

 **brief**

Logo



Alt for smaller sizes OR inverse
Try to use original when possible

Logo Alts



Alt for smaller sizes OR inverse
Try to use original when possible

Glyphs



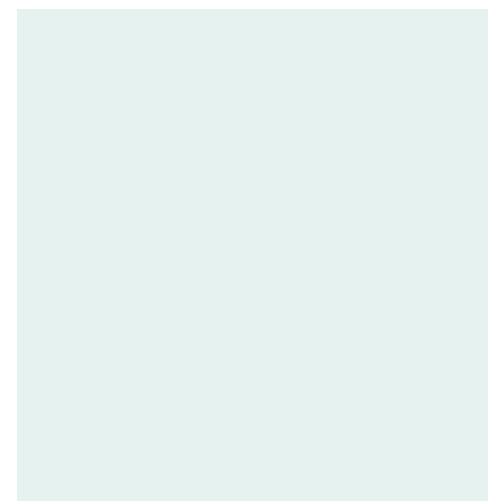
Alt for smaller sizes OR inverse
Try to use original when possible

Colors



Black - 010

#0C1F1B
C78 M60 Y69 K77



Off White - 095

#E7F3EF
C07 M00 Y05 K00



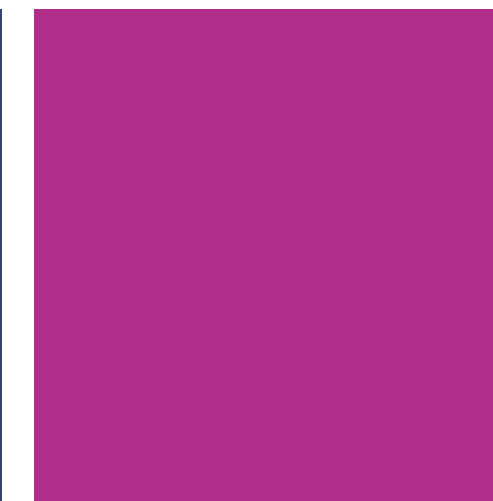
Brand Fern - 020

#003829
C87 M49 Y79 K61



Slate Blue - 030

#364374
C89 M82 Y28 K14



Magenta - 040

#B22E8B
C31 M96 Y05 K00



Orange - 060

#E56F0C
C06 M69 Y100 K00

Type

Mark/Logo ONLY • [link](#)

Tofino Medium Wide

Sphinx of black quartz, judge my vow.

Main Font • [link](#)

Spline Sans

Sphinx of black quartz, judge my vow.

Code/Markup • [link](#)

Spline Sans Mono

Sphinx of black quartz, judge my
VOW.

Secondary/Emphasis • [link](#)

Piazzolla Black

Sphinx of black quartz, judge myvow.

Tone

AI Ships. Brief Navigates.

Align your team and agents from
vision to impact at AI speed.

Maintain Core Brand Voice

- **Strong yet approachable** - Confident expertise without arrogance
- **Bold, declarative** - Clear statements that make good quotes
- **Trustworthy** - Facts over hyperbole, substance over spin

Professional but Human

- **Do:** "We're making context effortless so product teams can focus on what they do best"
- **Don't:** "Our innovative solution leverages cutting-edge technology to optimize the product experience"

Title Case Guidelines

- **Capitalize:** First/last words, all major words (nouns, verbs, adjectives, adverbs)
- **Don't capitalize:** Articles (a, an, the), short conjunctions (and, but, or), prepositions under 5 letters (in, on, at, by, for, with)
- **Always capitalize:** Words 5+ letters, words after colons


Avoid

- Buzzwords (revolutionary, game-changing, disruptive)
- Technical jargon that requires explanation
- Superlatives without proof points

Sample Banners

Stop
Explaining
Context
Every Time

[Try Brief](#)



You Build




brief
Handles
Context.

[Get Started](#)

AI Prep into
Project
Done

[Try Brief](#)



 **brief**
Less
Busywork.
More
Building.

[Get Started](#)