SENTIAL

Brand Guidelines

How to use the Sential name, logo, colors, and type. Made for press, partners, and our community.

Press Kit, November 2026

sentialhq.com

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Folders

Logos

The full logo and the symbol in SVG and PNG, in Signature Blue, Graphite, and White.

Colors

Our palette as an Adobe swatch file (.ase) and as CSS.

Artwork

Official cards for our model series.

Company

Descriptions of Sential in three lengths, plus key facts.

01

About Sential

Sential Innovations is an AI research, software, and hardware company. We pride ourselves on our dedication and proactive focus. Founded in 2024, we strive toward a safe and easy-to-use community.

Sential Innovations, or Sential for short, is a small team building AI models, software, and hardware. Founded in 2024, Sential began its work in 2026 with Kova, an AI app you can talk or type to and use to control your home, and Deriva, its first model series. Community is the main driver of Sential's work: the team reviews what it builds with its community before shipping, and safety is its number one priority alongside the strength of its models.

Name	**Sential Innovations (Sential)**
Founded	**2024**
Work began	**2026, with Kova and Deriva**
What we make	**AI models, software, and hardware**
Website	**sentialhq.com**
Tagline	**What can you dream?**

02

Our logo





Full logo

The wordmark and the symbol together. Use it whenever there is room. It is our first choice.

Symbol

For small or square spaces, like app icons and profile pictures, or where the Sential name is already shown nearby.

03

Logo colors



Signature Blue

Our main logo. Use it on Ivory, White, and other light backgrounds.



White

On Graphite, dark backgrounds, and photos with enough contrast.



Graphite

For single-color printing or when blue isn't available.

Every version is in the Logos folder as SVG (best for print and the web) and PNG (in three sizes).

04

Clear space and minimum size



Keep empty space around the logo equal to at least half its height (the dashed area). No text, edges, or other graphics should enter it.

Full logo

At least 120 px wide on screen, or 30 mm in print.

Symbol

At least 24 px tall on screen, or 6 mm in print.

05

Logo misuse

Don't stretch or squash it

Don't rotate it

Don't change its colors

Don't add shadows or effects



Don't place it on busy backgrounds

Don't rearrange its parts

Always use the files in this kit as they are. Don't redraw, outline, or retype the logo.

06

Color

Core palette, about 95% of everything we make

Ivory
#F7F5F0
RGB 247, 245, 240
Page backgrounds

White
#FFFFFF
RGB 255, 255, 255
Cards and raised surfaces



Graphite
#252A2D
RGB 37, 42, 45
Headings and main text



Muted Slate
#737878
RGB 115, 120, 120
Secondary text and details



Signature Blue
#10779C
RGB 16, 119, 156
Logo, accents, and links

Soft Stone
#E7E3DA
RGB 231, 227, 218
Dividers and quiet panels

Supporting colors, used sparingly (5% or less)



Crimson
#9B625C
RGB 155, 98, 92
Emphasis and announcements



Violet
#786B8D
RGB 120, 107, 141
Research and experiments



Earth
#9A8268
RGB 154, 130, 104
Warmth and detail



Teal
#56877F
RGB 86, 135, 127
Progress and stability

07

Typography

Headings

Schibsted Grotesk

Medium Semibold **Bold** **Extra Bold**

Bold and Extra Bold, with tight letter spacing, for titles and headings. Free from Google Fonts: fonts.google.com/specimen/Schibsted+Grotesk

Body

Instrument Sans

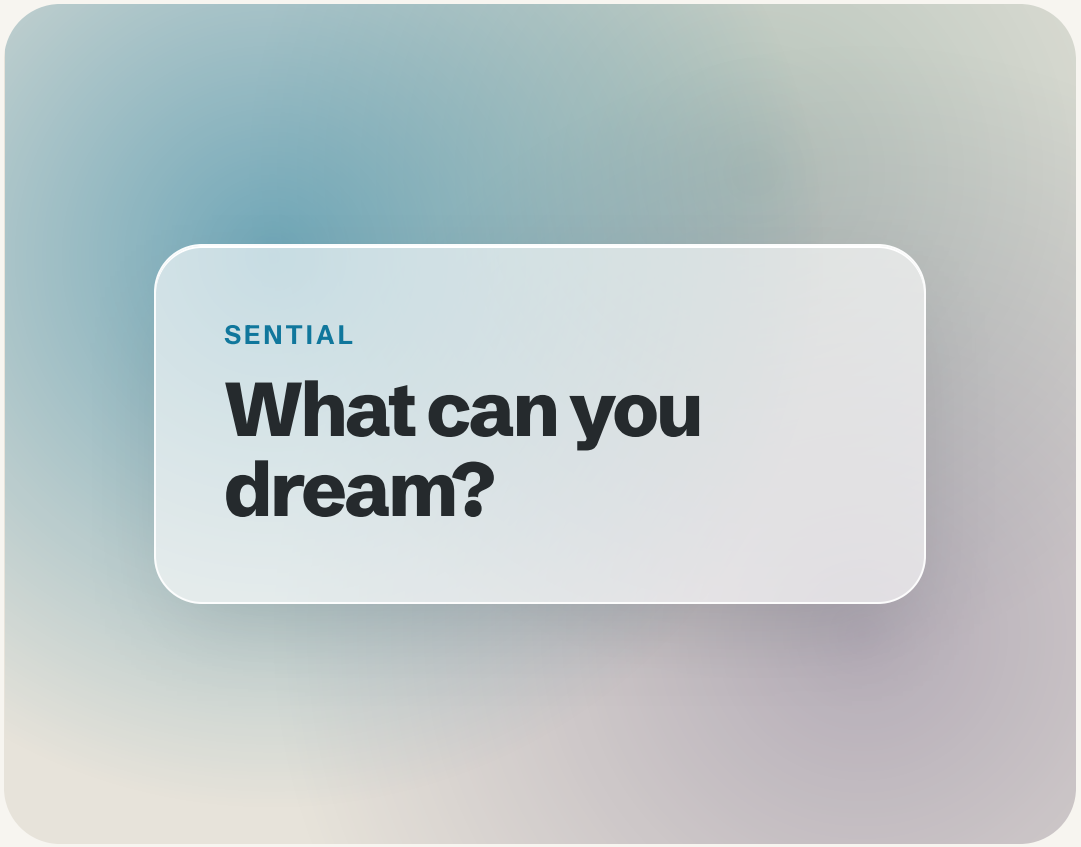
A clean, neutral sans for paragraphs, captions, and interface text. We set body text at a comfortable size with generous line spacing, in Graphite, with Muted Slate for secondary text.

Free from Google Fonts: fonts.google.com/specimen/Instrument+Sans

If these fonts aren't available, use a neutral system sans such as Helvetica, Arial, or Segoe UI.

08

Visual style



Calm and minimal. Lots of space, few elements, and nothing that competes with the content.

Light first. Ivory backgrounds, white surfaces, and Graphite text. Dark Graphite is for contrast moments.

Frosted glass. Soft, translucent panels with a subtle blur and fine edges.

Fine lines over boxes. Thin Soft Stone dividers instead of heavy borders or tags.

Color with purpose. Signature Blue for accents and links, supporting colors only in small amounts.

09

Names and writing

Our name. Write **Sential Innovations** the first time, then **Sential** after that.

Product names. Kova, **Avori**, **Verplex**, **Monarch SBC**, **SURGE**. Write them exactly as shown, including the capitals in SURGE and SBC.

Model names. A series name, a hyphen, and a number, such as **Deriva-1**.

Our tagline. What can you dream?

How we write. Plainly and honestly. Short sentences, everyday words, and no hype. We say what something does and what it can't do yet.

Status. Some of our products and models are still in development. Please check sentialhq.com for what's available before describing anything as released.

10

Using these assets

You're welcome to use the logos, colors, artwork, and descriptions in this kit to write about Sential and our products, or to show that you use them.

Please don't use them in a way that suggests Sential sponsors, endorses, or partners with you unless we've agreed to it, and don't use them in your own product names, logos, or domain names.

Assets may change over time. The latest kit is always at sentialhq.com/company/press.

Questions

sentialhq.com/support/contact

