

i9

Brand Story

Concept Note

i9 Network

Tagline: Inspired Intelligence Inside

Logo: A bold, modern symbol in red representing a dynamic fusion of motion, innovation, and connectivity.



Inspired
Intelligence
Inside

i9 is a forward-thinking technology company that champions the power of inspired intelligence—human creativity amplified by intelligent systems. At the heart of **i9** lies a commitment to reimagining how individuals, teams, and systems connect, collaborate, and grow. We believe intelligence isn't just artificial—it's inspired.

Vision

To build a networked world where intelligent systems empower human potential, leading to exponential innovation and purposeful progress.

Mission

- To develop intelligent platforms that simplify complex processes.
- To foster meaningful connections between data, people, and solutions.
- To make inspired decision-making accessible to all—across industries and borders.

Core Values

Innovation: We challenge the status quo and embrace transformative ideas.

Integrity: Our intelligence is ethical, responsible, and transparent.

Inspiration: Every solution begins with a spark of human creativity.

Interconnection: We believe the future is collaborative, not isolated.

Inclusivity: Intelligence is for everyone—regardless of background or scale.

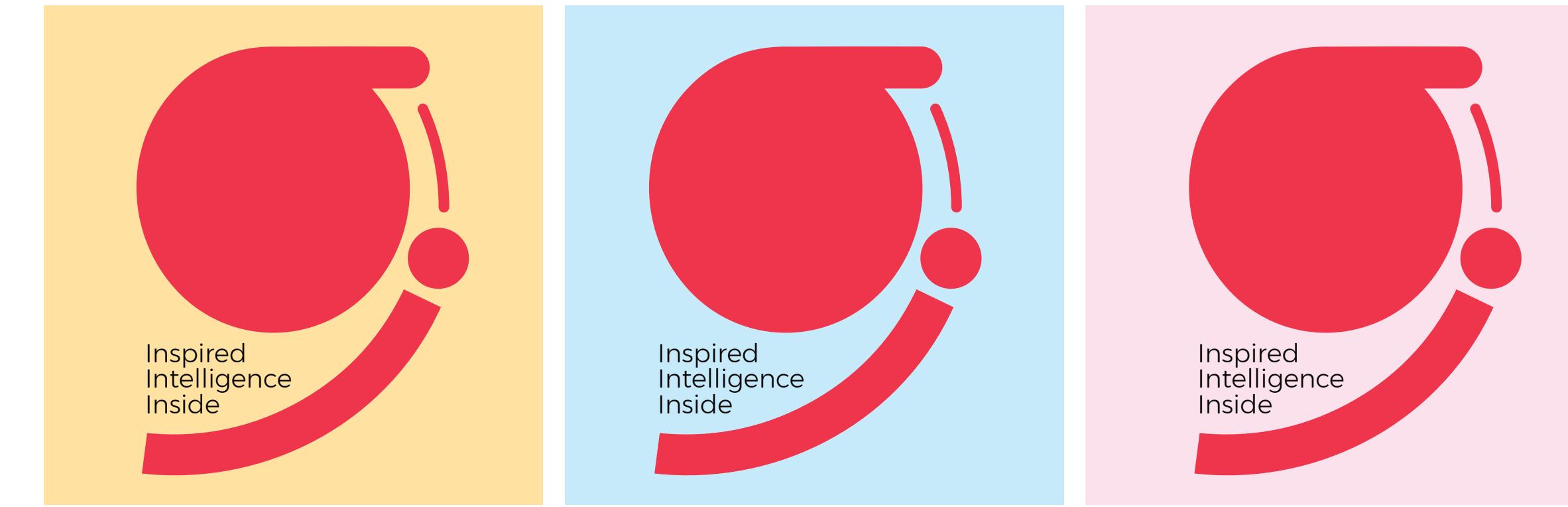
Brand Essence

The name “i9” signifies nine pillars of intelligence: Inspired, Innovative, Inclusive, Intuitive, Interactive, Integrative, Interdisciplinary, Immersive, and Impactful. Together, they form a powerful ecosystem that redefines what intelligent networks can achieve.

The logo’s design language—a bold red orbital form with distinct geometric motion—symbolizes momentum, insight, and dynamic connectivity. It encapsulates the energy of innovation in motion.

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Logo usage guide



The primary logo consists of the red abstract symbol paired with the tagline “Inspired Intelligence Inside”.

It should be used on a white or very light background to maintain clarity and contrast.

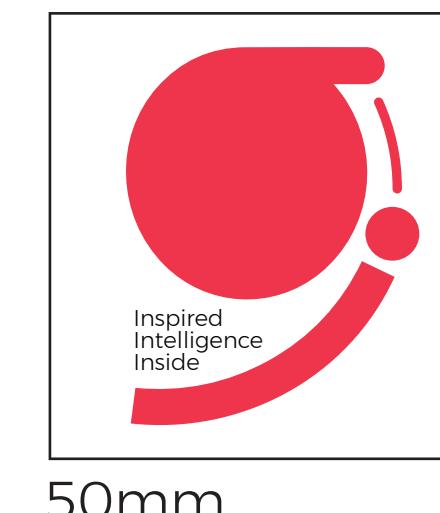


Clear Space & Minimum Size

Maintain clear space around the logo equal to the height of the small circular dot in the symbol to prevent visual crowding.

Minimum digital size: 80px height.

Minimum print size: 50mm height.



Color Specifications

Primary Color: i9 Red

Pantone:
1787C

HEX: #ef3a4c

RGB: 239, 58, 76

CMYK: 0, 92, 68, 0

Tagline: i9 Charcoal

HEX: #231f20

RGB: 255, 255, 255

CMYK: 0, 0, 0, 100

Typography: Montserrat family

Montserrat Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Montserrat Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Montserrat Extrabold

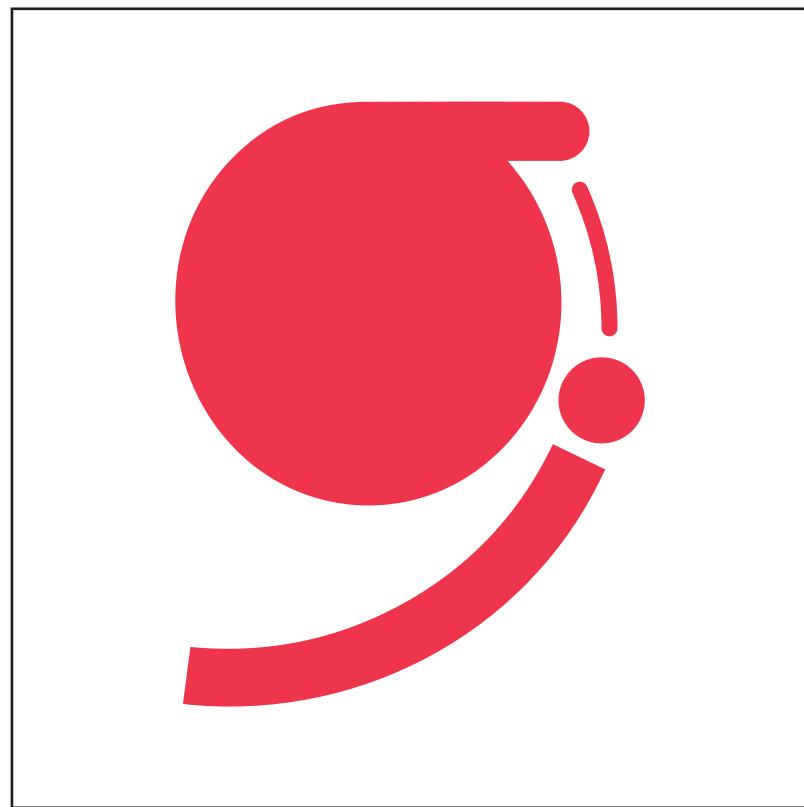
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Logo Variations

Full Color (Preferred): For white/light backgrounds.

Mono White: For use on dark or photographic backgrounds.

Mono Black: For grayscale print scenarios.



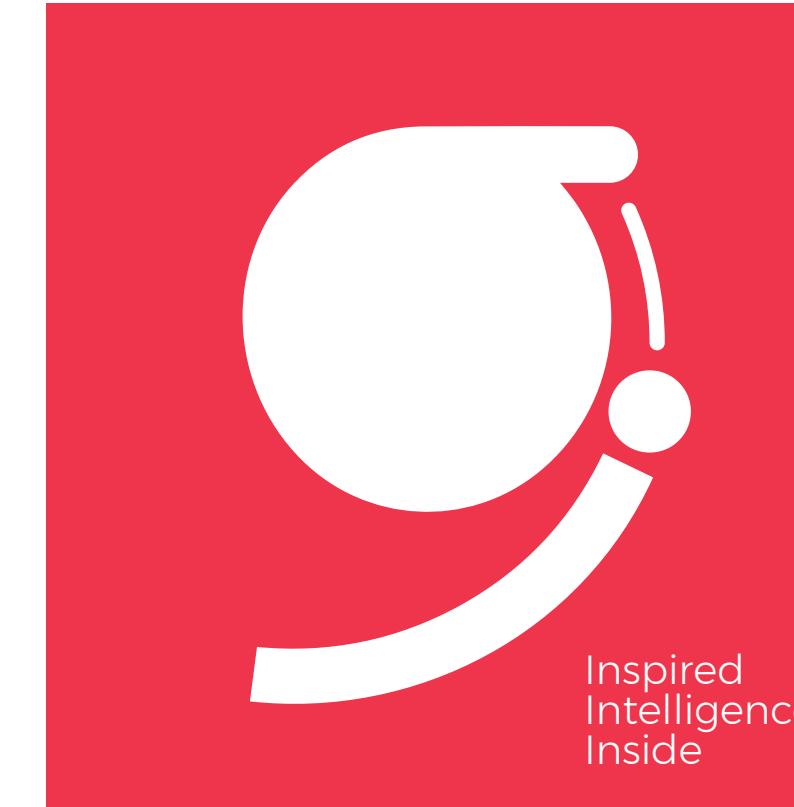
Logo variations



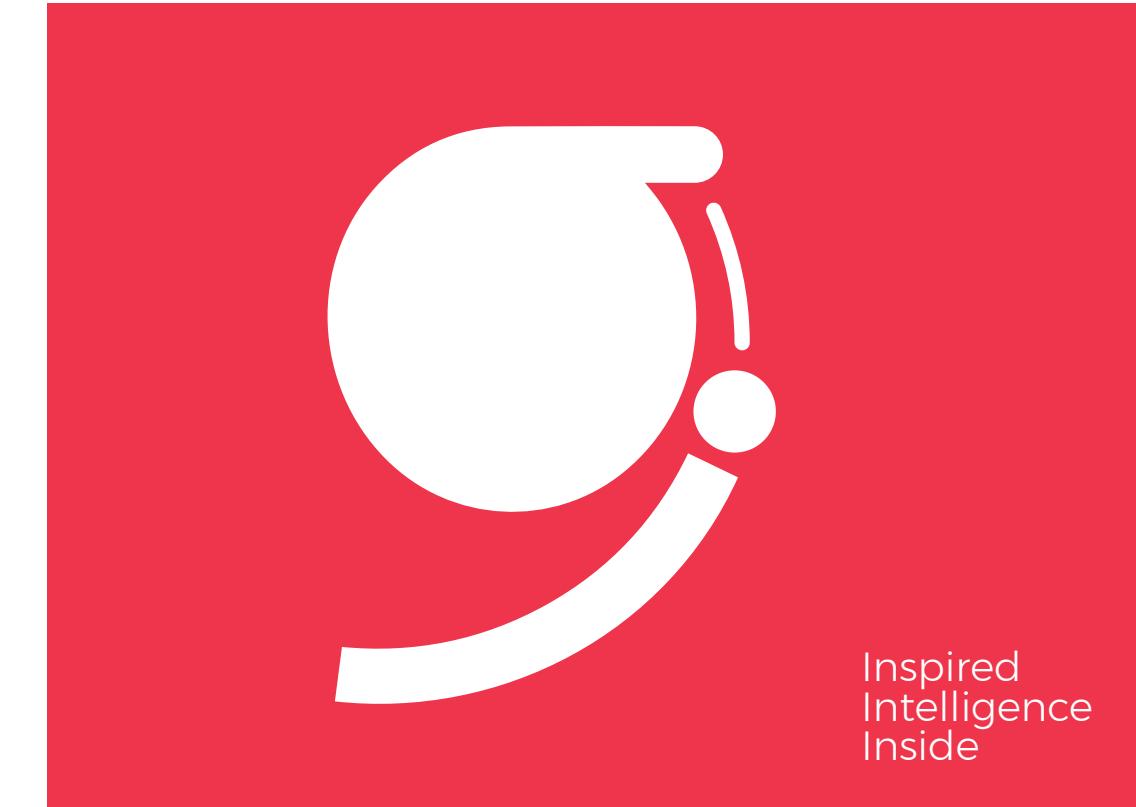
favicon



app icon



square box



rectangular box

Do's

Use the logo on brand-approved backgrounds.

Keep proportions intact—scale proportionally.

Use vector formats (SVG, EPS) for print; PNG for digital. (Files provided)

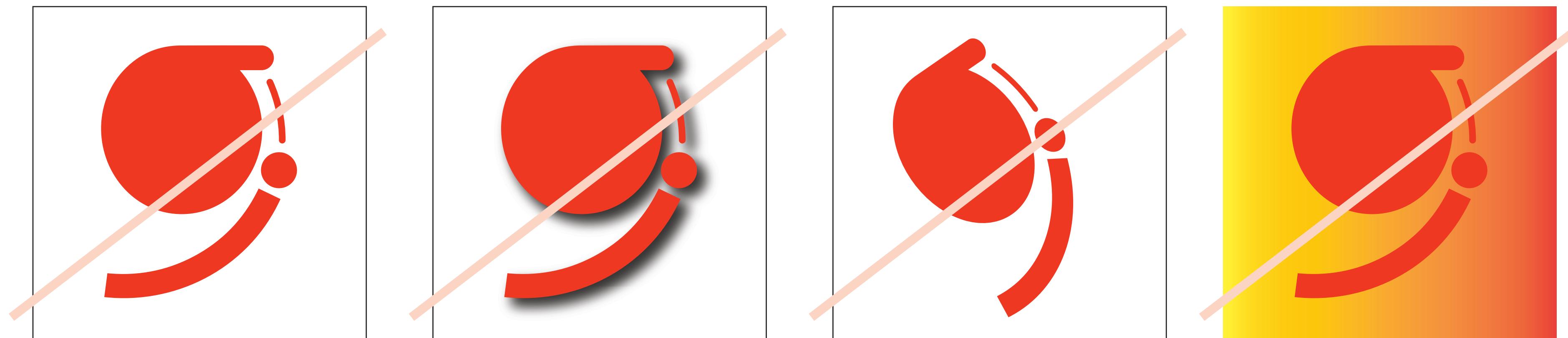
Don'ts

Don't alter the color of the logo elements.

Don't add effects (e.g., shadows, glows, gradients).

Don't stretch, compress, or rotate the logo.

Don't use the logo over busy images without a solid overlay.



Thank you!