clautia

PRESS KIT · 2026

USAGE MANUAL · EDITION 1

Brand and usage guidelines

Everything you need to write about Clautia and show it well: logo, color, typography, voice and ready-to-use assets.



LOGO · COLOR · TYPOGRAPHY · VOICE · ASSETS

NOVEMBER 2026 · CLAUTIA.COM

What’s in this guide

Clautia is the agentic social media manager. Every file shown here can be downloaded at clautia.com/press.

01	Logo	The symbol, the name, the room they need and what not to do.	03
02	Color	The brand palette and its values in light and dark.	06
03	Typography	The two brand typefaces and how they work together.	08
04	Voice	How Clautia sounds and how its terms are written.	09
05	Descriptions	One-line, 50-word and 100-word texts, and the brand line.	11
06	Screenshots	How to use the product images without altering them.	13
07	Social profiles	Avatar, cover and bio for each network.	14
08	Contact	Who to write to for any press inquiry.	15

One symbol, one name

A lime pixel “C” on a black slab. The white pixel breaking away is the post leaving for the network. Beside it, the name in lowercase Geist semibold.

SYMBOL ALONE	Avatars and favicon
NAME IN TEXT	Always “Clautia”
FILES	SVG and PNG at clautia.com/press

LIGHT VERSION · LIGHT BACKGROUNDS



SLAB #0F0F0F · NAME IN INK

DARK VERSION · DARK BACKGROUNDS



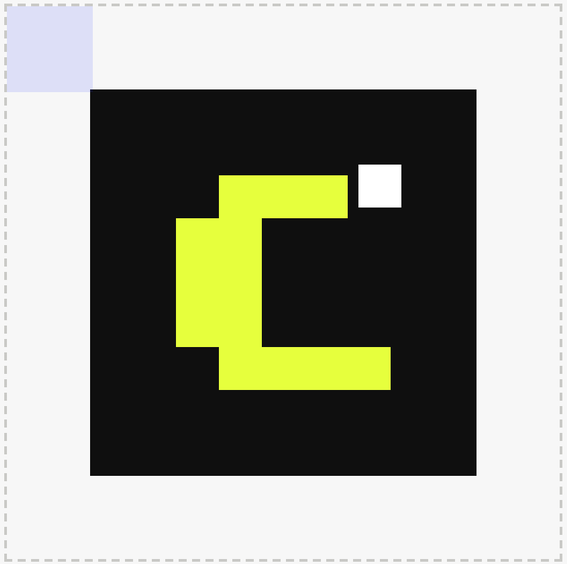
OUTLINE #3D3D3D · NAME IN #F4F4F2

Clear space and size

The symbol needs room to breathe. Leave at least two of its pixels free on every side, and never use it below the minimum size.

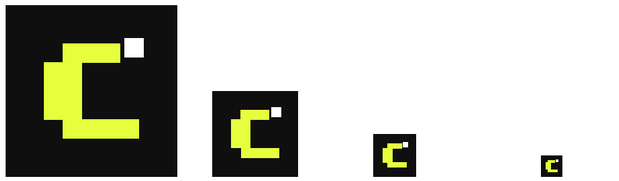
CLEAR SPACE	2 symbol pixels
SYMBOL MINIMUM	16 px a side
LOGO MINIMUM	96 px wide

CLEAR SPACE



1 PIXEL = 1/9 OF THE SYMBOL'S SIDE

SIZES AND FAVICON



The favicon is the symbol alone: SVG, ICO (16, 32 and 48 px) and PNG at 180 and 512 px.

What not to do

Use the logo files exactly as supplied. If in doubt, use the light version on white.



× DON’T STRETCH OR LETTER-SPACE IT



× DON’T RECOLOR IT

× DON’T SET THE NAME IN LIME OR PLACE THE LOGO ON LIME





× DON’T ROTATE IT



× DON’T MOVE THE PIXEL OR SWAP THE FONT

Lime, ink and paper

One bold color and plenty of contrast. Lime is a fill. As text, only on ink, never on white.

BRAND · ACID LIME

#E6FF3D

--brand · rgb(230 255 61)

Symbol fill, main button in dark mode and highlights. Always with ink text on top.

INK

#0F0F0F

--foreground

Text, main button in light mode and the dark mode background.

PAPER

#F7F7F7

--background

Light background. Cards in white #FFFFFF.

LINK

#2433FF

--link · --ring

Links and focus rings. In dark mode, #8A97FF.

UI ONLY

Success #146C3A · --success

Warning #8F5200 · --warning

Error #B4173A · --destructive

Light and dark, in code

These are the live tokens from the product’s stylesheet. Copy the block as it is: it’s also in clautia-paleta.css inside the kit.

LIGHT · :ROOT

```
:root {
  --brand: #e6ff3d;            /* lime: fill, or text on ink only */
  --brand-ink: #0f0f0f;        /* text on lime */
  --background: #f7f7f7;       /* paper */
  --foreground: #0f0f0f;       /* ink */
  --card: #ffffff;
  --border: #e4e4e2;
  --muted-foreground: #5c5c5c;
  --link: #2433ff;
  --cta: #0f0f0f;              /* main button */
  --success: #146c3a;
  --warning: #8f5200;
  --destructive: #b4173a;
}
```

DARK · .DARK

```
.dark {
  --brand: #e6ff3d;
  --brand-ink: #0f0f0f;
  --background: #0f0f0f;
  --foreground: #f4f4f2;
  --card: #1a1a1a;
  --border: #2a2a2a;
  --muted-foreground: #a3a3a3;
  --link: #8a97ff;
  --cta: #e6ff3d;              /* lime in dark mode */
  --success: #3dd68c;
  --warning: #f5b13d;
  --destructive: #ff6b81;
}
```

Geist and JetBrains Mono

Two open-source families (OFL license), the same as the website and app. Geist for reading and headlines; JetBrains Mono for labels and code.

GEIST · READING AND HEADLINES

400 · 500 · 600

Aa Bb 123

Headlines in 400, with tight tracking

Body text is also set in Geist, with slightly tight tracking. The wordmark uses 600.

Headlines 400 · Labels 500 · Emphasis 600

JETBRAINS MONO · LABELS

500

SCHEDULED

CALENDAR · BRANDS · CREDITS

```
font-family: "Geist", sans-serif;
font-family: "JetBrains Mono", monospace;
```

In UPPERCASE for labels. Both on Google Fonts.

Write plainly, person to person

Write short sentences with action verbs and give every result its number. Anything that comes later is labeled Coming soon.

× INSTEAD OF	✓ WRITE
~~“Ask once. Your week is handled.”~~	“Connect your AI agent once, then plan a whole week in one message.”
~~“Most chosen”~~	“Recommended”
~~“We’ve put the clinic hours thing up”~~	“Clinic summer hours published on Google.”
~~“Start for free”~~	“Start your 7-day trial.”

YOU

Speak to one person, as “you.”

FIGURES

Only the ones anyone can check.

NUMBERS

English style, always with “+ tax”: 2,000 · $29 + tax.

ANY INDUSTRY

Use examples from different businesses; Clautia works for any.

How to write it

Write the name with a capital C. Lowercase “clautia” belongs only to the logo. Correct on the left; crossed out, what to avoid.

NAME	Clautia	~~CLAUTIA · ClautIA · Clautía · clautia (in text)~~
WHAT IT IS	the agentic social media manager	~~an AI social media tool~~
GOOGLE	Google Business Profile	~~GBP · Google My Business~~
AI	AI agent	~~AI tool · AI assistant · AI app~~
CONNECTION	API key	~~API-key · apikey~~
PRICE	from $29/mo + tax	~~$29/mo · $29 incl. tax~~
TRIAL	7-day trial with a card	~~free trial · free plan~~

One line or 50 words

Written to paste as they are into an article or a listing. If you trim them, keep the first sentence.

BRAND LINE

“Agentic marketing
that scales your brand faster.”

ONE LINE — 20 WORDS

Clautia is the agentic social media manager: each user’s own AI agent drafts, schedules and publishes posts on 10 networks.

50 WORDS — 48 WORDS

Clautia is the agentic social media manager. From its dashboard, users create and schedule posts on 10 networks, Google Business Profile included. It also works with AI agents such as Claude Code, Codex or Cursor, connected with an API key. Plans start at $29 a month + tax.

In 100 words

95 WORDS · THIRD PERSON

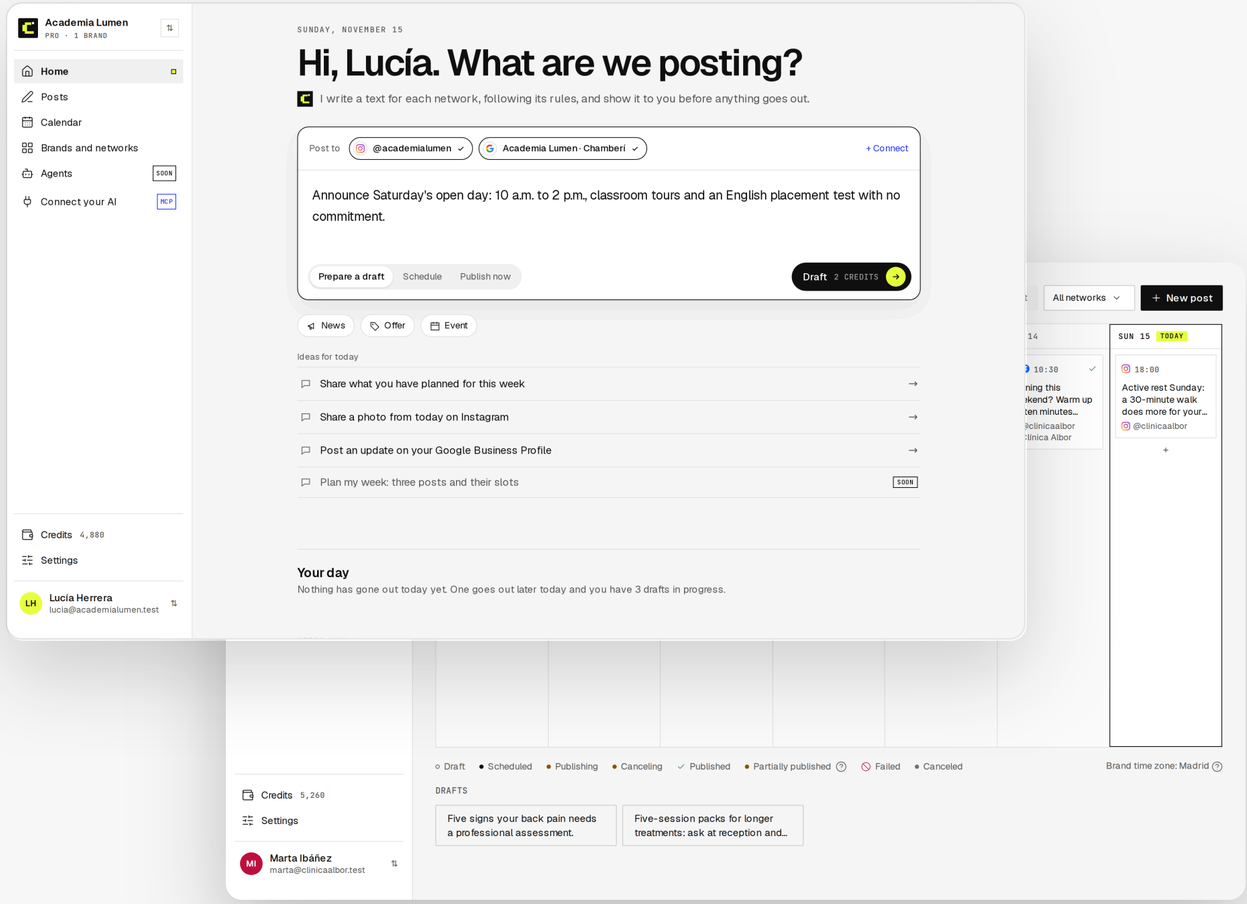
Clautia is the agentic social media manager. From one dashboard, it lets users create and schedule posts on 10 networks, including Instagram, TikTok, LinkedIn and Google Business Profile. It is built for AI agents: anyone using Claude Code, Codex or Cursor connects it once with an API key and plans the whole week in one message. Nothing goes live by surprise, because the agent confirms before publishing right away. Every plan includes an MCP server and an API, with unlimited brands, from $29 a month + tax. Clautia is built in the EU, under GDPR.

For product listings, directories and press notes.
Also available as plain text at clautia.com/press.

Use screenshots as they are

They show the real product. Use them whole and leave room around them.

AS IS	Don’t crop the interface or change its colors or text.
FICTIONAL	The businesses in the screenshots are made up, not real customers.
“COMING SOON”	Anything with that label isn’t available yet.
DOWNLOAD	At 2x, from clautia.com/press.



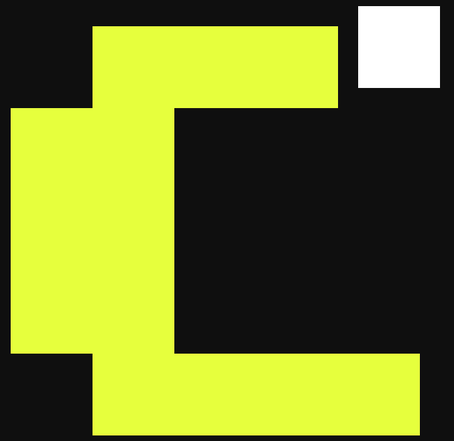
Set up Clautia’s profiles

Avatar, cover and bio for each network. The files are in the brand assets zip, in the perfiles folder.

AVATAR, THE SAME EVERYWHERE

`clautia-avatar-1024.png`

NETWORK	COVER	BIO · FOLLOWED BY THE BRAND LINE ON PAGE 11
X	`clautia-portada-x-1500x500-en.png`	Create and schedule posts on 10 networks from one dashboard or with your AI agent. · 160 max.
Instagram	No cover	Create and schedule on 10 networks, yourself or with your AI agent. · 150 max.
Facebook	`clautia-portada-facebook-1640x624-en.png`	Create and schedule on 10 networks. · 101 max.
LinkedIn	`clautia-portada-linkedin-1128x191-en.png`	Create and schedule on 10 networks with your AI agent. · 120 max.
YouTube	`clautia-portada-youtube-2560x1440-en.png`	What it is, who it’s for, and links to pricing and the roadmap. · 1000 max.
Google Business Profile	`clautia-portada-google-business-1024x576-en.png`	What it is and who it’s for, with no links in the text. · 750 max.
TikTok	No cover	Clautia. · 80 max.



Press contact

PRESS AND INQUIRIES

info@clautia.com

REPLY	Usually within one business day.
RESOURCES	Logos, palette, descriptions and screenshots at clautia.com/press.
OWNER	A brand run by a self-employed individual; details in the legal notice at clautia.com.
ORIGIN	Made in the EU.