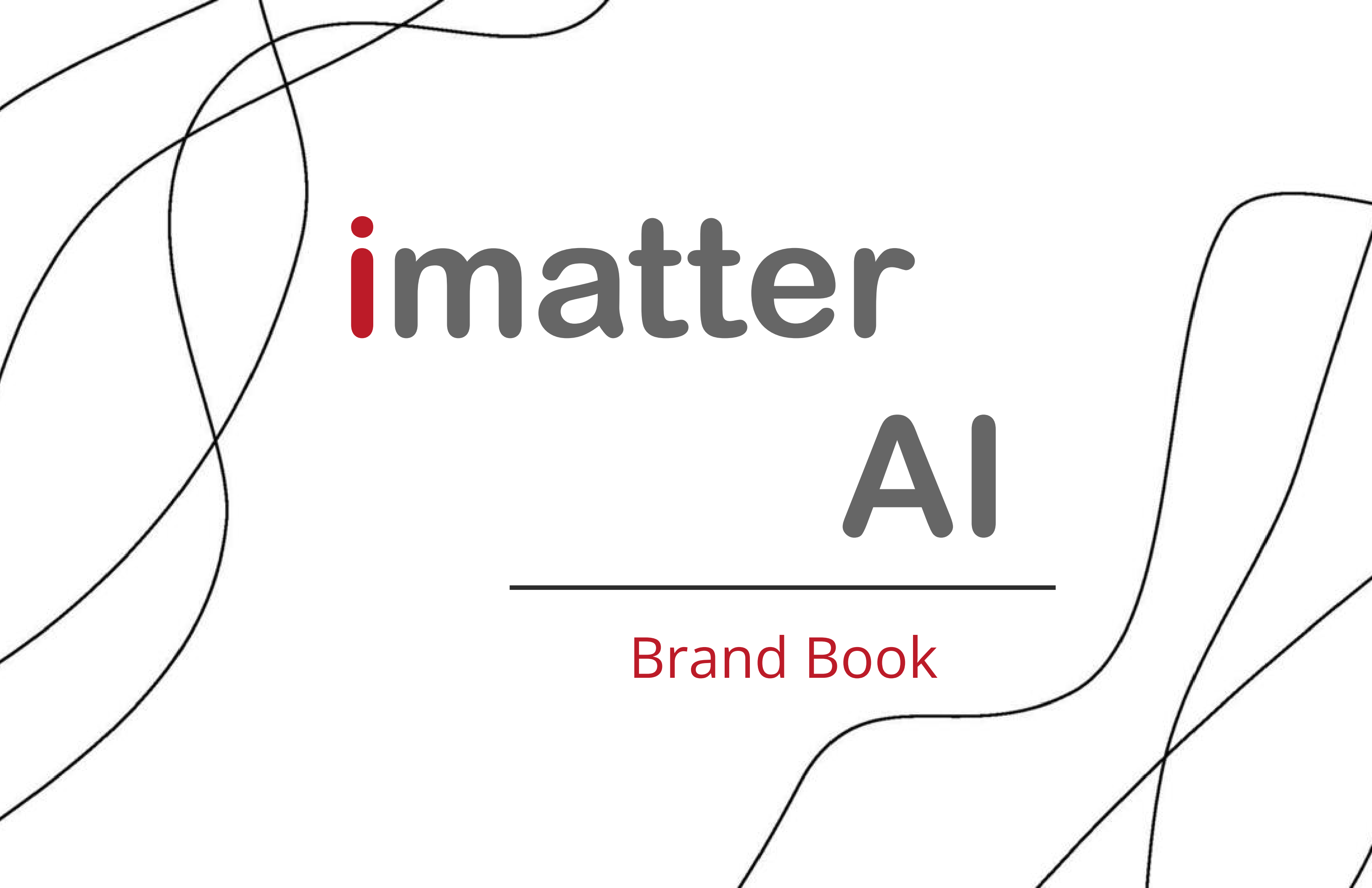




imatter

AI

Brand Book

“We exist to **empower human potential** through **intelligent understanding.**”

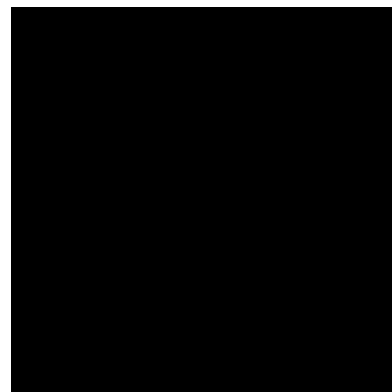
Imatter AI is built on the belief that technology should not replace emotion — it should recognize it. Our promise is to create AI that **listens deeply, learns continuously, and responds with care.** We blend data with empathy, transforming **interactions into insights that matter.**



PRIMARY
#BC1B28
RGB: 188,27,40
CMYK: 18,99,84,8



SECONDARY
#666666
RGB: 102,102,102
CMYK: 56,45,45,33



TEXT
#1D1D1B
RGB: 29,29,27
CMYK: 0,0,0,100



TEXT
#666666
RGB: 102,102,102
CMYK: 56,45,45,33



TEXT
#878787
RGB: 135,135,135
CMYK: 0,0,0,60

PRIMARY TEXT HEADING

Primary Text
Heading

Arial Rounded MT Bold

Body Text : Pore qui am velestrum comnimi
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maio

Open Sans **Bold** & Regular



The logo should have a clear visual separation from all other elements, including headlines, text, imagery, and the outer edge of the document or applications. When using the complete logo, graphic elements should remain at least one-half the width of the boxed logo from the logo on its left and right sides.



The minimum reduction of The Bridge logo should be no smaller than 15% (75 pixel) square (excluding tagline) for any Web-based usage.

HEADING

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HEADING

Sub-Heading







