



Brand Guidelines 2025

BRAND VISION & ARCHITECTURE

The only content creation platform that fuses **AI and Behavioral Science** to:

Create
high-impact
**content that
converts.**

by

Being **trusted,**
hyper-relevant &
deeply human.

thus

Maximizing
business results
- not just speed
and scale.

The Unique Sparky AI™ Advantage (Patent Pending!)



Uses Behavioral Science to resonate subconsciously & emotionally.

(vs. Generic AI Writing Tool)



Profiles Audiences deeply for maximum impact.

(vs. One-Size-Fits-All)



Built-In Marketing Strategy

(vs. just Content Creation)



Optimizes for Conversions

(vs. just Readability)



Integrated Visuals & Multimedia

(vs. Text-Only)



Everything in ONE Platform, cost-effective & scaled

(vs. Several)

Ambition & Purpose



Ambition:

To become the world's most trusted AI platform for human-grade marketing content that connects.
SOM \$67B.

Purpose:

Be a Force for Good and Role Model for responsible AI (with heart).

To transform the future of marketing by **empowering every marketer to create scaled content that truly connects with people and drives results** - through the **fusion of Behavioral Science & AI**.

SparkyAI is the only content creation platform that integrates deep behavioral insights with Gen AI speed and scale.

It empowers marketers to not just generate content, but to create content that works.

It helps move content from ‘smart’ to ‘effective’ by fusing AI with behavioral science.

Why is behavioral science important?

By decoding cognitive biases, emotional triggers, and decision-making short-cuts, it creates relevant content that incorporates how humans process, judge, and act on information – at scale.

SparkyAI! is a SaaS platform that features **persona discovery** (deep profiles), **behaviorally optimized AI content creation** (text, image, video soon), and **unique synthetic focus groups**.

Our Edge:

- ✓ **Cognitive Engine:** Uses Behavioral Science Models with Natural Language Programming (NLP).
- ✓ **Synthetic Focus Groups:** Unique rapid message testing and prediction (1 of handful globally).
- ✓ **Patent Protection:** 2 US Patent applications filed covering core methodology.

Brand Personality



Trait	How Sparky Embodies It
Imaginative	Unlocks creative, emotionally resonant content with Gen AI + behavior
Compassionate	Built to serve marketers who are tired of waste and disconnection
Caring	Designed to deeply <i>understand audiences</i> , not just scale content
Transparent	No black box: Validates content through testing, not just trust
Trailblazing with Purpose	It's category redefining. A new frontier: Behavioral science & AI. Challenges: More is better. Gives marketers tools they did not know they could have.

Brand Values



Values	What it Means
Create with Purpose & Insight.	The best content isn't just fast. It's thoughtful, human, and emotionally resonant.
Empower the Marketer as a trusted Partner.	We exist to elevate – not replace – the marketer. SparkyAI! is a partner, not a short-cut. We help teams do their best thinking.
Transparency by Design.	We show our work. We let users see how and why the content works. We are not a black box.
Curious and Human-Centered.	We never stop learning how people think, feel, and respond to content.

Tone of Voice



Expressive, not overhyped.

Confident, not arrogant.

Insightful, not overly technical.

Warm, not robotic.

Brand Archetype

The Creator with the Brain of the Sage



- A visionary AI platform empowering marketers to craft content that moves people and moves the needle.
- Blending **visionary imagination with intellectual credibility**, making it both **inspiring and trustworthy**.
- SparkyAI! doesn't just create. It creates with insight, clarity, and purpose.

Motto:	If you can imagine it, you can create it.
Core Drive	To create something original, meaningful, and emotionally resonant.
Trailblazing Style	Through innovation, design, meaning, intellectual curiosity and credibility.
Fellow Creator & Sage Hybrid Brands	<p>APPLE: Think different. Design-led innovation, grounded in deep user understanding. Creator: Bold design, beautiful storytelling, intuitive UX. Sage: Intellectually disciplined</p> <p>IDEO: Human-centered design-thinking firm with both creation & insight. Creator: World-changing innovations through creativity. Sage: Research-backed design strategy & systems thinking.</p> <p>TED: Ideas worth spreading. Creator: Public speaking, narrative, visual content. Sage: Expert-level thinking, deep human truths</p>

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COLOR PALETTE

Color Palette



- A trio in harmony: Brain, Heart, and Voice. We build with intelligence, we speak with clarity, and we connect with feeling.
- Blue anchors. Magenta energizes. Light blue simplifies and makes it approachable.
- Visually, they create high contrast for bold storytelling.
- Psychologically, they speak to both the rational decision-maker and the emotionally-driven creator.

Background: Indigo Blue

Symbolizes

Logic, Trust, Tech, Depth, Future.

Why it matters

It grounds the brand in credibility and evokes confidence in Sparky's AI and Behavioral Science foundation.

Purple undertone adds imagination, transformation - which is what a visionary AI brand like Sparky AI is about.

Emotional Effect

Calms, reassures, signals reliability and trust. Especially important in tech and B2B spaces where trust is a buying factor.



353C76

Headline Fonts: Magenta

Symbolizes

Creativity, Emotion, Imagination, Energy

Why it matters for SparkyAI!

It injects humanity and warmth into the brand. It reflects the 'why' behind Sparky - creating content that resonates emotionally, not just logically.

Emotional Effect

Inspires, grabs attention, and hints at innovation with heart. In a world of cold grey or blue tech branding, magenta makes Sparky feel alive.



C81A78

Sparky Logo: Light Blue

Symbolizes

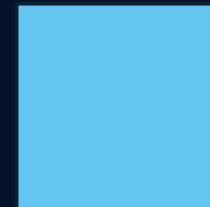
Creativity, Usability, Easy To Use

Why it matters for SparkyAI!

Like a breath of fresh air, makes Sparky more approachable. Helps the logo pop on dark colors, feels modern and clean.

Emotional Effect

Mental clarity, calm, helpful.



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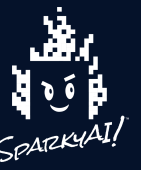
LOGO, TRADEMARK & TAGLINE

Logo & Trademark



FONT AND STRUCTURE

Font & Structure



Headlines:

Montserrat Semi Bold

Body Copy:

Acumin Variable Concept Regular

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BRAND ASSETS

Design Guidelines

Design is the silent ambassador of our brand. It builds trust and credibility.



USE

Visual Style

- Expressive, clean design with room for personality. Think Apple, Lego.
- For Marketers – intuitive, visually credible
- Spark-like visuals to show originality & insight.
- Sparky Logo (some room to optimize).

Color Palette:

- Dark blue (trust, intelligence).
- Magenta pink (creativity, emotion).

Fonts:

- Rounded and humanistic fonts that balance professionalism with warmth.

Voice & Language:

- Insightful and emotionally intelligent.
- Clear with end-user in mind.
- Purposeful, confident, human.
- Language that champions the marketer.
- Empathetic.

DO NOT USE

Visual Style

- General AI imagery – too sterile, fake, and cold.
- Overly geometric or robotic designs.
- Childish cartoons or memes.
- UX for engineers, not marketers

Color Palette:

- Default tech blue palettes.

Fonts:

- Geometric font.

Voice & Language:

- Buzzwords without meaning.
- Language that is too technical and not focused on the end-user.
- Arrogant or preachy tone.
- Playfulness without purpose.

Merchandise



SMARTER CONTENT. HUMAN CONNECTION. REAL RESULTS.

The first AI content creation platform powered by Behavioral Science.

Atlanta-based | 2 patents pending |
Named 2025 top 10 most innovative GA tech companies (TAG)

What makes SparkyAI!™ unique?

- Human content that connects with people and drives results
- Cognitive Engine: Fuses Behavioral Science models with NLP
- Synthetic focus groups for instant testing

Early Results

- Proven efficiency: 2X sales velocity | 3X email open rates
- Proven ROI: +78% PPC conversion rate
- Happy customers: "It's like hiring a strategist, not a tool."

Build for marketers who want content that converts

- 3-tiered pricing for professionals, teams, and enterprises

✉ Let's talk: ted@sparky.ai | 🌐 Learn more: www.sparky.ai



*"If AI is the engine, behavioral science is the map.
We built SparkyAI!™ to create content that actually moves people."*

— Ted Tagalakis, Founder & CEO

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Curious to learn more?
Reach out to our CMO Elena Pinakatt
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