

Designed by Content24
Version 1.0



BRAND GUIDELINES

INTRODUCTION

Welcome to the Content24 Brand Guidelines, designed to provide a comprehensive framework for effectively representing our brand identity. These guidelines ensure consistency and coherence across all brand touchpoints, enabling us to communicate our values, personality, and unique offerings to our target audience.

Our brand guidelines empower us to connect with our audience, establish a strong presence, and tell our unique story. By maintaining consistency and adhering to these guidelines, we can cultivate trust, showcase our offerings, and foster loyalty. Let these guidelines be our compass as we build and evolve our brand, leaving a lasting impact on our audience.

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Content24 is an AI-powered marketing and creative platform that helps businesses, agencies, and creators produce exceptional content faster.

Our mission is to empower every marketer, designer, and creator with intelligent AI tools that simplify content creation.

Content24 strives to become the world's leading AI-powered marketing and creative platform, enabling businesses of every size to create exceptional work with speed, confidence, and consistency.

BRAND VALUES

Innovation

We embrace the latest AI technologies to help users create faster, smarter, and more effectively.

Creativity

We empower individuals and teams to transform ideas into compelling marketing and creative content.

Simplicity

We design intuitive experiences that make powerful AI accessible to everyone.

Quality

We deliver reliable, high-quality results through thoughtful design and continuous improvement.

TONE OF VOICE

Confident

We communicate with clarity and conviction, backed by expertise and innovation.

Human

We write in a natural, friendly, and approachable way that feels personal and authentic.

Clear

We keep every message simple, concise, and easy to understand without unnecessary jargon.

Inspiring

We encourage creativity, fresh ideas, and bold thinking through optimistic and empowering communication.

LOGO DESIGN

- 2.1 Logomark
- 2.2 Logotype
- 2.3 Lockup
- 2.4 Clear space
- 2.5 Minimum sizes
- 2.6 Common mistakes

LOGOMARK

The Content24 logomark combines a dynamic speech bubble with a bold lightning bolt, representing the fusion of communication, creativity, and artificial intelligence. Its clean geometric form reflects simplicity, speed, and modern digital experiences.

The speech bubble symbolizes ideas, conversations, and content creation, while the lightning bolt represents intelligence, innovation, and rapid execution. Together, they create a distinctive identity that embodies Content24's mission to help people create faster and work smarter through AI.



LOGOTYPE

The Content24 logotype uses a modern geometric typeface that reflects clarity, confidence, and innovation. Its balanced proportions and clean letterforms create a distinctive identity that is highly legible across both digital and print applications.

Designed for versatility and consistency, the logotype complements the symbol while reinforcing Content24's position as a modern AI marketing and creative platform. Its timeless simplicity ensures strong recognition across every touchpoint.

Content24

LOGO LOCKUP

The Content24 logo lockup is the preferred representation of the brand, combining the symbol and logotype into a balanced, recognizable identity. It should be used consistently across all touchpoints to strengthen brand recognition and maintain a cohesive visual presence.



CLEAR SPACE

Clear space preserves the clarity, visibility, and impact of the Content24 logo. Always maintain the minimum clear space around the logo to ensure it remains prominent and unobstructed by other visual elements.



MINIMUM SIZES

To maintain clarity and legibility, the Content24 logo should never be reproduced below the recommended minimum size. Following these guidelines ensures the logo remains recognizable across both digital and print applications.



PLACEMENT

The Content24 logo should be positioned consistently to reinforce brand recognition and visual balance. Always allow sufficient clear space around the logo and place it where it remains prominent, legible, and unobstructed across all applications.



Date:
1 August 2026

To:
Sarah Johnson
Marketing Director

Dear Sarah,

I hope this message finds you well.

At Content24, we believe great marketing begins with great ideas—and the ability to bring them to life quickly. Our AI-powered marketing and creative platform helps businesses generate high-quality content, visuals, campaigns, and creative assets from a single workspace.

By combining leading AI models with intuitive tools, Content24 enables teams to streamline workflows, accelerate production, and maintain consistent brand quality across every channel. Whether you're creating social media campaigns, marketing copy, presentations, images, or branded content, our platform is designed to help your team work smarter, create faster, and achieve more.

Thank you for your time and consideration. We look forward to helping your team unlock the full potential of AI-powered creativity. Kind regards,

COLORS

- 3.1 Color pallet
- 3.2 Combinations
- 3.3 Shades

White

C: 0 R: 255
M: 0 G: 255
Y: 0 B: 255
K: 0



Midnight Indigo

C: 48 R: 33
M: 53 G: 30
Y: 0 B: 64
K: 75



COMBINATONS

The Content24 logo should always be displayed using the approved brand color combinations to maintain consistency and recognition. Use the full-color logo whenever possible, with monochrome versions reserved for applications where color reproduction is limited or a simplified presentation is required.



TYPOGRAPHY

- 4.1 Typeface
- 4.2 Weights
- 4.3 Type Scaling
- 4.4 Common mistakes

TYPEFACE

Geist is the primary typeface for the Content24 brand. Its clean, modern design reflects clarity, innovation, and simplicity while ensuring exceptional readability across digital and print applications.



GEIST

WEIGHTS

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)
Demi-Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)

TYPE SCALING

64 Px

Heading 1

48 Px

Heading 2

36 Px

Heading 1

24 Px

Heading 1

COMMON MISTAKES

hello there

hello there

hello there

Dont center
align
until exception

too much
shadows

Dont
squeeze