intellecta

Brand Guidelines

01 Brand Story

intellecta

Located in the heart of Silicon Valley, California, Intellecta stands as a beacon of innovation and technological prowess. Founded in 2015 by Dr. Jonathan Chen and his team of visionary entrepreneurs, Intellecta has quickly risen to prominence as a global leader in artificial intelligence. From its headquarters among the towering skyscrapers of the Bay Area, Intellecta is dedicated to democratizing AI technology and empowering individuals and organizations with intelligent solutions. With a commitment to excellence, integrity, and a relentless pursuit of innovation, Intellecta continues to push the boundaries of what's possible, shaping the future of AI one breakthrough at a time.

At Intellecta, our brand voice reflects our passion for innovation, our commitment to excellence, and our belief in the power of intelligence. We communicate with clarity and confidence, inspiring trust and credibility in our audience.

Our tone is **approachable** yet **authoritative**, inviting conversation and **collaboration**. Whether we're discussing our latest AI advancements or guiding users through our products, we speak with authenticity and empathy, understanding the diverse needs and perspectives of our audience. Above all, our brand voice is a reflection of our values: forward-thinking, inclusive, and always striving for excellence.

Core Values

Innovation

We embrace curiosity and creativity to push the boundaries of what’s possible.

Empowerment

We believe in empowering individuals with the tools they need to succeed.

Integrity

We uphold the highest standards of ethics and transparency in everything we do.

Collaboration

We foster a culture of collaboration, recognizing that diverse perspectives drive innovation.

Excellence

We are committed to delivering excellence in all aspects of our work, from product development to customer service.

Logo Family

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Primary

Blue
CMYK: 81, 62, 0, 0
RGB: 63, 103, 177
HEX: #3f67b1

Black
CMYK: 75,68,67,90
RGB: 0, 0, 0
HEX: #000000

Secondary

White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Gray
CMYK: 14,11,11,0
RGB: 216, 216, 216
HEX: #FFFFFF

Headline: AvantGarde Bk BT

Subheadline: Inter

Subtitles: Inter Thin Italic

Body: Inter

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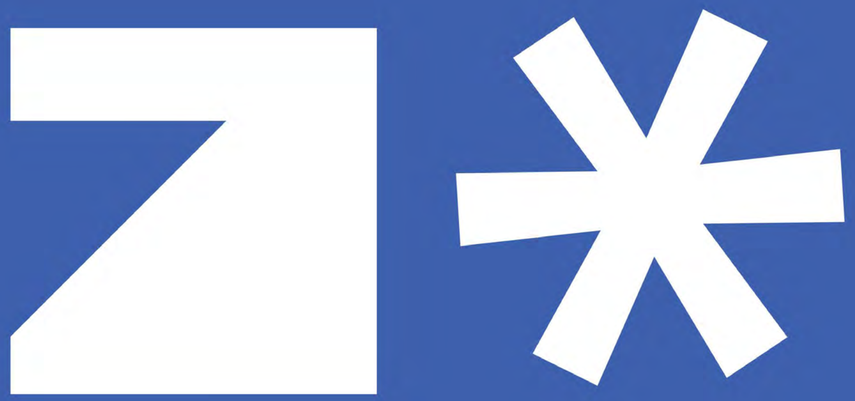
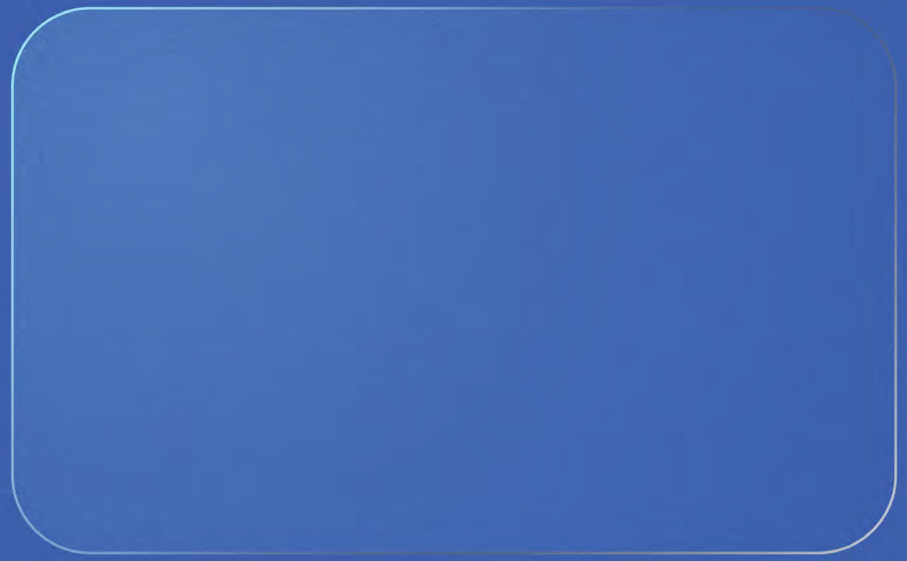
AvantGarde Bk Bt



Iconography

The two prominent icons can be utilized sparingly to add visual interest. Texture may be applied to enhance character.



Glassmorphism

Glassmorphism as a secondary design element can be use as a visual contrast. The light stroke weight in proportion to make the copywriting pop more and they can intersect and act as framing elements to break the rigid structure..

intellecta studio

intellecta IQ

intellecta nexa

Logo Misuse

Here are couple of examples of wrong logo treatments. Please always make sure you're following rules from this guide.

Wrong

Not enough contrast between background and logo

Wrong

The logo proportions should be kept intact

Wrong

The logo should not be rotated

Wrong

The logo should have enough space around it

Clear Space

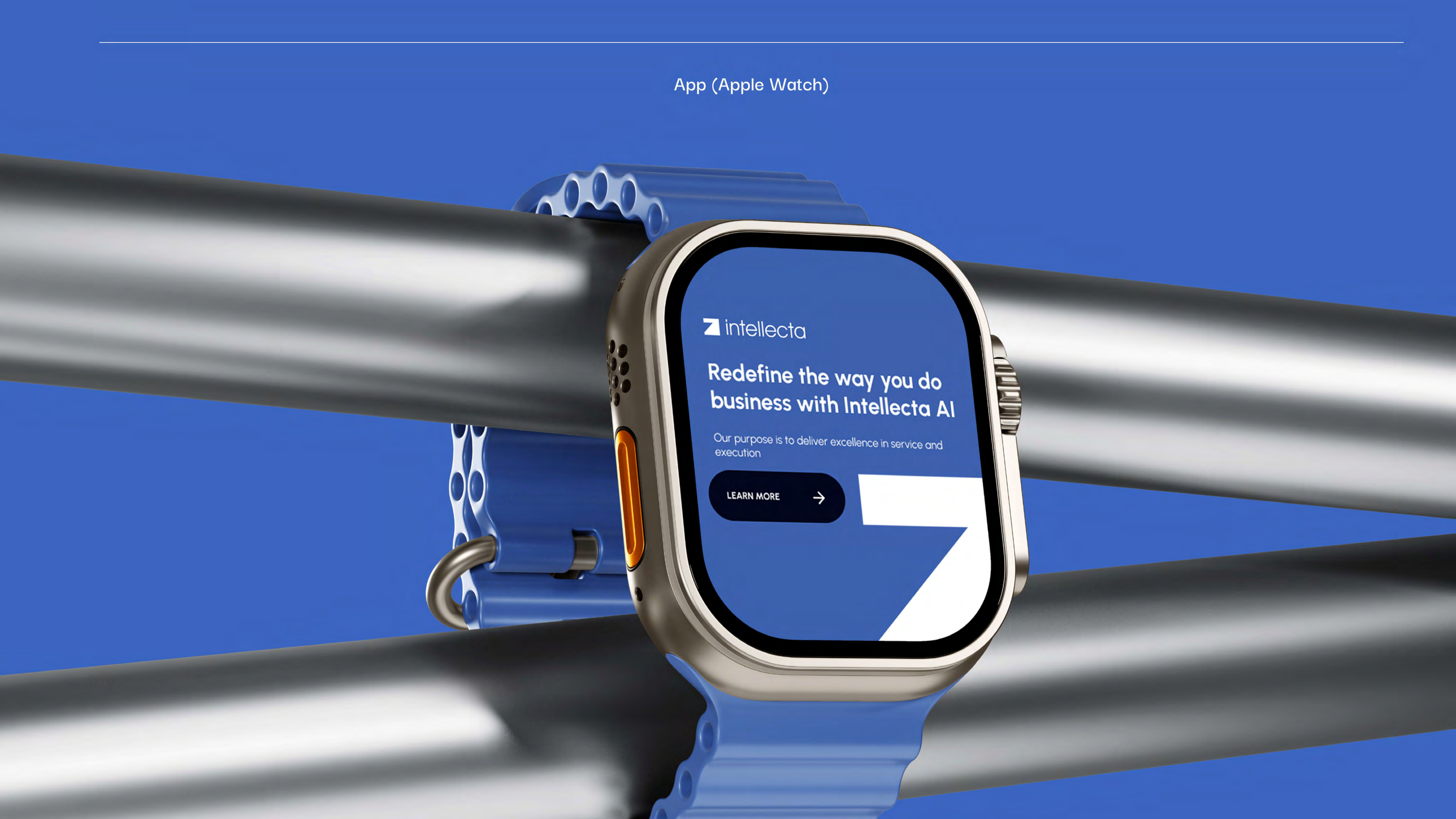
A minimum amount of clear space should always surround the logo, separating it from other graphic elements. This protected area preserves the legibility and visual impact of the logo. The minimum clear space is equal to the height of the ‘a’ in the wordmark and ”e“ in the name on all sides of the logos.

02 Brand Extensions

Stationery

Apparel

App (Apple Watch)



Digital Scre

Digital Screen

Office Scene

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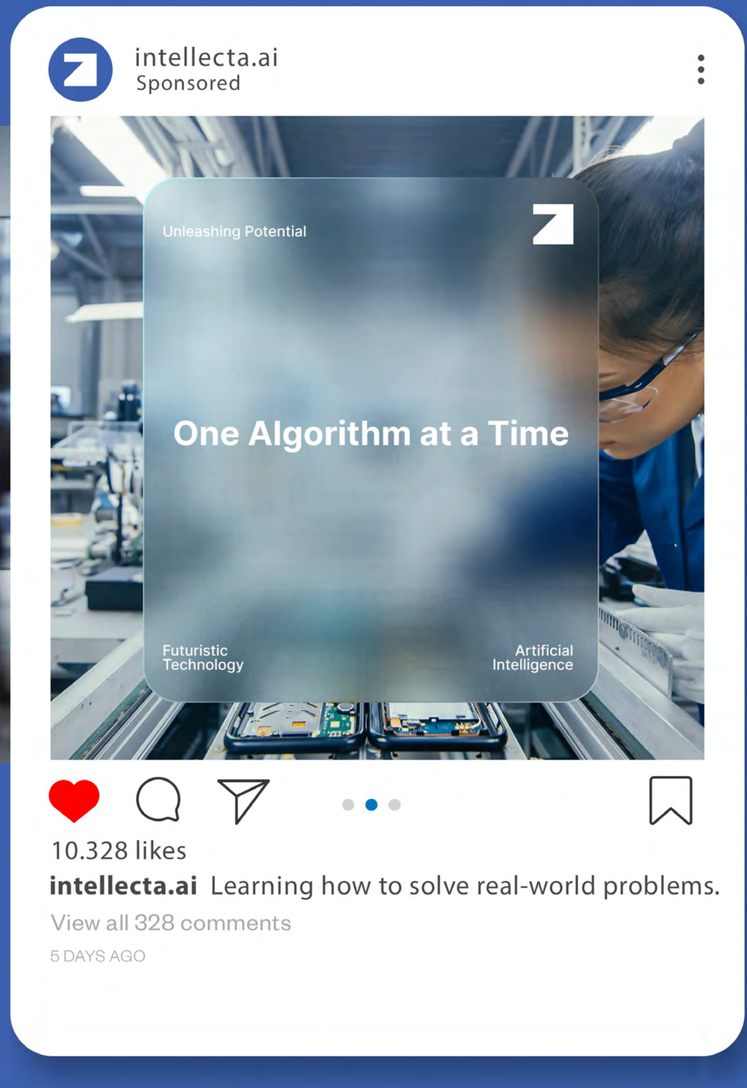
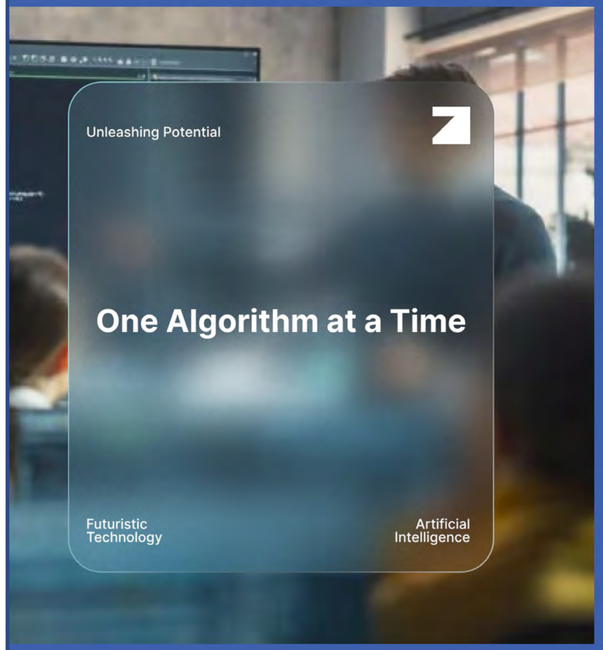
Product Book

Social Media





Website

Thank you.