Synura AI Solutions – Brand Guidelines (Updated)

1. Brand Overview

Synura AI Solutions empowers businesses through intelligent automation and AI-driven workflows. The brand represents the connection between human intelligence and machine precision — unified under a modern, technological identity.

Tagline: *Smarter systems. Stronger businesses.*

Voice: Confident, clear, and approachable.
Tone: Professional, forward-looking, and human-centered.
Core Values: Efficiency, Innovation, Transparency, Partnership, Growth.

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2. Logo Usage

The **Synura AI Solutions** logo combines a refined typographic design with a geometric automation symbol — representing the seamless fusion of technology and human creativity. The mark features a stylized gear merged with circuit lines, symbolizing intelligent motion and connection.

Primary Logo

Use the **full-color logo** as provided in the master asset files. The design features Deep Blue (#0A2342) elements on a white or neutral background.

Monochrome Logo

Use the all-white version for dark backgrounds or when full-color reproduction is not available.

Clear Space & Minimum Size

- Maintain clear space equal to the height of the "S" in Synura around all sides.
- Minimum size: **1 inch (25.4 mm)** wide for print, **120 px** for digital.

Incorrect Usage

- Do not modify proportions, colors, or placement of elements.
- Do not apply effects such as shadows, bevels, or gradients.
- Avoid placing the logo over complex or low-contrast backgrounds.

Logo Variations

- **Primary Lockup:** Symbol above "Synura AI Solutions."
- **Horizontal Lockup:** Symbol to the left of the text for web headers and print.

• **Icon Mark:** Gear + circuit symbol only — for app icons, social media, and internal branding.

3. Color Palette

Color	HEX	RGB	CMYK	Usage
Deep Blue	#0A2342	10, 35, 66	85, 70, 30, 20	Primary color for text and logo symbol
Aqua Blue	#18A4E0	24, 164, 224	70, 10, 0, 0	Accent color for highlights and visuals
Electric Green	#A3FF12	163, 255, 18	45, 0, 95, 0	Accent color for emphasis and motion graphics
Slate Gray	#5A5A5A	90, 90, 90	0, 0, 0, 70	Secondary text and UI elements
White	#FFFFFF	255, 255, 255	0, 0, 0, 0	Background and negative space

4. Typography

Primary Typeface – Inter

A clean, modern sans-serif typeface used across all media. - **Weights:** Regular, Medium, Bold. - **Usage:** - Headlines: Inter Bold, uppercase, letter-spacing +1%. - Body text: Inter Regular, sentence case. - Subheadings: Inter Medium.

Secondary Typeface – Manrope

Used for marketing materials, callouts, and UI components. - Emphasizes approachability and clarity.

5. Visual Design System

Shapes & Motifs

• Use geometric and circuit-inspired patterns to echo the logo design.
• Incorporate thin-line connectors, arcs, or node-style graphics to represent data flow.

Imagery

• Highlight collaboration between people and AI tools.
• Favor cool tones and bright, minimalist compositions.
• Avoid clichéd "robot" imagery — focus on progress and real-world applications.

Iconography

- Thin-line icons with consistent stroke weight (1.5–2px).
- Rounded ends for a human-friendly touch.
- Use Deep Blue or Aqua Blue for icon color.

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6. Brand Voice

Core Messaging

Synura's voice reflects intelligence with simplicity. We communicate with clarity and confidence, making complex ideas accessible.

Pillars: 1. **Clarity:** Plain language explaining results, not systems. 2. **Trust:** Reliability and honesty in how we present solutions. 3. **Progress:** Continuous improvement through AI-driven automation.

Example Tone: - Instead of: "Our advanced neural automation systems leverage cutting-edge frameworks." - Use: "We design intelligent systems that automate routine work and make your operations more efficient."

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7. Applications

Business Materials

- Use the primary logo on letterheads, proposals, and presentations.
- Maintain consistent color balance with Deep Blue headers and Aqua Blue highlights.

Digital Media

- Website: Use horizontal lockup for the navigation bar.
- Social Media: Use icon mark (gear + circuit) for avatars.

Merchandise

- Print the icon mark in Deep Blue or Aqua Blue on neutral backgrounds.

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8. Accessibility Standards

- Ensure minimum color contrast ratio of 4.5:1 between text and background.
- Maintain legibility for text smaller than 16px by using high contrast colors.
- Avoid placing gradients behind text elements.

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9. Brand Consistency

All materials — digital or print — must align with this guide to ensure visual harmony and professional integrity. The Synura logo, colors, and voice represent our identity and must always be used consistently.

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Owner: Brand & Marketing Team
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