

Sibany Brand Guidelines

Web Developments and AI Solutions

1. Brand Essence

Name: Sibany

Tagline: Web Developments and AI Solutions

Core Values: Innovation, Simplicity, Intelligence, Reliability

Mission: To build powerful web and AI solutions that empower businesses to grow, automate, and succeed in the digital era.

Vision: To become the go-to partner for businesses looking for cutting-edge web and AI-powered solutions globally.

2. Logo Usage

Primary Logo: Geometric "S" symbol in gradient (orange, pink, purple) + wordmark Sibany.

Spacing: Always leave clear space equal to the height of the "S" around the logo.

Backgrounds: Dark (#202020, #0A0A0A) use full-color logo. Light (#FFFFFF, #F5F5F5) use darker wordmark + color "S".

Don'ts: Do not stretch, rotate, change brand colors, or place logo on busy backgrounds.

3. Color Palette

Primary Colors:

- Midnight Navy: #0A0A0A
- Bright White: #FFFFFF

Accent Gradient:

- Orange: #FF9800
- Magenta: #E91E63
- Purple: #9C27B0
- Violet: #673AB7

Secondary:

- Gray: #B0BEC5
- Teal: #009688

4. Typography

Headings: Montserrat Bold

Body: Open Sans Regular

Callouts: Montserrat Semi-Bold Italic

5. Imagery & Iconography

- Use abstract geometric shapes with gradients.
- Illustrations: AI, automation, futuristic tech.
- Photography: Business, collaboration, innovation.

6. Brand Voice & Tone

Voice: Professional yet approachable.

Tone: Confident, innovative, forward-thinking.

Messaging: Short, impactful, simple yet tech-forward. Position Sibany as a partner, not just a provider.

7. Marketing & Online Strategy

Branded Idea: "AI-First Web"

Core Campaign Message: Don't just build websites. Build intelligent platforms.

Marketing Pillars:

1. Website & SEO: Optimize for AI-related keywords, publish blogs & case studies.
2. Social Media: LinkedIn (case studies), Twitter (AI tips), Instagram (branding visuals).
3. Video & Motion: Animated explainers, TikTok/YouTube Shorts.
4. Paid Ads: Google Ads + LinkedIn targeting startups, CTOs, e-commerce.
5. Community: Branded hashtag #BuiltWithSibany, partner with tech meetups & hackathons.

8. Applications

Website: Dark background, gradient buttons.

Business Cards: Navy + gradient S.

Pitch Decks: Consistent fonts & gradients.

Swag: Hoodies, mugs, laptop stickers.