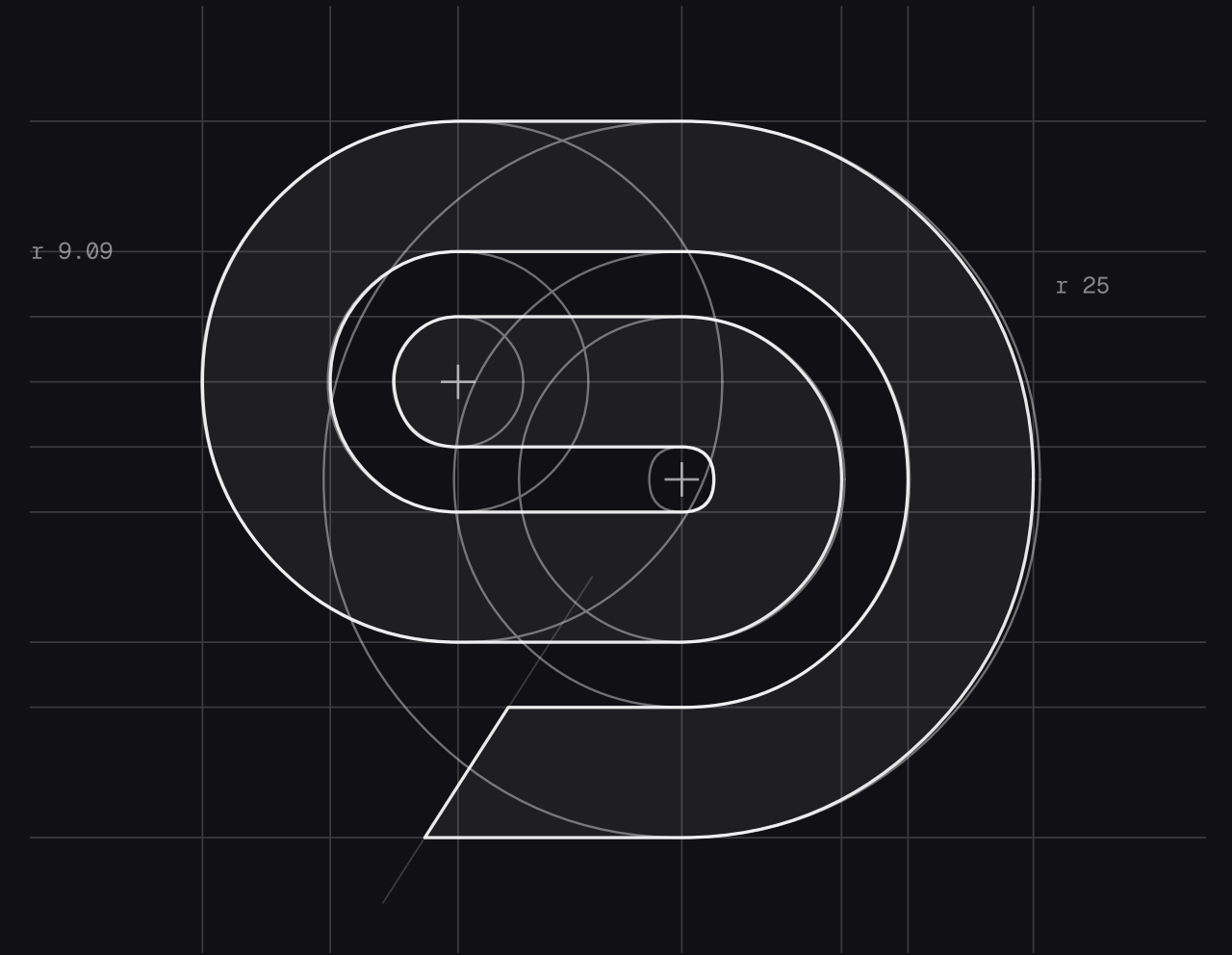




Brand guidelines

Instasent's logo, symbol, colour and typography,
and how to use them well.

Version of October 2026

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01 About Instasent

Instasent is the AI-first customer messaging platform. It brings your customer data, campaigns and automations together across SMS, RCS and WhatsApp. Iris, our agent, knows everything about your business and your customers, and works alongside your own AI agent to prepare the work. You approve every send.

Where we're going

We're building the agentic messaging of the future.

Agents that understand every customer and, based on your goals and where each one is in their journey, predict who to reach, when and with which message. And that don't just send: they manage the conversation that follows.

Boilerplate for press

Instasent is the AI-first customer messaging company. Instasent Platform is the AI-first CDP for customer messaging: it brings customer data, analytics, campaigns and automations together across SMS, RCS and WhatsApp, and its AI agent, Iris, turns that data into segments, campaigns and automations that teams approve before anything is sent. The A2P Messaging API brings the same messaging to apps and AI agents. Backed by more than a decade of deliverability and compliance, Instasent is building the AI agents that will decide, in real time, who to reach, when and with which message.

02 Name

Instasent

/ˈɪnstəˌsɛnt/ · IN-stuh-sent

Instasent. One word, capital I.
Never InstaSent or Insta Sent.

Iris, Flows, CDP. Product names
are proper nouns and always start
with a capital.

RCS, SMS and WhatsApp. The
channels, spelled exactly like that.

03 Symbol

The symbol on its own, for tight spaces: avatars, favicons and small placements.
Always in its original drawing and proportions.



On light



On dark

04 Logo

The symbol and the name together. The first choice wherever there is room.

The logo consists of a stylized circular icon on the left, resembling a speech bubble or a stylized 'S', followed by the word "instasent" in a bold, lowercase, sans-serif font. A small registered trademark symbol (®) is positioned at the top right of the word "instasent".

instasent[®]

On light

The logo is identical to the one on the left, but the icon and text are white, set against a dark, solid background.

instasent[®]

On dark

05 App icon

The symbol in a square, in colour and monochrome, plus an animated version with Iris inside, for app stores, marketplaces, social avatars and anywhere a square mark is needed.



With Iris (animated)



Colour



Black



White

06 Colours

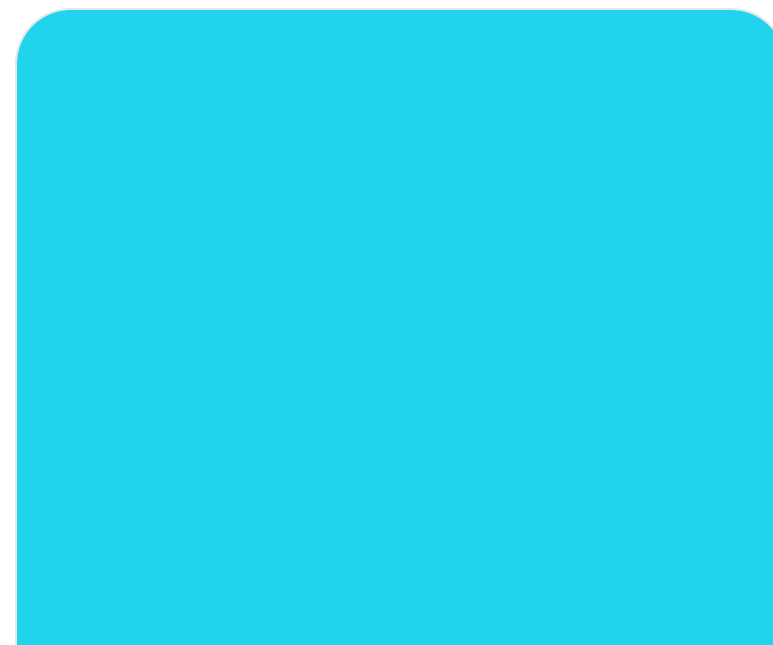


Instasent Indigo

The brand colour

#2558FF

RGB 37 · 88 · 255



Signal Cyan

The light of Iris

#22D3EE

RGB 34 · 211 · 238

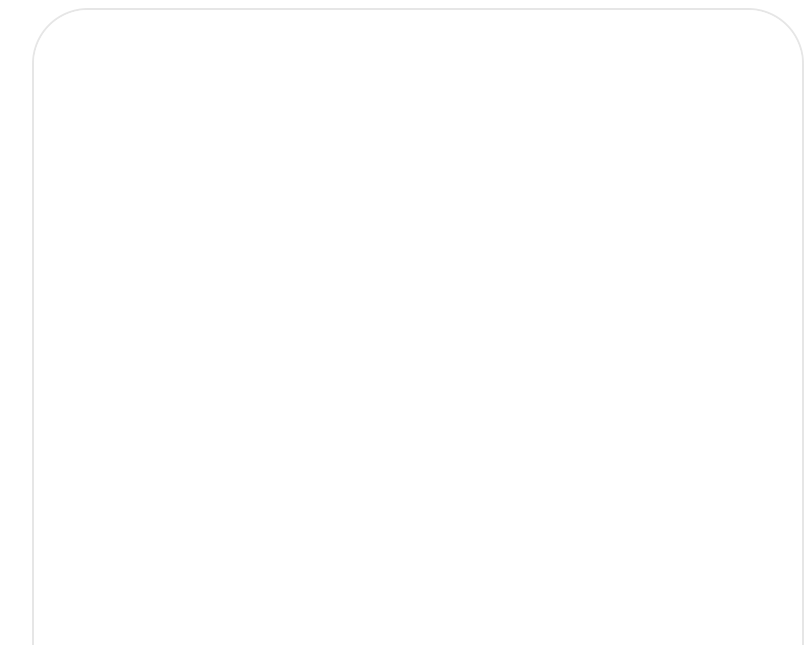


Dark

Background in dark mode

#111115

RGB 17 · 17 · 21



Light

Background in light mode

#FFFFFF

RGB 255 · 255 · 255

07 Typography

Inter for everything that is read, headlines and text: headlines tight, text open. Geist Mono for code, aligned figures and technical labels.

Inter · Headlines and text

**Customer
messaging that
converts.**

Aa Bb Cc 0123456789

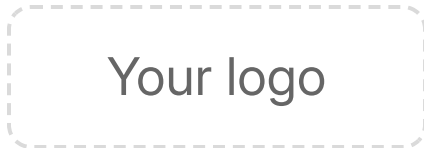
Geist Mono · Code, figures and technical labels

98,7 %

POST /v1/sms · 0123456789

08 With partners

Next to another brand: same height, a thin rule between the two and nothing merged into one mark.

The Instasent logo, featuring a stylized 'i' icon followed by the word 'instasent' in a bold, lowercase sans-serif font, with a registered trademark symbol (®) at the end.A dashed rectangular box containing the text 'Your logo', indicating the space for a partner's logo to be placed next to the Instasent logo.

09 Press

**Writing about Instasent, or need something that isn't in this kit?
Message us from the chat on instasent.com. The latest version of this
kit is always on our brand page.**

instasent.com

10 What's in the kit

01-Guidelines/

This guide, in English and Spanish.

03-Symbol/

The symbol on its own, in SVG and PNG, in black and white.

05-Colors/

The brand colours as JSON, CSS and text.

07-Videos/

Product videos, in English and Spanish.

02-Logo/

The logo in SVG and PNG, in black and white.

04-App-icon/

The app icon in colour, black and white, plus the Iris version, still and animated.

06-Screenshots/

Product screenshots, in light and dark.

08-Audio/

How to say Instasent.
