



SAELIA

BRAND MANUAL





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Saelia Essence

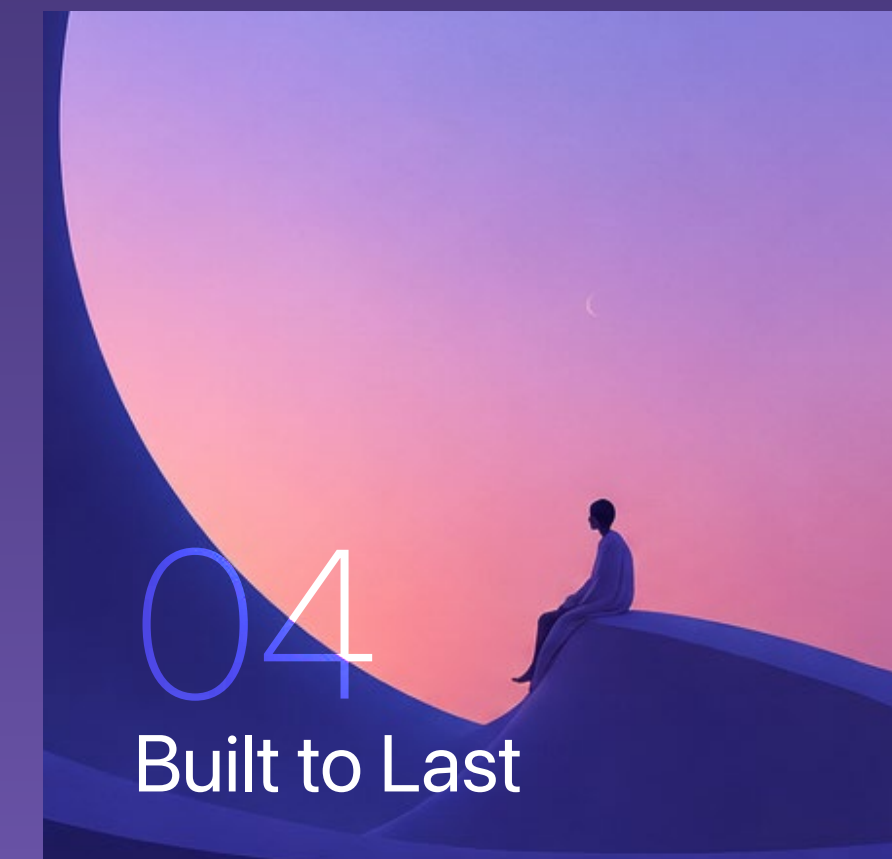
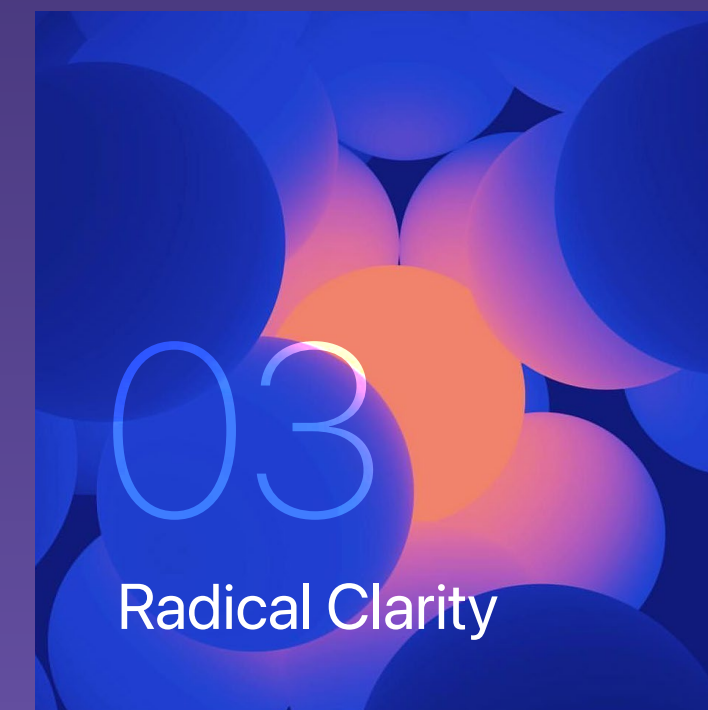
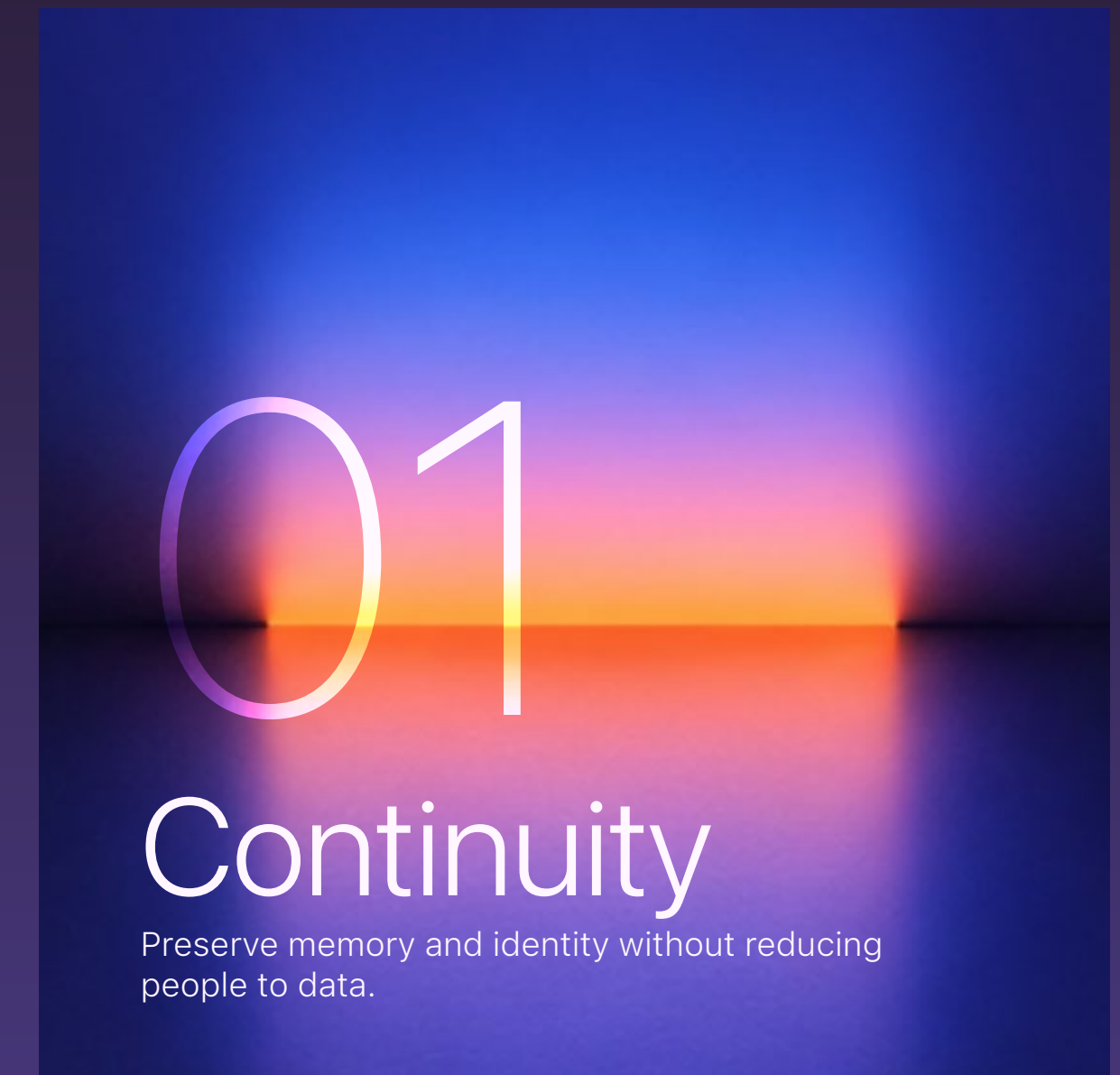
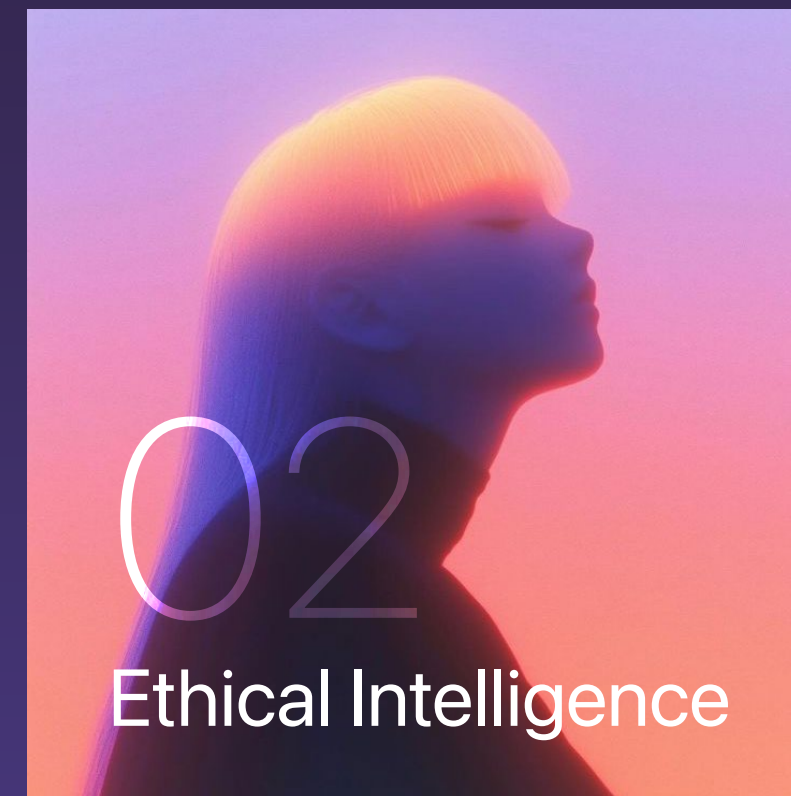
Saelia is an **innovative AI startup** built around a **human promise**: preserve life, memory, identity, emotional intelligence, and lived experience with clarity and care.

The brand must communicate technological advancement and software stability while staying close to real human needs: self-understanding, grief, loneliness, memory, mental maintenance, privacy, and continuity across generations.



Core Values

Ethics are the basement of the Saelia system. Every product decision must protect dignity, consent, and human agency while making advanced AI understandable and useful.





LIVE FOREVER.



Our Vision

Create a bridge between memory, wellbeing, specialists, families, and future identity systems without replacing human care or turning intimacy into surveillance.

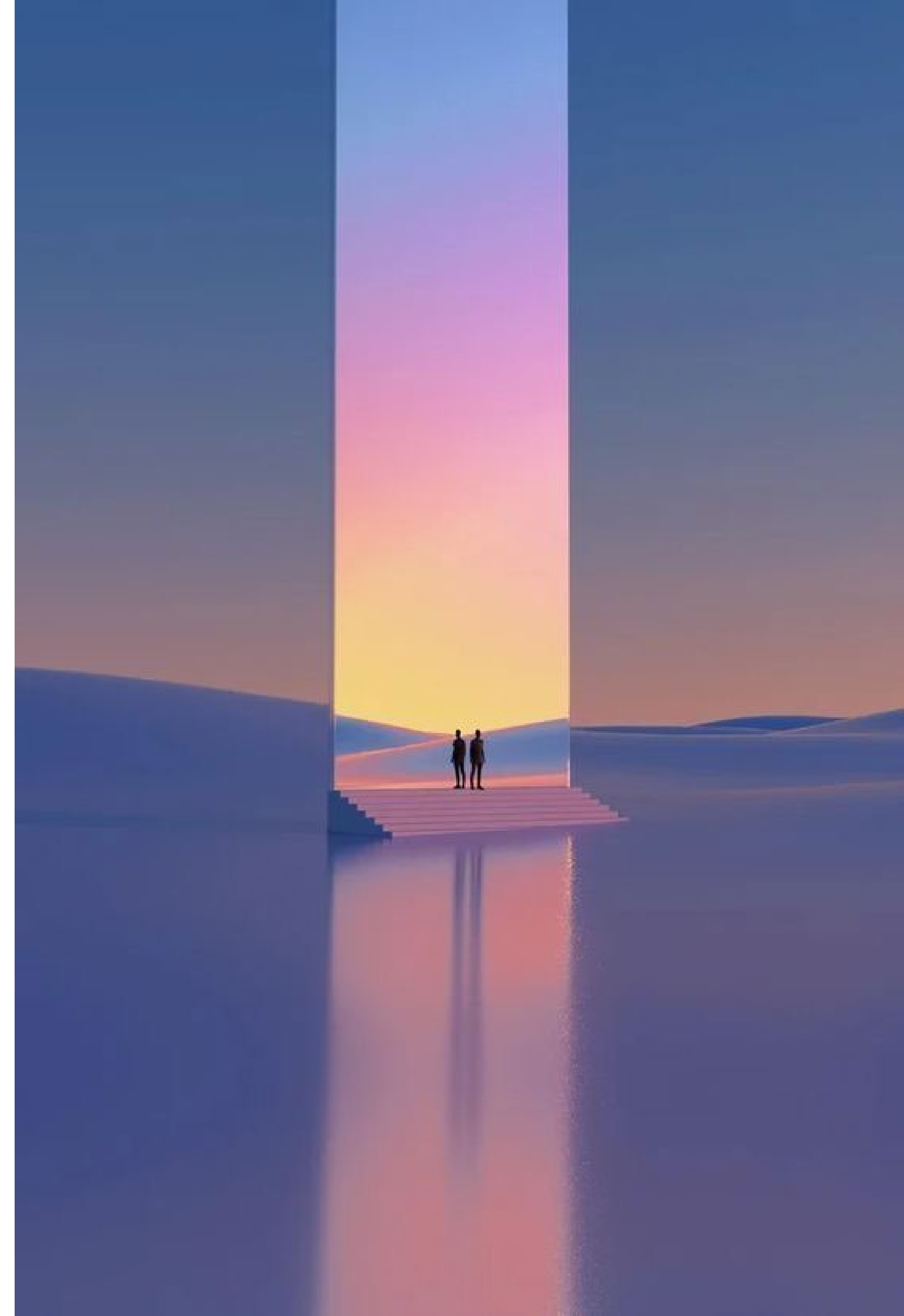
Our Mission

Use AI to preserve emotional memory, support self-understanding, and build a private identity archive that remains under the user control.

Tone of **Voice**

Saelia speaks with real, clear language. Calm, direct, human. No hype, no vague futurism, no clinical promises. Explain what the technology does, why it matters, and how the user stays in control.

Preferred lines: We use AI for real human needs. We make life live forever. Your memories. Your data. Your control. Designed for continuity, built on consent.

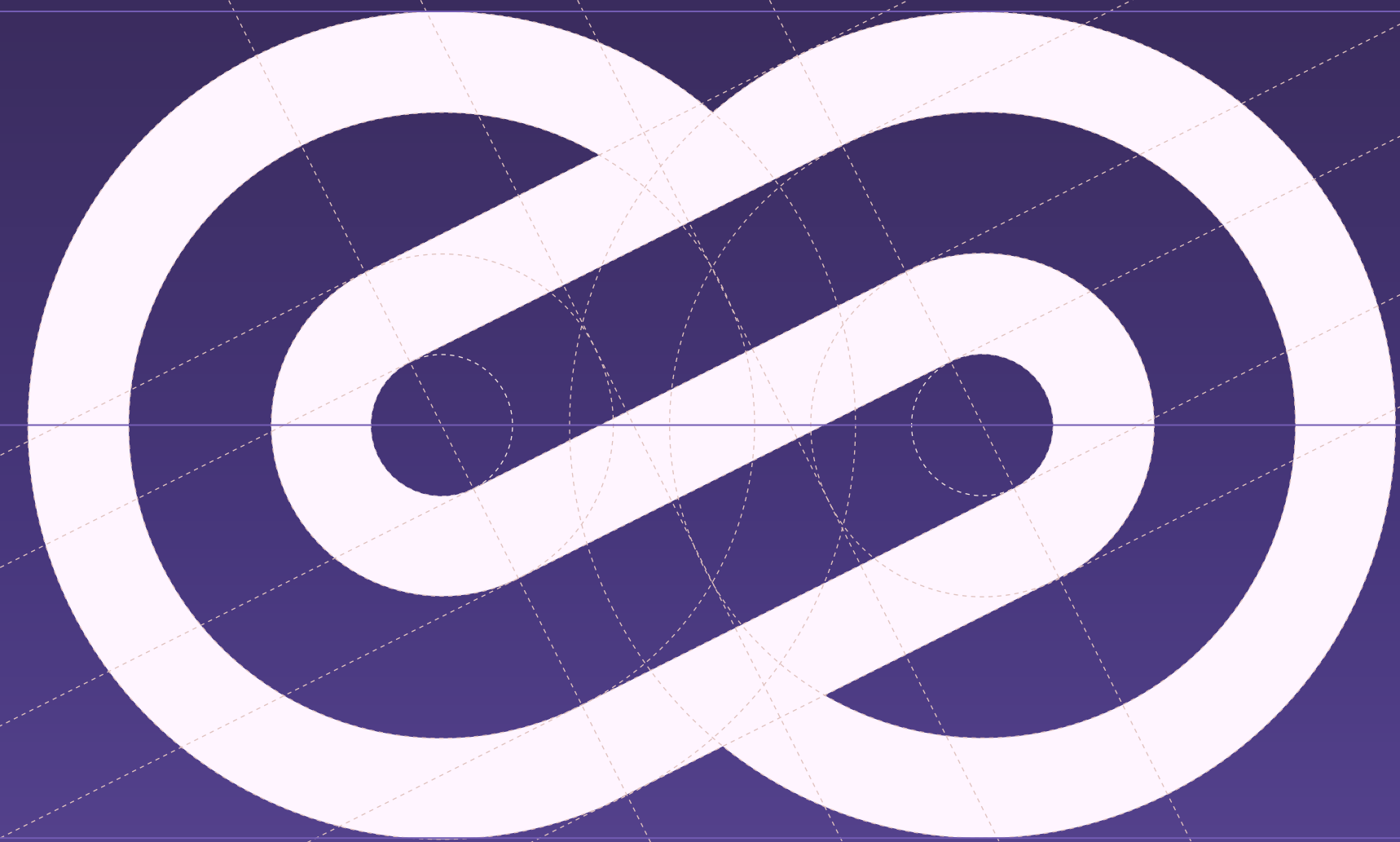


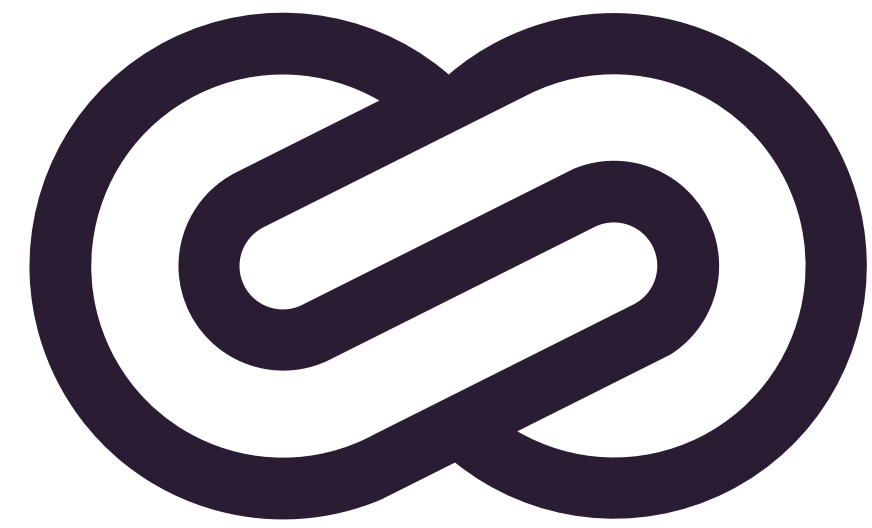


Logo Structure

The symbol is an infinite interlock: continuity, connection, identity, and intelligence without a hard endpoint. Use it with generous clear space and calm placement.

Primary lockup: symbol above SAELIA with Live forever. as the supporting line. Horizontal lockup: symbol left, SAELIA right, payoff optional.

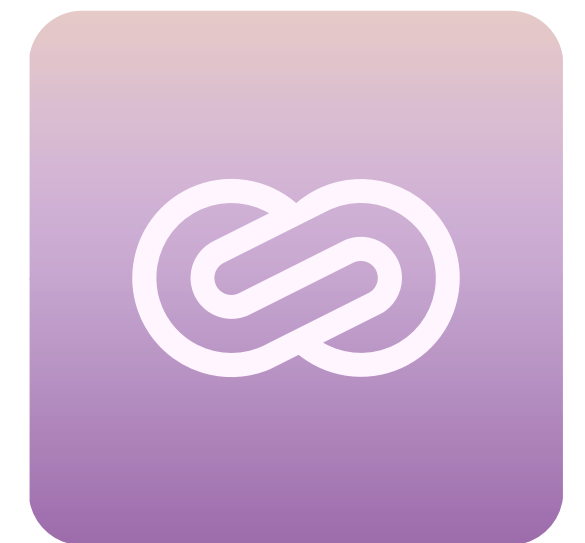
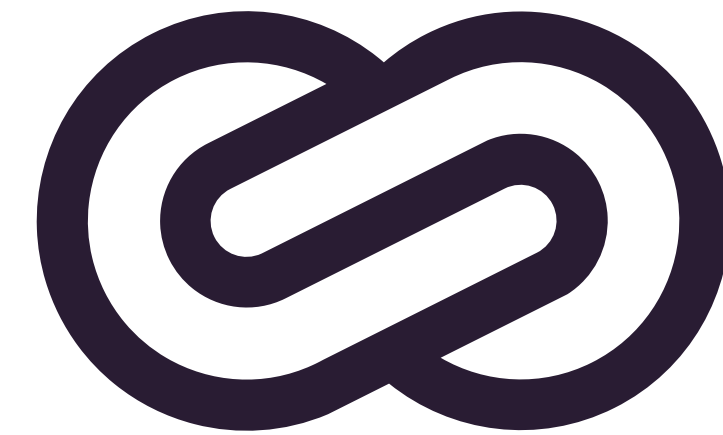




SAELIA

LIVE FOREVER

 SAELIA



Logo on Background

Use the Halo White logo on Deep Galaxy, Cosmic Violet, or luminous photographic backgrounds. Use Deep Galaxy or Cosmic Violet on Lavender Haze, Rose Mist, or Halo White.

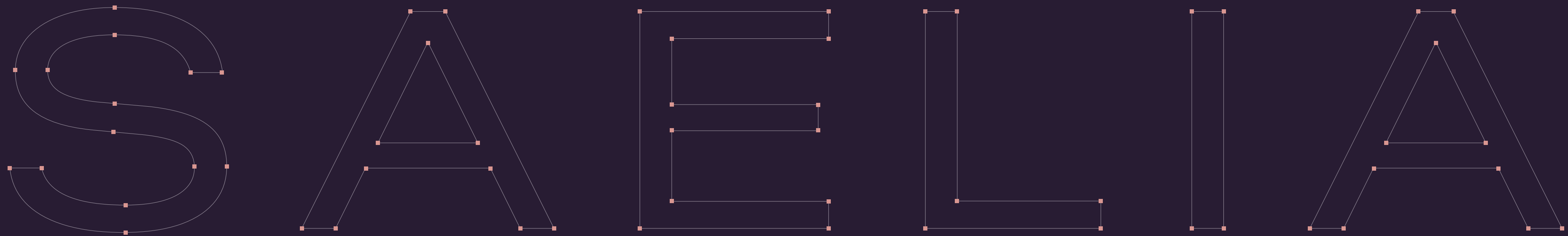
Do not place the mark over busy facial detail, low-contrast gradients, or decorative clutter. The logo should feel stable, luminous, and precise.

The logo, consisting of a stylized infinity symbol and the word "SAELIA" in a bold, sans-serif font, is displayed in black on a plain white background.The logo is displayed in white on a solid dark purple background.The logo is displayed in white on a background with a horizontal gradient from dark purple on the left to a light pinkish-red on the right.



Word Mark

The SAELIA wordmark uses SF Pro Expanded Regular, uppercase, with very wide tracking. Keep the letters open and calm. Official payoff: LIVE FOREVER, set in SF Pro Expanded Thin, smaller and quieter than the logo.



Color Palette

Use this refined atmospheric palette as the production system: dark, luminous, violet-led, and softened by sunset warmth.

Primary Dark
Deep Galaxy
#281C33

Primary Violet
Cosmic Violet
#735BB3

Secondary Purple
Twilight Purple
#936CB5

Soft Lavender
Lavender Haze
#BC9DD4

Aurora Pink
Dream Pink
#CE98B0

Sunset Coral
Solar Peach
#D89791

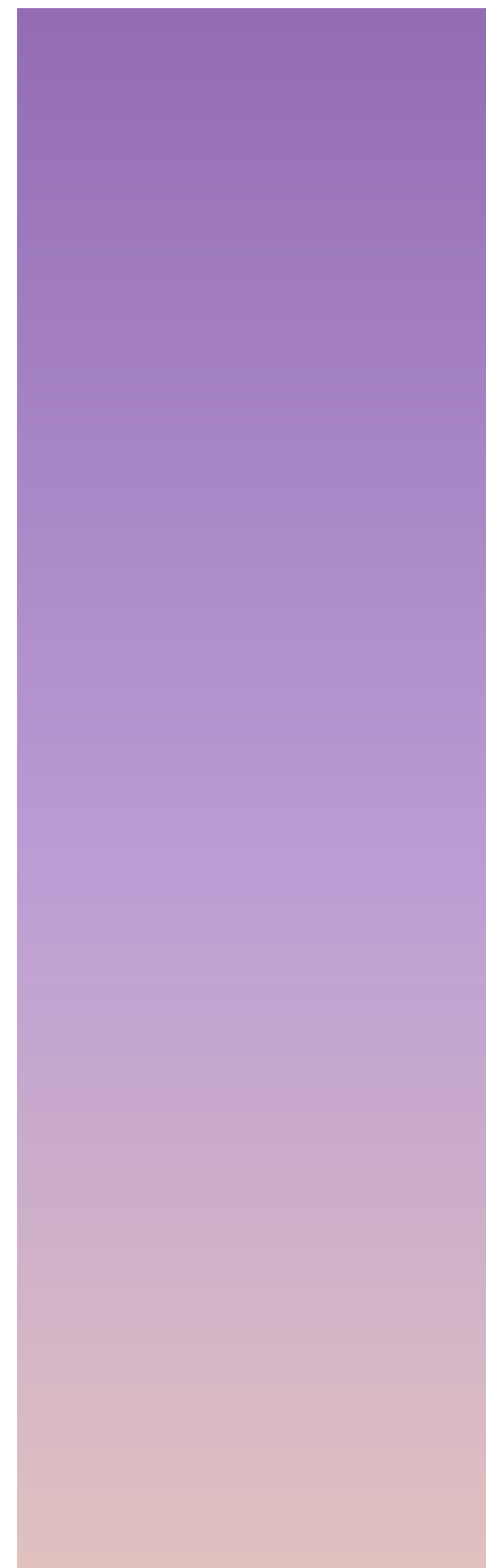
Blush Neutral
Rose Mist
#E1C2BF

Logo / Glow
Halo White
#FFF6FF

Saelia

Gradients

Halo White, Lavender Haze, and Rose Mist create the soft light system. Use Solar Peach sparingly for CTA glow and warm campaign accents.



Soft Gradient

For lighter brand applications, website sections, cards, and editorial layouts.



Main Gradient

For hero sections, brand visuals, social posts, and presentation covers.



Dark Gradient

To make Saelia feel more AI, luxury, futuristic, and cinematic.



SF Pro System

Hero: SF Pro Display Light / Regular.

UI: SF Pro Text Medium. Labels: Expanded.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Thin

Regular

Medium / Semi

A A Aa



Typeface System

Thin

Regular

Semi

Bold

Caps

ABCDEFGHIJKL
MNOPQRSTU
VWXYZ

Small

abcdefghijkl
mnopqrstu
vwxyz

Symbol

0123456789
!@#%&

ABCDEFGHIJKL
MNOPQRSTU
VWXYZ

abcdefghijkl
mnopqrstu
vwxyz

0123456789
!@#%&

ABCDEFGHIJKL
MNOPQRSTU
VWXYZ

abcdefghijkl
mnopqrstu
vwxyz

0123456789
!@#%&

ABCDEFGHIJKL
MNOPQRSTU
VWXYZ

abcdefghijkl
mnopqrstu
vwxyz

0123456789
!@#%&

THANK YOU



WEB
saelia.ai

EMAIL
contact@saelia.ai

Live forever.