

SoundFoundry — Brand Identity Guide

1. Brand Overview

Brand Name: SoundFoundry

Tagline: Craft Your Sound.

Purpose: Enable intuitive music creation with guided and generative tools.

2. Values & Personality

Creative empowerment, craft and precision, clarity, inclusivity.

Calm, confident, technical tone.

3. Typography

- Headers: Montserrat SemiBold
- Body: Inter Regular
- Mono: JetBrains Mono

4. Color Palette

Forge Black (#0D0D0F)

Graphite Gray (#24262A)

Steel White (#F3F5F7)

Forge Amber (#FFB24D)

Resonance Blue (#3A77FF)

5. Imagery Style

Abstract sound-energy visuals, no stock musician photos.

6. UI Style

Dark-first, structured spacing, minimal chrome.

7. Accessibility

WCAG AA contrast + keyboard navigation.