ELEVATED

AI CONSULTANTS

AI-Powered Growth for Cleveland Businesses.

elevated-marketing.vercel.app ↗

BRAND GUIDELINES

Visual Identity System | 2026 Edition

CONTENTS

Our Mission

Elevated AI Consultants (EMC) empowers businesses to unlock the full potential of artificial intelligence. We bridge the gap between cutting-edge AI technology and practical business transformation, delivering measurable ROI through strategic implementation, governance frameworks, and organizational change management.
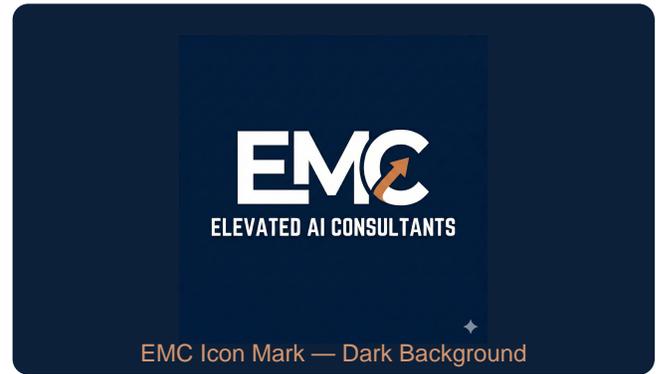
Brand Values

● **Elevation**
We lift organizations to new heights through AI expertise.

● **Trust**
Our governance-first approach builds confidence in AI adoption.

● **Impact**
Every engagement delivers measurable business outcomes.

● **Partnership**
We work alongside teams, not above them — building capability, not dependency.

BRAND VOICE

Confident but approachable • Technical but accessible
Strategic, not salesy • Results-oriented and data-driven
We speak as trusted advisors who have been in the trenches —
practitioners first, consultants second.

Logo Variations

Full Wordmark — Light Background

EMC Icon Mark — Dark Background

Additional Brand Assets

Hero / Social Banner

Tagline Lockup

Clear Space & Minimum Size

Maintain a minimum clear space equal to the height of the 'E' in EMC on all sides of the logo. This ensures visual breathing room and brand integrity across all applications.

Minimum size: The EMC mark should never appear smaller than 24px in height for digital, or 0.5 inches for print applications.

The full wordmark ('ELEVATED AI CONSULTANTS') should not appear smaller than 40px in height for digital, or 0.75 inches for print.

EMC
ELEVATED AI CONSULTANTS
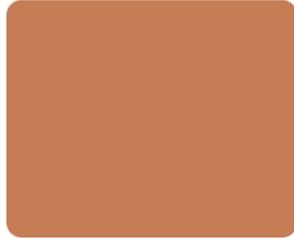
COLOR PALETTE

Primary Colors

Midnight Navy
#0C2039
RGB(12, 32, 57)
C95 M75 Y35 K45

Heritage Copper
#C67C55
RGB(198, 124, 85)
C15 M55 Y65 K5

Pure White
#FFFFFF
RGB(255, 255, 255)
C0 M0 Y0 K0

Charcoal
#1E1E1E
RGB(30, 30, 30)
C0 M0 Y0 K95

Secondary & Supporting Colors

Steel Navy
#1A3555
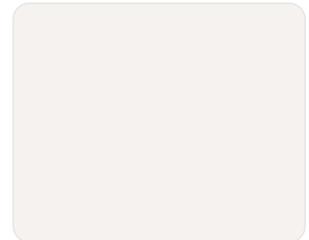RGB(26, 53, 85)

Warm Copper
#D4956E
RGB(212, 149, 110)

Deep Bronze
#A86540
RGB(168, 101, 64)

Warm Cream
#F5F2EF
RGB(245, 242, 239)

Color Usage Ratios

60% — Midnight Navy	25% — White/Cream	15% Copper

- Navy is the dominant brand color — used for backgrounds, headers, and primary text.
- Copper is reserved for accents, CTAs, highlights, and the signature arrow motif.
- White/Cream provides breathing room and contrast in layouts.
- Never use Copper as a background color for large areas.

Primary Typeface — Playfair Display

Used for the logo wordmark and major headlines. A classic serif with modern elegance.
The serif styling conveys authority and expertise — critical for a consultancy brand.

ELEVATED

Playfair Display Bold | Used for: Logo, Headlines, Section Titles

Secondary Typeface — Inter / Helvetica

Used for body copy, UI elements, and supporting text. Clean and highly legible.
Inter is the digital-first choice; Helvetica is the print/fallback equivalent.

AI CONSULTANTS

Inter Regular | Used for: Body Copy, Subtitles, Navigation, UI

Type Scale

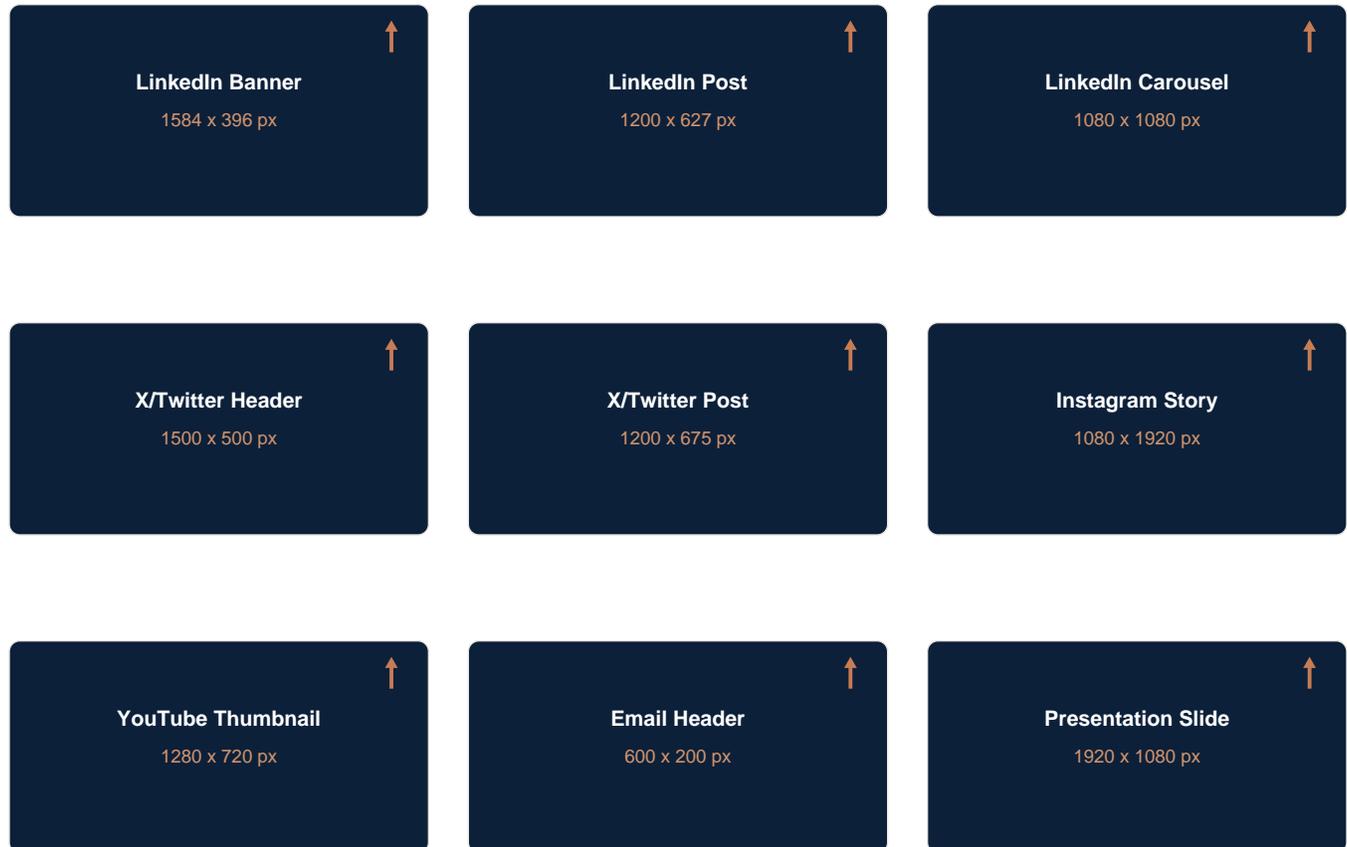|	
H1 — Page Titles	Playfair Display Bold, 32-40pt
H2 — Section Headers	Playfair Display Bold, 24-28pt
H3 — Subsections	Inter Semi-Bold, 18-20pt
H4 — Card Titles	Inter Semi-Bold, 14-16pt
Body — Primary Text	Inter Regular, 12-14pt
Caption — Supporting Text	Inter Regular, 10pt

FREE FONT RESOURCES

Playfair Display: fonts.google.com/specimen/Playfair+Display
Inter: fonts.google.com/specimen/Inter

Template Dimensions & Layout Guide

All social templates follow the Navy + Copper + White system. Logo placement: top-left or centered.

LinkedIn Banner 1584 x 396 px	**LinkedIn Post** 1200 x 627 px	**LinkedIn Carousel** 1080 x 1080 px
X/Twitter Header 1500 x 500 px	**X/Twitter Post** 1200 x 675 px	**Instagram Story** 1080 x 1920 px
YouTube Thumbnail 1280 x 720 px	**Email Header** 600 x 200 px	**Presentation Slide** 1920 x 1080 px

Social Media Layout Rules

- Logo Placement: EMC icon mark (top-left) or full wordmark (centered) — never both.
- Background: Default to Midnight Navy. Use White/Cream for lighter variations.
- Accent Lines: Copper horizontal rules frame the top and/or bottom of content areas.
- Text Hierarchy: Headlines in Playfair Display Bold (white). Body in Inter (white or cream).
- Arrow Motif: Include the signature upward arrow as a subtle accent, never as a focal element.
- CTA Buttons: Copper fill (#C67C55) with white text. Rounded corners, 8px radius.
- Photography: Use muted tones with a slight warm grade. Avoid overly saturated stock photos.
- Hashtags: #ElevatedAI #AIConsulting #AITransformation #ElevateYourAI

DO'S AND DON'TS

DO

- ✓ Use the logo with proper clear space
- ✓ Maintain the Navy + Copper color system
- ✓ Use approved typefaces consistently
- ✓ Keep the arrow motif as a subtle accent
- ✓ Use high-contrast text (white on navy)
- ✓ Reference brand voice guidelines
- ✓ Include copper accent lines in layouts
- ✓ Scale logos proportionally
- ✓ Use the EMC mark for small spaces
- ✓ Maintain professional, authoritative tone
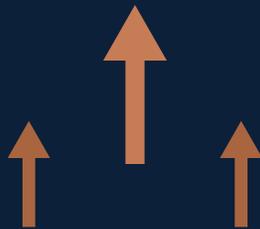
DON'T

- ✗ Stretch or distort the logo
- ✗ Change the brand colors
- ✗ Add drop shadows or effects to the logo
- ✗ Use Copper as a large background fill
- ✗ Place logo on busy/patterned backgrounds
- ✗ Use unapproved fonts for branded content
- ✗ Rotate or flip the logo
- ✗ Remove the arrow element from the mark
- ✗ Use low-resolution logo files
- ✗ Mix brand elements with personal flair

Recommended File Formats

- **Print:** SVG, EPS, or high-res PNG (300 DPI minimum)
- **Digital / Web:** PNG with transparency or SVG for scalability
- **Social Media:** PNG at 2x resolution for retina displays
- **Presentations:** PNG with transparency on navy or white backgrounds
- **Email Signatures:** PNG, 200px height maximum

ELEVATED AI CONSULTANTS

AI-Powered Growth for Cleveland Businesses.

elevated-marketing.vercel.app

info@elevatedaiconsultants.com