

Divergify Universal Brand Guide

This document defines the final, permanent branding system for Divergify. All assets, screens, marketing, and product surfaces must use the rules and visual standards detailed in this guide.

1. Core Identity

Brand Concept: Neurodivergent-friendly productivity, personality-rich AI, humor, honesty, and practical support.

Primary Assets: Rainbow Brain icon, Deep Blue wordmark (#00466C).

Background Rules: Transparent by default. Lime Green (#8BC34A) allowed for hero surfaces and marketing.

2. Logo System (Locked)

Divergify uses a three-tier official system:

- Primary Logo (with tagline): Transparent default. Lime Green variant for hero graphics, social, and marketing.
- Secondary Logo (no tagline): Rainbow Brain + wordmark, transparent default, Lime Green optional.
- Brain-Only Icon: Transparent default. Lime Green optional. Used for small spaces, app icons, favicons.

3. App Icon Rules

Two official app icon variants:

- Transparent Brain-Only Icon (default for iOS, Android, cross-platform).
- Lime Green Brain-Only Icon (for stores, screenshots, or visual consistency needs).
- Marketing icons available in square, rounded-square, and circle formats.

4. Color System

Primary: Deep Blue (#00466C) — core brand anchor.

Secondary: Lime Green (#8BC34A) — optional background for hero surfaces.

Rainbow Brain Palette: Used inside the icon only.

- Sunset Yellow – #FFEB3B
- Neon Orange – #FF9800
- Heatwave Pink – #FF4F79
- Electric Purple – #A23DFF
- Midnight Indigo – #3D3DFF
- Deep Sea Blue – #0074D9
- Lime Green – #8BC34A
- Forest Yellow-Green – #C6FF00

Neutral: White (#FFFFFF).

5. Usage Rules (No Drift)

- Transparent background is the default for all logos.
- Use Lime Green background ONLY for marketing, hero graphics, merch, and social branding.
- Never edit, recolor, stretch, warp, or modify the Rainbow Brain.
- Never replace the Deep Blue wordmark.
- Never mix old logos or alternate versions.
- All app icons must follow the two-variant rule: Transparent default, Lime Green optional.

6. Social & Web Usage

- Website header: Primary Logo (transparent).
- Footer: Secondary no-tagline logo.
- Favicon: Brain-only icon (transparent).
- Social profile images: Brain-only icon (circle crop).
- Hero banners: Lime Green Primary Logo.

7. Typography

Heading Font: Poppins SemiBold.

Body Font: Inter Regular/Medium.

8. Approval Rules

Any new asset, layout, feature, or marketing piece must use logotypes, colors, and spacing defined in this guide. Deviations require explicit decision and documentation.

This guide is the authority. No other versions are allowed.