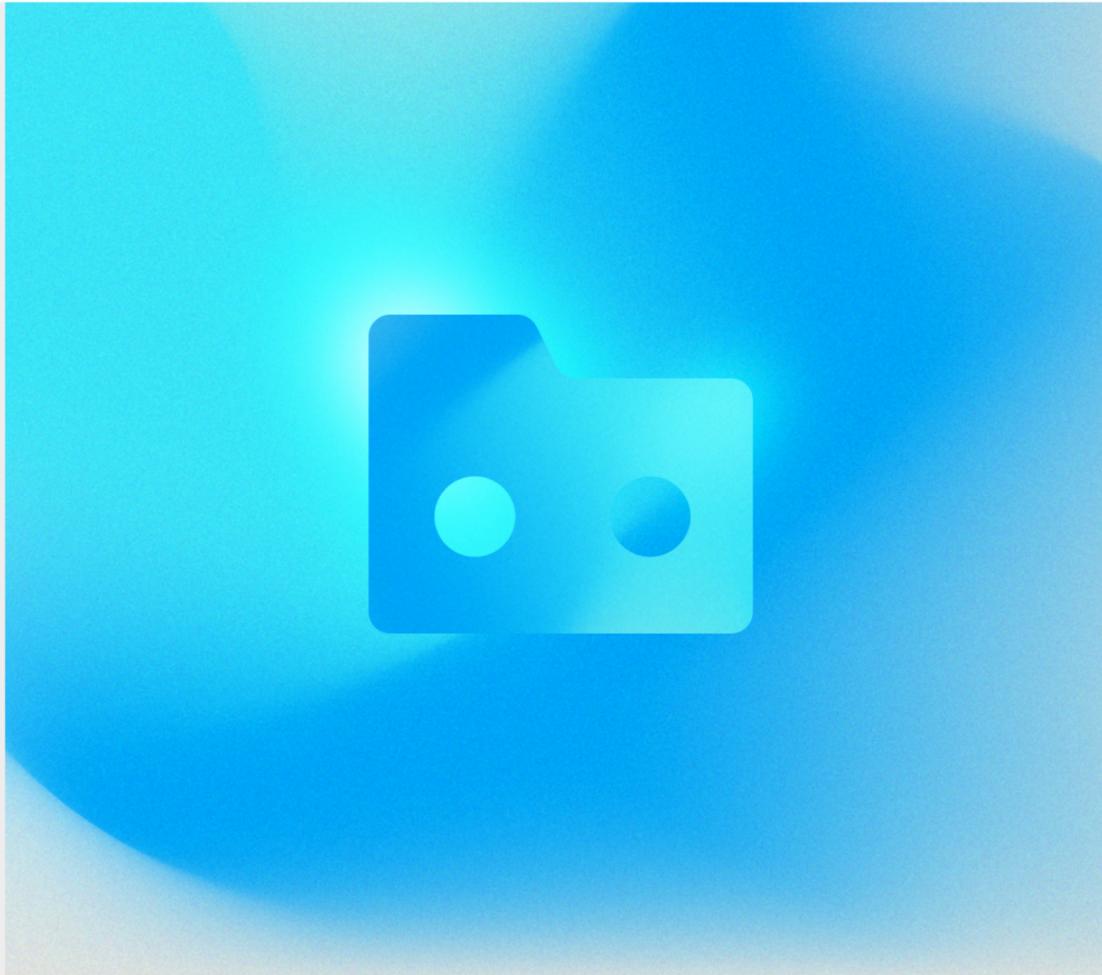




Brand Book

This guide defines how we present Keen Agents—a company dedicated to building custom AI agents tailored for your business. Inside, you'll find our visual standards, voice, and brand principles. Use it to keep our brand clear, consistent, and unmistakably Keen.



Logo Design

The Keen Agents logo is the foundation of our visual identity. It comes in three variants to ensure flexibility and clarity in any context:

Typography Logo – Our name in our custom type treatment.
Icon Logo – A simplified mark for compact spaces.
Combined Logo – Icon plus typography, our primary and most recognizable version.

Typography Logo

This is our logotype-only version, featuring the Keen Agents name in our custom type style. Use it when clear brand recognition is needed without the icon. It's ideal for formal documents, headers, website footers, and places where simplicity and legibility matter most.

Icon Logo

This standalone symbol represents Keen Agents in its simplest form. Use it where space is limited or where our brand is already well recognized. It's perfect for app icons, social media avatars, watermarks, and other compact or minimal layouts.

Combined Logo

Our primary and most versatile version, combining the icon with our typography. Use it wherever full brand expression is needed. Ideal for marketing materials, websites, presentations, signage, and any context where strong, clear identification matters.

TYPOGRAPHY

**keen
agents**

ICON



COMBINED



ICON / LINE



COMBINED



Outlined Logo

This version uses an outline style for a lighter, more refined look. It's useful when you want subtle branding that maintains clarity without overwhelming the design. Ideal for use on light backgrounds, embossed prints, watermarks, or elegant, minimalist layouts.



Color Pallete

Our color palette defines the visual mood of Keen Agents: professional, modern, and approachable. It includes Blue, Gray, and White as core colors, along with carefully crafted gradients.

Blue – Represents trust, intelligence, and clarity. Use it for key brand elements, accents, and calls to action.

Gray – Conveys balance and sophistication. Ideal for backgrounds, text, and neutral supporting elements.

White – Provides space, simplicity, and cleanliness. Essential for maintaining a clear, uncluttered look.

Gradients – Blend our core colors to create depth and energy. Use gradients thoughtfully in backgrounds, overlays, and highlight areas to add a dynamic, modern feel without distracting from core content.

BLUE		GRAY		WHITE		GRADIENT	
HEX	04a5fa	HEX	656565	HEX	ffffff	HEX	-----
RGB	4 165 250	RGB	101 101 101	RGB	255 255 255	RGB	-----
CMYK	682400	CMYK	60515121	CMYK	0000	CMYK	-----
							

Typography

Typography is a key part of our brand's voice. We use the Montserrat font family for its modern, clean, and highly legible design.

Why Montserrat?

Montserrat strikes a balance between professional and friendly. Its geometric shapes and open forms make it easy to read at any size, ensuring clarity in both digital and print applications. This consistency reinforces Keen Agents' commitment to precision, accessibility, and contemporary design across all brand communications.

Montserrat Semi Bold

We use Montserrat Semi Bold for headings and key emphasis. Its strong, confident weight ensures important messages stand out clearly while maintaining our modern, professional aesthetic. This style reinforces brand authority and improves readability in titles, calls to action, and highlighted text.

Montserrat Medium

Montserrat Medium is used for subheadings and secondary emphasis. It offers a balanced, approachable weight that supports hierarchy without overpowering the design. Ideal for section titles, captions, and emphasized body text, it ensures clear, consistent communication across all materials.

Montserrat Semi 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

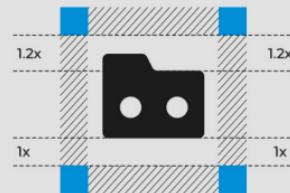
Montserrat Medium

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

TYPOGRAPHY



ICON



COMBINED



Exclusion Zones

To maintain clarity and impact, our logo must always have enough space around it, free from other elements. This exclusion zone ensures it remains visible and legible in any context.

The minimum safe area is defined by the height of the logo's icon or a set margin equal to X (where X = height of the icon). No text, images, or design elements should enter this space.

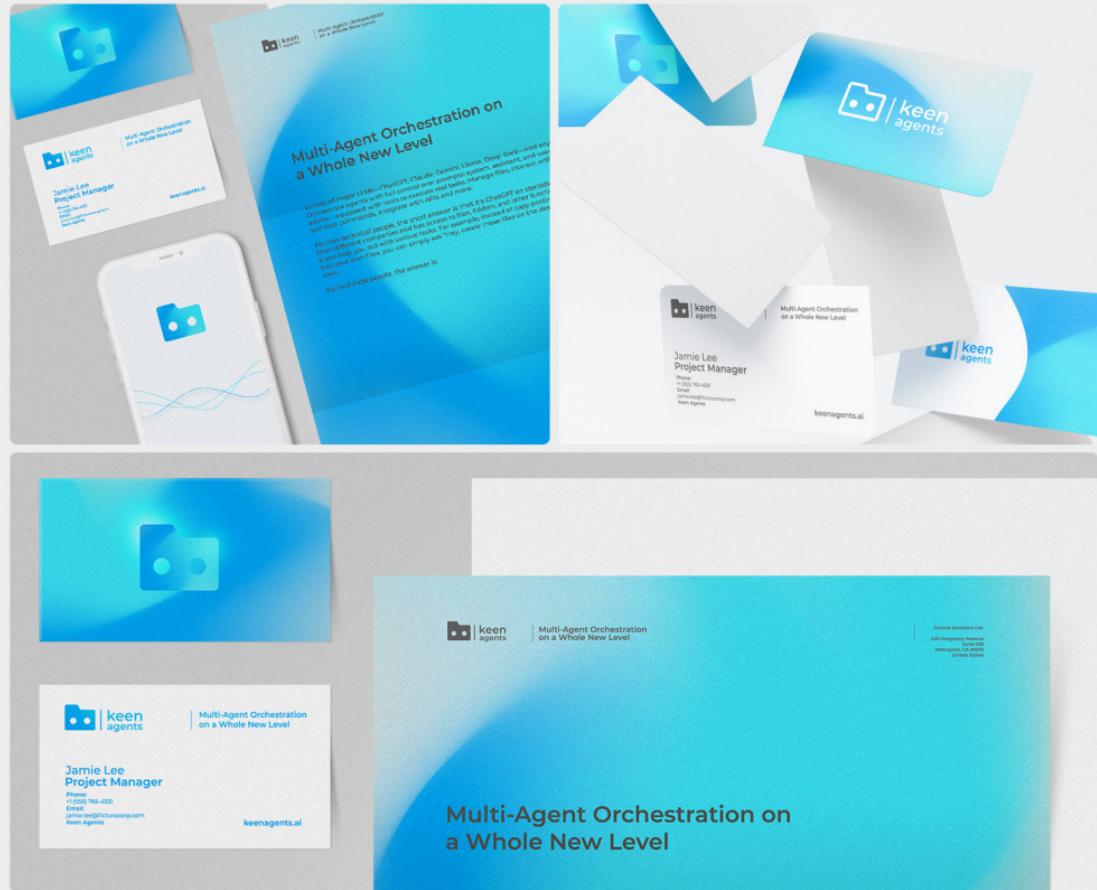
Respecting these clear zones protects the integrity of our brand and ensures consistent, professional presentation across all applications.

Corporate Stationery

Our stationery is an extension of the Keen Agents brand and should reflect our professionalism and consistency in every detail.

Branded materials—like business cards, letterheads, envelopes, and notepads—should use our core color palette, typography, and approved logo variations. Gradients can be applied subtly to add depth and modernity without distracting from the content.

Consistent, well-branded stationery reinforces trust, leaves a memorable impression, and ensures every communication—whether printed or digital—feels unmistakably Keen.



Landing

A well-designed landing page showcases our brand through thoughtful use of gradients, typography, and clear calls to action.

Gradients – Soft, branded gradients create visual depth without overwhelming the content. Use them as subtle backgrounds or section dividers to guide the eye smoothly down the page.

Typography – Headings in Montserrat Semi Bold ensure messages are strong and clear, while Montserrat Medium supports subheadings and body text for easy reading. This hierarchy keeps information organized and accessible.

Call to Action – A simple, focused CTA button (e.g., “Get Started” or “Talk to an Expert”) stands out with our primary blue, inviting users to take the next step. Avoid clutter and keep actions direct for better conversions.

This approach delivers a modern, professional, and user-friendly experience that reflects Keen Agents’ commitment to clarity and innovation.

keen agents

Multi-Agent Orchestration on a Whole New Level

All Major LLMs on One Screen – Equipped to Act, Not Just Chat

Access all major LLMs—ChatGPT, Claude, Gemini, Llama, Deep Seek—and any model of your choice. Orchestrate agents with full control over prompts: system, assistant, and user. These agents go beyond advice—equipped with tools to execute real tasks. Manage files, interact with databases (CRUD), run terminal commands, integrate with APIs and more

Download now

User Guide

Thank You!

Thank you for exploring the Keen Agents brand identity. This guide is more than just rules—it's a shared vision for how we present ourselves to the world. By following these principles, we ensure our brand stays clear, consistent, and true to what we stand for. Let's keep building Keen Agents together with purpose, creativity, and confidence.

≡ fullstack

