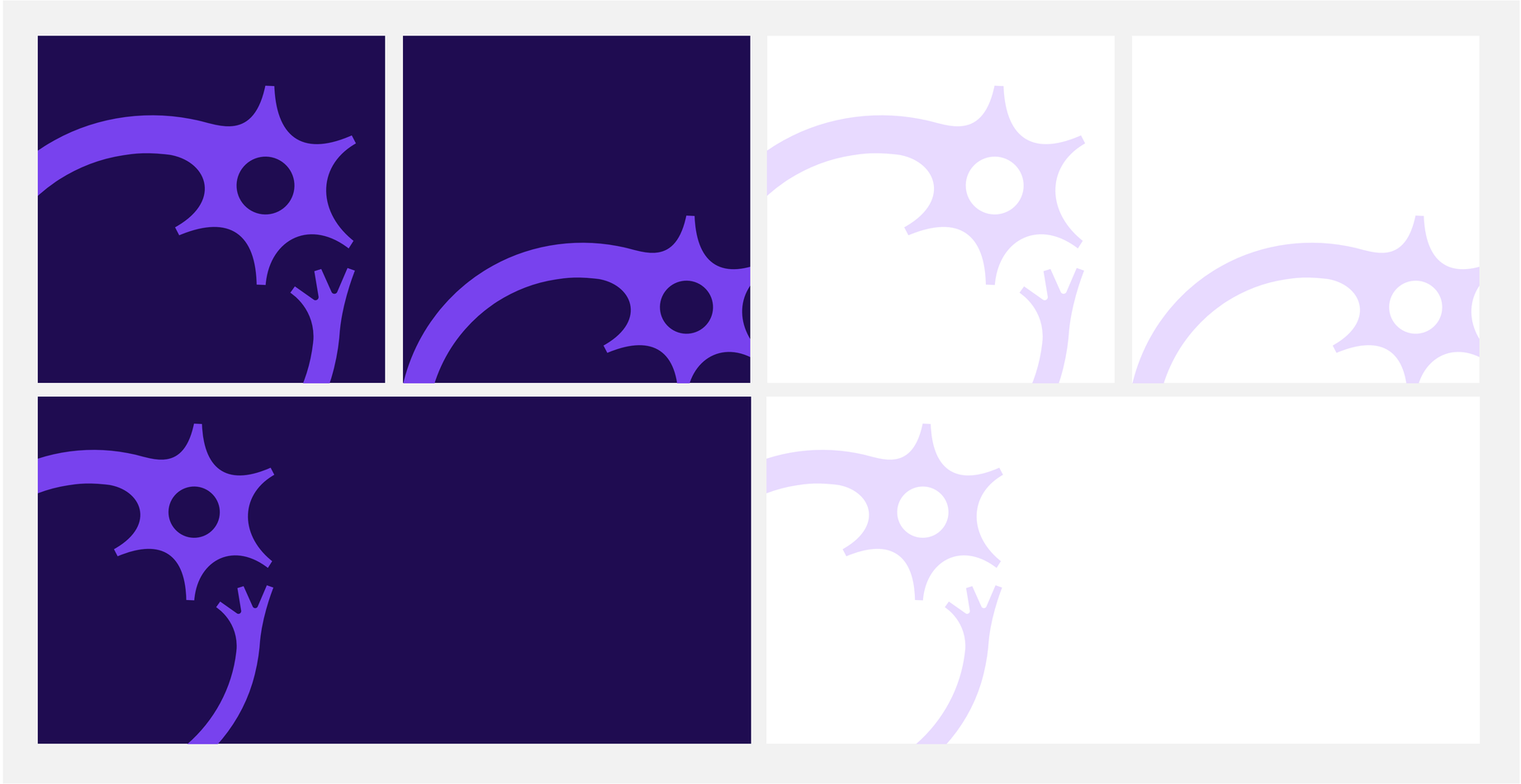
Our layout grid follows a 2× system, beginning with setting the margins around the canvas. Inside these margins, the remaining space is divided in half, and each section can be divided by two again to create proportional areas. This method keeps all elements aligned to a consistent structure, ensuring balance, clarity, and visual harmony across every layout.



Icon as a visual element

Proposals for backgrounds where the Icon works as a visual element. We only see part of the icon, combined in our primary or neutral colors and outlined.

Althought framed, the icon suggests it’s full form, avoid using separate parts on the same canvas.



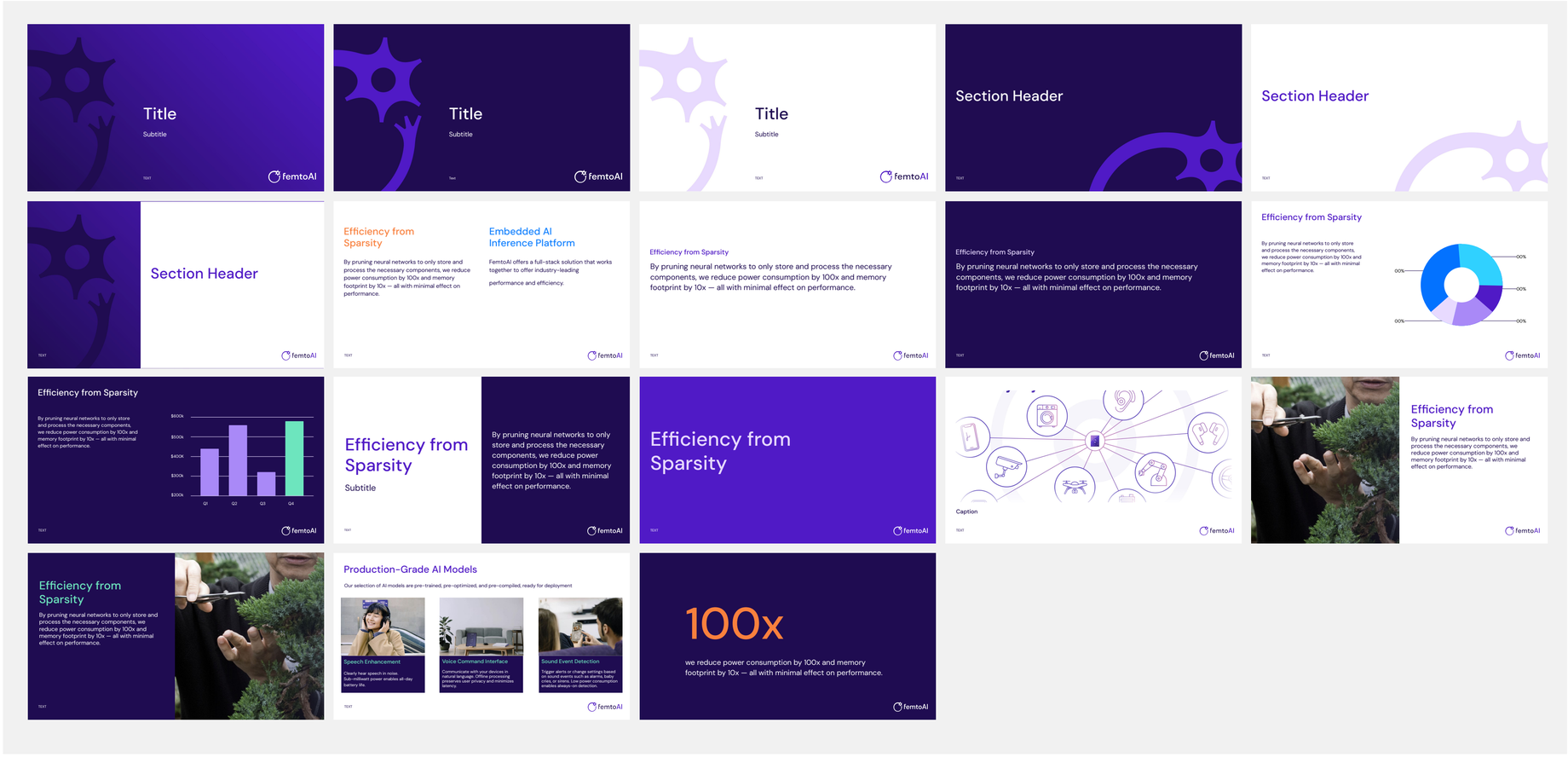
Business Cards

Icon is applied in holographic foil.



Presentation Template

The presentation template slides are provided as suggested layouts to guide consistent and effective use of our brand elements. They offer examples of composition, spacing, and hierarchy, while allowing flexibility to adapt the design to specific content needs.



Applications

Examples of brand elements in use.



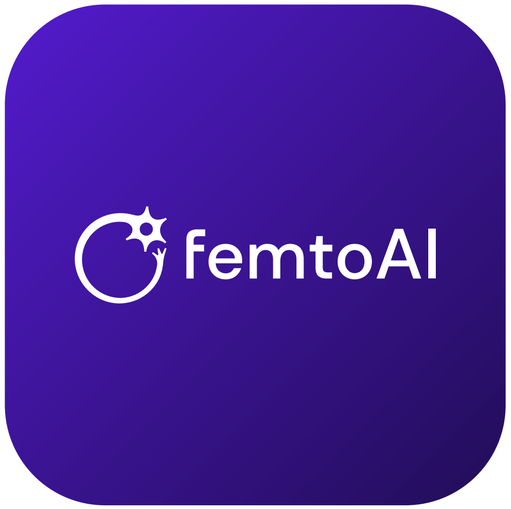
Stickers

Options for stickers

Op1



Op2



Op3 (holographic icon)



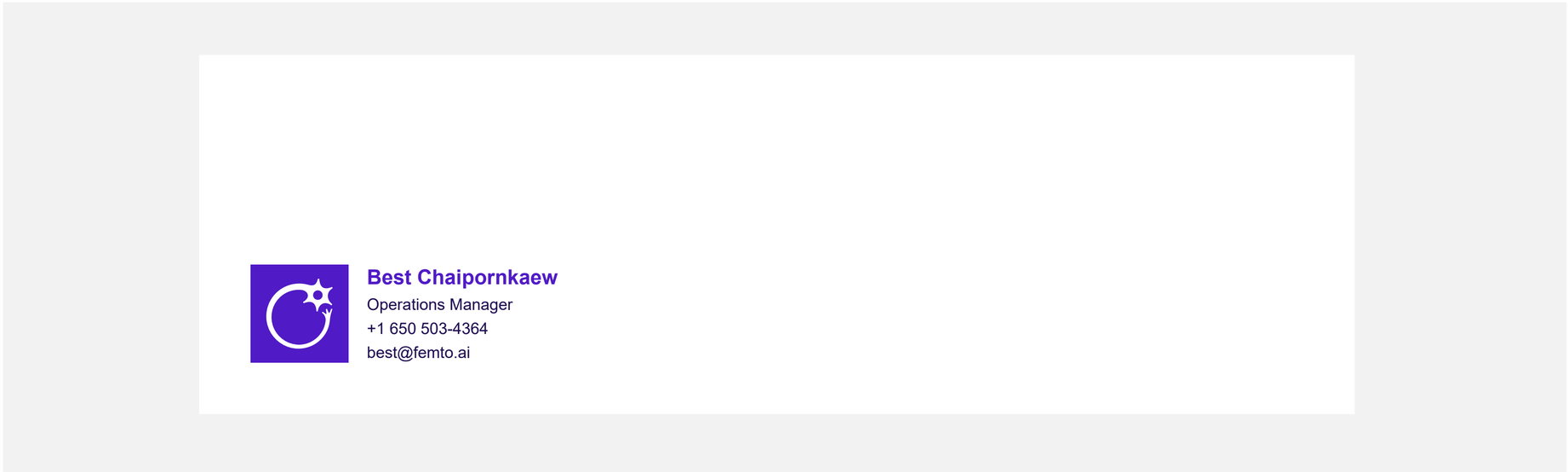
Stickers

Options for stickers



Email Signature

Options for email signature



Apparel





Thanks!

2025
www.femto.ai

femtoAI

Design by rangerstudio.tv