



# IDECIDE Brand Briefing

*(Aligned with Master Green App 040925 — ABSOLUTE GREEN certified baseline)*

---

## 1. Brand Overview

### Vision

To be the most trusted global platform for AI-assisted decision-making, collaboration, and learning.

### Mission

- Maximize human agency by making AI accessible and transparent.
- Deliver ultra-low-cost disruption pricing.
- Democratize AI through referral-based access and cross-subsidization.

### Products in the IDECIDE family

- **idsideAI:** Core intent-to-command orchestration platform.
- **idsideAITurbo:** Premium analytics, performance dashboards, and auto-repair.
- **IDECIDE SEO FreeFlow:** Low-cost consumer funnel, optimized for creators.

---

## 2. Brand Identity

- **Logo:** Two-tone blue palette (business blue + turquoise accent).
- **Primary Fonts:** Montserrat (UI), Titillium (docs & presentations).
- **Color Palette:**
  - IDECIDE

Blue: #003366

- IDECIDE

Turquoise:

#00B5C9

- White:



#FFFFFF

- **Design Style:**

Scandinavian minimalism, crisp white backgrounds, turquoise highlights.

- **UI Consistency:** All apps share the same branding for seamless family recognition.
- 

### 3. Tone of Voice

- **Empowering:** Focus on user agency and collaboration.
  - **Constructive:** Use green ticks , avoid red crosses .
  - **Transparent:** No jargon, no hype.
  - **Mission-driven:** Reflecting ethics, inclusion, and low-cost disruption.
- 

### 4. Key Messages

- **ABSOLUTE GREEN** = trust, quality, and production-readiness.
  - **Ultra-low pricing** through referral-based model.
  - **Collaboration-first design** (families, teams, institutions).
  - **Decision Graphs + Turbo** = unique differentiators.
  - **Mission-driven brand** with ethical AI access.
- 

### 5. Audience Focus

- **Consumers** → IDECIDE SEO FreeFlow (entry funnel).
  - **SMEs & Teams** → idsideAI (workflow orchestration).
  - **Enterprise/Premium** → idsideAITurbo (analytics, quality dashboards).
  - **Social Impact Sectors** → Education, Law, Public Sector, International Development.
- 

## 6. Visual Style Guide

- **Logos:** Always use two-tone version on white background.
  - **Headings:** Bold, Montserrat.
  - **Body text:** Titillium, regular weight.
  - **Highlights:** Use turquoise for emphasis, green ticks for validation.
  - **Slides:** White background, turquoise title bars, minimal text per slide.
- 

## 7. Usage Do's & Don'ts

### Do

- Highlight empowerment, collaboration, disruption pricing.
- Use constructive framing (ticks, green validation).
- Emphasize ethical and inclusive AI.

### Don't

- Use scare tactics or negative AI hype.
- Break consistency between apps.

- Dilute the ABSOLUTE GREEN certification.
- 

## 8. Appendices

### Tagline Options

- “AI that empowers your decisions.”
- “IDECIDE — putting people first in AI.”

### Example Slide Layout

- Title bar: IDECIDE blue background, white text.
- Body: 3–4 key points, turquoise highlights.
- Footer: IDECIDE turquoise stripe with logo.

### Contact for Brand Sign-off

- Brand custodian: [Your Company’s appointed lead]
- 



### Instructions for you

1. Copy all of the above.
2. Paste into Microsoft Word on your Mac.
3. Save as: Brand\_Briefing.docx in your Documents/Master\_Green\_Business\_Bundle\_040925/ folder.
4. In Word, go to **File** → **Export** → **PDF** to create Brand\_Briefing.pdf.