



ProductChat **IQ**

Product answers you can stand behind.

A trust-led identity for a secure, source-cited product-support platform built for industrial manufacturers and distributors.

BRAND GUIDELINES / V1.0

PRIMARY DOMAIN: PRODUCTCHATIQ.COM
CREATED BY ORANGEFIN

A dependable product brand

Trust is created through visible evidence, controlled publishing, clear limitations, and an easy customer experience.

BRAND PROMISE

Product answers you can stand behind.

A secure product-support assistant grounded in information the company approves.

ProductChat IQ does not try to answer everything.
It shows the source or routes the question to a person.

TRUSTWORTHY

● Evidence before eloquence

A shorter supported answer is better than a complete-sounding unsupported one.

● Trust must be visible

Sources, versions, approvals, permissions, exports, and deletion are product features.

● Easy to install

A small website script provides access without exposing documents, prompts, or credentials.

● Human support remains

The assistant handles repeatable questions and escalates when evidence is missing or conflicting.

CLEAR

EASY

TECHNICALLY CAPABLE

Industrial product support, not a generic chatbot

The product is marketed around trusted product answers, controlled information, and a practical website experience.

POSITIONING STATEMENT

For industrial manufacturers and distributors that need customers to find reliable product information, ProductChat IQ is a secure product-support platform that creates source-cited website assistants from information the company approves.

PRIMARY MESSAGE

Reliable product answers from approved company information.

Lead with the customer outcome.

SECONDARY MESSAGE

Simple website installation and purpose-built assistants.

Explain setup and commercial expansion.

PROOF MESSAGE

Visible sources, refusal to guess, isolation, export, deletion, and human escalation.

Use specific controls, not broad claims.

One-line description **Give customers reliable product answers, directly on your website.**

Four logo directions

Each concept combines conversation, product knowledge, and traceable information without relying on a generic robot or sparkle symbol.



Source Signal

RECOMMENDED

A controlled conversation frame, source lines, and a signal point for intelligence and citation.



Product Stack

ALTERNATIVE

Layered product knowledge with an open response path. Strong for multiple assistants and collections.



Dialogue Link

ALTERNATIVE

A balanced exchange between manufacturer and customer, connected by a trusted information node.



IQ Node

ALTERNATIVE

A structured product form with a visible intelligence signal. The most technical direction.

Source Signal

The recommended identity communicates a conversation grounded in approved product information.



ProductChat



ProductChat



CLEAR SPACE

Use the height of the IQ container around the complete lockup.

MINIMUM SIZE

150 px digital / 38 mm print. Mark only: 24 px / 8 mm.

BACKGROUND

Warm White, white, Deep Teal, or a quiet solid field.

CUSTOMER WIDGET

Customer branding stays primary. ProductChat IQ appears as restrained attribution.

DO NOT stretch, recolour, add effects, replace IQ with AI, or place the mark inside another chat bubble.

Light, calm, and trustworthy

Warm neutrals carry the experience. Deep Teal builds trust. Signal Aqua is used sparingly for intelligence, citation, and active states.

Product Ink

#17343B

Text / wordmark

Deep Teal

#0B5D61

Primary / trust

Signal Aqua

#31C7B7

IQ / active signal

Warm White

#F8FAF8

Main background

Cloud

#EDF4F2

Secondary surface

Source Mint

#DDF4EF

Sources / positive

Functional accents

Proof Blue

Links / citations

Review Amber

Conflict / review

Escalation Red

Error / destructive

Suggested ratio: 60% warm neutrals / 20% soft surfaces / 15% dark structure / 5% aqua and functional accents.

Signal Aqua is an accent. Do not use it for small body text on white.

Inter keeps technical information clear

One family supports the wordmark, marketing site, application, data tables, product model numbers, and embedded widget.

INTER DISPLAY BOLD / HEADLINE

Reliable answers.
Visible sources.

ProductChat IQ turns approved product information
into clear support for customers and contractors.

MODEL: PC-IQ 2400 / REVISION 3 / PAGE 14

Inter uses clear letterforms and numerals for technical content.

Display	Inter Display Bold	44-80 px / 0.98
H1	Inter Display Bold	36-64 px / 1.02
H2	Inter Display SemiBold	28-44 px / 1.08
Body	Inter Regular	16-18 px / 1.60
UI label	Inter SemiBold	12-14 px / 1.25
Metadata	Inter Medium	12-13 px / 1.35

RULE Use sentence case, short paragraphs, left alignment, and tabular numerals for analytics. Do not add a decorative second typeface to the application.

Structured, open, and source-led

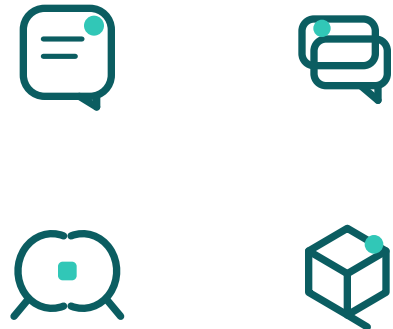
The brand uses quiet technical shapes, real product contexts, and visible information paths instead of generic AI imagery.

Shape language



Open frames, document lines, product nodes, visible routes, restrained radii, and thin borders before shadows.

Iconography



Use consistent line icons for sources, versions, domains, products, collections, escalation, and audit history.

Image direction

USE

Real technical products, contractors using information, manuals, labels, industrial environments, product details, and authentic support moments.

AVOID

Humanoid robots, glowing brains, cyber grids, stock call-centre headsets, handshakes, floating glass cards, and meaningless dashboards.

The source is part of the answer

Customer branding remains primary in the widget. ProductChat IQ provides the trusted structure, citation system, and restrained platform attribution.

Acme Product Support

Product information assistant

Can model AX-40 be installed outdoors?

Yes, when installed with the approved outdoor mounting kit and sealed conduit connection.

SOURCE Installation Guide / p. 14 / Rev. 3

View source excerpt

Powered by ProductChat IQ

- Customer first
The manufacturer logo, assistant name, welcome message, and support routes lead the experience.
- Evidence attached
Document title, page or section, version, and revision are visible where available.
- Clear limitations
Conflict and refusal states use plain language and offer the configured human route.

ADMIN EXPERIENCE

Clear status, document versions, publishing, unanswered questions, escalation, usage, and audit history.

Clear enough to trust. Specific enough to prove.

The brand should sound like a technically informed business person explaining a useful product to another business person.

DIRECT

State what the product does without inflated language.

SPECIFIC

Name sources, approvals, domains, permissions, export, deletion, and escalation.

CALM

Explain security through controls rather than fear.

HONEST

Say when information is missing, uncertain, or conflicting.

Use

approved information

source-cited answers

visible sources

customer-controlled publishing

human escalation

not used to train a shared model

Product answers you can stand behind.

Give customers reliable product answers, directly on your website.

Avoid

revolutionary

game-changing

seamless

trained on your company

100% accurate

hallucination-free

Never describe planned functionality as active. Never promise that the application is impossible to copy, attack, or misuse.