SIMPLIFAI[SM]

AN ET AL SOLUTIONS CONTEXT

STYLE GUIDE

Background & Texture

- **Primary Background: Matte black (#000000)**
- **Accent Texture: Deep dark wood grain (low-opacity overlay for warmth and depth)**

Color Palette

- Primary Text: Chinese Silver (#C1BFC0)
- **Accent Blue: Electric Blue (#123BFF) — used for emphasis and the "AI" in SimplifAI**
- Secondary Accents:
  - Chrome Silver (#C0C0C0)
  - Neon Violet (#9B5DE5)
  - Emerald Green (#00FFB2)

Typography

- **Headings: Montserrat Bold — geometric, modern, and clean**
- Callouts: Italicized with glowing underline in accent blue
- *Body Text: Montserrat — highly readable and neutral*

Imagery & Visuals

- Use high-contrast visuals with dark backgrounds and glowing edges
- Icons should be line-style with subtle glow or chrome finish
- Avoid flat or pastel tones — favor luminous, high-contrast elements

Tone & Voice

- Confident but friendly
- Accessible, not technical — "If you can talk, you can use AI."
- Empowering — Focus on how AI simplifies life for everyone