

# CuratorAI

TAGLINE, FONTS AND COLORS

# OFFICIAL TAGLINE

**“Where Fashion Meets Intelligence.”**

# FONTS.

## CuratorAI Font Hierarchy

### 1. Logo & Tagline

- Font: Play fair Display

CuratorAI  
*Where Fashion Meets Intelligence.*

### 2. Headings

- Font: Montserrat Bold

**CuratorAI Features**

### 3. Body Text

- Font: Inter Regular

CuratorAI recommends outfits based on your preferences, location, and global fashion trends.

# COLORS

## Primary Colors

- **Deep Charcoal Black** – #111111
- **Ivory White** – #F8F8F8
- *(Elegant base for logo, background, and clean UI contrast)*

## Accent Colors

- **Crimson Red** – #D72638
- **Royal Blue** – #3A6FF7
- *(For highlights, buttons, calls-to-action, social media energy)*

## Secondary / Neutral Tones

- **Cool Gray** – #7A7A7A
- **Soft Beige** – #E8E2D3
- *(For text, backgrounds, and subtle contrast without losing luxury tone)*

## USAGE GUIDELINES

- **Logo/Tagline** → Deep Charcoal Black or Ivory White (depending on background).
- **Headings / Highlights** → Crimson Red
- **Buttons & Links** → Royal Blue
- **Body Text** → Cool Gray on Ivory backgrounds.
- **Background Sections** → Soft Beige.
- See Colour Pallet attached.