

# PocketConfidant

Brand Identity Guides

# Brand Name and derivatives

## Correct use:

- PocketConfidant AI – official usage, for press releases and media mentions
- PocketConfidant – short name
- PocketConfidant Artificial Intelligence, SAS – juridical name

## Incorrect use:

- PocketConfident – confidant is a *noun*, confident is *adjective*
- Pocket Confidant – name should be written together
- POCKETCONFIDANT- don't use uppercase

# Slogan



*embrace your potential*

# Sign

To be used for app thumbnails  
and icons.



# Logo: wide

This is the logo to be used  
everywhere in communications.



# Logo Use: margins

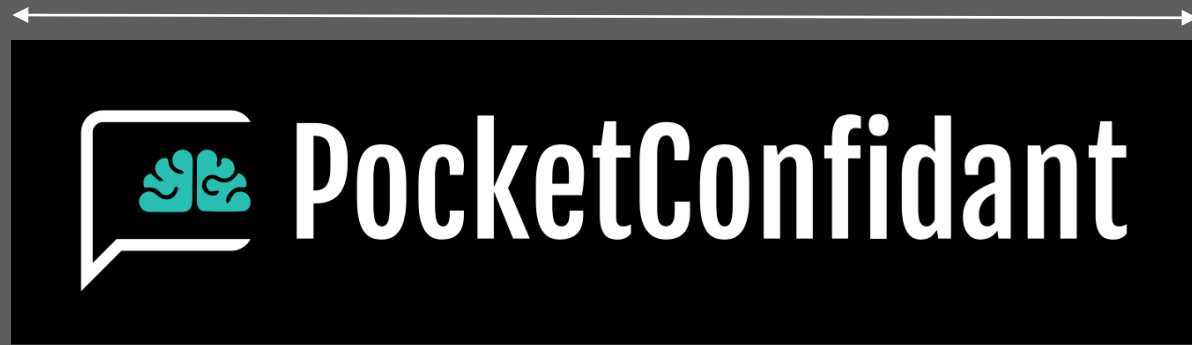
The logo should be always accompanied by the margins. This will help the PocketConfidant to be harmonically perceived in any digital and printed media.

Minimal margins are described by orange circles, they are always proportional to the logo size.



# Logo Use: margins

3.9x



1x



0.46x

H/2

0.23x

d






0.15x

— Diameter equals the height of the tittle on the letter 'i'

# Colors

• Main Color Scheme



Name	HEX	RGB	CMYK	Pantone
 Bistre Brown	#3F3636	(63, 54, 54)	(63%, 65%, 62%, 54%)	440 XGC
 Turquoise Blue	#28BFB3	(40, 191, 179)	(70%, 0%, 37%, 0%)	3262 C
 Deep Carrot Orange	#F1582F	(241, 88, 47)	(0%, 81%, 91%, 0%)	171 C
 White	#FFFFFF	(255, 255, 255)	(0%, 0%, 0%, 0%)	Opaque White
 Platinum Grey	#F8F8F8	(248, 248, 248)	(2%, 1%, 1%, 0%)	P 1-9 C



# Fonts: use **Fjalla One** as Heading font

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#\$%&.,?::)

## Penultimate

The spirit is willing but the flesh is weak

## SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

The left hand does not know what the right hand is doing.

# Fonts: use **PT Sans** as Body fonts

- **PT Sans Regular** for standard text
- **PT Sans Italic** for quotes and accents
- **PT Sans Bold** for strong accents

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#\$%&.,?;:)

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