



AI Asterion | Asterwright

Instant Brand & Document Intelligence, Self-Serve

Point it at your website. Get back a finished brand kit — documents and video — in minutes, no design team required.



EXECUTIVE SUMMARY

Asterwright is a public, self-serve subscription product that turns a company's own material into finished brand assets and marketing content, with no design or production team required.

- 

It extracts a company's name, tagline, colours, typography and logo automatically from an existing website or uploaded documents.
- 

It produces branded Word, PowerPoint and PDF documents from a growing library of over twenty professionally designed layouts.
- 

It generates branded short films and animated graphics, complete with voiceover, licensed music and sound effects.
- 

It runs as a metered, multi-tenant subscription with live payments and self-service account management — for SMEs and enterprises alike.



WHAT ASTERWRIGHT ENABLES

- 1

Instant brand extraction from any website or document
- 2

Automatic logo detection and dark-mode variant generation
- 3

Branded document generation in minutes, not weeks
- 4

AI art director template recommendation per document
- 5

Branded video generation with voiceover and music
- 6

Interactive kiosk brand-kit experience for events



TYPICAL OUTCOMES

- 

Professional brand assets without a design team
- 

Consistent branding across every document and film
- 

Faster turnaround from raw material to finished collateral
- 

Self-service subscription control over spend and usage

Core Capabilities & Features

Asterwright reads a company's own website and documents, extracts its brand, and renders that brand straight into finished documents and video — automatically, at subscription scale.

From Raw Material to Finished Brand Assets

Brand Extraction

Color Palette

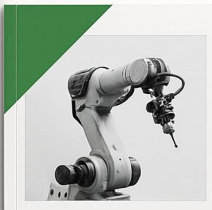
Typography

Aa

Heading

Body text

Detected Logo



PROPOSAL



REPORT



PRESENTATION

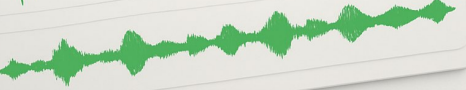


Voiccover





Music



1 Brand Extraction

2 Document Generation

3 Video Generation

CAPABILITY		WHAT IT DELIVERS	
1		Instant brand extraction Derives name, tagline, about-us copy, sector, colour palette and typography from a live or archived website	→ A ready brand profile in seconds
2		Logo intelligence Detects and cleans a company's real logo, separates symbol from wordmark, generates a dark-mode variant	→ A usable logo set, never invented
3		Document generation Produces branded Word, PowerPoint and PDF documents from over twenty designed layout looks	→ Finished collateral, fully on-brand
4		AI art director Recommends the right template and applies full brand styling at render time	→ No manual design decisions needed

CAPABILITY		WHAT IT DELIVERS	
5		Video generation (Motion) Branded short films with Ken Burns-style photo treatment, synthesised voiceover, licensed music and sound effects	→ A finished promotional film, no crew
6		Interactive kiosk experience A guided, phone- or stand-based flow producing a brand overview and short film in one session with QR handoff	→ A live brand-kit demo at any event
7		Tenant knowledge corpus Customers upload or crawl in their own products, documents and website to ground generated content, scoped per tenant	→ Content grounded in the customer's own material
8		Subscription commerce Live card payments, credit-metered actions, Basic/Advanced/Enterprise plans and a multi-tenant portal with per-tenant branding	→ Self-service control over spend and access

 AI Asterion |

ASTERWRIGHT

PRODUCT OVERVIEW

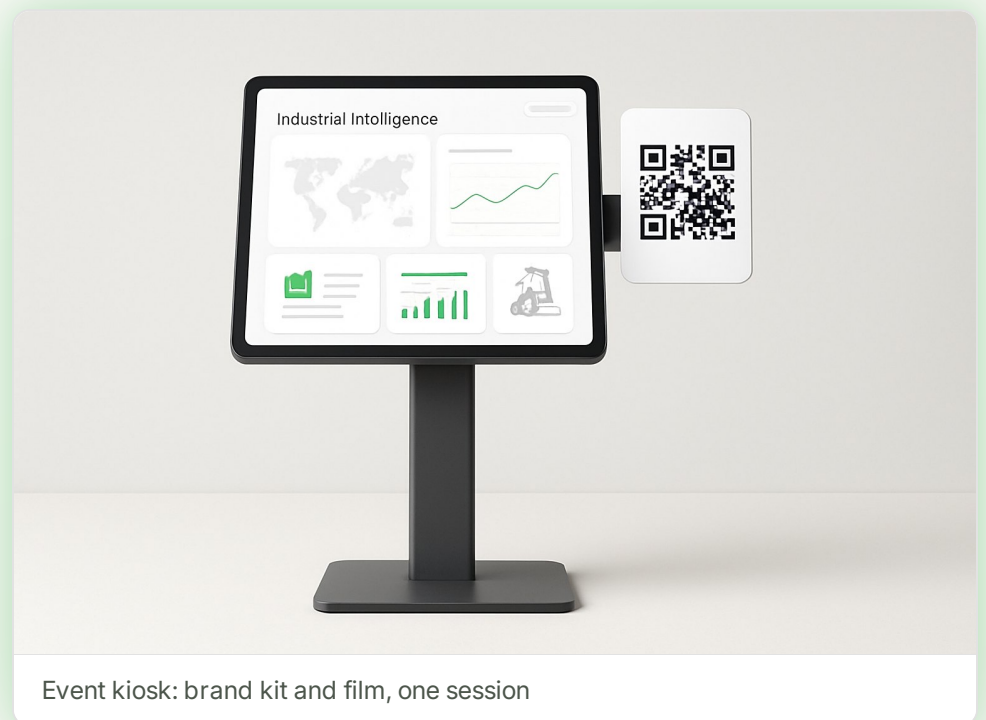
| 2

Benefits for SME & Enterprise

The underlying engine is the same for a two-person start-up and a multi-brand enterprise. What changes is the scale of use, not the quality of the output.

BENEFITS, BOTH ENDS OF THE BUSINESS

-  Removes the cost and delay of hiring a designer or agency for every new document or film.
-  Keeps every asset visually consistent, because the brand is applied automatically at render time.
-  Lets non-design teams — sales, marketing, ops — produce their own collateral on demand.
-  Scales from a single founder's first pitch deck to an enterprise's multi-tenant brand portfolio.
-  Grounds every asset in the company's own material, uploaded or crawled, so content stays accurate.

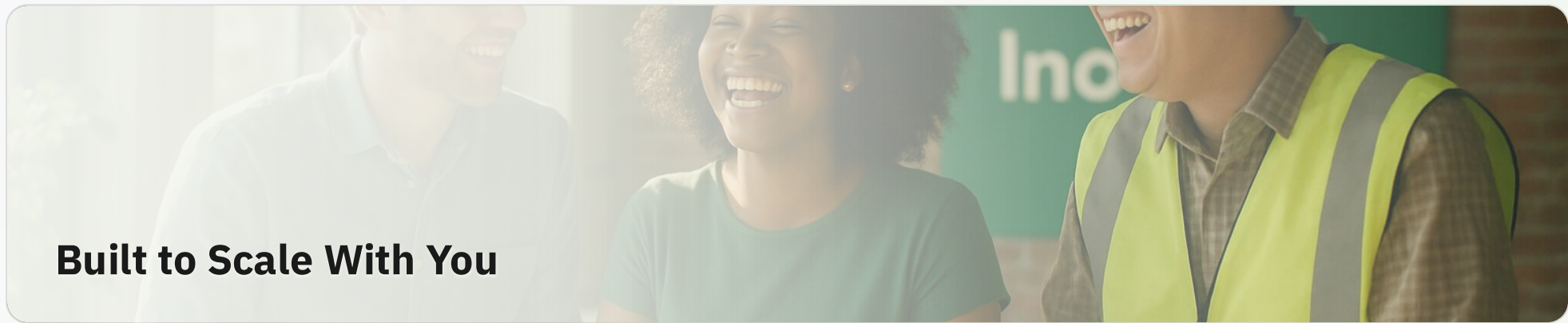


FOR SME & FOUNDERS

- 1** A professional brand kit without hiring a designer
 - 2** Pitch decks and proposals ready in minutes
 - 3** A short promotional film for launches or events
 - 4** One subscription tier scaled to a small team's budget
- Linked with Lex-SME, so deal, quote and invoice workflows get their own branded marketing material automatically
- 5**

FOR ENTERPRISE TEAMS

-  Consistent branding across every business unit or tenant
-  Self-service document production at departmental scale
-  A growing template library governed centrally
-  Credit-metered usage with full account-level visibility



Built to Scale With You

Use Cases **Across the Business**

The same engine answers different questions depending on who is asking — from a founder's first sales deck to an enterprise's brand governance.



SME USE CASES

- 1 Turning a new website into a first pitch deck and proposal pack
- 2 Producing a short launch film for a product or service
- 3 Keeping quotes, invoices and tender packs visually consistent
- 4 Refreshing brand assets after a rebrand, without an agency
- 5 Linking with Lex-SME to auto-produce on-brand marketing material alongside every deal, quote and invoice



ENTERPRISE USE CASES

- ✓ Standing up branded document templates for every business unit
- ✓ Producing consistent multi-tenant collateral across subsidiaries
- ✓ Running a kiosk brand-kit activation at a conference or event stand
- ✓ Grounding generated content in an internal knowledge corpus



THIS DOCUMENT ITSELF WAS GENERATED USING THE **ASTERWRIGHT ENGINE — FROM SOURCE MATERIAL TO FINISHED, BRANDED OUTPUT, WITHOUT A DESIGN TEAM.**



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<https://aiasterion.com>

