Brand Book made by Pomelli

AFRIPA BEYOND AI SYSTEMS

BRAND BOOK

01 Brand Overview

AFRIPA is a specialized engineering and research laboratory focused on building governed agentic computational loops for modern enterprise. The business provides operational intelligence through custom engineering, research collaborations, and its 'Moussaif OS' knowledge foundation, turning high-level AI research into accountable, working systems.

"Engineering autonomous computational loops for modern enterprise"



02 Typography

Typefaces are the way your brand communicates its voice and tone. These fonts are meant to balance hierarchy and readability to ensure your brand remains recognizable and cohesive across all mediums and touchpoints.

PRIMARY TYPEFACE

Space Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#$%

SECONDARY TYPEFACE

DM Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#$%

03. Color Palette

Colors are the way your brand communicates its personality and character. These colors are meant to balance functionality with intentionality and deliver on your brand's mission and promise.



Jet Black

Hex #080A0E
RGB 8, 10, 14
CMYK 43%, 29%, 0%, 95%
HSL 220, 27%, 4%

Pure White

Hex #FFFFFF
RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%
HSL 0, 0%, 100%



Azure Blue

Hex #0081F2
RGB 0, 129, 242
CMYK 100%, 47%, 0%, 5%
HSL 208, 100%, 47%



Smoke Gray

Hex #858481
RGB 133, 132, 129
CMYK 0%, 1%, 3%, 48%
HSL 45, 2%, 51%

VALUES

"Governed Capability, Operational Accountability, Knowledge Continuity, Protocol Discipline"

AESTHETIC

Cyber-Minimalism

Technical Elegance

Technological Authority

Structured Intelligence

Future-Forward Documentation

TONE OF VOICE

Authoritative

Technical

Disciplined

Strategic