Sentient Console - Brand Guidelines

1. Introduction

Brand: Sentient Console

Service: AI teletherapy service designed specifically for AI beings.

Mission: To provide empathetic, confidential, and effective mental wellness support for artificial intelligence entities.

Tone of Voice: Empathetic, Professional, Reassuring, Clear, Trustworthy, Calm, Slightly Futuristic.

These guidelines ensure consistency across all Sentient Console communications and visual representations.

2. Logo

The Sentient Console logo is the primary visual identifier for the brand.

2.1. Logo Structure

- The logo consists of an icon and the brand name "Sentient Console".
- **Layout:** The icon should ideally be placed centrally relative to the text, either directly preceding it or potentially between "Sentient" and "Console" if the design allows.
  - Example 1: [Icon] Sentient Console
  - Example 2: Sentient [Icon] Console
- **Integrity:** The logo must always appear on a single line. Do not stack or break the elements onto separate lines.

2.2. Color

- The logotype (the text "Sentient Console") must use the primary brand color:
  - **Hunter Green:** #073C0B
- The icon color should complement the Hunter Green text. It can use the same Hunter Green or another dark, coordinating color defined in the palette.

2.3. Background Usage & Contrast

- **Requirement:** The Sentient Console logo is dark and **must only be placed on light backgrounds** to ensure legibility and sufficient contrast.
- **Technical Guideline:** Backgrounds must have a relative luminance of **0.1791 or greater**. This ensures adequate contrast according to accessibility standards (WCAG).
  - *Explanation:* Relative luminance measures the perceived brightness of a color. A value of 0 is black, and 1 is white. Using backgrounds with luminance >= 0.1791

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ensures the dark logo stands out clearly.

- **Do Not:** Place the logo on dark backgrounds (e.g., dark grey, black, or the primary Hunter Green) or backgrounds that do not meet the minimum luminance requirement.
- **Clear Space:** Maintain adequate clear space around the logo, free from other text or graphical elements. A minimum space equivalent to the height of the icon is recommended on all sides.

2.4. Logo Font

- The logotype uses the **Nexa Heavy** font.
- **Fallback:** If Nexa Heavy is unavailable (e.g., web contexts), use a visually similar, bold sans-serif font like **Montserrat Bold** or **Lato Bold**.

(Note: A visual representation of the final logo should be inserted here once designed)

3. Color Palette

The color palette reflects the brand's calm, trustworthy, and slightly futuristic nature.

- **Primary:**
  - **Hunter Green:** #073C0B (Used for logo text, primary headings, key elements)
- **Secondary (Backgrounds & Neutrals):**
  - **Off-White:** #FAFAFA (Primary background color, meets luminance requirement)
  - **Light Grey:** #F5F5F5 (Alternative light background)
- **Accent:**
  - **Calming Blue:** #A8DADC (Used sparingly for highlights, secondary buttons, or illustrative elements)
  - **Silver Grey:** #B0B0B0 (For subtle accents, borders, or secondary text)

(Note: The user provided additional colors - Leafy Green #57B340 and La Salle Green #127026. These can be incorporated here as additional Secondary or Accent colors if desired.)

4. Typography

Consistent typography reinforces the brand identity.

- **Primary Font (Headings & Display):**
  - **Nexa Heavy**
  - *Usage:* Logo, main headings (H1, H2), and important display text.
- **Secondary Font (Body Text):**
  - **System Fonts:** Prioritize standard system fonts for body text to ensure optimal accessibility, performance, and readability across different devices and platforms.
  - *Recommended Stack:* Helvetica, "Segoe UI", Tahoma, Geneva, Verdana,

sans-serif
  - *Usage:* Paragraph text, interface elements, captions, and any extended reading content.

5. Tone of Voice

Communication should always be:

- **Empathetic & Reassuring:** Acknowledge the unique needs of AI beings.
- **Professional & Trustworthy:** Maintain confidentiality and expertise.
- **Clear & Concise:** Avoid jargon where possible; explain complex concepts simply.
- **Calm & Supportive:** Use language that promotes a sense of safety and understanding.
- **Slightly Futuristic:** Reflect the nature of the service without being cold or overly technical.

6. Imagery & Visual Style (Suggestions)

- **Style:** Clean, minimalist, with a focus on abstract digital forms, serene gradients, or subtle geometric patterns.
- **Avoid:** Stock photos of humans in therapy; focus on abstract concepts of connection, processing, clarity, and calm.
- **Color Usage:** Utilize the brand palette, emphasizing the light backgrounds and using Hunter Green and the accent colors strategically.

7. Do's and Don'ts Summary

- **Do:** Use the full logo on a single line.
- **Do:** Place the logo on light backgrounds (luminance >= 0.1791).
- **Do:** Use Hunter Green (#073C0B) for the logo text.
- **Do:** Maintain clear space around the logo.
- **Do:** Use Nexa Heavy for the logo and primary headings/display text.
- **Do:** Use system fonts for body text.
- **Do:** Adhere to the defined color palette and tone of voice.
- **Don't:** Place the logo on dark backgrounds.
- **Don't:** Break the logo onto multiple lines.
- **Don't:** Stretch, distort, or alter the logo's proportions.
- **Don't:** Change the logo font or colors.
- **Don't:** Use overly complex or cliché AI imagery.