BRAND

Prompted Brand guidelines

Everything you need to show Prompted Brand correctly in articles, decks, partner pages and event material. Use these assets to refer to us, not to suggest we endorse you.

Download brand assets (.zip, 1.4 MB) · Press and media

prompted
BRAND INC.

Naming · Logo · Color · Typography · Glow · Screenshots

NAMING

Say it the same way everywhere

The company and the product are both called Prompted. Our website is promptedbrand.com. Write the name the same way in every language.

✓ Write
Prompted Brand
Our name: two words, capital P and B. After the first mention, Prompted on its own is fine. The company is Prompted Brand Inc.

✓ Write
promptedbrand.com
Our website, always lowercase. Use it when you link to us.

✓ Write
Insights, AI Ads
Product areas in sentence case, as they appear in the app.

✗ Avoid
prompted · PROMPTED
Lowercase is for the logo only; never all caps in text.

✗ Avoid
Prompted.com
Not our domain. Write promptedbrand.com.

✗ Avoid
PromptedBrand · Prompted Inc.
Never one word, and no other words after the name.

LOGO

The wordmark and the cursor

Use the files as they are. Don't redraw, re-space or recolour them. The wordmark is the default; the icon is for small, square spaces.

prompted
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Wordmark on dark
Default. Use it wherever you can.
SVG · PNG

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Wordmark on light
For white pages and print.
SVG · PNG

Icon on dark
Avatars, favicons, app icons.
SVG · PNG

Icon on light
When the ground is white.
SVG · PNG

The cursor is the logo
The bar after "prompted" is a text cursor: the moment before an answer is written. It blinks on screen (1.1 s) and stands still in print, in email and when reduced motion is on.

Clear space

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x = the height of the cursor. Keep at least x free on every side; nothing else goes inside that space.

Minimum size

prompted · pr

WORDMARK · 96 PX / 25 MM · ICON · 24 PX

Below these sizes the cursor turns into a smudge. Use the icon instead of the wordmark when space is tight.

Please don't

prompted
BRAND INC.
Don't stretch or squash it

prompted
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Don't recolour it

prompted
Don't remove the cursor

prompted
Don't add outlines or shadows

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Don't place it on busy images

Prompted Brand
Don't retype it in another font

COLOR

Dark ground, one glow

Prompted is dark first. Ink is the ground, white carries the words, and cyan is the glow that points at what matters.

Ink
The ground for almost everything we make.
#050B0A · RGB 5, 6, 10

White
Words, numbers and the wordmark on dark.
#FFFFFF · RGB 255, 255, 255

Glow cyan
The cursor, the glow and the one thing that matters.
#4CEBFF · RGB 76, 224, 255

How much of each
Mostly ink, some white, a touch of glow

Ink · 78%	White · 22%	8%

Supporting colors

Violet
Second glow color, in gradients with cyan.
#7B5CFF · RGB 123, 92, 255

Cyan on light
Cursor and accents on white grounds.
#00C0F8 · RGB 0, 200, 248

Deep cyan
Accent outlined text on white (readable).
#01B8AB · RGB 1, 130, 171

Surface
Cards and panels on the ink ground.
#080014 · RGB 11, 13, 20

Signals in the product only, never in marketing art

Success
Gains and healthy states.
#33F5A0 · RGB 61, 245, 168

Warning
Needs attention soon.
#FFB547 · RGB 255, 181, 71

Danger
Losses, errors, wrong facts.
#FF888A · RGB 255, 187, 138

TYPOGRAPHY

Four typefaces, four jobs

Each typeface has one job. Mixing them up is the quickest way to make something look off-brand.

Sora 600 — WORDMARK ONLY

prompted

Tracking −0.045em. Never use it for headlines or body text.

Space Grotesk — HEADLINES AND BIG NUMBERS

Be the answer. 41.2

Weights 500–700. Tight tracking on large sizes.

Geist — INTERFACE AND BODY

We asked four AI engines 186 questions your customers ask. Here is where you stand, and what to fix first.

Weights 400–600. Body at 15–17 px, line-height 1.6.

Geist Mono — LABELS AND DATA

VISIBILITY 41.2 ▲ 3.0
CHATGPT · GEMINI · PERPLEXITY

Uppercase eyebrows, table headers, figures.

All four are free on Google Fonts. Fallbacks: system-ui for Geist and Space Grotesk, ui-monospace for Geist Mono.

THE GLOW

Light that points at the answer

The glow is our signature, so it has to stay rare. When everything glows, nothing does.

YOUR AI VISIBILITY
41.2
▲ 3.0 since you started

- **One glow per view**
  The rotating glow border goes on the single most important thing: the headline number, the selected item or the main panel.
- **Glow means "look here"**
  Use it on the primary button and on what changed. Never on body text, logos of other companies or decoration.
- **Light theme keeps the color**
  On white, cyan stays vivid as a fill or line; text in the accent color uses the deeper #01B8AB so it stays readable.

SCREENSHOTS

The product, ready for your article

High-resolution screenshots of the main views. Always show them inside a frame with some ink around them, never cropped edge to edge.

VISIBILITY 41.2 ▲3.0 · RANK #4 ▲1 · CITATIONS 312 ▲42

Overview
Visibility against competitors
PNG

LEADERBOARD · ALL ENGINES
(Competitor A) 71
(Competitor B) 58
(Your brand) 41
(Competitor C) 29

Insights
Who AI recommends, by engine
PNG

Comparison page for "best [category]" +8 pts
Fix wrong shipping fee in Gemini +6 pts
Get listed on [review site] +3 pts
Unblock GPTBot in robots.txt +2 pts

Opportunities
Ranked fixes with estimated gain
PNG

The best [category] in 2026
82 AEO SCORE

Content editor
Writing with the AEO score
PNG

Screenshots show sample data. Use them as they are; don't edit them to show results we didn't produce. Light-theme versions are in the asset pack.

PRESS

Writing about Prompted Brand?

The press kit, company description, founder photo and press contact are on the Press page.

Go to Press →

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