stability.ai

Brand Guidelines | Sept 2025
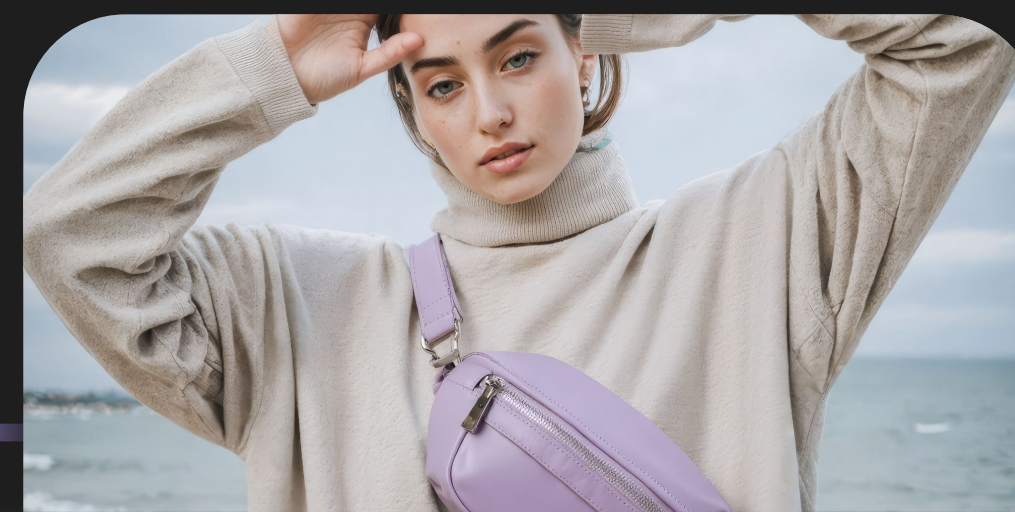
Download files [here](#)

Logo**.**

The primary logo features a
purple dot. For smaller
applications where the dot
loses visibility, use the solid
black or white version instead.

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Shorthand logo.

We often use a simplified version of our logo featuring just the "S" and the dot.

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Colors.

Primary Colors.

Purple 1 (Logo)
Hex: #A381FF

Light Purple (Main)
Hex: #B6A9C6

Black Dark
Hex: #1E1E1E

White (off-white)
Hex: #eeeeee

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Colors.

Secondary Colors.

Grey 1 (highlight)
Hex: #888888

Grey 2 (darker highlight)
Hex: #606060

Black Obsidian
Hex: #404040

Beige
Hex: #EDE5E1

Light Purple
Hex: #D9CBFF

Purple 3 (highlight)
Hex: #725D91

White
Hex: #FFFFFF

Colors.

Tertiary colors.

Grey 2
Hex: #A5A5A5

Sand
Hex: #ABA185

Pink (secondary)
Hex: #D48FFF

Light Pink (secondary)
Hex: #F0D1ED

Gradient.

Composed of light purple and
logo purple, the gradient
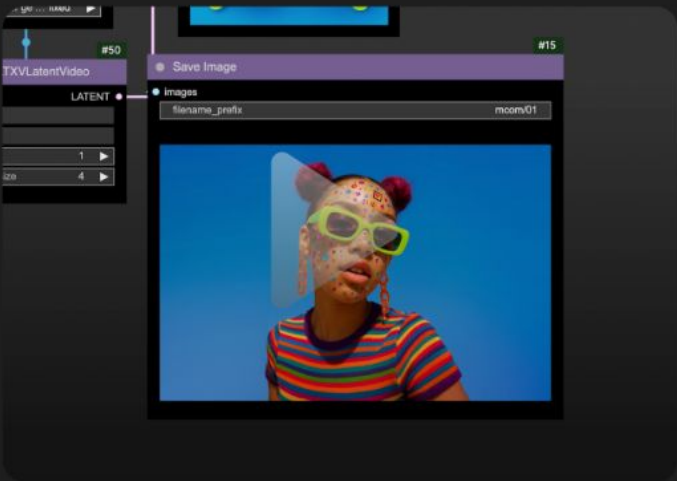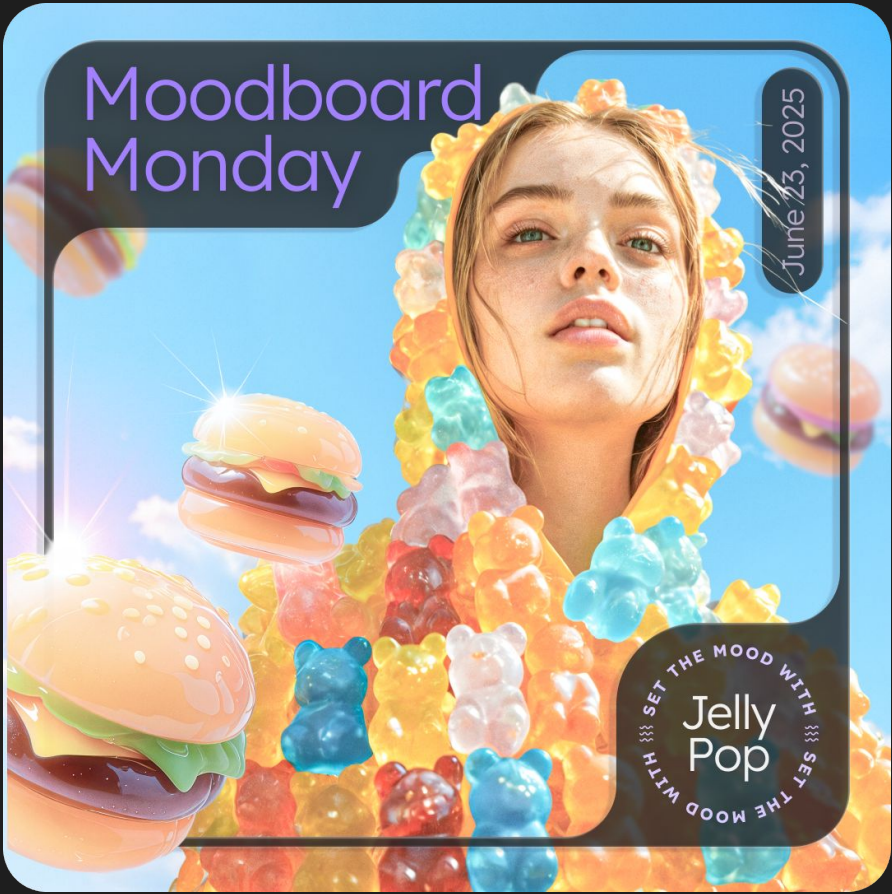includes a fine grain overlay to
add depth and texture.

In Practice.

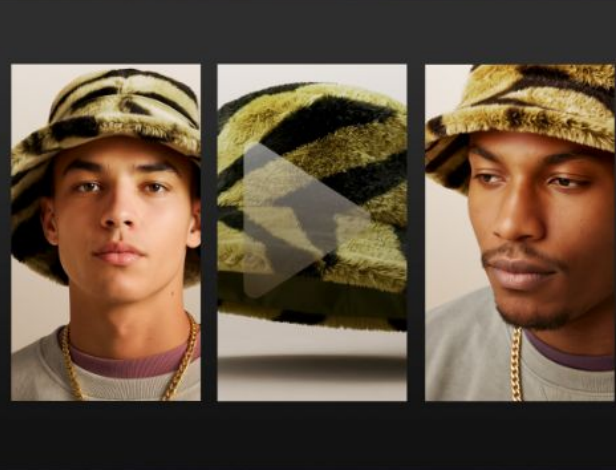## stability.ai

Let's talk about your style.

S.

Stability AI Solutions

+25%
Higher click-through rates

PROVEN · TRUSTED · READY

Moodboard Monday
June 23, 2025
Jelly Pop
SET THE MOOD WITH

Moodboard Monday
June 30, 2025
Lucid Pool
SET THE MOOD WITH

The path to production

Our applied research scientists provide hands-on model training, workflow design, and implementation support.

Customization and Control

Enterprise use cases require deep brand customization and granular control over the creative process.

Thank you.

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