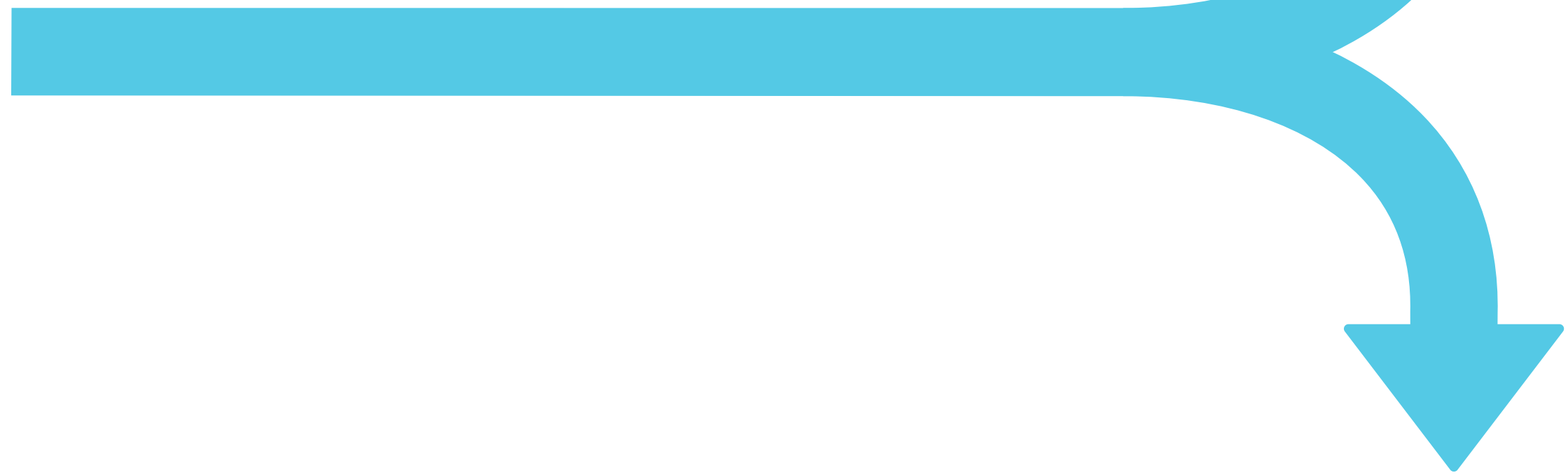


brand identity





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COMPANY OVERVIEW

Circuitry.ai is at the forefront of revolutionizing the business landscape through the strategic application of Artificial Intelligence (AI) and Machine Learning (ML). Circuitry.ai specializes in providing Enterprise AI as a Service, propelling organizations towards intelligent decision-making, operational excellence, and empowered knowledge workers. Our comprehensive solutions seamlessly integrate cutting-edge technologies to bridge the gap between AI potential and execution, unlocking unprecedented value for businesses. Circuitry.ai is not just a solution; we are the driving force behind the future of AI-driven business transformation.

ELEVATOR PITCH

The potential of AI is immense, with many industry analysts estimating trillions of dollars in value generation. However, many AI projects fail to bridge the gap between potential value and execution. Circuitry.ai aims to address this challenge by providing Enterprise AI as a Service, augmenting critical applications, improving decision quality, and boosting knowledge worker productivity.

MISSION STATEMENT

Circuitry.ai is a groundbreaking startup on a mission to empower people and organizations to make intelligent decisions and achieve optimal business outcomes using the transformative capabilities of artificial intelligence and machine learning. Our goal is to unlock the full potential of AI for your business by augmenting your applications with decision intelligence and enabling your core applications to thrive in an AI-driven world.

VISION STATEMENT

At Circuitry.ai, we envision a future where the transformative power of ARTIFICIAL INTELLIGENCE seamlessly integrates into the fabric of businesses, fostering a harmonious collaboration between human ingenuity and advanced technology. Our vision is to lead the paradigm shift in how organizations harness the full potential of AI to shape a smarter, more empowered, and innovative future.

TARGET AUDIENCE

Circuitry.ai's primary audience includes business leaders, IT professionals, and sector-specific experts in manufacturing, software product/services, and Insurance industries, who are seeking innovative AI solutions to enhance decision-making, optimize operational efficiency, and bridge the knowledge gap in fast-evolving business environments.



Title:
*VP, Marketing and
Channel Development*

Name:
Alex M.

Business Leader

Alex is focused on driving revenue growth through innovative marketing strategies and enhancing dealer/channel partner relationships. He seeks AI solutions that augment the company's product catalog and empower dealers, directly contributing to sales and market expansion.

CHARACTERISTICS AND BEHAVIORS:

- Driven by revenue growth and market expansion
- Innovative in marketing and sales strategies
- Proactive in leveraging technology to enhance dealer capabilities

NEEDS:

- AI-enhanced tools to improve the company's product catalog on digital platforms
- Technologies that support and enable dealers and channel partners for better sales performance
- Solutions that offer personalized and effective marketing approaches to boost conversion rates and sales through data-driven product recommendations



Title:
Head of Product Development at a software solutions company

Name:
Laura S.

Software Product Leader

Laura leads product development in a competitive software solutions company, constantly seeking innovative AI integrations to enhance their offerings. Recently, she's faced challenges in rapidly integrating advanced AI features demanded by clients. Laura sees Circuitry.ai's customizable AI applications as a solution to elevate their products, particularly in automating processes and providing predictive analytics, to maintain a competitive edge in the market.

CHARACTERISTICS AND BEHAVIORS:

- Innovative, forward-thinking, and proactive in adopting new technologies
- Collaborative, working closely with her team on implementing advanced solutions
- Focused on keeping the company's products at the forefront of the software industry

NEEDS:

- Customizable and advanced AI modules for seamless integration
- Tools to enhance software intelligence and functionality
- Support for smooth integration and innovation in product development



CIOs

Title:
Chief Information Officer (CIO) at a financial services firm

Name:
David K.

With his firm's growing reliance on digital technologies, David is looking for an application that bridges the gap between IT and other business departments. He needs a solution that not only enhances IT strategy but also fosters collaboration and data sharing.

CHARACTERISTICS AND BEHAVIORS:

- Focused on integrating innovative technologies
- Collaborative approach, liaising between various IT and data teams
- Emphasis on aligning IT strategies with overall business objectives

NEEDS:

- Tools that facilitate new and efficient business solution deliveries
- Platforms that encourage collaboration and data sharing
- Technologies that align with the organizations digital transformation





Title:
Director of AI Applications in a technology firm
Name:
Elena R.

Application Leaders

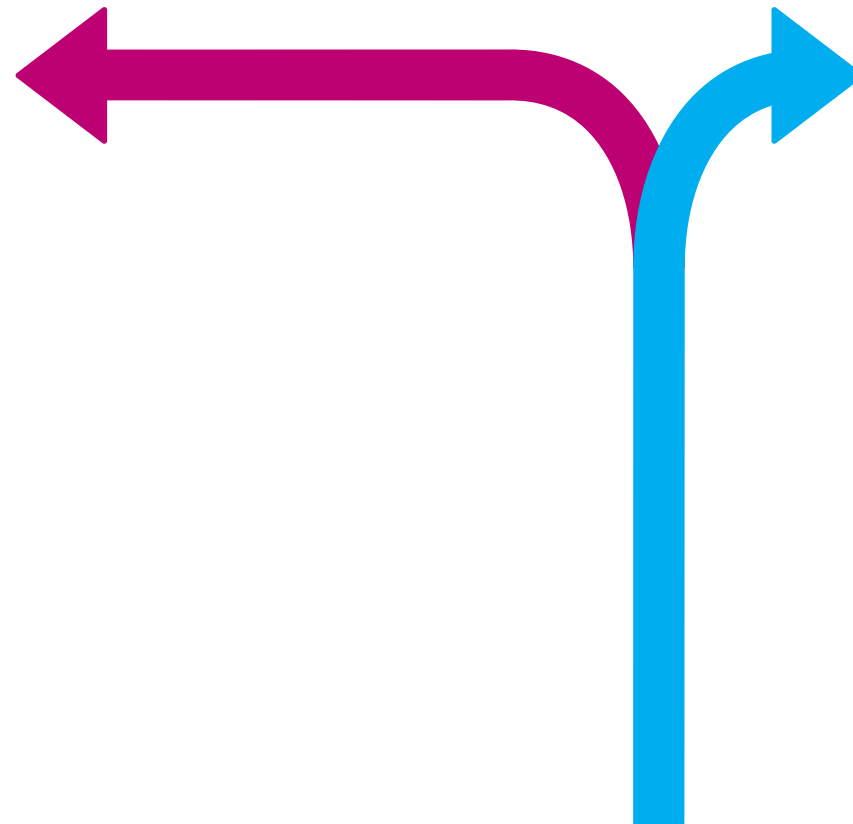
Elena's team is developing applications that require sophisticated data analysis and AI integration. They need a platform that offers customizable AI tools and data-centric solutions, enhancing their applications' performance and aligning with specific business outcomes.

CHARACTERISTICS AND BEHAVIORS:

- Focused on practical application of data and AI in business
- Focused on optimizing and customizing applications to drive business goals
- Proactive in adopting innovating solutions to stay competitive

NEEDS:

- Solutions that integrate AI and data analytics into applications
- Tools that enhance usability and functionality of existing applications



Title:
Enterprise Architect at a large healthcare organization
Name:
Marcus C.

Enterprise Architects

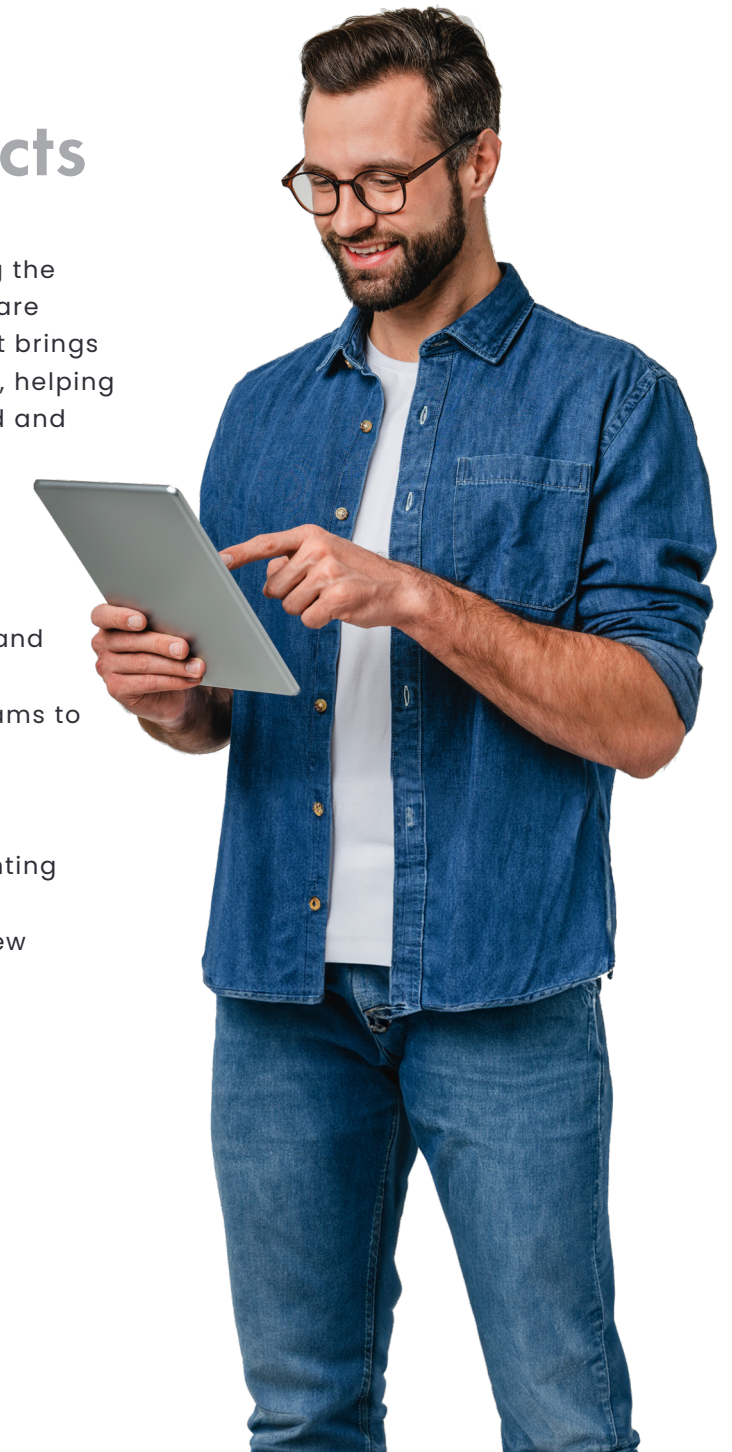
Marcus is tasked with updating the IT architecture at his healthcare provider. He needs a tool that brings in new, efficient technologies, helping him create a more integrated and modern IT environment.

CHARACTERISTICS AND BEHAVIORS:

- Focused on overall IT architecture of the organization
- Innovators in integrating new technologies and frameworks
- Collaborate with various IT and business teams to ensure architectural coherence

NEEDS:

- Advanced tools for designing and implementing innovative IT architectures
- Solutions that facilitate the integration of new concepts and technologies
- Platforms that support a holistic view of the enterprise's IT ecosystem





Risk & Security Leaders

Title:
Chief Information
Security Officer at a
banking institution
Name:
James O.

With increasing cybersecurity concerns, James is seeking a secure platform for his bank that supports safe data sharing and smart decision-making.

CHARACTERISTICS AND BEHAVIORS:

- Prioritize security and risk management in all IT endeavors
- Proactive in identifying and mitigating potential security threats
- Collaborative, ensuring security measures align with business goals

NEEDS:

- Solutions that ensure secure data sharing and analysis
- Tools that provide robust security without hindering decision-making
- Technologies that balance security needs with operational efficiency



Data & Analytics Leaders

Title:
Chief Data Officer at
a retail corporation
Name:
Priya G.

Priya faces the challenge of analyzing large amounts of data for her retail corporation. She's looking for a solution that has deep data analysis capabilities, which can transform complex data into useful business insights.

CHARACTERISTICS AND BEHAVIORS:

- Data-driven, focusing on leveraging data for strategic advantage
- Innovative in adopting new data technologies and methodologies

NEEDS:

- Tools that provide deep insights from complex data sets
- Platforms that enable innovative data analysis and decision-making

THE LOGO

primary

This is the primary version of the logo. It should be used in all cases possible, unless reproduction method or size cause an issue.

The logo is the key building block of our identity, the primary visual element that defines us. The symbol is a combination of the logomark and the logotype in a fixed relationship that should not be modified. The Circuitry.ai logomark, with its simplicity and abstraction, encapsulates a narrative of innovation, intelligence, and the transformative power of AI-driven business transformation.

The logotype contrasts and balances the weight and angularity of the logomark, in a custom font carefully crafted to be modern, refined as well as highly legible.



*Clean
Crisp
Movement
Flow*

THE LOGO
colors

Clean
Crisp
Vibrant
Vivid



Vivid Cerise
C 0
M 100
Y 0
K 11

R 212
G 0
B 127

Hex
#D4007F

Mulberry
C 40
M 99
Y 41
K 18

R 140
G 31
B 87

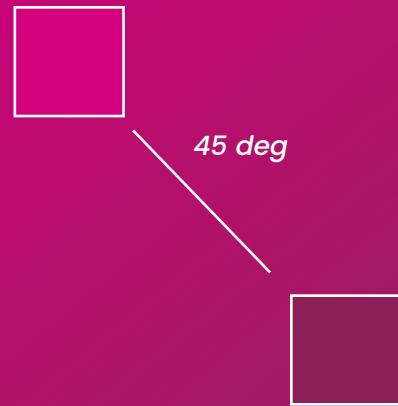
Hex
#8C1F57

Dove Grey
C 0
M 0
Y 0
K 70

R 109
G 110
B 113

Hex
#6D6E71

Gradient



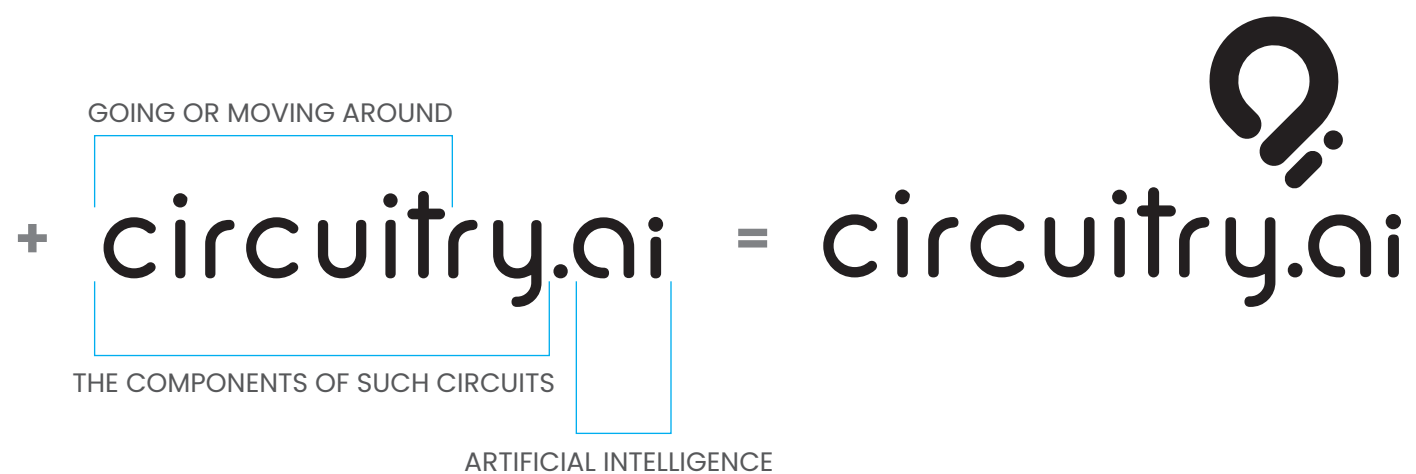
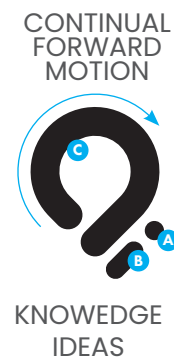
THE LOGO

meaning

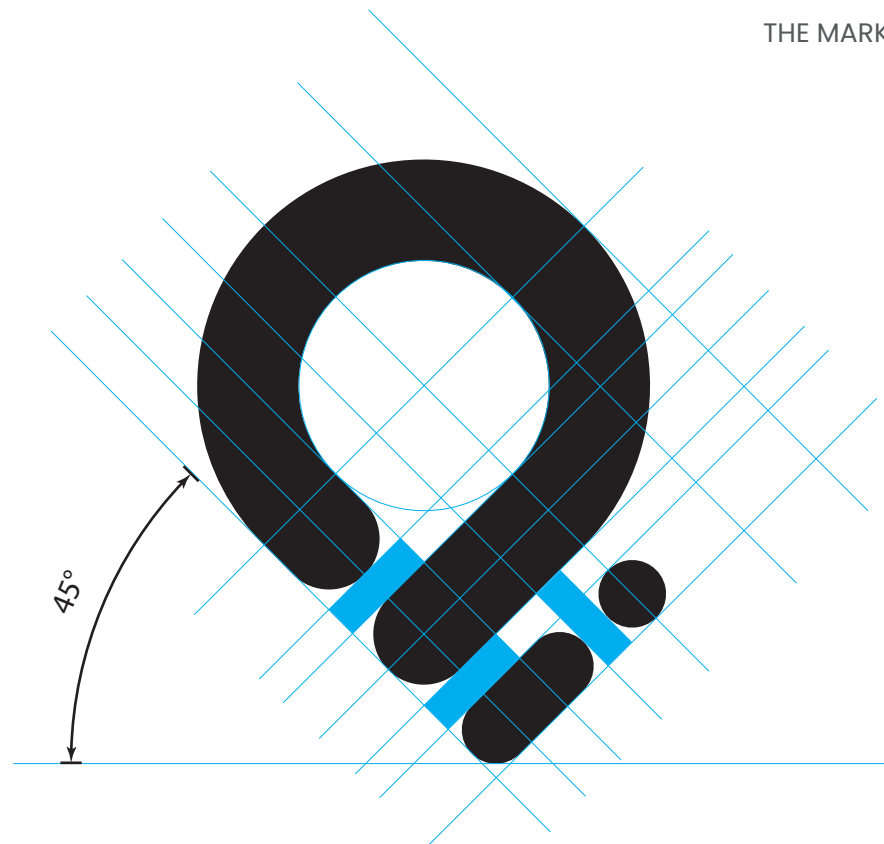
The Circuitry.ai logo cleverly mirrors the shape of a lightbulb, serving as a powerful metaphor for enlightenment and the generation of better decisions. This symbolism extends beyond mere aesthetics, as the lightbulb also encapsulates the core concept of "Circuitry". Just as circuits enable the flow of information and power in electronic systems, Circuitry.ai envisions itself as a dynamic force propelling organizations toward intelligent decision-making and operational excellence.

A closer examination reveals that when the logo is oriented on its side, it elegantly forms the letters "ai," a subtle nod to our expertise in artificial intelligence.

THE THREE STEPS
 A Analyzer
 B Aidvisor
 C Aigent



THE MARK



VERTICAL



HORIZONTAL



Circuitry.ai utilizes three typefaces: Futura, Oswald and Poppins.

None of these typefaces are part of the logo which uses a custom made typeface that does not appear anywhere else in the brand in order to maintain the logo's integrity.

Futura PT, chosen as the primary headline font, is a timeless classic renowned for its geometric precision and modernist aesthetic. Its clean lines and harmonious proportions make it a powerful choice for conveying a futuristic and sophisticated feel, aligning seamlessly with Circuitry.ai's commitment to cutting-edge technologies and innovation. Futura's bold and uppercase letters provide a commanding presence, making it ideal for grabbing attention and reinforcing the brand's pioneering spirit.

As the secondary headline font, **Oswald** complements the design narrative with its bold and condensed letterforms. This font, inspired by the classic Alternate Gothic style, exudes strength and stability. Oswald's distinctive uppercase characters and tight spacing create impactful headlines that resonate with Circuitry.ai's focus on intelligent decision-making and operational excellence. The font's modern yet robust design ensures a visual continuity that reinforces the brand's message across various platforms.

For body copy, Circuitry.ai turns to the reliable **Poppins** typeface. Poppins, a contemporary and versatile sans-serif font, offers high readability and a clean, uniform appearance. Its rounded corners and open counters contribute to a friendly and approachable feel, making it suitable for conveying detailed information and ensuring clarity in communication. Poppins' extensive range of weights and styles, combined with broad language support, allows it to adapt seamlessly to both digital interfaces and print media, embodying the harmonious blend of modern aesthetics and functional clarity that Circuitry.ai represents.

Main Headline

Futura PT
14 weight options

[CLICK FOR DOWNLOAD](#) ↓

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , - : | ? / () & % # *

Secondary Headline

Oswald
3 weight options

[CLICK FOR DOWNLOAD](#) ↓

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , - : | ? / () & % # *

Body Copy
Poppins
8 weight options

[CLICK FOR DOWNLOAD](#) ↓

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , - : | ? / () & % # *

Font Example

HEADLINE GOES HERE

SECOND HEADLINE GOES HERE

HEADLINE GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vel suscipit quam. Nam sed turpis tempus, tempus purus in, laoreet ligula. Sed rutrum dolor sem, at auctor quam accumsan quis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in.

primary

COLORS

Clean
Crisp
Business-Tech

Azure Dragon

C 100
M 73
Y 0
K 35

R 0
G 58
B 121

Hex
#003A79

Cyan

C 100
M 0
Y 0
K 0

R 0
G 174
B 239

Hex
#00AEFF

Elemental

C 0
M 0
Y 0
K 20

R 209
G 211
B 212

Hex
#D1D3D4

supporting

COLORS

Bright
Energetic

C 57
M 0
Y 0
K 0

R 90
G 201
B 228

Hex
#5AC9E4

C 0
M 41
Y 90
K 0

R 250
G 164
B 52

Hex
#FAA434

C 0
M 100
Y 0
K 11

R 212
G 0
B 127

Hex
#D4007F

C 40
M 99
Y 41
K 18

R 140
G 31
B 87

Hex
#8C1F57

gray

COLORS

Cool Tones

C 0
M 0
Y 0
K 20

R 209
G 211
B 212

Hex
#58585b

C 0
M 0
Y 0
K 40

R 167
G 169
B 172

Hex
#A7A9AC

C 0
M 0
Y 0
K 60

R 128
G 120
B 133

Hex
#808285

C 0
M 0
Y 0
K 80

R 88
G 89
B 91

Hex
#58595B

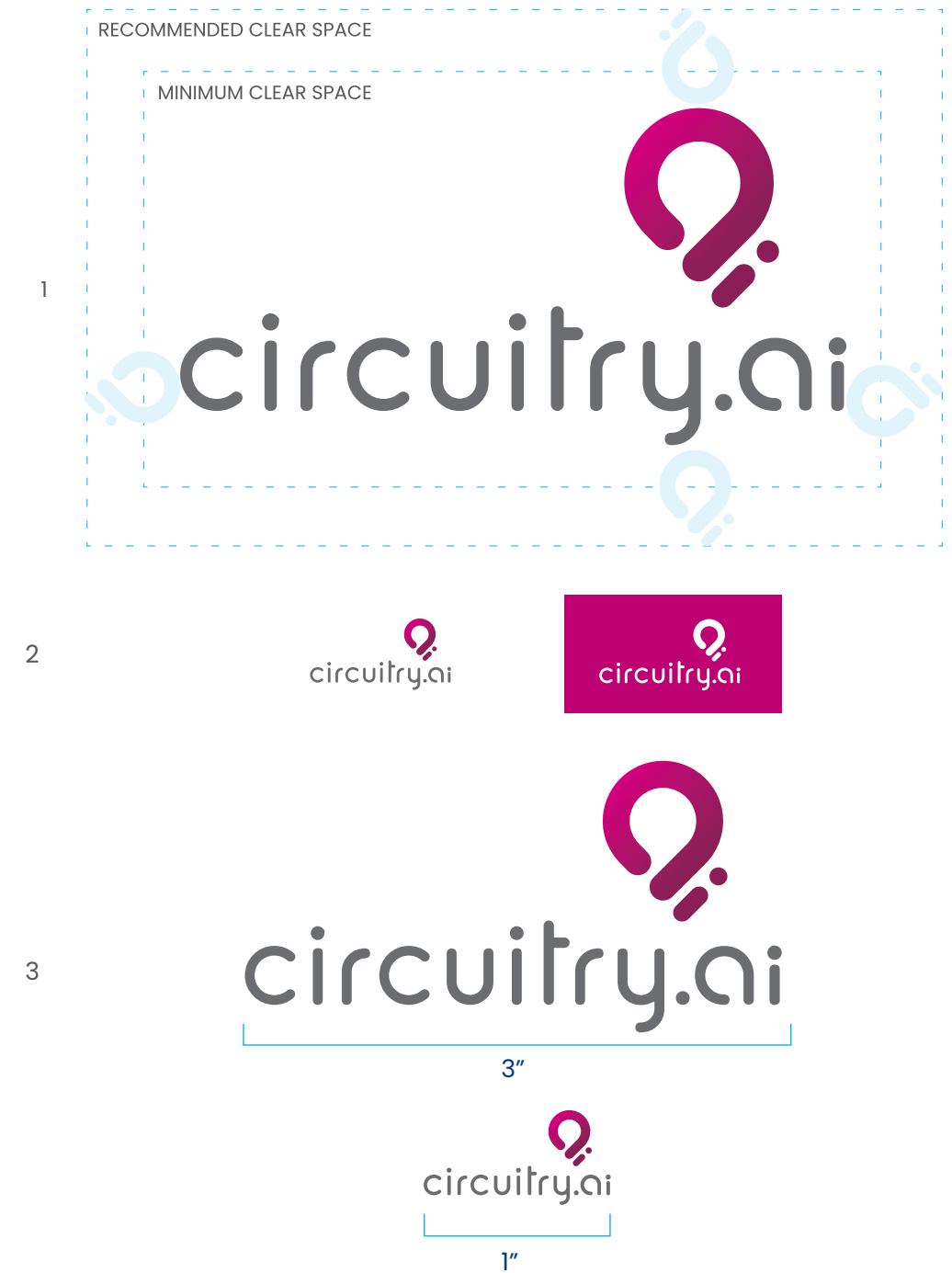
Logo spacing, often referred to as “clear space” is a crucial design aspect in graphic design where the precise adjustment of the distance around a logo is meticulously crafted.

This adjustment aims to achieve optimal visual balance, readability, and aesthetic harmony, ensuring that the logo’s overall composition is cohesive and impactful.

Proper logo spacing helps prevent the logo appearing too cramped or too widely spaced. It will enhance the logo’s legibility, brand recognition, and overall professional appeal across various applications and media.

THE LOGO restrictions

- 1
Spacing
- 2
Small sizes
- 3
Maximum and
minimum sizes



THE LOGO

don'ts

1
Do not add drop shadows or other effects to the logo

2
Do not stretch or distort the logo

3
Do not change the typeface used in the logo

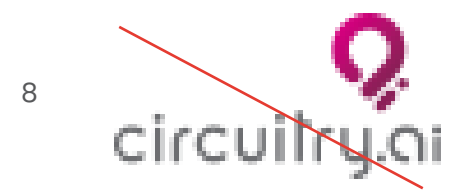
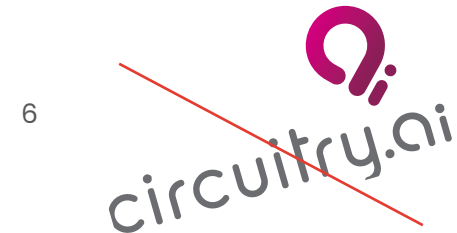
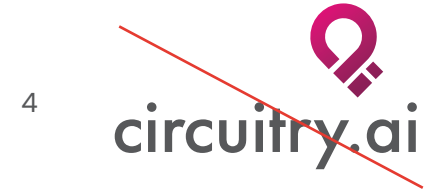
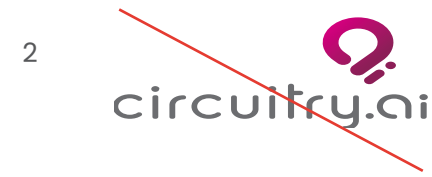
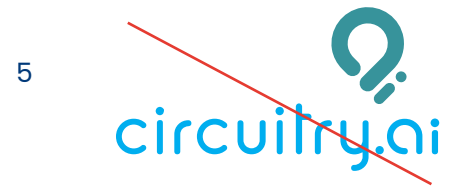
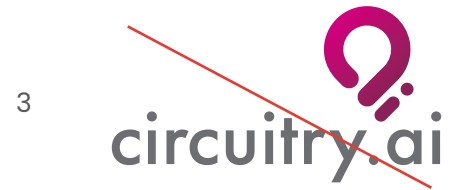
4
Do not alter individual elements in the logo

5
Do not alter the colors in the logo.

6
Do not rotate the logo

7
Do not use the logo as part of a phrase or sentence

8
Do not use low-resolution versions of the logo



Be cautious when using the logo not to alter, tweak, mutilate, or take any personal creative freedom that breaks the specific rules set out in this book. The following are merely a few examples of practices that would violate the logo and ultimately the Circuitry.ai brand.

Graphic elements refer to visual components used in graphic design to convey information, enhance aesthetics, and communicate a brand's identity. These elements can include icons, shapes, patterns, and other visual assets. Graphic elements play a crucial role in creating a cohesive and visually appealing design language.

GRAPHIC ELEMENTS

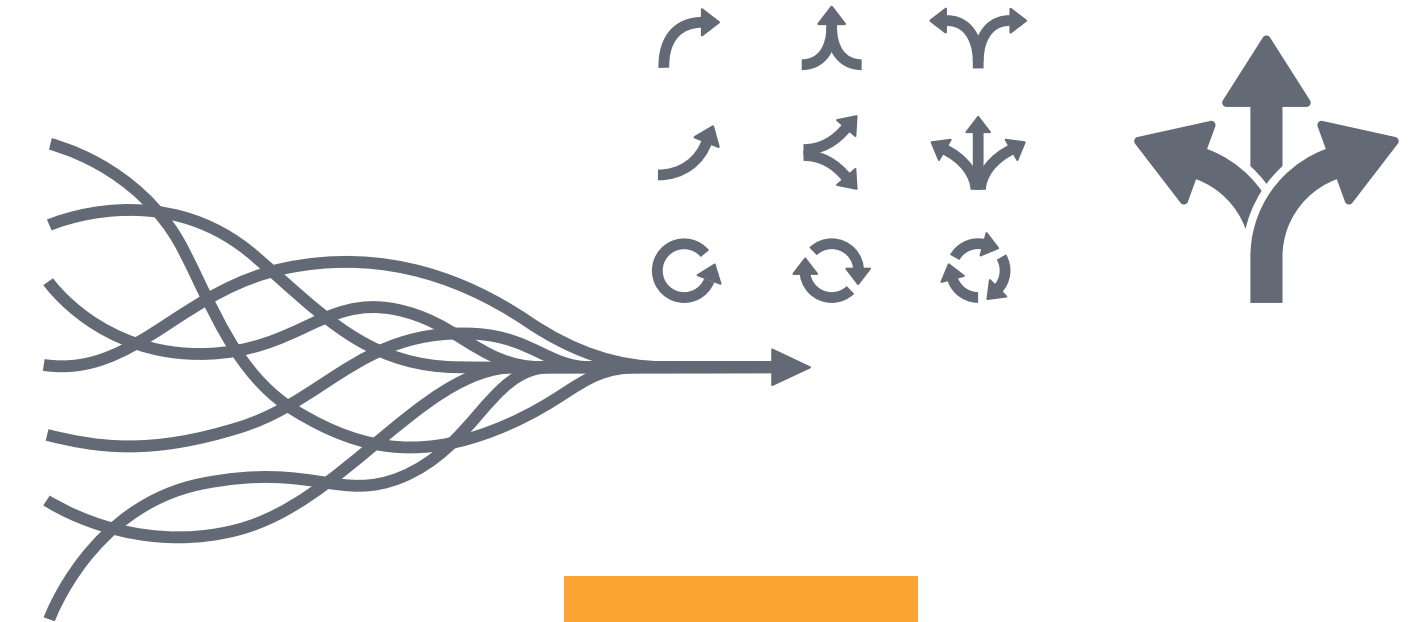
icons

Minimal light thin stroke Icons



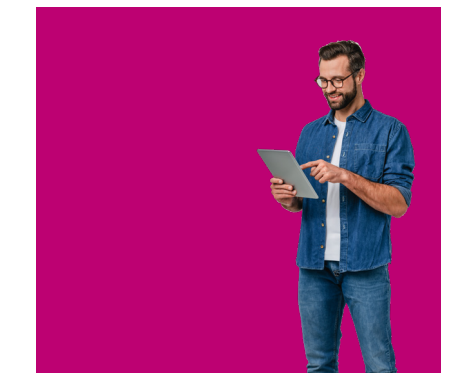
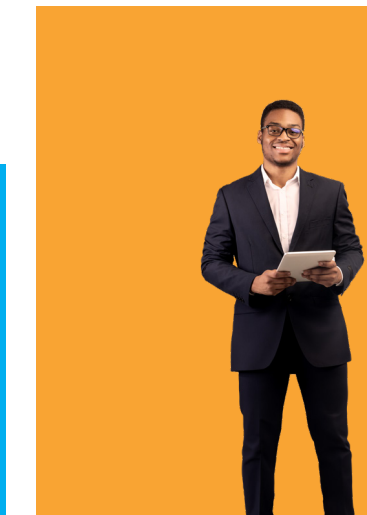
bold arrows

Thick stroke arrows simple to complex



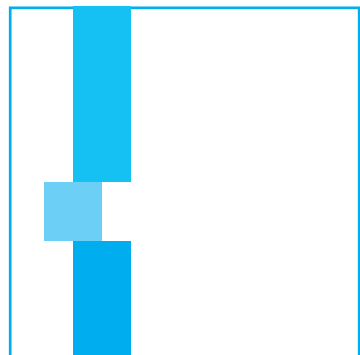
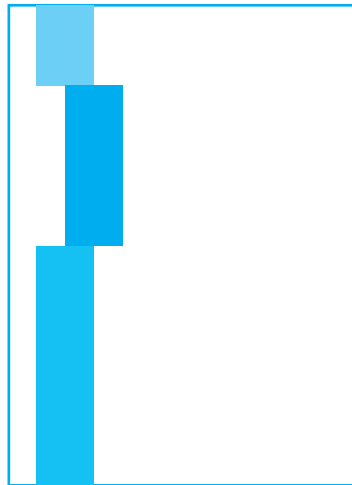
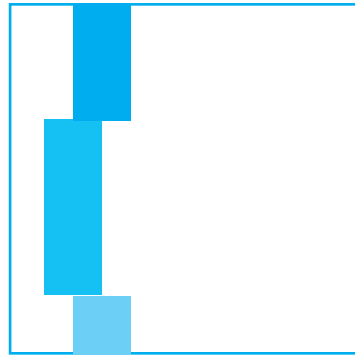
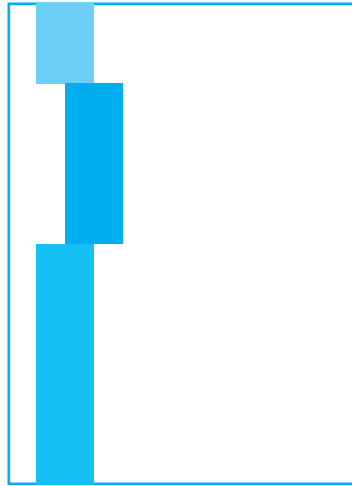
cropped people/items

Main image cropped on a solid background



layouts

*2/3s Rule
Fully Adjustable*



THE 2/3S RULE

The “2/3s rule” refers to the concept of dividing a layout or composition into two-thirds and one-third sections. It’s commonly associated with the Rule of Thirds, a fundamental guideline that suggests that an image or design will be more visually appealing if its key elements are aligned along imaginary lines that divide the composition into thirds, both horizontally and vertically. This results in a grid with nine equal parts.

Applying the 2/3s rule involves placing important elements, such as focal points, along these lines or at their intersections. This asymmetrical arrangement is believed to create a more dynamic and visually interesting composition compared to centering elements.

Designers use the 2/3s rule to achieve balance, harmony, and visual interest in their creations. It’s a versatile guideline applied in various design disciplines, including photography, web design, and print media.



EMPOWERED BY DECISION INTELLIGENCE