

Sidekick Automation — Brand Guide

Logo Files: PNG, JPG, SVG, PDF, EPS provided

Color Palette

Primary Teal	#00C6AE
Electric Blue	#1E90FF
Dark Charcoal Gray	#1A1A1A
Highlight Yellow	#FFD54F
White	#FFFFFF

Typography

- Logo Font: Montserrat Bold or Poppins Bold
- Headings: Montserrat SemiBold (uppercase)
- Body: Poppins Regular or Open Sans

Logo Usage Rules

- Keep one 'S' width of clear space around logo.
- Do not stretch, rotate, or recolor outside palette.
- Use dark or white backgrounds for best contrast.
- Use icon-only version for app icons, socials, watermarks.

Brand Voice

Tone: Professional, approachable, empowering.

Messaging: 'We're your AI sidekick — giving your business the superpowers to work smarter, faster, and better.'

Taglines: 'Your AI partner in productivity.' | 'Smarter workflows, simpler days.' | 'The sidekick every business needs.'

Starter Applications

- Business Card: Dark background, teal accents.
- Slide Decks: Black background, teal headers, yellow highlights.
- Website: Minimal, dark/teal theme, rounded buttons.