Avenir AI Solutions

Brand Kit

The complete visual and communication identity for the AI growth infrastructure platform

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Brand Overview

What is Avenir AI Solutions?

Avenir AI Solutions is the complete AI growth infrastructure for modern businesses. We transform every interaction into actionable intelligence, analyzing intent, urgency, and opportunity in real-time to turn conversations into conversions and data into growth.

Brand Values

Intelligence

We build systems that understand, predict, and act with precision.

Growth

Every interaction is optimized to drive measurable business growth.

Innovation

Beyond chatbots — we create intelligent infrastructures that learn.

Trust

Enterprise-grade reliability with transparent, ethical AI practices.

Brand Positioning

"Beyond chatbots. We build intelligent systems that understand, predict, and act."

Target Audience

B2B SaaS Companies

Growing businesses needing intelligent lead qualification and conversion optimization.

Marketing Agencies

Agencies seeking to scale client growth with AI-powered automation.

Sales Teams

Sales professionals looking to optimize pipeline and increase conversion rates.

Logo & Usage

Primary Logo

AVENIR AI

Growth Solutions

The primary logo combines the lightning bolt icon with the wordmark. Use this version for most applications.

Logo Variations

Icon Only

Use for favicons, social media, and small applications.

Wordmark Only

AVENIR AI

Use when space is limited or for text-only applications.

Clear Space & Sizing

Minimum clear space equals the height of the icon. Never place elements closer than this distance.

Usage Guidelines

✓ Do

- Use on white or light backgrounds
- Maintain proper clear space
- Use at minimum 24px height
- Keep proportions intact

✗ Don't

- Stretch or distort the logo
- Use on busy backgrounds
- Change colors or gradients
- Add effects or shadows

Color System

Primary Colors

Primary Blue

#3B82F6

Used for primary actions, links, and key UI elements.

Primary Purple

#8B5CF6

Used for secondary actions and accent elements.

Brand Gradient

Primary Gradient

from-blue-600 to-purple-600

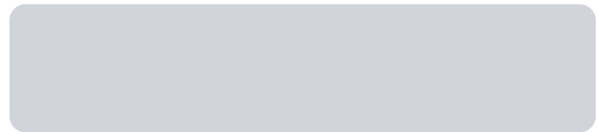Used for buttons, highlights, and key brand elements.

Neutral Colors

Gray 900
#111827

Gray 700
#374151

Gray 600
#4B5563

Gray 300
#D1D5DB

Status Colors

Success
#059669

Warning
#D97706

Error
#DC2626

Accessibility

All color combinations meet WCAG AA standards for contrast ratio (4.5:1 minimum).

Text on White

- Gray 900: 16.7:1 ratio
- Gray 700: 9.7:1 ratio
- Gray 600: 7.0:1 ratio

Text on Blue

- White: 4.5:1 ratio
- Light Gray: 3.2:1 ratio

Typography

Font Family

Inter

Primary typeface for all text elements

Inter is a modern, highly legible typeface designed specifically for user interfaces. It provides excellent readability across all screen sizes and weights.

Type Scale

Hero Heading

text-6xl • font-bold • 3.75rem • 60px

Used for main page titles and hero sections

Section Heading

text-4xl • font-bold • 2.25rem • 36px

Used for major section titles

Subsection Heading

text-2xl • font-bold • 1.5rem • 24px

Used for subsection titles and card headers

Card Title

text-xl • font-bold • 1.25rem • 20px

Used for card titles and component headers

Body Large

text-lg • font-medium • 1.125rem • 18px

Used for important body text and subtitles

Body Regular

text-base • font-normal • 1rem • 16px

Used for standard body text and descriptions

Body Small

text-sm • font-normal • 0.875rem • 14px

Used for captions, labels, and secondary information

Bilingual Examples

English

The complete AI growth infrastructure for modern businesses.

Transform every interaction into actionable intelligence.

Four Pillars of Growth Intelligence

French

L'infrastructure IA complète pour les entreprises modernes.

Transformez chaque interaction en intelligence actionnable.

Quatre Piliers de l'Intelligence de Croissance

Font Weights

Light

font-light • 300

Regular

font-normal • 400

Medium

font-medium • 500

Semibold

font-semibold • 600

Bold

font-bold • 700

Extrabold

font-extrabold • 800

Component Design System

Cards

Acquisition Intelligence

Automatically detect, qualify, and score every prospect with AI-powered analysis.

Conversion Intelligence

Transform leads into customers with personalized, context-aware outreach.

Card Specifications

- Border radius: 16px (rounded-2xl)
- Padding: 32px (p-8)
- Border: 1px solid rgba(229, 231, 235, 0.5)
- Background: Subtle gradient with backdrop blur
- Hover: translateY(-4px) with shadow

Buttons

Primary Button   Secondary Button   Text Button

Button Specifications

- Border radius: 12px (rounded-xl)

- Padding: 24px horizontal, 12px vertical (px-6 py-3)
- Font weight: 600 (font-semibold)
- Transition: 200ms ease-in-out
- Hover: Color shift + shadow for primary

Form Elements

Email Address

Enter your email

Message

Tell us about your growth challenges

Form Specifications

- Border radius: 12px (rounded-xl)
- Padding: 16px horizontal, 12px vertical (px-4 py-3)
- Background: white/80 with backdrop blur
- Focus: Blue ring with 50% opacity
- Border: 1px solid gray-200

Badges

Avenir AI Solutions   New   Active   AI Powered

Copy Tone & Messaging

Tone of Voice

Confident

We speak with authority about AI and growth. No hedging or uncertainty.

Data-Driven

Every claim is backed by intelligence, metrics, and measurable results.

Human

Complex AI concepts explained in clear, accessible language.

Key Messages

Primary Value Proposition

"The complete AI growth infrastructure for modern businesses."

Differentiation

"Beyond chatbots. We build intelligent systems that understand, predict, and act."

Benefit Statement

"Transform every interaction into actionable intelligence — turning conversations into conversions and data into growth."

Copy Examples

Hero Headlines

English

"The complete AI growth infrastructure for modern businesses."

French

"L'infrastructure IA complète pour les entreprises modernes."

Feature Descriptions

English

"Automatically detect, qualify, and score every prospect with AI-powered analysis."

French

"Détectez, qualifiez et scorez automatiquement chaque prospect avec une analyse alimentée par l'IA."

Call-to-Actions

English

"See How It Works" • "Get Started" • "Experience AI Intelligence"

French

Writing Guidelines

✓ Do

- Use active voice and strong verbs

- Lead with benefits, not features

- Be specific about outcomes

- Use "we" and "our" confidently

- Include data points when relevant

✗ Don't

- Use hedging language ("might", "could")

- Overuse technical jargon

- Make claims without backing

- Use passive voice

- Be vague about results

Imagery & Iconography

Visual Style

AI-Powered Visuals

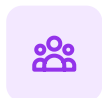Clean, modern illustrations that convey intelligence and growth

Icon Style

Lightning
AI Power

Chart
Growth

Users
Community

Lightbulb
Insights

Icon Guidelines

Technical Specifications

- Stroke width: 2px (stroke-width="2")
- Corner style: Rounded (stroke-linecap="round")
- Join style: Rounded (stroke-linejoin="round")
- Size: 24×24px base grid
- Style: Outline only, no fills

Usage Rules

- Use consistent stroke weight
- Maintain 24px grid alignment
- Use brand colors for emphasis
- Keep backgrounds subtle
- Ensure accessibility contrast
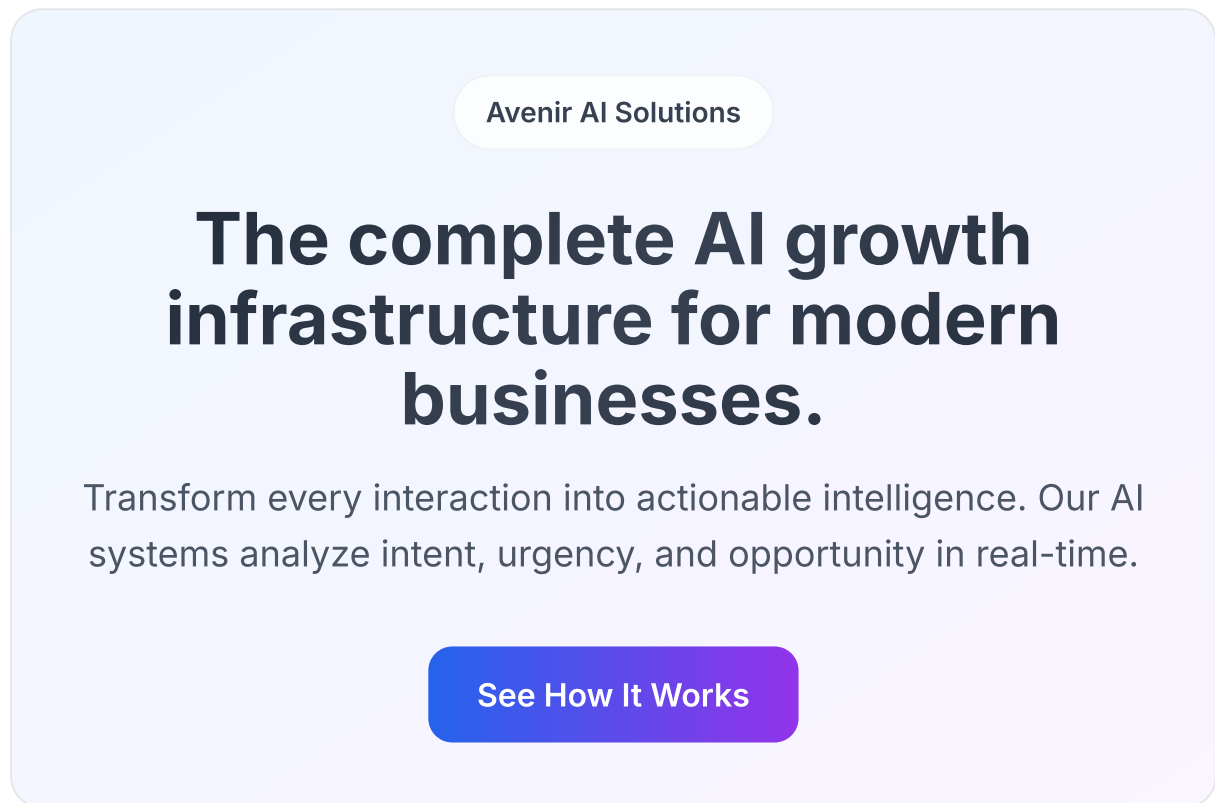
Background Patterns

Subtle Gradients

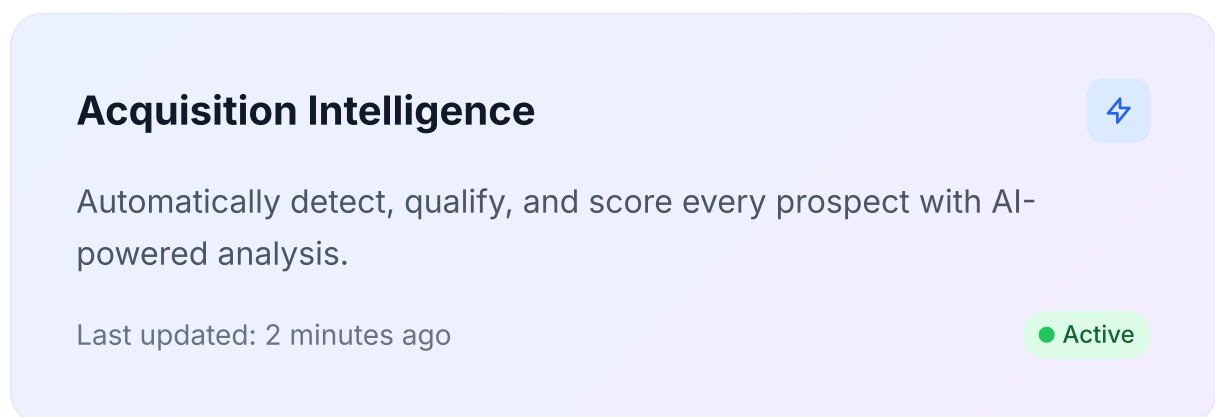Use for card backgrounds and section dividers

Backdrop Blur

Modern glass-morphism effect for depth

Brand Applications

Landing Page Hero

Avenir AI Solutions

The complete AI growth infrastructure for modern businesses.

Transform every interaction into actionable intelligence. Our AI systems analyze intent, urgency, and opportunity in real-time.

See How It Works

Dashboard Card

Acquisition Intelligence

Automatically detect, qualify, and score every prospect with AI-powered analysis.

Last updated: 2 minutes ago

● Active

Form Interface

Get Started

Full name

Enter your name

Business email

Enter your email

Get Started

Button States

Default

Hover

Disabled

⟳ Loading

Future Extensions

Social Media Assets

LinkedIn Posts

- Use hero gradient backgrounds
- Include key statistics and metrics
- Maintain professional tone
- Use brand colors consistently

Twitter/X Graphics

- Bold typography for impact
- Minimal, clean layouts
- High contrast for readability
- Include brand logo

Investor Materials

Pitch Deck Template

- Use hero typography for slide titles
- Include data visualizations with brand colors
- Maintain consistent spacing and alignment
- Use gradient accents for key metrics

One-Pager Design

- Clean, scannable layout

- Highlight key value propositions
- Include contact information prominently
- Use card-based information hierarchy

Onboarding Materials

Welcome Email

- Use brand gradient for headers
- Include clear next steps
- Maintain professional tone
- Use consistent button styling

User Guide

- Step-by-step visual instructions
- Use screenshots with brand styling
- Include helpful tips and best practices
- Maintain consistent iconography

Product Extensions

Mobile App Design

- Adapt card design for mobile screens
- Use touch-friendly button sizes
- Maintain brand colors and typography
- Include haptic feedback for interactions

API Documentation

- Use code blocks with brand styling

- Include interactive examples
- Maintain consistent navigation
- Use clear, technical typography

Technical Delivery

Implementation

Tailwind CSS Classes

Typography

```
text-6xl font-bold gradient-text
```

Colors

```
bg-gradient-to-r from-blue-600 to-purple-600
```

Components

```
rounded-2xl border border-gray-200/50 backdrop-blur-sm
```

Asset Delivery

Logo Files

- SVG (vector, scalable)
- PNG (24px, 48px, 96px)
- Light and dark variants
- Icon-only versions

Color Palette

- CSS custom properties
- Tailwind config
- Figma color styles

- Accessibility documentation

Quality Assurance

Accessibility Standards

- WCAG AA compliance (4.5:1 contrast ratio)
- Keyboard navigation support
- Screen reader compatibility
- Focus state indicators

Browser Support

- Chrome 90+
- Firefox 88+
- Safari 14+
- Edge 90+

Maintenance

Brand Updates

This brand kit should be reviewed and updated quarterly to ensure consistency across all touchpoints.

- Document any new components or patterns
- Update color values if needed
- Review accessibility compliance
- Gather feedback from users and stakeholders

Avenir AI Solutions

Brand Kit v1.0

For questions about brand usage or updates,
contact the design team at design@aveniraisolutions.ca