

BRAND GUIDELINES

Ani Attamian

Visual identity and voice for the Ani Attamian keynote brand: logo, colour, typography and tone. Use these when producing event graphics, slides, listings and any material carrying her name.

01 Logo



The AA monogram (favicon and small-space mark) pairs the two initials with the salmon underline. The wordmark is set in Newsreader; the salmon underline is a fixed part of the mark, roughly the width of the middle of the name.

Keep clear space around the wordmark equal to the cap-height of the "A". Do not stretch, recolour the letters, add effects, or remove the underline. On photography, place the reversed mark over a dark or scrimmed area.

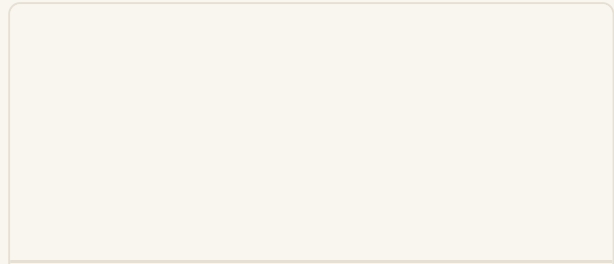
02 Colour



Charcoal

#282828

Text, dark sections, the reversed logo



Cream

#f9f6ef

Backgrounds, light text on dark



Blue

#193497

Primary buttons, links, active states



Salmon

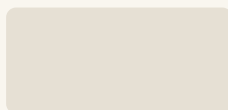
#eda398

The underline, highlights, warmth

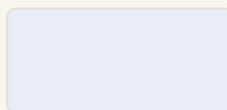
SUPPORTING



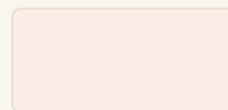
Muted
#5f5f5f



Border
#e6e0d4



Blue tint
#e9edf7



Salmon tint
#fbede6



Blue hover
#122775

Cream and charcoal carry the brand; blue is the single action colour; salmon is an accent used sparingly (the underline, small highlights). Keep body text charcoal on cream, or cream on charcoal, for contrast that meets WCAG AA.

Typography

NEWSREADER · SERIF · HEADINGS

Better to hear it from her than find it in the results.

Editorial serif for headlines, section titles and the wordmark. Weights 400–500. Sets the tone: considered, credible, human.

EINER GROTESK · SANS · BODY

The problem a company names is rarely the one costing it money. Ani's keynotes uncover the real institutional bottlenecks and turn them into clear, actionable plans.

Clean grotesque for all body copy, captions and buttons. Light 300, Regular 400, Bold 700.

EINER GROTESK HEAVY · LABELS

AI & BUSINESS TRANSFORMATION KEYNOTE SPEAKER

Heavy weight for eyebrows, micro-labels and big stat numbers, usually in salmon or charcoal, uppercase with wide tracking.

Voice & tone

How she sounds

Warm authority. Direct and concrete, with dry, self-deprecating wit. She values credibility over impact and specifics over abstraction, and says the thing others work around.

What we avoid

- Superlatives (huge, brilliant, amazing)
- Consultancy-speak (cut through, at scale, future-ready)
- Em dashes; use commas, colons or a full stop
- “Not X but Y” constructions and performed aphorisms

SIGNATURE LINES

“Movement is not progress.”

“People are infrastructure, not headcount.”

“I say what the deck won’t.”

When writing anything in Ani’s name, make a strong first attempt in this voice rather than hedging. Keep sentences plain and load-bearing.