



Amplified Intelligence

Corporate Identity Document

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Amplified Intelligence

Logo's:

Ivory Gold
Background



Original Color
Tone Logo



Solid Inverted
Logo - Black



Solid Inverted
Logo - White





Amplified Intelligence

Color Tones

Midnight Navy

Soft Gold

Ivory Silk

Indigo Bloom

Orchid Whisper

Schecter Orchid



Amplified Intelligence

Color Tones

Primary Colors:

Background: DARK AZURE #092540 & #3c656d
Hands: Grey Orange #dcb74
Light: Light orange #fef8e8

#1A2E45

Deep Indigo Bloom (Secondary support)

To be used for: text headings, paragraph copy on light backgrounds, alternative deep-block sections, and subtle contrast next to Midnight Navy.

#eae4dd

Orchid Whisper (Optional motif shade)

Use only for: embossed orchid background watermark, subtle overlays, section separators, and calm neutral zones.

#F8F5EE

Ivory Silk

Main website background, light-mode page background, hero layout option 2, body text background, content cards, generous white-space areas. Creates your soft, serene, high-end aesthetic

#D9B878

Soft Gold

Used exclusively for the logo icon (hands, flame, orb), optional accent borders, small UI highlights (icons, separators), or premium-call-out text. Avoid large blocks to maintain subtle luxury.

#0C2233

Midnight Navy

Primary background colour for: website header, section dividers, CTAs (where emphasis is needed), footer backgrounds, high-contrast areas, and clean edgeless hero blocks. Use sparingly to maintain elegance.



Amplified Intelligence

Buttons

As per the BRANDING PREFERENCES:

- Light theme overall (Ivory background)
- Dark Midnight Navy used for sections, headers, and blocks

Buttons

- Primary buttons: Soft Gold (with navy text or white text depending on placement)
- Secondary buttons: Midnight Navy

Button Edges

- Rounded edges (soft, elegant, modern)

Text

Text

Text

Text

Text

Text



Amplified Intelligence

Character Styles & Fonts

1. DM Serif Display - Header Banner: Amplified Intelligence
2. Droid Serif - Subheader: Amplified Intelligence
3. PT SERIF - Body Copy



Amplified Intelligence

Header Banner





Amplified Intelligence

Other Images to Use





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Amplified Intelligence

Background Orchid

Color Tone:

Orchid: #eae4dd

Background: #f8f5ee

