Highlightly.ai Brand Kit

Logo Variations

The Highlightly.ai logo is designed to be modern, bold, and tech-inspired. It combines a waveform, play button, and highlight block in a versatile mark.

✔ Primary Logo (Gradient waveform + play button + highlight block)

✔ Alternate Layouts (horizontal, app icon, social badge, monochrome)

Color Palette

Primary Gradient	#2D9CFF → #8A2BE2
Accent Yellow	#FFD500
Secondary Gray	#E5E5E5
Charcoal	#222222
White	#FFFFFF

Typography

Primary Font: Poppins (Geometric Sans Serif, modern and versatile)

Secondary Font: Inter or Source Sans (Clean, highly legible for body text)

Iconography

Style: Flat vector, bold but minimal. Icons include waveform, play button, highlighter pen, and sparkle/star for emphasis on highlights.

Usage Mockups

✔ Website Header with logo and gradient palette

✔ Social Media Profile Badge (compact app-style logo)

✔ Mobile App Icon

✔ Business Card or Presentation Header

This brand kit ensures Highlightly.ai is represented consistently across all digital and print applications, blending professional SaaS appeal with creator-friendly energy.