HUMANBLEND™

AI-POWERED WRITING TOOLS

Write with AI. Sound like yourself.

Create, optimize and refine content in one connected workflow.

BRAND OVERVIEW

HumanBlend helps transform AI content into natural, authentic writing that sounds human while preserving speed and performance.

BRAND ATTRIBUTES

- Human
- Intelligent
- Trustworthy
- Effortless
- Premium

WHAT THIS GUIDE COVERS

01	**Logo**	Usage, clear space and variation	→
02	**Color**	Brand palette and color hierarchy	→
03	**Typography**	Type system and usage guidelines	→
04	**Visual System**	Blend Field, imagery and icons	→
05	**Applications**	Real-world brand examples	→
06	**Voice**	Messaging and tone of voice	→

Our logo system.

A distinctive mark for a more human future. Use the logo consistently and give it room to breathe.

PRIMARY LOGO LOCKUP

HUMANBLEND™

Use the primary logo on light backgrounds. This is the preferred lockup for most brand applications.

REVERSED LOGO LOCKUP

HUMANBLEND™

Use the reversed logo on dark backgrounds or imagery. Maintain strong contrast for clarity and legibility.

MONOGRAM ICON

The monogram can be used on its own in select applications, such as app icons, favicons and social avatars.

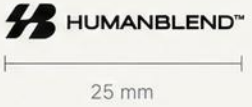
CLEAR SPACE



Maintain a minimum clear space of 1× (X) — the width of the monogram stroke — around the entire logo. No other elements, type or imagery should enter this space.

MINIMUM SIZE

PRINT



Minimum logo width for print is 25 mm (≈ 1 in) to ensure legibility and impact.

DIGITAL



Minimum logo width for digital is 120 px to ensure legibility across screens.

LOGO MISUSE



Do not stretch or distort the logo.



Do not rotate the logo.



Do not change the logo colors.



Do not add effects, shadows or outlines.



Do not place the logo on busy backgrounds or low-contrast imagery.

A refined palette for human-centered AI.

A balanced combination of depth, clarity and warmth that brings the HumanBlend brand to life across every touchpoint.

Our color system pairs sophisticated neutrals with a distinctive champagne accent, reflecting the balance of advanced technology and human creativity.

HUMANBLEND™

PRIMARY PALETTE

These core colors define the HumanBlend brand and should be used consistently across all touchpoints.

Midnight
Our primary brand color. Used for headlines, navigation and strong contrast.
#0B0D10

Ink
A refined deep tone for secondary surfaces, UI elements and depth.
#1F2A37

Champagne
Our signature accent. Used to highlight, CTA's, and brand moments.
#D3BA88

Soft Sand
A warm neutral for backgrounds and subtle surfaces.
#E8DDC8

Ivory
Clean, elevated background color for most applications.
#F7F4EE

Stone
A versatile neutral for dividers, borders and supporting UI elements.
#A6A8AC

SUPPORTING PALETTE

Extended tones for additional depth and flexibility.

Warm Taupe
Adds richness and warmth for supporting elements.
#B39C7A

Mist
Soft neutral for subtle backgrounds and elevation.
#D9D3C8

Charcoal
A deep neutral for text, icons and alternative surfaces.
#2A2C31

COLOR HIERARCHY

Follow this hierarchy to maintain a clear and consistent visual structure.

01	Primary	Headlines, key UI, navigation
02	Accent	CTAs, highlights, interactive elements
03	Background	Main page backgrounds, content areas
04	Secondary	Dividers, borders, muted text
05	Support	Supplementary elements, icons, illustrations

ACCESSIBILITY & CONTRAST

Our color combinations meet WCAG AA accessibility standards.

Text on Midnight
Aa 4.8:1 AA

Text on Champagne
Aa 7.1:1 AA

Text on Ivory
Aa 12.6:1 AA

INTERFACE APPLICATION

Examples of how to use the color system in real components.

Primary button →

Secondary button

Text link →

AI Writing

FEATURE
Write with AI.
Create, optimize and refine content in one connected workflow.

PLATFORM
Built for people, powered by AI.

HUMANBLEND™

A COHESIVE VISUAL LANGUAGE

Type that speaks human.

A clean, modern type system and visual elements
that bring clarity, consistency and character to the brand.

TYPEFACES

PRIMARY DISPLAY / LOGO TYPEFACE

SYNCOPATE

Syncopate is our primary display and logo typeface. Its wide, modern structure gives HumanBlend a bold, confident and distinctive voice.

FUNCTIONAL UI / BODY TYPEFACE

Inter

Inter is our functional typeface for UI, body copy and all supporting text. It offers excellent readability, clarity and versatility across platforms.

TYPE EXAMPLES

HEADLINE (Syncopate)	WRITE WITH AI. SOUND LIKE YOURSELF.
SUBHEADLINE (Inter Semibold)	**Create, optimize and refine content in one connected workflow.**
BODY (Inter Regular)	HumanBlend helps transform AI content into natural, authentic writing that sounds human while preserving speed and performance.
CAPTION (Inter Regular)	Built for creators, marketers and teams who value clarity, authenticity and results.
BUTTON (Inter Medium)	Explore the platform →

ALPHABETS & NUMERALS

SYNCOPATE

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

INTER

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

TYPE SCALE (DESKTOP)

STYLE	SIZE	LINE HEIGHT	EXAMPLE
Display (Syncopate)	72 px	84 px	WRITE WITH AI.
H1 (Syncopate)	48 px	56 px	SOUND LIKE YOURSELF.
H2 (Inter Semibold)	32 px	40 px	Create, optimize and refine...
Body (Inter Regular)	18 px	28 px	HumanBlend helps transform...
Caption (Inter Regular)	14 px	20 px	Built for creators, marketers...
Button (Inter Medium)	16 px	24 px	Explore the platform →

SPACING TOKENS

TOKEN	SIZE	USAGE
XS	4 px	Tight spacing / icon gaps
S	8 px	Small spacing / element gaps
M	16 px	Default spacing / components
L	24 px	Section spacing / card padding
XL	32 px	Large section spacing
2XL	48 px	Page sections / hero spacing

BLEND FIELD



LINE WEIGHTS



1 px Subtle / Background

2 px Default / Primary

4 px Emphasis / Hero

SAFE USE NOTES

- Use the Blend Field as a supporting element, not a focal point.
- Keep sufficient contrast and clear space around content.
- Do not distort, recolor or add effects.
- Use approved line weights and opacities.

ICON SYSTEM

Rewrite
Transform ideas into natural writing.

Optimize
Improve clarity, tone and performance.

Humanize
Make it sound like you, not a robot.

Publish
Share with confidence across any channel.

Website & mobile application.

A consistent, premium experience across every screen.

NAVIGATION

Clean, minimal navigation with clear, simple labels. Focus on product and user outcomes.

HEADLINE HIERARCHY

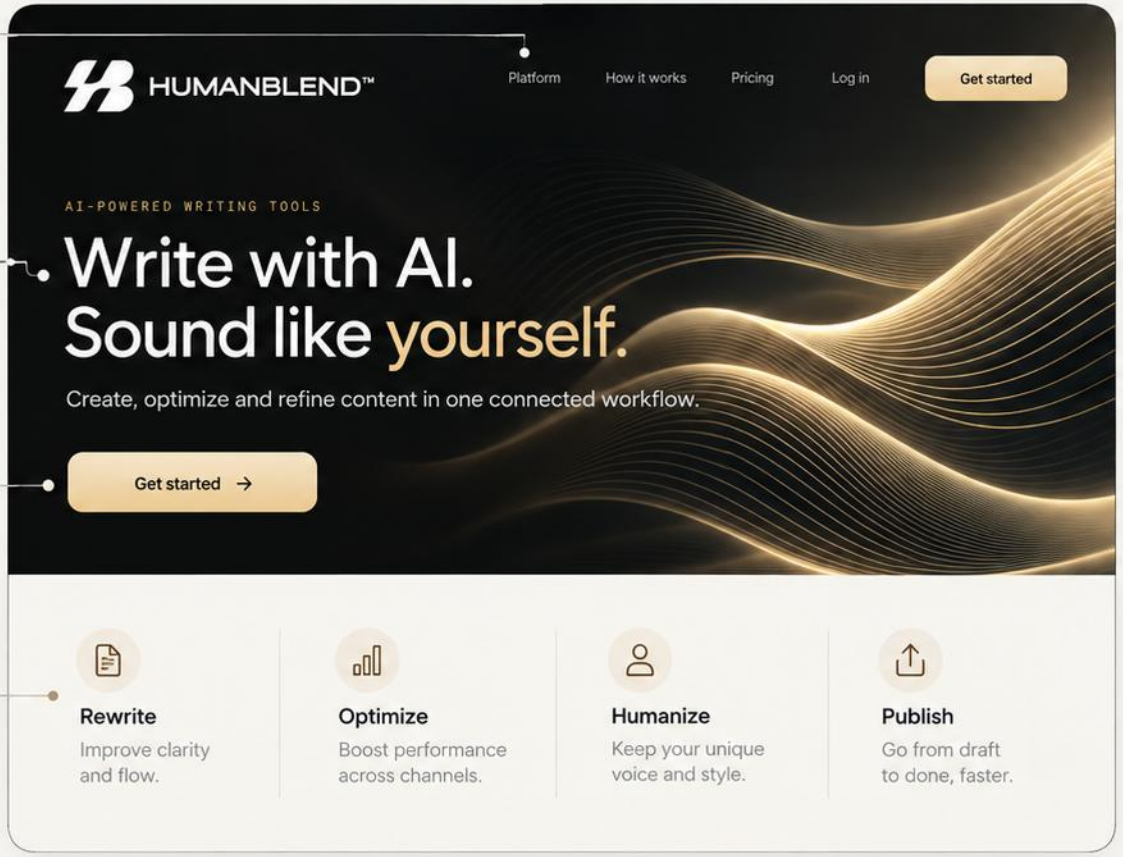
Bold, confident typography with a warm accent on key words.

PRIMARY CTA

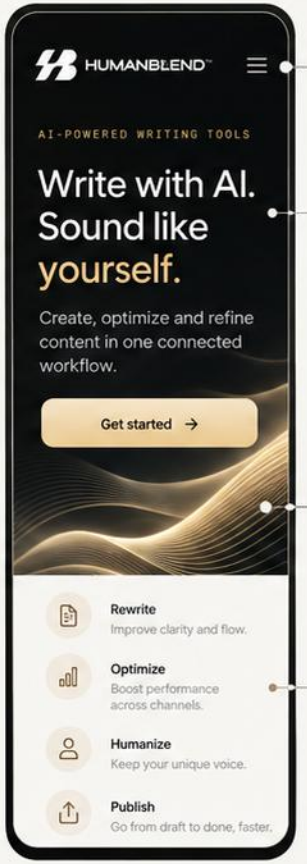
Use the brand button style with soft rounded corners. High contrast and clear action language.

FEATURE STRIP

Show key product benefits with simple icons and short, outcome-focused copy.



DESKTOP WEBSITE (1440 PX)



MOBILE WEBSITE (390 PX)

MOBILE NAVIGATION

Simplified navigation with the HB logo and menu icon.

ADAPTED HERO

Same core message and visual language, optimized for mobile screen space.

IMAGE TREATMENT

Use the signature champagne blend-field graphic, cropped and adapted for each screen size. Keep it subtle and elegant.

FEATURE LIST

Stack key features vertically for easy scanning on mobile.

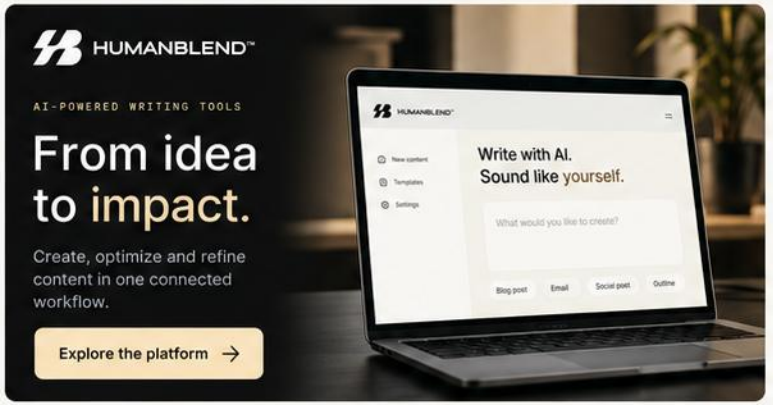
06 / Brand applications

A unified brand across every touchpoint, bringing HumanBlend to life in the real world.

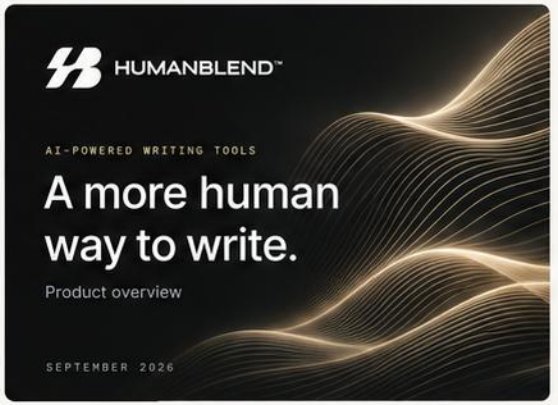
SOCIAL MEDIA POST



LINKEDIN AD



PITCH DECK COVER



BUSINESS CARD – FRONT

HUMANBLEND™

AI-POWERED WRITING TOOLS

BUSINESS CARD – BACK



APP ICON

TONE OF VOICE

Our voice is confident, human and optimistic. We simplify complexity and inspire progress, always focusing on real outcomes for real people.

KEYWORDS

Human | Intelligent | Clear | Premium | Outcome-focused

SAMPLE COPY

Human writing.
At AI speed.