**CONVERSIA AI- Branding guidelines**

### **1. Define Core Brand Identity**

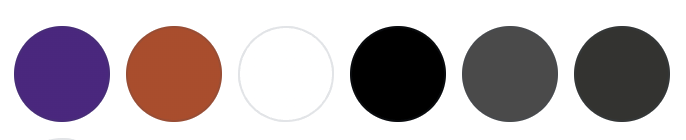
* **Brand Name:** CONVERSIA AI
* **Tagline Suggestion:** Elevate Sales Performance with AI-Powered coaching.
* **Mission Statement:** Empowering customer-facing teams with AI-driven training and coaching, enabling them to master real-world conversations with confidence, and impact.
* **Vision Statement:** To empower individuals to perform at their best in challenging conversations, fostering collaboration and unlocking human potential through AI-driven training and coaching.

### **2. Logo & Visual Identity**



* **Conversational Ripple →** A circular logo with ripples or waves expanding outward, visually illustrating the impact of conversations and AI-powered coaching.
* **Modern & Minimalist**: Reflects AI-driven and cutting-edge technology.
* **Professional but Friendly**: Balances tech credibility with an engaging training experience.

### **3. Primary Color Palette**



* **Icons or graphics:** Purple #4F2582 or Reddish brown #B64621
* **Headlines, sections and main categories:** Purple #4F2582
* **Buttons, call outs, borders, specific elements:** Reddish brown #B64621
* **Body text:** Black #000000
* **Neutral Colors (backgrounds):** White #FFFFFF, Dark Gray (#333330) and Light Gray (#4A4A4A)
* **Icons or graphics:** Purple #4F2582 or Reddish brown #B64621

### **4. Typography & Fonts**

* **Primary Font:** Roboto (for headings and major text elements).

**5. Secondary color palette**



