



LiveMentions

Brand guidelines

How LiveMentions looks and sounds: logo, colour, type, templates and tone.

See how AI talks about your brand

LiveMentions tracks how often a brand shows up in answers from ChatGPT, Perplexity, Gemini and Claude, compares it with competitors, and suggests how to improve. The brand should feel calm, precise and trustworthy: a measurement tool, not a hype machine.

Clear

Say what happens in plain English. "AI answers", "visibility score", "share of voice".

Evidence-led

Show real answers, real sources, real numbers.
Never invent a statistic.

Quietly confident

Lots of whitespace, hairlines, one accent colour. Let the data be the loud part.

Tagline See how AI talks about your brand · **Supporting line** Be present where it matters.

The logo

The mark is a blue circle with two leaning bars and a dot: a voice and a mention.
Use the horizontal logo by default. Use the icon alone where space is tight
(favicon, avatar, app icon).



Horizontal (primary)



LiveMentions

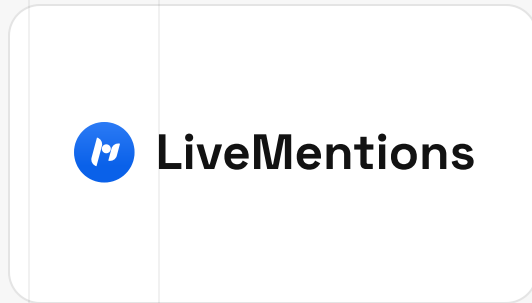
Stacked



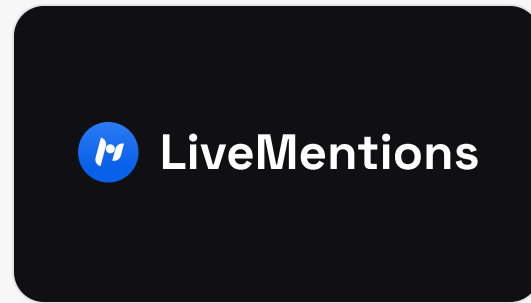
Icon

Colour versions

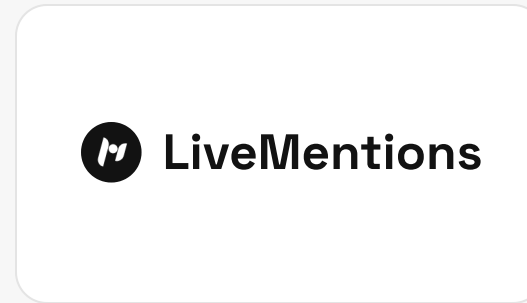
Full-colour on light and dark. One-colour black or white when a single ink is needed (print, embossing, watermarks). Always pick the version with the best contrast.



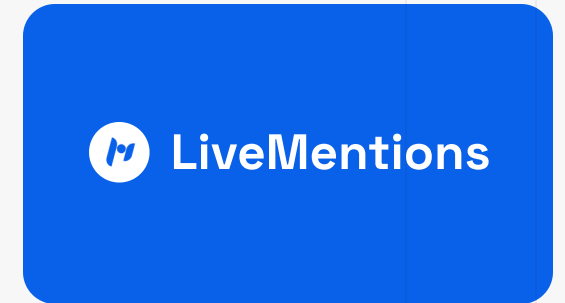
Full colour · light



Full colour · dark



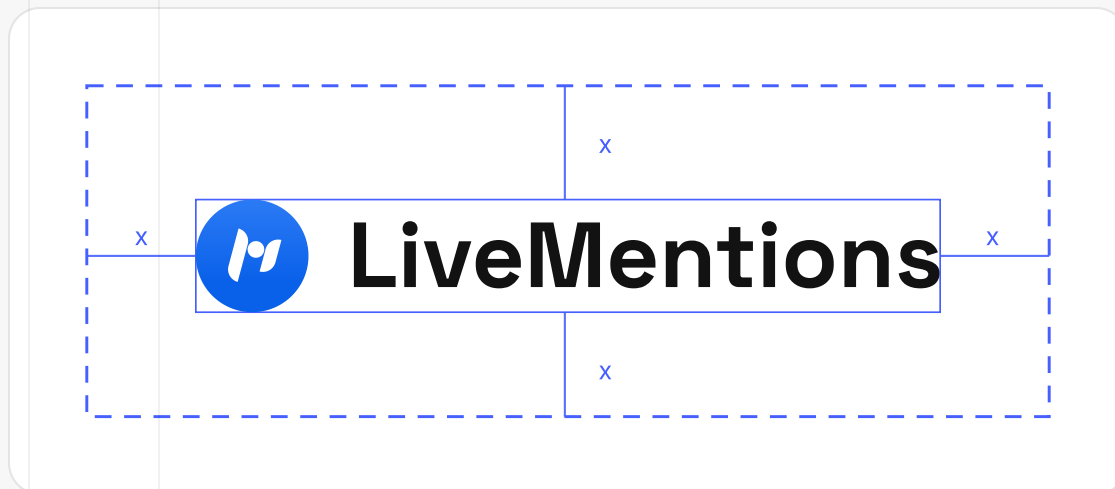
Black



White (on brand blue or photos)

Files: logo/svg/ (vector, preferred) and logo/png/ (transparent).

Clear space and minimum size



Clear space. Keep a margin of **x** on every side, where x is the diameter of the icon. Nothing else enters this zone.

Minimum size. Horizontal logo: 96 px wide on screen, 25 mm in print. Icon alone: 16 px. Below that, use the icon.

Placement. Top-left on web and documents. Centred only on stacked layouts and social avatars.

Please don't



Stretch, squash or skew it



Rotate it



Change the colours



Add shadows, glows or outlines



Use low contrast or reduce opacity



Place it on busy or clashing backgrounds

Colour palette

Mostly neutral, with one blue. The logo gradient runs bottom to top, #0A61E9 to #2F7DF6. Accent Indigo is the interface and chart colour.



Brand Blue (top)
#2F7DF6
RGB 47 125 246



Brand Blue (bottom)
#0A61E9
RGB 10 97 233



Accent Indigo
#465FFF
RGB 70 95 255



Accent Tint
#EEF1FF
RGB 238 241 255



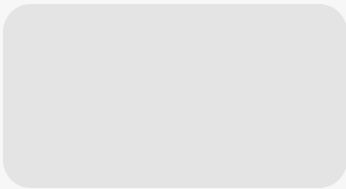
Ink
#121212
RGB 18 18 18



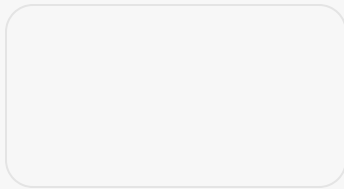
Slate
#5B5B5B
RGB 91 91 91



Border Strong
#C9C9C9
RGB 201 201 201



Border
#E4E4E4
RGB 228 228 228



Cloud
#F7F7F7
RGB 247 247 247



White
#FFFFFF
RGB 255 255 255

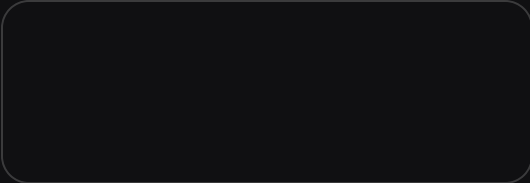
Contrast: white on #0A61E9 5.4:1 · #465FFF on white 4.8:1 · #121212 on #F7F7F7 17.5:1 · #5B5B5B on #F7F7F7 6.3:1. Body text needs 4.5:1 or more.

Dark mode

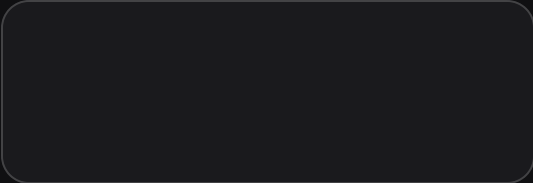
Dark surfaces are near-black, not pure black, with hairline borders. Use the lighter Accent on Dark so the blue keeps its contrast.



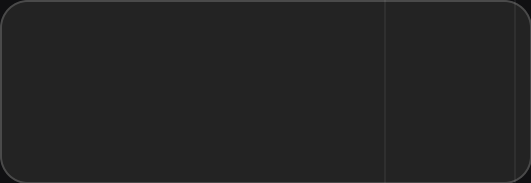
Midnight
#09090A
RGB 9 9 10



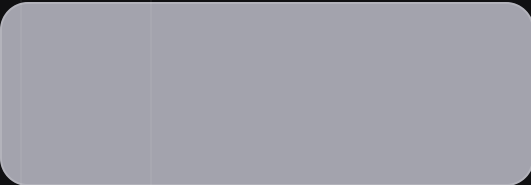
Night
#101012
RGB 16 16 18



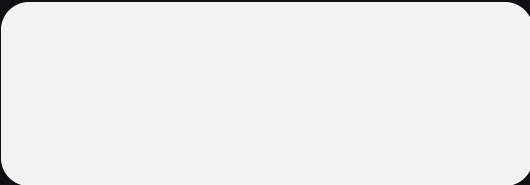
Night Surface
#1A1A1D
RGB 26 26 29



Night Border
#232323
RGB 35 35 35



Night Text Muted
#A3A3AD
RGB 163 163 173



Night Text
#F2F2F3
RGB 242 242 243



Accent on Dark
#7C8FFF
RGB 124 143 255



Accent Tint (dark)
#1E2237
RGB 30 34 55

Contrast: #F2F2F3 on #101012 17.0:1 · #A3A3AD on #101012 7.6:1 · #7C8FFF on #101012 6.5:1.

Two typefaces

Aa

Space Grotesk

Headlines, numbers, labels. Bold (700) for headings, tight tracking (-0.02em). Medium (500) for small labels.

See how AI talks about your brand

Aa

Inter

Body copy and interface text. Regular (400), Medium (500), Semibold (600). 13–16 px, line height about 1.6.

Track your brand's visibility across AI answers and turn insights into growth.

Both are open source (SIL OFL), free for commercial use. Files in fonts/. Fallbacks: Space Grotesk

→ Arial, sans-serif · Inter → system-ui, Arial, sans-serif.

Hairlines, cards, restraint

Frame lines

Thin vertical lines at 7%, 12%, 88% and 93% of the width echo the 12-column grid. They are the site's signature. Keep them at 1 px and very low contrast (#E4E4E4 on light, #232323 on dark).

Cards

White cards, 1 px #E4E4E4 border, 14–16 px corner radius, soft shadow. On dark: #1A1A1D with a 1 px #333 ring and a faint inner highlight.

One accent

Accent Indigo marks the one thing to look at: a link, a chip, a chart line. Never more than one accent on a screen area.

Corner radius



8 px buttons



10 px inputs



14 px cards



16 px panels



full pills

How we write

Do

Write short, concrete sentences.

Name the thing: "ChatGPT, Perplexity, Gemini and Claude".

Explain a number before showing it.

Write LiveMentions as one word, capital L and M.

Say what the next step is.

Don't

Use hype: "revolutionary", "game-changing", "10x".

Promise rankings or results we can't measure.

Invent statistics, quotes or customer logos.

Write "Live Mentions" or "livementions" in prose (URLs are fine).

Bury the point under jargon (GEO, AEO) without explaining it.

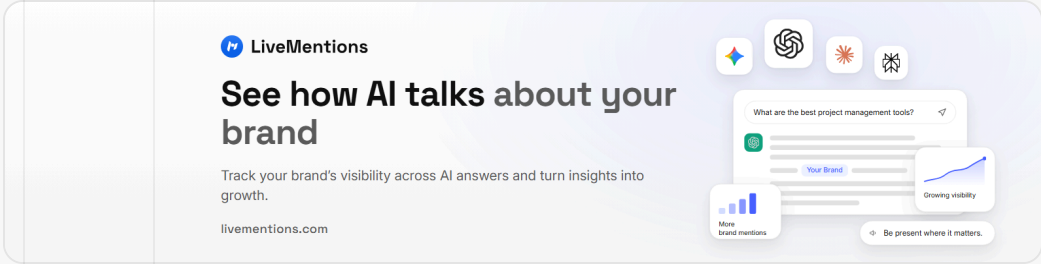
Descriptor AI brand visibility monitoring · **Boilerplate** LiveMentions shows how often ChatGPT, Perplexity, Gemini and Claude mention your brand, how you compare with competitors, and what to do about it.

AI provider logos

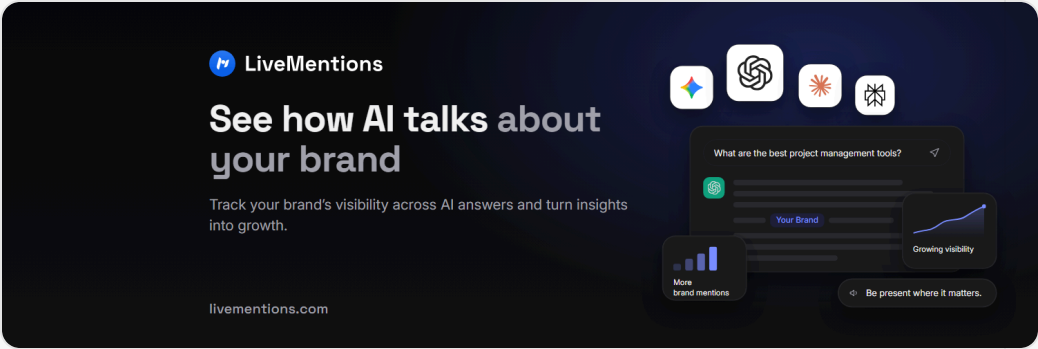
Templates and the website show the logos of ChatGPT (OpenAI), Gemini (Google), Claude (Anthropic) and Perplexity to say which engines we track. They belong to their owners.

RULE
Use each provider’s own mark, unaltered, in a neutral white tile.
Show them as “engines we track”, never as endorsement or partnership.
Follow each provider’s current brand guidelines if a mark is used at large size or in paid ads.
Keep them visually quieter than the LiveMentions logo.

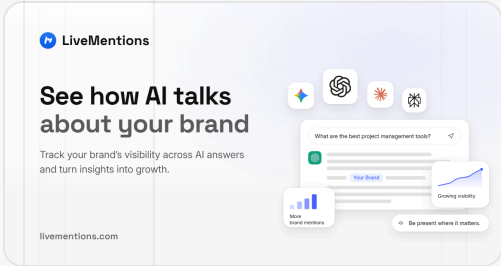
Social and marketing templates



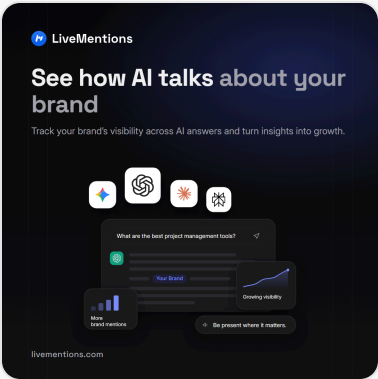
LinkedIn cover · 1584×396



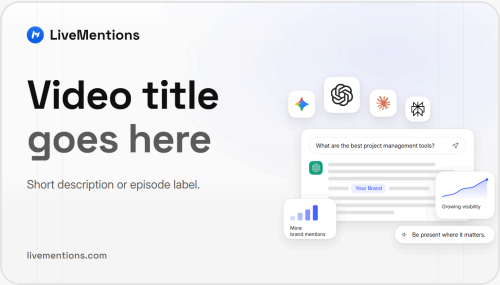
X header · 1500×500



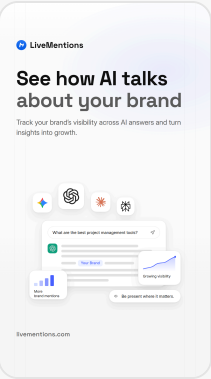
Open Graph · 1200×630



Instagram · 1080×1080



YouTube thumbnail · 1280×720



Story · 1080×1920

What’s in the kit

FOLDER	CONTENTS
logo/svg, logo/png	Horizontal, stacked, icon, wordmark. Colour, black, white. Light and dark.
icons/	favicon.ico/svg, Apple touch, Android, maskable, app icon, avatars, web manifest.
social/	Covers, share images, posts, stories, thumbnail, email header, video background. Light and dark.
colors/	colors.css, colors.json, tailwind-colors.js, palette.png.
fonts/	Space Grotesk and Inter (variable TTF) with licences.
_build/	Source scripts. Change the text in banners.mjs and run node build.mjs to regenerate every template.