



Strata AI

Brand kit

The agentic AI operating layer for strata management firms.

Logo

Stacked floors for buildings, a spark for the AI working inside them.



Clear space: keep empty space around the logo at least the height of the icon. Minimum size: icon 16 px, full logo 96 px wide.

Colour

Midnight base, Indigo to Sky glow.



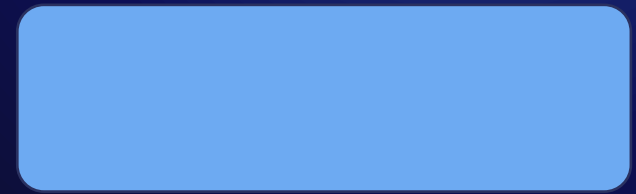
Midnight #0A0F2C

Dark backgrounds



Indigo #3F37C9

Primary, buttons



Sky #6DAAF2

Glow, highlights



Night card #141A3A

Dark cards



Mist #F4F6FF

Light backgrounds



White #FFFFFF

Text on dark



Signature gradient: Indigo to Sky. Use for one key action or glow per screen.

Type and voice

Plus Jakarta Sans for headings, Inter for everything else.

HEADINGS · PLUS JAKARTA SANS

Agents at work

BODY · INTER

Your mailbox agent filed 14 emails and drafted 6 replies for review.

Confident, not loud

Say what the agents do, plainly.

Strata-deep

Lots, levies, by-laws, AGMs.

In control

The manager decides how much the AI does.

Warm and Australian

Friendly, direct, Australian spelling.

EXAMPLE MESSAGE

"Three quotes are in for the lift repair at Harbourview. The lowest is A\$4,180 from Apex Lifts. Approve it, or send it to the committee?"

Do and don't

Keep it consistent everywhere.

Do

- Use the logo on Midnight or White
- Use the gradient for one key action per screen
- Say "agents" and "autonomy dial" for the AI

Don't

- Stretch, recolour or outline the logo
- Put the gradient behind long text
- Say "tools to streamline" or that AI replaces managers

Questions about the brand: hello@stratapages.com.au