



LiaPlus AI

Brand Guidelines

Brand Guidelines

These guidelines were developed to define and communicate the LiaPlus brand—how we present ourselves visually and interact with our audience. This document outlines the usage of our logos, typefaces, color palettes, and icons. **It also includes essential positioning elements that guide how we convey our message and connect with our audience.**



Introduction

LiaPlus is a leading provider of AI-driven solutions

that transform customer interactions and boost business efficiency. We deliver innovative technology to automate and optimize engagement, making us the trusted partner for advanced AI solutions



Brand Voice



Brand Personality

Identity

Innovative

Characteristics

Forward-thinking, reliable,
supportive, dynamic

Fear

Obsolescence, disconnect

Language

Clear, engaging

Motivation

Transformation, efficiency

Voice

Direct, assured,
empowering, enthusiastic

LiaPlus Brand Basics

Why Does LiaPlus Exist?

LiaPlus transforms customer interactions with advanced AI, making engagement more efficient and impactful.

What Makes LiaPlus Different?

We offer innovative, practical AI solutions that simplify and enhance customer engagement.

What Does Our Future Look Like?

We aim to be the top AI solution provider for enhancing customer interactions.

Who Is Our Target Customer?

Businesses seeking to automate and improve customer interactions with AI technology.



Logo Application

Primary Logos

The primary logo for LiaPlus is a vital component of our brand identity. It should be used consistently across all platforms and materials to ensure brand recognition and coherence.

1

Lia 

2


LiaPlus AI

3

 **LiaPlus AI**

4



Alternate Logos

The alternate logo for LiaPlus offers flexibility in branding applications while maintaining brand integrity.

Black Versions



White Versions



Logo Space

To protect the integrity of the LiaPlus logo, it must be surrounded by a field of clear space. This prevents interference from surrounding elements and maintains the logo's prominence.

Clear Space Measurement:

- Unit: The height of the capital "L" in the LiaPlus logo.
- Rule: Ensure no text, graphics, or images intrude into this clear area.



Minimum Space

1 Vertical Logo:

- Web- Minimum 120 x150 pixels
- Print - Minimum 20 mmx 25 mm

2 Center Logo:

- Web -Minimum 50 x 50 pixels
- Print- Minimum 25 mm x 13 mm

3 Mark (Icon):

- Web- Minimum 50x 50 pixels
- Print- Minimum 13 mm x 13 mm



Correct Logo Usage

Ensure the LiaPlus logo is prominently displayed with sufficient clear space around it to maintain visibility. Use the logo in its designated color variations as outlined in the brand guidelines. Adhere to the minimum size requirements for both web and print to ensure the logo remains clear and legible.



Incorrect Logo Usage

1. Do not alter the logo colors.
2. Do not Skew the Logo
3. Do not stretch, compress, or distort the logo
4. Refrain from adding effects like drop shadows or embossing.
5. Do not adjust the placement of the logo icon and Text
6. Do not crop the logo.



LiaPlus AI





Icon Style

Icon System

Our icons are designed to represent key features and functions of LiaPlus and are an integral part of our brand. They should not replace the main logo but can be used throughout the brand's visual materials. Icons help to break up text and images, making content more visual and digestible.





Typography

Primary Typeface

Aa

Causten

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890

Primary Typeface: Often used as a primary typeface for modern and tech-focused brands due to its clean aesthetic.

Design Applications: Ideal for use in user interfaces, websites, marketing materials, and branding projects.

Secondary Typefaces

Aa

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

1234567890

Secondary Typeface: Serves as a complementary typeface to a primary sans-serif font, adding variety and contrast in design projects.

Design Applications: Ideal for subheadings, body text, and supplementary text elements. Works well in web design, branding materials, and marketing content.

Color Usage

Brand Color

Core Palette

Our primary colors form the core of our brand identity, establishing a strong and consistent visual presence. They are essential in conveying the core values and personality of LiaPlus. Using these colors strategically across all touchpoints helps reinforce our brand's image and ensures a unified and recognizable appearance

PMS (Pantone): PMS 296 C
CMYK: 100, 92, 0, 69
RGB: 2, 4, 45
HEX: #02042D



PMS (Pantone): PMS White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF



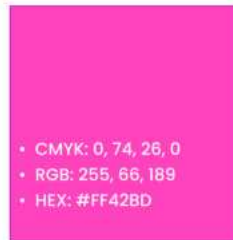
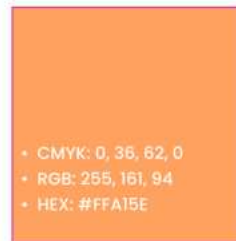
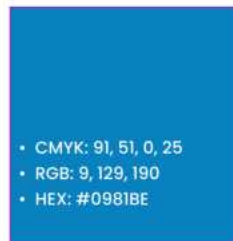
PMS (Pantone): PMS Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



Brand Color

Secondary Palette

Secondary Palette they act as powerful design tools to add vibrancy and distinction. While our robust color palette offers diverse design possibilities, it's essential to use these colors thoughtfully and with restraint to ensure we maintain a cohesive and recognizable visual identity.



Gradient Color

Our secondary gradients add vibrancy and distinction, highlighting innovation and sophistication. Use them thoughtfully to enhance visual interest while maintaining brand cohesion.



02042D
F3F3F3



393945
121435



FFFFFF
02042D



Mockups

Noteppaad



Business Card



T-shirt



Standard

 **LiaPlus AI**

Artificial Employees Real Results

Smarter Conversations with AI

 100% Human-like Emotions	 18+ Languages
 24/7 Customer Support	 5000 Calls Per Hour

Book a Demo



www.liaplus.com

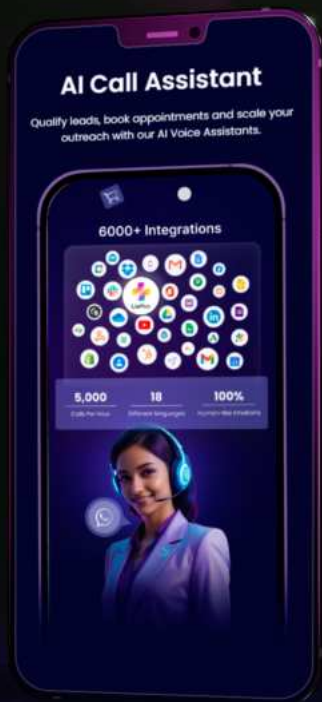
Card


LiaPlus AI

John Williams
(Developer)



Mobile Screen



Letterhead



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Founder & COO



LiaPlus AI

www.liaplus.ai
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