

# grona.ai Brand Guidelines

A unified reference for how the **grona.ai** brand appears, sounds, and behaves across every touchpoint.

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## 1. Core Brand

### Brand Essence

**Mission:** Empower marketers, founders, and e-commerce teams to optimize digital experiences autonomously through AI-driven experimentation.

**Purpose:** Make website optimization intuitive—transforming plain English into live A/B tests and personalized experiences.

**Value Proposition:** grona.ai is an agentic CRO platform that lets anyone describe their goals in natural language and deploy data-backed experiments instantly, without code.

**Positioning Statement:** For lean marketing teams, agencies, and e-commerce sellers who need results fast, grona.ai acts as your intelligent optimization agent—planning, testing, and learning on your behalf.

**Elevator Pitch:** grona.ai transforms how websites grow. You describe what you want to improve, and it creates, launches, and analyzes tests automatically—bringing intelligent CRO to everyone.

### Audience & Use Cases

- **Primary Persona:** Growth marketers, founders, and product managers focused on improving conversions quickly.
- **Secondary Persona:** Agencies and CRO specialists managing multiple clients.
- **Emerging Persona:** Shopify and e-commerce store owners seeking fast, measurable uplift in sales and engagement.
- **Needs:** Simplify testing workflows, personalize content, and gain clear insights into what drives growth.
- **Solution:** AI-driven workflows automate hypothesis creation, test setup, and optimization for marketing teams and online merchants alike.

### Voice & Tone

- **Voice Traits:** Confident, clear, intelligent, and human. Simple but never simplistic.
- **Tone by Context:**
  - **Marketing:** Motivating, crisp, and product-led.
  - **Documentation:** Friendly, precise, and explanatory.
  - **Product UI:** Calm and direct, guiding users through actions.
  - **Social Media:** Conversational and approachable with light personality.
  - **Writing Style:** Use verbs and real outcomes; avoid marketing buzzwords. Focus on what grona.ai *does* for the user.

## Editorial Style

- Use **sentence case** for all headlines and UI text.
- Write in **active voice**; prefer short, clear sentences.
- **Numbers and dates**: Use metric units, ISO for technical docs.
- Avoid filler adjectives like “innovative” or “revolutionary.”
- Maintain consistency in punctuation (Oxford comma optional but consistent).

## Naming Conventions

- **Product Name**: grona.ai (always lowercase).
- **Feature Names**: Verb- or result-oriented (e.g., “Launch Test,” “Generate Variant”).
- **Plan Tiers**: Free, Pro, Enterprise.
- **Integrations**: Use prefix “grona” (e.g., “grona connect,” “grona insight”).
- **Internal Tools**: “Grona Studio,” “Grona Agent.”

## Brand Architecture

- **Master Brand**: grona.ai – umbrella brand for all AI-driven CRO tools.
  - **Product Extensions**: Modules (Studio, Connect, Insight) inherit the core color and typography system.
  - **Tagline**: “Optimization that thinks.”
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# 2. Visual System

## Logo System

- **Primary Logo**: Wordmark “grona” with green leaf accent on the “g.”
- **Secondary Mark**: Standalone “g” with leaf for compact or app icon use.
- **Minimum Size**: 24px height (digital), 10mm (print).
- **Clearspace**: 1× the height of the “g” around all sides.
- **Backgrounds**: Prefer white or light neutral; dark mode version uses reversed white logotype with the same green leaf.

## Logo Misuse

Do not: - Change colors of the logo. - Add shadows or gradients. - Stretch, skew, or rotate. - Place on conflicting green backgrounds without sufficient contrast.

## Color Palette

Role	Color	HEX	RGB	CMYK
Primary	Emerald Green	#0B6B53	11,107,83	90,10,70,30
Accent	Leaf Green	#6FCF97	111,207,151	58,0,56,0
Neutral Dark	Charcoal	#1A202C	26,32,44	80,60,50,70
Neutral Light	Mist	#F5F7F6	245,247,246	3,1,3,0

- Emerald Green serves as the core identifier and should dominate in logos and CTAs.

- Leaf Green is reserved for highlights or micro-interactions.
- Neutrals balance whitespace-heavy compositions.

## Typography

- **Display Font:** Poppins SemiBold (for headings and logo).
- **Body Font:** Inter Regular (for paragraphs, labels, and UI).
- **Monospace:** JetBrains Mono (for code samples in docs).
- **Hierarchy:** H1 48px, H2 32px, H3 24px, Body 16px.
- Maintain a minimum 1.5 line-height for legibility.

## Layout & Spacing

- **Grid:** 8px baseline grid.
- **Breakpoints:** 480 / 768 / 1024 / 1440.
- **Container Width:** Max 1200px.
- **Vertical Rhythm:** 80px spacing between sections.
- Keep compositions clean and balanced with generous padding.

## Iconography & Illustration

- **Style:** Rounded edges, 2px line weight, simple geometric shapes.
- **Palette:** Use only primary and accent greens.
- **Guidelines:** Maintain consistent stroke width and radius; avoid gradients and shadows.

## Photography & Imagery

- **Mood:** Bright, natural light, human-centric productivity scenes.
- **Composition:** Centered subjects, negative space for text.
- **Preference:** Product or team context images; avoid generic stock imagery.

## Data Visualization

- **Charts:** Use bar, line, and pie charts sparingly.
- **Colors:** Emerald Green for primary, Leaf Green for positive metrics, Amber (#F6C744) for warnings, Coral (#E26D5C) for errors.
- Keep labels concise and ensure contrast meets accessibility standards.

## Motion & Sonic

- **Motion Duration:** 200–400ms transitions.
- **Easing:** cubic-bezier(0.4, 0, 0.2, 1).
- **Reduced Motion:** Always respect user OS preferences.
- **Sonic Identity:** Optional 1-second, two-note chime used in demos and launch videos.

## Design Tokens

Define tokens for consistent design execution:

```
{
  "color.primary": "#0B6B53",
  "color.accent": "#6FCF97",
```

```
"radius.lg": "12px",  
"font.body": "Inter",  
"font.display": "Poppins SemiBold"  
}
```

Tokens should mirror across codebase, Figma, and marketing assets.

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### 3. Product & Documentation

- **Consistency:** Maintain tone, spacing, and colors across all interfaces and help docs.
  - **UI Components:** Rounded corners, clean shadows, 8px spacing system.
  - **Microcopy:** Use brief, actionable phrases (e.g., "Create test," "View results").
  - **Accessibility:** Minimum AA compliance, clear focus rings, keyboard navigation supported.
  - **Documentation Style:** Short paragraphs, code highlighting, annotated visuals.
  - **Internationalization:** English-first; future-ready for localization.
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### 4. Presentations & Print

- **Deck Design:** Dark theme (#1A202C) with green and white accents.
  - **Fonts:** Poppins headings, Inter body.
  - **Charts:** Follow brand data-viz color set.
  - **Case Study Layout:** Left-aligned logo, metrics emphasized with icons.
  - **Event Collateral:** Use Emerald Green base with optional Leaf Green accents.
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### 5. Governance & Operations

- **Co-Branding:** Partner logos  $\leq 80\%$  of girona mark size.
  - **Legal:** Use ©, ™ appropriately; maintain asset licenses.
  - **Asset Management:** Figma library is source of truth; maintain cloud backup.
  - **Versioning:** Quarterly review cadence; log updates in changelog.
  - **Approvals:** Brand team must approve public visuals and tone-sensitive assets.
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### 6. Out of Scope

- Crisis communication and PR manuals.
  - SOC2/ISO security documentation.
  - Internal HR and employer brand guidelines.
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**Last Updated:** October 2025