



Addvocate - *Visual Identity*

Graphic Charter

Summary

01. Brand Overview

- Who is AddVocate ?
- What AddVocate does ?
- Why AddVocate exists ?
- Mission, Vision & Values

02. Logo System

- Logo versions & usage rules
- Clear space & minimum size
- Logo misuse examples

03. Color Palette

- Primary & secondary colors
- Accessibility guidelines

04. Typography System

- Primary & secondary fonts
- Weights & hierarchy

05. Visual Elements

- Iconography
- Graphic Elements

06. Brand Application

- Digital & Social Media
- Print & Physical Applications

01

Brand Overview

Addvocate overview

Who is Addvocate ?

AddVocate is an **AI-powered B2B sales intelligence platform** built to transform how sales teams operate in the digital era. It leverages **advanced artificial intelligence and automation** to help organizations prepare, execute, and improve sales engagements with deep data-driven insights.

AddVocate was founded to address **key challenges faced by sales teams** fragmented information, inefficient processes, and poor deal predictability by combining these elements into a **single intelligent performance system**. The company operates between France and Tunisia and serves sales organizations around the world.



What Advocate does ?

1 AI-powered sales preparation

Unified prospect insights from CRM, emails, and research.

2 Actionable sales intelligence

Smart insights before, during, and after every meeting.

3 End-to-end sales support

From discovery to close, with full pipeline visibility.

4 Performance-driven automation

Predictive recommendations that accelerate deals.

Why Addvocate exists ?

Addvocate was created to solve fundamental sales problems that hold teams back :

- ✓ Time wasted on research and prep : Salespeople lose hours manually gathering insights.
- ✓ Fragmented information sources : Data scattered across CRM, tools, and content silos.
- ✓ Predictability issues in pipeline performance : Deals stagnate without clear reasons or next steps.

Mission & Vision

How do we scale sales impact?

To empower sales teams with *intelligent, automated systems* that enhance performance, increase predictability, and drive measurable growth.

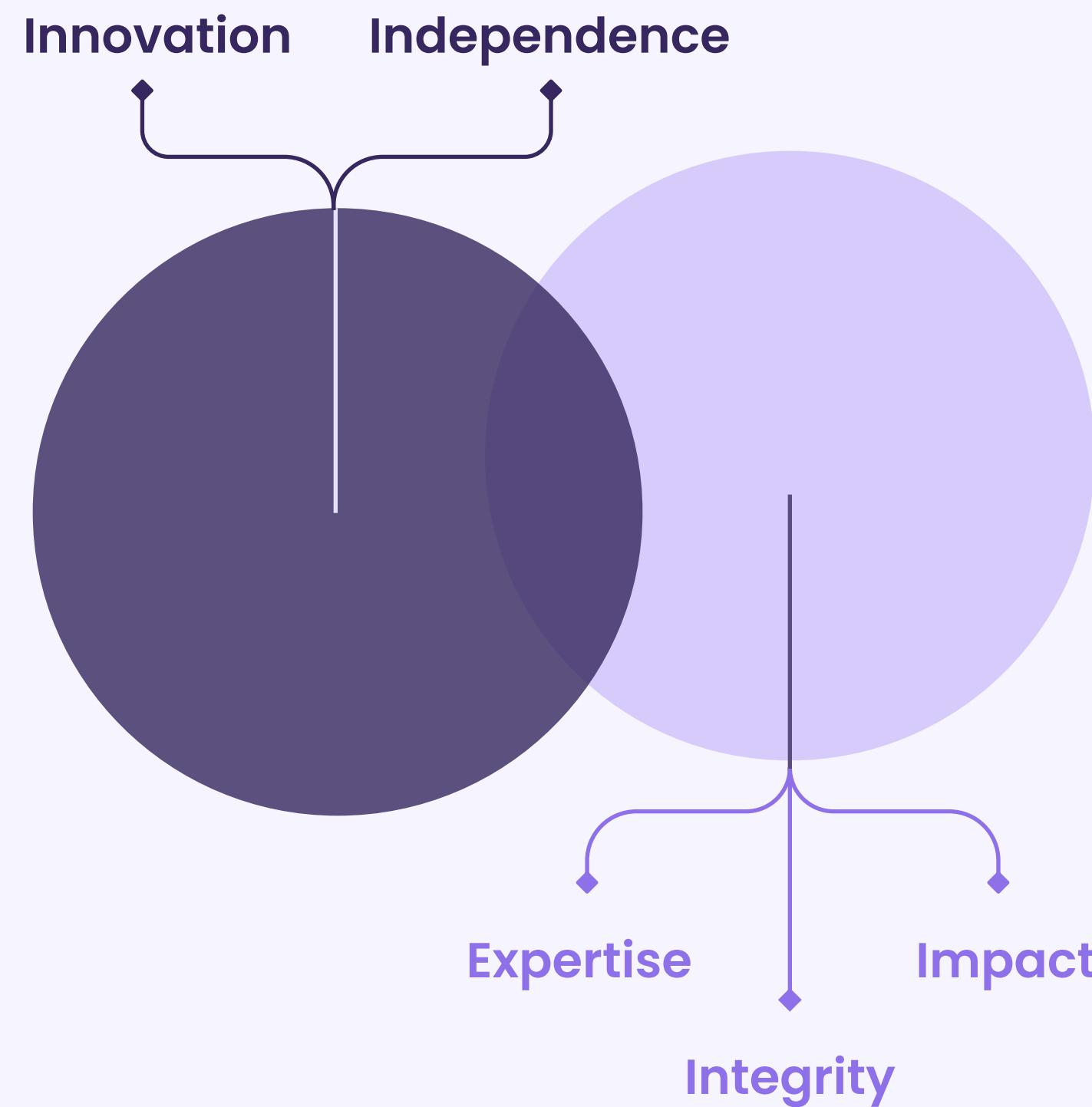


What defines next-gen performance?

A world where every sales professional has *instant access to the insights* they need to execute *smarter, faster, and more confidently*.



Values



Core Values

- . **Innovation:** Leading the shift to AI-native sales systems to redefine what's possible in B2B growth.
- . **Independence:** Always acting in the client's best interest with unbiased, data-driven AI recommendations.

Supporting Values

- . **Expertise:** Powered by a global team of specialized AI innovators and seasoned sales leaders.
- . **Integrity:** Upholding the highest ethical standards with full transparency in all operations.
- . **Impact:** Focusing on closing deals and driving revenue rather than manual data entry and administration.

02

Logo System

*Logo Variations, Usage Guidelines
& Construction Principles*

Primary Logo



Logo variations



Primary
On light background



White
Monochrome version



Primary
On dark background

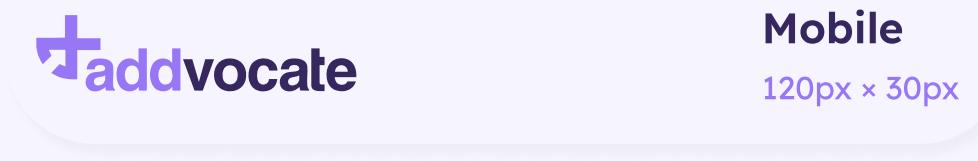


Black
Monochrome version

Logo Sizes

Primary Wordmark

The *horizontal logo* should be used as *the primary identifier* on most platforms.



Standalone Icon

For *constrained spaces* like social media profiles, favicons, or UI buttons, the *icon-only version* is used.



Clear Space

Always give the logo room to breathe. The exclusion zone ensures the Addvocate identity remains *clear, balanced, and free* from competing visual elements.



Incorrect usage

Incorrect logo usage weakens brand recognition and consistency. The following examples illustrate applications that must be avoided.



✗ Do not stretch or distort



✗ Do not change colors



✗ Do not place on busy backgrounds



✗ Do not add effects or shadows



✗ Do not rotate



✗ Do not use low contrast

03 Typography

Primary Font, Secondary Font & Font Weights

Primary Font

Lexend

A carefully *crafted type system* built on a 1.25 modular scale with *geometric sans-serif* fonts for *clarity* and *modern sophistication*.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv

Ww Xx Zz

1234567890

!@#\$%*&()_+=<>?;”.

Font Weights

Bold

Lexend Font Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Zz

Semi Bold

Lexend Font Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Zz

Regular

Lexend Font Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Zz

Light

Lexend Font Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Zz

Secondary Font

Nunito Sans

A *clean, geometric sans-serif* with *soft curves*,
ensuring *clarity* and *modern professionalism*
across all Addvocate interfaces.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx

Zz

1234567890

!@#\$%*&()_+-=<>?;.:

Font Weights

Bold

Lexend Font Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Vv Ww Xx Zz

Semi Bold

Lexend Font Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Vv Ww Xx Zz

Regular

Lexend Font Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Vv Ww Xx Zz

Light

Lexend Font Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Vv Ww Xx Zz

04

Color Palette

Color Palette & Primary Colors

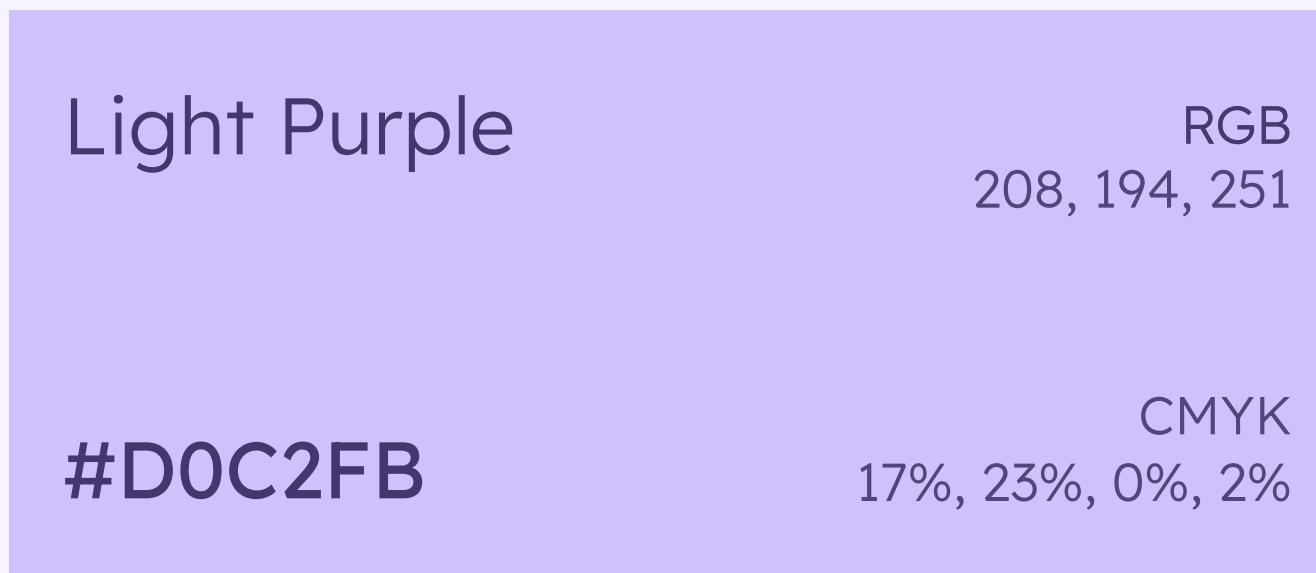
Color Palette

Colors that represent our goals

Our *sophisticated* color palette combines deep, *rich* tones with lighter accents to create a *professional* and *modern* visual identity.

Dark Base	Deep Purple	Violet Punk	Light Purple	Blue Chalk	Off White
#120E1E	#37285F	#9777F6	#D0C2FB	#F1E9FF	#F7F5FF

Primary Colors



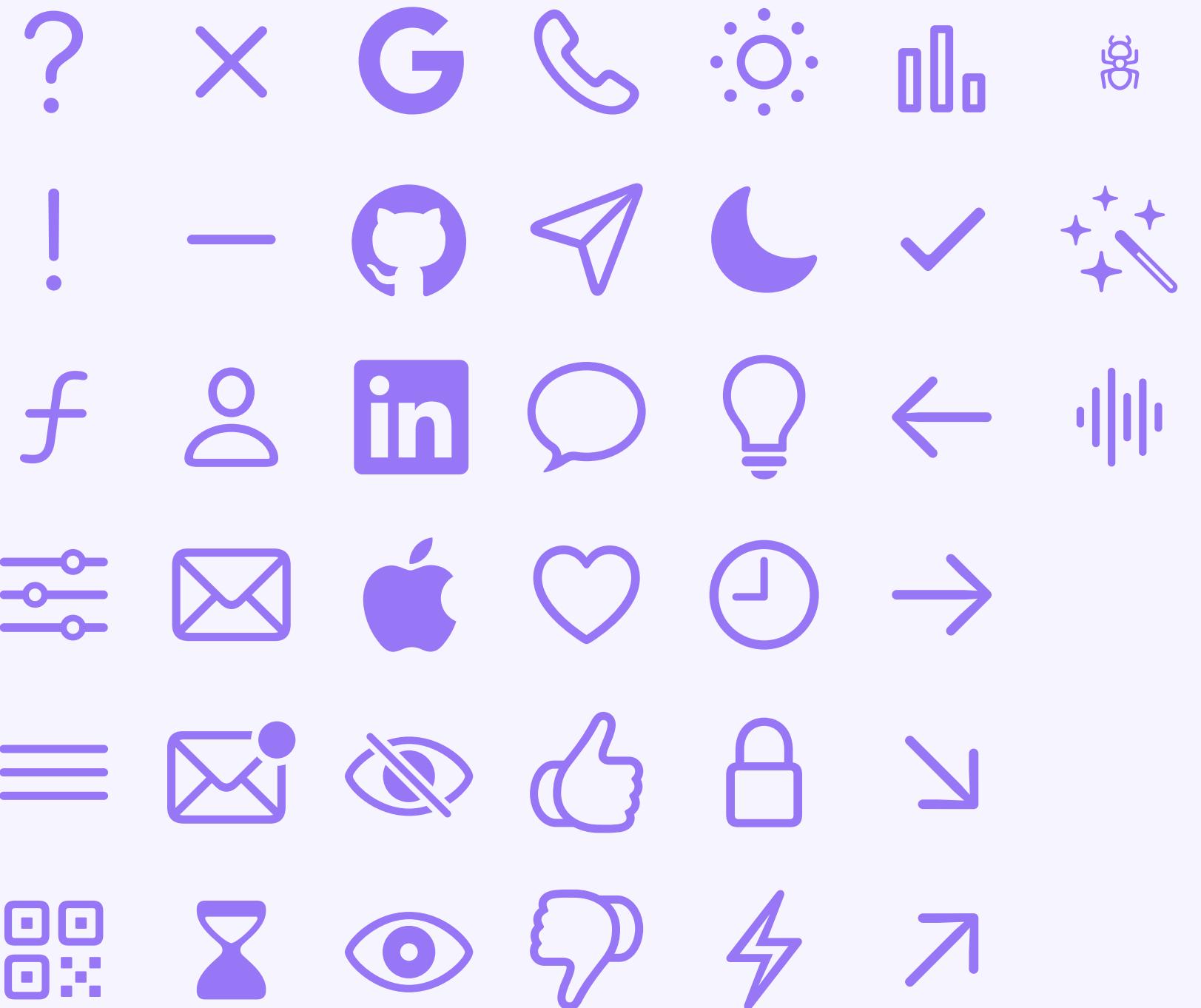
05

Visual Elements

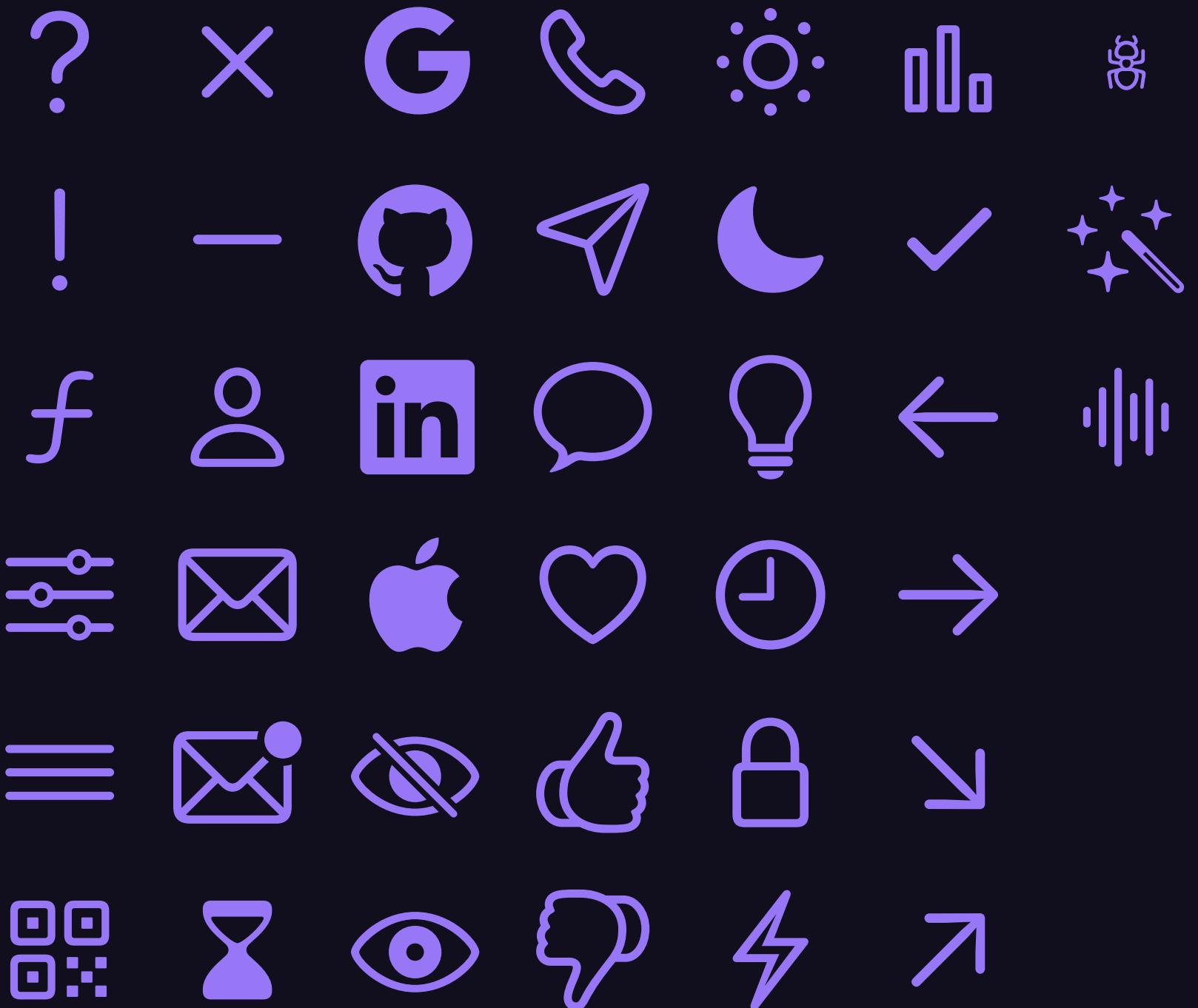
Iconography & Graphic Elements

Iconography

A refined, consistent icon system designed for clarity, scalability, and intuitive use.



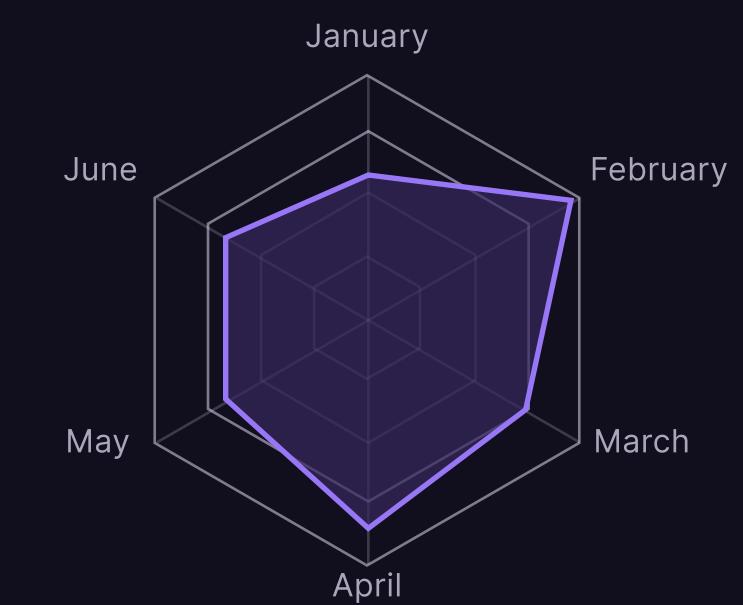
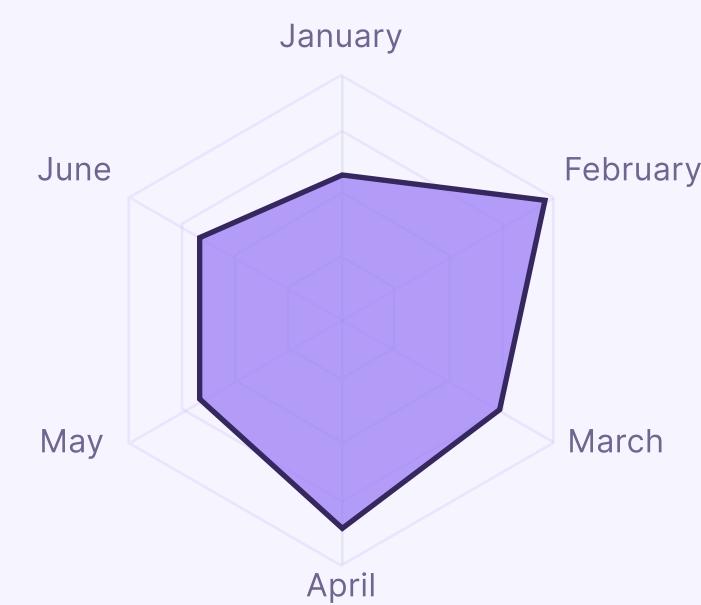
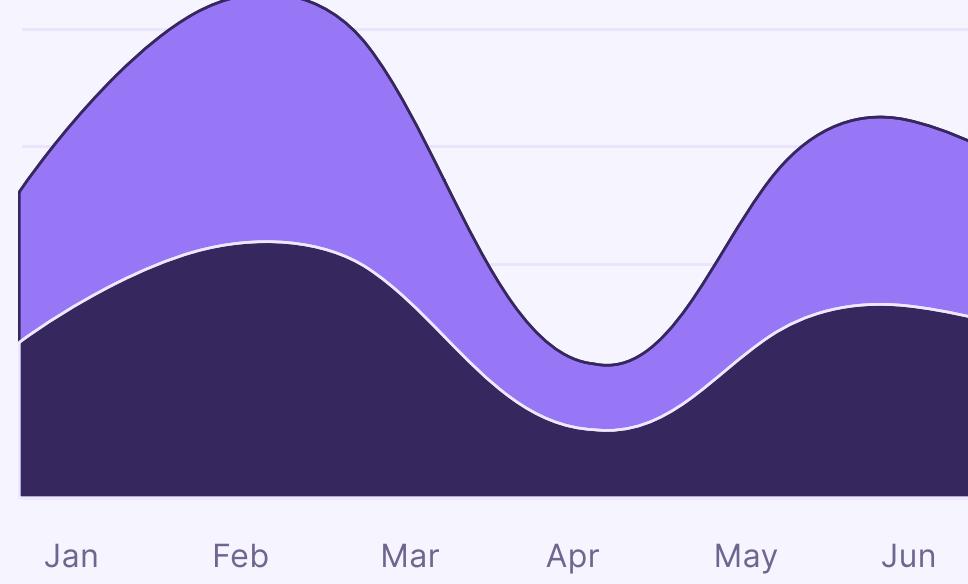
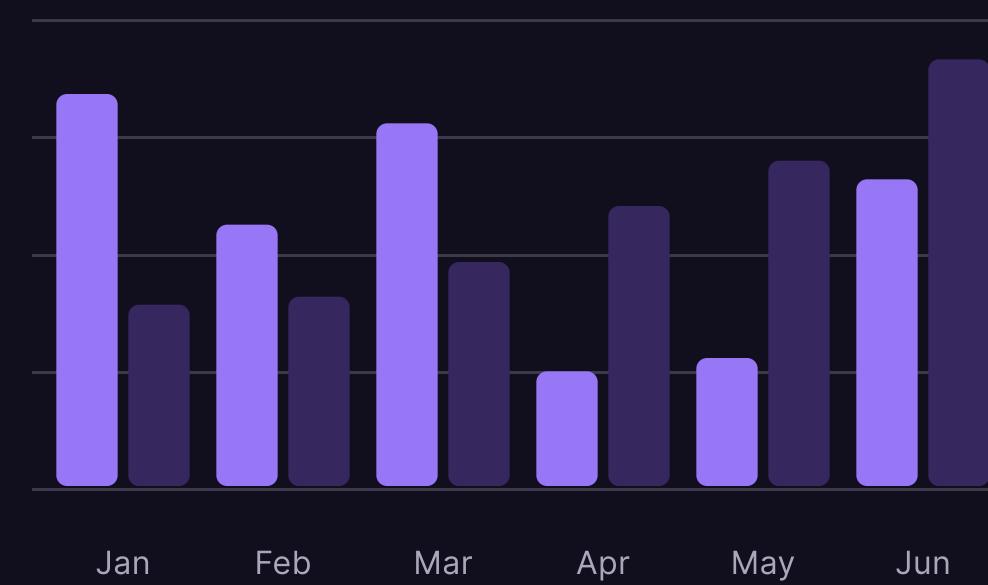
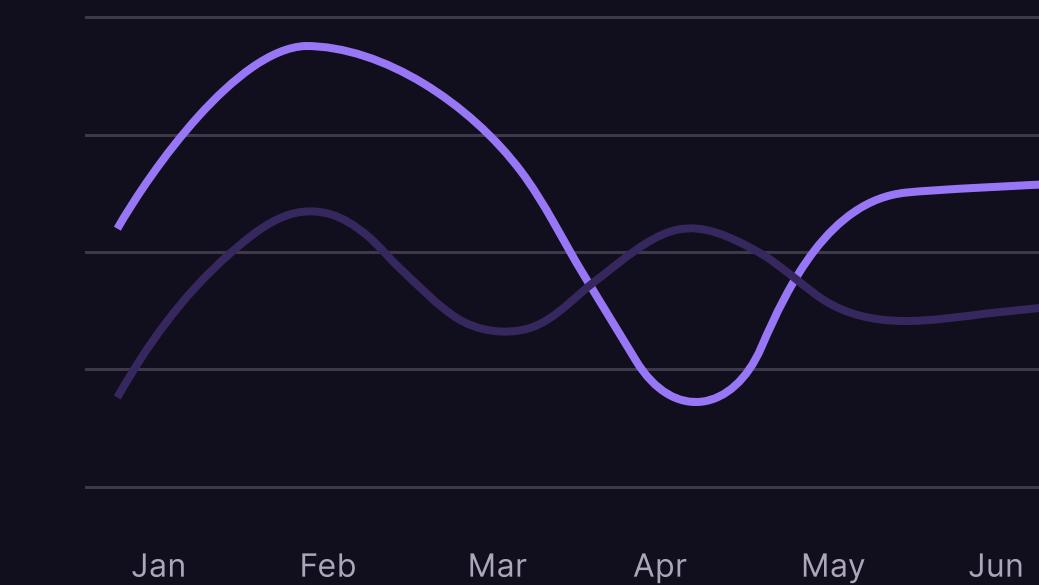
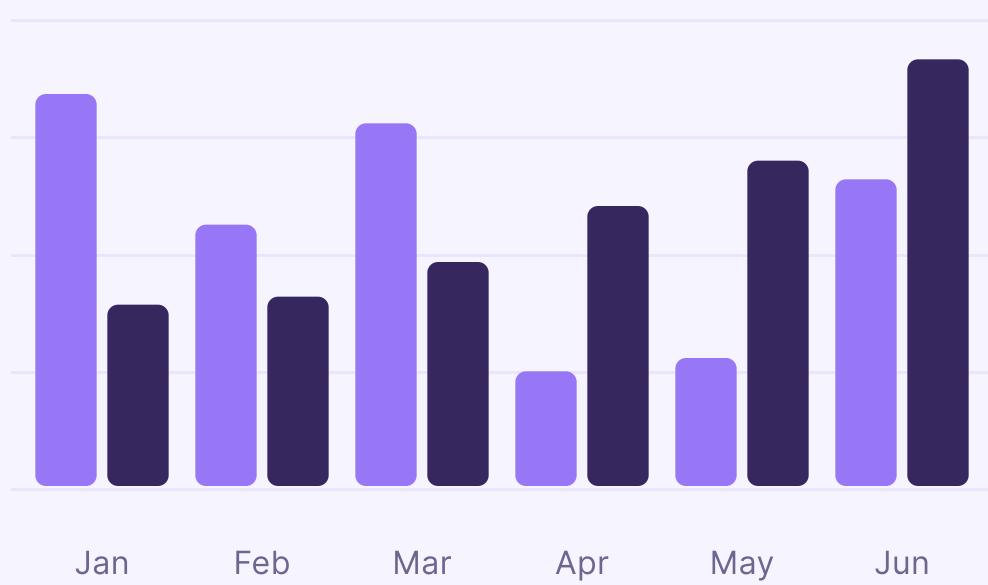
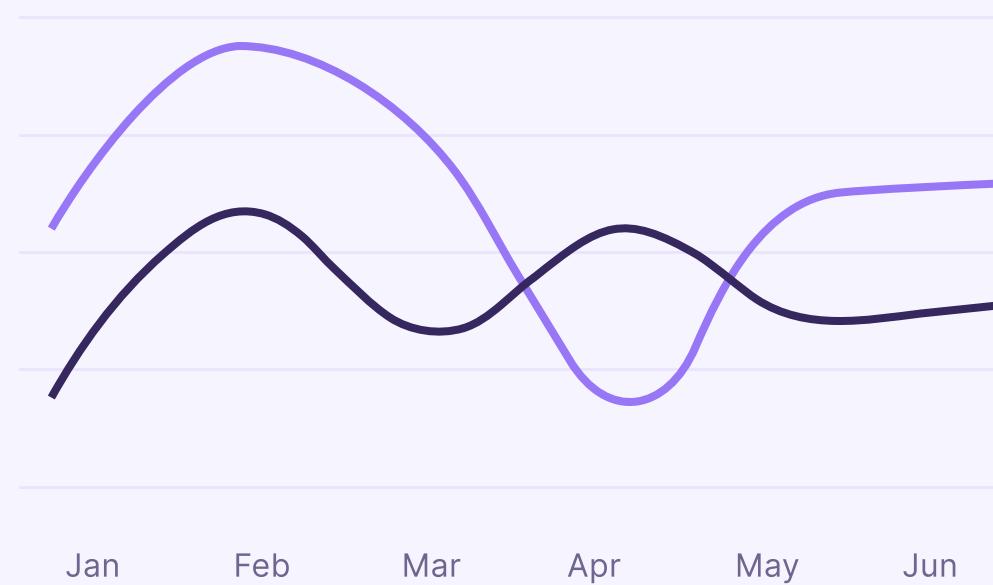
☀️ Icons on Light theme



🌙 Icons on dark theme

Graphic elements

Minimal, data-inspired elements that enhance structure and visual flow.



Extra elements

Minimal, data-inspired elements in 3D that enhance structure and visual flow.

06 Brand Application

Digital , Social media & Physical Applications

Physical Application

Physical applications translate the **Addvocate brand** into tangible experiences. Through thoughtfully designed apparel, the brand extends beyond digital touchpoints, reinforcing recognition, consistency, and community in real-world contexts.



. The Signature Hoodie

A *minimalist hoodie* for modern sales leaders; combining *tech-inspired style, comfort, and a performance-driven community*.



Physical Application

• *The Signature Hoodie*

A sleek black hoodie designed for modern sales leaders, combining *premium comfort* with a *high-performance mindset*.



Physical Application

• *The Signature Cap*

A *clean, minimalist cap* for on-the-go professionals, extending brand presence with a *sharp, performance-driven style*.



Physical Application

• *The Signature Cap*

A sleek black cap for modern sales leaders, blending technical authority with a clean, versatile look that reinforces the *Addvocate identity*.



Physical Application

. The Executive Business Card

This card translates digital intelligence into a refined physical touchpoint, using bright contrast to express clarity, transparency, and modern technical credibility in every professional interaction.



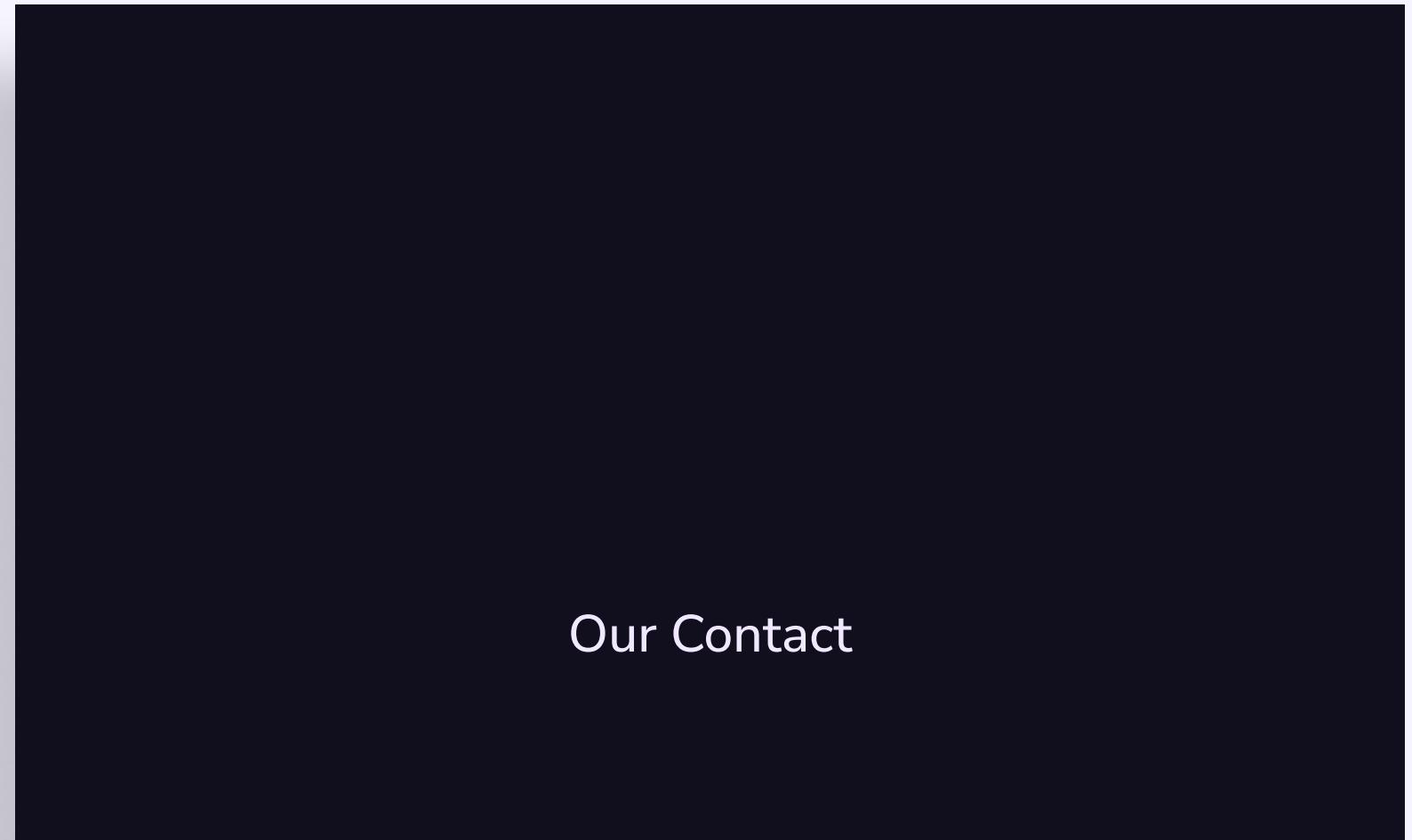
Our Contact



Physical Application

. The Executive Business Card

This card transforms digital intelligence into a *bold physical statement*, leveraging deep contrast to project *authority, innovation, and strategic power* in every executive handshake.



Physical Application

• The Corporate Letterhead

This letterhead bridges the gap between AI-native intelligence and executive tradition, utilizing a **sharp, minimalist aesthetic** to command **attention** and instill **absolute confidence** before a single word is read.



Rue Sidi Abdelaziz, La Marsa, Gouvernorat de Tunis, Tunisie 2070 TN.

February 11, 2026

Dear [Client Name],

On behalf of the entire team at Addvocate, I am thrilled to officially welcome [Customer Company Name] to the Nudge ecosystem. The most successful sales organizations aren't just the ones with the best products; they are the ones that never lose their momentum.

By choosing Nudge, you have moved beyond traditional, static CRM management and into the era of AI-native behavioral orchestration. Our goal is simple: to ensure that no deal in your pipeline ever drifts into the void. Over the coming weeks, Nudge will begin working as your "0-click" copilot, silently capturing data, identifying hidden risks, and providing your team with the precise "nudges" they need to drive every opportunity toward a successful close.

What you can expect next:

- Seamless Integration: Our team will assist in connecting your existing mail and calendar stacks to activate the AI layer.
- Pipeline Visibility: Within days, you will start seeing real-time intelligence on stakeholder engagement and deal health.
- Momentum Launch: Your dedicated account strategist will reach out shortly to schedule a "Momentum Kickoff" to align our predictive forecasting with your Q1 goals.

We don't just view ourselves as a software provider, but as your partner in growth. We are excited to see how your team leverages the power of Nudge to transform your sales cycle.

Welcome to the team. Let's get to work.

Warmly,
Ridha Mami
Chief Executive Officer, Addvocate AI

contact@addvocate.ai www.addvocateai.com +216 29282072

Digital Application

Digital applications translate the **Addvocate brand** into seamless, high-velocity workflows. Through an intuitive interface and AI-native architecture, the brand extends beyond static tools, reinforcing intelligence, speed, and strategic dominance in the daily rhythm of sales performance.

. The Digital Interface

The **Addvocate website** turns complex AI into a clear, fast digital experience, acting as *the gateway to the Sales Performance OS* where technology meets strategy.

Digital Application

. The Slide Templates

The **Addvocate.AI** slide templates are designed to ensure clear, consistent, and on-brand communication across all presentations.

They reflect the *platform's AI-native, sales-focused identity* while prioritizing clarity, structure, and visual hierarchy.



Digital Application

. *The LinkedIn Network*

The **Addvocate LinkedIn presence** translates the Addvocate brand into a *hub for sales thought leadership*. By blending data-driven insights with a bold, AI-native aesthetic, we foster a digital community where *high-performing leaders connect* to redefine the future of sales excellence.

Digital Application

. *The Instagram Feed*

The **Advocate Instagram presence** serves as a dynamic gallery of digital innovation. It bridges the gap between *high-level tech sophistication* and *daily execution*, utilizing a sleek, high-contrast aesthetic to engage a community focused on the intersection of sales mastery and modern technology.



Addvocate - *Visual Identity*

Thank You

Physical Application

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