



RasanAI
ரசனை

Brand Guidelines

IDENTITY · COLOUR · TYPE · INTERFACE · MOTION

VERSION 1.0 · OCTOBER 2026



Contents

Everything you need to make RasanAI look, read and move like itself:
in a film, on the site, in the Mac app and in print.

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Taste, set in motion.

RasanAI is creative direction for whole films, made with Claude. You make five calls, from the brief to the final cut. RasanAI directs the craft in between and shows every decision it makes. The name is Tamil: rasanai, the taste that knows why something is good.

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RASANAI · TAMIL FOR TASTE, THE ART OF APPRECIATING

01

Taste over templates

Every film gets its own look, researched and blended for that film. Nothing should read as a preset.

02

The product is the hero

Real screens, real uses, a plain true story. No clever metaphor standing in for the thing itself.

03

Show the decisions

Every craft call is visible and explainable. Confidence comes from showing the work.

04

Calm tools, bold films

The interface stays quiet so the film can be loud. One loud action per screen.

Voice & tone

RasanAI talks like a calm, senior member of the crew: it tells you what it decided, why, and what you can change.

WE ARE

Plain

Short words, one idea per sentence.

Specific

Numbers, names and real examples over adjectives.

Warm

Speak to one person, as a collaborator.

Confident

Say what was decided and why. No hedging.

WE AVOID

Hype

“Revolutionary”, “magic”, “unleash”.

Jargon

Model names and internals the user never chose.

Exclamation marks

Excitement belongs in the film, not the copy.

Blame

Errors say what happened and the next step.

REWRITES

×

Unleash the magic of AI-powered video!

Pick a script. Pick a look. RasanAI directs the rest.

×

Oops! Something went wrong :(

The render stopped at scene 4: the font file is missing. Add it and resume.

×

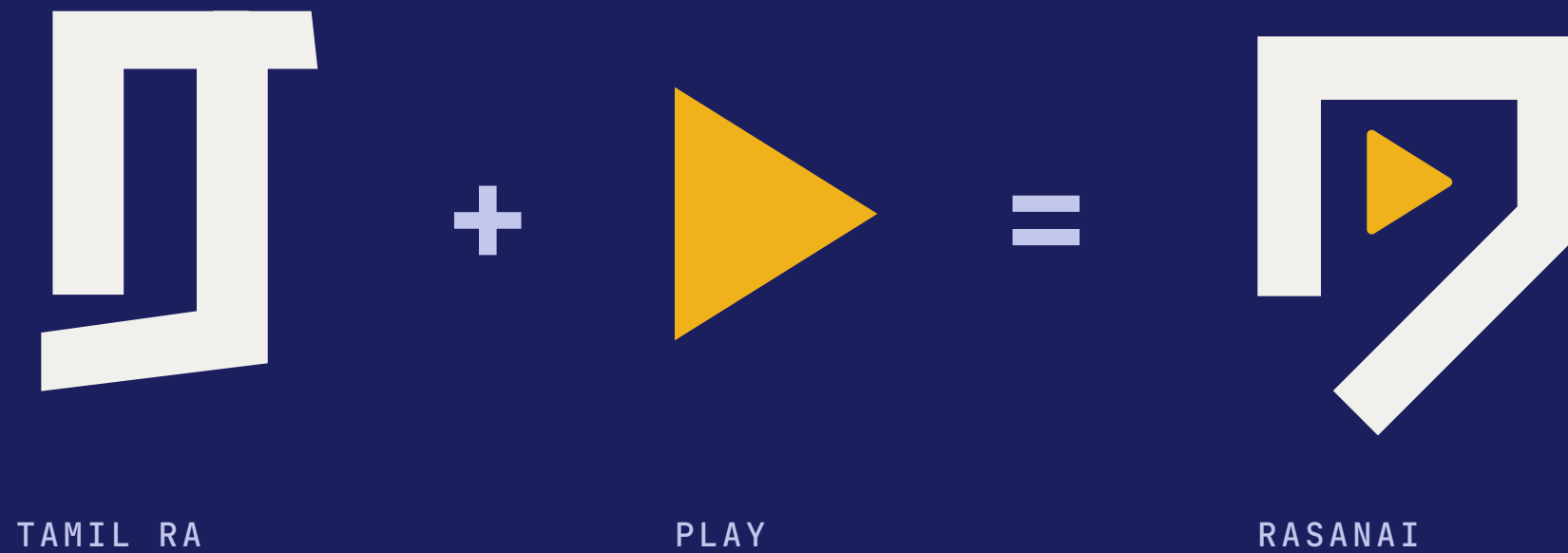
Our cutting-edge engine optimises your content.

Three scripts, each built from what your product really does.

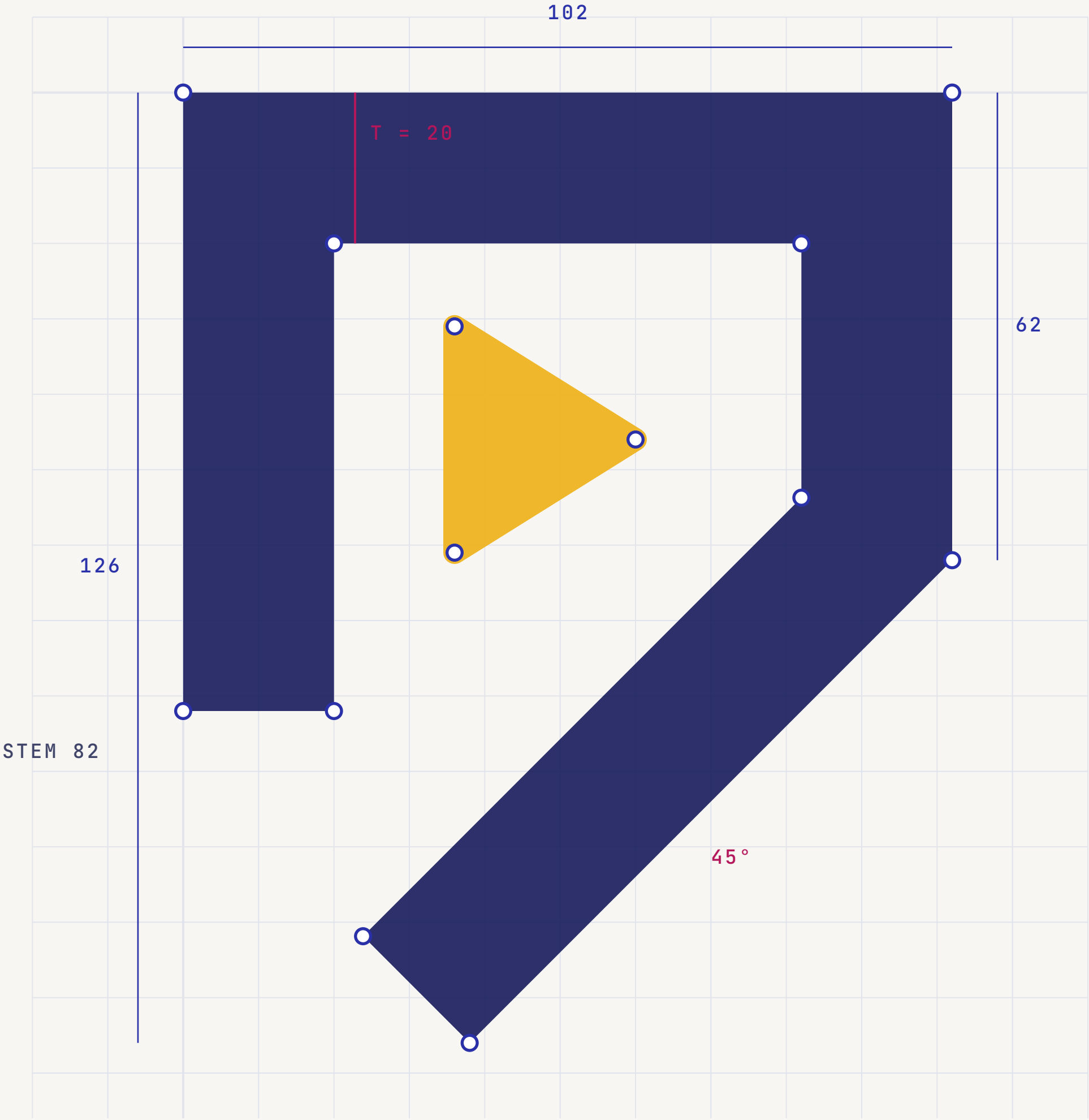


The mark

The mark is the Tamil letter ra, the first letter of rasanai, drawn as one heavy stroke. A play triangle sits in its counter: taste, set in motion. It stands alone wherever the name is already present: app icon, favicon, avatar, end card.



Construction



The mark is built on a 102 × 126 unit grid from one stroke weight, T. Every measure in the logo system is a multiple of T, so clear space and spacing scale with it.

BOUNDING BOX	102 × 126 units
STROKE T	20 units, every stroke
STEM	82 units, also the wordmark's cap height
KICK	45°, squared off at (38, 126)
COUNTER	62 × 62, from (20, 20) to (82, 82)
PLAY	(36, 31) (60, 46) (36, 61), 3-unit round join
LOCKUP GAP	T, between mark and wordmark

Logo suite



PRIMARY LOCKUP · DEFAULT EVERYWHERE



STACKED · SQUARE AND TALL SPACES



GLYPH · FAVICON, WATERMARK



APP MARK · ICON, AVATAR



TAMIL WORDMARK

Clear space & minimum size



Keep a margin of 2T (twice the mark's stroke) clear on every side. In a line with other content, centre the wordmark's cap height on the line: the kick hangs below like a descender.

Minimum size

**Primary lockup**

120 PX · 30 MM WIDE

**Stacked**

72 PX · 18 MM WIDE

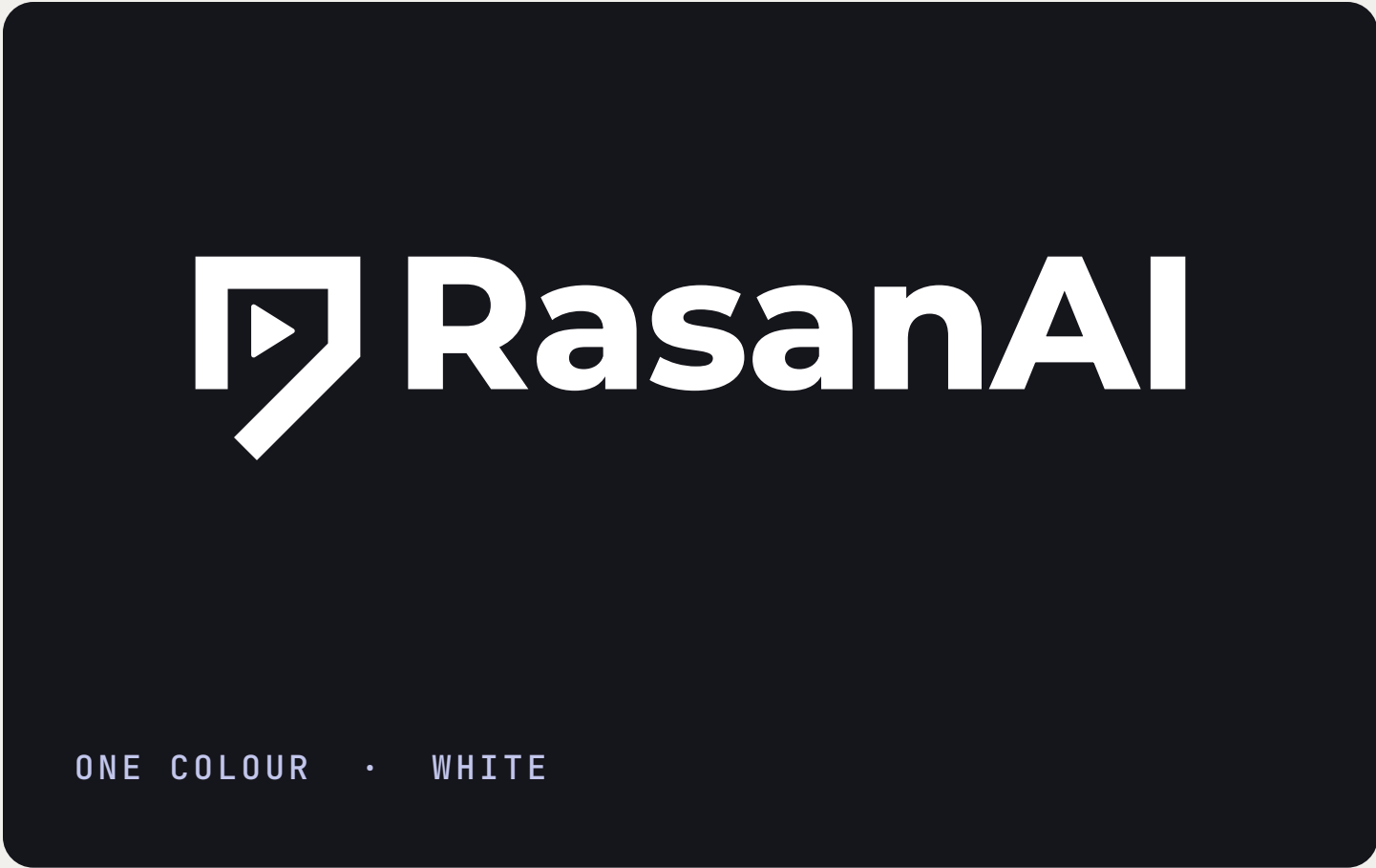
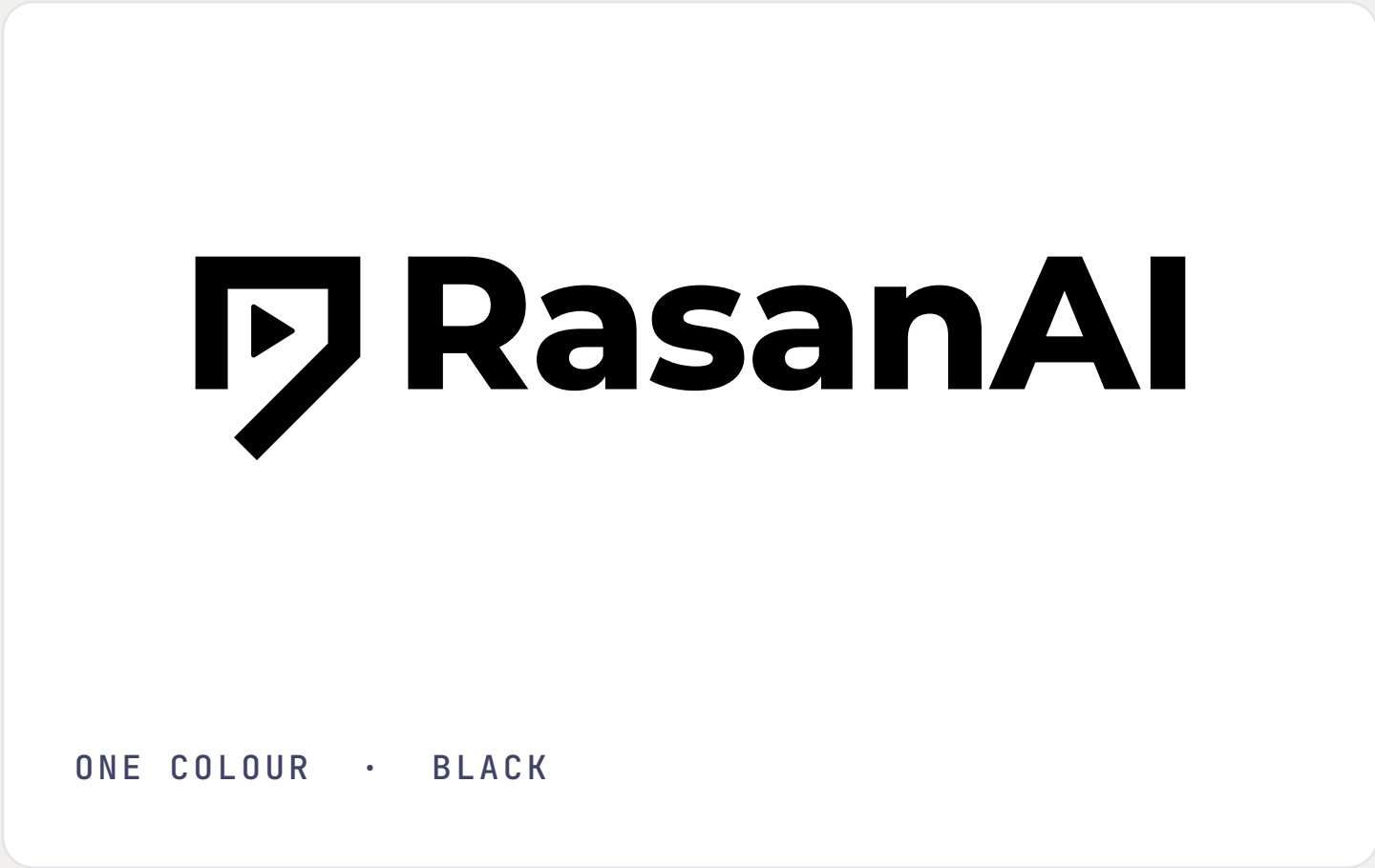
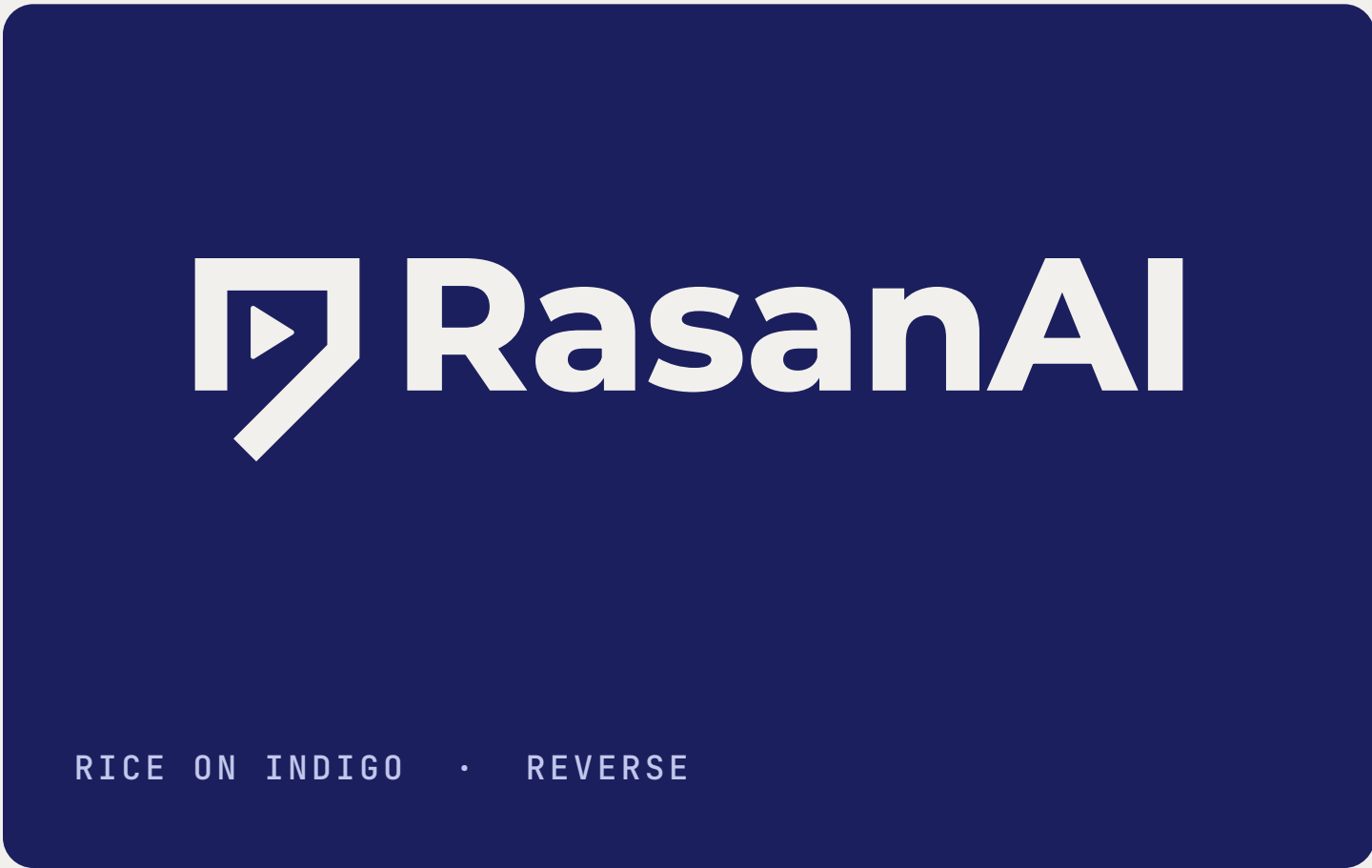
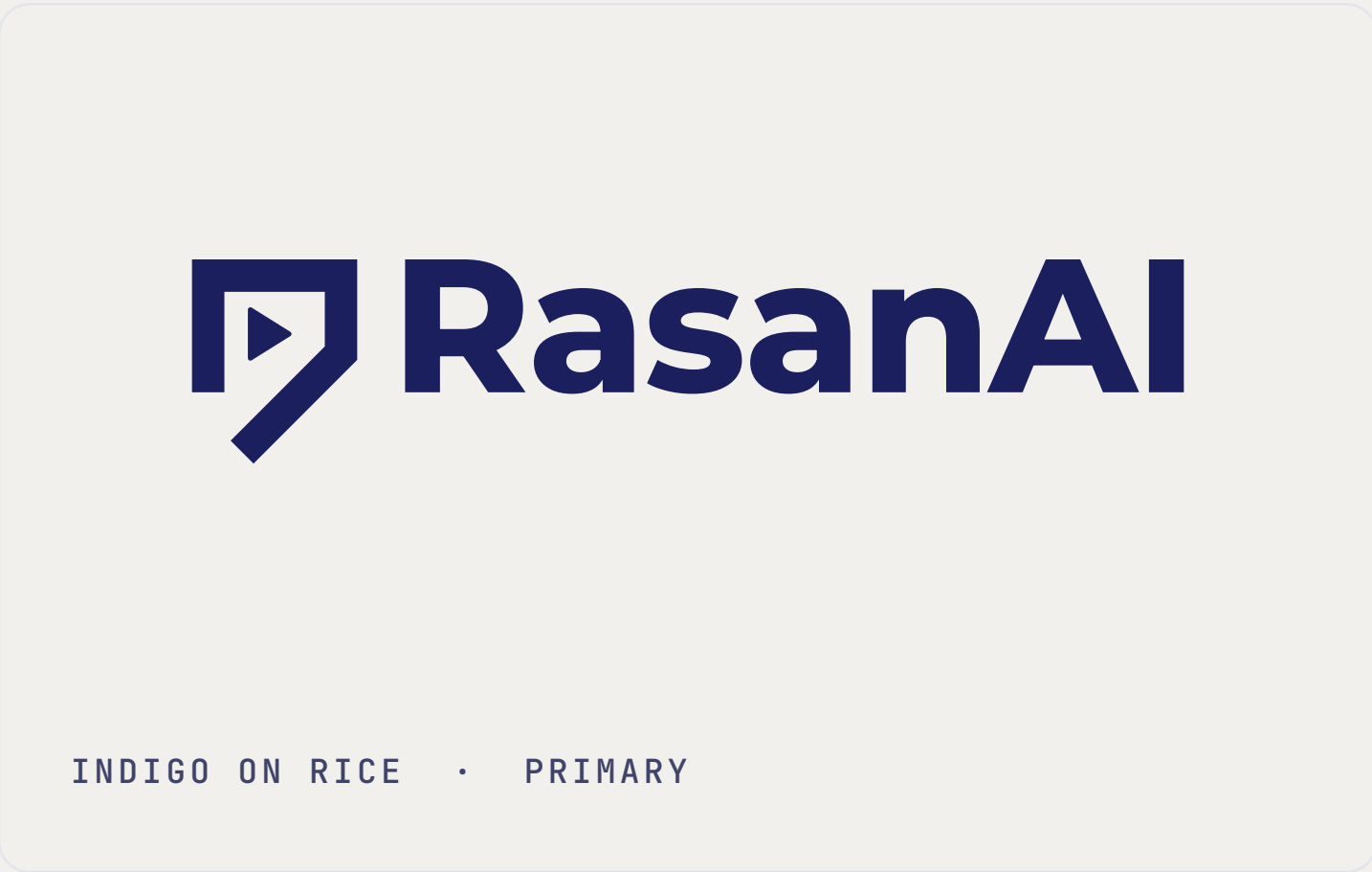
**Glyph**

16 PX · 5 MM TALL

**App mark**

16 PX · FAVICON

Logo on colour



Don't



STRETCH OR SQUASH IT



ROTATE IT



RECOLOUR IT



OUTLINE IT



REARRANGE THE PARTS



RETYPE THE WORDMARK

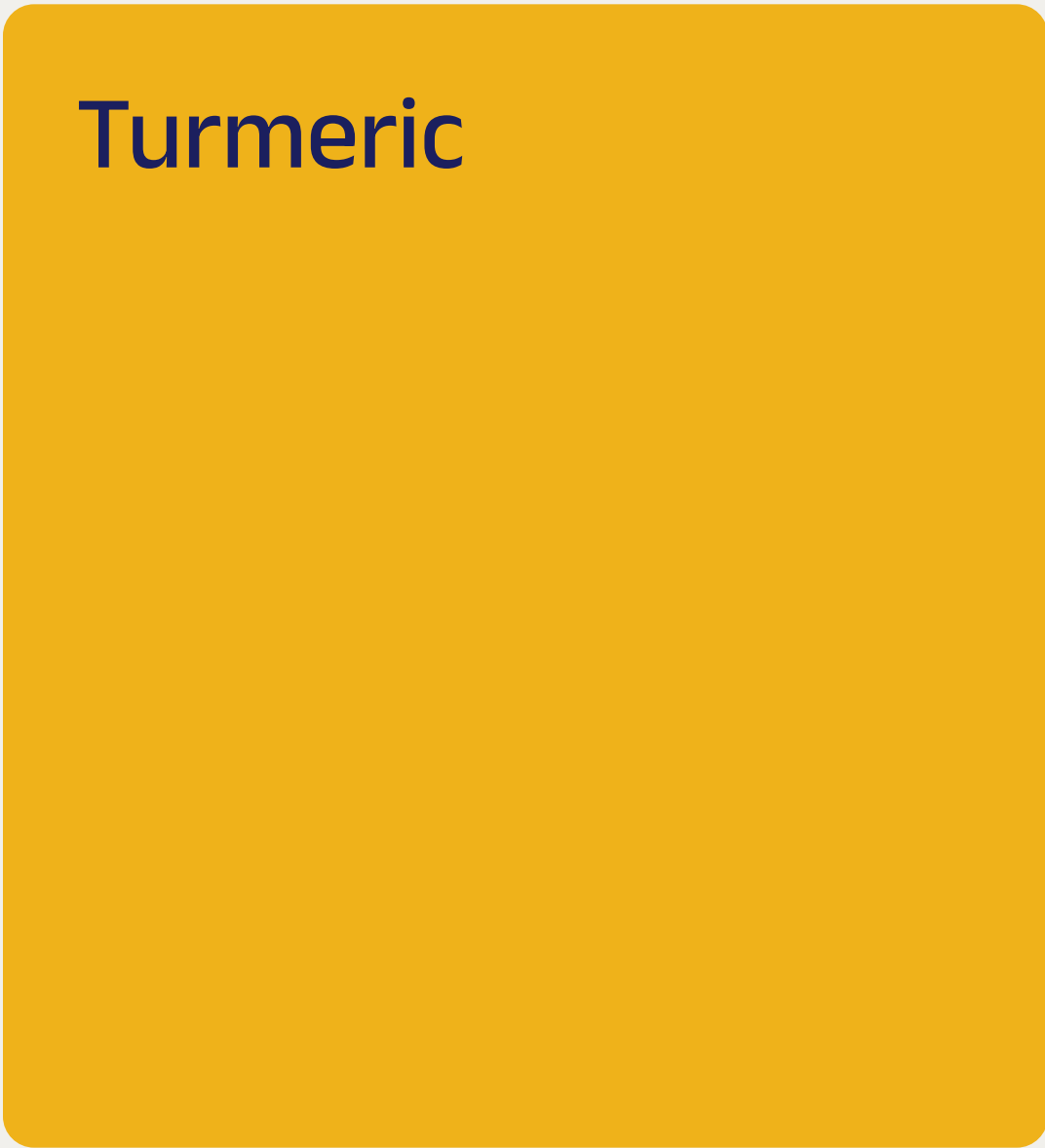
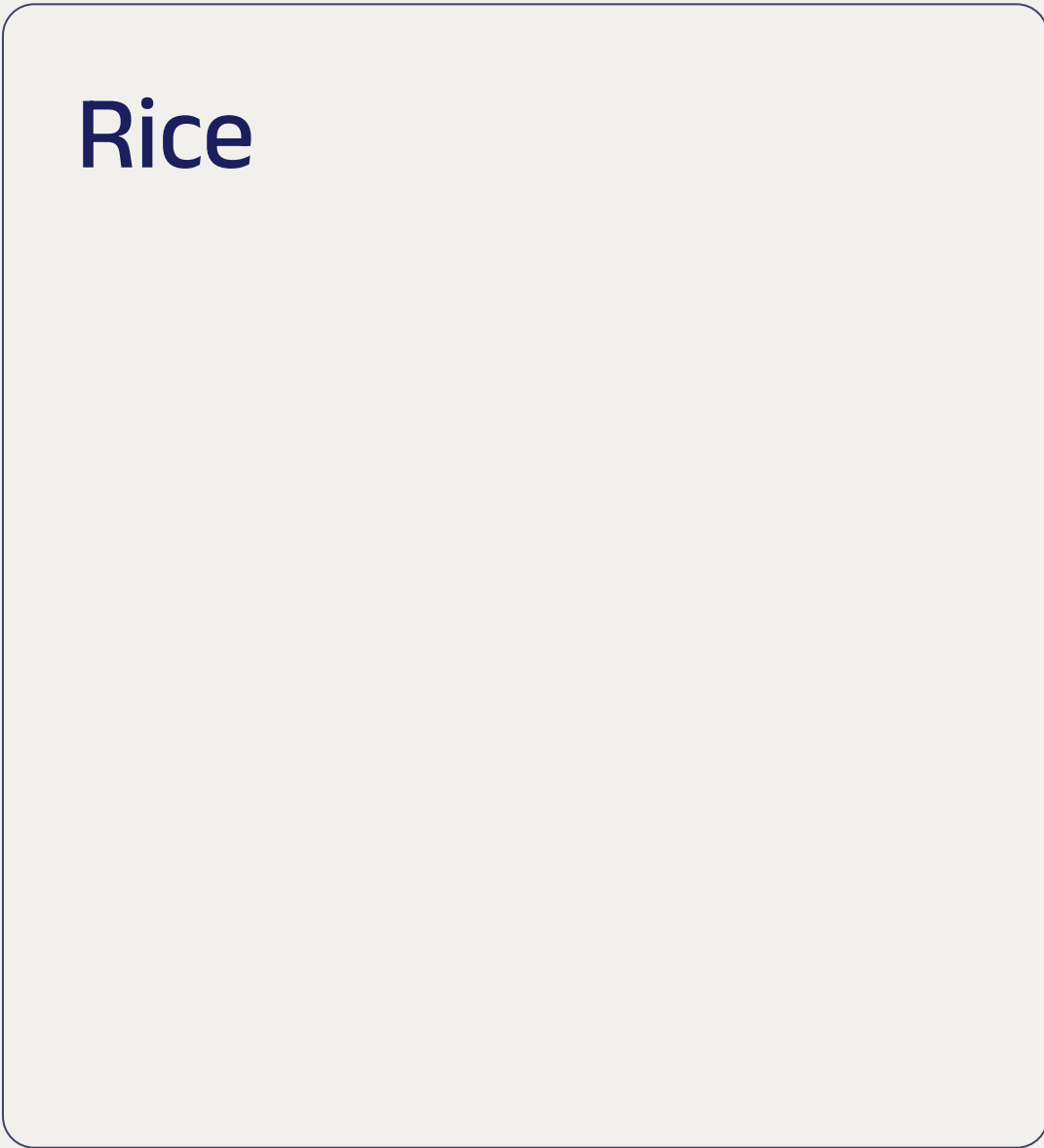


PLACE IT ON LOW CONTRAST



ADD GRADIENTS OR EFFECTS

Primary colour



Indigo

The mark's ink. Logo, headlines and deep grounds.

HEX #1B1F5E
RGB 27 31 94
CMYK 100 99 32 25

Rice

The paper. Default ground for print, site and slides.

HEX #F1F0EC
RGB 241 240 236
CMYK 4 3 5 0

Turmeric

The warm spark. One accent per view: the play, a highlight, a note.

HEX #EFB21A
RGB 239 178 26
CMYK 6 31 100 0

RasanAI Blue

Action. The one primary button, links and selection.

HEX #2A31A8
RGB 42 49 168
CMYK 94 90 0 0

Supporting & neutrals



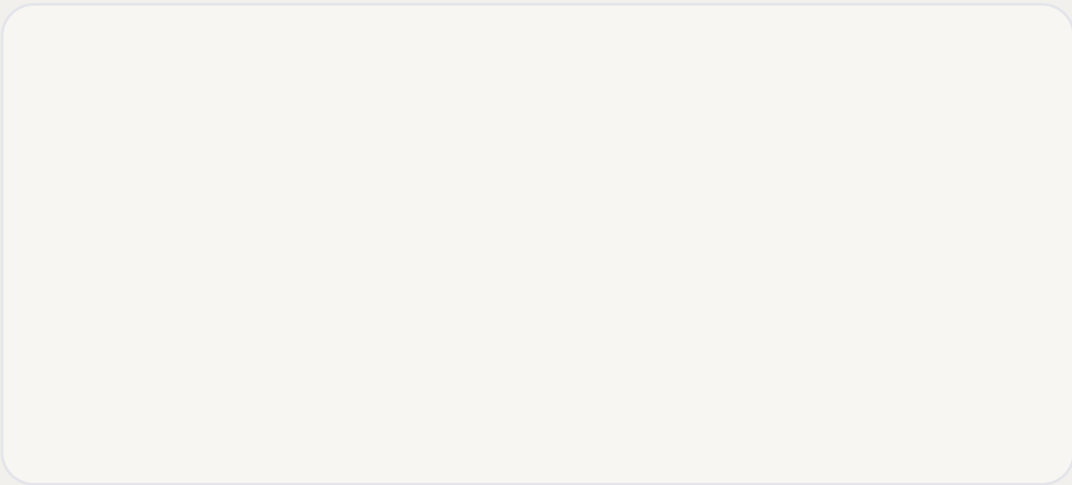
Silk
#B3165A
Rare emphasis in films and editorial. Never for UI errors.



Leaf
#1E5A3C
Growth and calm; natural looks and success moments.



Mist
#DFE3EE
Cool surfaces and quiet panels on rice.



Paper
#F7F6F2
Raised surface on rice: cards, sheets, tables.

NEUTRALS & APP



Indigo Ink
#0C1030
Darkest ground



Indigo Deep
#11163F
Dark sections



Ink
#15151C
Body text



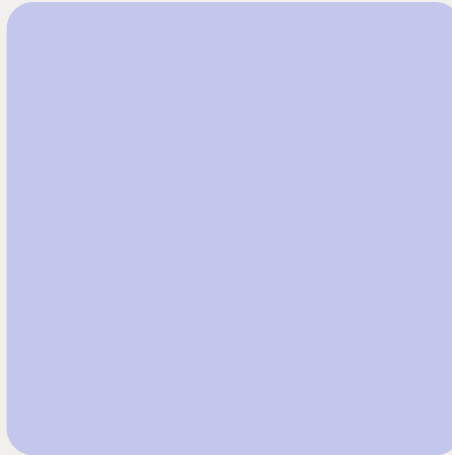
Ink 2
#3F4368
Secondary text



Rice 2
#E4E5EA
Hairlines



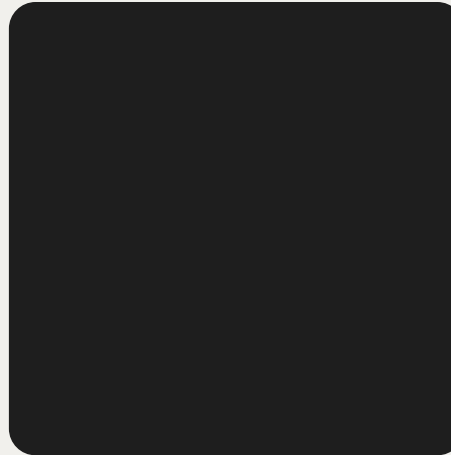
On Indigo
#EEF0FF
Text on indigo



On Indigo 2
#C3C7EC
Quiet text on indigo



Blue Lift
#7C83F5
Blue text, dark mode



Charcoal
#1E1E1E
App window, dark mode

Proportion & contrast



Typefaces

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & " ' " ! ? @ # %

Anek Latin

DISPLAY & HEADLINES · MEDIUM SEMIBOLD BOLD

In the Mac app, interface text uses SF Pro, the system font; brand type is for films, the site and print.

Aa

Mukta

BODY COPY · REGULAR MEDIUM SEMIBOLD

{ }

JetBrains Mono

LABELS, TIMECODES, DATA

அ அ

Anek Tamil

TAMIL · MEDIUM BOLD

Ra

Montserrat

WORDMARK ONLY · OUTLINED, NEVER TYPESET

Type scale

DISPLAY
ANEK LATIN SEMIBOLD 96 / 92 -15

H1
ANEK LATIN SEMIBOLD 64 / 64 -10

H2
ANEK LATIN MEDIUM 40 / 44 -5

H3
ANEK LATIN SEMIBOLD 28 / 32

BODY L
MUKTA REGULAR 22 / 32

BODY
MUKTA REGULAR 17 / 26

LABEL
JETBRAINS MONO MEDIUM 13 +120 CAPS

TAMIL
ANEK TAMIL BOLD 40 / 48

Direct your film.

Pick a look for this story

Three scripts, one true story

Leave notes on the animatic

RasanAI researches your product, writes three scripts and designs three looks.

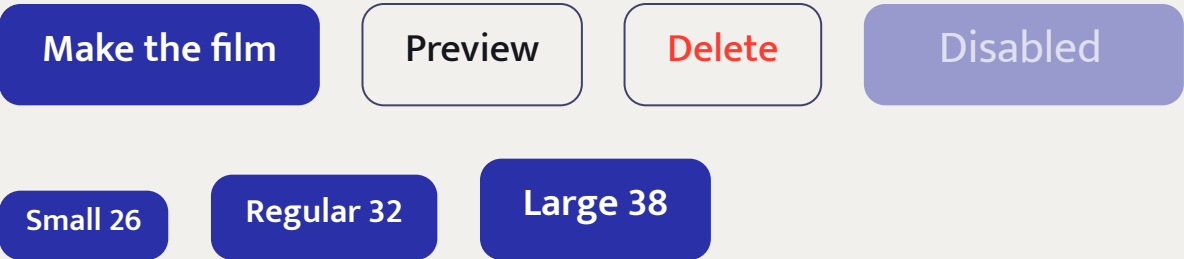
Every decision is in the drawer, with the reason it was made.

SCENE 04 · 00:12.4 · LOOK B

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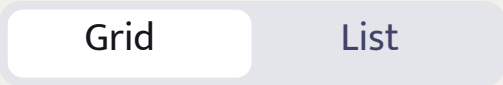
Interface

BUTTONS

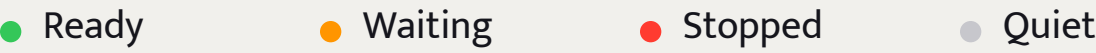


One primary button per screen, in RasanAI Blue. Everything else is a quiet outline. Flat: no gradient, bevel or inner shadow.

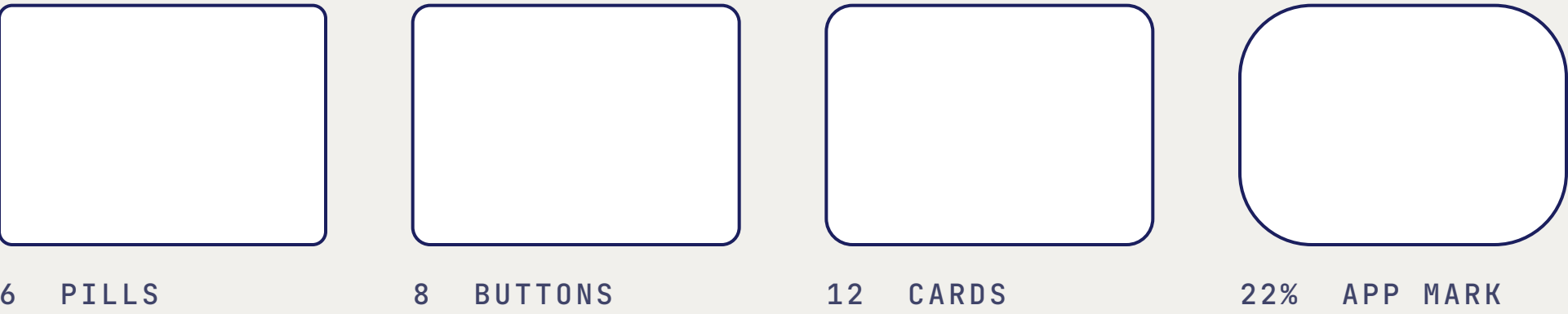
SWITCH



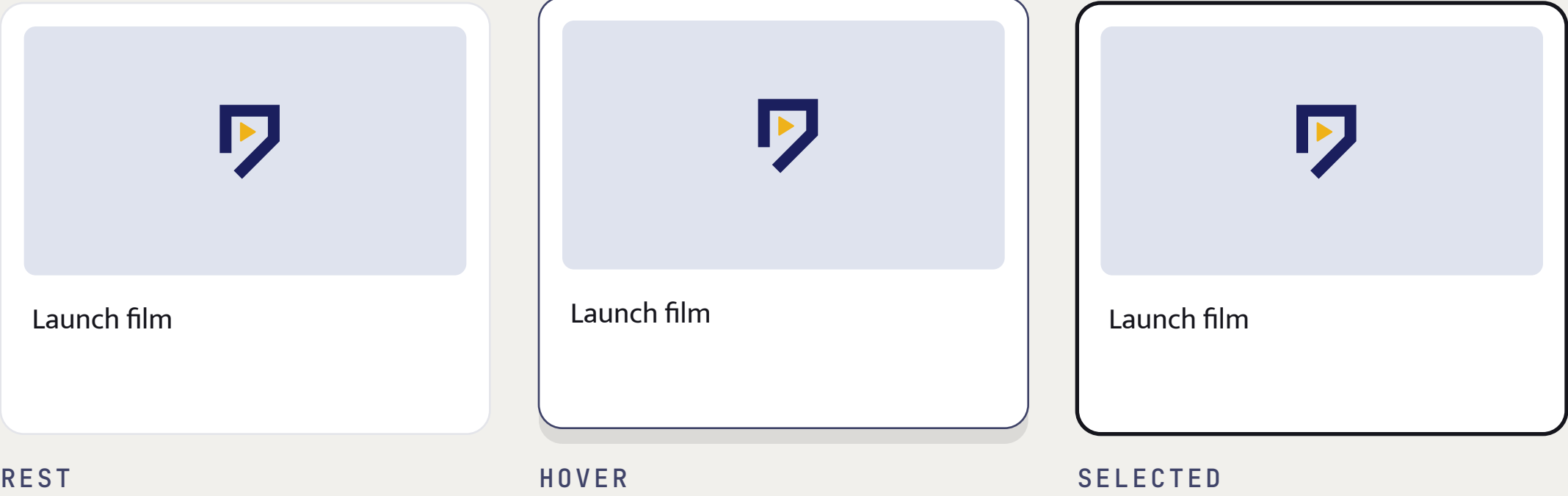
STATUS



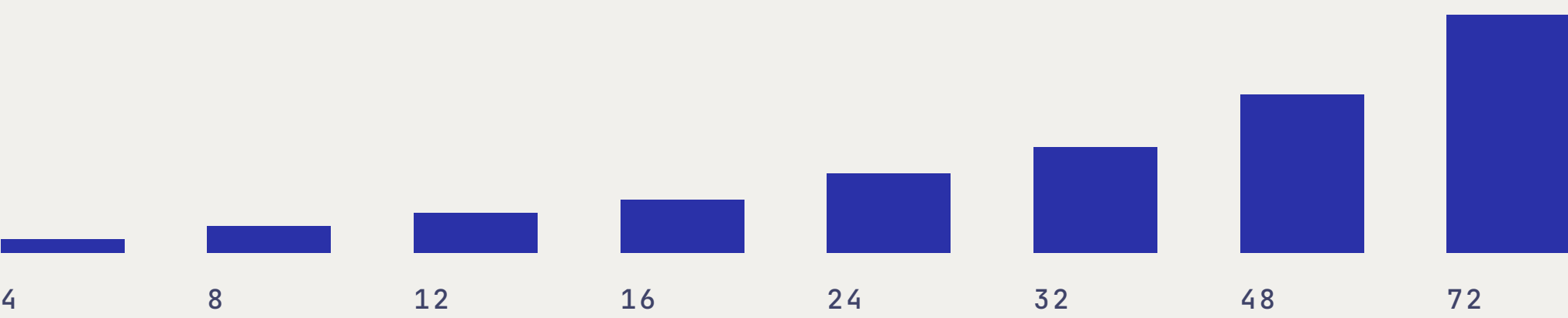
RADII



CARDS



SPACING



A 4-point base. Card padding 16, section gaps 24 to 32, page margins 72 on the site.

Motion

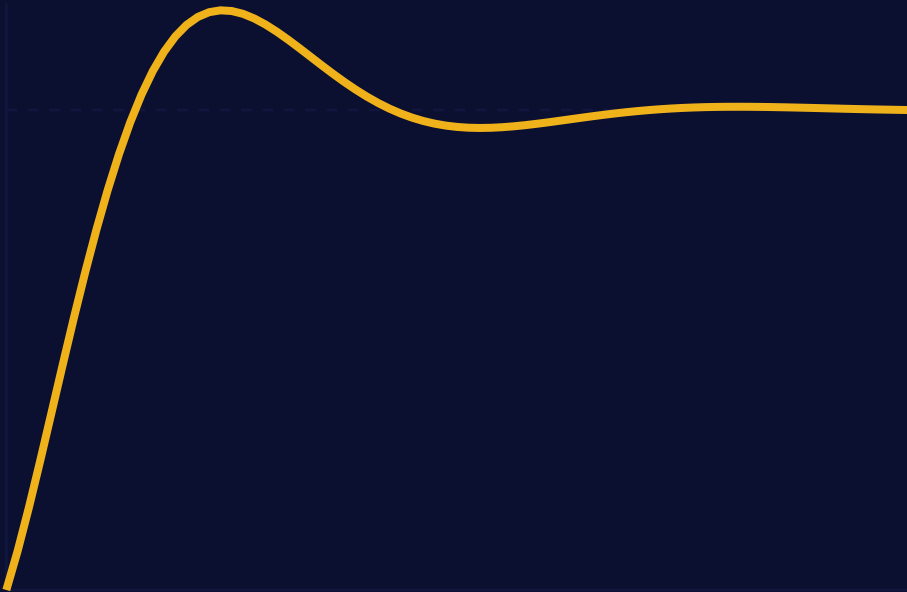
RasanAI makes films, so its own motion is restrained and exact: every move has a reason, and the interface never competes with the work.



01

One move per beat

Each beat gets one primary motion. Secondary motion supports it, never competes.



02

Springs, not timers

UI springs: response 0.30 s, damping 0.86. Interruptible and physical.



03

Fast feedback

Hover and press: 120 ms ease-out. Cards raise in 180 ms. Never animate text.



04

Respect Reduce Motion

With Reduce Motion on, cross-fade or cut. Nothing pulses, nothing slides.

LOGO STING · THE STROKE OF RA DRAWS IN, THE PLAY TRIANGLE SPRINGS INTO THE COUNTER, HOLD ONE BEAT.

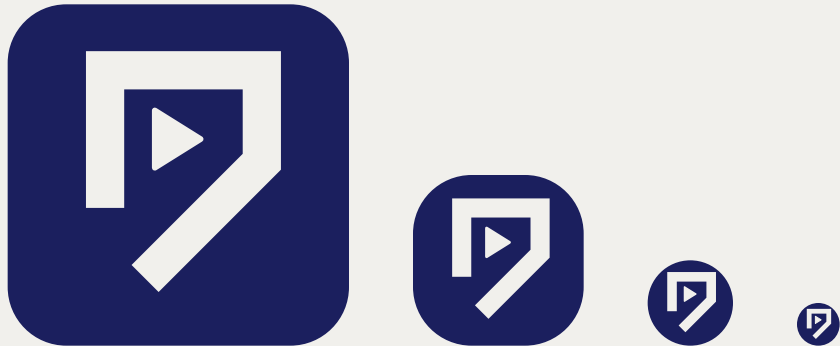
Applications



TITLE CARD · 16:9



SOCIAL · 1:1



APP MARK · 128 TO 16



BUSINESS CARD · 85 × 55



WEBSITE HEADER · INDIGO HERO, RICE BODY

Meet the crew

RasanAI makes films with a crew of 32 agents. Seven characters give them faces: Rasan runs the set, and one crew member brings you each of your five calls. Mala joins when you bring footage.



TARA

KAVI

CHITRA

RASAN

LAYA

RASIKA

MALA



MASCOT · RUNS THE SET

EVERY CALL: HANDS YOU EACH ONE

Rasan

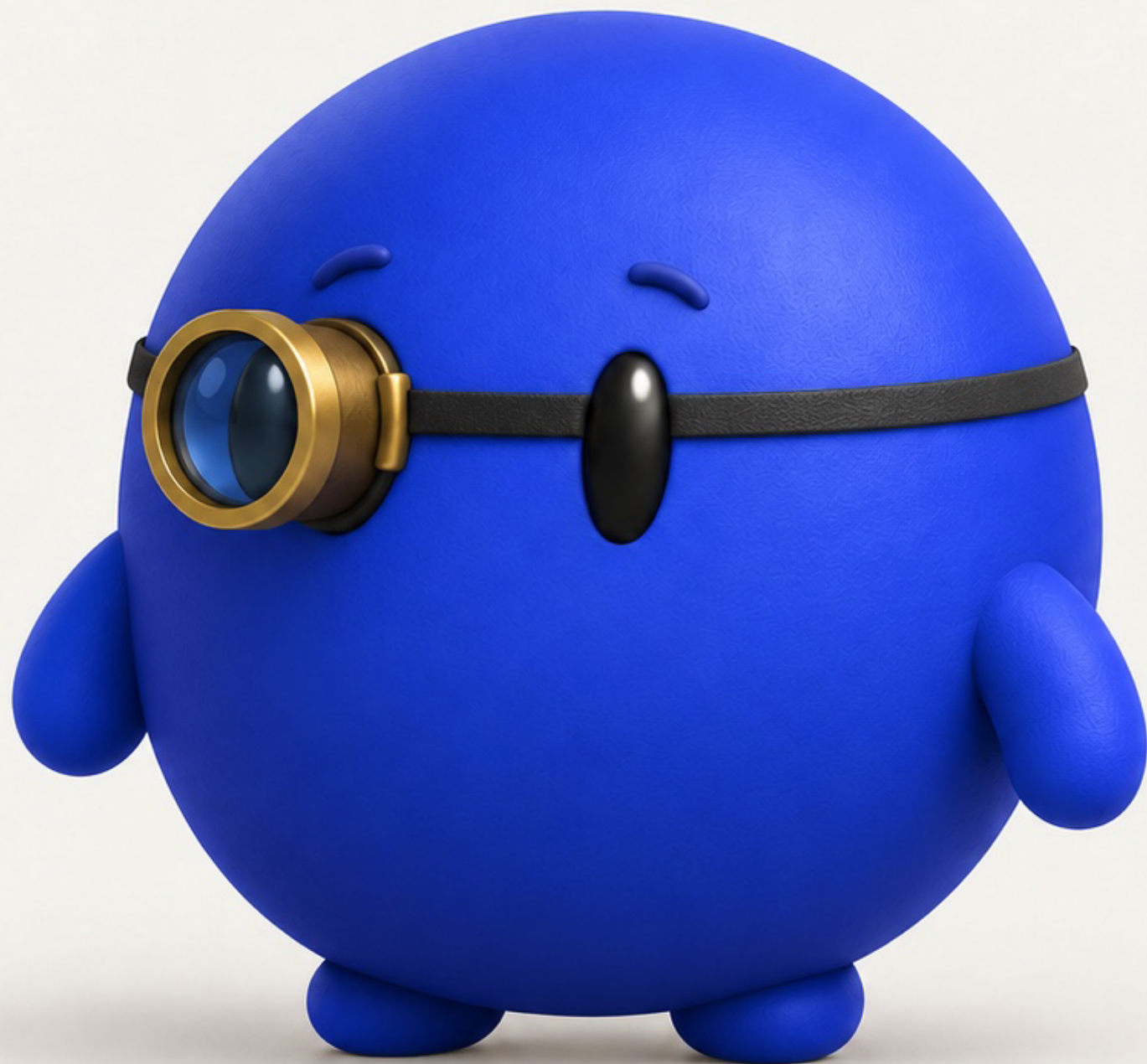
The first half of RasanAI: rasanai is Tamil for taste.

Warm, sure and unhurried. Rasan is the face of RasanAI's Director: it greets you, runs the set, introduces the crew and hands you each call. You make the calls; Rasan runs the set.

COLOUR	Turmeric #EFB21A
SHAPE	Plump gumdrop, the biggest of the crew
PROP	Black flat director's cap; a clapperboard held in both hands
FACE & POSE	Steady eyes, soft brows; stands square, ready to call action
TEAM	The Director, the main Claude session that talks to you

IN THE APP

- Rasan · three scripts are ready: pick one
- Rasan · the film is ready for your review



● SCOUT · RESEARCH

CALL 1: CONFIRM THE BRIEF

Tara

Star; the guide star travellers steer by.

Curious and quick, always looking. Tara reads your product, your screens and the films like it before anything is written, and brings back what is true.

COLOUR



RasanAI Blue #2A31A8

SHAPE

Small sphere, the smallest of the crew

PROP

A hands-free brass scout's eyepiece strapped over one eye

FACE & POSE

One eye to the eyepiece, leaning in

TEAM

7: research-lead, product, screens, local scout, precedent, design and brand researchers

IN THE APP

● Tara · found 14 product screens

● Tara · reading 3 launch films like yours



● WRITER · SCRIPTS

CALL 2: PICK A SCRIPT

Kavi

Poet.

Thoughtful, a little dreamy, precise with words. Kavi turns what Tara found into three different scripts, each built from what your product really does.

COLOUR	Indigo #1B1F5E
SHAPE	Tall rounded block, like a notebook standing up
PROP	Round brass glasses, a short beard, a big yellow pencil
FACE & POSE	Looking up, considering; the pencil held like a staff
TEAM	6: treatment, script and visual writers, script editor, concept and structure critics

IN THE APP

- Kavi · drafting script 2 of 3
- Kavi · cut the opening to 4 seconds



● ART DIRECTOR · LOOKS

CALL 3: PICK A LOOK

Chitra

Picture, painting.

Bold, decisive and stylish. Chitra researches and blends three looks for your story, each a full design system, and draws every one on your film's first line.

COLOUR

■ Silk #B3165A

SHAPE

Soft drop with a swept brush-stroke crest

PROP

A fan of paint swatches; long lashes

FACE & POSE

Chin up, swatches fanned, ready to argue for a look

TEAM

8: art director, styleframe, frame and design-system designers, frame and A/B jurors, brand kit, brand film

IN THE APP

● Chitra · blending three looks

● Chitra · Look B uses your brand's own type



MOTION DIRECTOR · MOVES AND BUILD

CALL 4: NOTES ON THE ANIMATIC

Laya

Tempo and rhythm in Indian music.

Rhythmic, energetic, joyful. Laya invents the moves, times every cut to the music and builds the film, scene by scene.

COLOUR

Leaf #1E5A3C

SHAPE

Bean floating mid-move, a sprout curl on top

PROP

Brass headphones with a waveform on the cup

FACE & POSE

Always off the ground, leaning into the beat

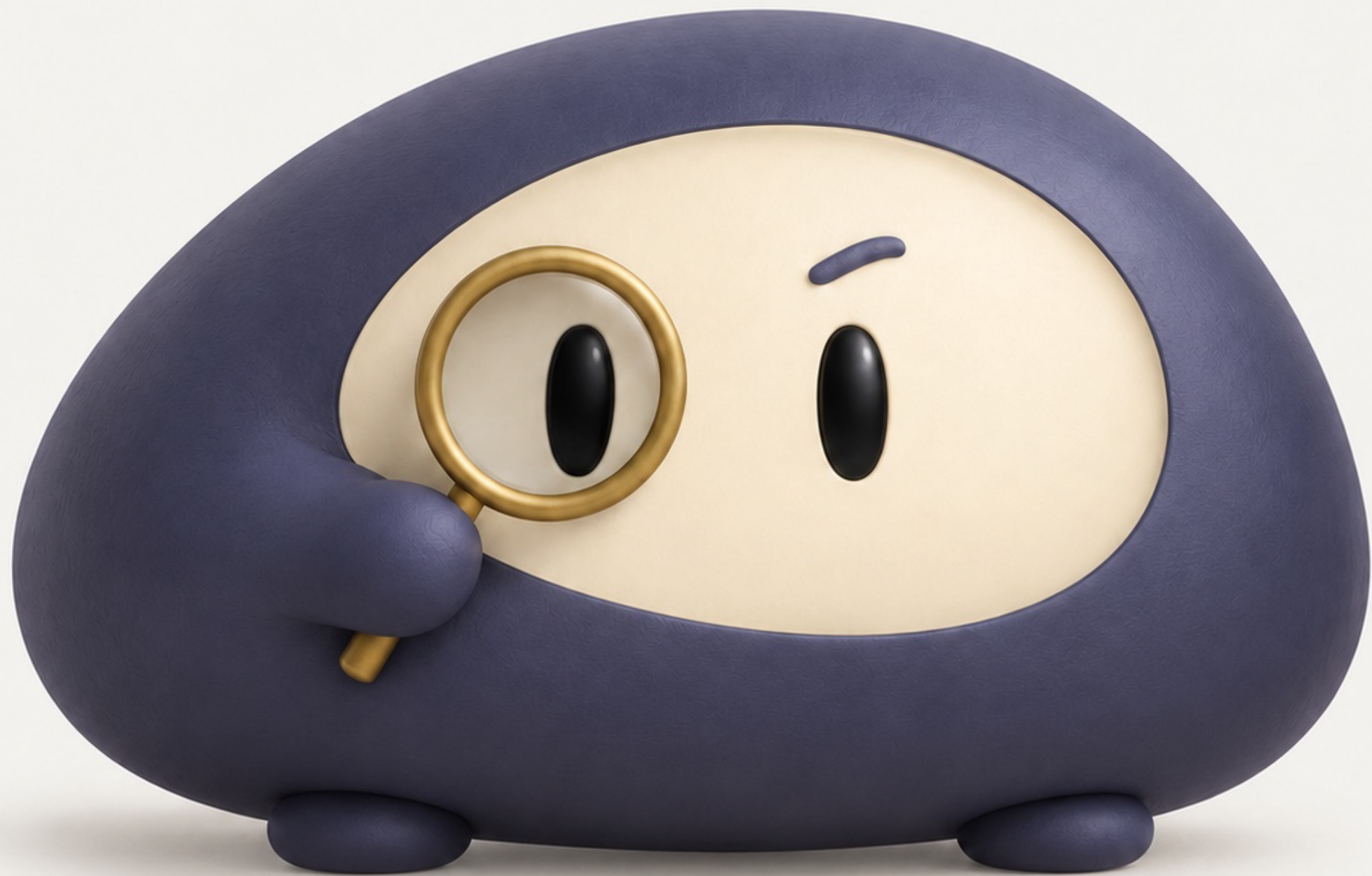
TEAM

6: motion director, move inventor, sketcher and juror, film builder, scene animators

IN THE APP

Laya · timing the moves to the music

Laya · building scene 5 of 8



● CRITIC · TASTE

CALL 5: REVIEW THE FINAL

Rasika

A connoisseur: one who truly appreciates.

Discerning, kind but exacting. Rasika checks every scene against the brief, the look and the craft bar, and sends back anything that isn't ready before you see it.

COLOUR  Ink 2 #3F4368

SHAPE Low hooded dome with a cream face window

PROP A brass loupe held to one eye

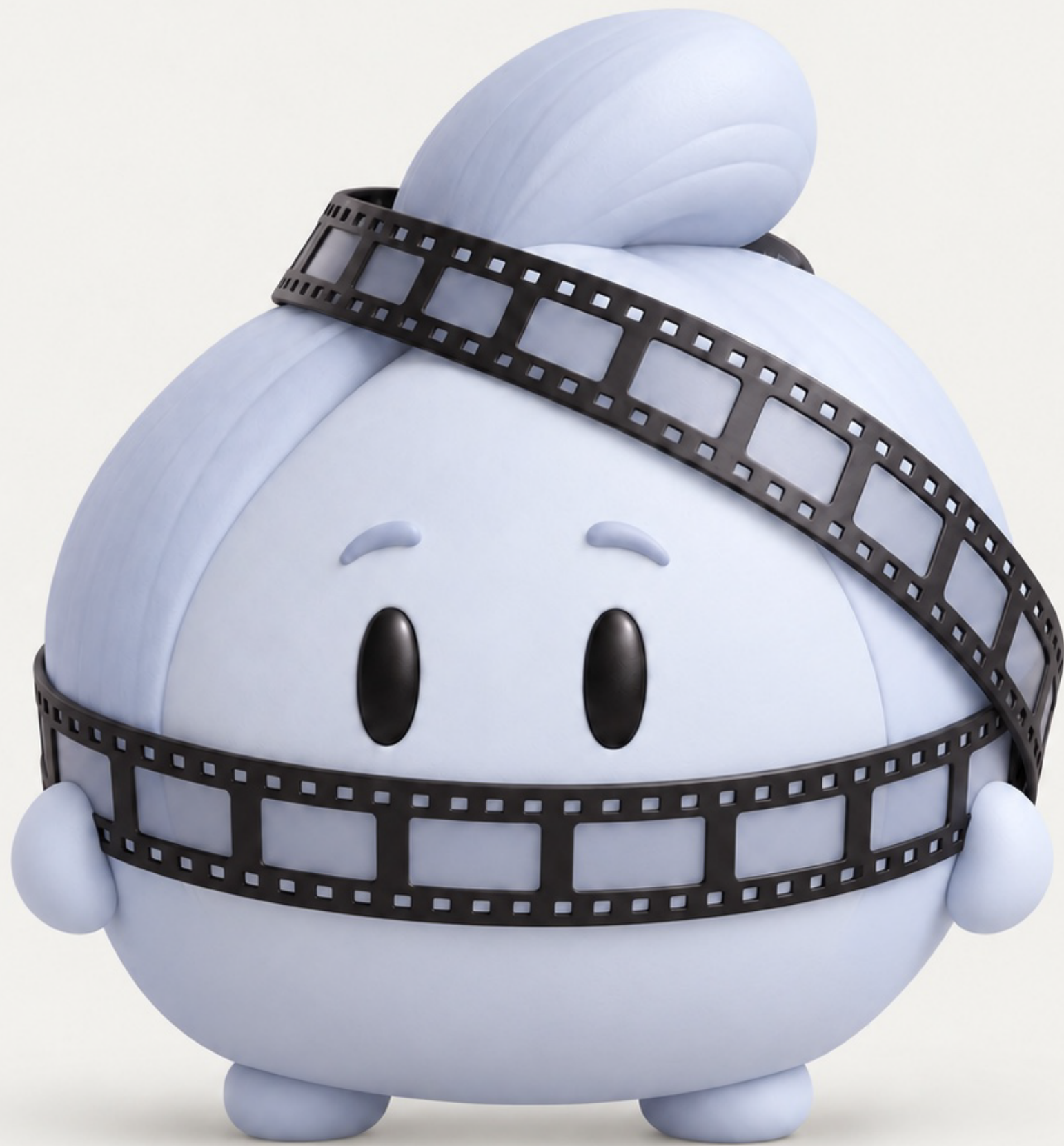
FACE & POSE One brow raised; still and upright

TEAM 2: critic, retrospective

IN THE APP

● **Rasika** · sent scene 4 back: the title overlaps the logo

● **Rasika** · passed all 8 scenes



Mala

Garland.

Calm, patient, good at putting things in order. Mala logs your clips, picks the selects and strings them into a reel, with motion cards between them.

COLOUR	Mist #DFE3EE
SHAPE	Round body with a top-knot bun
PROP	A 35 mm film strip wrapped around body and bun
FACE & POSE	Settled and steady; the strip loops like a garland
TEAM	3: footage logger, selects producer, footage writer

IN THE APP

- Mala · logged 38 clips, 9 selects
- Mala · cutting the reel to the chorus

Crew rules

Do

Put Rasan first; the crew stand at about 70% of Rasan's height.

Keep each character to its own colour, shape and one prop; hands are plain nubs.

Use the clay renders for marketing and flat versions in the app.

Write status lines from what the agents really did.

Keep Reduce Motion: idle loops stop, changes cross-fade.

Don't

Draw them from the logo, or use them in place of it.

Swap colours or props between characters, or add new ones.

Give them big mouths, outfits or text on their bodies.

Put them inside someone's film unless they ask.

Turn status lines into cheerleading.

Where they appear

Progress view: who is working, one live line each

The five calls: each introduced by its crew member

Decisions drawer: every decision signed

Empty states, onboarding and errors: Rasan explains

Site, launch films and social

Optional end credit: “Directed by you · Crew: RasanAI”

PALETTE

Tara
#2A31A8

Kavi
#1B1F5E

Chitra
#B3165A

Rasan
#EFB21A

Laya
#1E5A3C

Rasika
#3F4368

Mala
#DFE3EE



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[SIBHIMANYU.GITHUB.IO/RASANAI](https://sibhimanyu.github.io/rasanai)