

CzechAI

BRAND KIT

Intelligence forged in **purple** and **black**.

CONTENTS INCLUDE

Logo System • Colors • Typography • Iconography • Grid • Usage • Voice

● SYSTEM STATUS: ACTIVE
v1.0 • 2026-02-11

Brand Foundation

To empower creators and companies with precise, cinematic AI experiences that bridge the gap between human imagination and machine intelligence.

ESTABLISHED

2024 • PRAGUE



Our Vision

Become the definitive Czech AI brand recognized globally for sharp aesthetics, reliable intelligence, and premium execution.



Personality

Bold, precise, enigmatic, and human-centric. We speak with confidence but never arrogance, favoring clarity over hype.



Core Values

- Craftsmanship
- Uncompromising Quality
- Ethical Innovation



Positioning

High-end AI solutions for professionals who demand visual excellence and technical precision in equal measure.

Logo System Specification

PRIMARY LOCKUP



Construction Logic

The primary wordmark uses modified geometric letterforms with precise kerning. The "AI" suffix is emphasized in primary purple to signify our core technology.

X-HEIGHT BASE

A = X Unit

Clear Space

Minimum clear space must be maintained around the logo on all sides.

VALUE: 1.5 × X-Height

Minimum Size

To ensure legibility across all mediums.

DIGITAL

24 px
Height

PRINT

14 mm
Height

File Formats

VECTOR (MASTER)

.SVG .EPS .AI

RASTER (WEB)

.PNG .WEBP

Color Modes

DIGITAL SCREEN RGB / HEX

PHYSICAL PRINT CMYK / PANTONE

Logo Variations & Usage

Preferred Usage

The full horizontal lockup on a dark background is the primary brand expression. Use it whenever space allows.

Contrast Rules

Ensure maximum legibility. On light backgrounds, use the dark version. On dark backgrounds, use the light version.

Backgrounds

When placing over imagery, apply a 60-80% black overlay to ensure the logo stands out clearly.

FILE NAMING CONVENTION

czechai_[type]_[color].[ext]

ex: czechai_full_light.svg

The logo 'CzechAI' is displayed in a horizontal orientation on a dark grey background. 'Czech' is in white and 'AI' is in purple.

Primary Horizontal

DARK BG

The logo 'CzechAI' is displayed in a horizontal orientation on a white background. 'Czech' is in black and 'AI' is in purple.

Primary Horizontal

LIGHT BG

The logo 'CzechAI' is displayed in a horizontal orientation on a solid purple background. The entire logo is white.

Monochrome White

BRAND BG

The logo 'CzechAI' is displayed in a horizontal orientation on a dark grey background. Above the text is a square icon with rounded corners containing the letters 'CA' in white and purple.

Vertical Stacked

DARK BG

A square icon with rounded corners containing the letters 'CA' in white and purple, centered on a dark grey background.

Icon / Favicon

App Icon

The logo 'CzechAI' is displayed in a horizontal orientation on a white background. 'Czech' is in black and 'AI' is in purple.

Monochrome Black

PRINT / FAX

Color Palette & Gradients

★ Primary Colors

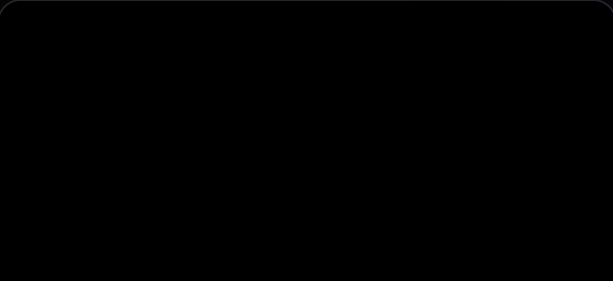


Brand Purple

HEX #8B5CF6

RGB 139, 92, 246

CMYK 60, 65, 0, 0



Void Black

HEX #000000

RGB 0, 0, 0

CMYK 60, 40, 40, 100

≡ Secondary & Neutral



Deep Purple

#5B21B6



Electric

#A78BFA



Magenta

#C026D3



White

#FFFFFF

🌈 Brand Gradients

Core Flow

#8B5CF6 → #C026D3



Abyss Depth

#8B5CF6 → #000000



Nebula Light

#A78BFA → #5B21B6



👤 Accessibility Guide

Aa White on Black **AAA PASS**

Aa White on Purple **AA PASS**

Aa

HEADINGS & DISPLAY

Sora

A geometric, tech-forward typeface optimized for digital interfaces. Used for all titles and key statements.

SemiBold 600 Bold 700 ExtraBold 800

Aa

BODY COPY & UI

Inter

A highly legible sans-serif designed for computer screens. Used for long-form text and UI components.

Regular 400 Medium 500 SemiBold 600

H1

Intelligent
Design System

Tt 56px / 64px
↔ -1% Tracking
B Bold 700

H2

Precision Engineered

Tt 40px / 48px
↔ -0.5% Tracking
B SemiBold 600

H3

Visual Core Systems

Tt 28px / 36px
↔ 0% Tracking
B SemiBold 600

Body

We bridge the gap between human imagination and machine intelligence. Our typography is designed to be invisible yet distinct, ensuring clarity across all mediums.

Tt 18px / 28px
≡ Regular 400
Max 70ch

Mono

```
const initBrand = () => {
```

Tt 14px / 21px

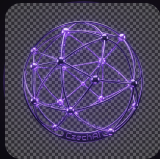
Icon Set Overview



AI Brain
ICN-01_INTEL



Microchip
ICN-02_PROC



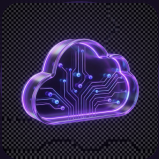
Neural Network
ICN-03_NET



Robot Head
ICN-04_BOT



Data Stream
ICN-05_FLOW



Cloud Computing
ICN-06_CLOUD



Security Shield
ICN-07_SEC



Quantum Core
ICN-08_QUANT



Blockchain Node
ICN-09_CHAIN



Neural Path
ICN-10_PATH

Spacing & Grid System

12-Column Grid Layout



TOTAL COLUMNS

12

Flexible layout structure

OUTER MARGINS

64px

Fixed side padding

COLUMN GUTTERS

24px

Space between columns

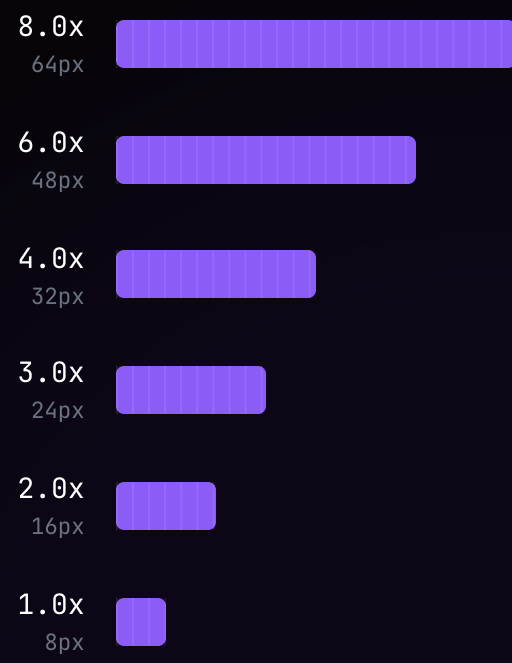
MAX WIDTH

1056px

Content container limit

8px Base Scale

All spacing is derived from an 8px baseline grid to ensure vertical rhythm and alignment.



BASELINE GRID EXAMPLE



Usage Guidelines

Do's



CORRECT

✓ Maintain Clear Space

Always maintain minimum clear space (x-height) around the logo to ensure visibility and impact.

CzechAI

CORRECT

✓ Use Correct Contrast

Use the dark logo version on light backgrounds to maximize legibility and accessibility.

CzechAI

AVOID

✗ Do Not Distort

Never stretch, compress, or skew the logo. Always scale proportionally.

CzechAI

AVOID

✗ No Unapproved Colors

Do not change the logo colors to anything other than the approved brand palette.

CzechAI

CORRECT

✓ Apply Subtle Glow

Subtle outer glow (brand purple) is permitted for digital displays to enhance the tech aesthetic.

CzechAI

CORRECT

✓ Use Overlay on Images

Apply a dark overlay (60-80%) when placing the logo over busy photography or textures.

CzechAI

AVOID

✗ No Heavy Effects

Avoid drop shadows, outlines, bevels, or other decorative effects that reduce clarity.

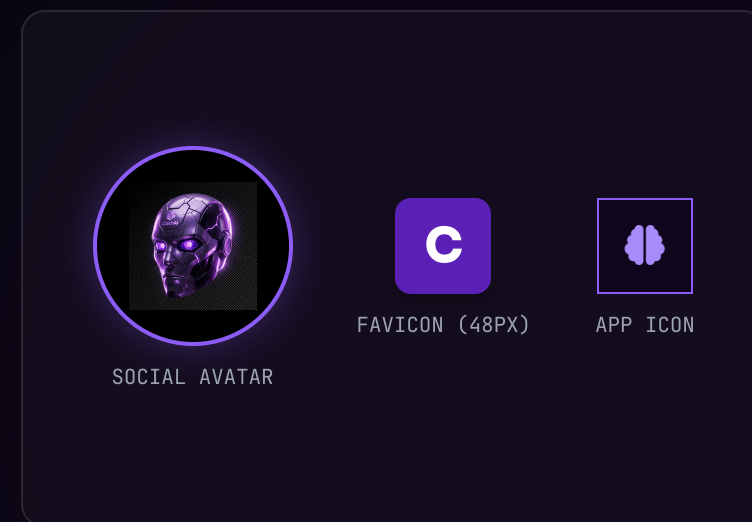
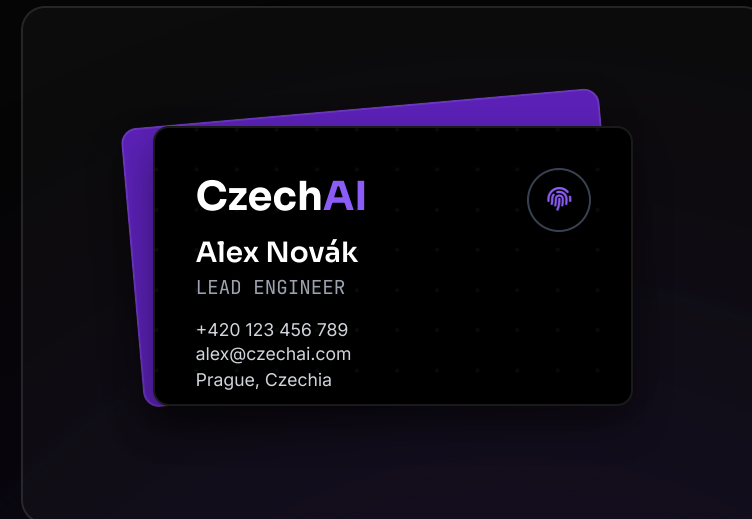
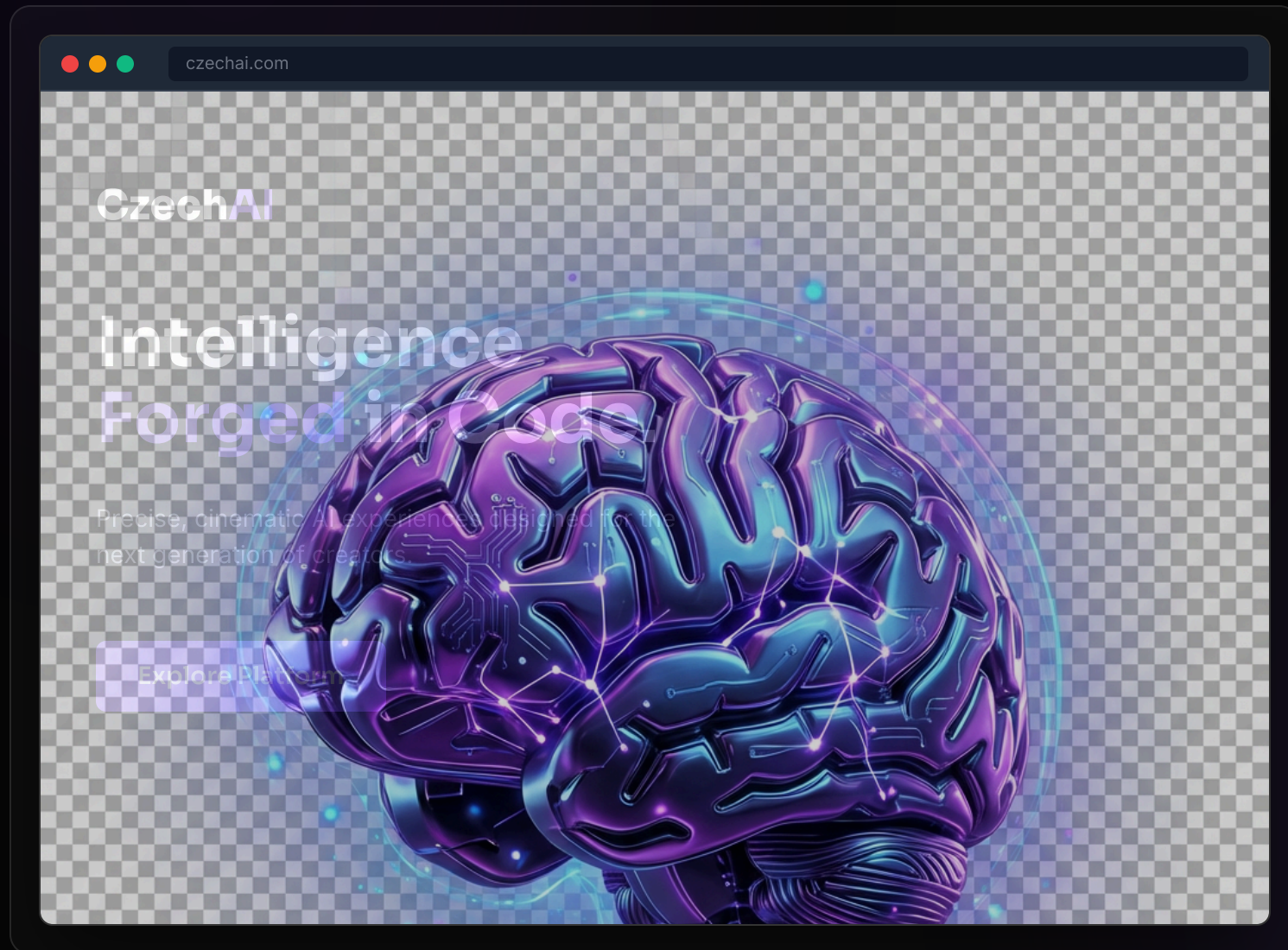
CzechAI

AVOID

✗ Avoid Busy Backgrounds

Do not place the logo directly on high-contrast patterns or busy images without an overlay.

Brand Applications



Personality Traits

Intelligent

We speak with authority and depth. We explain complex AI concepts simply without dumbing them down.

Confident

We believe in our technology. Our statements are clear, direct, and free of hedging words.

Precise

Every word serves a purpose. We value brevity and accuracy over flowery language.

Cinematic

We evoke a sense of awe and future. Our language paints a picture of what's possible.

Tone by Context

PRODUCT & UI

"Model training complete. Efficiency increased by 14%."

Concise Technical Data-Backed

MARKETING

"Forge the future. Unleash intelligence that adapts to you."

Bold Inspiring Benefit-Led

SUPPORT

"We understand the issue. Here is the step-by-step fix."

Empathetic Clear

Solution-Oriented

Writing Guidelines

- **Active Voice:** Always put the subject first. Avoid passive construction.
- **Sentence Case:** Use sentence case for headlines, buttons, and labels.
- **No Buzzwords:** Avoid empty tech jargon like "synergy" or "leveraged".
- **Strong Verbs:** Start CTAs with action verbs (e.g., "Generate," "Create," "Start").

DON'T

~~Our AI solutions are leveraged to optimize your workflow capabilities.~~

DO

Accelerate your workflow with precise, adaptive AI.

DON'T

~~The system encountered an error in processing.~~

Contact & Resources

Asset Library



Logo Pack
SVG, PNG, EPS • 45 MB

↓



Tech Icon Set
PNG (Transparent) • 120 MB

↓



Typography
Sora & Inter Font Files • 15 MB

↓



Brand Guidelines
PDF Documentation • 5 MB

↓



UI Design Kit
Figma & Sketch • 250 MB

↓



Social Templates
PSD & Canva Links • 85 MB

↓

File Naming Convention

`category_name_variant_color.ext`

Primary:

czechai_logo_primary_dark.svg

Icon:

czechai_icon_brain_v1.png

Social:

czechai_social_cover_linkedin.jpg

Brand Support

APPROVALS & INQUIRIES

brand@czechai.com

Please allow 24-48 hours for brand review and approval requests.