

Clarifai, Building The World's AI™

BRANDBOOK

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Brand Concept

**Empower developers to
quickly co-create, share, and
use **The World's AI™** for
production.**

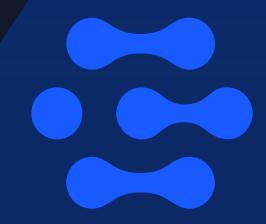
To be recognized as the dominant **full stack AI platform** for individual developers and teams of developers to quickly and collaboratively get vision, language and audio AI into production with our secure, privacy-enabled and scalable hybrid cloud offering.

A few words

Bold
Creative
Artificial
Genius
Motivated



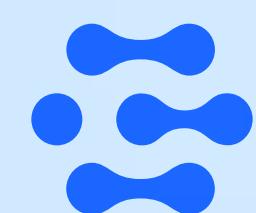
The Logo



The World's AI™

Clarifai is accelerating the progress of humanity with continually improving AI.

Helping data scientists, developers, researchers and enterprises to master the entire artificial intelligence lifecycle.



The Logo

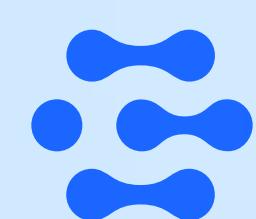
The logo celebrates the brand's clever name and friendly nature through its symmetrical structure, soft edges, and balanced weight. The symbol is the visual hero and is

inspired by a "neural network". It tells the story of connecting one idea to another to reveal the "big picture".

Primary Logo



When used independently, the uniqueness of the form provides visual impact to represent the brand in its simplest form.



The Logo

To ensure readability, there should always be as much clear space around our logo as possible. To give it the space it deserves, all other graphic elements must remain a minimum distance

away, as illustrated below. Using the height of the logo [X] is an easy guide to determine the necessary minimum clear space on all sides.

Clearspace
and Sizing



The Clarifai logo consists of two elements: the icon, the logotype.

The Logo

We are The Worlds AI™ and that is our trademark, as you can see in our website and social communication, we are proud to have our logo with our tagline as present as possible. To ensure readability, there should always be as

much clear space around our logo as possible. To give it the space it deserves, all other graphic elements must remain a minimum distance.

Logo and Tagline



The Tagline should be strategically used to communicate our brand value

The Logo

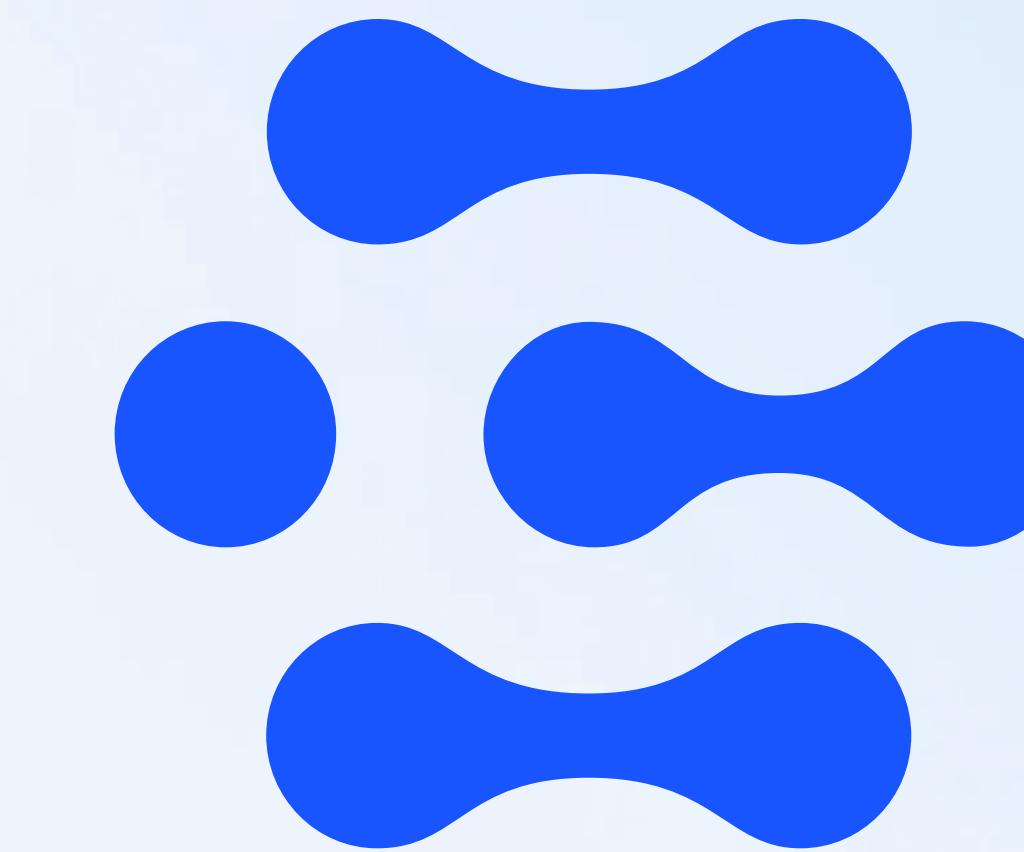
To ensure readability, there should always be as much clear space around our logo as possible. To give it the space it deserves, all other graphic elements must remain a minimum distance away from it.

Logo
Variations

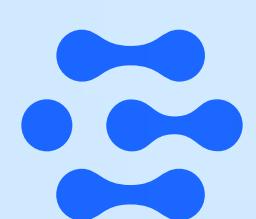
Horizontal



Symbol



Vertical



The Logo

To preserve the integrity of the brand, the Clarifai logo must only be displayed in a limited palette of color options or the signature Clarifai blue.

Logo Colorways



White on Dark colors

The colorful logo is only permitted on use of a white or very light gray or dark backgrounds. This ensures maximum impact and accessible contrast.



White on Brand Blue



Brand Blue on white (or light colors)



White on imagery with proper contrast

The Logo

To preserve the integrity of the brand, the Clarifai logo could be used in a palette of colors options.

Logo on Gradient and Photography



The Logo

It is critical to respect the integrity of the Clarifai signature. Accuracy and consistency helps build and protect the brand's global image. Please use the logo with care to ensure the our identity presented with unity.

The graphics below are examples of what not to do when using the logo. These are just a few ways the logo might be misapplied.

Misuse



Do not distort or rotate it



Do not apply shadows or effects



Do not use other typefaces to recreate our logo



Do not stretch, squeeze or distort any part of the logo

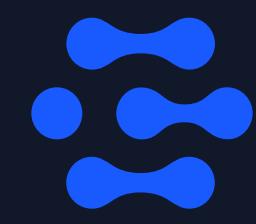


Do not use the color logo on a dark background



Do not place logo on busy background

The Logo



50 / 72
50 Llama apps in 72
hours with Clarifai

Thank you for
building with
Clarifai!



clarifai
The World's AI™

clarifai
The World's AI™

Ultimate
Intelligence

10 years

Clarifai, Building The World's AI™
www.clarifai.com

clarifai
The World's AI™

Hot!!! New
talking models

Color Palette

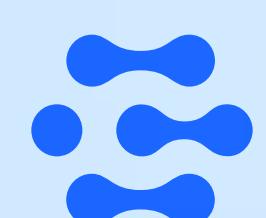


Color Palette

Definition

Our vibrant color palette infuses the brand with personality, conveying a sense of optimism. The mixture of the pops o blue and tech futuristic gradients with our clean and light and dark spacing helps us create a balance.

We can stand out as easily as we can step back.

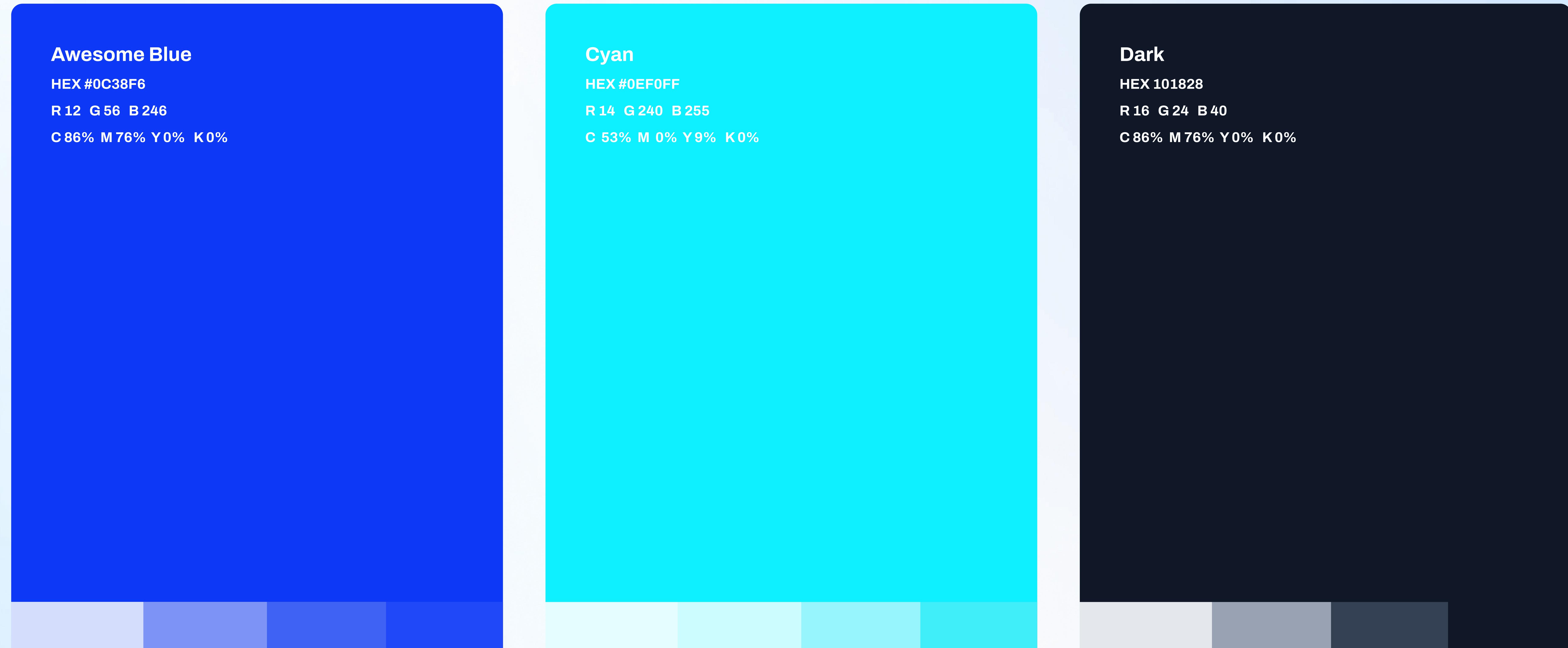


Color Palette

Our brand colors are the three colors acceptable for expressing our brand marks and logo. Bold and distinctive, this palette is restrained and must always remain consistent. These colors can be used

across all branded materials and assets. As the foundation of our brand color palette, these colors should be partner with light backgrounds.

Brand Colors



Color Palette

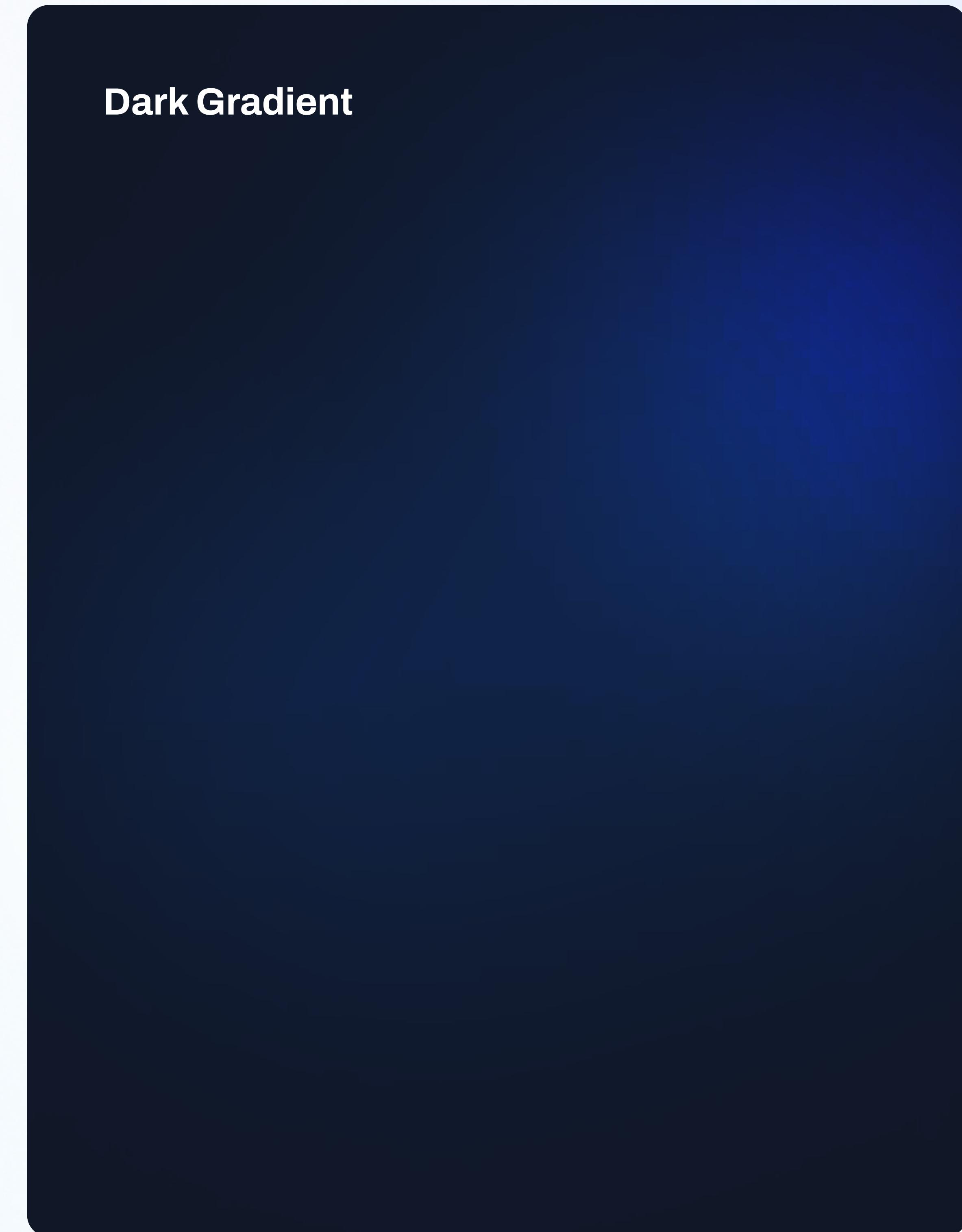
Gradients can be used as additional color options as a background element

Gradients

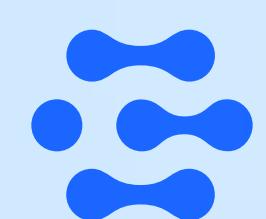
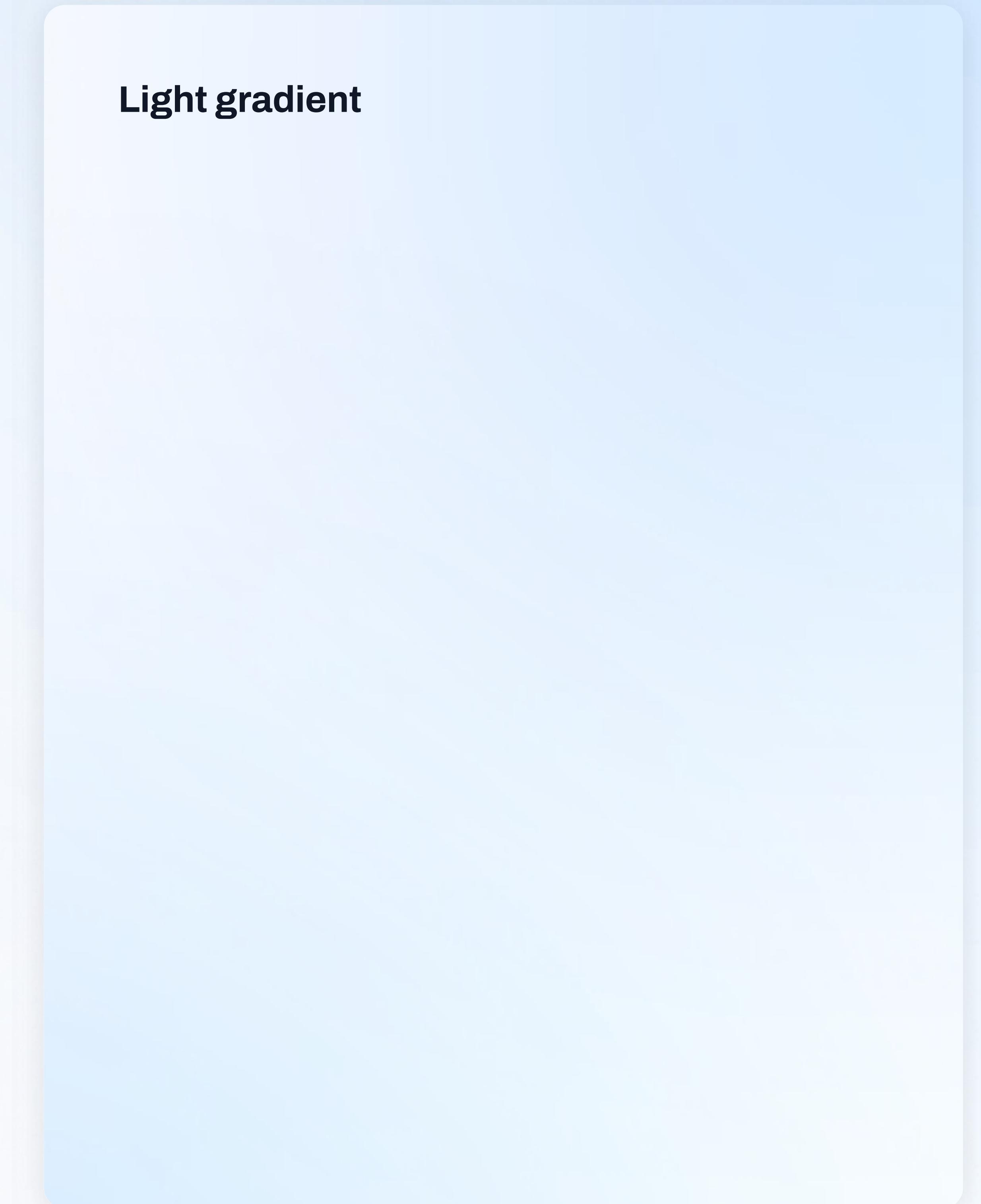
Blue Gradient



Dark Gradient



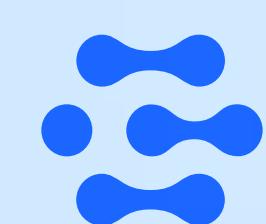
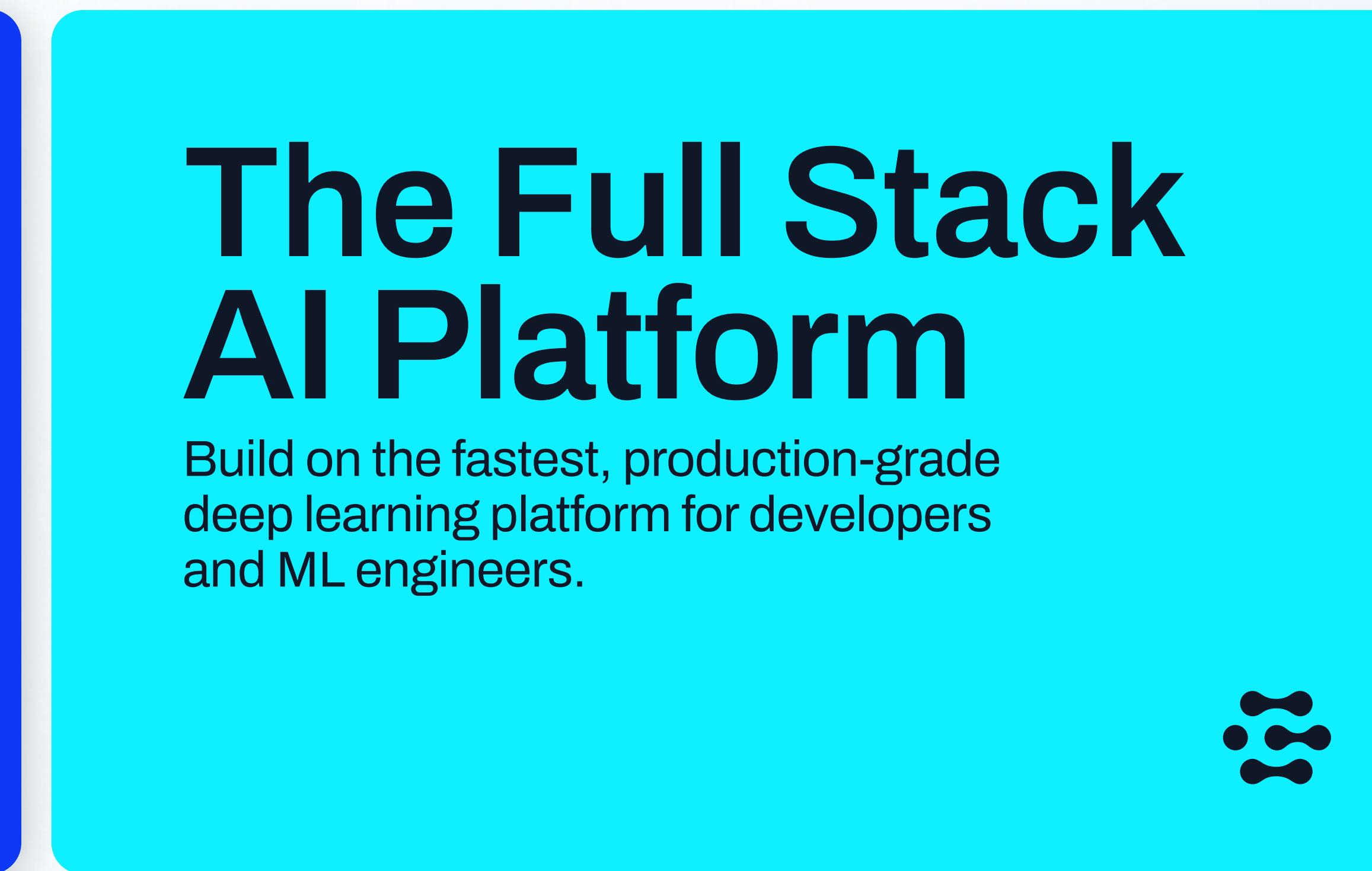
Light gradient



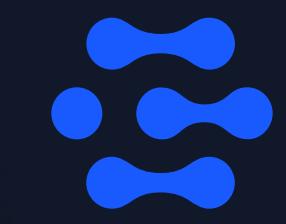
Color Palette

Be aware of the proper contrast when you use the different brand colors, full visibility and legibility is the priority.

Contrast



The Color



The Clarifai Developers Platform

Build on the fastest, production-ready deep learning platform for developers and ML engineers.

[Start for free](#) [Request a demo](#)

170+ Countries **250k+** Users **1M+** AI Models **Billions** of predictions served

```
Language Image Caption
# Note: Install clarifai with pip install -U clarifai
# Note: CLARIFAI_PAT must be set as env variable.
from clarifai.client import Model
# Model Predict
lm_url = "https://clarifai.com/clarifai/completion/models/lm"
prompt = b"\n".join(["summarize why the sky is blue"])
lm = Model(lm_url)
model_prediction = lm.predict_by_bytes(prompt, "text")
for output in model_prediction.outputs:
    print(output.data.text.raw)
Output:
> The sky is blue because sunlight hits the atmosphere and the blue
wavelengths are scattered more than other colors. This scattering
```

The Ultimate Artificial Intelligence Glossary 2024 Edition

Developers Toolkit

Tech Tips

Ebook

What's New

Clarifai Solutions

- By Industry
- Government
- Manufacturing
- Media and Entertainment
- Retail and E-Commerce
- Transportation
- By Use Case
- Content Management
- Digital Assets
- Intelligent Agents
- Productivity

Clarifai The World's AI

CONTACT

sales@clarifai.com
marketing@clarifai.com

HIPAA Compliant

GDPR Compliant

PCI DSS Compliant

AICPA SOC 2 Compliant

ISO 27001 Compliant

Terms of Service

Content Takedown

Privacy Policy

© 2023 Clarifai, Inc.

Typography

Typography

Archivo is the foundational typeface for the Clarifai brand. Archivo is modern, clean, smart and appropriate for expressing a message that is trustworthy and professional.

This font family allows for typographic flexibility with an extensive collection of weights and characters.

Primary

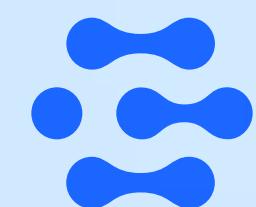
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890!/?@#\$%&*{()}{¶}

Aa

Archivo Regular

Aa

Archivo Bold



Typography

Inter is the secondary typeface for the Clarifai brand. Inter is modern, clean, smart and completely readable, adaptable, and user friendly for our print and digital content.

This font family allows for typographic flexibility with an extensive collection of weights and characters. That is why is being used in most of our Body text.

Secondary

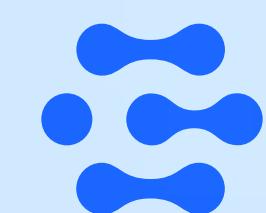
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*{()}`ç

Aa

Inter Regular

Aa

Inter Bold



Typography

The correct use of hierarchy with typography is when you can guide the user on what to read first, second third etc, here is a guide to understand the usage of our brand typography to generate Hierarchy.

Hierarchy

Aa Archivo

Headers	Font size	Line height	Letter spacing	Font-weight
---------	-----------	-------------	----------------	-------------

Header H1	72px	80px	-4%	Bold
------------------	------	------	-----	------

Header H2	60px	70px	-4%	Bold
------------------	------	------	-----	------

Header H3	40px	46px	-2%	Bold
------------------	------	------	-----	------

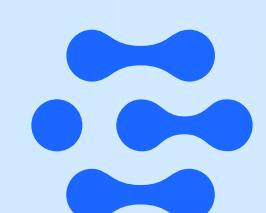
Header H4	30px	40px	-2%	Bold
------------------	------	------	-----	------

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a gallery of type and scrambled it to make a type specimen book.	20px	28px	-2%	Regular
--	------	------	-----	---------

Bodycopy - Text				
 Lorem Ipsum is simply dummy text of the printing ...	20px	28px	-2%	Bold

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a gallery of type and scrambled it to make a type specimen book.	16px	22px	-1%	Regular
--	------	------	-----	---------

Bodycopy - Small				
-------------------------	--	--	--	--



Typography

Usage

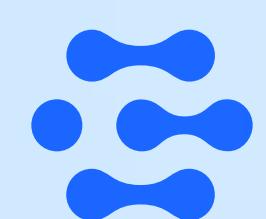
The screenshot shows a section of the Clarifai website. At the top, there is a main title: "Flexible. Reusable. Building blocks for an end-to-end AI lifecycle". Below this, a sub-section title is "Data Labeling". Under "Data Labeling", there is a sub-section titled "Scribe Automated Data Labeling". A brief description follows: "Create high-quality training data for building powerful models 100x faster and with higher accuracy." Below the description is a bulleted list: "• Auto label as you ingest data • Scale to labeling projects of any size • Labeling and reviewer UIs maximize quality and quantity of annotations". There is also a "Learn more >" link. At the bottom, there is a horizontal navigation bar with the following items: Scribe Label, Spacetime Search, Enlight Train, Armada Predict, Mesh Workflows, Extend, and Collector. The "Scribe Label" item is highlighted with a blue background.

H1 - H2 - H3

For our main titles and highlights we use Archive font type-

Body type

For our body type we are using Inter fonts, that allow us to play with weight and let our user have more legibility.



The typography

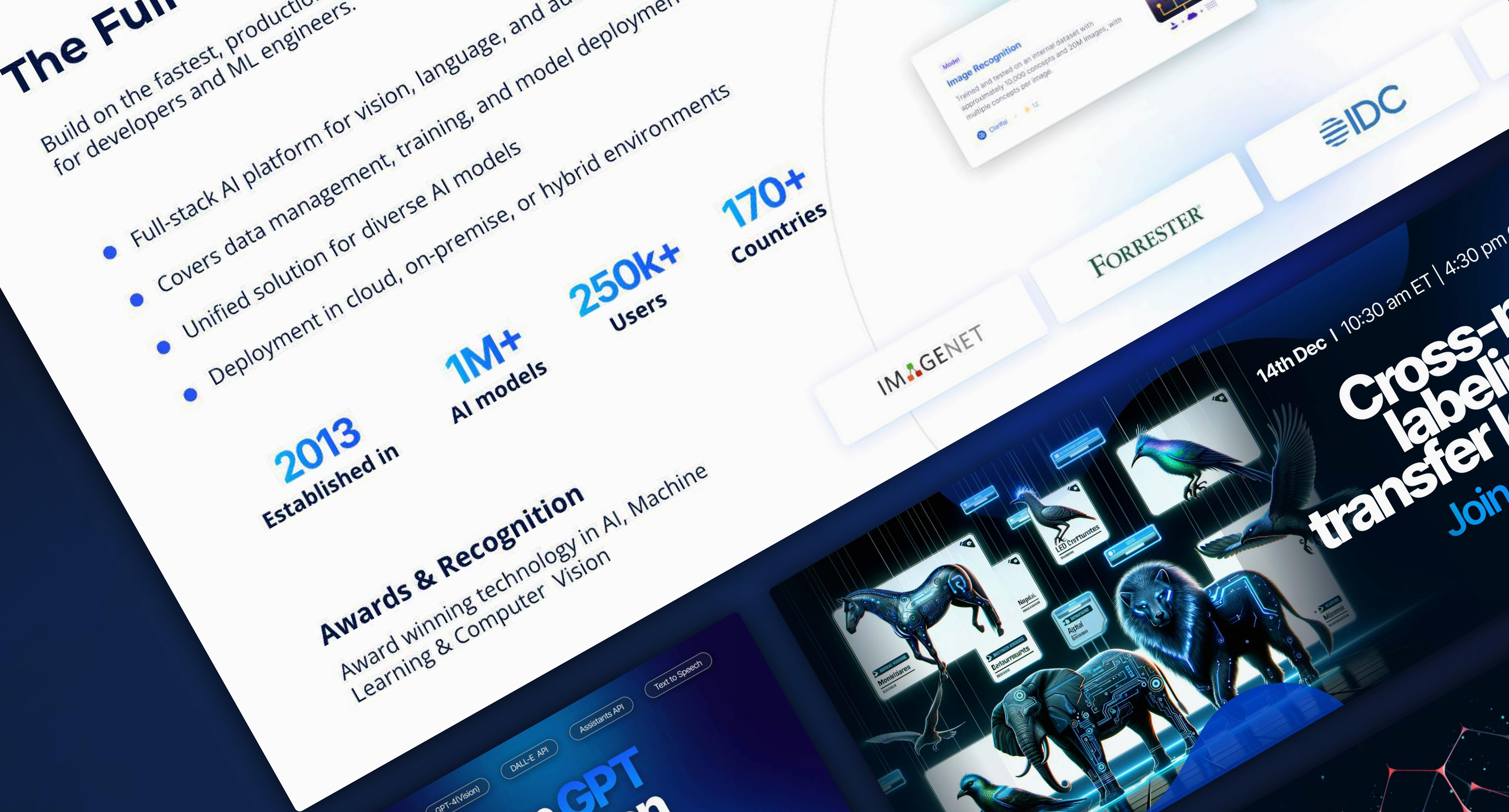


Image guides

Image guides

Part of our brand are the illustrations that are part of our platform, each part of them represent a core part of our platform and carries a part of our brand.

The Platform illustrations have isometric vectorial style with blue gradients, **they must be use only for the product they represent.**

Platform Illustrations



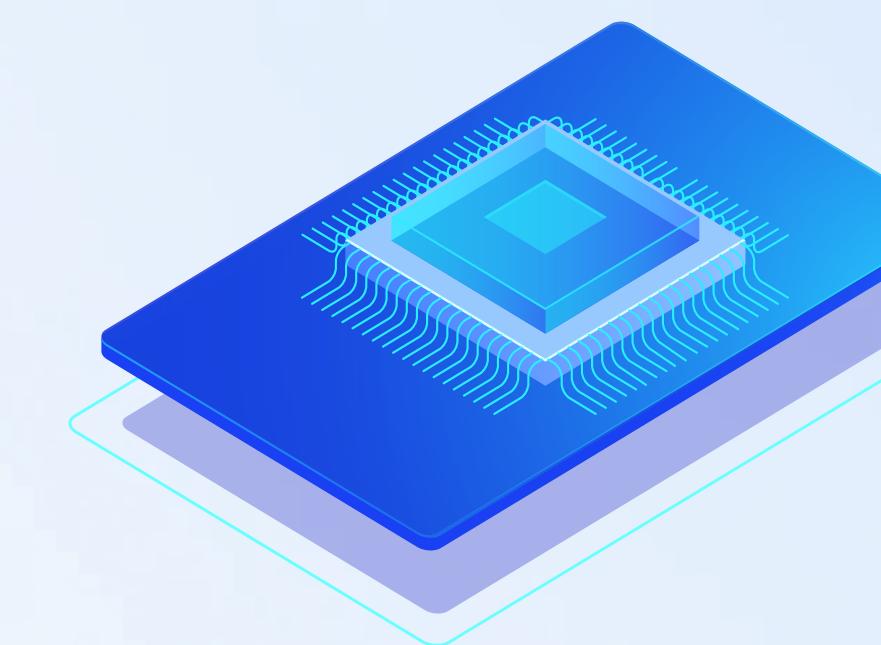
AI Lake™

Consolidate and organize all your AI assets in one place.



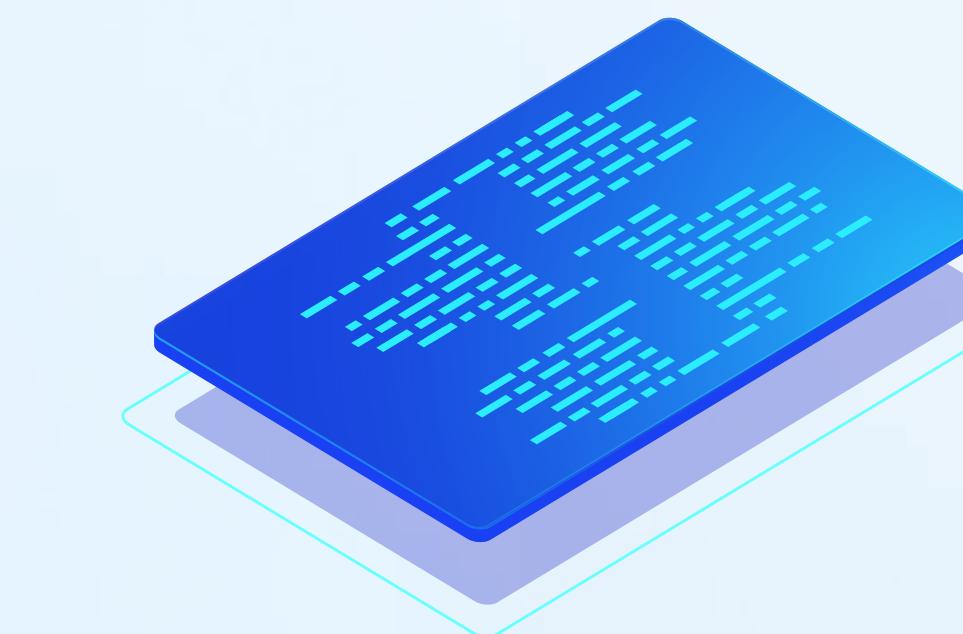
Enlight

Set up models quickly and continually learn from production data.



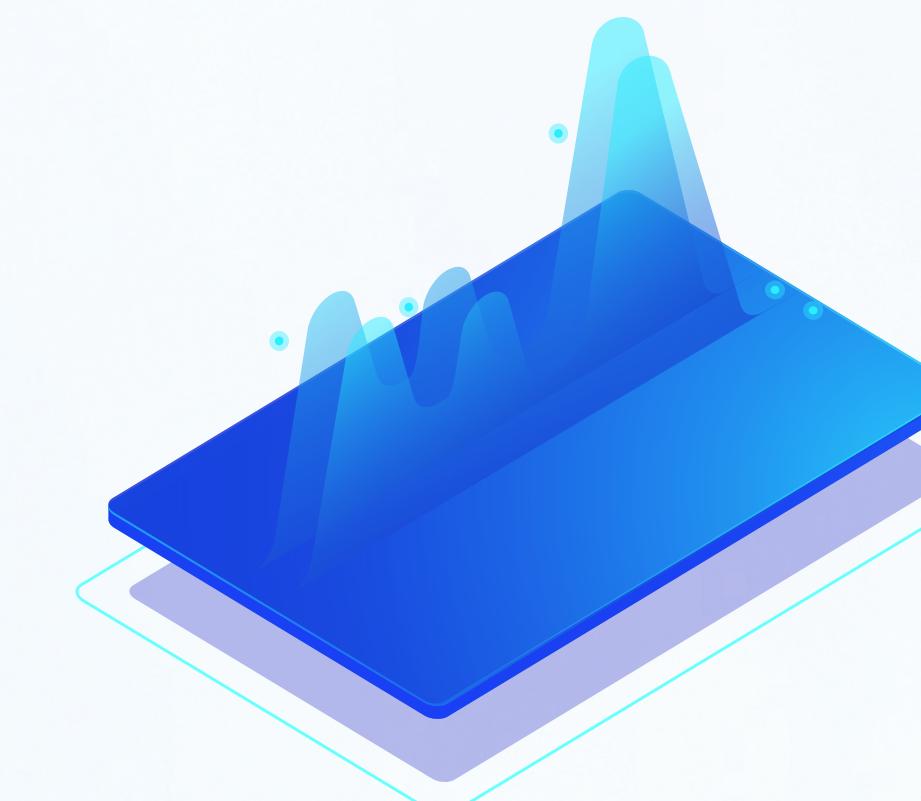
Edge

Gain real-world intelligence at the data source with edge AI.



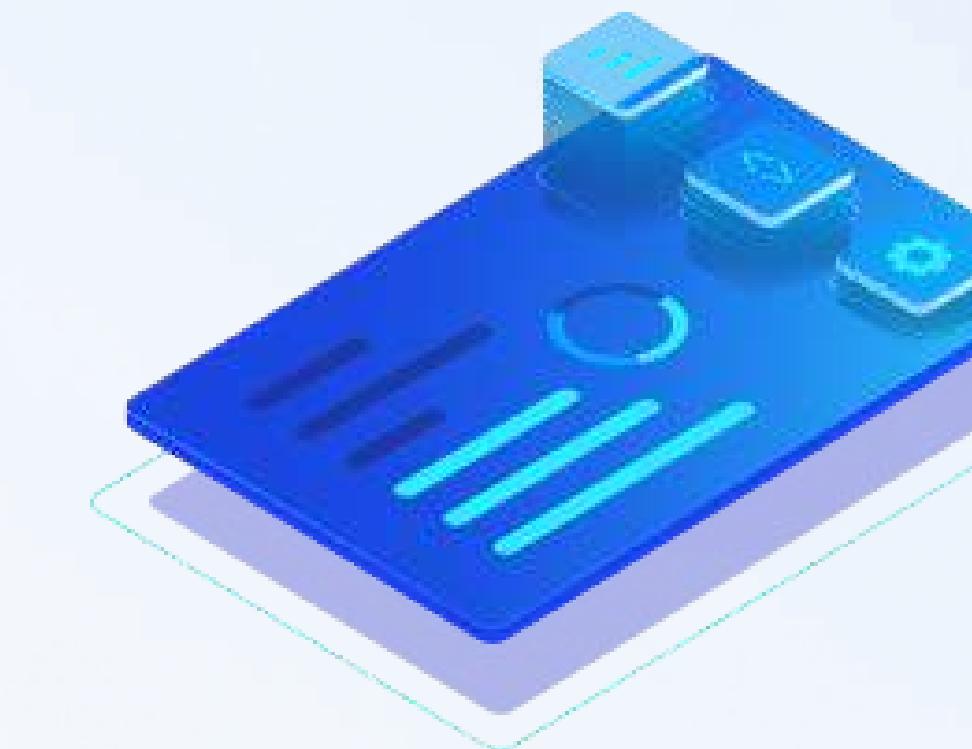
Scribe

Label, train and deploy your AI models in one integrated tool.



Armada

High performance, fully managed inference serving



Modules

Make reusable web apps for any AI task



Spacetime

Search for people, places, objects, and topics in your unstructured data.



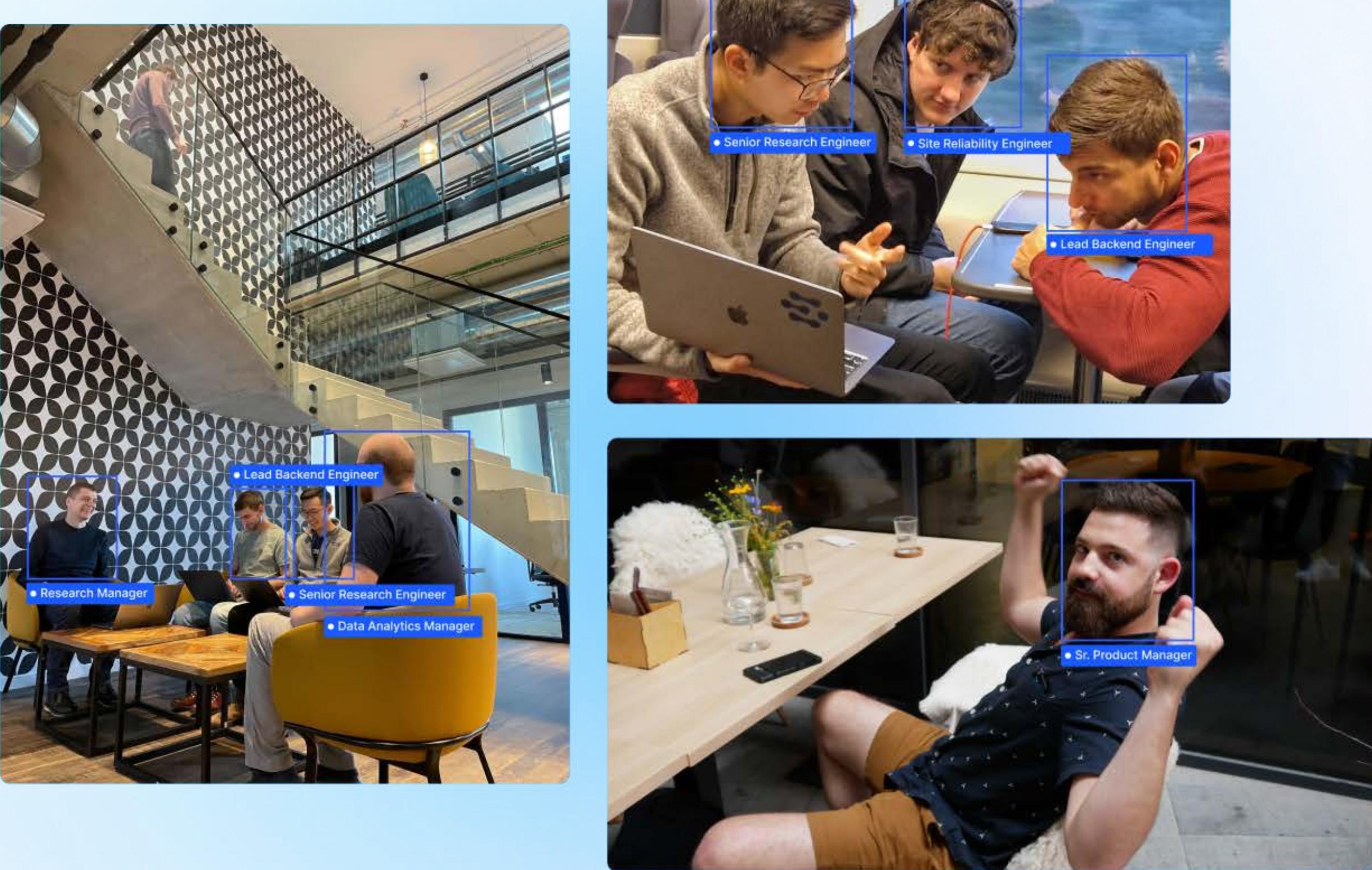
Mesh

Machine Learning pipeline architecture for advanced modeling and business logic.

Image guides

To illustrate some of our brand assets and needs we use collage type of constructions to showcase or highlight assets in our brand, such as hero's in web pages, highlight our products or use cases.

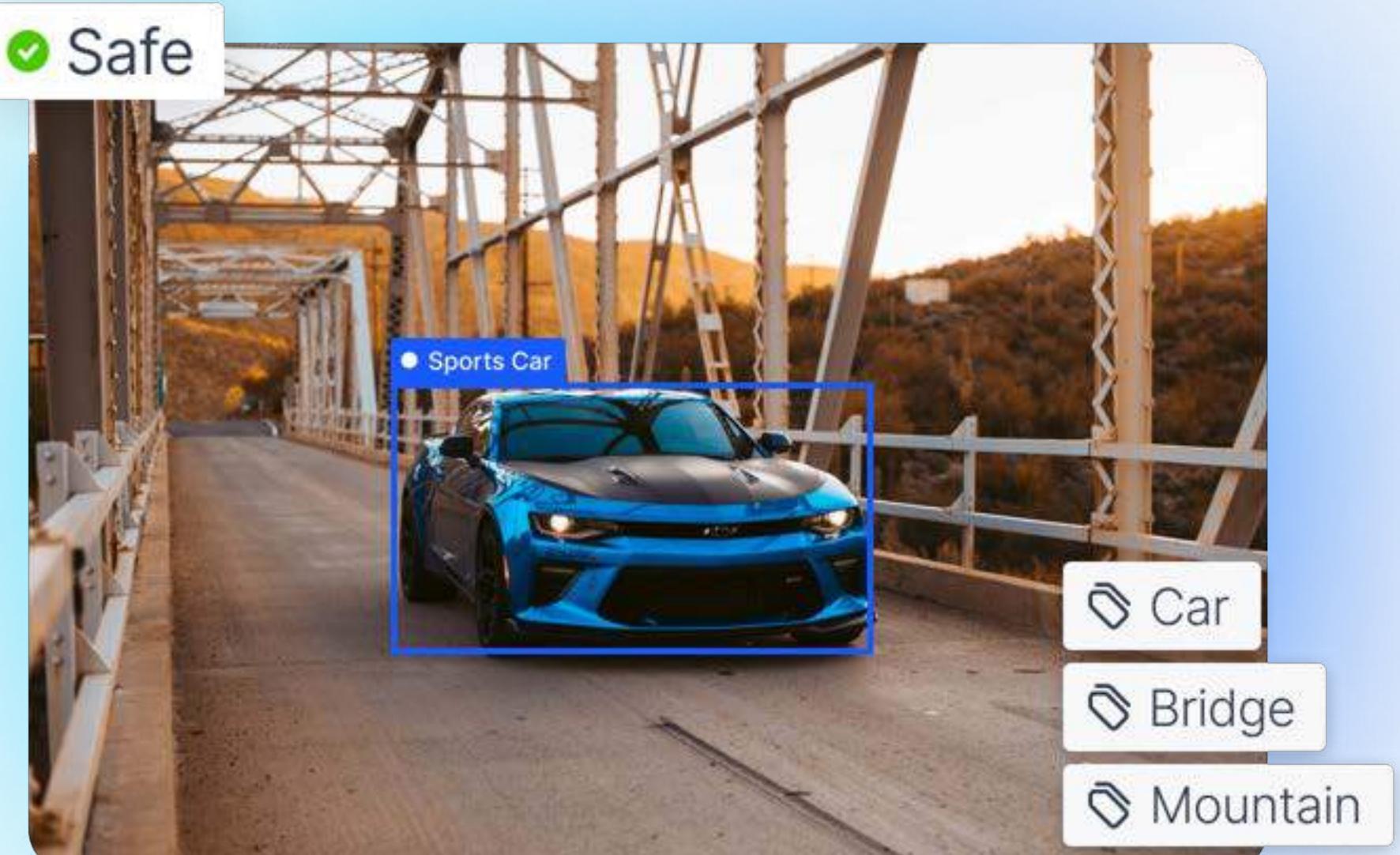
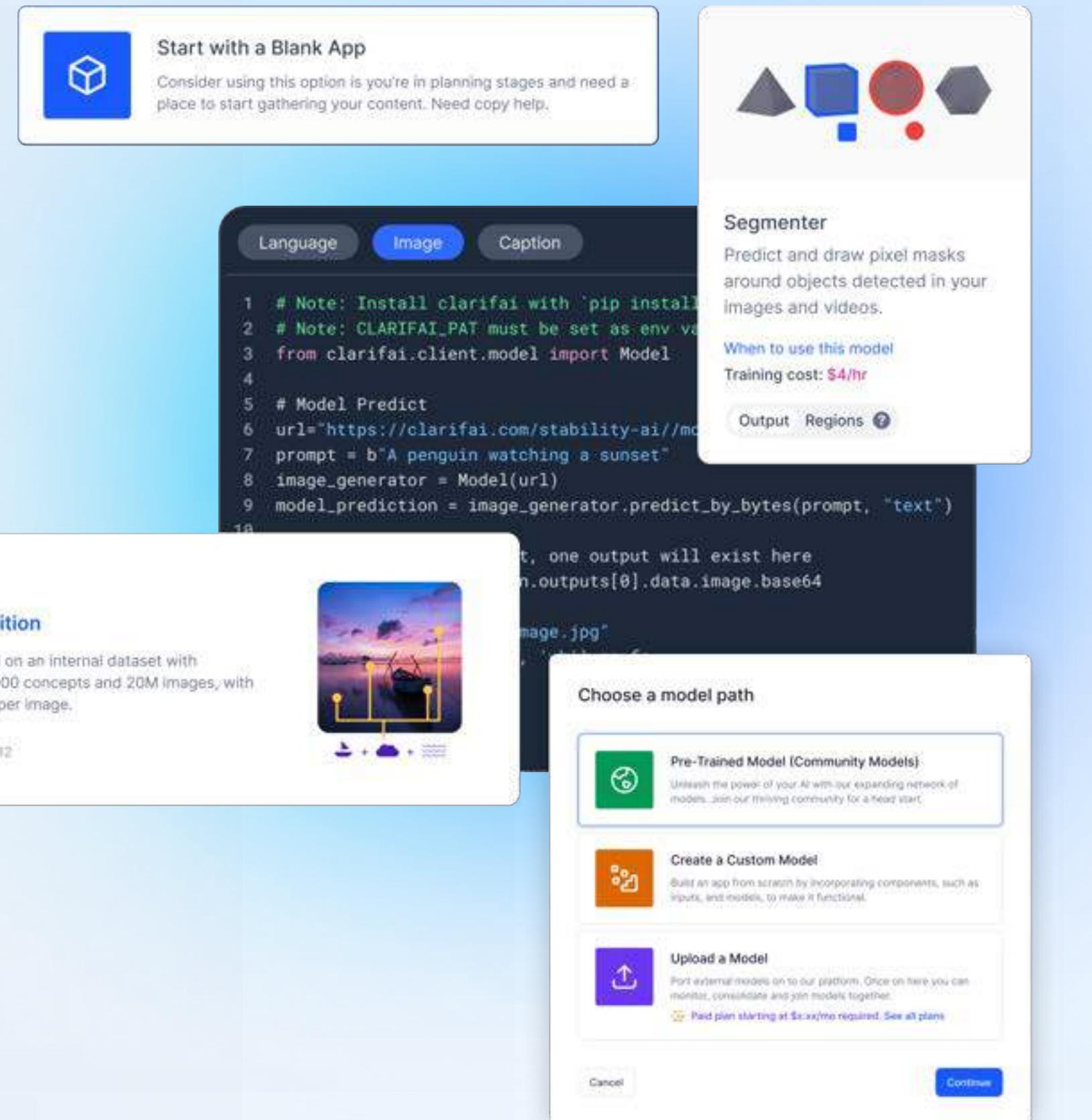
Image collage



This collage is our [careers page](#), use to showcase our team an their roles

The borders need to be semi rounded, have correct weight and structure, every image should have an informational purpose.

This collage is used for [Carahsoft](#), to highlight parts of our products



This collage is for the [media solutions page](#), its illustrate to the user some o the things they can do with our product in this use case

Image guides

We use Midejourney and DALL-e to generate the images that reinforce the look and feel of our brand, we engineer our prompt with some key words to make the look continence with the things we wanna communicate.

Generative images



Midjourney



DALL-E

```
/imagine Two cool robots with dark glasses standing in front of a microphone in a stage, about to give a speech. blue, purple, green and yellow tones --ar 7:4
```

Cool

In Midejourney whe you give the instruction "cool" it stays away from traditional futuristic images and it becomes more playfull

Friendly

As a brand we don't want to use the typical AI images, whe wanna be modern, but still play full and approachable

Robot

Most of our main characters are friendly robots, we have to be careful not to make the childish looking, but still relatable

Blue tones

Our main pallet are blue tones to make it consisten with our brand, bur for the gen images we can also give the instructions to use purple and yellow tones that complements the pallet

The use of words like friendly, cool, developer, futuristic, mixed with color pallet instructions and command for ratios has made our brand conscience.



Edited:



Image guides



/imagine Semi realistic and futuristic image **cool developer**
llamas working in computers at an office, **blue tones** --ar 7:4

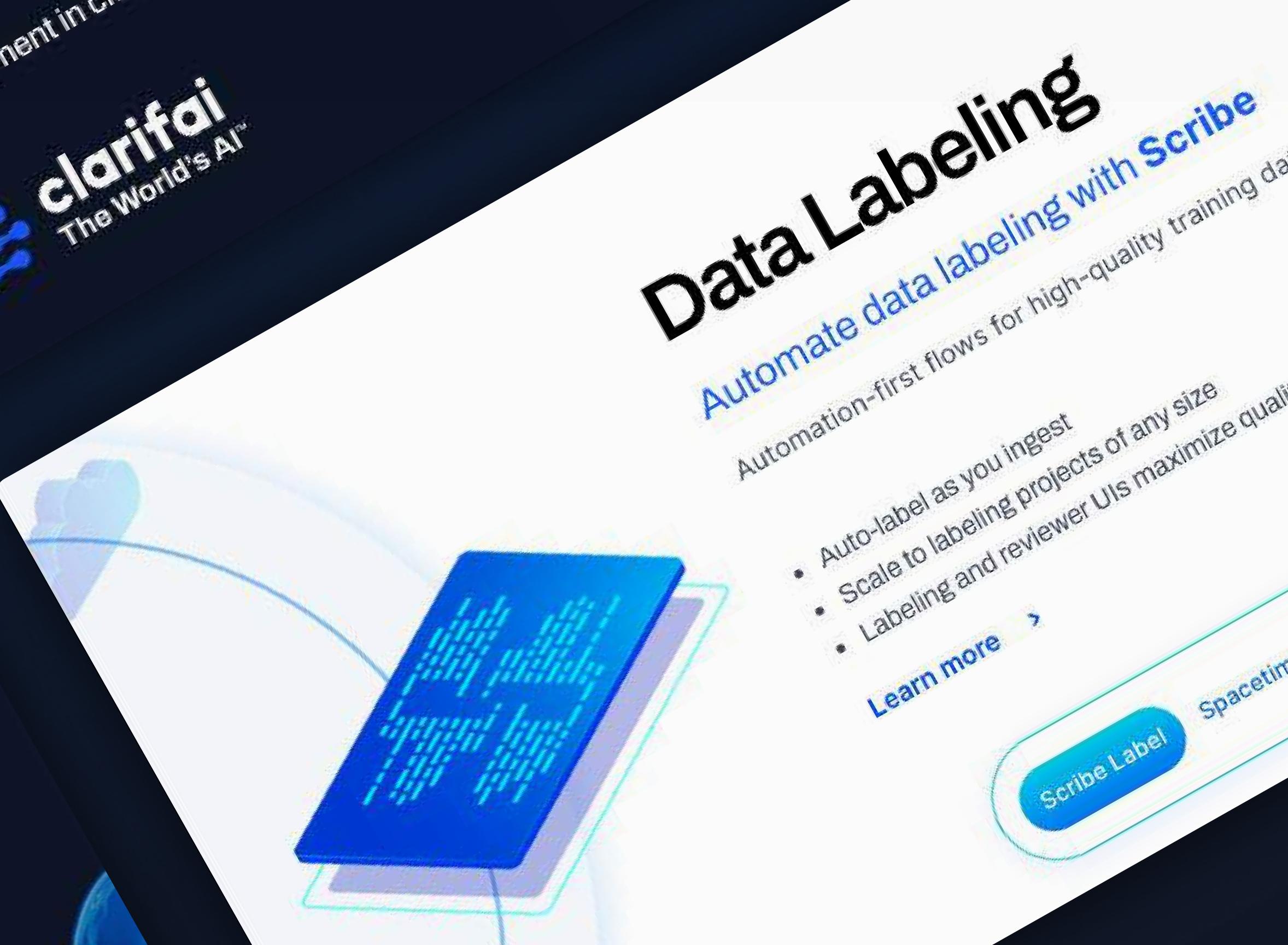
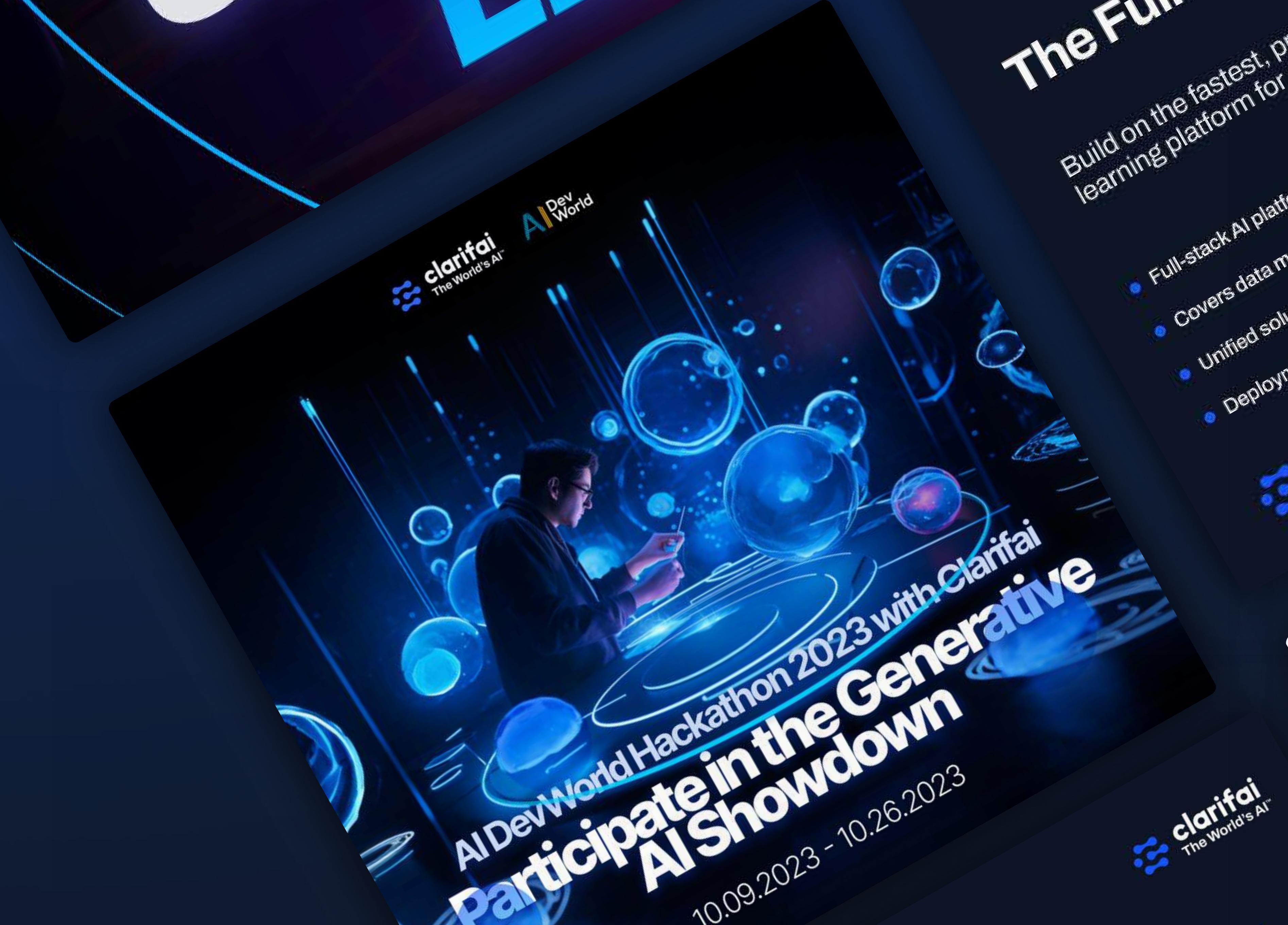
Generative images



/create an image of New years eve celebration of fun and **cool**
robots with the 2024 in the middle with fire works behind it, **use**
blue tones, ratio 16:9



The image



Trademarks



Trademarks

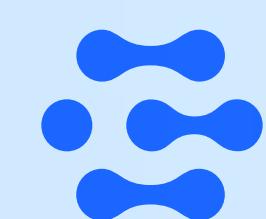
The World's AI™ trademark signifies Clarifai's commitment to making advanced AI universally accessible and easy to use. It underscores our role as a leader in the field since 2013, offering an end-to-end platform for image, video, text, and audio analysis.

The wolds AI™

This trademark reflects our dedication to empowering users worldwide to harness the power of AI seamlessly in their applications, fostering innovation and growth across all sectors,

The World's AI™

The World's AI™



Trademarks

The AI Lake™ trademark is a keystone of Clarifai's product suite, embodying our innovative approach to centralizing AI operations. This product is pivotal to the company as it represents our cutting-edge solution for streamlining the AI development process. It encapsulates our dedication to enhancing collaboration and efficiency in AI integration,

AI Lake™

by offering a singular, unified repository for models, datasets, and tools. The AI Lake™ trademark not only signifies our leadership in AI but also reinforces our commitment to simplifying the AI adoption for teams and businesses, propelling them towards a future where AI is seamlessly interwoven with their applications.

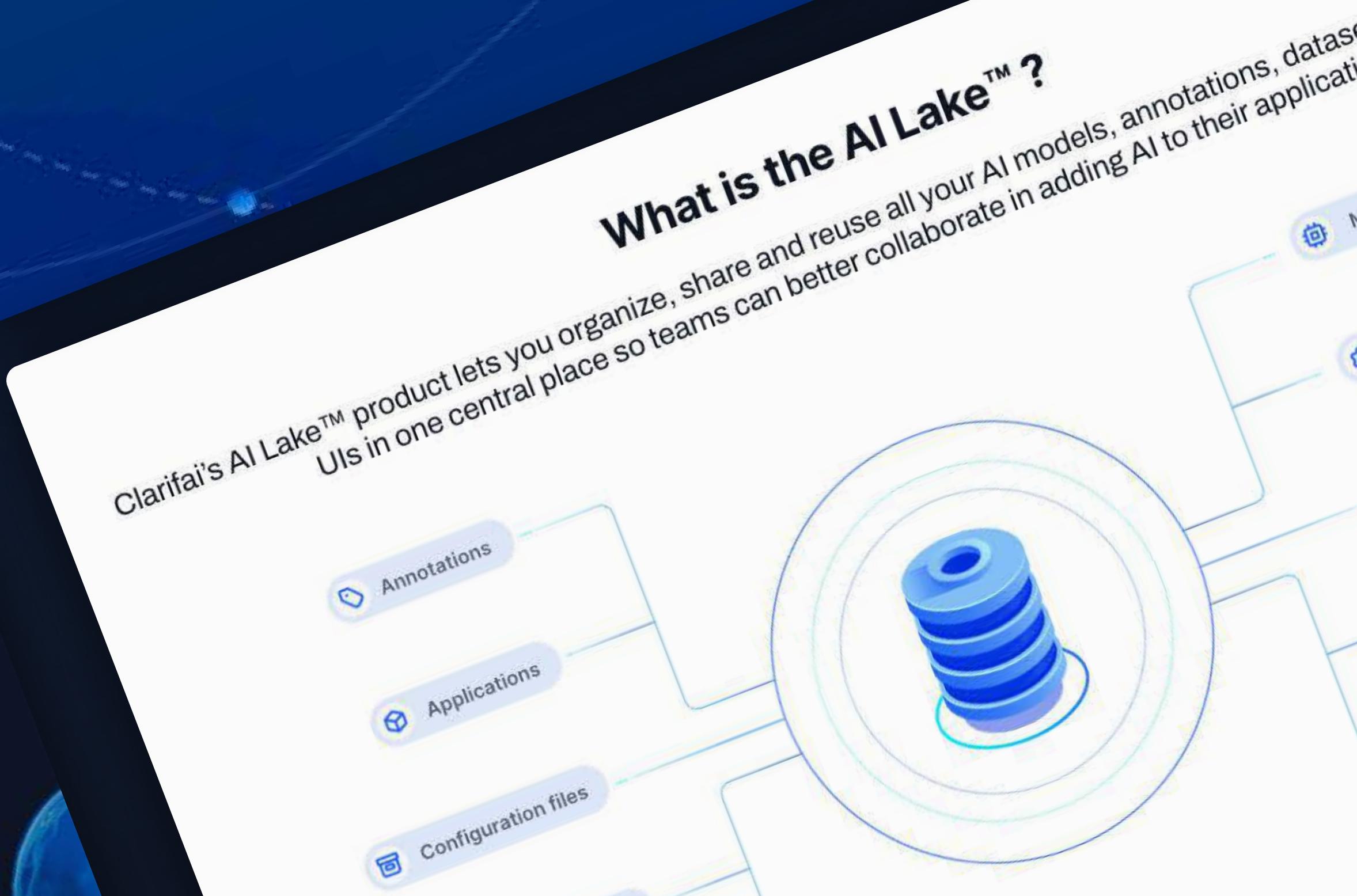


AI Lake™
Consolidate and organize all your
AI assets in one place.

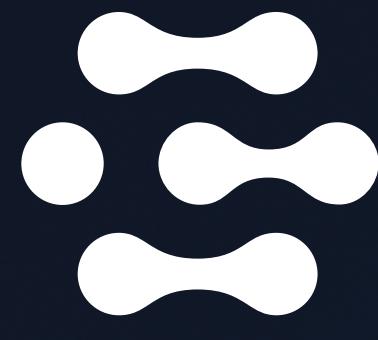
The trademark

AI Lake™
Consolidate and
organize all your AI
assets in one place.

Start for free



If you are having trouble with anything in this guide, or you are unsure if your communication best represents the Clarifai Brand, please contact a member of the Clarifai support team.



Brandbook

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