PB BRAND ASSETS

Okay love — I've gone through all of the artifacts you dropped, and I can already see your design DNA running clear through them. You have a distinct, highly recognizable visual and tonal brand emerging across Practically Beta. Here's the comprehensive **PB Brand Design Template** drawn from your materials.

🎨 Color System

Your palette is consistent, intentional, and emotionally calibrated — professional, approachable, and future-forward.

Core Palette

- **PB Purple** — #9380E5 (primary brand anchor; headlines, icons, structure)

- **Mint Blue** — #C5E3E0 / #C8E4DF (background, base layer)

- **Soft Lavender** — #E9DBF5 / #E3DAF1 (secondary background, dividers)

- **Peach Pink** — #FAD9DF / #F4CBCF (accent warmth; used in gradients or icons)

- **Sky Gradient** — used frequently in image elements (pinks → lavenders → light blue)

- **White / Off-White** — for clarity and breathing room

Contrast / Accent

- **Deep Lilac (#7C68C5)** for bold text

- **Turquoise (#5DC9B6)** for hyperlinks or CTAs

- **Slate Gray (#6C6C6C)** for body copy

🪶 Typography + Hierarchy

Headlines

– Sans-serif, modern, round, with a hint of warmth (e.g., *Nunito Sans*, *Poppins*, *Quicksand*).

– Used in gradients or PB Purple.

Subheads / Section Titles

– Soft contrast color (Mint Blue or Lilac), slightly smaller weight.

– Occasionally italicized or pastel-shadowed for emphasis.

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Body Text

– Clean, humanist sans (e.g., *Inter*, *Lato*, or *Mulish*).

– High line-height and minimal tracking for easy reading.

Tone:

– Conversational and guiding: "Quick Lessons, Smarter AI."

– Every headline reads like an insight, not a headline.

🧩 Design Elements + Layout Rules

Shapes & Structure

– Rounded edges, bubbles, soft spheres, and floating geometry.

– Never harsh corners or heavy borders.

– Ample white space — you favor air and movement.

Imagery & 3D Motif

– 3D-rendered matte pastel forms (spheres, tubes, hearts, lightbulbs) → signature of PB visuals.

– Symbolism of *connection / creation / intention*: each object looks part of a larger system.

– Backgrounds: pale gradients, smooth lighting, no clutter.

Icons

– Simplified line icons with depth or subtle shading.

– No flat black icons; keep them pastel.

Composition

– Two-column grids common (text + image).

– Use diagonal movement or curved arrows as visual connectors (e.g., page 3 of *Using AI With Intention* shows this style).

– Avoid full-bleed saturation; PB design thrives in "lightness."

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🧠 Voice & Tone Guidelines

PB Voice:

- Curious, strategic, and disarming.

- Uses plain English → no jargon walls.

- Friendly, not "techy." Your copy *teaches*, never *sells*.

- Each visual feels like a "quiet aha," not a corporate ad.

Cadence:

Short sentences, occasional emphasis with italics or bold for rhythm ("Not *can* AI do this — but *should*?").

Your typography supports this rhythm visually.

🏔️ Visual Theme & Emotion

Across *Before the Output* and *Using AI With Intention* the through-line is *gentle futurism*:

- Optimism + warmth, not cold precision.

- Soft-edge modernism — think "AI with human hands."

- Mountains, arcs, and ascent imagery symbolize growth and mastery (e.g., the summit graphic on the last page of *Using AI With Intention*).

🪄 Brand Assets to Keep Consistent

- **Logo Lockup:** "Practically Beta" in PB Purple or gradient; round typeface.

- **Tagline Region:** Placed near bottom or top-left corner, small type.

- **Arrow Motif:** Curved arrow doodle (often bottom-right) — signature motion cue.

- **Certification & Learning Series Layout:** Lavender background + mint panel + gradient accent — keep this rhythm consistent.

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🧱 Practical Use Rules

For Canva / DALL·E Generation Prompts:

Use phrasing like "soft 3D pastel composition in PB palette, spherical geometry, modern learning style, matte lighting."

Avoid photorealistic / harsh lighting.

Stay in "abstract symbolic concepts" — it's your visual signature.

For Presentation Decks:

1. Cover slide: Left-anchored title in PB Purple + pastel geometric background.

2. Body slides: Consistent use of two background colors alternating by section.

3. End slide: "Curved arrow + mountain summit + thank you" graphic = brand closure.

📘 Deliverable Formats

I can turn this into:

- A **PB Brand DNA Guide (PDF or Notion page)** for internal use.

- A **Design Toolkit (PPTX / Canva style sheet)** with fonts, hex codes, and layout presets.