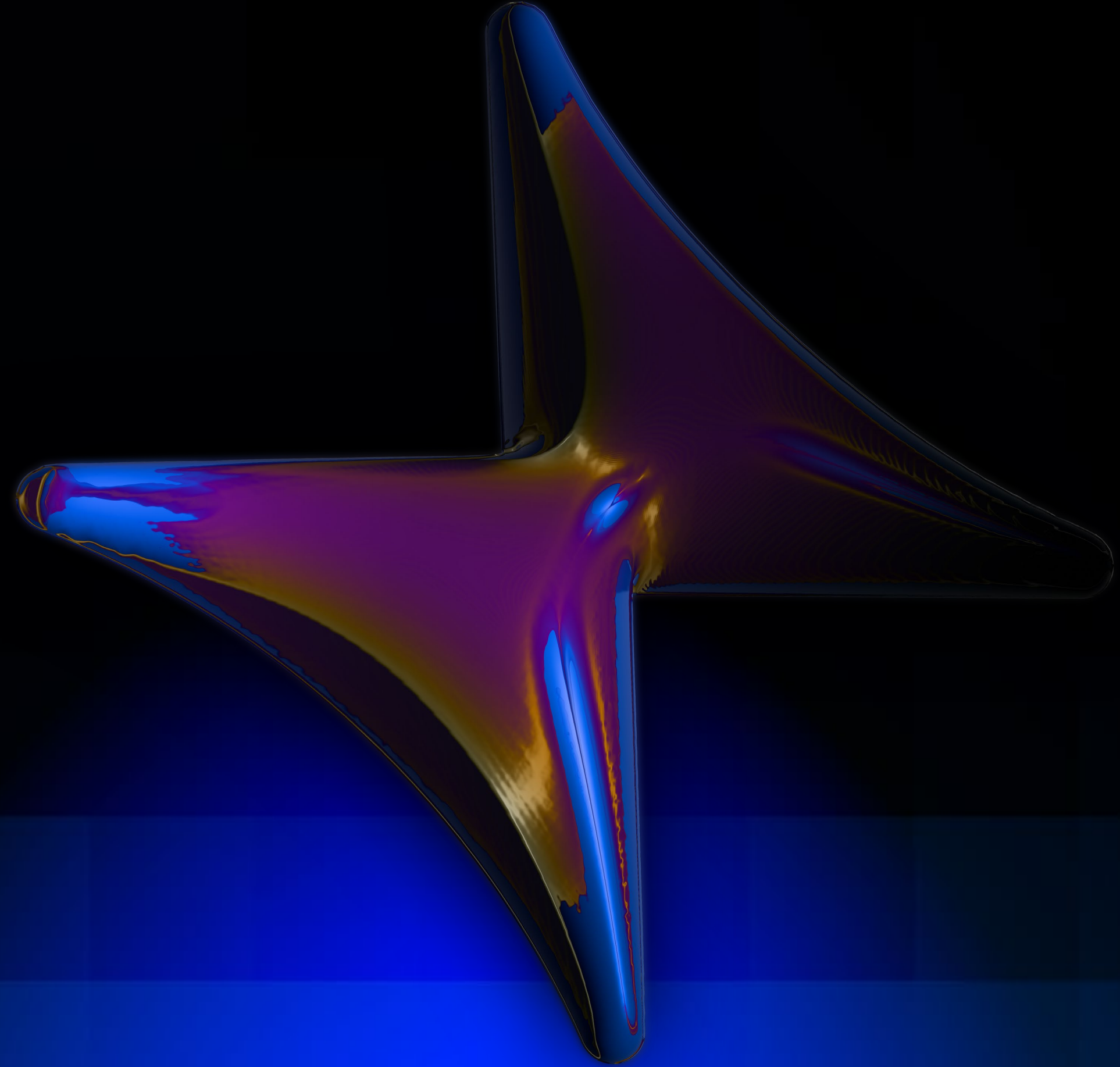
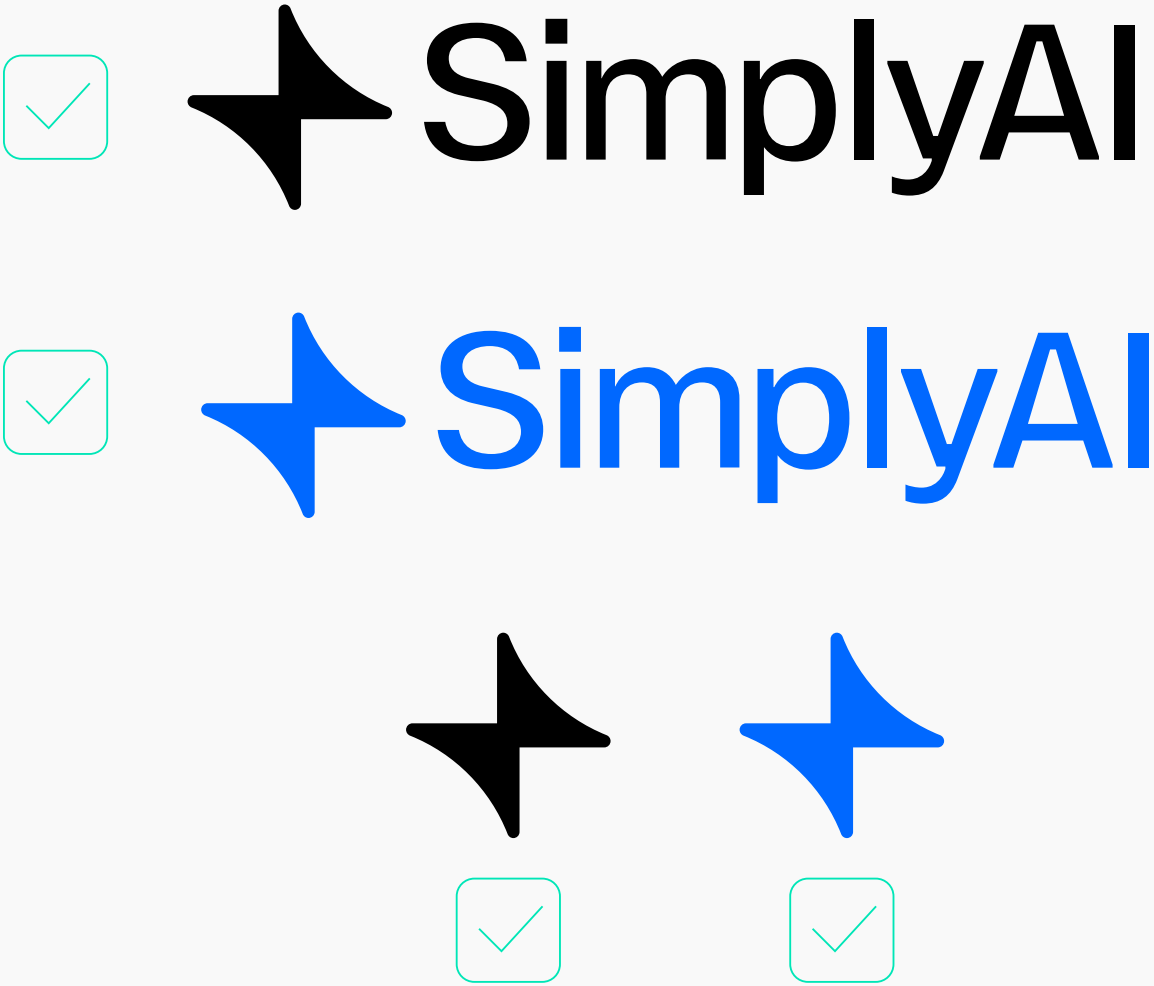


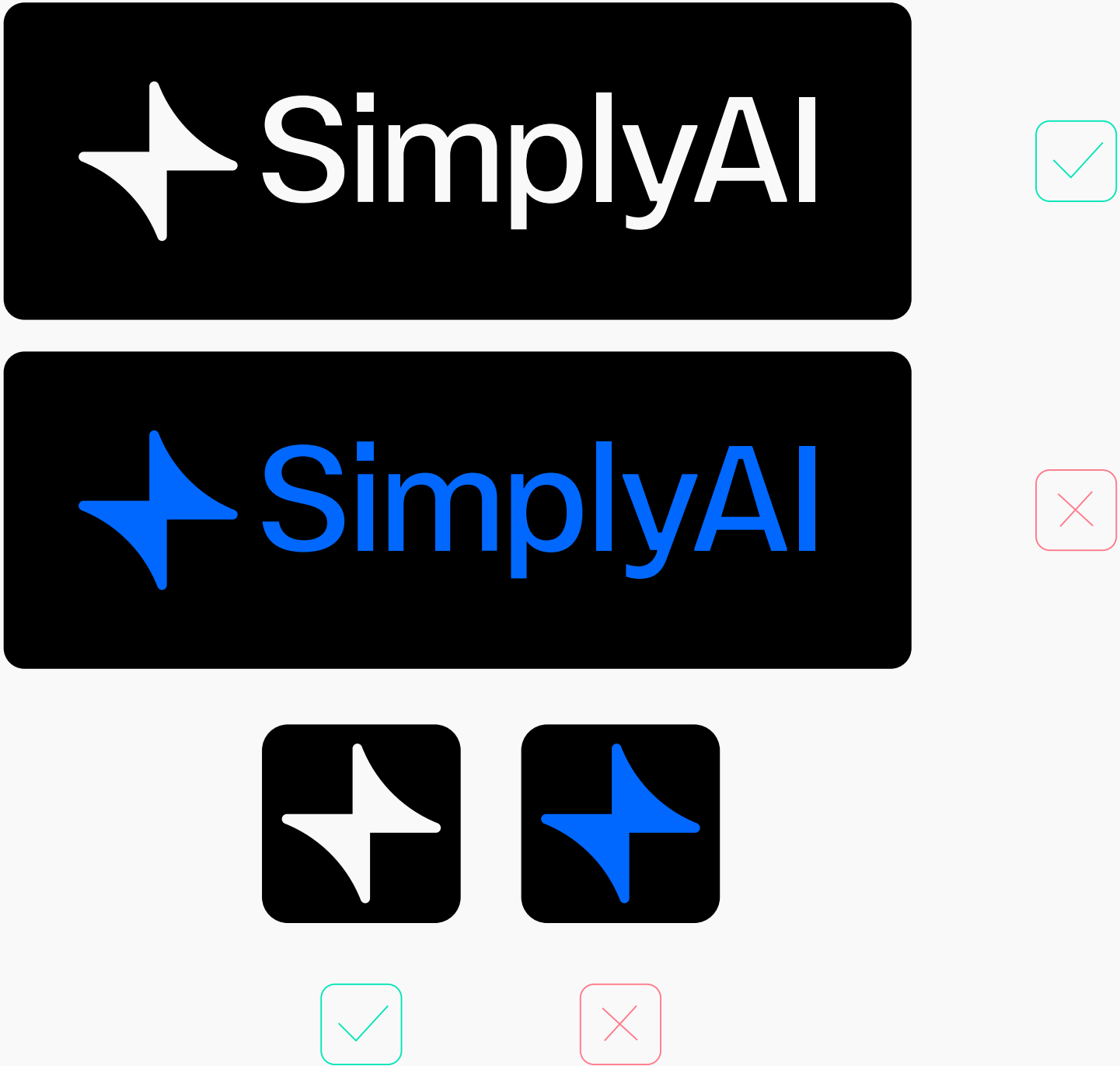


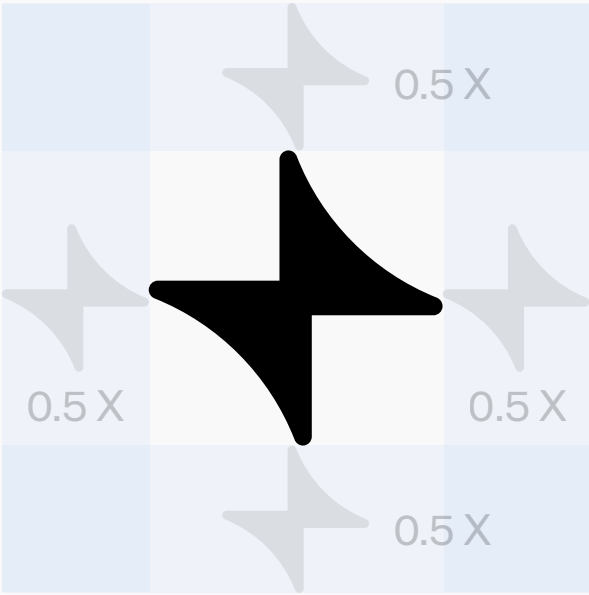
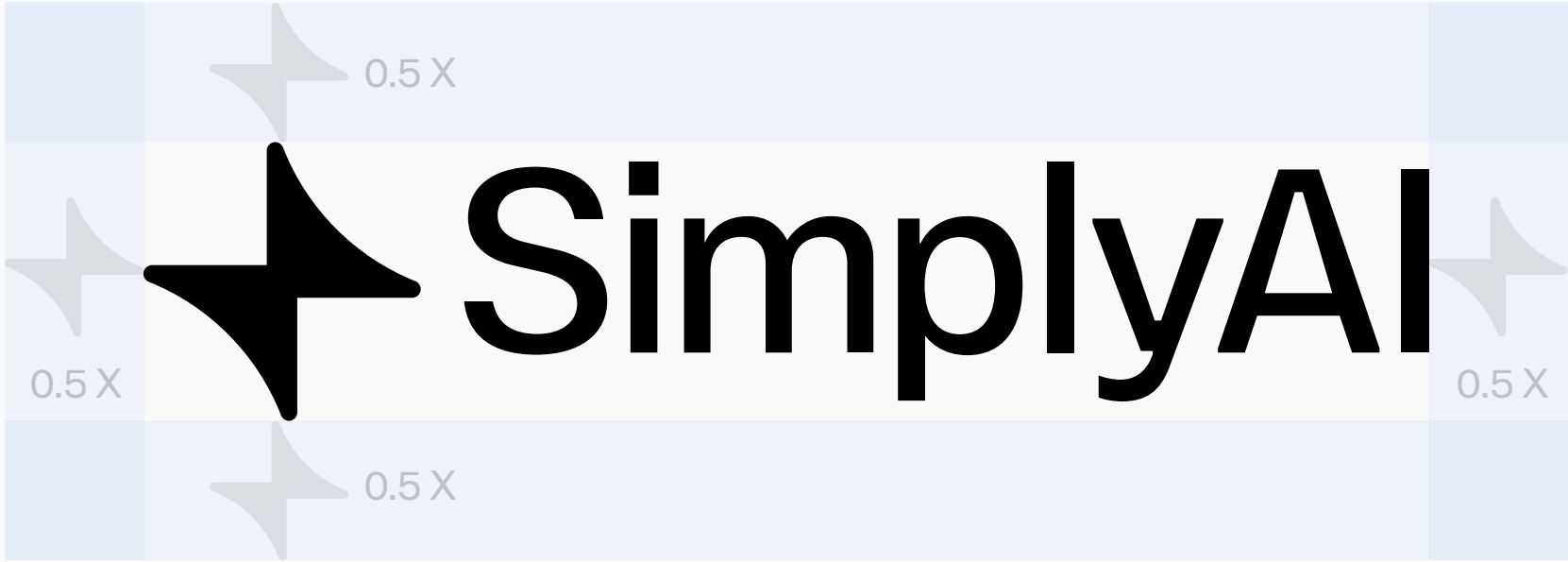
✦ [SimplyAI](#) [Style Guide](#)

Light Theme.



Dark Theme.





Type. Headers.

Switzer — Semi Bold
Tracking: -10
Leading: x0.8 Font Size

**Future
Innovated.**

Type. Body.

Switzer — Regular.
Tracking: -10
Leading: x1.3 Font Size

Our mission at SimplyAI is to leverage foundation models and best-in-class AI technologies to deliver the UK market's leading AI solutions.

SimplyAI Blue

HEX 068ff
RGB 0 104 255
CMYK 81 60 0 0

SimplyAI Light

HEX f9f9f9
RGB 249 249 249
CMYK 2 2 2 0

SimplyAI Dark

HEX 000000
RGB 0 0 0
CMYK 75 68 67 90

SimplyAI Light Gradient

HEX 068ff
RGB 0 104 255
CMYK 81 60 0 0

HEX f9f9f9
RGB 249 249 249
CMYK 2 2 2 0

SimplyAI Dark Gradient

HEX 068ff
RGB 0 104 255
CMYK 81 60 0 0

HEX 000000
RGB 0 0 0
CMYK 75 68 67 90

SimplyAI Light Gradient. Pixel.

HEX 068ff
RGB 0 104 255
CMYK 81 60 0 0

HEX f9f9f9
RGB 249 249 249
CMYK 2 2 2 0

Pixel Asset Blend Mode: Overlay. 100%



SimplyAI Dark Gradient. Pixel.

HEX 068ff
RGB 0 104 255
CMYK 81 60 0 0

HEX 000000
RGB 0 0 0
CMYK 75 68 67 90

Pixel Asset Blend Mode: Overlay. 100%



Palette — Components
Pixelated overlay added to add added depth, texture and dimension to the identity.

Download asset **here**.

