



dolv.ai

The AI command center that executes and measures. **Dolv it.**

Brand Guidelines

LOGO · COLOR · TYPOGRAPHY · USAGE — FOR SOCIAL, WEB, DECKS & APPS

Don't just plan it. Dolv it.

High-energy minimalism for an AI-native command center.

Dolv.ai is an AI-native command center for go-to-market teams — it connects your stack, grounds AI in your company's real knowledge, executes genuine work, and measures every outcome, with a human in the loop. The identity is confident and energetic, built on a near-black canvas, one emerald brand color, a cooler teal support, and a single warm orange accent reserved for the most important action.

Name & wordmark.

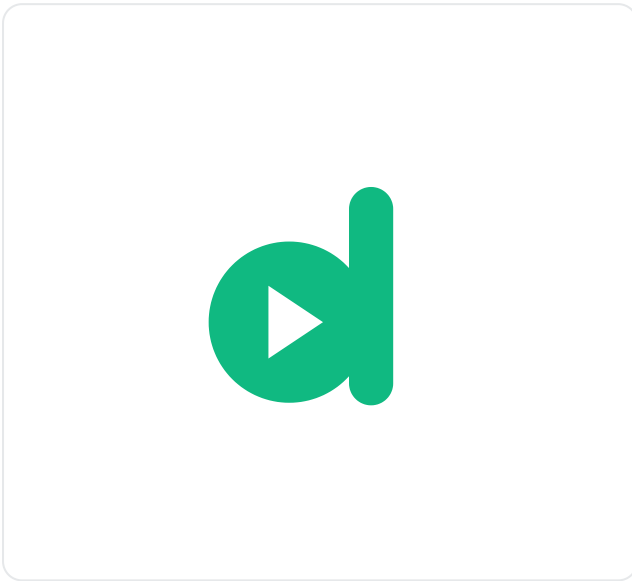
- The brand name is **Dolv.ai** — always written with the .ai. Use “Dolv” alone only where a suffix is impossible.
- The wordmark is lowercase **dolv** with **.ai** set in emerald. Never capitalize or re-letter it.
- Tagline: “**Dolv it.**” — short for “don't just plan it, do it.”

Personality.

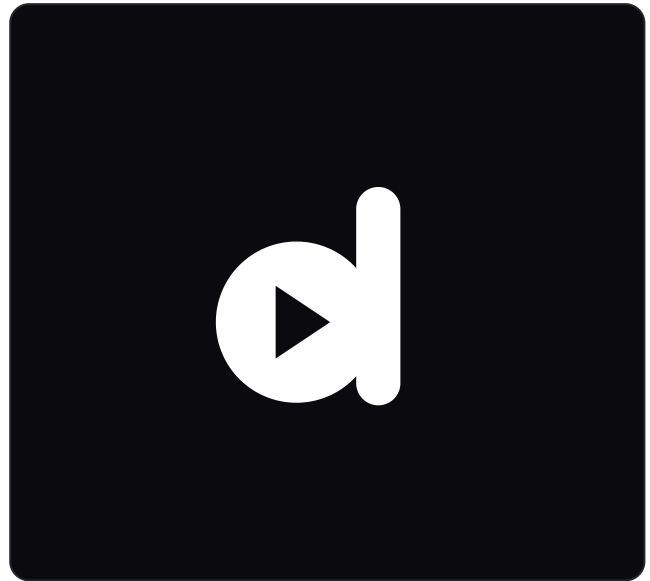
- **Operator, not chatbot** — we talk in outcomes (execute & measure), not features.
- **Plain-spoken & direct** — confident, energetic, never hypey or jargon-stuffed.
- **Grounded** — specific and real; show the funnel, the action, the result.

The “Do” mark

A lowercase “d” whose bowl holds a play triangle – “don’t just plan it, do it.”

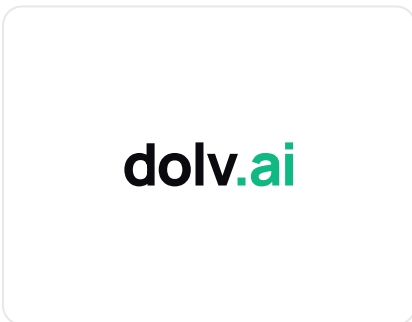


Emerald mark – on light

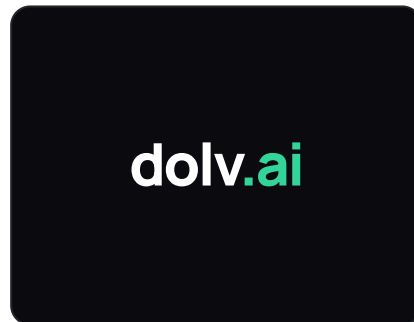


Paper mark – on dark / color

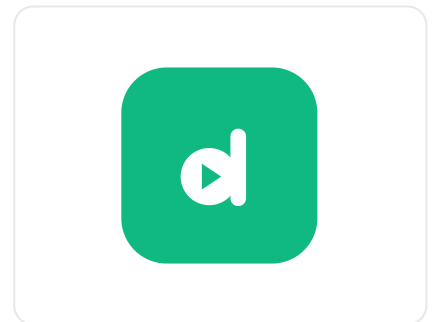
Lockups & app icon



Wordmark – light



Wordmark – dark



App icon / favicon

Clear space, sizing & misuse

Give the mark room and keep it unmodified.

Clear space.

Keep clear space equal to the height of the **play triangle** on all four sides.

Nothing – text, edges or other logos – enters that zone.

Minimum size.

- Mark: **24 px** tall (digital)
- App icon: **32 px**
- Wordmark: **64 px** wide

✓ Do

- Use the **emerald** mark on light backgrounds and the **white/paper** mark on dark or colored backgrounds.
- Use the **emerald tile + white mark** as the app icon, favicon and social avatar.
- Keep the wordmark lowercase with `.ai` in emerald.





✗ Don't

- Don't recolor the mark, add gradients, shadows, outlines or 3-D effects.
- Don't stretch, rotate, skew or rearrange the "d" and the triangle.
- Don't place the white mark on a light background or any low-contrast / busy photo without the emerald tile or a scrim.
- Don't substitute another typeface for the wordmark, or capitalize it.


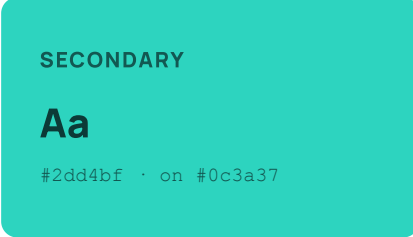




The palette

Three roles on a near-black canvas. Every on-color pair $\geq 5:1$ (WCAG AA).

BRAND TRIAD

 <p>Emerald #10b981 Primary / brand</p>	 <p>Teal #14b8a6 Secondary</p>	 <p>Orange #f97316 Accent / CTA</p>	 <p>Ink #0b0b0f Canvas base</p>
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ROLES & ON-COLORS (MATERIAL-YOU TOKENS)

 <p>PRIMARY Aa #34d399 · on #053a2c</p>	 <p>SECONDARY Aa #2dd4bf · on #0c3a37</p>	 <p>TERTIARY Aa #f97316 · on #2a0e00</p>
 <p>PRIMARY CONTAINER Aa #10b981 · on #00261a</p>	 <p>SECONDARY CONTAINER Aa #14b8a6 · on #042f2c</p>	 <p>TERTIARY CONTAINER Aa #ea580c · on #2a0e00</p>

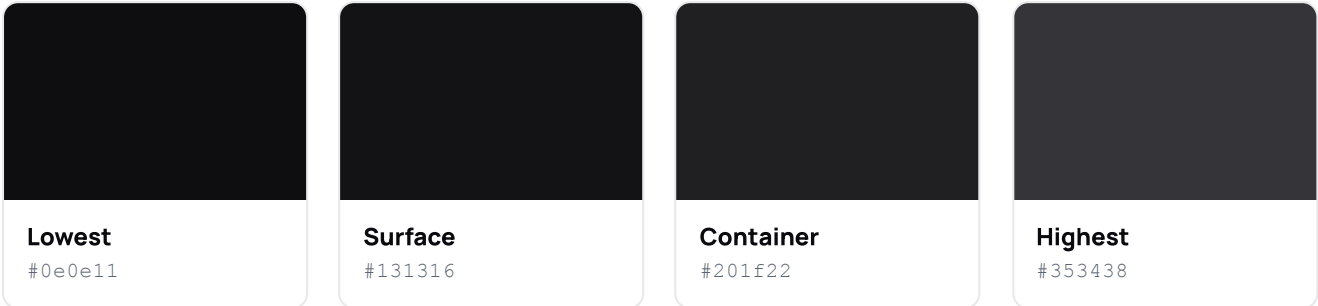
Containers are vivid mid-tones with a dark on-text — prominent *and* readable.

Rule: never put a mid-tone fill behind same-tone text; always pair a vivid fill with its dark on-* token.

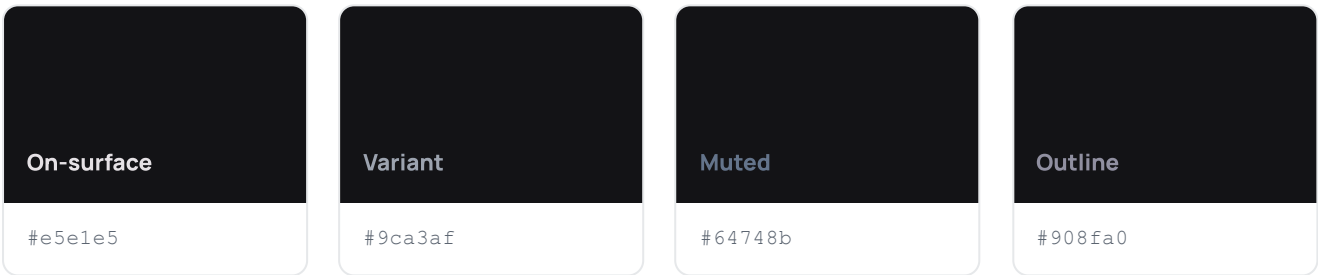
Surfaces, text & semantics

A dark elevation ladder, plus traffic-light semantics kept distinct from the brand.

SURFACES (DARK ELEVATION LADDER)



TEXT ON DARK



SEMANTIC (TRAFFIC-LIGHT)

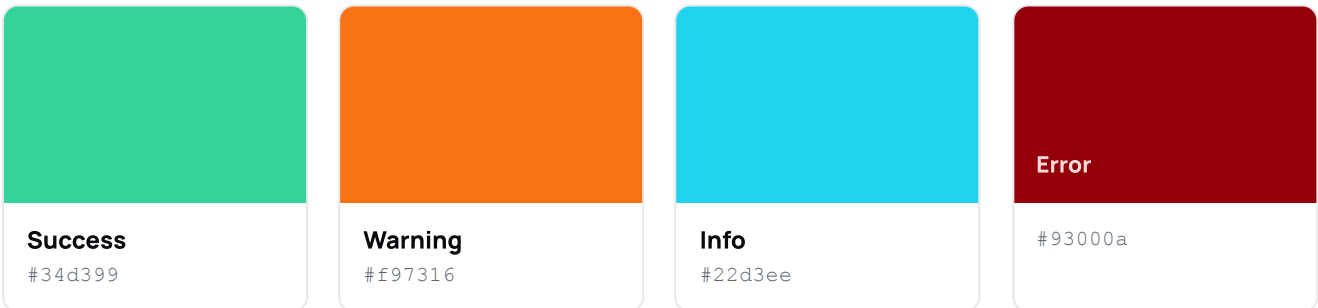


CHART SERIES



#34d399 · #2dd4bf · #f97316 · #a3e635 · #22d3ee · #eab308

Type system

Manrope for the brand, Inter for the product, Courier Prime for data.

WORDMARK – MANROPE 800

dolv.ai

Manrope · 800 · lowercase · brand asset + marketing site

DISPLAY – INTER 800

Execute and measure.

Inter · 800 · 2rem · letter-spacing -0.02em

HEADLINE – INTER 700

An operator, not a chatbot.

Inter · 700 · 1.5rem

BODY – INTER 400

Dolv connects your stack, grounds AI in your company's real knowledge, and lets it execute genuine work while you stay in control.

Inter · 400 · 0.9375rem · line-height 1.6

LABEL – INTER 700 CAPS

GROUNDED · IN THE LOOP · MEASURED

Inter · 700 · 0.6875rem · +0.08em · uppercase

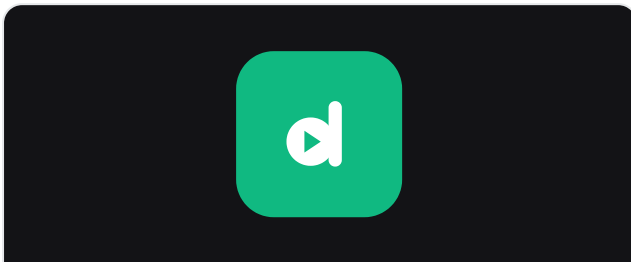
DATA / MONO – COURIER PRIME

funnel: 94% → 66% → 40% · status: live

Courier Prime · 0.8125rem · metrics & readouts

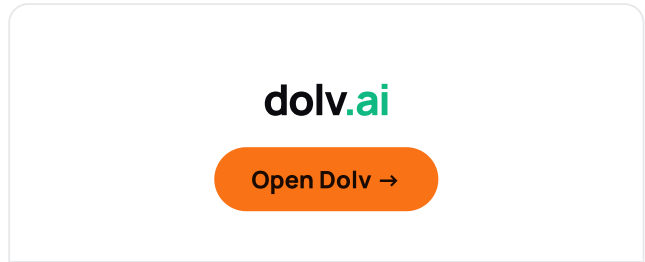
Across every surface

One system for social, website, decks & slides, and the app.



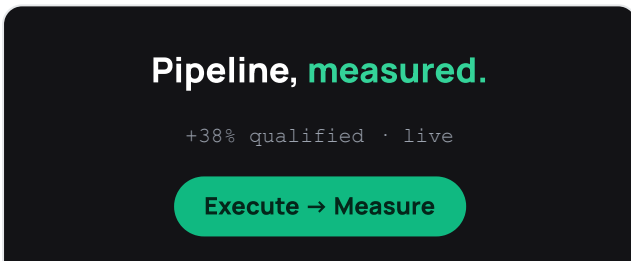
Social media

Avatar = emerald tile + white mark (1:1). Banners on ink with the wordmark + tagline. One emerald accent, one orange CTA per post. Never the mark on a busy photo without a tile or scrim.



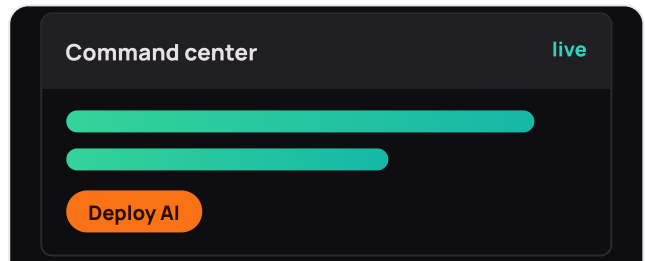
Website

Emerald primary, Manrope, generous whitespace. Exactly one orange CTA per view. Light + system-aware dark.



Decks & slides

Ink #131316 background, emerald headings, Inter/Manrope. Orange only for the single key CTA. Courier Prime for numbers.



App

Material-You tokens: emerald primary, teal live-states, one orange action. Integration logos keep real colors in neutral chips.

Golden rules.

- One orange action per screen – it loses meaning if everything is orange.
- Dark-first. Emerald for brand & success, teal for live/secondary, orange for the single CTA.
- Always write the name as **Dolv.ai**; lowercase wordmark; tagline “Dolv it.”