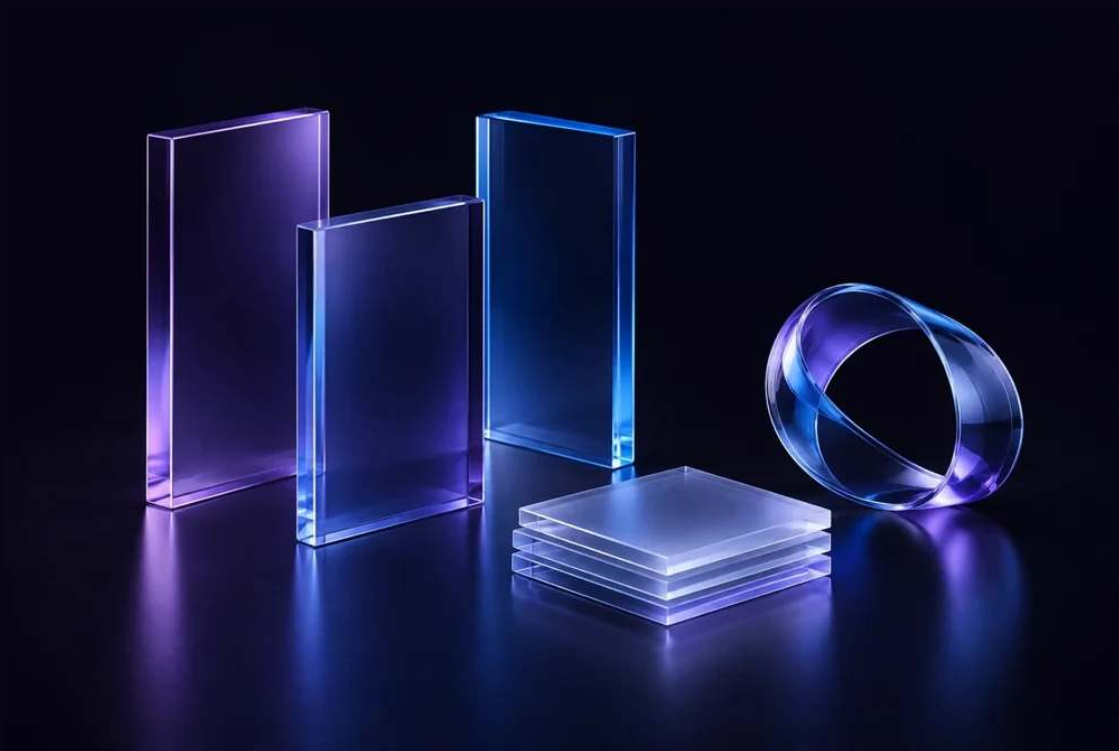


THE IDENTITY, IN PRACTICE

Make it feel like us.

Your ambition. Built with AI.



A practical guide to the original identity, the right asset for each use, and the checks that make a polished design useful in the real world.

Start with the supplied artwork. Preserve its shape, colour and proportions. Use these pages to make clearer choices, not to redraw the brand.

The right logo for the job.



Everyday default

Use the horizontal lockup in headers, presentations and wide placements.



Small-space choice

Use the mark alone for small avatars and icons. Avoid full-name lockups at 32-48 px.



Type-led expression

The wordmark-only SVG contains outlined vector paths, not editable text.

Format truth: the mark SVG contains embedded raster. Horizontal and stacked SVGs are hybrid: raster mark + vector wordmark. A .svg filename is not proof of infinitely scalable artwork.

02 / CORRECT USAGE

Space. Scale. Restraint.

**1/4 mark-width clear space**

Leave at least one quarter of the displayed mark width on every side. Keep text, edges and busy artwork outside that boundary.

Keep

Original artwork, a quiet background, correct light/dark lettering, stable proportions, and a readable static identity beside decorative motion.

Physical production: large signage, embroidery, cut vinyl, engraving and one-colour printing may need a suitable approved master. Confirm effective resolution, colour, bleed/trim, substrate and finishing with the supplier. Approve a physical proof. No universal print specification is implied here.



32 px minimum; 48 px preferred for general use. Favicons are a small-size exception. Check circular crops without cutting the A or wing.

Avoid

Recolouring, stretching, cropping, tracing, added shadows/glows, busy backgrounds, or assuming raster-backed files are production masters.

03 / COLOUR AND CONTRAST

Colour with a purpose.



Primary purple

#A855F7



Secondary blue

#3B82F6



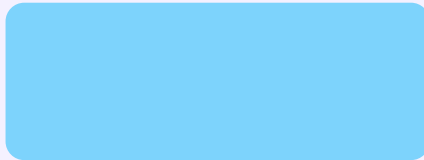
Magenta accent

#EC4899



Lilac

#BBA6FF



Ice blue

#7DD3FC



Midnight

#080616



Panel

#111123



Cloud

#F4F1FF



Muted lavender

#B4AFC8

Signature full stop: #B9A0FF

Accent only the final period of major hero statements. Ordinary punctuation stays normal.

Reliable reading: Cloud on Midnight 18.01:1; muted lavender on Midnight 9.45:1. Use at least 4.5:1 for ordinary text and 3:1 for large text.

Use with care: Lilac on Cloud 1.89:1; blue on white 3.68:1; purple on white 3.96:1. Avoid these for ordinary small text. Ratios are solid sRGB calculations, not certification of text over gradients or images.

Identity gradient: 90deg, #3B82F6, #A855F7, #EC4899. Magenta stays an accent.

04 / TYPE AND LAYOUT

Confident. Human. Clear.

URBANIST 700 / HEADINGS

Your ambition. Built with AI.

Hero: 44-78 px / 1.05 line height. Section: 34-54 px / 1.12. Keep statements short.

INSTRUMENT SERIF 400 ITALIC / BRIEF ACCENT

A human touch

One short expressive hero phrase. Not ordinary section headings or long paragraphs.

INTER 400-700 / BODY AND CONTROLS

Practical technology, built around people.

Body: 16-18 px / 1.65-1.75 line height. Controls: 14-16 px. Keep essential text live and selectable.

Web layout: maximum content width 1240 px; gutters 40 px desktop / 20 px mobile. Rhythm 4 / 8 / 12 / 16 / 24 / 32 / 48 / 64 / 88. Card radius 24 px; button 15 px; icon tile 44 px with 13 px radius.

These are website reference scales. Adapt to viewing distance for slides and print. Licensed webfonts and SIL Open Font License notices accompany the downloadable typography package.

Give every image a job.



Signal core



Connected flow



Modular build



Brand toolkit

For brand expression: polished blue-purple glass, precise edges, soft reflections and negative space. Use covers and dividers for atmosphere; keep important text live and on a quiet surface.

For proof: use real screenshots and approved evidence when describing a working product. Generated or decorative scenes are illustrations, not actual clients, staff, offices or outcomes.

Icons: simple white line glyphs at 20-24 px in a 44 px tile. Label unfamiliar actions.

Make the next step clear.

Voice

Clear, capable, welcoming and practical. Lead with the person's need. Use the name AI Empower in prose; the display period is not part of the company name. Preferred action: Tell us your idea.

Evidence

Do not invent clients, awards, certifications or performance guarantees. Publish outcomes only when baseline, sample, date and source are established and approved. Show a concrete task or genuine example instead.

Email

Put event facts, access and requested resources above large decoration. Use a 600-640 px canvas, 28-36 px desktop gutters, table layout, inline essentials, Arial/Helvetica fallback, hosted PNG/JPEG, explicit image sizes and useful alt text. Keep meaning intact with images blocked.

Motion

Reference timings: hover 200 ms, disclosure 280 ms, entrance 600 ms; travel 18 px; cubic-bezier(0.23, 1, 0.32, 1). Honour reduced motion and provide pause controls for ongoing animation. Keep one readable message and a static identity visible.

A template is not a configured sender, permission or unsubscribe system. Test the actual received email in intended clients, on mobile, in dark mode and with images blocked.

07 / RELEASE CHECKS AND PROVENANCE

Before you publish.

01 Correct content

Check names, contact details, facts, dates, time zones, audience and permission. Remove placeholders and illustrative data.

02 Working destination

Test links, downloads and access. Use real screenshots for product demonstrations. Keep rendered exports distinct from editable source.

03 Real viewing size

Review the final phone crop, avatar crop and meeting-room view. Check functional text contrast on the composed background.

04 Production proof

For print and manufacture, get supplier-specific checks and a physical proof. A file container cannot certify colour or output quality.

Source authority: aiempower.ca/brand and its original `brand.json`, `brand-tokens.css` and logo collections. The packaged guide is dated 13 September 2026; the original download panel says 17 September 2026. This usage edition is 1 October 2026. Spacing, minimum sizes and examples remain recommended guidance, not new manufacturing standards.

Usage and rights: use the assets to represent AI Empower accurately. Co-branding and other uses: info@aiempower.ca. This guide creates no new asset licence. Retain font licences. Original logo files remain unchanged.