



SiMa^{ai}™

Brand Guidelines V1 2022



Logo

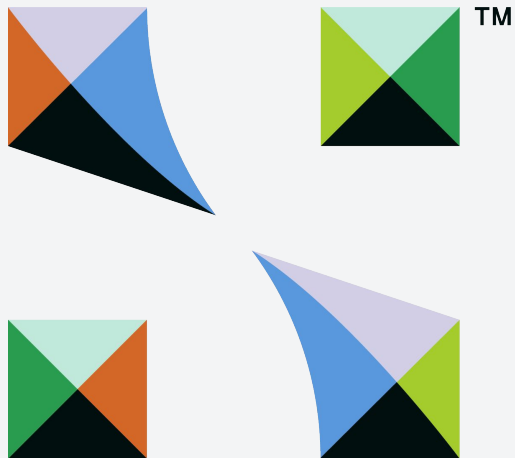
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Overview

Our primary logo is the SiMa.ai wordmark, shown above. The abstracted “S” shape logomark speaks to the convergence of ideas, data in motion, chips, and simplicity.

The colors of our logo are inspired by the mineral Silica. The colors reflect the diversity and energy of both SiMa.ai’s applications and people. Our logo is the main signifier of our brand and the first point of contact for external audiences.



Logomark

The logomark may be used in applications where SiMa.ai is already well known and the logomark is identifiable, or after the primary logo has already been introduced and this is the second instance of its use.

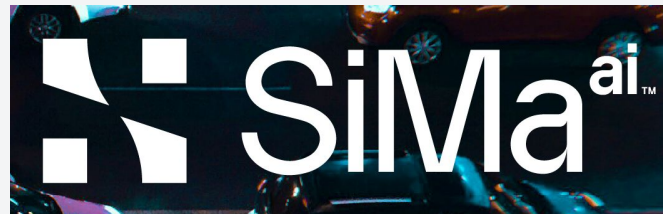


Color Variations

The SiMa.ai logo should be used in full color whenever possible. Never use the color logo on solid color backgrounds or black backgrounds.

Use:

- Gray or white backgrounds
- Larger sizes



Solid Variations

Use the solid variation of the logo at small sizes where the legibility of the full-color logo would be compromised or on top of a color or photo background.

Use:

- Black or dark backgrounds
- Color backgrounds
- Photo backgrounds
- Small sizes



Grayscale Variations

When printing in black and white, or any other instance where the logo needs to be grayscale, be sure to use the grayscale version of the logo.

Use:

- Printing in grayscale



SiMa^{ai}.

1.25 INCH WIDE: MINIMUM PRINT SIZE



SiMa^{ai}.

80 PX WIDE: MINIMUM DIGITAL SIZE

Logo Clear Space & Minimum Sizing

Clear Space: The SiMa.ai logo should be surrounded by generous white space to keep it clear and uncluttered. The white space is defined by the width of 1 squares from the logo. This is the minimum space that should remain clear of other elements.

Minimum Sizing: To maintain legibility, the wordmark should not appear smaller than 80px wide in digital formats or 1.25 inches for print.



DO NOT: Stretch the logo



DO NOT: Add effects to the logo



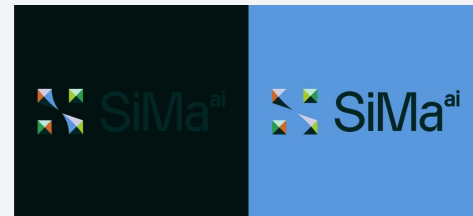
DO NOT: Use the solid version of the logo in any color but black or white



DO NOT: Use the logo on a busy background



DO NOT: Use unapproved color combinations



DO NOT: Use the full color logo on black or any colored background.

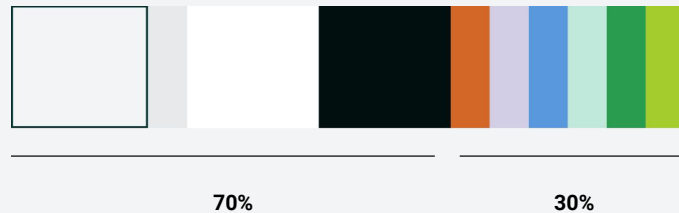
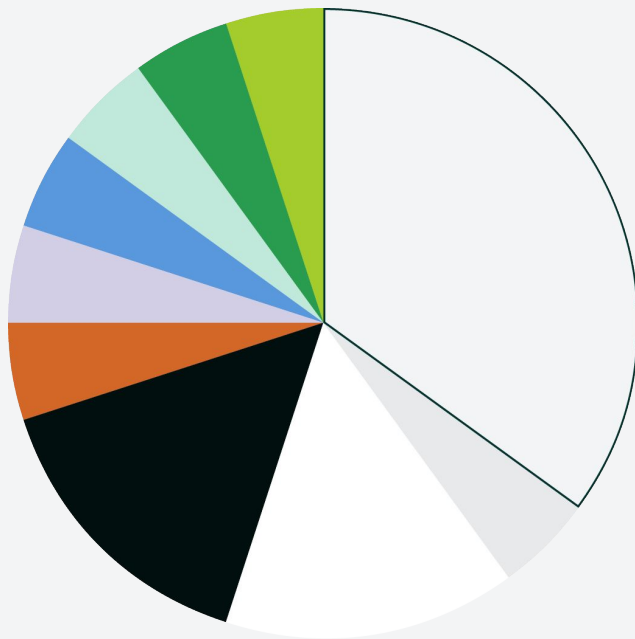
Things to avoid

The SiMa.ai logo is the main signifier of the brand and should be handled with care. Never change the logo. It's very happy as it is.



Color Palette

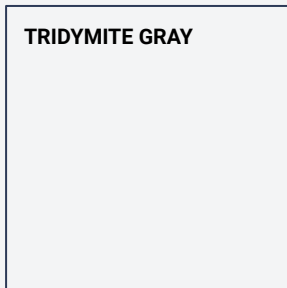
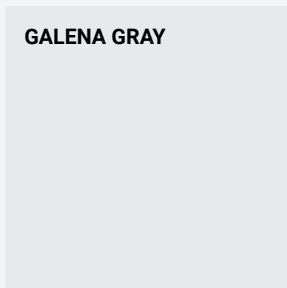
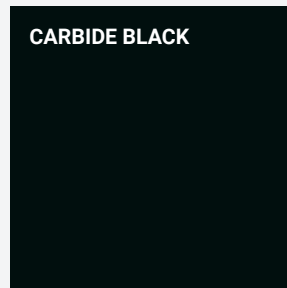
- 20** Overview
- 21** Primary colors
- 22** Accent colors
- 23** Things to avoid



Overview

Our color palette is a balance of beautiful color and grounding neutrals. The color distribution of the palette is mainly gray, white, and black. The secondary colors are used considerably less, but can add a pop of color or be used as an occasional background.

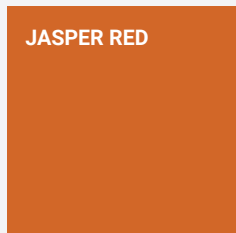
Your compositions should feel similar in color to the color distribution above.

**HEX: #F3F4F5****RGB: 243, 244, 245****CMYK: 4, 2, 2, 0****PMS: 5315 U****HEX: #E8E9EB****RGB: 232, 233, 245****CMYK: 8, 5, 4, 0****PMS: 5305 U****HEX: #FFFFFF****RGB: 250, 250, 250****CMYK: 0, 0, 0, 0****HEX: #010F0E****RGB: 1, 15, 14****CMYK: 80, 64, 67, 83****PMS: Black 6 U**

Primary Colors

Our primary background color should be Tridymite Gray, but Cristobalite White is also acceptable. Use black backgrounds sparingly. Black should be used primarily for text and for the ruling lines.

The purpose of this color palette is to balance out the brightness and contrast of the secondary palette. These colors help to ground other pops of color.

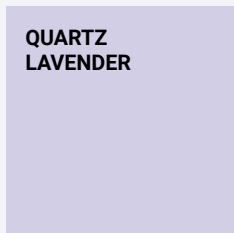


HEX: #D26728

RGB: 210, 103, 40

CMYK: 7, 76, 100, 1

PMS: 717 U

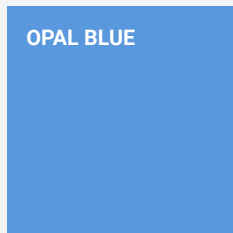
QUARTZ
LAVENDER

HEX: #D1CEE6

RGB: 209, 206, 230

CMYK: 16, 16, 0, 0

PMS: 2085 U



OPAL BLUE

HEX: #5998DD

RGB: 89, 152, 221

CMYK: 68, 29, 0, 0

PMS: 279 U



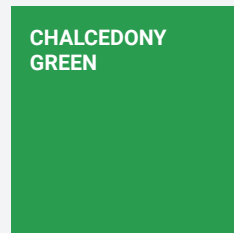
COESITE TEAL

HEX: #C0E8DB

RGB: 192, 232, 219

CMYK: 27, 0, 18, 0

PMS: 628 U

CHALCEDONY
GREEN

HEX: #2A9C4F

RGB: 42, 156, 79

CMYK: 91, 8, 100, 1

PMS: 2257 U

LECHATELIERITE
LIME

HEX: #A4CC2D

RGB: 164, 204, 45

CMYK: 46, 0, 100, 0

PMS: 366 U

Accent Colors

Use accent colors more sparingly than the primary colors. They're effective to draw attention to a certain part of a composition, an important word or piece of copy, or to break up large blocks of gray/white in a composition.

Try to use a range of these secondary colors, not favoring one over the other. The ratio of secondary colors in a composition should roughly follow the ratio illustrated by the color wheel in slide 21.



Effortless ML on the
embedded edge.

**DO NOT: Use colored text on a
colored background**

Effortless ML on the
embedded edge.

**DO NOT: Use the colors as
gradients**

✗ Effortless ML.
✓ Effortless ML.

**DO NOT: Use text/background pairings
that are not approved / ADA compliant
(see slide 29)**

Effortless ML on the
embedded edge.

**DO NOT: Use colors outside the
brand palette.**

Things to avoid

Our color helps signify our brand and should be handled with care. Never use color in any of these ways.



Typography

- 25** Overview
- 26** Type Hierarchy
- 27** Substitute Fonts
- 28** Color and Type
- 29** Things to Avoid



AaBbCc
DdEé,Ff–GgHh
DENIM
QqRrSs. 1234

AaBbCc
DdEé,Ff-GgHh
ROBOTO
QqRrSs. 1234

Overview

Our primary brand typeface is Denim, which suits any situation and is primarily used in marketing materials created by a graphic designer. Because of its narrow proportions, it works well in smaller spaces where space is limited.

Our brand also utilizes the typeface Roboto at smaller sizes, in body copy and callouts. This is the font employees will use for documents, presentations and most everything else. It is widely available in Google docs and can be downloaded to be used with Microsoft Office products.



SCALING FACTOR

STYLING

1x

EYEBROW/CAPTION
ROBOTO BLACK
ALL CAPS
TRACKING 80

4x

H1
DENIM LIGHT
TRACKING -20PX

2.25x

H2
DENIM SEMIBOLD

1.6x

H3
DENIM MEDIUM

1x

BODY
ROBOTO REGULAR

1x

CTA
ROBOTO BLACK
ALL CAPS
TRACKING 80

0.8x

NOTES/SMALL BODY
ROBOTO MEDIUM

ABOUT US

Edge ML for all.

Effortless ML at the embedded edge.

In Robotics and Autonomous Systems

Logistic robots and cobots with safe human machine interface, supporting legacy computer vision and complete machine learning compute at <20W. As opposed to 100-300W with competing solutions.

[SEE MORE](#)

* Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Hierarchy

When creating a composition, begin with the appropriate size of the body copy for the composition.

From there, the rest of the type hierarchy is determined based on the scaling factor x the size of the body copy.

This hierarchy helps our brand material feel cohesive. Use this type hierarchy as a guide, and your best-judgment when it's necessary to deviate from it.



ROBOTO

Edge ML for all.
Effortless ML for the embedded edge.

Substitute Fonts

In situations where Denim is unavailable for use, Roboto may be used in headlines and body copy. Roboto can be found in Google docs and slides and can be downloaded to be used with Microsoft Office. You can download it from google fonts [here](#).

If *only system fonts are available*, please use Avenir or Sans Serif.



BACKGROUND COLOR

TEXT COLORS

GRAY #F3F4F5	Aa #010F0E	Aa #D26728	Aa #5998DD	Aa #2A9C4F
GRAY #E8E9EB	Aa #010F0E	Aa #D26728	Aa #5998DD	Aa #2A9C4F
WHITE #FFFFFF	Aa #010F0E	Aa #D26728	Aa #5998DD	Aa #2A9C4F
BLACK #010F0E	Aa #FFFFFF	Aa #F3F4F5	Aa #D1CEE6	Aa #C0E8DB
RED #D26728				Aa #FFFFFF
LAVENDER #D1CEE6				Aa #010F0E
BLUE #5998DD				Aa #FFFFFF
TEAL #C0E8DB				Aa #010F0E
GREEN #2A9C4F				Aa #FFFFFF
LIME #A4CC2D				Aa #010F0E

Color and Type

These approved color and background pairings have enough legibility for ADA compliance. Refer to slides 21-22 for specific hex codes. Do not use any color pairings besides these.



Effortless ML on the
embedded edge.

DO NOT: Use colored text on a
colored background

Effortless ML on the
embedded edge.

DO NOT: Use fonts other than the
brand font.

Effortless ML on
the embedded
edge.

DO NOT: Use use Roboto for
headers or large copy.

✗ Effortless ML.
✓ Effortless ML.

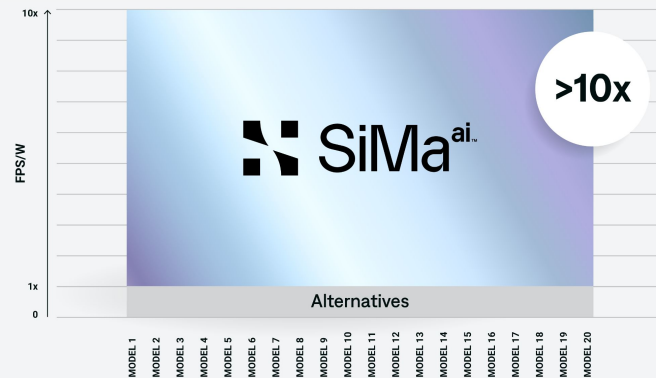
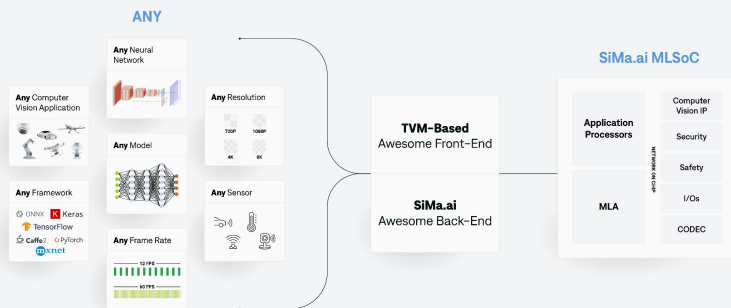
DO NOT: Use text/background pairings
that are not approved / ADA compliant
(see slide 32)

Effortless ML on the
embedded edge.

DO NOT: Add effects to typography.

Things to avoid

Our typography helps signify our brand and should be handled with care. Never use typography in any of these ways.



Charts and Graphs

When creating charts and graphs, keep them simple and clean, utilizing mainly white, gray, and adding colors as necessary. Add dimension with subtle shadows as you see fit.

If you are comparing SiMa.ai against competitors, use this [gradient](#) to indicate SiMa.ai and shades of gray to indicate competitors.



Photography

- 43** Overview
- 43** Human + Technology Imagery
- 44** Technology Imagery



Application focused

These photos are sleek and well-lit, highlighting different applications. 3D renders may be used if they have a photorealistic quality. They may be used on any color background or in real-life situations.



Brand Showcase

This brand showcase provides examples of our brand guidelines in use.



Run **any** computer vision application, **any** network, **any** model, **any** framework, **any** sensor, **any** resolution.



10x better than alternatives.



Push-button results.





Questions?

DOWNLOAD ASSETS



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