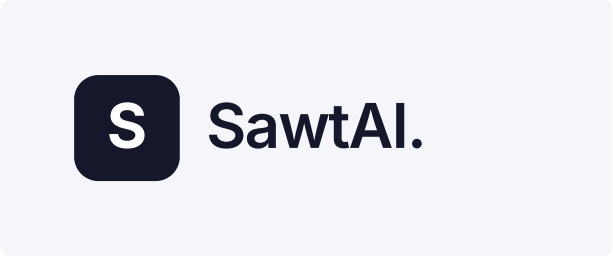
SAWTAI BY XPIN AI · OCTOBER 2026

Brand assets and guidelines





Using the logo

- Use the dark logo on light backgrounds and the light logo on dark ones.
- Keep clear space around the logo of at least the height of the mark's "S".
- Do not stretch, recolour, outline or add effects to the logo.
- Write the name as SawtAI, one word, with a capital S and AI. The full stop belongs to the logo only.

Colours

Ink · #14182A

White · #FFFFFF

Violet accent · #6D5BD0

Violet wash · #F4EFFF

Cyan wash · #E9F9FC

Naming

The company is Xpin AI (Xpress Innovations). The product is SawtAI. On first mention, write "SawtAI, the AI voice call centre by Xpin AI".

Files in this kit

sawtai-logo-dark-on-light.svg · sawtai-logo-light-on-dark.svg · sawtai-mark.svg · brand-guidelines.pdf