

Brand Guidelines — HR AI Assistant

1. Brand Identity

Purpose: To help HR professionals make smarter, faster, fairer decisions using AI.

Keywords: Trust, Clarity, Intelligence, Fairness, Efficiency, Human-centric.

Personality: Reliable, Helpful, Intelligent, Warmly professional.

2. Color Palette

Primary Colors:

- Tech Blue — #2D7FFF

- Human-Centric Digital Blue — #4C52FF

Secondary Colors:

- Clean Teal — #00B8A9

- Soft AI Violet — #6C63FF

Neutrals: #1E1E2F, #3A3A4A, #A8AAB2, #F5F7FA

State Colors: Success #00B894, Warning #FDCB6E, Error #E84343

3. Typography

Primary Font: Inter (Bold 700, Semibold 600, Regular 400)

Type Scale:

H1 36px, H2 28px, H3 22px, Body 16–18px, Caption 13px.

4. Spacing & Layout

Spacing tokens: 4, 8, 12, 16, 24, 32, 48px.

Border Radius: 8px cards, 6px buttons, 4px inputs.

Shadow: 0 4 12 rgba(0,0,0,0.08)

5. UI Components

Buttons:

- Primary: #2D7FF9, white text.
- Secondary: white bg, #2D7FF9 border.

Inputs: border #DDE1E7, focus #2D7FF9.

Cards: white or #1E1E2F, 24px padding, 8px radius.

6. Voice & Tone

Clear, empathetic, confident, neutral.

7. Iconography

Rounded corners, 1.5–2px stroke.

Primary icon color: #2D7FF9.

8. Logo Guidelines

Concept mixing checkmark (HR), node (AI), person (human-centric).

9. Usage Examples

Dashboard header: #2D7FF9 background, white text.

CV analysis card: score badge #00B8A9.