



# Brand Guidelines

1.9.23

 **CO2 AI** REVEALS

# Rationale

Our creative direction is CO2 AI Reveals. The creative idea being that when the right elements come together, from copy to design to story, a great truth is revealed which can be used to make a change. This design exploration is refining the elements that help us get to that reveal moment.

When we bring photography together with data-inspired illustration, we can reveal a truth that either points to CO2 AI's purpose or a specific case study.

**Empower decision-makers  
with intelligent solutions and  
actionable insights to sustain  
our world.**

More visibility.  
More possibility.

Intelligent  
Solutions

+

Actionable  
Insights

REVEALS

Sustainable  
World

 CO2 AI



## Brand elements

## Tone of Voice

### OUR BRAND VALUES

We relentlessly pioneer and scale advanced, end-to-end sustainability solutions for corporations with ready-to-deploy SaaS.

We are driven to combine leading technology with the deep expertise and passionate talent of the RCS team to help companies reach their sustainability goals at scale, and consequently to benefit our planet.

### OUR BRAND VALUES

#### Excellence Through Rigor

We are committed to excellence in everything we do. We hold our product to the highest standards, test it relentlessly, and continually optimize to exceed expectations.

#### Credibility / Assurance

We inspire trust. We're ready to prove that our industry expertise goes deep and that our sustainability knowledge is reliable and forward-thinking.

#### Ambition

We are bold and motivated. We are ready to lead companies through transformative change and help them realize even their most aspirational sustainability goals.

#### Teamwork

We believe in the power of collaboration toward a shared purpose. Working together, we can achieve great things.

### HOW WE SOUND

#### Precise, definitive, consistent

- Reflect the same rigor and meticulousness in the way we choose our words, as we put into the accuracy of the product.
- Maintaining a consistent tone and key messages across channels to demonstrate a superior level of precision and quality from the brand.

#### Confident, capable, current

- Use active voice and crisp, clear language.
- Earn trust by making intelligence accessible. Frame insights in an understandable and engaging way.
- Show, don't tell. Use examples, facts, and narrative to make claims tangible and concrete.

#### Bold, ambitious, optimistic

- Use vibrant, energetic language that engages the reader and doesn't shy away from ambition.
- Use descriptive language to paint a picture of visionary change.
- Appeal to the reader's sense of purpose and making a difference toward saving the planet.

#### Collaborative, conversational, encouraging

- Use vibrant, energetic language that engages the reader and doesn't shy away from ambition.
- Use descriptive language to paint a picture of visionary change.
- Appeal to the reader's sense of purpose and making a difference toward saving the planet.

## Copy messaging framework

### Headlines

Headlines should speak to CO2 AI's solutions and insights.

Example: Data-driven insights for earth-saving solutions.

### Subheads

Subhead should always start with "Advanced software revealing" followed by sustainable world messaging. The messaging can change to tie into the visual if possible.

Example: Water visual: "Advanced software revealing your course to sustainability."

Bee visual: "Advanced software revealing your flight path to sustainability."

### CTAs

CTA messaging should drive viewers to demo software.

Example: See the software

Book a demo



## BRAND ELEMENTS

### Primary colors

Our colors are bright and vibrant. A wide range of colors represent the many industries our technology can improve.



### Color Groups

Color groups should be paired with images that have a similar color tone.



## TYPEFACE

Our brand typeface is Salis MVB. It's clean geometric letterforms give it a modern feel, while the tall x-height allows for easy legibility. Multiple font weights are available for use.

### Salis MVB Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz

### Salis MVB Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz

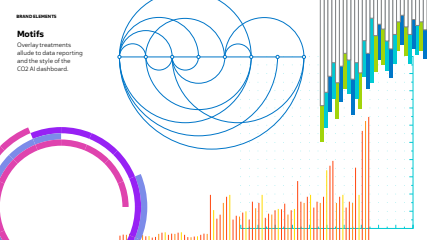
### Salis MVB Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz

## BRAND ELEMENTS

### Motifs

Overlay treatments allude to data reporting and the style of the CDQ AI dashboard.



## BRAND ELEMENTS

### Natural patterns

Close up images of patterns occurring in nature that have a feeling of data.



## BRAND ELEMENTS

### Reveals Lockup

This lockup is for limited use collateral such as video and other launch materials.



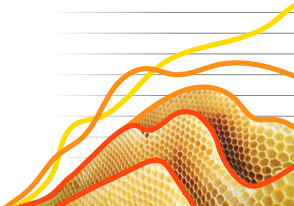
# Design examples



More visibility.  
More possibility.

CO2 AI reveals your flight path to  
sustainability.

Try a demo →

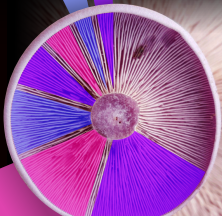




Deeper data.  
Groundbreaking  
guidance.

CO2 AI reveals your steps to sustainability.

Request a demo →



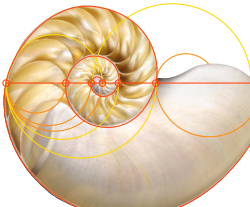




Charting your journey  
to sustainability in a  
sea of data.

CO2 AI reveals your route to zero emissions.

See the software →





Deeper data.  
Groundbreaking guidance.

CO2 AI reveals your steps to  
sustainability.

[Request a demo →](#)



More visibility.  
More possibility.

CO2 AI reveals your flight path  
to sustainability.

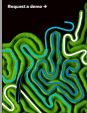
[Try a demo →](#)



Data-driven insights for  
earth-saving solutions.

CO2 AI reveals your best  
sustainability practices.

[Request a demo →](#)



More than carbon counting.  
Carbon action.

CO2 AI reveals your path to  
sustainability.

[See the software →](#)

