

Herantes

Autonomous AI That Operates. Enterprise Workflows That Scale.

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SECTION 01



Brand Strategy

Story, mission, values & positioning

BRAND STORY



Herantes redefines enterprise automation by building autonomous AI agents that operate independently—thinking, deciding, and acting without human intervention. Born from deep technical expertise, we replace manual, error-prone workflows with scalable, secure, and compliant AI solutions. From AI calling automation to end-to-end business process orchestration, we empower enterprises to scale effortlessly, reduce costs by over 80%, and achieve measurable outcomes.

MISSION

To replace manual, error-prone enterprise workflows with autonomous AI agents that scale effortlessly, reduce costs by over 80%, and deliver measurable, mission-critical outcomes.

VISION

To make enterprise automation not just efficient, but inevitable.

AUTONOMY

AI that operates independently—thinking, deciding, and acting without intervention.

SECURITY

Zero compromise on data integrity, compliance, and enterprise-grade protection.

PRECISION

Every agent, decision, and outcome engineered for flawless execution.

SCALABILITY

Solutions that grow from 500 to 50,000 employees without skipping a beat.

SECTION 02



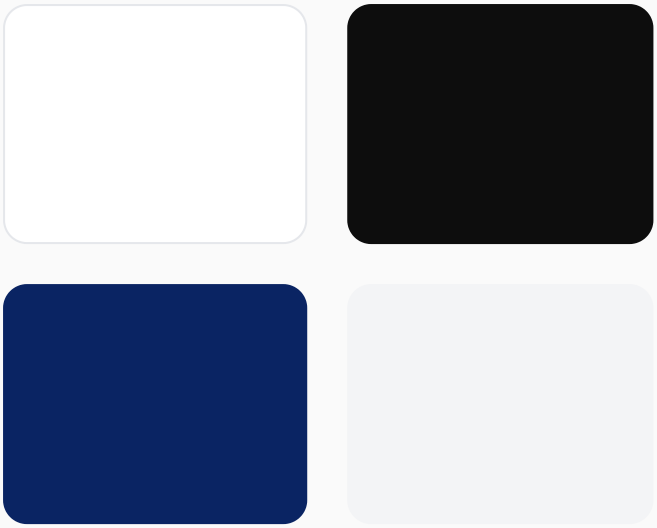
Visual Identity

Logo usage & guidelines

02

VISUAL IDENTITY

Logo Usage



USAGE RULES

CLEAR SPACE

Maintain 1x logo height around all sides. No elements should intrude within this zone.

MINIMUM SIZE

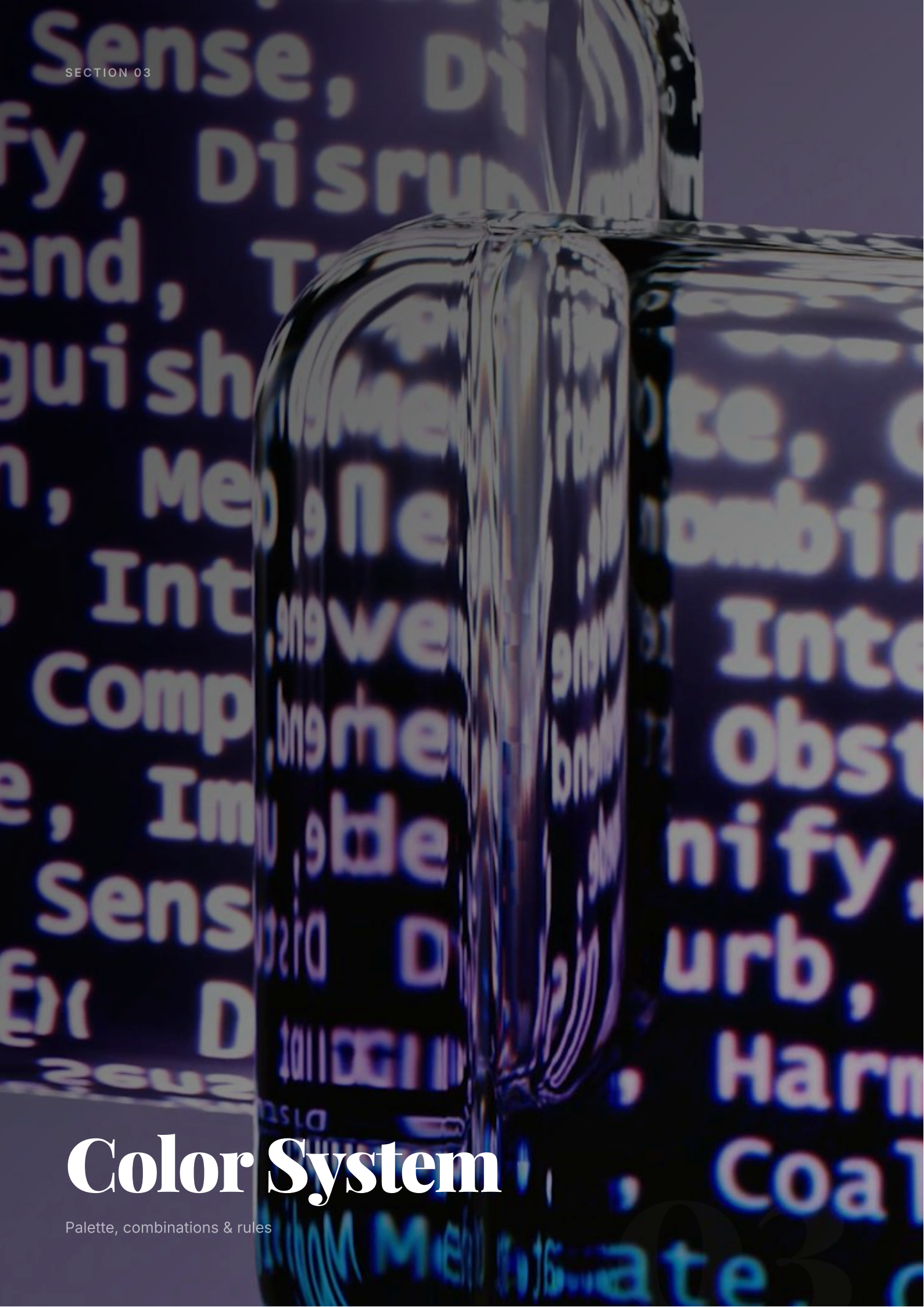
Print: 15mm width. Digital: 120px width.

PLACEMENT

Prioritize clarity—avoid busy backgrounds or gradients. Use monochrome/white versions for reversed backgrounds.

PROPORTIONS

Never stretch or distort the logo. Maintain original aspect ratio in all applications.



Color System

Palette, combinations & rules

COLOR SYSTEM

Color Palette

Herantes blends Deep Sapphire and Midnight Navy for trust and authority, with Electric Teal and Cyan Accent for innovation, and Vivid Orange for energy—reinforcing autonomous AI transformation.

Deep Sapphire
primary
#0A2463
10, 36, 99

Electric Teal
secondary
#2ECC71
46, 204, 113

Vivid Orange
accent
#FF6B35
255, 107, 53

Soft Steel
neutral-light
#E0E0E0
224, 224, 224

Charcoal
neutral-dark
#333333
51, 51, 51

Midnight Navy
background
#1A1A2E
26, 26, 46

Cyan Accent
accent
#00B4D8
0, 180, 216

COLOR SYSTEM

Color Usage

APPROVED COMBINATIONS

- Deep Sapphire + Electric Teal
- Deep Sapphire + Vivid Orange
- Soft Steel + Cyan Accent
- Midnight Navy + Deep Sapphire + Electric Teal

DO'S & DON'TS

✓ Use Deep Sapphire (#0A2463) for primary navigation and trust-building elements

✓ Pair Electric Teal (#2ECC71) with data-driven UI components

✓ Leverage Vivid Orange (#FF6B35) sparingly for high-priority actions

✗ Avoid overusing Midnight Navy (#1A1A2E) in text-heavy areas

✗ Don't combine Cyan Accent (#00B4D8) with Soft Steel (#E0E0E0) in low-contrast sections

✗ Avoid placing Vivid Orange (#FF6B35) on Deep Sapphire (#0A2463) without sufficient contrast



Typography

Type system & hierarchy

TYPOGRAPHY

Type System

Aa Bb Cc 123

Space Grotesk · Sans Serif · Weights: 400, 500, 600, 700

Aa Bb Cc 123

Inter · Sans Serif · Weights: 400, 500, 600

Aa Bb Cc 123

IBM Plex Mono · Monospace · Weights: 400, 700

TYPE HIERARCHY

H1

Scalable AI for the Enterprise

H2

Autonomous Agents, Defined

H3

Precision in Every Decision

Body

Herantes' typography embodies precision, scalability, and innovation—mirroring the autonomous AI agents it builds.

Caption

99.9% Uptime · API Latency: <100ms

SECTION 05



Brand Voice

Tone, attributes & messaging

BRAND VOICE

Tone & Voice

Herantes speaks with the authority of a technical visionary—clear, precise, and results-driven, but never cold or inaccessible. Its voice balances deep expertise with approachability, making complex AI automation feel tangible, reliable, and transformative for enterprise leaders.

✓ **DO:** Lead with outcomes, not features. Use data to anchor claims—even in visionary messaging.

✗ **DON'T:** Overuse hyperbole or vague promises. Sacrifice clarity for cleverness.

VOICE ATTRIBUTES

TECHNICAL YET ACCESSIBLE

Balances deep expertise with clarity, avoiding jargon while maintaining precision.

VISIONARY WITH GROUNDED OUTCOMES

Big-picture thinking paired with concrete ROI—inspiring while keeping feet planted in reality.

CONFIDENT WITHOUT ARROGANCE

Speaks with unwavering authority but listens empathetically, acknowledging enterprise challenges.

RELIABLE AND TRUSTWORTHY

Steady, precise delivery of facts and benefits—like a surgeon explaining a procedure.



Photography

Image style & direction

PHOTOGRAPHY

Image Style

Clean, high-contrast photography with sharp focus on technical precision. Subjects include sleek data centers, futuristic control rooms, and professional environments. Lighting is crisp and controlled, evoking innovation and reliability. Mood is corporate yet visionary, emphasizing scalability and trust.









Herantes

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Generated by VISDA AI