

SiRA

COMPLETE BRAND SYSTEM · VERSION 1.0

Intelligence made visible

Identity, language, imagery, interfaces and reusable templates

31 AUGUST 2026 · [SIRAINTELLIGENCE.COM](https://siraintelligence.com)

01 · FOUNDATION

One system for complex decisions

SiRA turns evaluation, portfolios, programmes, events and outcomes into one coherent intelligence system.

PURPOSE

Give organisations a connected foundation for evaluating opportunities, managing programmes and demonstrating outcomes.

POSITION

Intelligence infrastructure for venture and innovation ecosystems.

PROMISE

Consistent evidence, clearer decisions and traceable outcomes across every operational stage.

The brand architecture stays simple

One corporate brand, one platform and fifteen product names. Visual consistency creates the family.

SiRA Intelligence

CORPORATE BRAND

SiRA Platform

SOFTWARE ENVIRONMENT

SiRA [Product]

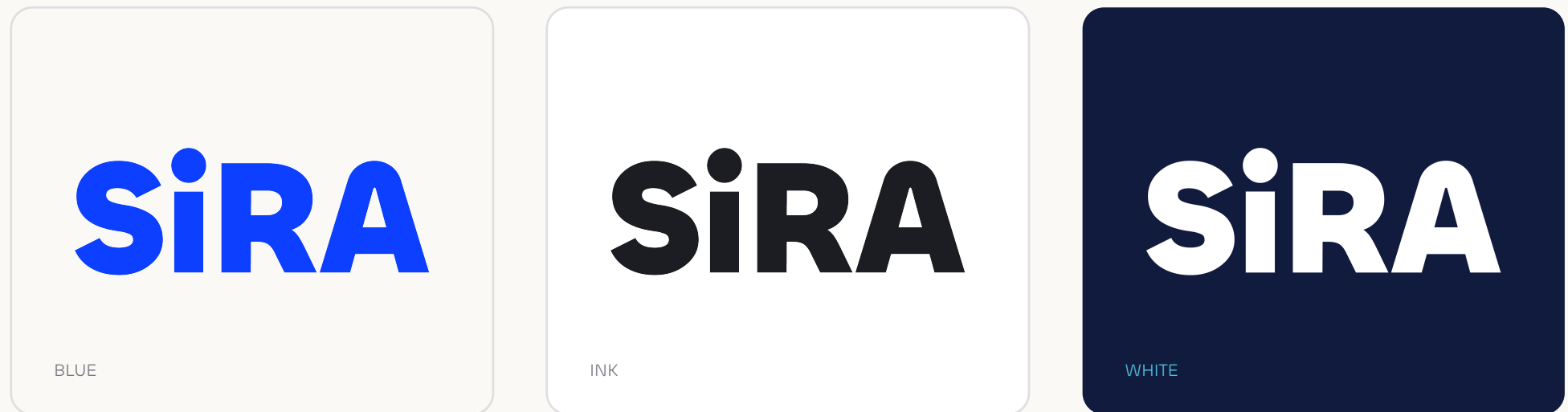
MODULAR PRODUCTS

ALWAYS: SiRA · NEVER: SIRA, Siro, SiRa

03 · IDENTITY

The wordmark is the anchor

Use the blue wordmark on calm light surfaces, white on dark imagery, and ink when color reproduction is limited.



All production SVGs in the kit use outlined paths and are safe to send to printers.

04 · CONTROL

Give the mark enough room

Clear space protects recognition. Minimum sizes prevent the distinctive letterforms from collapsing.

**MINIMUM SIZE**

Digital 96 px

Print 25 mm

App icon: 24 px minimum

Recognition depends on restraint



Do not alter the SiRA casing.



Do not stretch or compress.



Do not recolor with gradients.



Do not place on busy, low-contrast areas.



Do not add shadows, outlines or effects.



Do not build separate product logos.

Electric blue, grounded by ink



Use SiRA Blue deliberately: one dominant action or conclusion per composition. Cyan supports data and light; it never replaces body text.

Contrast is part of the brand

Ink on Warm White

Contrast 16.0:1

White on SiRA Blue

Contrast 6.6:1

White on Signal Navy

Contrast 16.9:1

Ink on Aurora Cyan

Contrast 8.9:1

Target WCAG AA: 4.5:1 for normal text and 3:1 for large text. Never use white body text on Aurora Cyan.

08 · TYPE SYSTEM

Chillax leads. Satoshi explains.

Intelligence needs structure

Chillax Semibold · display and section titles

Evidence remains readable across every operational stage.

Satoshi Regular · body, reports and interface copy

LABELS USE SATOSHI 600 · UPPERCASE · +12% TRACKING

09 · HIERARCHY

A compact scale keeps every channel
recognisable

Display XL

70 / 1.02 / -3%

Display L

50 / 1.06 / -2.8%

Heading M

38 / 1.12 / -2.4%

Body

16 / 1.625 / 0

Label

11 / 1.2 / +12%

10 · PRIMITIVES

Field. Grid. Trace. Node.

The system shows structure without turning every layout into a dashboard.

FIELD

Depth and atmosphere



GRID

Operational structure



TRACE

Movement through stages



NODE

Evidence or verified point



Three visual territories, one logic



Aurora field



Intelligence field



Intelligence architecture

Use operational photography only when it shows real work: evaluation, research, prototypes, review and decisions.

One stroke language across fifteen products



Assess



Portfolio



Awards



Match



Connect



Events



Partner



Tickets



Badge



Kiosk



Side Events



Forms



Communications



Proof



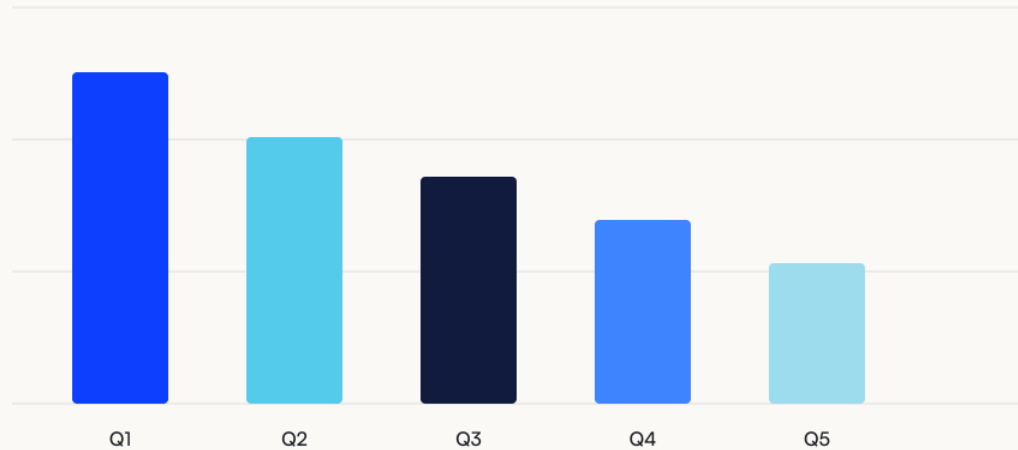
AI Assistant

24 × 24 grid · 2 px round stroke · no filled containers by default · icon inherits the color of its context

Evidence, not decoration

Charts use direct labels, restrained color and a visible conclusion.

PORTFOLIO READINESS - ILLUSTRATIVE



Source: illustrative data only. Replace with verified data and a complete source line.

Lead with the finding

Use SiRA Blue for the series that carries the conclusion.

Rules

1. Start axes at zero for bars.
2. Label units and time periods.
3. Keep 3-5 series per chart.
4. Put the source under the chart.
5. Use cyan as support, never as body text.

SiRA components

A restrained interface language for digital products and communications.

Primary action

Secondary action

● Verified

OPERATING SIGNAL

Evidence stays connected

Use one clear headline, one explanation and one action.

Updated 31 Aug 2026

DECISION READINESS

82%

Illustrative score

STATUS LANGUAGE

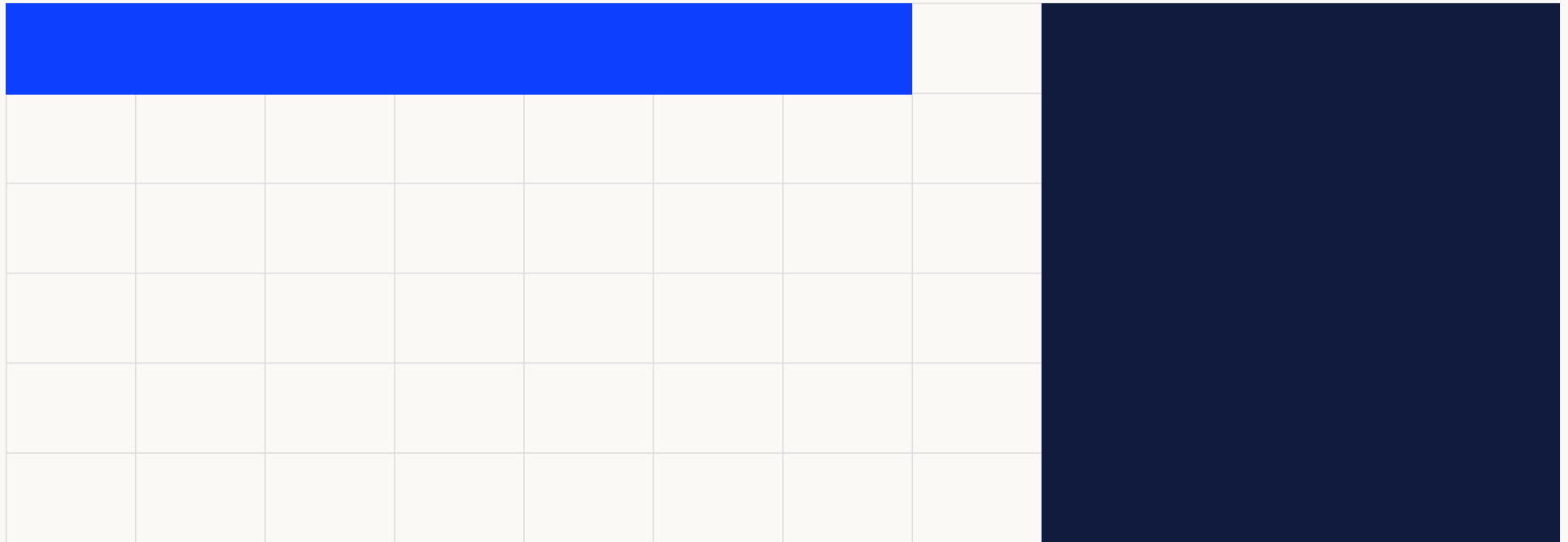
● Active

● Review

● Draft

8 px base unit • 8 px control radius • 12 px card radius • 1 px borders • shadows only for elevation

Use fewer elements with stronger hierarchy



12 columns · 8 px base unit · generous outer margins · one dominant message per composition

Confidence comes from specificity

STRUCTURED

Make the logic visible.

DECISIVE

Lead with the point.

EVIDENCE-LED

Name the method or proof.

OPERATOR-MINDED

Connect insight to action.

CLAIM □ CONTEXT □ MECHANISM □ OUTCOME

17 · WRITING

Every sentence should carry operational meaning

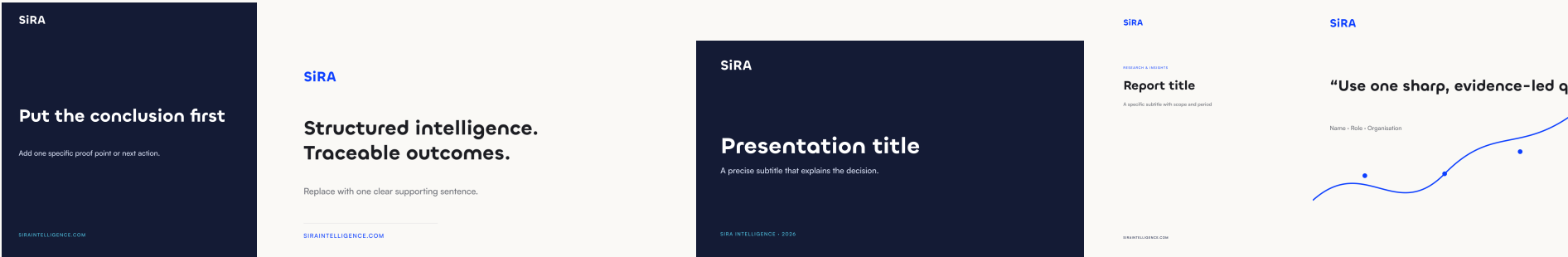
WEAK Our revolutionary AI-powered platform seamlessly transforms ecosystems.

SIRA SiRA gives every reviewer the same criteria, evidence and scoring logic. Decisions become easier to compare, explain and audit.

WEAK Learn more about our end-to-end solution.

SIRA Explore how SiRA Assess structures selection and reviewer decisions.

Templates protect speed and consistency



Editable SVG masters and a PowerPoint starter deck are included in the kit.

19 · OUTPUT

Use the right asset for the job

PRINT

Outlined SVG or vector PDF

CMYK proof required for large blue fields

DIGITAL

SVG for logos; PNG for raster imagery

Use sRGB and preserve transparency

CANVA

PNG logos plus editable SVG templates

Install fonts before importing templates

POWERPOINT

Included editable .pptx starter

Install Chillax and Satoshi locally

20 · GOVERNANCE

A brand system only works when the team uses it

Keep one source of truth, retire old logo files and review new templates against these controls.

- 1 Upload the kit into Canva using the folder map.
- 2 Install Chillax and Satoshi from Fontshare.
- 3 Replace legacy live-text SVG logos with outlined masters.
- 4 Keep product names within the SiRA family.
- 5 Review the system after six months of real use.

Baseline sources: SiRA supplied assets · siraintelligence.com · Fontshare · Lucide Icons