

SYNTARI INTERNATIONAL

BRAND KIT

BRAND MISSION

Human intelligence, amplified.

We exist to help organizations turn AI ambition into measurable performance by pairing rigorous systems with human judgment at the moments that matter most.

BRAND VISION

We believe the art of the possible with AI is unlocked when human intelligence, systems, and judgment work together. Our vision is a world where organizations design for clarity, execution, and lasting impact.

BRAND DESCRIPTOR

Syntari is an AI transformation firm that combines a scalable AI platform, advisory services, and change management to help consultants and leadership teams define the art of the possible and deliver faster, smarter outcomes with measurable ROI. We pair advanced AI with human intelligence and judgment to move organizations from experimentation to durable performance.

COLOR PALETTE

GRADIENT ROYAL MIDNIGHT 001F5C BLACK 010008 METHOD Classic Linear Gradient LOCATION 65%	ROYAL MIDNIGHT CMYK 100 93 32 32 RGB 000 031 092 PANTONE 662 C HEX 001F5C	RICH BLACK CMYK 40 30 20 100 RGB 001 000 011 PANTONE Black 6C HEX 010008	DIGITAL TEAL CMYK 70 0 18 0 RGB 000 194 212 PANTONE 311 C HEX 00C2D4
REFINED PURPLE CMYK 56 90 0 0 RGB 142 036 170 PANTONE 2552 C HEX 8E24AA	BRIGHT WHITE CMYK 0 0 0 0 RGB 255 255 255 PANTONE Bright White HEX FFFFFF	MIST GRAY CMYK 4 2 2 6 RGB 228 232 236 PANTONE Cool Gray 1 C HEX E4E8EC	LIGHT MIDNIGHT CMYK 22 12 0 5 RGB 194 211 242 PANTONE 655 C HEX C2D3F2

COLOR HIERARCHY

GRADIENT: Primary brand color for hero moments, CTAs, and key touchpoints

ROYAL MIDNIGHT, RICH BLACK: Text, UI elements, and data-heavy applications

DIGITAL TEAL, REFINED PURPLE: Accent colors for data visualization, callouts, and highlighting

BRIGHT WHITE: Primary backgrounds and contrast

MIST GRAY, LIGHT MIDNIGHT: Secondary backgrounds and layering

Ensure WCAG AA contrast compliance (4.5:1 minimum for text).

LOGOS

MAIN: Digital platforms, presentations, and light backgrounds



VARIATIONS: dark backgrounds and monochrome applications



FAVICONs: social profiles, browser tabs, and app icons



The star symbol represents aspiration and guidance and is an integral to the Syntari mark. It should never be separated or removed. Downloadable assets: syntari-ai.com/brand-assets

LOGO CONSTRUCTION GRID

The Syntari logo is built on a proportional grid to ensure consistent scaling, spacing, and visual balance.

For standard applications, use the provided logo files — no reconstruction needed. Complex co-branding or specialized formats, full construction specs and brand guidelines are available via: communications@syntari.ai.

TYPOGRAPHY

HEADER: CORMORANT GARAMOND

Headlines, pull quotes, featured statistics, and brand moments that require elegance and authority

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*~+()

BODY: POPPINS

Body copy, UI elements, captions, data labels, and all functional text requiring clarity and readability

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*~+()