



CURANT.AI · CORPORATE IDENTITY

Brand Style Guide

Everything a designer, agency, or partner needs to produce on-brand work — without calling our marketing team.

VERSION 1.0 · JULY 2026

BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

01

Logo

The Curant.ai logo is a two-part system: the concentric arc mark — representing connected intelligence and continuous motion — paired with the CURANT.AI wordmark. Together they are the primary visual signature of the brand. Use them together. Always.

Logo Variants





BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

PRIMARY —
COLOR ON
WHITE

REVERSED —
WHITE ON
NAVY



SINGLE COLOR
— BLACK ON
LIGHT



REVERSED —
WHITE ON
BRAND BLUE

Download official logo files

SVG (vector) and PNG (raster) provided in all four variants above. Contact brand@curant.ai for source files.

Usage Rules

✓ Use the full lockup

The arc mark and wordmark must always appear together. The mark alone is reserved for favicons and app icons only.

✓ Maintain clear space

Keep a minimum clear zone equal to the cap-height of the "C" in CURANT on all four sides of the lockup.

✓ Use approved variants

Choose the variant with the highest contrast for the background. Never improvise a new color combination.



BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

× Never distort or recolor

Do not stretch, compress, rotate, skew, or apply drop shadows. Do not recolor the arc mark or wordmark independently.

× Never place on low contrast

Minimum contrast ratio is 4.5:1. Do not place the logo over busy photography without a dark overlay panel.

× Never add effects

No gradients, outlines, glows, or drop shadows applied to the logo. No text placed inside the arc mark's clear space.

Minimum Size

Digital: 120px wide minimum. Print: 1 inch / 25mm wide minimum. Below these sizes, use the arc mark icon only (favicon/app icon use).

02

Color

The Curant.ai palette is built on deep navy and electric blue — communicating intelligence, precision, and trust. The system works across dark executive surfaces and light digital documents. Use it consistently; color is one of the fastest signals of brand recognition.



BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

Primary Palette



Deep Navy

#0B1629

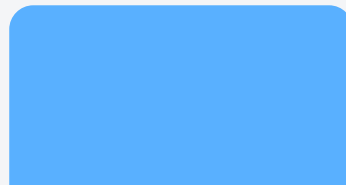
Dark backgrounds,
footers



Brand Blue

#255CCC

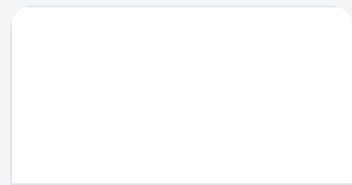
Buttons, links, labels



Electric Blue

#59B0FF

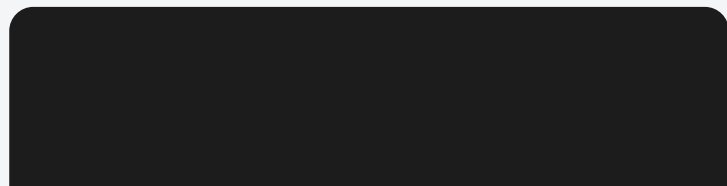
Headline accents,
numbers



White

#FFFFFF

Text on dark, card fills



Near Black

#1C1C1C

Body text on light



BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

Supporting Palette

Light Gray

#F4F5F7

Page backgrounds

Border Gray

#E0E3E8

Dividers, card borders

Body Gray

#525252

Secondary body text

Status Green

#22C55E

Success, active states

Caution Amber

#F59E0B

Warnings, early-stage

Color Usage Reference

COLOR	USE FOR	NEVER USE FOR
 Deep Navy	Slide/page backgrounds, hero sections, dark card surfaces, footers	Body text on light surfaces; decorative fills without purpose



BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

COLOR	USE FOR	NEVER USE FOR
 Brand Blue	Primary buttons, links, section labels, borders, eyebrow text	Large background fills; replacing Electric Blue in stat numbers
 Electric Blue	Headline accent word, stat numbers, icon highlights on dark	Body text; light backgrounds; more than one word per headline
 Status Green	Active/success indicators, confirmation states	Decorative use; branding elements; replacing blue in headlines
 Caution Amber	Warnings, pending states, early-stage indicators	Primary emphasis; replacing blue in headlines or CTAs

Accessibility

All text-on-background combinations must meet WCAG AA contrast (4.5:1 for body, 3:1 for large text). White on Deep Navy passes at 15.6:1. White on Brand Blue passes at 4.7:1. Never use Electric Blue as body text on white — it fails at 3.1:1.



BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

Typography

Two typefaces carry the entire Curant.ai system.

Manrope handles all display, headline, and numeric content — its geometric weight contrast communicates authority. **Inter** handles all body, label, and UI text — its legibility ensures clarity at every size. Both are available free via Google Fonts.

DISPLAY HEADLINE — MANROPE 800

Trusted AI for Insurance Operations

Manrope · 52px · Weight 800 · Letter-spacing
-0.03em · Line-height 1.08

EYEBROW LABEL — INTER 600 UPPERCASE

INSURANCE OPERATIONS
INTELLIGENCE

Inter · 11px · Weight 600 · Letter-spacing 0.18em ·
All caps · Color: Electric Blue

SECTION HEADLINE — MANROPE 700



BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

Real Results From Real Files

Manrope · 36px · Weight 700 · Letter-spacing
-0.025em · Line-height 1.15

SUB-HEADLINE — MANROPE 700

Platform Architecture

Manrope · 24px · Weight 700 · Letter-spacing
-0.015em · Line-height 1.25

BODY COPY — INTER 400

Curant helps insurance teams
securely move work forward faster,
more consistently, more accurately,
and with less burnout — without
replacing the people who know the
work best.

Inter · 16px · Weight 400 · Color: #525252 · Line-
height 1.65

CAPTION / LABEL — INTER 500

Source: Curant internal benchmark, Q1 2026
· n=12 enterprise accounts

Inter · 13px · Weight 400–500 · Color: #888 ·
Line-height 1.6



BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

Type Scale Reference

ROLE	TYPEFACE	SIZE	WEIGHT	USE
Display / Hero	Manrope	48–60px	800	Hero headlines, cover titles
H1 / Page Title	Manrope	36–44px	700–800	Primary section headlines
H2 / Section	Manrope	28–36px	700	Section headers, slide titles
H3 / Sub-section	Manrope	20–24px	700	Card titles, sub-sections
H4 / Card Title	Manrope	16–18px	600	Feature titles, list headers
Body	Inter	15–16px	400	All paragraph text
Small / Caption	Inter	12–13px	400–500	Captions, footnotes, metadata
Eyebrow / Label	Inter	10–11px	600–700	Section labels, category tags
Stat Number	Manrope	40–52px	800	Data callouts, proof metrics



BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

Google Fonts Links

Manrope: fonts.google.com/specimen/Manrope

Inter: fonts.google.com/specimen/Inter

04

Voice & Tone

Curant.ai speaks to senior insurance executives — people who have heard every AI pitch and have no patience for hype. Our voice is direct, specific, and grounded in operational reality. We earn trust by sounding like we understand the work, not by sounding like a tech company.

Precise, Not Vague

Use specific numbers, named outcomes, and real workflows. "Reduces claim review time by 40%" beats "dramatically improves efficiency" every time.

Confident, Not Arrogant

State what Curant does clearly and without hedging. Avoid superlatives like "world-class" or "revolutionary." Let the results speak.

Human, Not Corporate

Write the way a trusted advisor speaks — not a press release. Short sentences. Active voice. No jargon that the reader would never say aloud.



BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

Operational, Not Abstract

Ground every claim in the actual work: claim files, underwriting queues, compliance reviews. Avoid floating AI metaphors disconnected from insurance reality.

Respectful of Expertise

Our audience built their careers in insurance. Never condescend. Position Curant as the tool that makes their expertise faster and more consistent — not a replacement.

Specific Ask, Always

Every piece of communication ends with one clear next step. "Schedule a 30-minute executive discussion" — not "learn more" or "get in touch."

Copy Examples

WRITE THIS

"Curant reduces first-notice-of-loss processing from 4 hours to under 30 minutes — without changing your team's existing workflow."

NOT THIS

"Our revolutionary AI platform transforms insurance operations through cutting-edge machine learning and next-generation automation capabilities."

WRITE THIS

NOT THIS



BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

"Schedule a 30-minute executive discussion — no technical preparation required."

"Contact us today to learn more about how Curant can help your organization!"

Brand Name Usage

Always written as **Curant.ai** — with a period before "ai," lowercase "ai." Never "Curant AI," "curant.ai," or "CURANT.AI" in body copy (the all-caps wordmark is logo-only). In headlines where the logo appears, the wordmark governs. In running text, use Curant.ai.

05

Imagery

Photography and illustration reinforce Curant.ai's position at the intersection of human expertise and intelligent technology. Images should feel real, professional, and grounded — not stock-photo generic or sci-fi abstract.



BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

✓ Real professionals at work

Executives, analysts, and adjusters in authentic office environments — reviewing documents, collaborating, making decisions.

✓ Confident, composed subjects

People who look like they are in control of their work. Calm, focused, authoritative. Diverse in age, gender, and background.

✓ Dark overlay on photos

When photography is used as a background, apply a deep navy overlay (opacity 55–75%) to ensure text legibility and brand cohesion.

✗ No generic stock clichés

Avoid handshakes, people pointing at whiteboards, or overly posed "team meeting" shots. They undermine credibility.

✗ No abstract AI imagery

No glowing neural networks, floating data particles, or robot hands. Curant.ai is about real operational work, not sci-fi.

✗ No low-resolution assets

Minimum 1920px wide for full-bleed use. Minimum 800px wide for card/section use. Never upscale low-res images.

Treatment

Color Grading

Slightly desaturated and cool-toned. Avoid warm amber or high-saturation

Illustration Style

When illustration is needed (diagrams, architecture charts), use the brand



BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

filters. The palette is navy and blue — imagery should complement, not fight it.

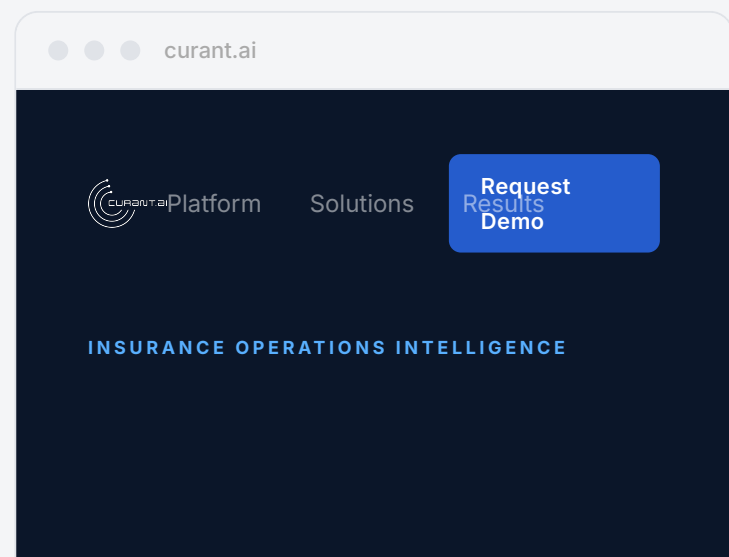
palette — navy backgrounds, Electric Blue connectors, white labels. Clean lines, no decorative flourishes.

06

Applications

The following examples show how the brand system translates across the four primary touchpoints. These are reference templates — not pixel-perfect specs. The visual language, type hierarchy, and color usage shown here are the standard.

Website / Landing Page





BRAND IDENTITY

- 01 Logo
- 02 Color
- 03 Typography

COMMUNICATION

- 04 Voice & Tone
- 05 Imagery

APPLICATIONS

- 06 Applications
- 07 Co-Branding

AI That Works Inside Your Existing Workflows

Curant helps insurance teams process claims, underwriting, and compliance faster — without replacing the people who know the work.

Schedule 30-Min
Discussion

See how it works
→

Dark navy hero with Electric Blue accent word in headline. Navigation uses white text at reduced opacity. Primary CTA in Brand Blue.

Social Media — LinkedIn Post Banner (1.91:1)

● ● ● LinkedIn Post

NEW DATA · Q1 2026

Claims Review Time Cut by 40%

Curant.ai customers processed 3x more files in the same window — with higher accuracy and fewer escalations.



curant.ai

Deep Navy background with grid texture. Electric Blue accent on the key stat. Logo bottom-left, URL bottom-right. Eyebrow label in Electric Blue.

Email Signature

● ● ● Email Client

John Haller



BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

Chief Executive Officer



john@curant.ai · curant.ai

White background. Color logo. Name in Manrope 700, title in Inter 400. Thin divider separates name from logo. Email and URL in Brand Blue. No phone numbers, no social icons, no taglines.

Presentation Slide

● ● ● Executive Deck



RESULTS · 04

PROVEN OUTCOMES

Real Results From Real Files

Measured across 12 enterprise accounts in Q1 2026.
All figures represent operational data, not projections.

**4
hrs**

Avg. FNOL
processing
time
reduced to
28 min

40%

Reduction
in manual
review
steps per
file

3×

File
throughput
increase,
same team
size

Deep Navy background. Logo top-left, section label top-right. Eyebrow in Electric Blue. Headline with one Electric Blue accent word. Stats in Electric Blue on dark card tiles.



BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

04 Voice & Tone

05 Imagery

APPLICATIONS

06 Applications

07 Co-Branding

07

Co-Branding

When Curant.ai appears alongside a partner, client, or integration logo, the relationship must be visually clear and balanced. These rules ensure Curant's identity remains distinct while treating partner brands with equal respect.

Standard Lockup — Light Background

Curant.ai left, partner right, separated by a 1px vertical rule. Equal visual weight.



Partner
Logo

Standard Lockup — Dark Background

Use white variants of both logos. Divider at `rgba(255,255,255,0.2)`.



Partner
Logo

✓ Equal visual weight

Partner logo height should match Curant.ai logo height ($\pm 10\%$). Neither brand should visually dominate the other.

✓ Curant.ai on the left

In horizontal lockups, Curant.ai always appears on the left. In vertical stacks, Curant.ai appears on top.

→ Minimum separation

The divider or gap between logos must be at least equal to the height of the Curant.ai arc mark.



BRAND IDENTITY

01 Logo

02 Color

03 Typography

COMMUNICATION

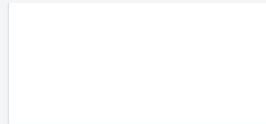
04 Voice & Tone

05 Imagery

APPLICATIONS

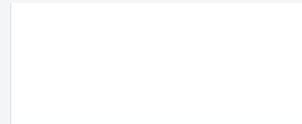
06 Applications

07 Co-Branding



× No combined marks

Never merge, overlap, or visually blend the two logos. They must remain clearly distinct and independently legible.



× No unauthorized pairings

Co-branded materials require approval from Curant.ai marketing before production. Contact brand@curant.ai.

Never let logos touch.

→ Background consistency

Both logos must appear on the same background. Do not split the lockup across two different background colors or panels.



Brand Style Guide · Version 1.0 · July 2026

Internal use and approved partners only.

brand@curant.ai