

GRIFF AI & CO

BRAND IDENTITY GUIDELINES

Version 1.0 | 2026

BRAND IDENTITY & MISSION

GRIFF AI & CO is built on the convergence of precision technology, advanced artificial intelligence, and strategic execution. Represented by the cybernetic Griffin—a symbol of majestic power, sharp vision, and guardianship—our brand embodies the future of integrated technology solutions.

OUR MISSION

To deliver cutting-edge, AI-driven automation, unified communications, and business intelligence systems that empower organizations to operate with unparalleled efficiency and tactical precision.

BRAND VOICE

Our communication should always reflect our core values. We speak with authority, clarity, and innovation.

Authoritative & Professional

We know our domain. We speak with confidence, backing our claims with technical expertise and proven methodologies.

Innovative & Forward-Thinking

We focus on the future state. We highlight how AI, multi-agent systems, and advanced AV/UC technologies transform operations.

Precise & Direct

No fluff. We communicate efficiently, establishing upfront contracts and clear objectives in every interaction.

LOGO USAGE GUIDELINES

PRIMARY LOGO STRUCTURE

The GRIFF AI & CO primary logo consists of two core elements: the **Cybernetic Griffin Mark** and the **GRIFF AI & CO Logotype**. These elements have been carefully balanced and should never be altered in proportion or alignment.

CLEAR SPACE & MINIMUM SIZE

Always maintain ample clear space around the logo to ensure maximum visibility and impact. The minimum clear space is defined by the height of the "G" in the logotype.

- **Print Minimum Size:** 1.5 inches wide
- **Digital Minimum Size:** 150 pixels wide

DO

- Use the Primary (Dark Mode) logo on dark backgrounds (Nighthawk Gray or darker).
- Use the Inverted (Light Mode) logo on white or very light backgrounds.
- Ensure high contrast between the logo and the background.
- Scale the logo proportionally.

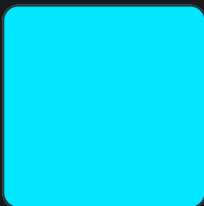
DON'T

- Stretch, skew, or distort the logo in any way.
- Change the logo colors outside of the official palette.
- Apply drop shadows or 3D effects to the flat 2D versions of the logo.
- Place the logo over busy photographs or complex patterns.

OFFICIAL COLOR PALETTE

The GRIFF AI & CO color system is inspired by quantum computing, integrated circuits, and advanced tactical environments. These colors are integral to brand recognition.

PRIMARY BRAND COLORS



Circuit Blue

HEX: #00E6FF

RGB: 0, 230, 255

CMYK: 60, 0, 0, 0

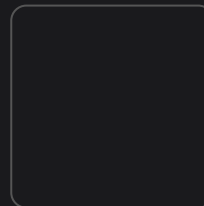


Quantum Teal

HEX: #00A8C9

RGB: 0, 168, 201

CMYK: 75, 15, 10, 0



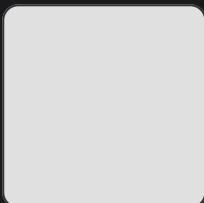
Nighthawk Gray

HEX: #1A1A1D

RGB: 26, 26, 29

CMYK: 70, 60, 60, 80

SECONDARY / NEUTRAL COLORS



Digital Silver

HEX: #E0E0E0

RGB: 224, 224, 224



Polar White

HEX: #FFFFFF

RGB: 255, 255, 255

TYPOGRAPHY GUIDE

Our typography is clean, modern, and highly legible, reflecting the precision of our technology solutions.

PRIMARY DISPLAY TYPEFACE

Used for headers, major titles, and the primary logo lockup.

GRIFF SANS (Nexus Style)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SECONDARY & BODY TYPEFACE

Used for standard body copy, technical documentation, and correspondence.

Inter / Helvetica Neue
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @#\$%&*!

Sample text: Innovative AI solutions for the future of business, combining power with precision.