

# Carmen AI

## Brand Guidelines

September 2025

### Color Palette

Carmen Red	#C1121F	RGB 193,18,31
Deep Noir	#1C1C1C	RGB 28,28,28

Explorer Yellow	#FFB703	RGB 255,183,3
Shadow Gray	#4D4D4D	RGB 77,77,77
White Sand	#F9F9F9	RGB 249,249,249

## Typography

Headings: Poppins Bold

Subheadings: Poppins Medium

Body Copy: Inter Regular / Light

Accents: Poppins Medium, uppercase, tracking +50

## Logo Set

Standard Logo, Icon Logo, and Favicon

## BRAND GUIDELINES



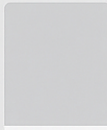
#C8102E



#000000



#F5C618



EEAEEEA

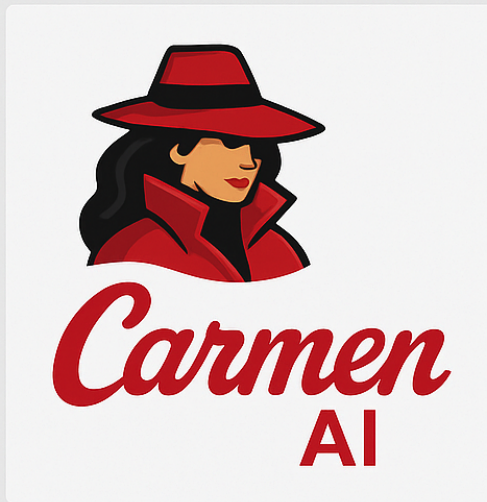
## TYPOGRAPHY

# Headling

## Subheading

Body text

## LOGO



## ICON + FAVICON



Icon + Favicon examples:

Color Palette



Carmen Red  
#C1121F  
R88, 15, 31



Deep-Noir  
#1C1C1C  
29, 28, 28



Explorer Yellow  
#FFB705  
255, 183, 3



Shadow Gray  
#4DDA4D  
77, 77, 77

Standard Logo

Headings

Subheadings

Accent Poppins Medium

Poppins Bold

Poppins Medium, 14pt

1.ter Regular

Standard Logo



CARMEN AI

Icon Logo



Favicon

