



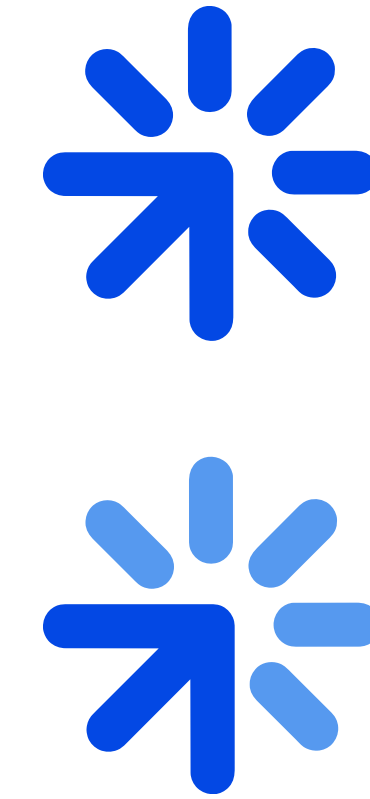
Brand Guidelines

Our brand colors, logos, typography, etc.

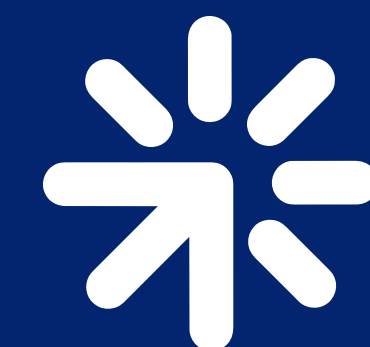
Brand Logos

The Intellibright logo is the cornerstone of our visual identity and should always be presented with clarity and consistency. This section showcases the primary logo, featuring both the icon and brandmark, along with the standalone icon in two approved color variations to ensure optimal legibility across light and dark backgrounds. Whenever possible, the main colorway designed for light backgrounds should be used, preserving the integrity and recognizability of the Intellibright brand.

Light Backgrounds



Dark Backgrounds



Typography System

Intellibright’s typography system pairs two complementary typefaces to create a clear, modern, and cohesive visual voice.

Poppins is used for titles and headings, offering a geometric precision that conveys structure and confidence.

For body copy and all content, we use **Hanken Grotesk**, a highly readable and versatile typeface that balances Poppins’ bold character with a clean, human-centered feel.

Together, these fonts ensure a **consistent and accessible typographic hierarchy** across all brand communications.

Aa Bb Cc

TYPEFACE
Poppins

WEIGHTS
Light Regular Medium **Semi-Bold** **Bold** **ExtraBold**

Styles
Light Italic *Regular Italic* *Medium Italic* *Semi-Bold Italic* *Bold Italic*
ExtraBold Italic

Title Sample 1

Title Sample 2

Title Sample 3

Body Text 1

Body Text 2

Body Text 3

Aa Bb Cc

TYPEFACE
Hanken Grotesk

WEIGHTS
Light Regular Medium **Semi-Bold** **Bold** **ExtraBold** **Black**

Styles
Light Italic *Regular Italic* *Medium Italic* *Semi-Bold Italic* *Bold Italic* *ExtraBold Italic*
Black Italic

Title Sample 1

Title Sample 2

Title Sample 3

Body Text 1

Body Text 2

Body Text 3

Brand Colors

Intellibright's brand colors are designed to create a bold, modern, and energetic visual presence across all marketing and brand communications.

Our core blues form the foundation of the palette, delivering trust, clarity, and professionalism, while white, black, and dark gray provide essential balance and flexibility.

Mint and purple serve exclusively as accent colors—reserved for calls-to-action and moments of emphasis, ensuring they stand out as intentional pops within the system. Together, this palette supports a cohesive identity that remains vibrant, accessible, and unmistakably Intellibright.

IB Dark Blue

HEX

#032570

IB Blue

HEX

#0349E5

IB Light Blue

HEX

#5799F0

IB Neon Green

HEX

#80FBC3

IB Darkest Blue

HEX

#021338

IB Purple

HEX

#520DD6

White

HEX

#FFFFFF

Dark Gray

HEX

#373A3C

Black

HEX

#000000

Expanded Color System

The expanded Intellibright color system provides a **flexible, accessible palette tailored for digital interfaces and user experience design**. Each core hue is extended into a full range of tints and shades, ensuring designers have the nuance needed for interface elements, states, backgrounds, and data visualization.

These variations maintain WCAG contrast standards to support usability and clarity across all screen environments. While the primary blues remain central to our identity, supporting ranges, along with controlled use of mint and purple for CTAs and emphasis, allow the brand to scale consistently throughout complex UI workflows.

This system empowers design teams to create interfaces that feel distinctly Intellibright while remaining highly functional and user-centric.

Catalina Blue 8 colors	100 #F2F2F4 AAA-98	200 #DDDEE4 AA-85	300 #B4B6C5 A-39	400 #8083A0 AA-65	500 #032570 AAA-100	600 #032061 AAA-102	700 #021A4F AAA-103	800 #021338 AAA-105
Cornflower Blue 8 colors	100 #F3F7FE AAA-101	200 #E1EAFB AAA-92	300 #BFD2FB A-24	400 #948BF4 A-39	500 #5799F0 A-55	600 #4885D0 AA-65	700 #3E6CAA AA-76	800 #2C4D78 AA-89
Blue Ribbon 8 colors	100 #EFF5FF AAA-99	200 #DDEAF9 AAA-91	300 #B4D1F2 AA-75	400 #80B2EC A-57	500 #034EF4 AA-79	600 #033FC6 AA-87	700 #0234A2 AAA-93	800 #022573 AAA-100
Shuttle Gray 8 colors	100 #FEFEFE AAA-105	200 #D6D9DB AA-81	300 #AAB4BC A-59	400 #7990A2 AA-61	500 #596E82 AA-76	600 #3E4C5D AAA-90	700 #242C37 AAA-101	800 #0B0D11 AAA-106
Mint 8 colors	100 #F5FFFA AAA-104	200 #E2FEF0 AAA-101	300 #D3FDE8 AAA-98	400 #ADF6D2 AAA-90	500 #80FBC3 AA-89	600 #54C08A A-56	700 #407259 AA-78	800 #1C221F AAA-103
Purple 8 colors	100 #F3F2FB AAA-98	200 #E1DDF5 AA-86	300 #BDB5EB A-37	400 #9280E1 AA-60	500 #520DD6 AA-88	600 #470BB9 AAA-92	700 #3A0997 AAA-97	800 #29076B AAA-102
Grayscale 8 colors	100 #FFF AAA-106	200 #DDD AA-84	300 #BCCBCB AA-64	400 #9A9A9A A-54	500 #7A7A7A AA-70	600 #5A5A5A AA-84	700 #3A3A3A AAA-96	800 #1A1A1A AAA-104



Thank you.

For any questions on correct brand application,
feel free to reach out: mariana@intellibright.com