

Website : DeepAM.ai

✨ "Powering the future of learning with AI."

- ✓ **Deep Learning:** A direct nod to one of the core technologies in AI.
- ✓ **Artificial Minds (AM):** Could represent AI-enabled intelligent systems.
- ✓ **AI as the Light:** DeepAM positions your platform as the **lamp guiding students through complex knowledge.**

DeepAM + Education & Learning

- ✓ Students are like **unlit lamps**; DeepAM lights them up with **knowledge + critical thinking.**

DeepAM.ai: Brand & Design Guidelines Brief (Stealth Mode)

1. Project Overview: DeepAM.ai - The Future of Learning

- **What we are building:** DeepAM.ai (Deep Artificial Minds) is a next-generation AI Tutor platform for global education. We are developing transformative AI solutions powered by advanced LLMs to redefine learning experiences for students, teachers, and institutions worldwide.
- **Our Vision:** To revolutionize education by providing intelligent, adaptive, and accessible learning, ultimately empowering every mind, everywhere.
- **Current Status:** We are currently in **Stealth Mode**. This means our public-facing communication and visuals must be **intriguing and visionary**, but **NOT reveal specific product features or UI elements**. We are building hype and collecting early access sign-ups.

2. Core Brand Identity

- **Brand Name:** DeepAM.ai
- **Tagline:** "Deep Artificial Minds for Smarter Education"
- **Brand Values:**
 - **Innovation:** Pioneering the next generation of AI in education.
 - **Clarity:** Making complex learning accessible and understandable.
 - **Accessibility:** Building for a global audience, including low-bandwidth environments.
 - **Empowerment:** Augmenting human potential.
 - **Global Impact:** Focused on universal access and positive societal change.
- **Target Audience:** Educational institutions (schools, colleges), teachers, and individual learners globally.
- **Brand Voice & Tone:** Visionary, inspiring, intelligent, confident, sophisticated, yet approachable and empathetic.

3. Design Philosophy & Aesthetic

Our design must reflect the cutting-edge nature of our technology while remaining globally appealing and trustworthy.

- **Overall Style: Sleek, simple, and clean.**
 - **Inspiration:** Think minimal yet sophisticated interfaces like [Sarvam AI](#). This means ample whitespace, precise typography, and a focus on clarity.
- **Key Design Principles:**
 - **Minimalism:** Less is more. Eliminate clutter.
 - **Clarity:** Design elements should be immediately understandable.
 - **Modernity:** A contemporary, forward-thinking feel.
 - **Elegance:** A refined and sophisticated aesthetic.
 - **Responsiveness:** Designed mobile-first, adapting seamlessly to all screen sizes.

4. Key Design Elements & Guidelines

4.1. Color Palette

This palette is core to our clean and modern identity.

- **Primary (Accent/Dynamic):**
 - **Electric Blue:** #1E90FF (HEX) / 30, 144, 255 (RGB)
 - *Purpose:* Main accent, CTAs, key interactive elements, highlighting intelligence, light effects.
- **Dominant Backgrounds & Text:**
 - **White:** #FFFFFF (HEX) / 255, 255, 255 (RGB)
 - *Purpose:* Primary background, clean space, typography contrast.
 - **Black:** #000000 (HEX) / 0, 0, 0 (RGB)
 - *Purpose:* Body text, major headings for strong contrast.
- **Secondary/Neutral (Subtle separation):**
 - **Light Grey:** #F5F5F5 (HEX) / 245, 245, 245 (RGB)
 - *Purpose:* Section backgrounds, subtle dividers, borders.
 - **Dark Grey:** #333333 (HEX) / 51, 51, 51 (RGB)
 - *Purpose:* Subheadings, less prominent text, slight variation from pure black.
- **Accessibility:** All color combinations (especially text on backgrounds) must meet WCAG AA or AAA contrast standards.

4.2. Logo Design

The logo must be unique, memorable, and embody "**Deep Artificial Minds**" - DeepAM.ai

- **Concept:** Abstract, modern, and clean. Avoid literal representations (brains, robots, school elements).
 - *Inspiration:* Think of a stylized symbol that evokes intelligence, connection, growth, or AI processing. These could be interconnected abstract shapes, a

subtle 'A' or 'M' integrated into a geometric form, or a converging point of light/data.

- **Components:** A unique abstract mark paired with the "DeepAM.ai" wordmark (a clean, legible sans-serif font).
- **Color Usage:** Primarily Electric Blue symbol on White, or White symbol on Electric Blue. Also, a monochrome (black) version for versatile use.
- **Variations:** Primary combination mark, standalone symbol (for favicons/avatars), and wordmark-only version.
- **Usage Rules:** Define clear space, minimum size, and examples of incorrect usage to ensure brand consistency.

4.3. Typography

Focus on clarity, readability, and a modern feel.

- **Primary Font (Headings & Key Info):** A modern, clean, geometric sans-serif font (e.g., Inter, Poppins, Roboto). This should be strong and legible.
- **Secondary Font (Body Text):** A highly readable sans-serif font, possibly slightly softer, for comfortable reading of longer passages.
- **Weights & Hierarchy:** Define specific font weights, sizes, and line heights for headings (H1-H4), body text, and subtext for both desktop and mobile.

4.4. Imagery & Visual Language (Crucial for Stealth Mode)

- **Core Style:** Abstract, minimalist, futuristic, and clean.
- **Themes to Evoke:** Intelligence, connection, data flow, growth, global reach, light, energy, unseen forces, potential.
- **What to AVOID (STRICTLY for Stealth Mode):**
 - Human faces, specific people, or diverse groups.
 - Classroom settings, desks, chalkboards, traditional learning environments.
 - Computers, tablets, or phones displaying UI/product functionality.
 - Literal robots, AI figures, or cartoonish representations.
- **What to USE:**
 - Abstract neural networks, glowing light trails, intricate data visualizations.
 - Geometric shapes interacting dynamically.
 - Subtle global patterns or interconnected lines.
 - Ethereal light sources or digital landscapes.
 - **Strong emphasis on electric blue glow and accents** against white/light grey backgrounds.

4.5. Iconography

- **Style:** Line-based, minimalist, consistent weight and corner radius.
- **Source:** FontAwesome or Heroicons (ensure consistency across chosen styles).
- **Color:** Default in black, use electric blue for interactive or highlighted states.

5. Assets to be Developed

The designer will be responsible for creating the following core assets based on these guidelines:

- **Logo Suite:** SVG files for primary, symbol, and wordmark variations. PNGs at various common sizes. Favicon files.
- **Color Palette Specification:** Document with HEX, RGB values, and usage notes.
- **Typography Guide:** Document outlining chosen fonts, weights, sizes, and hierarchy.
- **Iconography Style Guide:** Examples of chosen icon styles and usage.
- **Hero Visual:** The primary abstract graphic for the landing page.
- **Social Media Kit:** Profile pictures, cover photos/banners (abstract, brand-aligned), and general abstract post graphics.
- **Basic Brand Guidelines Document:** A concise summary of the above points for future reference.

This document provides a clear foundation for developing DeepAM.ai's brand identity. We look forward to seeing the creative execution of these principles.