



by Synoviq, Inc.

Brand Identity & Design System

The official guide to OptiKratos visual identity, color system, typography, and UI standards.

G2 Leader

SOC 2

GDPR Ready

WA BSP

Brand Story & Mission

OUR MISSION

Empower every business to deploy autonomous AI agents that sell, support, and scale — across every messaging channel, 24/7, without human limits.

SELL

AI Sales Agents that qualify leads and close deals automatically across WhatsApp, IG & more.

SUPPORT

AI Support Agents resolving 97.8% of queries in 1.4s avg. Self-learning, always-on.

SCALE

From 100 to 10M messages. Same agent, same quality. Enterprise-grade orchestration.

6 PRODUCTS



Marketing



CRM



Live Chat



Booking



WhatsApp



Admin

Logo & Usage Rules

PRIMARY — DARK BG



SECONDARY — LIGHT BG



✓ DO

- Maintain clear space = 1× mark height on all sides
- Use gradient violet→dark on primary CTAs
- Always pair mark with wordmark in product UI
- Use SVG for all digital contexts
- Keep min digital size at 80px width

✗ DON'T

- Stretch, rotate, or distort the logo mark
- Place on backgrounds with <3:1 contrast ratio
- Apply drop shadows or glow effects to logo
- Change gradient direction or colors
- Use wordmark alone without the icon mark

Color Palette

PRIMARY



Kratos Violet

#7C3AED · Primary action



Violet Light

#9B5FFF · Hover / active



Violet Dark

#5B21B6 · Pressed / depth



Violet Pale

#EDE9FE · BG tints

SECONDARY



Kratos Cyan

#06B6D4 · AI / comms



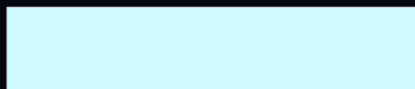
Cyan Light

#22D3EE · Hover / glow



Cyan Dark

#0891B2 · Depth



Cyan Pale

#CFFAFE · BG tints

ACCENT & STATUS



Kratos Amber

#F59E0B · Awards/price



Success Green

#10B981 · Positive



Error Red

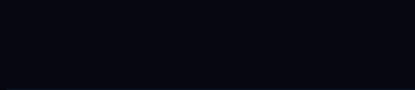
#EF4444 · Destructive



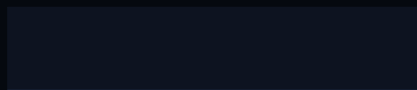
Accent Pink

#EC4899 · Highlights

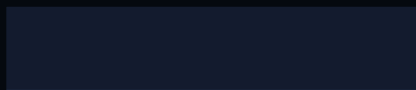
DARK SURFACES



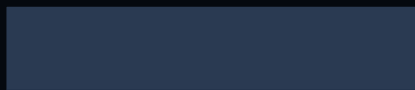
Surface 0



Surface 1



Surface 2



Surface 3

Type System

PRIMARY TYPEFACE — SF Pro Display

`-apple-system, 'SF Pro Display', 'Segoe UI',
sans-serif`

Aa Bb Cc Dd Ee Ff Gg 0123456789

The quick brown fox jumps over the lazy dog.

TYPE SCALE

NAME	SIZE	WEIGHT	USE IN PRODUCT
Display	38px	900	Hero headlines, page titles
H1	28px	800	Section headers
H2	22px	700	Card titles, subsections
H3	16px	600	Group labels, nav items
Body LG	14px	400	Primary reading text
Body	12px	400	Default UI text, descriptions
Label	9px	700	Tags, badges, metadata

Components & Patterns

BUTTONS



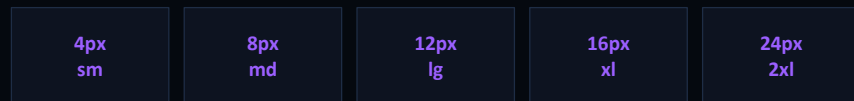
KPI CARDS



STATUS BADGES



BORDER RADIUS SCALE



Marketing Channel Colors



WhatsApp

Official BSP Partner · 32,100 msgs/mo

#25D366

--whatsapp-brand



Facebook

Meta Business Partner · 20,400 msgs/mo

#1877F2

--facebook-brand



Instagram

DMs & Story replies · 17,600/mo

#E1306C

--instagram-brand



TikTok

Creator campaigns & DMs · 14,900/mo

#FF0050

--tiktok-brand



Live Chat

Website & in-app chat · 10,200/mo

#06B6D4

--livechat-brand



Google WS

Gmail & Meet integration · 6,100/mo

#F59E0B

--google-ws-brand



 Channel colors are used ONLY for channel-specific UI. Never use as primary brand colors or outside channel contexts.

Do's & Don'ts

✓ DO

- Use Kratos Violet as the primary action color
- Use dark surfaces (#05090F, #0D1320) as default backgrounds
- Apply channel colors only for channel-specific components
- Maintain 4.5:1 contrast ratio for all body text
- Use gradient Violet #9B5FFF → #5B21B6 for CTA buttons
- Keep clear space equal to 1x mark height on all sides
- Use SF Pro Display / system font stack consistently
- Apply glassmorphism cards with border opacity in dark mode
- Always pair the logo mark with wordmark in product UI
- Use monospace fonts exclusively for code and data values

✗ DON'T

- Mix Violet and Cyan on the same interactive element
- Place the logo on backgrounds with less than 3:1 contrast
- Apply drop shadows or glow effects to the logo mark
- Use Inter, Roboto, or Arial as primary typeface
- Create purple gradients on white or light backgrounds
- Use Amber as a primary action or navigation color
- Apply channel colors outside their specific channel context
- Stretch, rotate, or distort the logo mark in any way
- Default to light mode — dark is the OptiKratos standard
- Create new colors outside the defined brand palette

Spacing, Motion & Icon System

SPACING SCALE — 4px BASE UNIT



ANIMATION TOKENS

0ms Instant Toggles	150ms Fast Hover	250ms Normal Panels	400ms Slow Modals	600ms Deliberate Onboarding
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Easing: cubic-bezier(0.4, 0, 0.2, 1) for all transitions

ICON SYSTEM · GRID · Z-INDEX

Icon Library

Lucide Icons (MIT)
1.5px stroke · round caps
16 / 20 / 24 / 32px sizes

Layout Grid

Desktop: 12-col · 24px gutter
Tablet: 8-col · 20px gutter
Mobile: 4-col · 16px gutter

Z-Index Scale

Base 0 · Raised 10
Sticky 100 · Overlay 200
Toast 300 · Max 9999



OptiKratos

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Sell. Support. Scale.

Autonomous AI Agents for Modern Business



WhatsApp · Facebook · Instagram · TikTok · Live Chat · Google WS

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