

Brand Guidelines

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01 BRAND DIRECTION

BRAND AIM

AIMATE wants to provide an innovative and reliable AI-powered solution that simplifies and streamlines customers daily tasks. AIMATE focus is on delivering a user-friendly platform that seamlessly integrates with customers' workflows, enabling them to automate repetitive tasks and make better-informed decisions.

AIMATE is building a composed portfolio of Project Management services; an innovative AI-based Effort Estimation tool; a digital workflow for Complex R&D projects; A Benchmarking and Risk Assessment tool and more in trending fields of the PMBOK. Management of time, efforts and progress is a key element in achieving project success. A detailed estimate of the project requires significant time and effort to produce and requires a thorough analysis and determination of scope, resources, and timing in order to develop. Predicting the output quality or the cost/ effort requires high level expertise and multiple estimate stages from a Rough Order of Magnitude to a Detailed Budget.



GOALS & MISSION

Our mission at AIMATE is to embolden the project management industry with our cutting-edge AI product. We strive to provide our customers with the most accurate and reliable effort estimation solution to help them better manage their projects, save time, and increase productivity. Our goal is to empower project managers and teams to make data-driven decisions based on real-time insights, enabling them to deliver high-quality projects on time and within budget. We are committed to continually improving our product and services to meet the evolving needs of our customers and to exceed their expectations.



WHAT VALUES HELP GUIDE THIS?

We believe that technology should be easy to use and accessible to all, which is why we aim to create a product that is intuitive, reliable, and hassle-free. Our goal is to empower our customers to achieve their full potential by leveraging the power of artificial intelligence to simplify their work and save them time. We are committed to providing exceptional customer service and support, ensuring that our customers can rely on us for all their AI needs.



01



02



03

BRAND VALUES

02 THE PALETTE

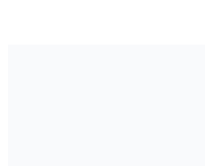
COLOR PALETTE

Our aim was to use the palette to convey feelings of innovation, professionalism, and reliability. The colors used represents stability, trust, and intelligence. The accent colors are towards the shades of blue.

The grey also inspires the kind of cutlery that complements the entire palette. The dark blue conveys a sense of professionalism and reliability, which is essential in the project management and consulting industry.

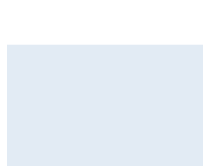
The accent color are towards the shades of electric blue, trying to compensate for textures within traditional blue and grey corporate colors. Electric blue represents growth, innovation, and reliability. It is a hectic color that also conveys a sense of progress and forward-thinking, which is essential for an AI startup that aims to approach the industry.

PRIMARY



#F9F4FC

RGB(249, 250, 252)



#E2EBF4

RGB(226, 235, 244)



#3E607D

RGB(62, 96, 125)



#4585BF

RGB(69, 133, 191)

03 LOGO KIT

WORDMARK

The wordmark remains the primary logo. Wordmarks really help in higher recognisability and reliability. It is given a broken A using recharge font to represent endless innovation and coherence. The type used in the logo is to be restricted for usage in just the logo and should not be used otherwise in branding, except in really special use cases (stamp, letterhead). It makes the logo type stand out and more impactful.

AIMATE
untangling business hanks

FULL LOGO

AIMATE

BASE TYPE

AIMATE

DIGITAL WORDMARK



DIGITAL LOGO