intelligence

Brand Guidelines

Version 1.2, November 2026



A product of PT Arfadia Digital Indonesia

arfadia.com

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How to use this guide

These pages set the rules for everything that carries the Arfadia Intelligence name. Follow them as written; they exist so a client sees one product, wherever they meet it.

Who it is for

The Arfadia team, Instinct designers and developers, and partners who produce material that carries the Arfadia Intelligence name.

What it covers

Brand, voice, logo, color, type, graphic language and the places people meet the product: portal, reports, social, email.

When in doubt

Pick the clearer option. Then ask the Arfadia team before anything new goes out.

01

Brand

What Arfadia Intelligence is, what it promises, and how it sits under Arfadia.

One portal per project

Arfadia Intelligence is a per-project analytics portal. It puts performance summaries, search visibility, brand mentions in AI answers, links, site health, targets and priorities in one place, so owners, marketers and technical teams read the same numbers.

Three views of one project

Executive

Condition, targets, decisions and the next step.

Marketing

Demand, content, opportunities and visibility in search and AI answers.

Technical

Site health, speed, links and the detailed data behind them.

Understand your digital performance. Check the evidence. Decide the next step with Arfadia.

Numbers with context.

Evidence before conclusions.

From measurement to priorities.

Four attributes

Clear

We are

Plain words, one idea at a time, jargon explained once.

We are not

Clever, vague or crowded.

Calm

We are

Measured and steady. Honest about what is not measured yet.

We are not

Hype, alarm or urgency for its own sake.

Evidence-based

We are

Every number with its period, source and date.

We are not

Claims we cannot show.

Close to decisions

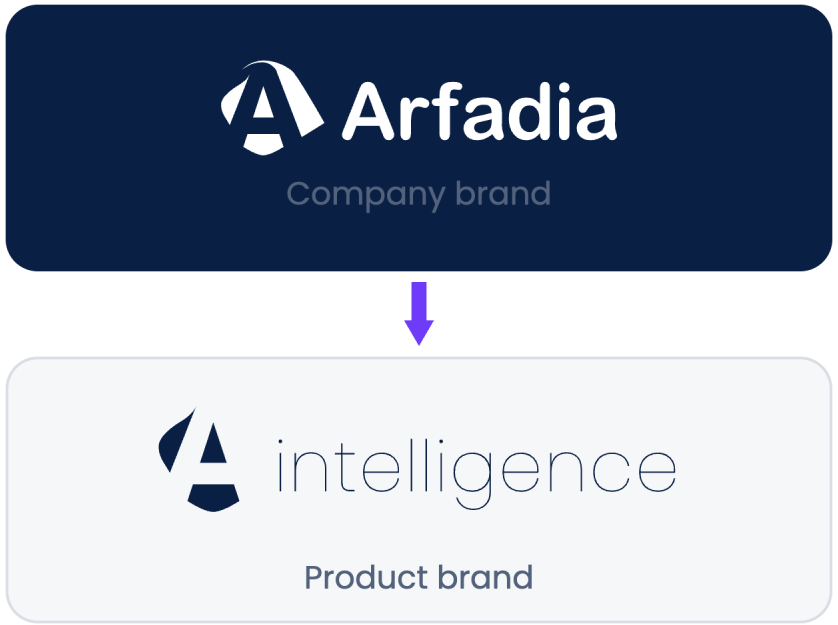
We are

Each insight ends with a next step and an owner.

We are not

Reports that stop at the chart.

How it sits under Arfadia



- Write the full name, Arfadia Intelligence, in sentences. Never shorten it to AI, Intelligence or Arfadia AI.
- The logo spells intelligence in lowercase. In running text both words start with a capital.
- The assistant inside the portal is called Ask Arfadia Intelligence.
- Arfadia stays the company brand. Contracts, invoices and proposals carry the Arfadia logo.

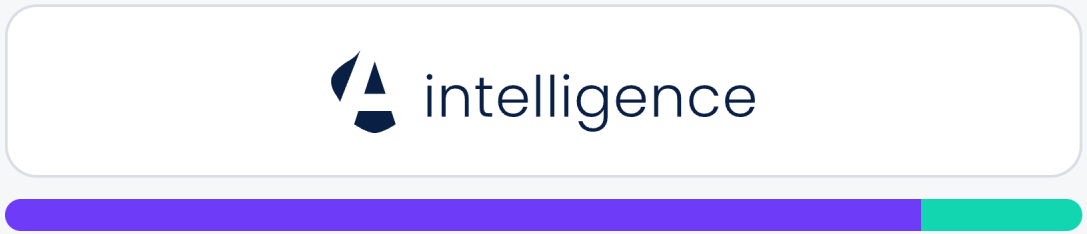
Two brands, one loop

Both brands use the same two accents in opposite roles, because each needs the other.



Arfadia, the agency

Teal leads: people, strategy and execution. Purple supports: the data behind the work.



Arfadia Intelligence, the product

Purple leads: measurement, evidence and insight. A little Teal: the one moment the Arfadia team steps in.



On every screen this becomes one rule: Purple for what the data says, Teal for the one thing the Arfadia team does next.

02

Voice

How we sound when we write about numbers.

Voice and tone

Personality stays fixed; tone adjusts to the reader. An owner wants the decision, a developer wants the URL. Both get the source.

Attribute	In writing	Sounds like
Clear	Short sentences and plain verbs. Define a term the first time.	"Impressions are how often your pages appeared in search."
Calm	No exclamation marks, no superlatives, no alarm.	"Clicks fell this week. Two pages explain most of the drop."
Evidence-based	Period, source and date next to every figure.	"Search data, 1 to 31 October 2026."
Close to decisions	Close with the next step and who takes it.	"Next step: rewrite two page titles. Arfadia drafts them by Friday."

Write this, not that

Write this	Not this
✓ Your brand appeared in 14 of 40 tracked AI answers in October.	Avoid AI loves your brand!
✓ Targets are working goals agreed with your team.	Avoid Guaranteed page-one rankings.
✓ Waiting for a lead source. This is not zero.	Avoid 0 leads
✓ Send your priorities to the Arfadia team for review.	Avoid Approved automatically. Work starts now.

Figures in the first example are for illustration only.

Words we use

Three words carry most of the product: recorded, target and waiting for a source. Use them the same way in the portal, in reports and in sales material.

Use

- recorded
- target
- waiting for a source
- period
- source date
- evidence
- mention
- citation
- priority
- next step
- baseline
- scenario

Avoid

- guaranteed
- instant
- real-time (unless it is)
- explode
- dominate
- magic
- revolutionary
- all your data
- fully automated
- AI-powered everything

Claims we can and cannot make

We can say	We do not say
Three views for different decisions.	Each account role has passed a full security test.
Answers refer to the sources and dates on record.	The assistant knows your whole business in real time.
See records of where AI answers mentioned or cited your brand.	We control what AI says about you.
Track targets and progress against a baseline.	Targets are guaranteed.
Download the reports and data that are available.	Every export works for every size, language and period.
Send your scope to the team for review.	Proposals, approvals, billing and work run automatically.

From the product brief of 14 November 2026. Check every claim against the live portal on the day you publish.

03

Logo

One mark, built from the Arfadia A.

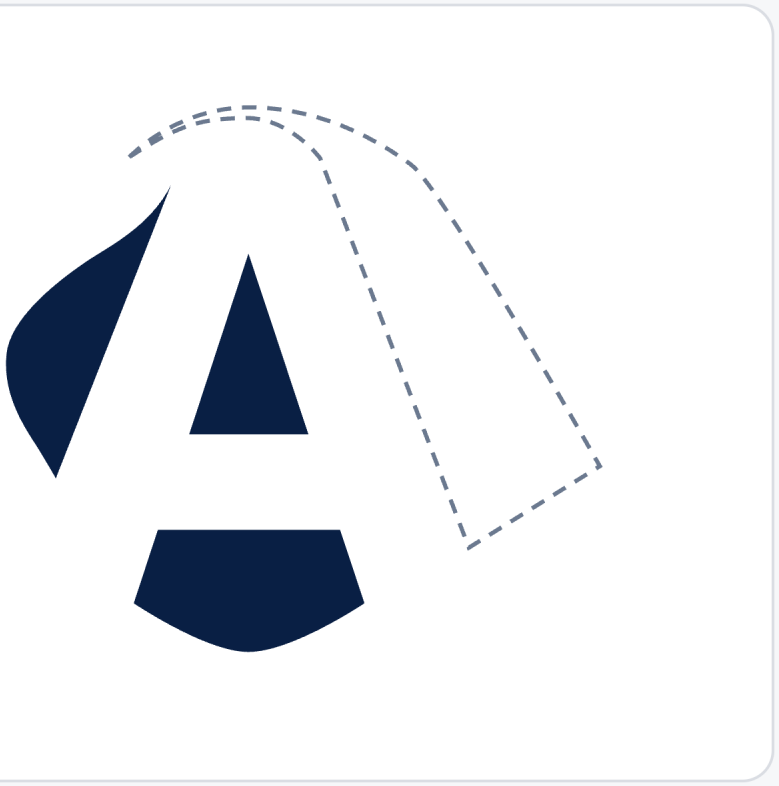


The primary logo



The cut A and intelligence, both in Navy. On dark backgrounds the same logo in White. Purple and Teal never go into the logo.

Anatomy



The cut A

The leaf, the triangle and the base come unchanged from the official Arfadia mark, in Navy.

The open side

The right swoosh is left out (dotted outline). The space it leaves belongs to the product name.

The word

intelligence in Poppins Thin, lowercase, letter-spacing +2%. Always taken from the master file, never retyped.

The angle

The triangle and the base lean about 18 degrees. That angle returns in the graphic language.

Three versions



Horizontal

Primary. Headers, documents, the website.



Stacked

Square and tall spaces: login screen, covers, avatars.



Symbol

App icon, favicon and small spaces where the full name already appears nearby.

Color versions

The logo has one color: Navy, or White on dark. Purple and Teal stay in the interface around it, never inside it.



Navy, primary, on White and light surfaces



White, on Navy and dark surfaces



Navy on light glass, portal header, light theme



White on dark glass, portal header, dark theme

Clear space



Keep 1x of empty space on every side.

x is the height of the base piece of the A. No text, edge, photo or other logo enters this area. The shaded squares show 1x.

Minimum size

Measured on the height of the A. The stroke of Poppins Thin is 2% of its size, so it reaches 1 px only at 50 px. Below 72 px the word switches to Poppins Light.

Version	Screen	Print
Horizontal, master	72 px and up	12 mm
Horizontal, small-use	24 to 71 px	not used
Stacked, master	104 px and up	20 mm
Symbol	16 px and up	5 mm



Master file, Thin word, 72 px and up



Small-use file, Light word, 24 to 71 px

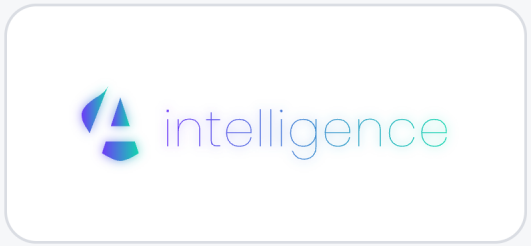
Do not



Rebuild the full Arfadia mark



Stretch or squash



Add gradients, glows
or shadows



Retype or capitalize the word



Put Purple in the logo



Put Teal in the logo



Rotate or tilt



Change the order

With Arfadia and with clients



Arfadia endorsement

For first contact and the website. A vertical rule sits between the two logos with 2x of space on each side.



Client reports

The client logo matches the height of the A. Get the client's written approval before you publish.

04

Color

Navy and White carry the brand. Purple marks the data. Teal is rare.

The palette

Navy

#091F44

RGB 9, 31, 68

The logo, text, structure and dark surfaces.

Purple

#6E3BF8

RGB 110, 59, 248

Interface accent: the data and the active state. Never in the logo.

White

#FFFFFF

RGB 255, 255, 255

Space and light surfaces.

Teal

#12D6B0

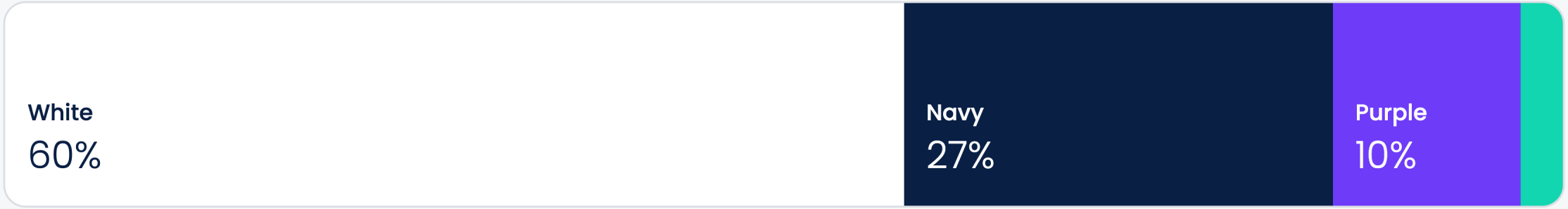
RGB 18, 214, 176

Rare. One main action per screen, handed to the Arfadia team.

Support tones

- Light Purple #A248F8 — Purple on Navy
- Navy 70% #53627C — Secondary text
- Navy 15% #DADDE3 — Borders, grid lines
- Navy 4% #F6F7F9 — Quiet surfaces

Proportion



Most surfaces are White. Navy carries the logo and the words. Purple marks the data and whatever is active. Teal stays small: one main action per screen, where the Arfadia team steps in.

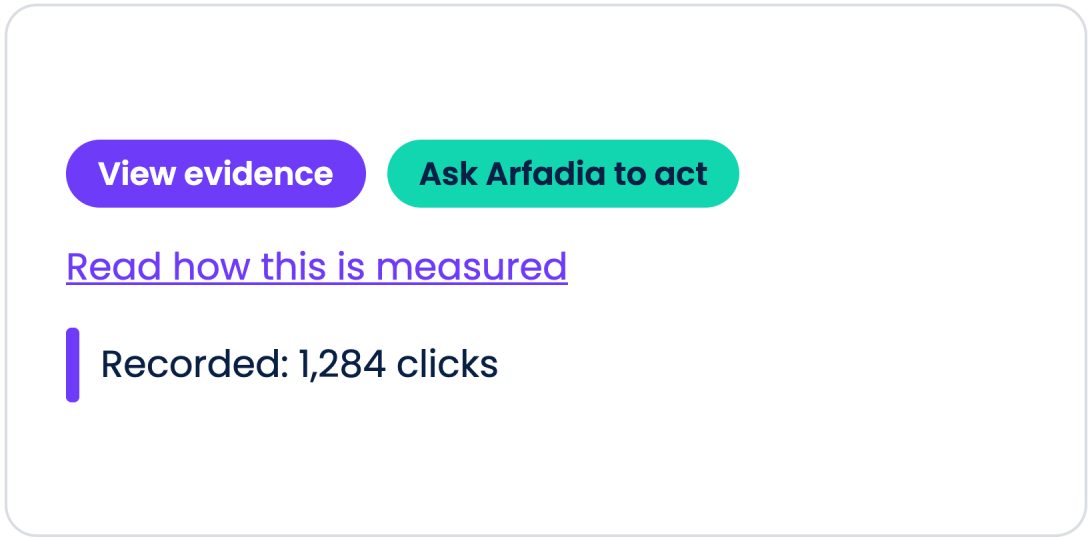
Arfadia, the agency, runs the pair the other way round: Teal leads, Purple supports. No red, yellow or green here; a drop is an arrow and a word.

Contrast pairs

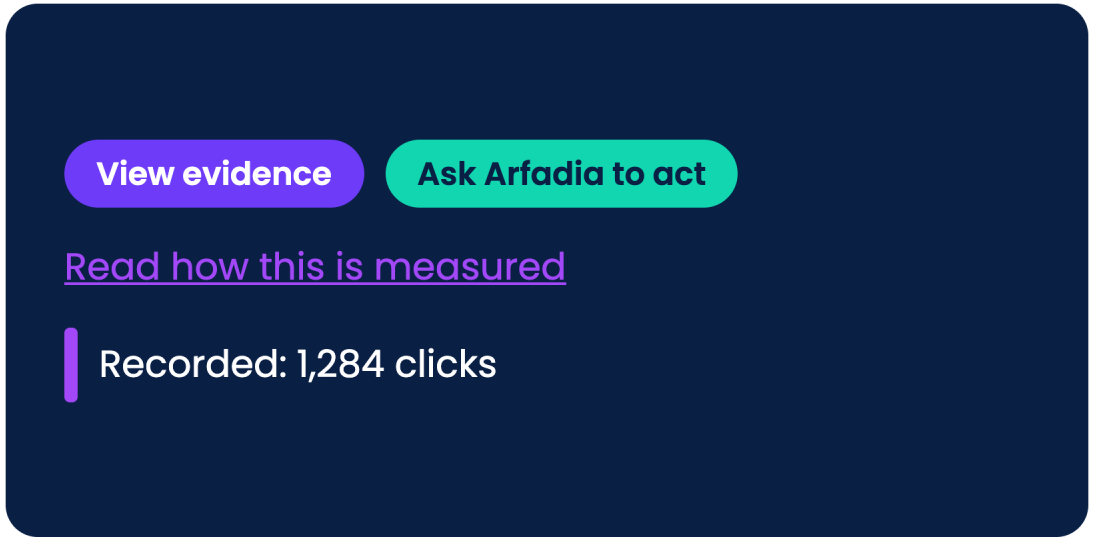
Pair	Ratio	Use
Navy and White, either way	16.3 : 1	All text at all sizes, Thin included
Purple and White, either way	5.8 : 1	Text, buttons, links, lines and icons
Navy and Teal, either way	8.7 : 1	Text, buttons, lines and icons
Navy 70% on White	6.2 : 1	Secondary text
Light Purple on Navy	3.7 : 1	Lines, icons, chart marks, text 24 px and up
Purple next to Teal	3.1 : 1	Large shapes only, never text
Purple on Navy	2.8 : 1	Fills only, with White text on them
Teal on White	1.9 : 1	Fills only, with Navy text. Never text or thin lines

Ratios computed with the WCAG 2.2 formula. Text needs 4.5 : 1, or 3 : 1 at 24 px and up. Icons, chart marks and control edges need 3 : 1.

Purple and Teal in the interface



On White: Purple for data, links and active states. Teal fills the one main action on the screen, always with Navy text.



On Navy: Light Purple for links, lines, icons and big numbers. Teal for the one main action. Small text stays White.

05

Typography

One family, five weights.

Poppins

Aa

Geometric sans serif by Indian Type Foundry. Free under the SIL Open Font License and available on Google Fonts.

Thin 100	The logo word and display lines, 50 px and up
Light 300	Large display text and quotes
Regular 400	Body text
Medium 500	Labels, buttons and numbers in tables
SemiBold 600	Headings

Type scale for screens

Style	Weight	Size / line, px	Use
Display	Thin 100 or Light 300	64 / 72	Hero lines, covers
Heading 1	SemiBold 600	40 / 48	Page titles
Heading 2	SemiBold 600	28 / 36	Section titles
Heading 3	Medium 500	20 / 28	Card titles
Body	Regular 400	16 / 26	Paragraphs
Small	Regular 400	14 / 22	Notes, sources, dates
Label	Medium 500	12 / 16	Tabs, chips, axis labels. The minimum.
Numbers	Medium 500, tabular figures	as the line	KPI values and tables

Slides use the same styles at about twice these sizes, never under 24 px. Print follows the screen scale in points.

Using Thin well

Example

Numbers with context.

Clicks, 1 to 31 October

50 px and up

Its stroke is 2% of the font size: 1 px at 50 px. In print, 24 pt and up.

Navy and White only

Thin text sits on White or Navy, the two pairs at 16.3 : 1.

Never for reading

No body text, labels, buttons or table numbers in Thin.

Pair it with weight

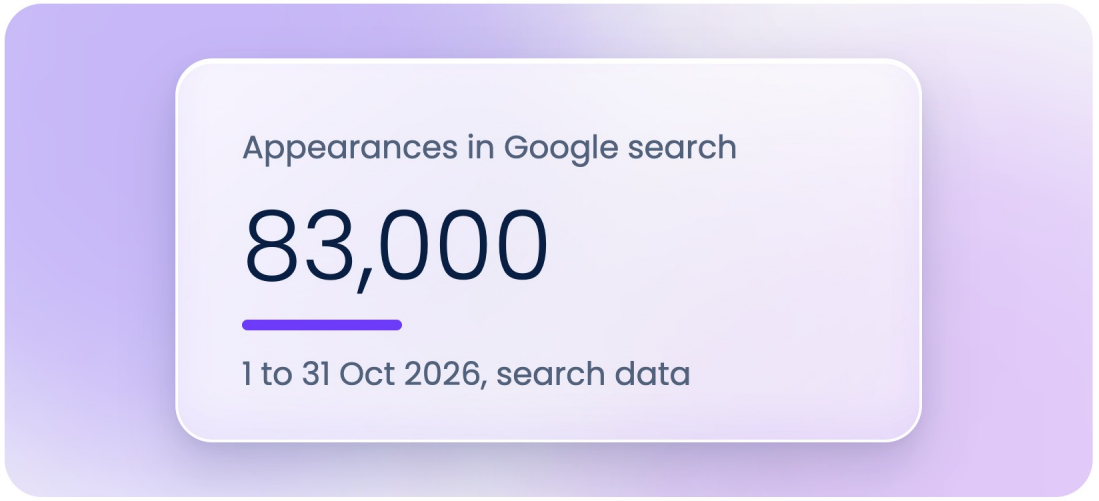
Next to Thin, use SemiBold. Two light weights together look washed out.

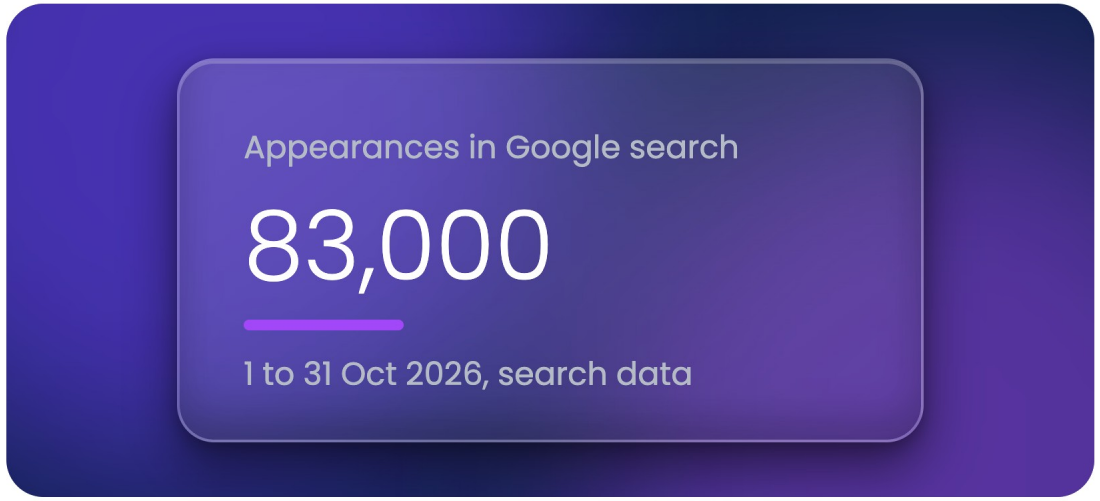
06

UI style

Raised glass: clear like glass, lifted off the page.

Raised glass





Light

Fill White 86% to 52%, blur 24 px, edge 2 px White 95%. Light from above: a White line inside the top edge. A soft shadow below: 0 20 40, Navy 16%.

Dark

Fill White 16% to 5%, blur 24 px, edge 2 px White 22%. Inner top line White 22%. Shadow 0 20 40, Black 50%.

Rules

Glass needs color behind it: soft Purple fields on the canvas. One glass layer, never glass on glass. Text keeps 4.5 : 1 at its worst spot.

Raised glass for data





Rings and donuts

Thick glass ring with a light line on its outer rim and a shade on its inner rim. The center is a raised glass disc carrying the number.

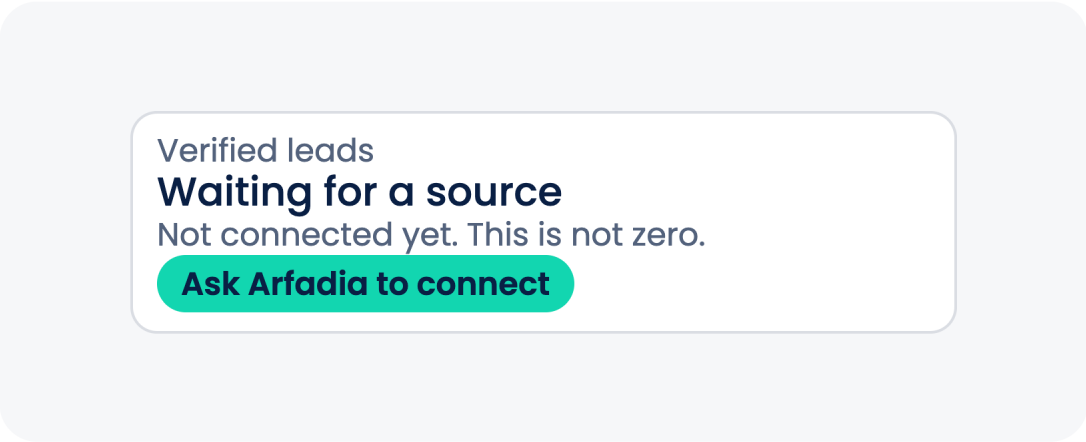
Bars and wells

Bars sit in a sunken glass well. The current bar is Purple with a light edge; the rest are clear glass or Navy tints.

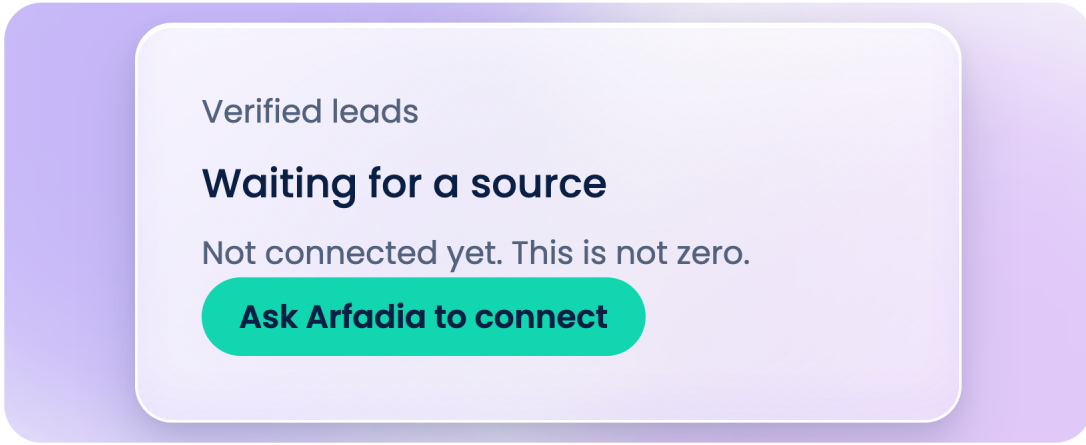
Rules

Depth is decoration. The marks themselves still reach 3 : 1, and every value keeps its period and source.

Room to breathe



Too tight, the button touches the edge and the lines stack up



With room, the same content, easy to read

Card padding

32 px in the portal, 24 px on phones, 48 px in slides and print. Nothing touches the edge of its card.

Inside a card

Label to value 12 to 16 px. Value to note 12 to 16 px. Text to button 24 to 32 px.

Between blocks

Cards 24 px apart. Page sections 96 px apart on desktop, 64 px on phones.

Lines

Body 1.5 line height, at most about 70 characters per line.

Tokens for developers

Token	Light	Dark
--ai-accent	#6E3BF8	#A248F8
--ai-action	#12D6B0, Navy text, one per screen	same
--ai-ink, --ai-ink-2	#091F44, #53627C	#FFFFFF, #B5BCC7
--ai-canvas	#F6F7F9 with soft Purple fields	#091F44 with Purple fields
--ai-glass	White 86% to 52%, blur 24, edge White 95%	White 16% to 5%, blur 24, edge White 22%
--ai-glass-shadow	0 20 40 Navy 16%, inner top line White	0 20 40 Black 50%, inner top line White 22%
--ai-well	inset 0 3 8 Navy 10%	inset 0 3 8 Black 35%
--ai-space	card 32 (phone 24), inside 12 to 32, cards 24 apart	same
--ai-radius, --ai-motion	card 28, control 999; 200 to 600 ms ease-out	same, with a pause button

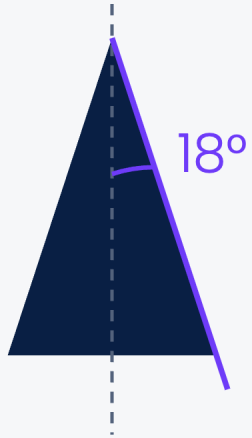
07

Graphic language

Few elements, used the same way every time.

The 18-degree slant

The triangle and base of the A lean 18 degrees. It is the only angle we use for slanted things.



Measured on the logo: 5.0 across for every 15.1 up.

/ Graphic language

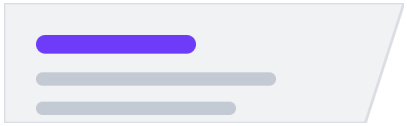
Section marker

The short Purple bar before every label in this guide.



Progress ends

The end of a progress or target bar is cut at the same angle.



Crops

One edge of a photo or screenshot may be cut at 18 degrees. Never more than one.

Three data states

The portal keeps these three apart everywhere: cards, charts, tables and reports. Each state has its own fill and its own word.



Recorded

A measured value from a named source and date.



Target

A working goal agreed with the client. Never a guarantee.

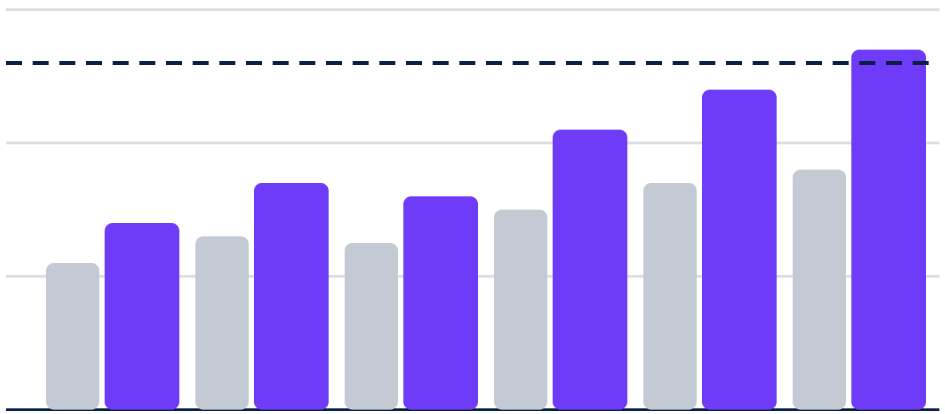


Waiting for a source

The panel exists; the data is not connected yet. Missing data is not zero.

/ Every number shows its period and its source, right next to it.

Charts



Example: Purple bars this period, gray bars last period, dashed line the target. Figures are illustrative.

Order on White
Purple first, then Navy, then Navy 40% and 15% for the rest.

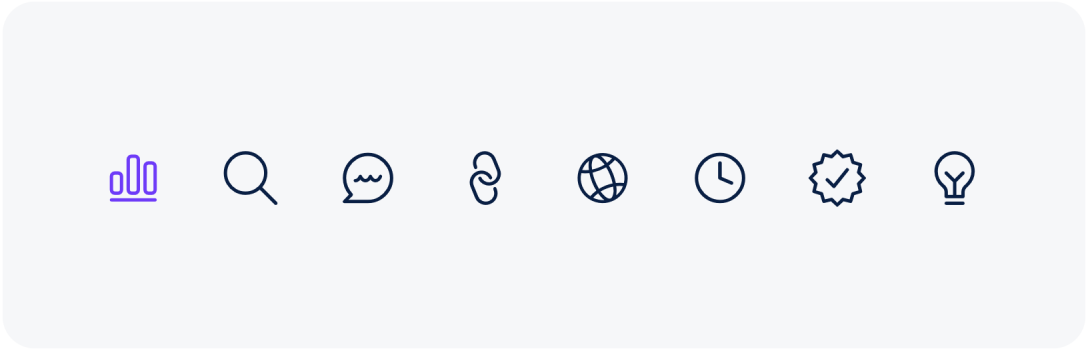
Order on Navy
Light Purple first, then White, then White 40% for the rest.

Targets
A dashed Navy line (White on dark) with the word Target next to it.

Teal never plots data
It is kept for actions: buttons and next steps.

Up and down
An arrow and a word: "Up 12%". Never color alone. Period and source under every chart.

Icons





Style

One simple icon set, Font Awesome 6 Free on the web. Place icons as inline SVG so they never depend on a font loading.

Color

Navy on White, White on Navy. Purple (Light Purple on dark) marks only the active or selected item.

With words

An icon sits next to a word. It never replaces the word.

Imagery

Show the product, not the idea of AI.

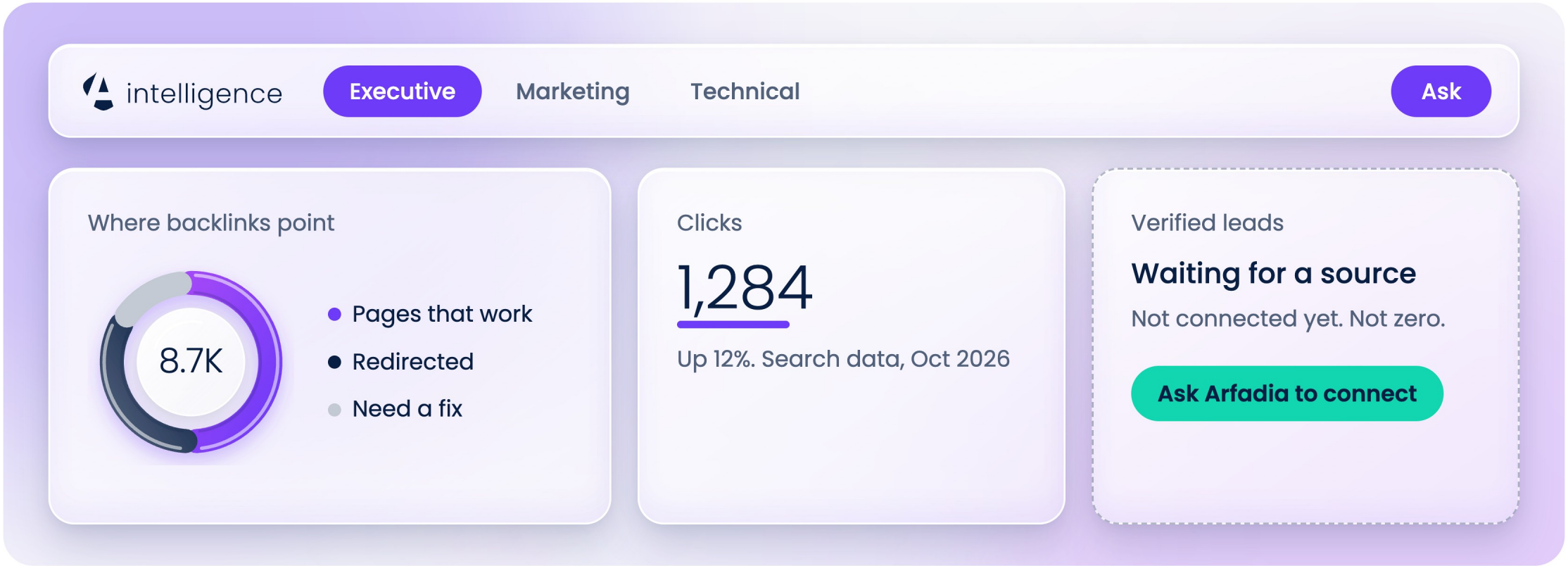
✓ Use	Avoid
The real product, with client data removed or approved in writing.	Robots, glowing brains, circuit boards, falling code.
One panel, one idea per screenshot.	Stock dashboards with invented numbers.
People at work in natural light, when a photo is needed at all.	Screens showing client names, figures or vendor brands without permission.

08

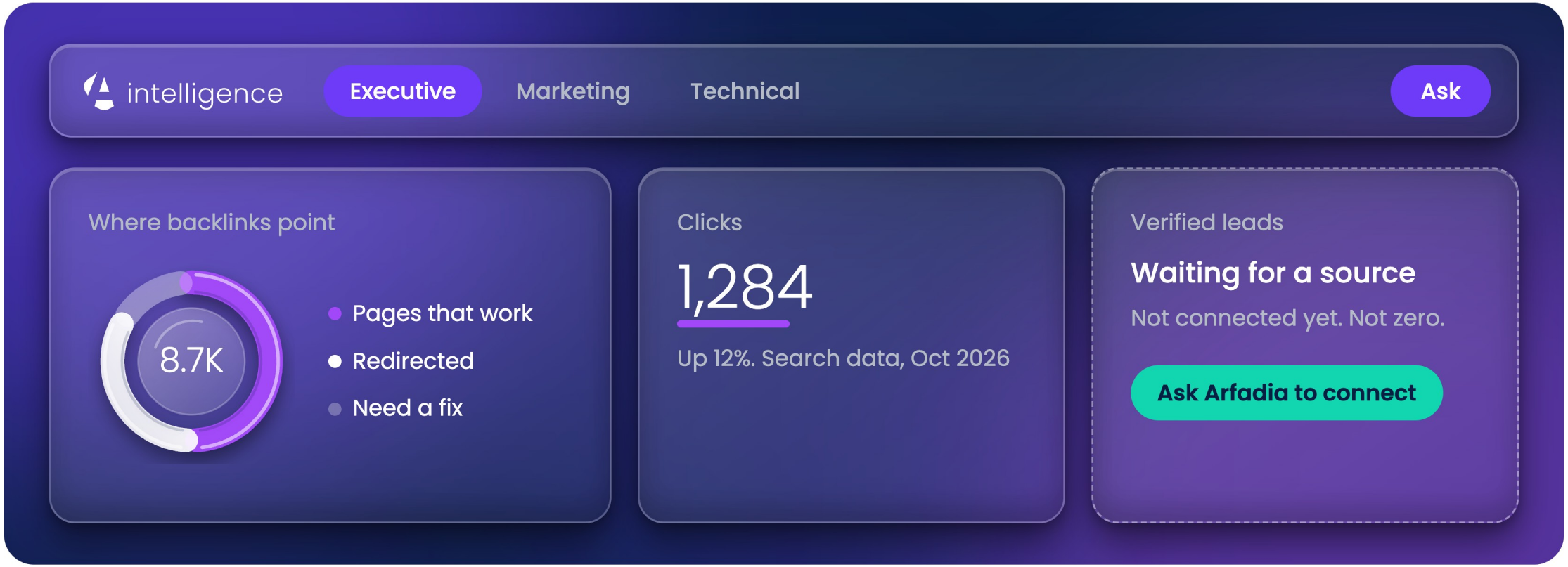
Applications

How the brand looks where people meet it.

Portal, light theme

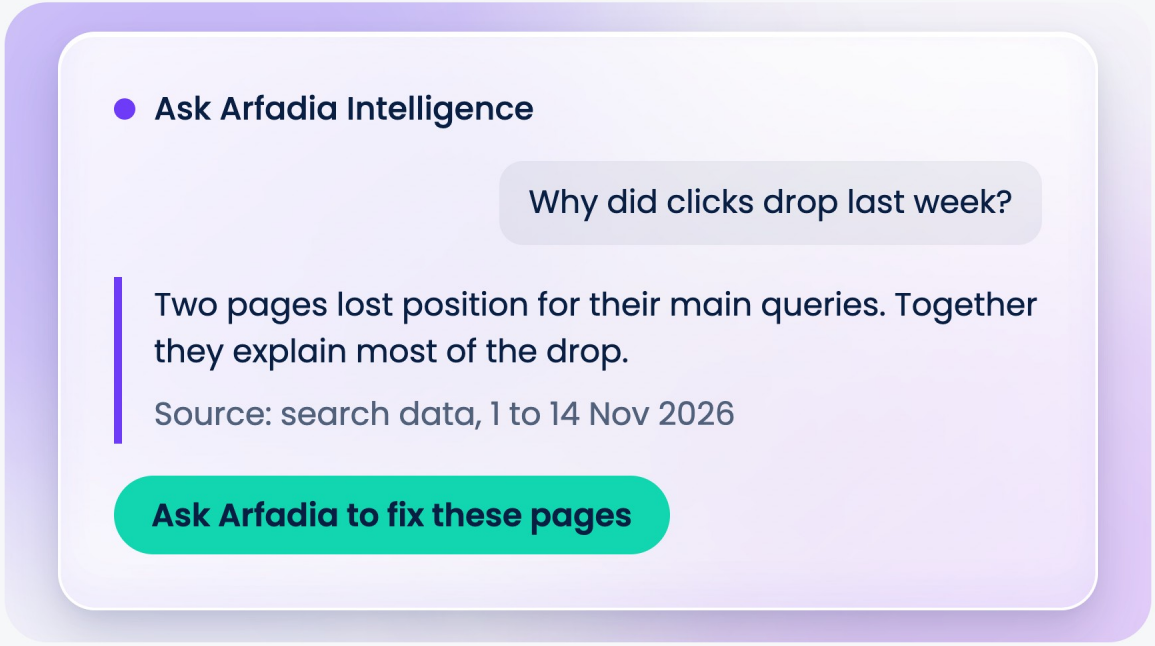


Portal, dark theme



Ask Arfadia Intelligence

Purple reads the data and answers with sources. Teal hands the one thing that needs doing to the Arfadia team.



Purple reads

The assistant answers from the project data, with a source line and dates.

Teal acts

A request to change, approve or start work becomes the one Teal button and goes to the Arfadia team.

Raised glass panel

The panel floats over the dashboard: blur 24, White edge, a light line on top and a soft shadow below.

App icon and favicon

A Navy tile with the A in White. The same file serves the home screen, the installed app and the browser tab.

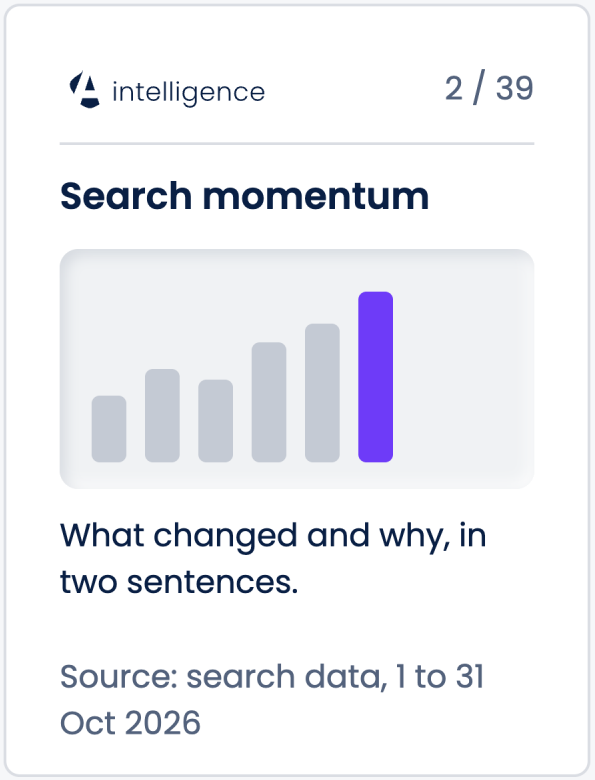


App icon Home screen 32 px 16 px

File	Size	Use
favicon.svg and favicon.ico	scalable, 16 to 48	Browser tabs
apple-touch-icon.png	180	iPhone and iPad home screen, opaque background
icon-192.png, icon-512.png, icon-512-maskable.png	192, 512	Android and the installed web app

Reports





Cover

Navy, White logo top left, title in Thin, project and period below.

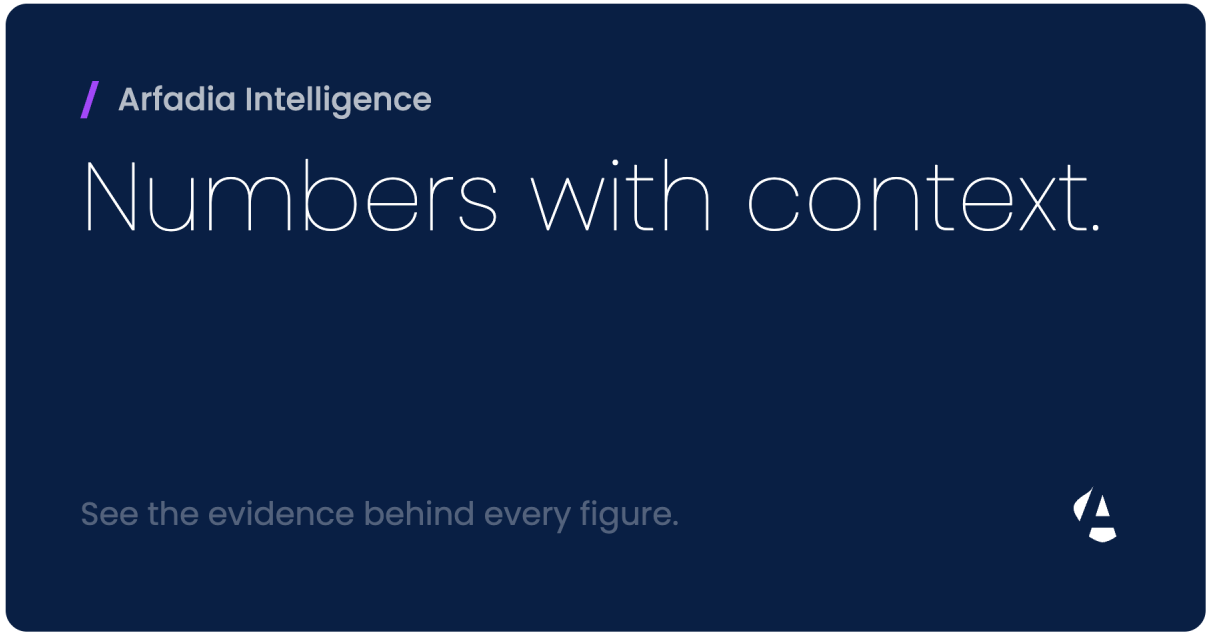
Inner pages

White, small logo and page count in the header, source line in the footer.

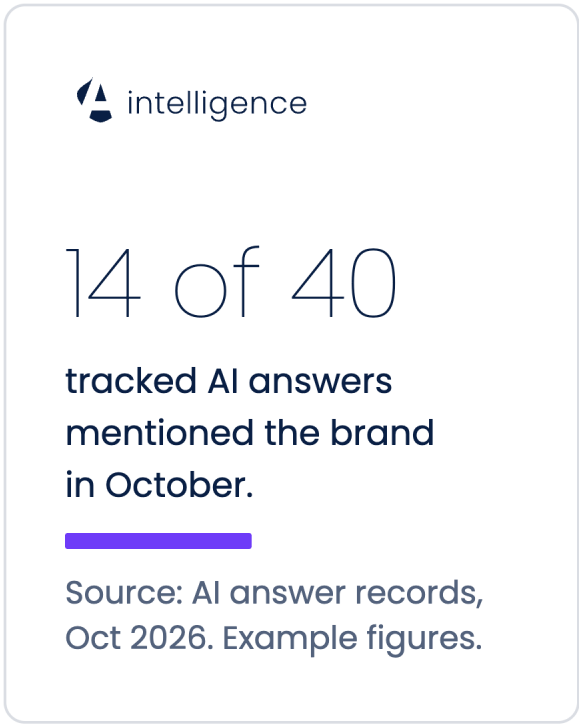
PDF exports

Tables show up to 25 rows per section; full data goes out as CSV.

Social posts

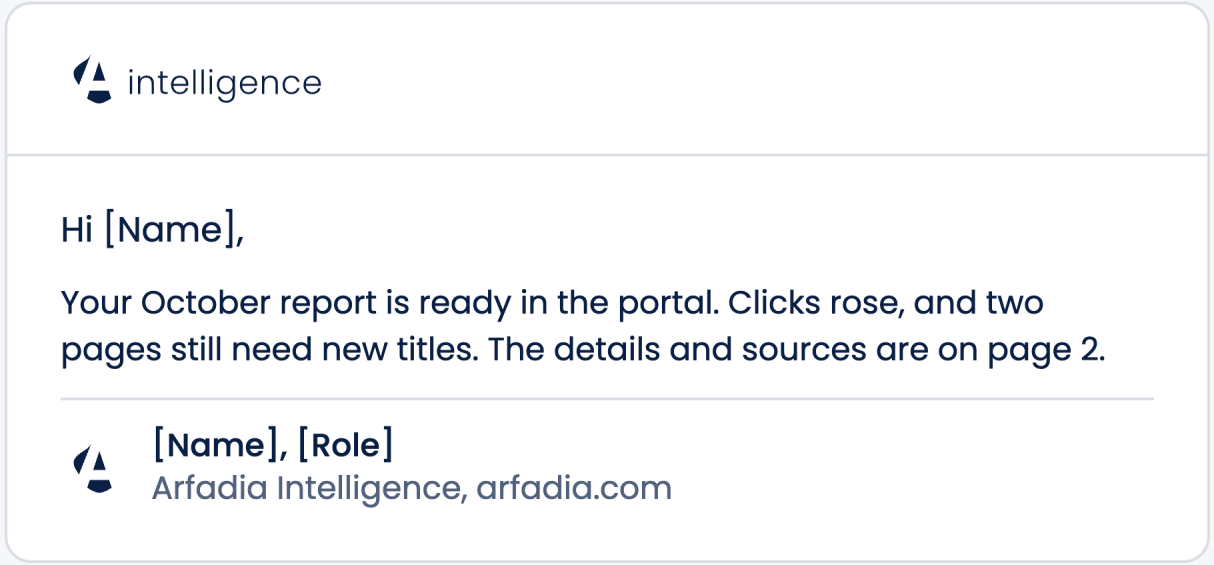


LinkedIn, 1200 x 627. Statement post.



Instagram, 1080 x 1350. Data post.

Email



Header

White band, small-use logo (Light word) about 40 px high, Navy 15% rule below.

Body

Plain text. Poppins where supported, Arial as the fallback.

Signature

Symbol, name and role, product name and arfadia.com. No quotes, banners or extra logos.

/ Checklist

Before you publish

- Use the master logo files, Navy or White. No Purple or Teal in the logo.
- Keep Thin text at 50 px and up; below 72 px use the small-use logo.
- No guarantees, invented results or prices unless approved.
- No client data without written permission.
- Raised glass sits on soft Purple fields, one layer only.
- Check contrast for every text and color pair, glass included.
- Every number shows its period and source. Check claims against the live portal.
- No technology vendor names in client-facing copy.
- Give every card room: nothing touches its edge, buttons sit 24 px or more below the text.
- Purple for what the data says; one Teal action per screen.

intelligence

Questions about the brand? Ask the Arfadia team before anything new goes out.

Website
arfadia.com

WhatsApp
+62 811 2502 8028

Brand files
Logo SVG set, app icons, favicon

Arfadia Intelligence Brand Guidelines, version 1.2, 14 November 2026. PT Arfadia Digital Indonesia.