

# **Insurgent AI**

## **Brand Guide**

Vision	<b>Seize decision advantage with the power of AI and data</b> <i>Insurgent AI delivers battle-winning insight by revolutionising how you cohere, deploy, and exploit the data you own</i>	
Values	<b>1. Engineered for Impact</b> <i>We build solutions, not compromises. Every system is engineered for your mission, not someone else's.</i>	
	<b>2. Built for Deployment</b> <i>Deploy in weeks, not years. Modular, Plug-and-play - built for the practitioner.</i>	
	<b>3. Agility by Design</b> <i>No black boxes. No vendor lock-in. Open, scalable, and sustainable AI for immediate effect.</i>	
Personality	<b>Bold. Precise. Relentless</b> <i>Insurgent AI exists to break the closed-shop, tackle real-world problems, and deliver where others fail. We challenge, we create, and we deliver – with technical precision and mission focus.</i>	
Positioning	<b>For intelligence teams of any scale unsupported by slow, bloated, and costly gate-keepers, Insurgent AI disrupts the dorm to deliver real-time, ethical, and scalable decision making, within the systems and budget available to you.</b>	
Promise	<b>We transform your data into decisive action, empowering you to achieve mission success</b>	
System	Name	Insurgent AI
	Logo	'I' with lines seeping out
	Tagline	Operationalise your data
	Typography	Logo - Archivo Black (59) / Icon - DM Sans (200) // DM Sans: Title (64), Subtitle (42), Heading (32), Subheading (24)/ IMB Plex Sans: Section Header (20), Body (16), Caption (14), Quote (21)
	Colour Palette	Primary: Grey, Black, Khaki and White Accent: Deep military green, Dark Blue, and Burnt Orange
	Imagery Styles	Sleek, subdued, technical and human



Logo White on  
Black



Logo Black on  
Grey



Logo Black on  
White

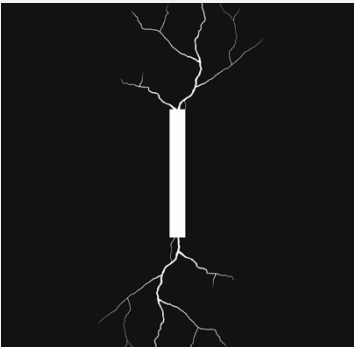
**Insurgent AI**

Logo Black no  
Background

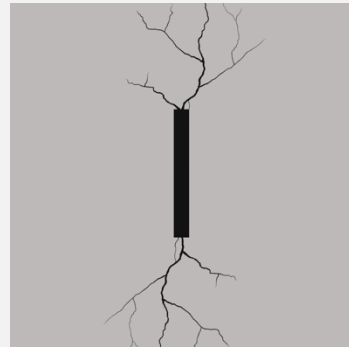


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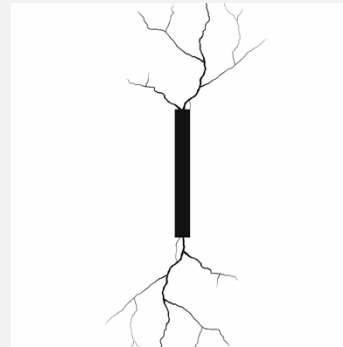
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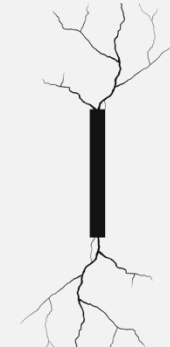
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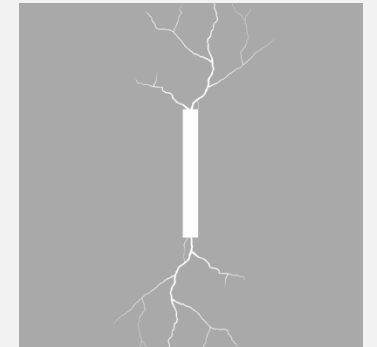
Icon Black on  
White



Icon Black no  
Background



Icon White no  
Background



Logo

Archivo Black Sans: Title (59)

Title

DM Sans: Title (64)

Subtitle

DM Sans: Subtitle (42)

Heading

DM Sans: Heading (32)

Subheading

DM Sans: Subheading (24)

Section Header

**IMB Plex Sans: Section Header (20)**

Body

IMB Plex Sans: Body (16)

*Quote*

*IMB Plex Sans: Quote (21)*

Caption

IMB Plex Sans: Caption (14)