Brand & Press Kit

The analytics layer for AI search

Lanesra AI

Company descriptions, official logos and brand guidance for journalists, partners and creators.

Introduce Lanesra

Name

Use “Lanesra AI” on first mention. “Lanesra” works thereafter. Link the name to lanesra.ai.

Pronunciation: ланесра.

One sentence

Lanesra AI helps brands and agencies understand how AI search engines describe and recommend them, with an initial focus on Web3.

Short description

Lanesra AI is an AI-search analytics platform for brands and agencies. It tracks brand visibility, position and sentiment in AI-generated answers, compares competitors, and identifies the sources behind those answers. Starting with Web3, Lanesra helps teams understand their presence in AI search and prioritize improvements to their content and documentation.

Company description

Lanesra AI is the analytics layer for AI search. The platform helps brands and agencies understand how answer engines describe, rank and recommend them across models and markets. Teams can monitor visibility, position and sentiment, compare competitors, and examine the sources cited in AI-generated answers. Lanesra connects these observations to practical recommendations for improving content, documentation and brand information. Its initial focus is Web3, including chains, protocols, wallets, exchanges and DeFi applications. The platform addresses answer engine optimization (AEO), generative engine optimization (GEO) and Agent Experience (AX), helping teams understand both their presence in AI answers and their readiness for agent-driven discovery.

What the product does

AI-search analytics for brands and agencies, with an initial focus on Web3.

Measure visibility

Track whether a brand appears in AI-generated answers.

Understand position

See where the brand is placed within an answer.

Read sentiment

Examine how an AI answer frames and describes the brand.

Compare competitors

Compare brands across the same prompts and models.

Inspect sources

Explore domains and URLs cited in AI answers.

Prioritize improvements

Use findings to guide changes to content and documentation.

Terms used in coverage

AEO: answer engine optimization. GEO: generative engine optimization. AX: Agent Experience, including how easily AI agents can access and interpret brand information.

The logo library

Original artwork, ready to place. Choose the format and contrast that fit the context.



05.PNG / BLACK HORIZONTAL, TRANSPARENT



06.PNG / WHITE HORIZONTAL, DARK BACKGROUND



10.PNG / VERTICAL



11.PNG / VERTICAL



09.PNG / SYMBOL

The ZIP contains all 11 supplied variants. Transparent artwork is shown here on a contrasting surface. Preserve the original image canvas and proportions.

Download logos Google Drive

Use the artwork faithfully

Choose a logo

01.png	Vertical black / Light background	2000 x 2000
02.png	Wolf black / Light background	2000 x 2000
03.png	Wolf black / Transparent	2000 x 2000
04.png	Horizontal black / Light background	1911 x 526
05.png	Horizontal black / Transparent	1911 x 526
06.png	Horizontal white / Dark background	1911 x 526
07.png	Vertical white / Dark background	2000 x 2000
08.png	Wolf white / Dark background	2000 x 2000
09.png	Wolf white / Transparent	2000 x 2000
10.png	Vertical black / Transparent	2000 x 2000
11.png	Vertical white / Transparent	2000 x 2000

Placement

Use a full lockup to introduce the brand. Use the symbol where the name is already visible. Keep the surrounding area quiet and use a contrasting background.

Preserve the original

Do not crop, stretch, rotate, redraw, trace or recolor the artwork. Do not add effects or recreate the wordmark with a font. The exact wordmark typeface is unconfirmed.

Spacing and production: additional clear-space suggestions are in logos/README.md. No designer-specified minimum size is established. Print-ready vector masters are not included.

The color palette

Screen colors observed in the current Lanesra website.

Ink #15140F

Headings and primary text

Paper #F7F5F1

Main background

Violet #6A4CF2

Primary accent and actions

Dark violet #4A2FD1

Emphasis and active states

Violet tint #EFEAFD

Soft accent surfaces

Dark panel #121116

Dark sections

Line #E7E3D8

Borders and dividers

White #FFFFFF

Raised surfaces

Use ink on light surfaces for reading. Reserve violet for emphasis and actions. Use supplied black or white logos without recoloring.

RGB / HEX values. Pantone and CMYK equivalents have not been specified.

Typography

Use the same typography across the website, brand materials and every Lanesra document.

Space Grotesk

Display headings and general UI

Aa Bb Cc 0123456789

fonts.google.com/specimen/Space+Grotesk

Inter

Body copy, paragraphs, lists and captions

Clear answers. Readable information.

fonts.google.com/specimen/Inter

Use Space Grotesk for titles and section headings. Set paragraphs, tables and captions in Inter. Keep this pairing consistent in presentations, reports and press materials.

Download both families from their official sources. The logo is supplied artwork and should not be recreated with either font.

Press resources & contact

Product imagery

The kit includes the original public website dashboard illustration, with source, caption and alt text. It is product imagery; pictured metrics should not be presented as verified results.

Suggested caption

Lanesra AI dashboard illustration showing AI-search visibility and competitive analytics. Image: Lanesra AI. Displayed data is illustrative.

Contact

General enquiries

hello@lanesra.ai

Sales

sales@lanesra.ai

Website

Website	lanesra.ai/
About	lanesra.ai/about
Contact	lanesra.ai/contact

Official links & profiles

Find Lanesra across its official channels. URLs and usernames below were supplied by Lanesra for this kit.

Platform	Username	Profile link
X	lanesra_ai	x.com/lanesra_ai
LinkedIn	lanesraai	www.linkedin.com/company/lanesraai/
Medium	lanesra_ai	medium.com/@lanesra_ai
Instagram	lanesra_ai	www.instagram.com/lanesra_ai/
Telegram	lanesra_ai	t.me/lanesra_ai
YouTube	lanesra_ai	youtube.com/@lanesra_ai
Pinterest	lanesra_ai	pinterest.com/lanesra_ai/
Facebook	lanesra_ai	facebook.com/lanesraai
Reddit	lanesra_ai	www.reddit.com/user/lanesra_ai/
TikTok	lanesra_ai	www.tiktok.com/@lanesra_ai
Discord	-	discord.gg/hRqbuz8uGY
Website	-	lanesra.ai/