

SYNAPSE — Brand Identity System

Brand Personality (Anchor)

Before colors, this matters:

- **Intelligent**
- **Calm confidence**
- **Visionary, not loud**
- **Precise, not flashy**
- **Builder mindset**

Think: *quietly powerful tech*, not startup hype.

Core Color Palette

1 Primary Purple (Synapse Core)

Purpose: Identity, highlights, motion glow, CTAs

- **Hex:** #6D28D9
- **RGB:** 109, 40, 217
- **Use for:**
 - Primary buttons
 - Active states
 - Accent lines
 - 3D light glows
 - Important words in headings

This purple feels **deep, smart, and premium**, not playful.

2 Deep Black (Foundation)

Purpose: Authority, focus, cinematic depth

- **Hex:** #0B0B0F
- **RGB:** 11, 11, 15
- **Use for:**
 - Backgrounds
 - Hero sections
 - Systems pages
 - 3D scenes
 - Footer

This is not pure black — it avoids harsh contrast.

3 Pure White (Clarity Layer)

Purpose: Readability, balance, trust

- **Hex:** #FFFFFF
- **Use for:**
 - Text on dark backgrounds
 - Cards
 - Client-side pages
 - Forms
 - White space

White is where **clients feel safe**.

Secondary / Supporting Colors

4 Soft Gray (UI Neutral)

Purpose: Dividers, secondary text, subtle structure

- **Hex:** #A1A1AA

- **Use for:**
 - Helper text
 - Labels
 - Borders
 - Inactive nav items
-

5 Dark Slate (Elevated Surfaces)

Purpose: Cards on dark backgrounds

- **Hex:** #151521
 - **Use for:**
 - System cards
 - Modals
 - Panels
 - 3D floor planes
-

6 Purple Glow (Motion / 3D Only)

Purpose: Energy & futurism (use sparingly)

- **Hex:** #A78BFA
- **Use for:**
 - Glow effects
 - Hover states
 - Particle highlights
 - 3D accent lighting

⚠ Never use this as a base color.

World-Specific Color Usage

◆ Synapse Studio (Client Side)

Feeling: Clean, welcoming, professional

- Backgrounds: **White**
- Text: **Black**
- CTAs: **Primary Purple**
- Cards: White with soft gray borders
- Animation: Minimal, smooth, subtle

Clients should think:

“This is professional and safe.”

◆ Synapse Systems (Product Side)

Feeling: Deep, cinematic, ambitious

- Backgrounds: **Deep Black**
- Text: **White**
- Highlights: **Primary Purple**
- Cards: **Dark Slate**
- Animation: Bold, spatial, 3D-driven

System viewers should think:

“These people are building serious things.”

Typography (Very Important)

Primary Font (Headings)

Space Grotesk

- Modern

- Technical
- System-friendly
- Works beautifully with purple

Use for:

- Headlines
 - Section titles
 - Navigation
-

Secondary Font (Body)

Inter

- Extremely readable
- Professional
- Neutral

Use for:

- Body text
 - Forms
 - Long content
-

Button & CTA Style

Primary CTA

- Background: #6D28D9
- Text: #FFFFFF
- Border radius: 10–14px
- Hover:
 - Slight glow (#A78BFA)

- Micro-scale up (1.02)

Secondary CTA

- Background: Transparent
 - Border: 1px solid #6D28D9
 - Text: #6D28D9
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Logo Usage (Conceptual Guidance)

- Prefer **wordmark**: SYNAPSE
- All caps
- Wide letter spacing
- Purple on black
- Black or purple on white

Optional icon idea:

- Neural node
 - Connected dots
 - Abstract “S” made of points
-

3D & Motion Direction (Homepage)

- Black environment
- Purple light sources
- Floating nodes / lines
- Subtle parallax
- Slow, intentional camera movement

Nothing fast.

Nothing chaotic.

This supports your line:

We don't just build software — we build systems.

What NOT to do (very important)

- ✗ No bright gradients everywhere
- ✗ No neon overload
- ✗ No too many colors
- ✗ No playful fonts
- ✗ No startup clichés

Restraint = power.

Final Identity Summary

Synapse looks like:

- A company that thinks long-term
- A builder of systems
- A serious but creative mind
- A calm, confident digital force