brainchip™

Brand Guidelines

Visual Identity Standards for Media, Marketing, and Digital Use

2026 Version

BrainChip’s brand voice makes advanced technology feel clear, credible and purposeful. It communicates innovation with confidence, balancing technical precision with language that is accessible, direct and easy to understand. Complex ideas should be explained without unnecessary jargon while respecting the audience’s intelligence.

Across every channel, the tone should feel informed and grounded in real-world value, helping people understand how BrainChip’s technology works and why it matters.

1.0

Brand Voice

VISIONARY
CUTTING-EDGE
TRAILBLAZER
CONFIDENT
INSIGHTFUL
PRECISE
CREATIVE

Write Like This

- Clear and direct
- Technically credible
- Confident but not inflated
- Precise and easy to understand
- Future-facing but grounded

Avoid This

- Buzzword-heavy language
- Overpromising
- Generic AI claims
- Playful or casual phrasing
- Overly academic explanations

The BrainChip color palette is built around clarity, contrast, and technical precision. Neutral tones create a clean, premium foundation, while BrainChip Blue acts as the primary brand signal across key interactions, highlights, and moments of emphasis.

Supporting blues and grays add depth and structure without overwhelming the layout. Code Green and Cortex Orange are used sparingly as functional accents, helping communicate system states, positive signals, callouts, and data-driven moments with purpose.

2.0

Color Palette

Primary

BrainChip Black
HEX: #1B1E24
RGB: 27, 30, 36
CMYK: 25, 17, 0, 86

Primary text, dark backgrounds, headers, footers, and high-contrast brand moments.

Circuit Blue
HEX: #002E72
RGB: 0, 46, 114
CMYK: 100, 86, 5, 8

Secondary deep blue used sparingly for supporting accents, dark panels, layered blues, or technical moments.

BrainChip Blue
HEX: #0061ED
RGB: 0, 97, 237
CMYK: 77, 54, 0, 0

Main BrainChip accent for CTAs, links, active states, highlights, signal graphics, and key interactions.

Chip Gray
HEX: #BFC6D6
RGB: 191, 198, 214
CMYK: 25, 15, 5, 0

Subtle dividers, metadata, inactive states, borders, diagrams, and quiet technical details.

Data Mist
HEX: #F4F6F9
RGB: 244, 246, 249
CMYK: 4, 1, 0, 0

Light backgrounds, soft panels, cards, tables, and sections that need calm separation from white.

Secondary

Code Green
HEX: #0BD6A5
RGB: 11, 214, 165
CMYK: 69, 0, 49, 0

Minimal use for success states, active processing, live-data indicators, and positive system feedback.

Cortex Orange
HEX: #FFC524
RGB: 255, 197, 36
CMYK: 0, 20, 92, 0

Selective highlights, attention points, callouts, and chart accents without feeling like an error color.

BrainChip typography balances confident, future-facing expression with clarity, precision and effortless readability. Sora creates a distinctive sense of impact across headlines, campaign messages and other short-form content, helping the brand communicate innovation with confidence.

Inter supports longer-form copy, digital interfaces, data, technical information and functional communication where legibility and ease of use are essential. Together, the two typefaces create a flexible and consistent visual language that feels advanced, approachable and recognizably BrainChip across every channel.

3.0

Typography

Display and Headings

Aa

Sora

Physical intelligence at the edge
Clear letterforms and numerals 1234567890

Approved Use

Hero statements, page and slide titles, section headings and short moments of emphasis.

Body and Interface

Aa

Inter

Physical intelligence at the edge
Clear letterforms and numerals 1234567890

Approved Use

Body copy, navigation, controls, captions, data and technical information.

Fallback System

Microsoft Office	Cross-platform	Website	Professional print
Aptos Display and Aptos	Arial	Sora, Inter, Arial, sans-serif	Embed Sora and Inter

Use the same clear typographic hierarchy across every channel, then apply the scale and spacing defined for websites, product interfaces, presentations, print and email. Consistent roles for headings, body copy, labels and supporting information help every piece of communication feel recognizably BrainChip.

Each format may require different sizes, line heights and spacing, but the relationship between content levels should remain consistent. This approach protects brand continuity while supporting the practical needs, viewing distances and technical limitations of each medium.

3.1

Core Hierarchy

Physical AI at the Edge

Display / Sora Light or Medium

Intelligence at the Edge

Heading 1 / Sora Semibold

Purpose-Built for Real-World Edge AI

Heading 2 / Sora Semibold

Efficient. Local. Responsive.

Heading 3 / Sora Medium

Inter keeps supporting copy readable, structured and easy to scan across product, technical and marketing communications.

Body / Inter Regular

Label or Button / Inter Medium

Caption, metadata and supporting information

Core Principles

- Use Sora for short, high-impact headings in title case, and Inter for longer-form content in sentence case.
- Show no more than three obvious hierarchy levels in one composition.
- Keep body text between 45 and 75 characters per line.
- Use Sora Light only for large display copy, never for small functional text.
- Do not stretch, condense, outline or artificially bold either typeface.
- Maintain strong contrast and generous line spacing.

Website and product typography follow the live BrainChip system, combining expressive Sora headings with clear Inter reading text and restrained interface labels. This creates a strong visual hierarchy while keeping content easy to read and navigate across digital experiences.

The values shown here document the current desktop website and provide a consistent foundation for responsive implementation across different screen sizes, layouts and product interfaces.

3.2

Website & Product UI

Style	Font / Weight	Size	Line height	Tracking	Primary use
Hero Heading	Sora ExtraLight / 200	60 px	61.8 px	-3 px	Primary homepage statement
Section Heading	Sora ExtraLight / 200	50 px	62 px	-3 px	Major content section
Feature Display	Sora Medium / 500	63 px	71.8 px	-2 px	Short sensory statements
Card Heading	Sora Semibold / 600	30 px	33.9 px	0.24 px	Product and content cards
Standard Heading	Sora Regular / 400	26 px	34.1 px	0.24 px	Subsections and features
Feature Label	Sora Regular / 400	20 px	24 px	0.24 px	Short supporting heading
Lead Paragraph	Inter Regular / 400	20 px	26 px	0.24 px	Prominent introductory copy
Body	Inter Regular / 400	16 px	26 px	0.24 px	Standard reading text
Button	Inter Medium / 500	14 px	17 px	1 px	Primary and secondary actions

Implementation Rules

- Treat these as desktop reference values and scale headings responsively.
- Keep standard body copy at 16 px or larger.
- Use Inter for functional product copy and controls.
- Test contrast, focus states and text scaling before release.

3.3

PowerPoint & Presentations

Apply these typography roles consistently through the PowerPoint theme and Slide Master so every new slide follows the approved presentation system. Shared styles for titles, headings, body copy, labels and supporting information create a clear hierarchy and keep presentations cohesive across different contributors, topics and formats.

Consistent sizing and spacing also improve readability and make each presentation feel recognizably BrainChip.

Theme role	Font / Weight	Current size	Use
Cover Title	Sora Semibold	44 pt	Corporate Overview cover
Primary Slide Title	Sora Light or Semibold	32 pt	Standard narrative slide
Section Heading	Sora Semibold	24 pt	Major content grouping
Subheading	Sora Semibold	20 pt	Supporting section title
Feature Heading	Sora Medium or Semibold	14-16 pt	Cards, pillars and callouts
Lead Copy	Sora Light or Medium	12-14 pt	Short explanatory statement
Body Copy	Inter Regular	10-12 pt	Standard slide content
Data and Labels	Inter Medium	11-12 pt	Metrics, legends and labels
Footer and Source	Inter Regular	9 pt	Footer, date and copyright

Slide Master Rules

- Use theme layouts for recurring slide types.
- Keep 9 pt text limited to footers and sources.

Sharing and Fallback

- Use Aptos Display and Aptos when brand fonts are unavailable.
- Embed fonts when allowed, or share a PDF to preserve appearance.

Print typography uses points and leading rather than pixels, allowing type to be scaled accurately for physical formats. Adjust the hierarchy according to the document size, content density and expected viewing distance while maintaining comfortable reading and clear visual structure.

Type should reproduce cleanly across different papers and printing methods, with appropriate contrast, line spacing and font weights. Always embed the approved fonts in final artwork to preserve the intended appearance and avoid unexpected substitutions.

3.4

Print & Editorial

Style	Font / Weight	A4 / US Letter	Primary use
Display	Sora Medium	30-42 pt	Covers and campaign statements
H1	Sora Semibold	24-30 pt	Primary document title
H2	Sora Semibold	18-22 pt	Major section title
H3	Sora Medium	14-16 pt	Subsection heading
Lead	Inter Regular	12-14 pt	Opening or pull copy
Body	Inter Regular	9.5-11 pt	Standard long-form reading
Small Body	Inter Regular	8.5-9 pt	Supporting information
Caption / Source	Inter Regular	7.5-8.5 pt	Non-essential notes and credits

Production Rules

- Use 120-145% leading and keep body lines between 45 and 75 characters.
- Avoid Sora Light below 24 pt or on absorbent stock.
- Keep body copy live and embed Sora and Inter in the final PDF.
- Proof captions, fine rules, hyphenation, widows and orphans.

3.5

Email & Digital

Email and campaign typography must remain clear across platform limitations, image scaling, compression and small-screen viewing. Preserve the established BrainChip hierarchy while prioritizing live text, accessibility and reliable fallback fonts. Headlines should remain concise, supporting copy should be easy to scan and essential information should never depend on imagery alone.

Test every layout at its intended size to ensure the message remains readable, consistent and recognizably BrainChip across devices and email clients.

Email

Heading	Inter Semibold / 28-36 px
Body	Inter Regular / 16-18 px
Button	Inter Medium / 16 px
Footer	Inter Regular / 12-14 px

Social and Campaign

Display	Sora Medium / 48-96 px
Supporting	Inter Regular / 24-32 px
Caption	Inter Medium / 18-22 px
Canvas	Values based on 1080 px

Email Rules

- Use Inter, Arial or Helvetica for dependable live text.
- Expect inconsistent support for webfonts.
- Keep essential information as live text.
- Make buttons easy to read and tap.

Digital Campaign Rules

- Keep Sora headlines short and support them with Inter.
- Test artwork at actual mobile size.
- Respect safe areas and image crops.
- Keep legal text readable after compression.

Accessibility Check

✓ **Readable contrast** ✓ **Live essential text** ✓ **No color-only meaning** ✓ **Mobile-size testing** ✓ **Clear hierarchy**

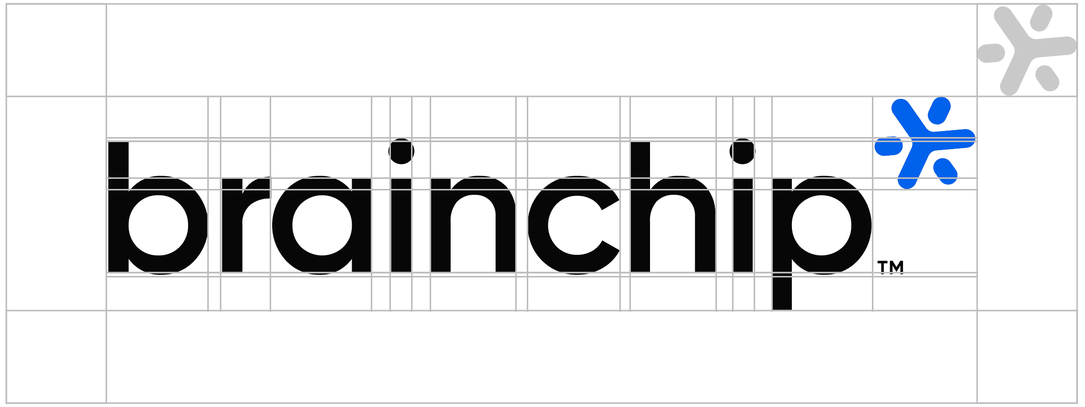
Typography should remain understandable when zoomed, projected, printed, viewed on a phone or rendered with an approved fallback font.

The BrainChip logo is the primary visual signature of the brand, bringing the wordmark and symbol together in a distinctive and recognizable form. Its consistent presence helps connect every BrainChip communication across digital, print, presentation and partner materials.

The logo system includes approved full-color, dark, light and standalone symbol versions for different applications. Use the construction, clear-space and approved-logo guidance below to ensure the identity remains consistent and visually connected across every touchpoint.

4.0

Logo System & Clear Space



Clear Space

Maintain a minimum clear space around the logo equal to the size of the BrainChip symbol. No text, imagery, borders, or graphic elements should enter this protected area.

Construction

The relationship between the wordmark, symbol, and trademark mark is fixed. Do not reposition, resize, or separate elements unless using the approved standalone symbol.

Approved Logos

These are the only approved logo versions for media, marketing, and digital applications. Choose the version that provides the strongest contrast and maintains the cleanest visual presentation.



Primary Full-Color Logo | Dark Logo | Light Two-Color Logo | Light Logo | Primary Symbol | Dark Symbol | Light Symbol

To protect recognition and maintain consistency, the BrainChip logo should never be modified, redrawn, distorted or placed in conditions that reduce its clarity. Always use approved logo files and preserve the original proportions, colors, spacing and relationship between the wordmark and symbol.

Do not stretch, crop, rotate, recolor or add visual effects to the logo. Select the approved version that provides the strongest contrast and remains clear at the intended size.

4.1

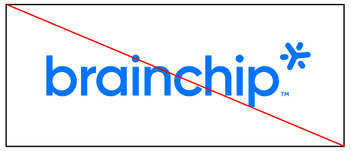
Incorrect Logo Usage



Do Not Stretch



Do Not Rotate



Do Not Recolor



Do Not Add Effects



Do Not Crop



Do Not Use on Busy Backgrounds



Do Not Separate/ Rearrange Wordmark



Do Not Use Low Contrast

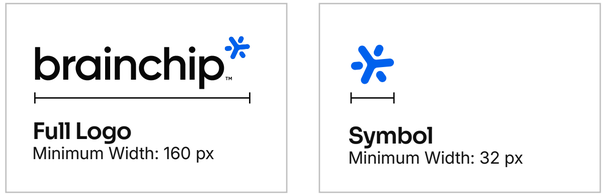
4.2

Minimum Logo Size

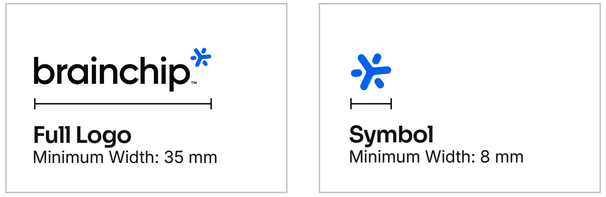
To preserve clarity, detail and immediate recognition, the BrainChip logo and standalone symbol should never appear below the minimum sizes shown here. These limits ensure that the wordmark, symbol and trademark remain legible across both digital and printed applications.

At smaller sizes, fine details may become unclear or disappear entirely, weakening the overall appearance and recognition of the brand. Always consider the final viewing conditions and reproduction method when selecting an appropriate logo size.

Digital



Print



Note

For smaller applications, use the BrainChip symbol only when the full wordmark becomes difficult to read.

These guidelines help ensure BrainChip is represented clearly and consistently across press coverage, partner communications, and external media. Use only approved assets from the media kit and contact the press team for additional requests.

5.0

Press & Media Usage

Approved Usage

Use Approved Assets

- Use official BrainChip logo files only.
- Use the current company boilerplate.
- Use approved executive headshots.
- Use approved product and technology imagery.
- Preserve original logo proportions, spacing, and colors.
- Use clear, high-contrast logo placements.

Avoid

Avoid Unapproved Changes

- Do not redraw, recolor, stretch, or distort the logo.
- Do not create unofficial logo lockups.
- Do not alter product imagery.
- Do not use outdated leadership information.
- Do not use generic AI imagery to represent BrainChip.
- Do not place the logo on busy or low-contrast backgrounds.

Need Additional Assets?

For interview requests, custom media needs, or additional approved files, contact the BrainChip press team.

Press Contact: Madeline Coe, Bospar / prforbrainchip@bospar.com / 224-433-9056

Media Kit: Available from the BrainChip Media Kit page

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