



**The AI work ecosystem that
runs *your entire business.***



Two figures. One lifting the other. That's work.

"Kazi" is Swahili for work. The mark shows momentum and partnership: work as help, not grind. The serif wordmark brings warmth to a technical product.



RULES

Clear space = one figure's head height on all sides. Minimum: mark 24px, lockup 90px. Never recolor, stretch, rotate, shadow, or reset the wordmark in another face. Mark-only in navigation; full lockup for brand moments.



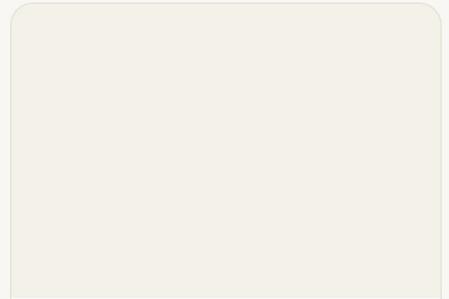
Violet is the voltage. Ink is the room.

**Kazi Violet**

#5828E8 · primary, CTAs

**Ink**

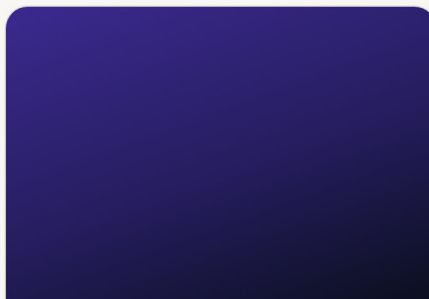
#0B0F1E · dark ground

**Cream**

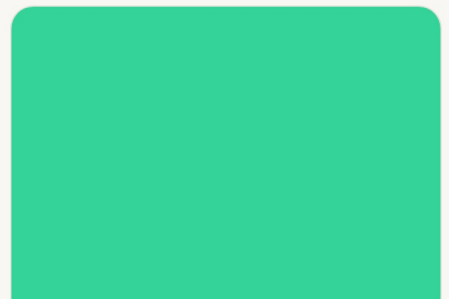
#F4F1E8 · wordmark, serif text

**Violet Glow**

#A78BFA · emphasis, eyebrows

**The Kazi Field**

#3B2A8F → #251D5E → #0B0F1E

**Success**

#34D399 · checks, positive

THE SIGNATURE BACKGROUND

The Kazi Field (radial: deep indigo top corner → ink, violet glow rising from the bottom) is the brand's visual fingerprint. All social, hero and video surfaces live on it. Light surfaces use Soft Ivory #F8F7F4.



Bold sans states the fact. *The serif makes it feel.*

One serif-italic phrase per composition, never more. It carries the emotional half of every headline. This pairing is the typographic signature; without it, a layout is not KAZI.

HEADLINES · INTER / SF BOLD-EXTRABOLD

Run your entire business from one place.

SERIF ACCENT · GEORGIA ITALIC

the invoice drafts itself.

EYEBROW · CAPS, LETTER-SPACED +0.3EM

LAUNCH WEEK · DAY 2

BODY · INTER REGULAR

Plain words a busy owner gets in five seconds. Short sentences. Contractions welcome. Numbers set in tabular figures: R236,972.44.



Sound like a sharp friend, not a software company.

SAY

one integrated work ecosystem
run your entire business
work OS, explained plainly
single source of truth
from your first client to your hundredth hire
free to start
real numbers, even small ones

NEVER

em dashes, anywhere
seamless · elevate · unlock · leverage
streamline · empower · game-changer
"it's not just X, it's Y"
"apps that talk to each other"
fake numbers or testimonials
freelancer-only framing

THE TEST

Would a busy business owner understand this in five seconds, and would a human have written it this way? If either answer is no, rewrite it.

Grade 7-8 reading level in marketing. Docs and API pages may be technical. Every claim maps to a real shipped capability. Legal lines stay verbatim.



One system, sixteen templates, zero freelancing.

Every post comes from designs/templates*.html: edit text, re-render, post. Kazi Field ground, bold sans + one serif phrase, real product shots in browser frames, one CTA. The grid alternates dark field posts and screenshot posts.

ACCOUNTS

X · @getkaziai · Instagram · @getkaziai · TikTok · @kazi.ai

LinkedIn · /company/kazii-ai · Reddit · u/getkaziai · YouTube · reserve @getkaziai

FORMATS

LI: PDF carousels first. X: threads + clips, links in reply. TikTok/Reels: 60-180s demos, captions on.

CADENCE

LI 3-4/wk (max 1/day). X daily + replies. Short video 3-4/wk. Golden hour: reply within 60 min.

SIGN-OFF

Mark top corner OR lockup footer, never both. kazii.ai on every board. "Made with KAZI" tag on AI Studio output.