WORKING EDITION 4.0

SUN brand guidelines

Identity and press kit

AUDIO / LEARNING / DISCOVERY

Logo, symbol, color, typography and applications

Use this book to present SUN consistently across products, campaigns, partnerships, and press. The system brings the SUN waveform, editorial typography, and atmospheric imagery into one practical identity.

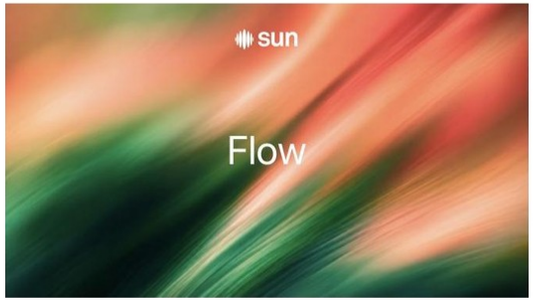
Based on the structure of ElevenLabs' brand resources and the SUN Figma designs. Exact measurements and new application rules are proposed standards.

The SUN identity

SUN helps people explore ideas through audio. The identity should feel curious and considered, with clear language and a recognizable signature.

SUN

Audio for curious minds



Signature Use the existing waveform and lowercase wordmark. In prose, write SUN.

Expression Let content and campaign imagery carry atmosphere. Keep controls and source information clear.

Status The user-supplied SVG and PNG logos are the artwork authority for this edition. Exact measurements and application rules remain proposed standards.

Logo

The primary SUN lockup pairs the waveform symbol with the lowercase sun wordmark. Use the supplied artwork as one unit.



BLACK / LIGHT SURFACES



WHITE / DARK SURFACES

Latest black and white SUN logos supplied by the user. Display copies use the slimmer waveform from the combined SVG sheet.

Light surfaces Use the black logo on white or a quiet light background.

Dark surfaces Use the white logo on a dark background with reliable contrast. Preserve the original proportions, symbol spacing, and letterforms.

Full logos and symbols are included as individual SVG and PNG files. Supplied path geometry is preserved, and the original combined SVG sheet is included.

Clear space

Protect the logo from nearby text, artwork edges, and other marks. Proposed rule: leave at least one waveform height around the visible lockup.

H = waveform height

Keep one H clear
on all four sides.



H is the visible waveform height. This illustration shows 1H clearance on every side. Transparent file padding does not count as artwork.

Minimum size Start at 96 px visible width for the full lockup and 24 px visible height for the symbol. For print, use 24 mm and 6 mm respectively. Validate small waveform gaps at final output size.

Cropping Keep the entire mark and its clear space inside the safe area of every intended crop.

Symbol

The waveform is SUN’s compact identifier. Its seven ellipses rise toward the center and form one recognizable silhouette.



Seven ellipses

Preserve the existing heights, spacing and symmetry.

Identity mark

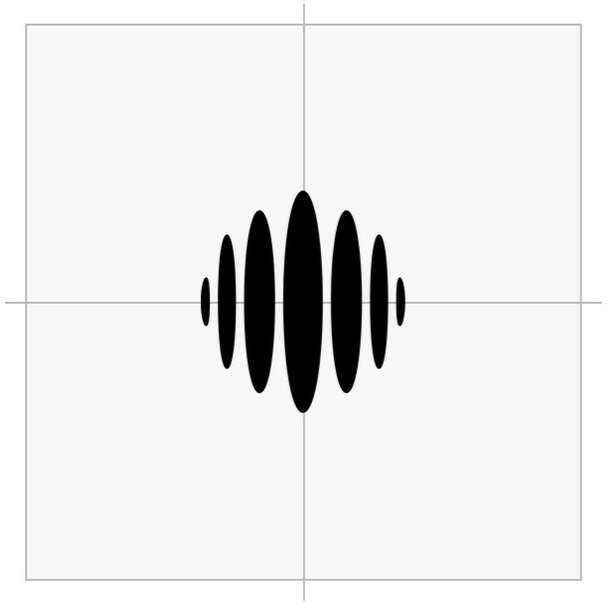
Use for recognition, not as a replacement for play or pause.

Use Choose the symbol when the context already establishes SUN, or when the full wordmark would be too small.

Preserve Keep the existing silhouette, ellipse proportions, and spacing. Do not animate individual bars as if the mark were a playback meter.

Symbol construction

Use the original symbol artwork. The construction below defines its placement within an avatar, not a new drawing of the waveform.



D is the container height

Symbol height = 0.40D

Center the visible artwork.

Leave 0.30D above and below.

Proposed avatar construction

Proposed avatar rule. A 40 percent symbol height leaves 30 percent of the container above and below.

Center the visible mark in a square working area before applying a circle or rounded-square mask. Check the resulting icon at 24, 32, and 48 px. Use the full wordmark nearby when recognition is uncertain.

Avatars and apps

Use one simple holding shape and one high-contrast symbol. Keep the same optical size across social profiles, account avatars, and app-related placements.



Proposed circle, rounded square, and square treatments using the existing waveform.

Prefer black on white or white on black. Keep decorative artwork outside the waveform. These examples guide avatar placement; they do not replace the current app-store icon or platform-specific submission requirements.

What to avoid

Consistency depends on preserving the supplied artwork. The examples below are intentionally incorrect treatments.



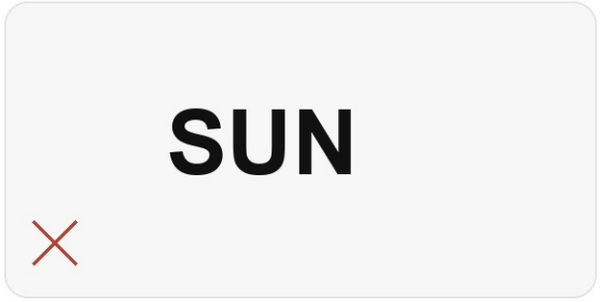
Do not stretch



Do not rotate



Do not recolor



Do not rebuild in type



Do not replace the symbol



Do not add effects

Do not stretch, rotate, recolor, rebuild the wordmark, substitute a pause icon, or add effects. Keep the waveform separate from functional play, pause, and loading controls.

Naming

Write the master brand as SUN in sentences and headings. The lowercase sun form belongs to the supplied wordmark artwork.

USE	AVOID
SUN	Sun or sun in prose
SUN API	SUNAPI or Sun API
Flow	SUN Flow as a new logo
Genesis	A typed replacement wordmark

Use SUN API with a space. Keep Flow as the discovery feature name and Genesis as a model or release family name. Introduce unfamiliar names with a plain explanation of what they do. Use the domain sunapp.ai as a web address, not as a substitute for the brand name.

Primary color palette

Keep the master identity monochrome. The values below are proposed production tokens inspired by SUN’s current neutral interface.



Ink

#111111

Text and primary actions

Paper

#FFFFFF

Primary surface

Mist

#F2F3F5

Secondary surface



Slate

#646970

Secondary text

The master identity stays black and white. Campaign artwork adds color.

Use Ink for primary text and actions, Paper for the main surface, Mist for supporting surfaces, and Slate for secondary text. A light interface should remain readable without gradients or decorative imagery.

Campaign color palette

Use color to distinguish a story or experience while keeping the SUN signature black or white. These exact values are proposed, not extracted Figma variables.



Forest

#174C3C

Flow anchor



Peach

#F2B892

Light and warmth



Ember

#CB6246

Warm accent



Focus

#2457C5

Functional focus only

Forest, Peach, and Ember extend the Flow artwork. Keep Focus for functional emphasis such as keyboard focus and selection. Do not treat campaign accents as a universal state-color system.

Checked solid pairings: Ink on Paper 18.88:1; Slate on Paper 5.53:1; white on Forest 9.83:1; Ink on Peach 10.83:1; Focus on Paper 6.47:1. Text over imagery requires a separate check at the actual placement.

Typography

SUN’s live website uses Source Serif 4 for its main editorial heading and a platform system sans serif for interface text. Retain that relationship.

Source Serif 4

Follow your curiosity.

EDITORIAL / 500 MEDIUM

System sans serif

Clear controls. Readable context.

INTERFACE / PLATFORM NATIVE FONTS

Arial is used here as a portable interface specimen.

Use Source Serif 4 for editorial titles and selected campaign headlines. Use the native system sans serif for controls, body text, and metadata. For editable documents, Arial is a portable sans-serif fallback and Georgia is an editorial fallback.

Proposed starting sizes: editorial 32 to 56 px; screen titles 28 px; body 16 to 18 px; controls 15 px; metadata 13 px. Allow text scaling and natural line breaks.

The SUN family

Keep one master identity. Distinguish experiences with names, imagery, and context before introducing additional logos.



Flow

Discovery experience

Genesis

Model and release family

SUN API

Developer entry point

Use descriptive names under one SUN identity.

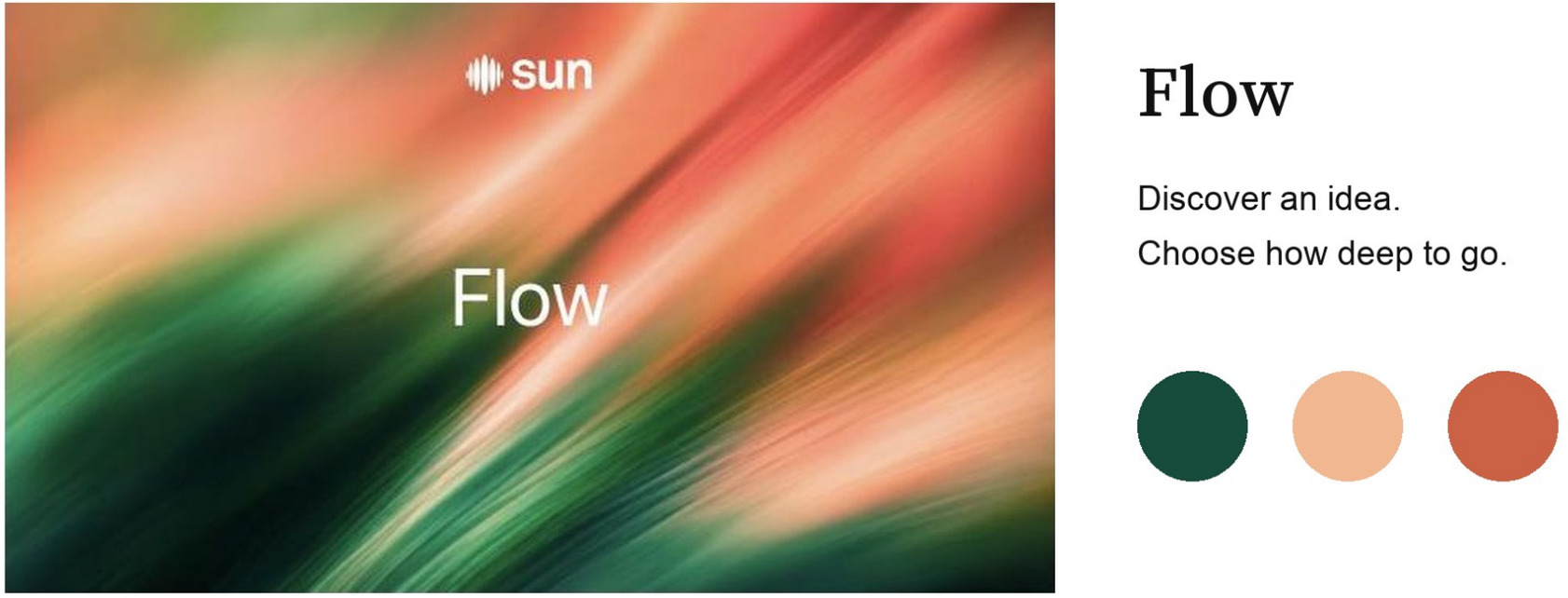
Flow Discovery concept shown in Figma. Use directional light and forest or peach artwork.

Genesis Model and release family. Pair a release name with a concrete capability explanation.

SUN API Developer entry point visible on the public SUN site. Use a restrained monochrome presentation.

Flow visual system

Express discovery through directional light and a sense of movement. Keep titles readable and the next listening action clear.



Existing Figma campaign reference

Use one dominant direction, a focused palette, and a quiet region for text. Repeat logo placement and type alignment within a campaign. In product screens, keep navigation neutral so the content remains the visual focus.

The image is an existing Figma exploration. The usage rules are proposed for this edition.

Genesis visual system

Use the scale and depth of a cosmic landscape to support a model or release announcement. Explain the capability in the accompanying copy.



Existing Figma campaign reference

Genesis

A release story.
A clear explanation.

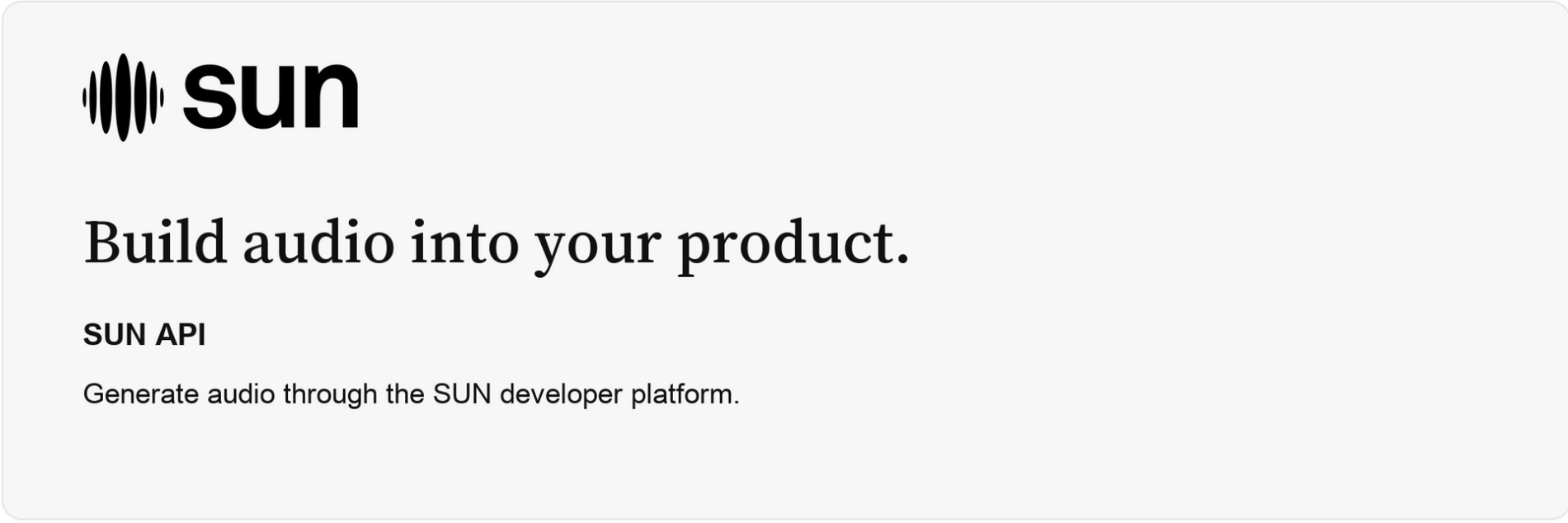
Use cosmic landscapes
with one concrete benefit.

Keep the release name, version, and benefit distinct. Avoid placing technical names into navigation without explanation. Use the SUN master logo instead of creating a new corporate identity for each model release.

The image is an existing Figma exploration. Model naming shown in this concept is not a statement about current model availability.

SUN API visual system

Use monochrome layouts and precise language for developer communication. A clear explanation of the capability should lead the composition.

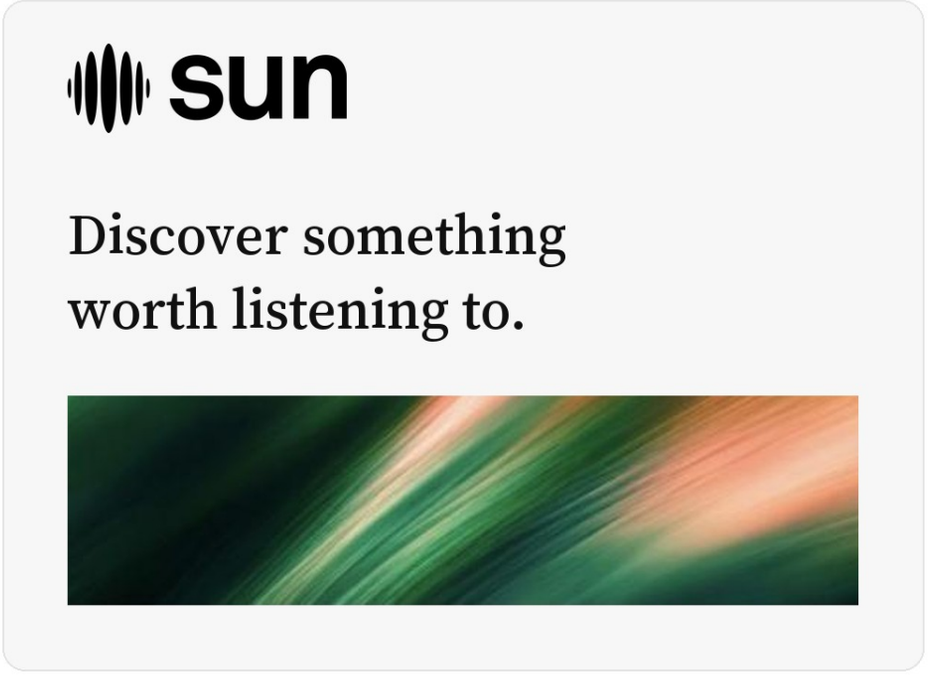


Proposed application study. Uses the current SUN logo; no new API logotype is introduced.

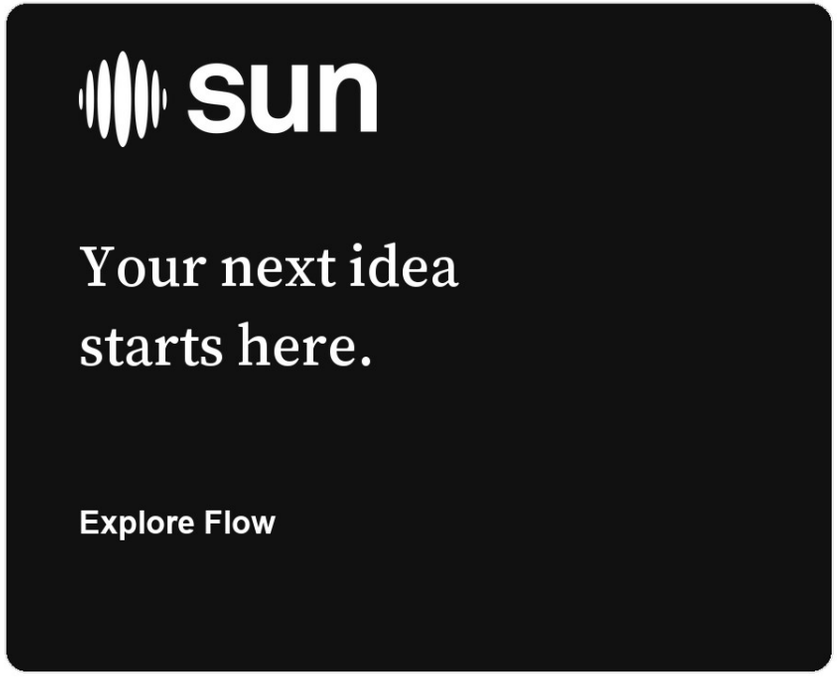
Write SUN API with a space and keep SUN as the primary signature. Use straightforward diagrams or real product examples when they clarify a capability. Describe only endpoints and behavior supported by the current documentation.

Applications

Carry the same logo, type relationship, and restraint into social posts, launch pages, and editorial campaigns.



EDITORIAL CAMPAIGN



SOCIAL ANNOUNCEMENT

Proposed composition studies using SUN artwork and example copy.

Give each composition one clear message. Keep the signature, title, and call to action inside the crop-safe area. Use original cover art and speaker imagery only in the context where it is relevant and permitted.

Voice and product language

Write with curiosity and precision. Name the action and explain what the listener will receive.

Discovery

Discover something worth listening to.
Use short, concrete invitations. Explain what Flow does when introducing the name.

Creation

What would you like to learn about?
State the expected output, length, and source relationship when those details matter.

Playback and generation

Ready to start listening. The rest is still generating.
Keep playable and complete distinct. Label original audio and SUN-generated audio clearly.

Source and attribution

Listen to the original episode.
For generated content, use Generated by SUN and identify the source when applicable.

Avoid unsupported best or most advanced claims, unexplained model jargon, and language that implies an original speaker authored SUN-generated content. Use sentence case and do not join sentences with a hyphen.

Press kit

The accompanying ZIP contains practical SUN logo exports and the proposed tokens used in this book. It does not contain ElevenLabs assets.



Full logo SVG and PNG



White logo SVG and PNG



Symbol SVG and PNG

Included: black and white full-logo SVGs and PNGs; black and white symbol SVGs and PNGs; the original combined SVG sheet; proposed brand tokens; and a README.

The latest PNG attachments and original combined SVG sheet are included unchanged. Individual SVG exports isolate each supplied drawing through its viewport. Path data, curves, and spacing are preserved.

Use SVG for scalable production. Align by visible artwork bounds, since the supplied SVG and PNG canvases can differ. The README records the original canvas dimensions.

Sources and edition status

Edition 4.0 uses ElevenLabs’ brand page as an organizational and presentation reference, with SUN artwork and SUN-specific recommendations.

Reference

ElevenLabs Brand Guidelines and Press Kit
https://elevenlabs.io/brand

The reference informed the order of identity guidance: logo, clearance, symbol, construction, avatars, naming, and product visual systems. SUN retains its own mark, imagery, vocabulary, and palette. No ElevenLabs logo, illustration, or product identity is reused.

SUN sources

Logo artwork: the latest combined SVG sheet and four PNGs supplied directly by the user. The slimmer waveform in these files replaces the earlier logo geometry. Live typography reference: https://sunapp.ai

Figma file New SUN, DXL3KxxULMd7Fgm2d3DeIs
Announcements 13532-10695 · Product flow 12764-26638 · First-time guidance 13490-98836

Working standards

The supplied logo geometry is authoritative. Palette values, clear space, minimum sizes, avatar ratios, type sizes, copy examples, and application studies remain proposed. Figma variables were not verified. This edition preserves the proposed usage rules from edition 2 and applies the latest supplied logo geometry throughout the book and press kit.

Reviewed on 10 November 2026. The book and press kit are a reviewable working system. Future changes should update this edition and its token file together.