Morph AI

Brand *Guide* · **Express v1**

September 2026 · morphai.au

How to *use*

This is the express version of the Morph AI brand guide: everything a person or an AI agent needs to produce on-brand material, and nothing else.

Use it to:

- Build the website, funnel pages and proposals so they read and look like one company.
- Brief an AI agent: paste the Cheat Sheet (p.15) and the Tone of Voice (p.7) into any prompt.
- Hand suppliers and freelancers the logo, colour and type rules without a meeting.
- Reuse the structure as a blueprint for client brand kits.

Rule of thumb: if it isn't in this guide, it isn't on brand yet. Add it here first.

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Brand *Strategy*

What *we do*

POSITIONING

Morph AI builds AI agents that answer, follow up, book and do the admin for Australian small businesses, then runs them, so the owner stops chasing leads and paperwork and gets their week back.

"Managed" is the whole point. The client never touches the prompts, the integrations, the monitoring, the retraining, the escalation rules or the compliance settings. They own every account; we run what's inside them.

Morph AI is for the Australian business that's losing money to slow follow-up and admin it can't hire its way out of. Not the one that wants a cheap chatbot to bolt on and forget.

WHO IT'S FOR

Primary: the principal or director of an independent or franchised real-estate office, 5 to 25 staff, suburban and regional Australia, 50+ enquiries a month and a CRM full of contacts nobody has spoken to in a year.

Secondary: practice managers and operations leads in legal, accounting, property development and property management (5 to 50 staff); owner-operators of trades businesses doing $1M+ who miss calls while they're on the tools.

NOT FOR

Solo operators with no lead flow yet · enterprises with procurement and an IT department · anyone whose goal is to cut staff rather than free them · anyone wanting a $50 chatbot · anyone who wants to run it themselves after we build it.

THE THREE TRIGGER EVENTS

01 A specific deal lost to a slower reply: the listing that went to the office that called back first.

02 The receptionist or admin resigns, goes on leave, or asks for a raise, and the owner sees how much rides on one person.

03 A holiday period where after-hours enquiries piled up unanswered, or a competitor's instant replies got noticed.

Who we *talk to*

Three people every page, post and proposal is written for. When they conflict, the website speaks to Dan; Priya and Mick get their own industry pages.

Dan

Real estate

47 · principal, 14-person independent office, Melbourne south-east · delegates the CRM he hates

WORST HOUR
Monday 8am, opening the weekend's enquiries and counting the ones nobody answered.

WANTS
Every enquiry answered, the 9,000-contact database worked, his evenings back, no lock-in.

LEANS IN AT
“The leads you already paid for, finally followed up.”

LOSES HIM
“Platform.”

Priya

Legal

39 · practice manager, 12-lawyer suburban firm, Sydney · high tech comfort, wary of anything touching client data

WORST HOUR
4pm Thursday: intake calls, court deadlines and “did anyone call that new client back?”

WANTS
Front-desk load down without a hire, a data-handling answer for the partners, a fixed cost.

LEANS IN AT
“A person takes over the moment it matters.”

LOSES HER
“Autonomous.”

Mick

Trades

42 · owner-operator, 6-person electrical business, Gold Coast · phone-first, never opens email before 7pm

WORST HOUR
Any hour he's on the tools and the phone rings four times.

WANTS
Calls answered while he works, quotes chased, bookings confirmed, “from $X a week” in the first minute, no contracts.

LEANS IN AT
“You were on site. The lead called at 4:52. Guess who they booked with.”

LOSES HIM
“Onboarding.”

Key *messages*

Four pillars. Every page, post, ad and proposal maps to one. The lines under each are approved and reusable verbatim.

01 · OUTCOME

Every lead answered.

Every enquiry answered in seconds, every quote chased, every old contact worked: day, night, weekend. Nothing falls through the cracks any more, and the business feels it in booked appointments within weeks.

- Every enquiry answered in seconds.
- Nothing waits till Monday.
- The leads you already paid for, finally followed up.
- Booked appointments, not “we'll get back to you”.

02 · TRUST

Your business, your rules.

The agent works inside your existing systems, in your voice, with a human handoff the moment it's out of its depth. Australian consent, opt-out and call-disclosure rules are built in from day one. You own every account.

- You own every account. Always.
- A person takes over the moment it matters.
- Your voice, your systems, your data.
- Leave any time. It all keeps working.

03 · MANAGED

Built, then run for you.

A chatbot is a tool. An agent is a team member, and team members need managing. The value is in the months after launch: the retraining, the 7pm fix, the monthly look at what it said and what it should have said.

- We build it. Then we run it.
- Never another thing on your plate.
- Someone is watching it so you don't have to.
- Tuned every month, fixed the same day.

04 · FLUENCY

We speak your trade.

Agents pre-built around the actual jobs (listing enquiries, open-home follow-up, quote chasing, firm intake, job booking) by a founder who runs Australian service businesses and hit the same problems first.

- Built around how you already work.
- No rip-and-replace. It fits what you've got.
- Real estate, legal, property, trades, professional services.
- Run by an operator, not a tech vendor.

Tone of *voice*

AUSTRALIAN ENGLISH · FOUR RULES

Plain over clever. Say what the agent does in the words of the job (answers the enquiry, chases the quote, books the appointment), never in the words of the technology. One idea per sentence.

Calm confidence. Results are facts with their conditions, never promises with exclamation marks. Numbers are real, sourced and checked, or they're not used.

Straight about AI. Always disclose: it's an AI agent, a person takes over when it matters, data stays in the client's systems. Mention it like a new staff member; never hide it, never make a thing of it.

Australian, not ocker. Idiom yes ("sort it out", "on the tools"); slang for effect, no.

BANNED WORDS

leverage · seamless · revolutionise · supercharge · game-changer · cutting-edge · next-gen · unlock · empower · synergy · robust · scalable · AI-powered (as a headline) · 10x · effortless · magic

WE SAY	WE NEVER SAY
✓ Every enquiry answered in seconds, day or night.	✕ Leverage AI-powered omnichannel engagement 24/7.
✓ We build it, then we run it. Never another thing on your plate.	✕ Our seamless platform empowers you to automate your business.
✓ A person takes over the moment the agent is out of its depth.	✕ Fully autonomous AI replaces your front desk.
✓ You own every account. Leave any time; it all keeps working.	✕ Minimum 12-month commitment applies.
✓ From $X a week, no setup fee.	✕ Pricing on application.
✓ It's an AI assistant, and it'll say so.	✕ Your customers won't be able to tell the difference.
✓ Here's what it said, what it should have said, what we changed.	✕ Set and forget.

Statements *& pitch*

TAGLINE

AI agents, built and managed for Australian businesses.

MISSION

To give Australian small-business owners AI agents that answer, follow up and handle the admin, built and run for them, so they can grow without doing everything themselves.

PROMISE

Doing the follow-up and the admin, whatever the hour, so that Australian businesses grow without the owner doing everything.

HEADLINE (7 WORDS)

AI agents, built and run for Australian businesses.

ONE-LINER

We build AI agents that answer your enquiries, chase your quotes and do your admin. Then we run them, so you don't have to.

30 SECONDS, SPOKEN

"You know how enquiries come in at 7pm and nobody gets back to them till the next day, and by then they've gone with whoever called first? We build AI agents for businesses like yours that reply in seconds, follow up properly, book the appointment and do the admin around it. The difference is we don't hand it over and disappear. We run it, watch it and fix it, so it's never another thing on your plate. What's the enquiry that got away from you most recently?"

GUARANTEE & CALLS TO ACTION

Month to month. No setup fee. Cancel any time. You own every account and everything keeps working after you leave.

Primary CTA: **Hear it answer** (demo line) · Secondary: **Book a 20-minute call**

Visual *Identity*

Logo *guide*

The mark is a rounded-stroke geometric **M** whose right leg stops short, with a dot beneath it: an M mid-transformation. The stroke runs the brand gradient, teal to purple; **the dot is the agent**, and it finishes the letter.

The wordmark is typeset in Poppins SemiBold, never redrawn. “Morph” in Void (or white), “AI” in the gradient (or Pulse in single-colour use).

SUPPLIED FILES

logo/mark.svg · logo/lockup-horizontal.svg · logo/lockup-stacked.svg · logo/lockup-dark.svg · PNG at 1×/2×/4×

HORIZONTAL COMBINATION MARK · PRIMARY



STACKED



BRANDMARK · AVATAR & FAVICON



Colourways, *clear space & don'ts*

ON ICE / WHITE

Morph AI

ON VOID / DEEP

Morph AI

ON PULSE · ALL WHITE

Morph AI

ON GRADIENT · ALL WHITE

Morph AI



CLEAR SPACE

One dot-height on every side, all variants. The faded dots show the unit.

MINIMUM SIZES

Mark 24 px / 8 mm · Horizontal 140 px / 45 mm · Stacked 80 px / 28 mm. Below that, use the mark alone.

LOGO DON'TS

- ✕ Stretch, squash or rotate
- ✕ Place on busy imagery
- ✕ Reorder the mark and wordmark
- ✕ Recolour outside the four colourways
- ✕ Add shadows, glows or bevels
- ✕ Outline or stroke the letterforms
- ✕ Thin, thicken or redraw the stroke
- ✕ Detach or move the dot
- ✕ Set the wordmark in any other face
- ✕ Run the gradient in a different direction

Colour *palette*

BRAND COLOURS AND HIERARCHY

The palette runs **teal → blue → purple**: teal for clarity and trust, blue for confidence, purple for intelligence. Together they are the Morph gradient, and they only ever run in that order.

Void is the home ground: dark pages, hero sections, dividers. **Ice** is the light ground for long copy, proposals and print. A website should move between the two so sections flow: dark hero, light body, dark proof, light close.

Ratios: grounds (Void or Ice) ≈ 60% · text and structure ≈ 25% · Signal / Pulse / Nova accents ≈ 10% · Flare and tints ≤ 5%. Neon colours are accents, never long-copy backgrounds.

On light grounds, teal text uses **Teal Ink** and purple text uses **Nova Ink**; the neon values fail contrast on white. Blue links on light and blue buttons use **Pulse Ink**.

Morph gradient · 135° · #19E6C9 → #2F6BFF → #9D5CFF

Signal
Hex #19E6C9 · teal · trust & clarity

Pulse
Hex #2F6BFF · blue · confidence · accents, on dark

Nova
Hex #9D5CFF · purple · intelligence · the dot

Void
Hex #0B1020 · dark ground · text on light

Deep
#141B34 · cards on dark

Ice
#EEF3FF · light ground

Haze
#E3EAFF · light cards, dividers

Fog
#AEB8D8 · secondary text on dark

Slate
#4B5578 · secondary text on light

Mint
#B9FFF1 · teal tint

Lilac
#E9DDFF · purple tint

Flare
#FF7A5C · warm accent · alerts, one CTA per page max

Teal Ink
#0A7D6E · teal text on light

Nova Ink
#7C3AED · purple text on light

Pulse Ink
#2B63F0 · links on light · button fill

Brand *typography*

FONTS AND HIERARCHY

Poppins carries every headline and the wordmark: geometric, rounded, matched to the mark's round caps. Headlines are two-tone: the bold words in Void or white, one highlight phrase in Poppins Light Italic filled with the gradient. One highlight per headline, never more.

Archivo in tracked capitals is the subheading and label face: section eyebrows, pills, table headers.

Figtree is the body face for everything people read at length (web copy, proposals, email). Bold for emphasis, never colour alone.

All three are Google Fonts, free for commercial use. Web: load Poppins 300i/600, Archivo 700, Figtree 400/600.

Poppins · SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Main headline
Sentence case · tracking −1 · leading 1.0 to 1.1

Poppins · Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Headline highlight
Gradient fill · one phrase per headline

ARCHIVO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Subheading / label
All caps · tracking 180 to 220 · leading 1.3

Figtree · Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Body copy
Sentence case · tracking 0 · leading 1.45 to 1.6

Figtree · Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Body highlight
Emphasis inside body copy · buttons

Web scale: Display 56/60 · H1 44/48 · H2 32/38 · H3 22/28 (Poppins 600) · Label 13/16 (Archivo 700, +0.2em) · Body-L 18/28 · Body 16/26 · Small 14/22 (Figtree 400)

Motifs, icons *& imagery*

WATERMARK

The mark oversized, cropped off at least one edge, at **8 to 14% opacity**. Never wholly inside the canvas. Exempt from clear space, never from geometry.



SIGNAL STRIP

A row of dots (the agent's dot, repeated) used as a divider, a footer signature and a loading motif. Gradient or single colour, never two rows.



CONTAINERS

Rounded rectangles echo the mark's round caps: **8 px** controls · **16 px** cards · **24 px** feature panels · pill for tags. Grounds: Void, Deep, White, Haze, Mint, Lilac only. Gradient is for the mark, highlight text, one hero band and progress; never a card background.



ICONOGRAPHY

Line icons only. 24 px grid, 2 px stroke, round caps and joins, no fills, one colour per icon. Each icon inherits the mark's DNA: open forms, one deliberate line break where two objects meet, and a detached dot as the single accent.



Answer · Book · Follow-up · Report · Connect (+ house/key, scales, hard hat, briefcase for industries)

PHOTOGRAPHY & PRODUCT PROOF

Lead (70%): real Australian workplaces (shopfronts, offices, sites, utes, front desks), real people at work, phones in hands, natural warm light. **Support (30%):** real agent conversations and dashboards in device frames on Haze or Deep cards, timestamps visible, client details redacted with a solid Void block, captioned "Real conversation, [month year]".

Brand colour enters through containers, the gradient highlight and set dressing; never duotones or washes over photos.

Never: robots, humanoid AI, glowing brains, circuit boards, server rooms, neon "AI" lettering, stock handshakes, hoodie-at-a-laptop, or a mockup presented as live.

Copy *cheat sheet*

TAGLINE
AI agents, built and managed for Australian businesses.

DOMAIN
morphai.au

ONE-LINER
We build AI agents that answer your enquiries, chase your quotes and do your admin. Then we run them, so you don't have to.

WHAT WE DO
AI agents that answer, follow up, book and do the admin for Australian small businesses, built by us, then run by us.

PROMISE
Doing the follow-up and the admin, whatever the hour, so that Australian businesses grow without the owner doing everything.

HERO LINES
Every enquiry answered in seconds. · We build it. Then we run it. · The leads you already paid for, finally followed up.

PILLARS
Every lead answered · Your business, your rules · Built, then run for you · We speak your trade

GUARANTEE
Month to month. No setup fee. Cancel any time. You own every account.

VOICE IN ONE LINE
Plain, calm, straight about AI, Australian not ocker. No hype words.

Visual *cheat sheet*

Morph AI

Morph AI

PALETTE

Signal #19E6C9 · Pulse #2F6BFF · Nova #9D5CFF · Void #0B1020 · Deep #141B34 · Ice #EEF3FF · Fog #AEB8D8 · Slate #4B5578 · Mint #B9FFF1 · Lilac #E9DDFF · Flare #FF7A5C · Teal Ink #0A7D6E · Nova Ink #7C3AED · Pulse Ink #2B63F0

TYPE

Poppins SemiBold headlines · *Poppins Light Italic* highlight · **ARCHIVO** labels · Figtree body

RULES OF THUMB

Clear space = one dot-height · mark min 24 px · one gradient highlight per headline · gradient always teal → blue → purple · watermark 8 to 14% · Flare once per page · neon never behind long copy · no robots, no mockups-as-live.

Morph AI

AI agents, built and managed for Australian businesses.