# Luca

## Brand Guidelines

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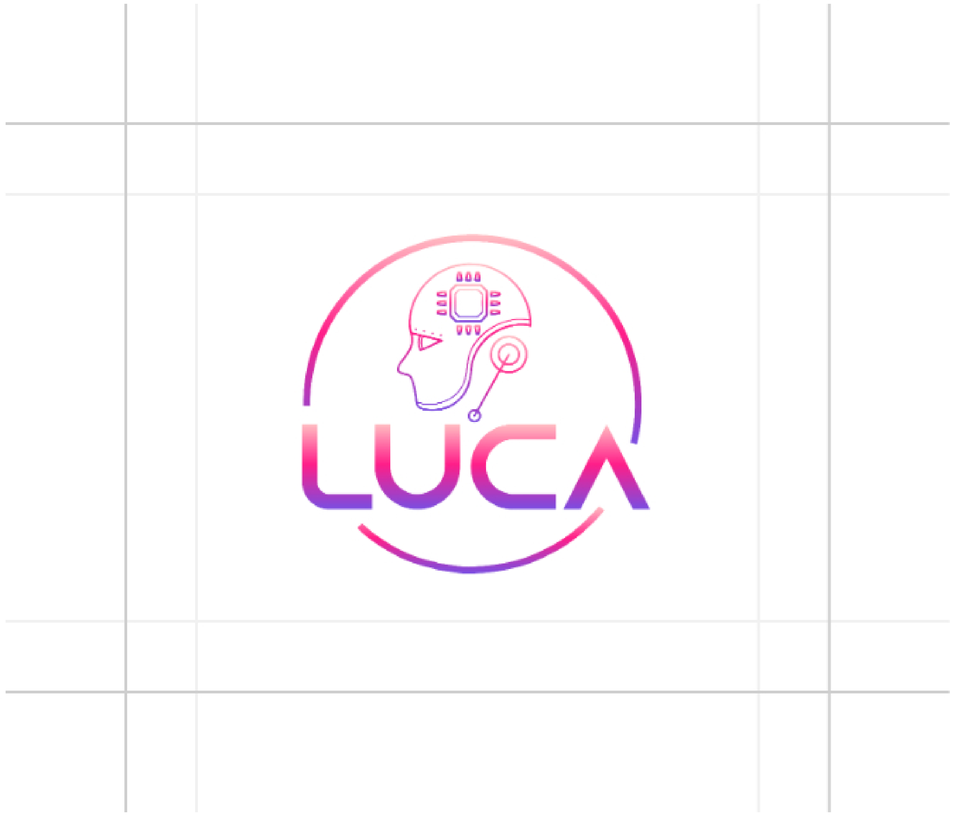
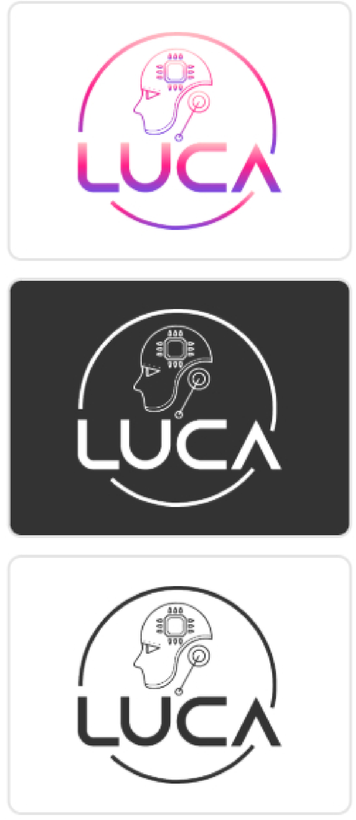
# Logos

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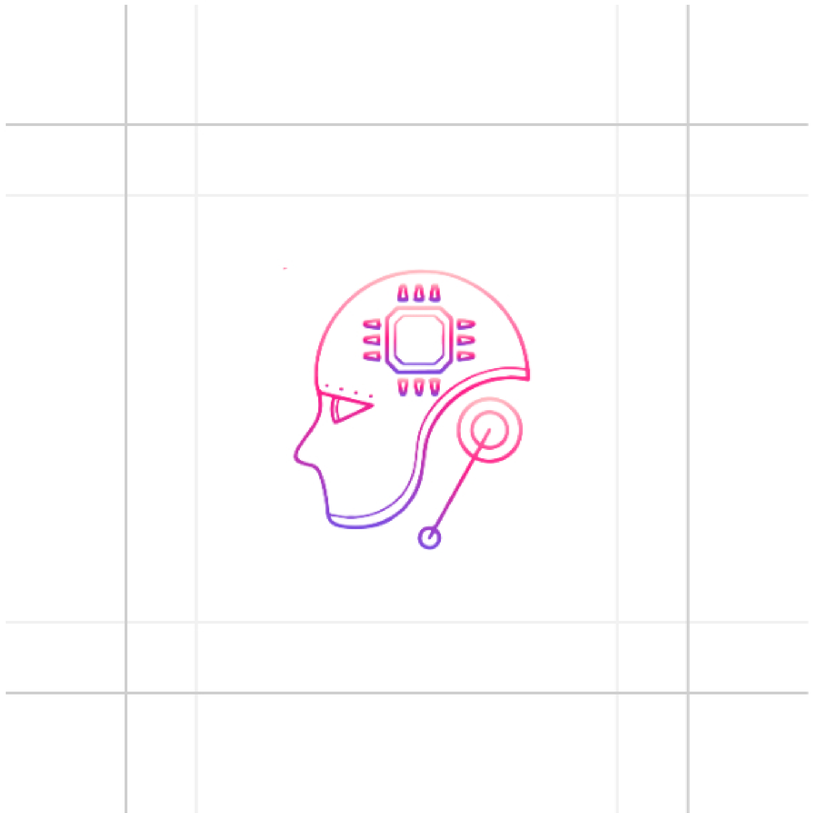
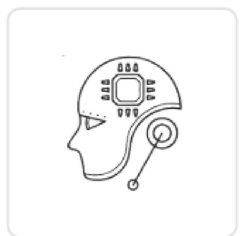
# Icons





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# Colors

Brand Color

## Purple Heart

HEX: #9a41cb
RGB: 154, 65, 203
HSL: 279, 57%, 53%
CMKY: 24, 20, 68, 0

#000000

#ffbbc1

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# Fonts

## Orbitron

**Brand-specific fonts are an important visual element in a brand's visual system. Brand-specific fonts are the preferred fonts for the brand and can be used across all communication channels.**
**. , : ; ' " ! ? + - * / = () <>**



## Exo 2

Brand-specific fonts are an important visual element in a brand's visual system. Brand-specific fonts are the preferred fonts for the brand and can be used across all communication channels.
. , : ; ' " ! ? + - * / = () <>

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# About Us

Luca is an AI-driven accounting advisor crafted for the FinACEverse ecosystem, dedicated to empowering CPA firms and professionals. Specializing in tax, accounting, and financial matters, Luca offers real-time support and expert guidance, streamlining advisory tasks with precision and efficiency. By delivering accurate and timely insights, Luca helps enhance decision-making, allowing professionals to focus on more strategic activities. Discover the synergy of innovation and expertise with Luca, your trusted partner in navigating the complexities of modern finance.

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# Mission/Vision

Mission

**To provide real-time, AI-driven accounting and tax advisory, empowering professionals with instant expert insights.**

Vision

**To become the go-to AI advisor for accountants and financial professionals, transforming tax and accounting practices globally through advanced AI solutions.**

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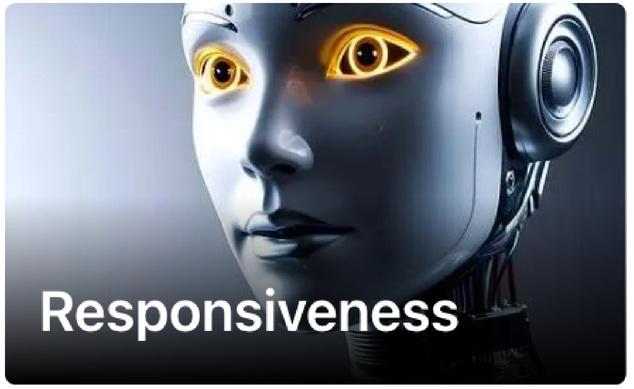
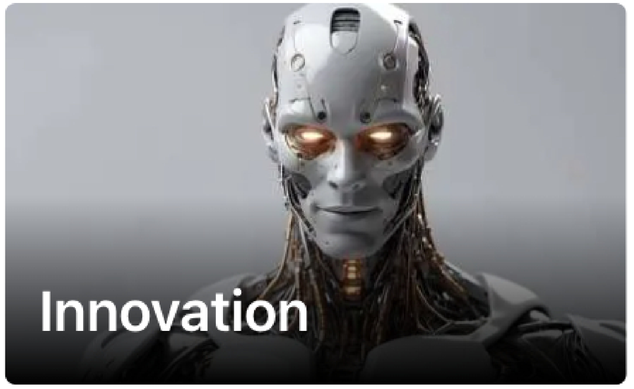
# Values

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# Slogan/Voice

## Slogan

*“ Your AI-powered advisor for tax and accounting. ”*

**Tone**

- Professional
- Supportive
- Innovative
- Authoritative

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Sometimes, usually due to production costs, only one color can be used, so in this case the use of a logo, logo or symbol must follow the use of light type on a dark background or use of dark type on a light background Type convention.

The logo and/or symbol outline must be clearly distinguished from the background color.

Version 1.0

# Brand Guidelines

## Logo Version

Main Logo

About Us

" Through