

BRAND

# Prompted brand guidelines

Everything you need to show Prompted 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, 454 KB)

Press and media



- Naming
- Logo
- Colour
- 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**

Our name. One word, capital P.

✓ Write

**promptedbrand.com**

Our website, always lowercase. Use it when you link to us.

✓ Write

**Answer engine 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

**Prompted AI · Prompted Inc.**

No added 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

## Wordmark on dark

Default. Use it whenever you can.

[↓ SVG](#)[↓ PNG](#)

# prompted

## Wordmark on light

For white pages and print.

[↓ SVG](#)[↓ PNG](#)

pi

## Icon on dark

Avatars, favicons, app icons.

[↓ SVG](#)[↓ PNG](#)

pi

## 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



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

## Minimum size

prompted

WORDMARK · 96 PX / 25 MM

pi

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

Don't stretch or squash it

prompted

Don't recolour it

prompted

Don't remove the cursor

prompted

Don't add outlines or shadows

prompted

Don't place it on busy images

*Prompted Brand*

Don't retype it in another font

## COLOUR

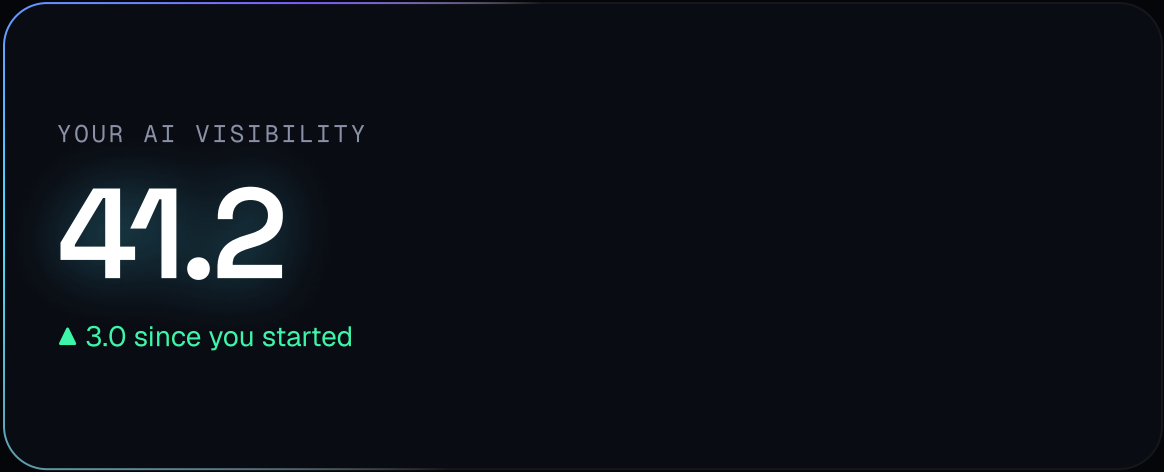
## Dark ground, one glow

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



# Light that points at the answer

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

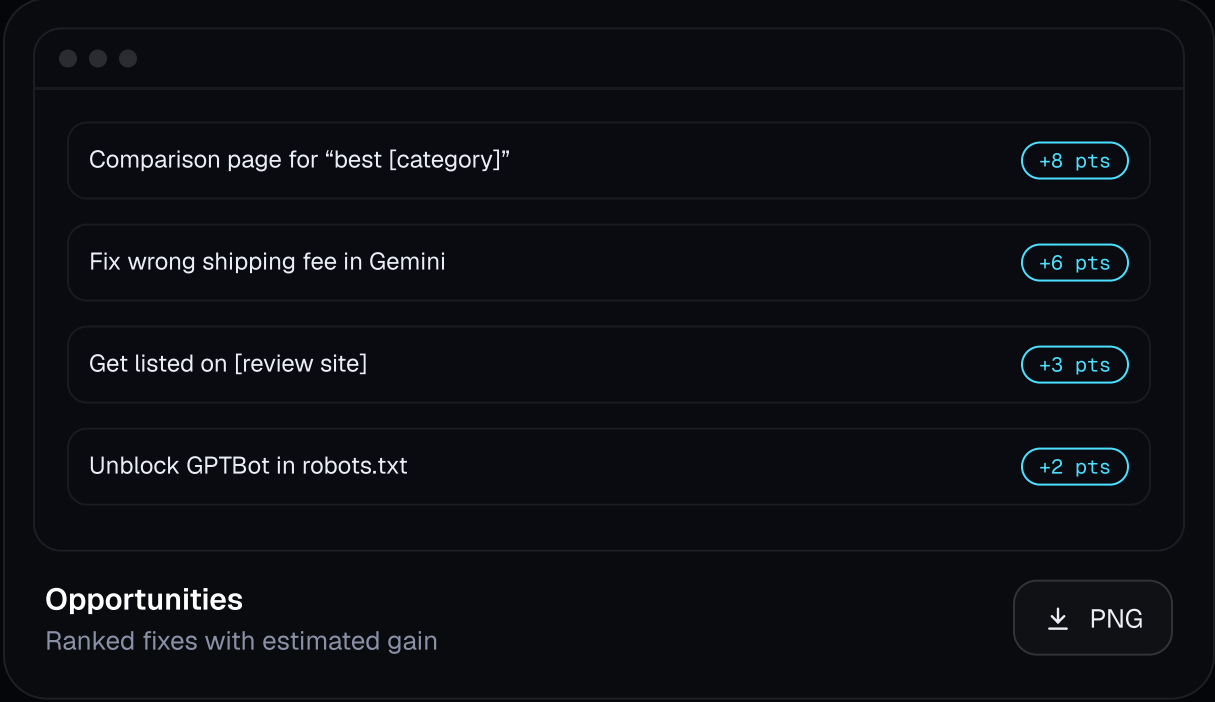
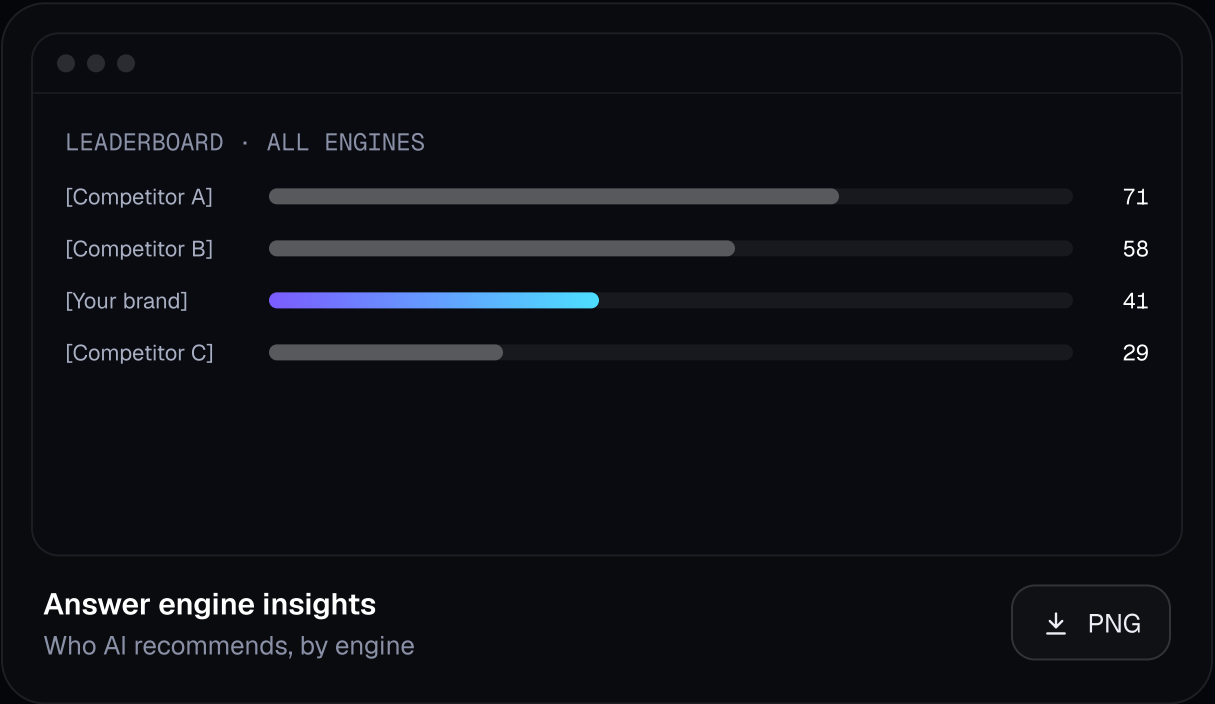
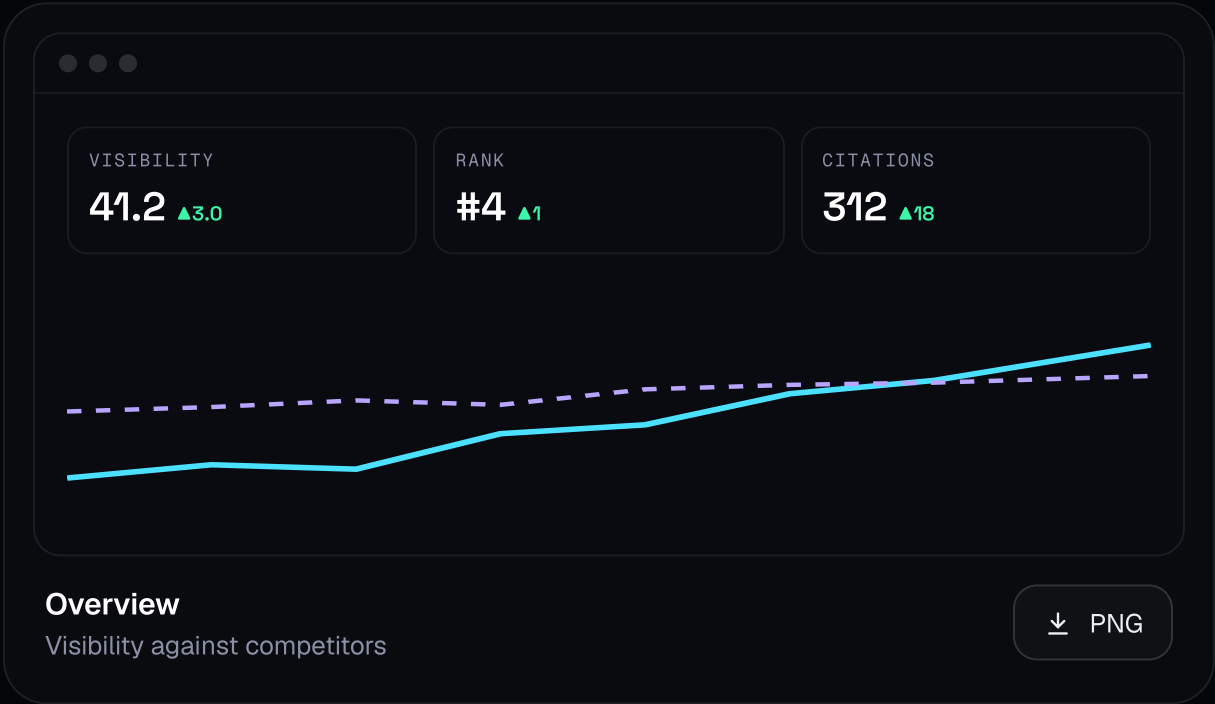


- **One glow per view**  
The rotating glow border goes on the single most important thing: the headline number, the selected item or the main panel.
- **Glow means “look here”**  
Use it on the primary button and on what changed. Never on body text, logos of other companies or decoration.
- **Light theme keeps the colour**  
On white, cyan stays vivid as a fill or line; text in the accent colour uses the deeper #0188AB 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.



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?

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

Go to Press →

See how AI answer engines talk about your brand,  
and win the answer.



Answer engine insights  
Content and agents  
For agencies  
Pricing

AI Visibility Index  
API docs

News  
Brand  
Press  
Talk to sales