

# Brand Guidelines

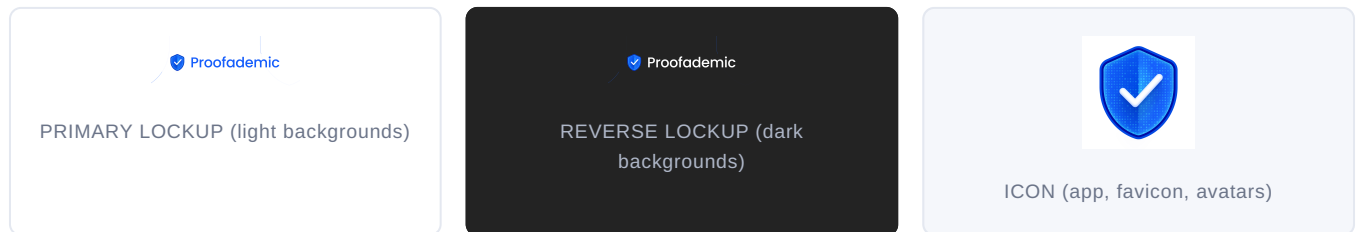
These guidelines cover the core visual and verbal elements of the Proofademic brand: our name, logo, colors, typography, and approved messaging. They exist to keep Proofademic consistent and trustworthy across the website, product, social channels, and press coverage. For anything not covered here, or for source files, contact [hello@proofademic.ai](mailto:hello@proofademic.ai).

## OUR NAME

- The brand name is **Proofademic**: one word, capital P, lowercase rest.
- Never write it as "ProofAcademic", "Proof Academic", "Proofademics", or all-lowercase "proofademic" in body copy.
- Do not abbreviate the name or create acronyms.

## THE LOGO

The Proofademic logo combines the shield-and-check mark with the wordmark. Three forms are available, each in versions for light and dark backgrounds.



## LOGO USAGE

### DO

- Use the master files from the official logo pack.
- Keep clear space around the logo equal to the height of the shield on all sides.
- Use the reverse (white) lockup on dark or photographic backgrounds.
- Keep the wordmark at least 120px wide on screen, the icon at least 24px.

### DON'T

- Recolor, restyle, or apply gradients or shadows to the logo.
- Stretch, squash, rotate, or distort any part of it.
- Place the logo on a low-contrast or busy background.
- Recreate, retype, or rearrange the wordmark and icon.

## COLOR PALETTE

Proofademic Blue is the primary brand color. Deep navy anchors backgrounds and headlines, with the supporting blues used for depth and accents.

					
<b>Proofademic Blue</b> #155DFC rgb(21,93,252)	<b>Royal Blue</b> #0349E3 rgb(3,73,227)	<b>Deep Blue</b> #000BA4 rgb(0,11,164)	<b>Navy (web)</b> #0A1024 rgb(10,16,36)	<b>Ink</b> #141414 rgb(20,20,20)	<b>White</b> #FFFFFF rgb(255,255,255)

**To confirm:** the navy web-background value above is matched from the live site and is approximate. Confirm the exact navy hex with the design team before this is treated as final.

## TYPOGRAPHY

# Proofademic

The wordmark and headings use a clean, geometric sans-serif. Body copy uses a neutral sans-serif at a comfortable reading size with generous line height. Headings are bold and dark; body text is regular weight. Badge labels appear as small uppercase pills with letter-spacing.

**To confirm:** the exact typeface families (display and body) are not yet documented here. Confirm the official font names and license with the design team, then add them so partners and press use the correct fonts.

## VOICE & MESSAGING

- **Tone:** clear, credible, and supportive of educators. Confident without hype.
- **Position around fairness and trust,** not around "beating" or "evading" detection.
- **Lead with the differentiators:** built for academia, sentence-level analysis, fairness for non-native writers, multilingual, full academic integrity stack.
- **Substantiate claims.** Any accuracy figure, benchmark, or guarantee must cite a source. Avoid legal, medical, or financial claims.

## APPROVED ONE-LINERS

USE	LINE
Primary tagline	The AI detector built for education.
Website headline	The AI Detector Educators Trust.
Short descriptor	Sentence-level AI detection, built for academia.

## BOILERPLATE

Proofademic is an AI detection platform built specifically for education. Using sentence-level analysis, it shows educators, students, institutions, and publishers exactly which parts of a document read as AI-generated, with support for 23 languages and a built-in plagiarism checker for complete academic integrity. Learn more at [proofademic.ai](https://proofademic.ai).