AUTHENTICATE
By SanctumIP

BRAND STYLE GUIDE

NMIX 4410

2025

Brand Identity

Our brand identity reflects innovation and excellence through elements like the logo and colour palette, symbolising our vision and core beliefs.

Vision

To empower creators with a seamless and secure way to protect, verify, and share their digital work in a connected world.

Mission

To build trust in the creative economy through innovative, user-friendly technology that authenticates ownership and prevents misuse.

Target

Digital creators, designers, and innovators seeking a reliable and effortless platform to safeguard and showcase their original content.

Our Symbol

Our symbol, the a-fingerprint, is the main symbol for our logos across the site. It represents individuality in addition to identity, creating a sense of security and trustworthiness, and its bright and modern wave showcases creativity.

A for Authenticate

Fingerprint

Symbol

Our Logo

Our logo builds on the a-fingerprint symbol, evolving it into the shape of a key, which is a universal emblem of ownership and protection. The word AUTHENTICATE, displayed in bold, all-caps, reinforces our message of clarity and confidence.

A for Authenticate | Fingerprint | Symbol | Main Logo

Logo Variations

We have included multiple variations of the logo to encorporate throughout the site and branding visuals.

Secondary logo

Main logo

Logo in small form

Logos against a white background

AUTHENTICATE

Brand Colors

Our color palette reflects Authenticate’s secure and innovative identity, blending shades of purple, light blue, and hot pink to evoke trust, creativity, and modernity. The deep tones convey reliability and protection, while the lighter hues highlight accessibility and forward thinking. Consistent use of these colors across all platforms reinforces our brand’s cohesive, tech-driven, and secure aesthetic.

Authenticate Purple

hex: #8156b3
rgb: (129, 86, 179)

Secure Purple

hex: #4d1195 rgb: (77, 17, 149)

Collaborate Blue

hex: #aee6f8
rgb: (174, 230, 248)

Trust Lilac

hex: #ede7ff
rgb: (237, 231, 255)

Create Pink

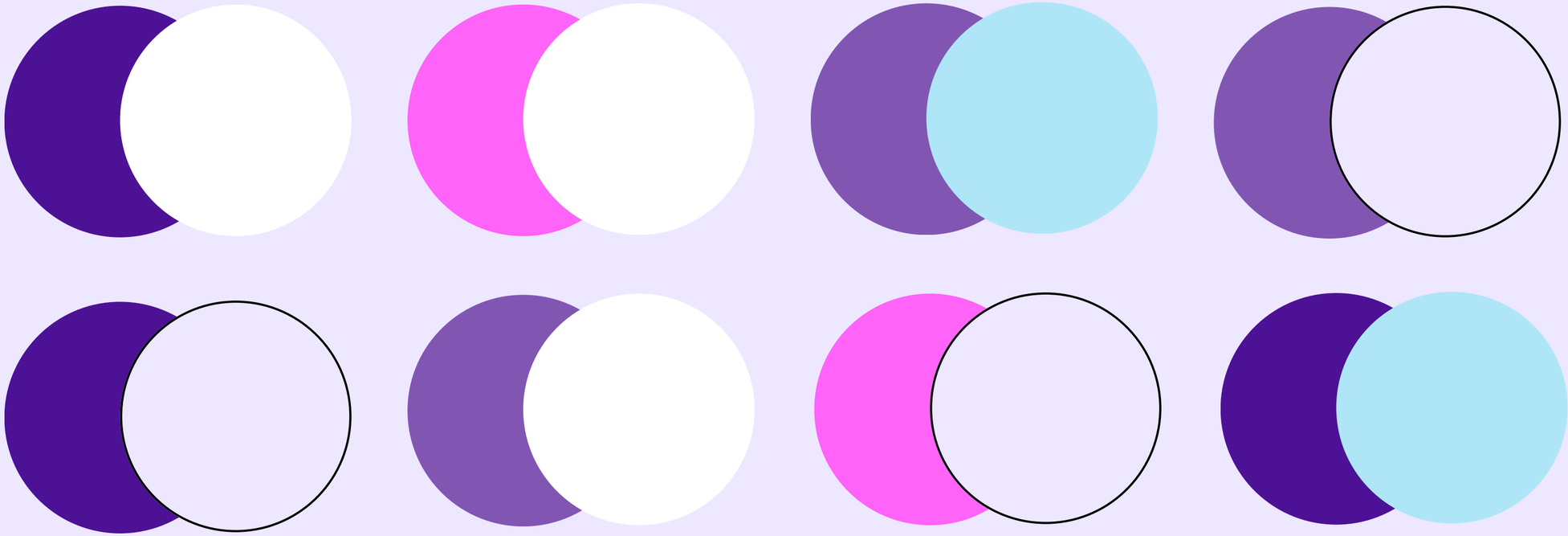
hex: #ff63f7
rgb: 255, 99, 247)

Base White

hex: #ffffff
rgb: (255, 255, 255)

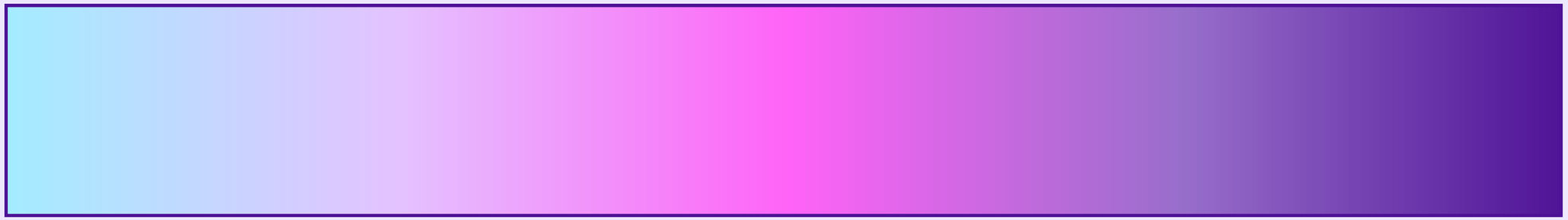
Color Combinations

Each color in Authenticate’s palette works together to reflect creativity, innovation, and security. For accessibility, use light tones over dark backgrounds and dark tones over light to maintain clarity and legibility. These colors should be applied intentionally to strengthen brand recognition and ensure a cohesive, creative yet secure visual identity.



Color Combinations - the gradient

Our logo has a distinct gradient that flows using all of our brand colors (besides base white). These colors can be displayed as a radial gradient or a regular gradient and can be used if needed across the site.



Regular gradient

Radial gradient

Typography

Our font system balances modernity, clarity, and innovation. Together, these fonts create a sleek and tech-forward look that reflects Authenticate’s secure, creative, and future-driven brand identity

Heading

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXY
Z1234567890#@!
~{}

Roboto

Regular **Bold**

Subheading

Aa Abcdefghijklmnopqrs tuvwxyz

Montserrat

Regular **Bold**

1234
567
890.

Body text

Aa Abcdefghijklmnopqrst uvwxyz

Work Sans

Regular **Bold**

1234
5678
90.

Authentic

Our brand values real creators and real stories. We communicate with honesty and clarity, keeping our message as genuine as the creators we serve.

Voice and Tone

Voice: Our voice is authentic, empowering, innovative, and trustworthy. Authenticate by SanctumIP is built on the belief that creativity deserves both freedom and protection. Every message should sound reliable and consistent with our voice.

Tone: Our tone is confident and supportive. Our main goal is to ensure creative individuals have the space to protect their creative work and feel secure in their artistic endeavors.

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Empowering

We speak to inspire confidence in owning your work. Our language encourages creators to protect, share, and celebrate their ideas without fear.

Trustworthy

We're transparent about how we protect creative work and consistent in how we deliver on that promise. We earn user trust through high accountability and performance.

Key phrases to incorporate into the site's story for accurate voice and tone:

- "Your creative fingerprint"
- "instant proof"

Innovative

We bring creativity and technology together to redefine what protection looks like for creators. Using technology brand new to the market, we're offering solutions that deal with modern problems, such as AI scraping and creative thieves.

Do’s

Use Official Color Palette

Ensure you use the brand's specified colors in all assets, ensure logo has an approved form of gradient

Use Consistent Typography

Use the specified fonts and styles in the brand guidelines for all written communications.

Follow Imagery Style

Use imagery and illustrations that match the brand's aesthetic.

Use Consistent Messaging

Ensure the message delivered is aligned with our brand’s voice and tone

Don’ts

Modify the Logo

Do not alter, distort, or change the logo colors without permission.

Misuse Design Elements

Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.

Inappropriate Color Usage

Do not use colors that are not included in the brand's official palette for brand representation.

Conflicting Messages

Avoid communications that contradict or deviate from our brand’s message.