



C3 AI Visual Identity Guidelines

Introduction

The following guidelines have been developed to ensure consistent and correct usage of the C3 AI visual identity system. Contact the C3 AI marketing team with questions.

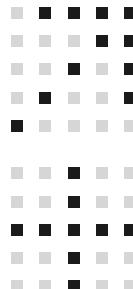


About C3 AI

C3 AI is a leading AI software provider for accelerating digital transformation. C3 AI delivers the C3 AI Suite for developing, deploying, and operating large-scale AI, predictive analytics, and IoT applications in addition to an increasingly broad portfolio of turn-key AI applications. The core of the C3 AI offering is a revolutionary, model-driven AI architecture that dramatically enhances data science and application development.

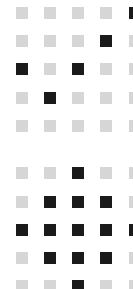
Core Values

The C3 AI brand voice is an expression of the company's core values of innovation, curiosity, integrity and collective intelligence.



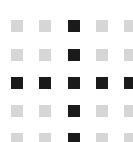
Innovation

Our ambition is to solve problems that have never been solved before.



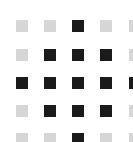
Integrity

We comport ourselves with unwavering ethical integrity, respect, and courtesy.



Curiosity

We are self-learners, fulfilled by continuous knowledge acquisition to accelerate innovation.



Collective Intelligence

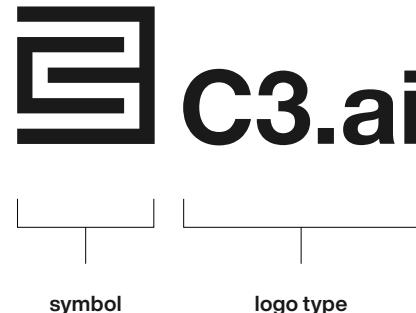
The respect we have for the intelligence and capabilities of one another fosters boundless collaboration.

Identity System: Our Logo

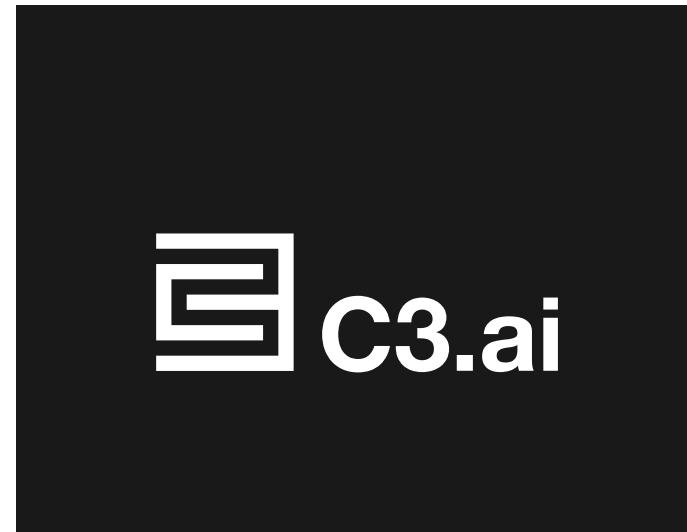
The C3 AI logo is the foundation of our graphic identity system. To ensure it remains a strong representation of our brand, it must be presented in a consistent manner across all communication channels.

Our logo consists of two elements: the interlocking C3 symbol and the C3.ai logo type. The primary logo (below) should be the first choice for most brand communications. Never present the symbol without the logo type.

The C3 AI logo can be displayed in either C3 AI black or white. When printing in 4-color process, apply the CMYK formulas, and when using the logo for web or digital, apply the RGB or hex code formula.



C3 AI Black
RGB 26.26.26
CMYK 72.66.65.78
HEX #1a1a1a

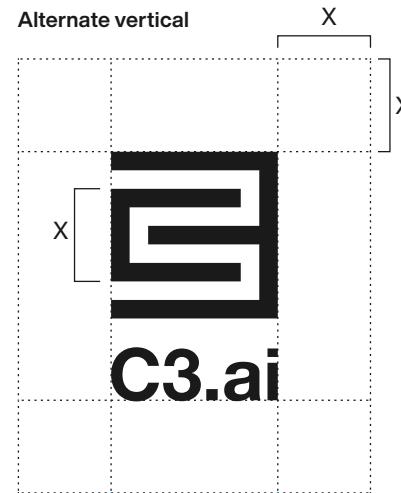


White
255.255.255
#ffffff

Logo Variations and Clear Space

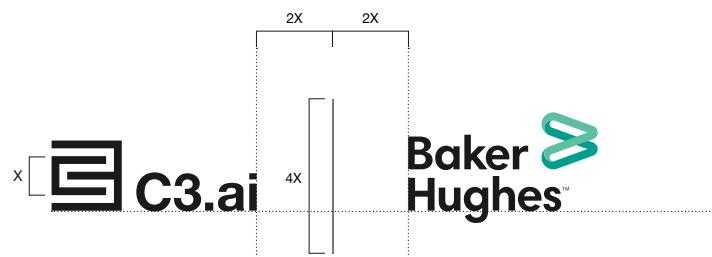
There are two configurations of the C3 AI logo designed to accommodate various situations such as limited horizontal space, and reproduction sizes that affect the legibility of the logo type. There must always be sufficient space surrounding the logo to avoid competition with other visual elements and to maintain visual impact.

The recommended clear space is relative to the logo size and is equal to the height of the “C” in our interlocking C3 symbol. The size of the logo will depend on where and how it is being used.

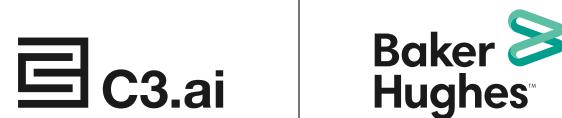


Logo Lock-Ups

C3 AI logo may be featured alongside a partner logo as a specific logo lock-up, 1.5X distance away from the center dividing rule line that is PMS Grey 3 in color. The height of the vertical rule is 3X. The width of the vertical rule is 2% of X. Partner logos should be visually proportional to the C3 AI logo.

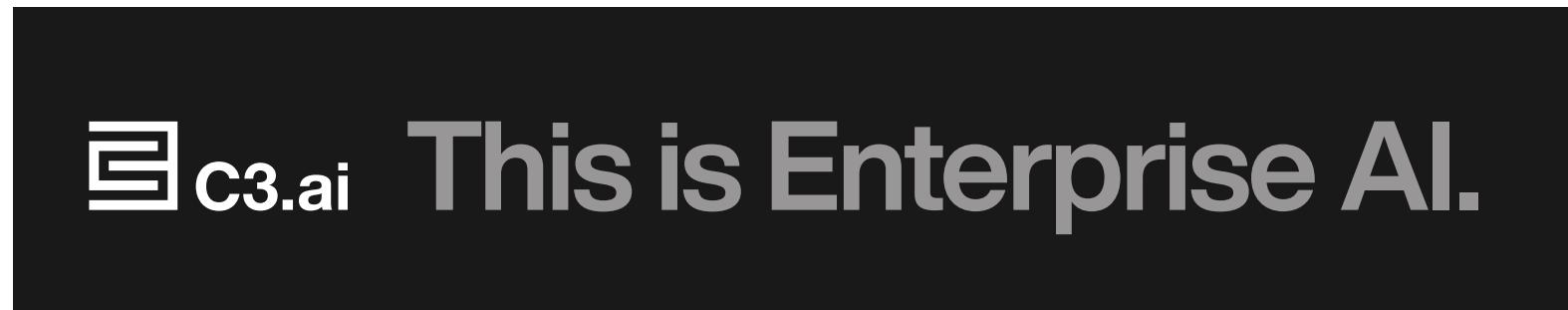


If the communication is “from the customers voice,” such as a testimonial video, the logos should swap positions — partner logo on the left and C3 AI on the right.



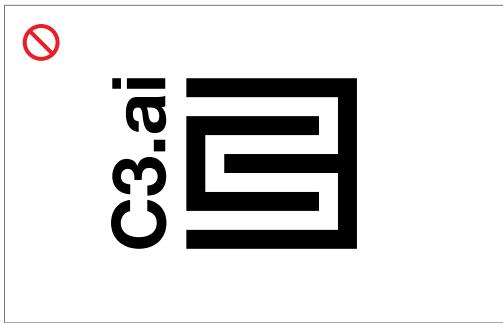
Campaign Logo Lock-Ups

C3 AI campaigns may incorporate campaign names alongside the C3 AI logo. Below are the correct proportions and spacing to follow when doing so. The Campaign name or tagline should be in Helvetica Neue Bold, optical kerning, and #979797 grey. The C3 AI logo should be #1a1a1a and the exact height of the cap height of the text.



Incorrect Usage

Adhering to these guidelines will ensure the integrity of the C3 AI brand is maintained in all applications. The featured examples below represent some misuses that must be avoided whenever using our logo.



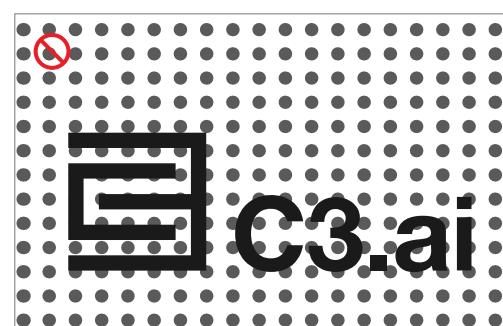
DO NOT alter the size, position, or relationship of the logo elements.



DO NOT rotate, skew, or apply effects to the logo.



DO NOT reproduce the logo in colors other than those provided.

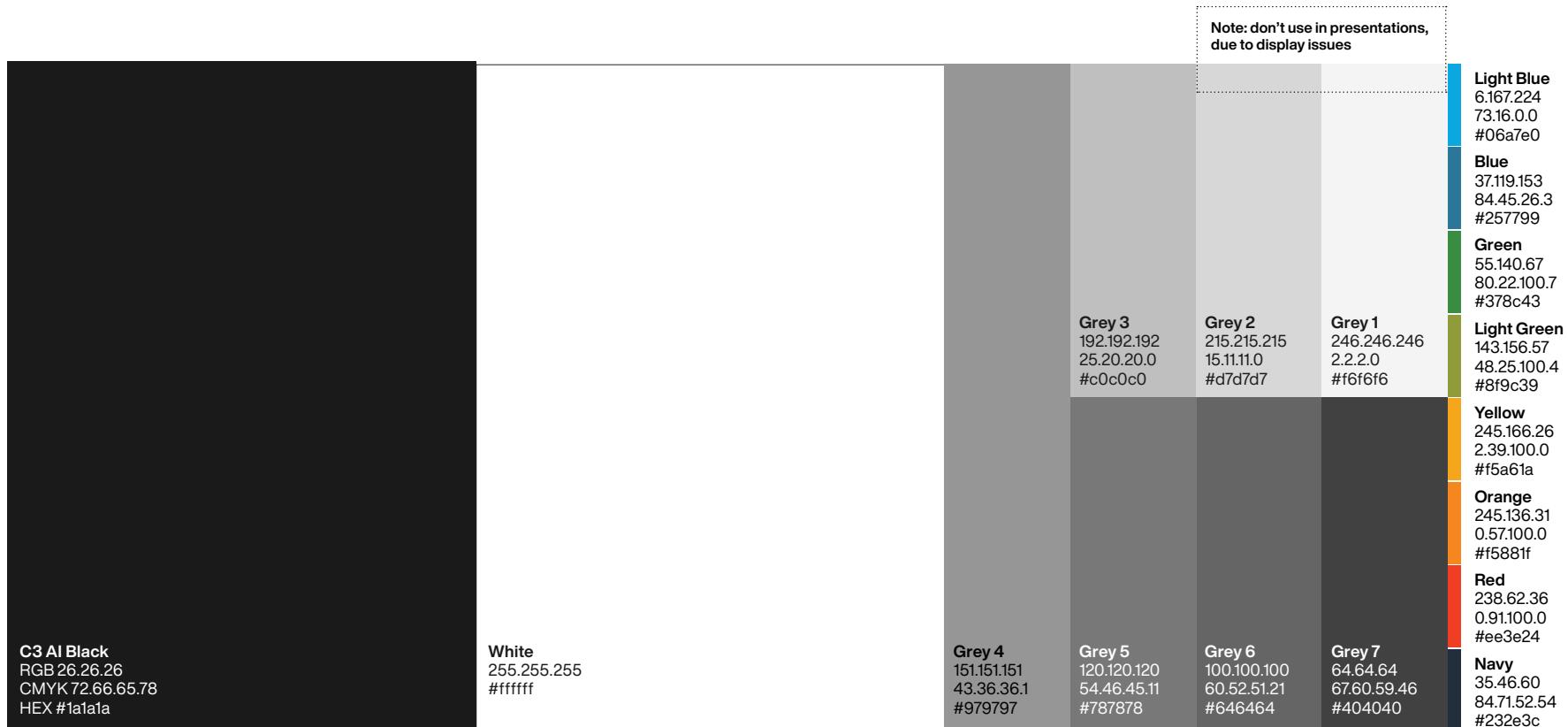


DO NOT place the logo directly on a busy or cluttered background.

Identity System: Color Palette

Our brand communications typically consist of well structured typography combined with bold photography and a good supply of white space. Correct use of color reinforces the C3 AI brand. Below outlines proportions of color use, along with color formulas for print (CMYK), web and digital use (RGB or HEX).

Our primary colors of white and black are paired with a secondary palette of greys. Charts, graphs and illustrations can be enhanced with minimal amounts of accent colors.



Typography: Helvetica Neue (primary)

Helvetica Neue is the primary typeface, noted for its structural characteristics, legibility and strong punctuation marks.

Helvetica Neue

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*();?<>:/|\=

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*();?<>:/|\=

Headline

Bold

Subhead

Medium

Body Text

Regular

Quisque sapien mi, lectus auctor maximus ut, suscipit vitae velit. Sed imperdiet mi orci, sit amet blandit ligula euismod eget. Sed mi neque justo, condimentum sit amet rutrum, commodo dapibus sapien. Ut venenatis velitnisi. Integer in ante vitae lectus feugiat vitae sit.

Quisque sapien mi, lectus auctor maximus ut, suscipit vitae velit. Sed imperdiet mi orci, sit amet blandit ligula euismod eget. Sed mi neque justo, condimentum sit amet rutrum, commodo dapibus sapien. Ut venenatis velitnisi. Integer in ante vitae lectus feugiat vitae sit.

Quisque sapien mi, lectus auctor maximus ut, suscipit vitae velit. Sed imperdiet mi orci, sit amet blandit ligula euismod eget. Sed mi neque justo, condimentum sit amet rutrum, commodo dapibus sapien. Ut venenatis velitnisi. Integer in ante vitae lectus feugiat vitae sit.

Typography: Arial (secondary)

Arial is the secondary typeface and should only be used on rare occasions when Helvetica Neue is not available. Helvetica Neue and Arial have many common features, which maintains brand strength when Arial is used.

Arial

Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*();?<>:/|\\=

Regular

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*();?<>:/|\\=

Headline

Bold

Quisque sapien mi, lectus auctor maximus ut, suscipit
vitae velit. Sed imperdiet mi orci, sit amet blandit ligula
euismod eget. Sed mi neque justo, condimentum sit
amet rutrum, commodo dapibus sapien. Ut venenatis
velitnisi. Integer in ante vitae lectus feugiat vitae sit.

Subhead

Regular

Quisque sapien mi, lectus auctor maximus ut, suscipit
vitae velit. Sed imperdiet mi orci, sit amet blandit ligula
euismod eget. Sed mi neque justo, condimentum sit
amet rutrum, commodo dapibus sapien. Ut venenatis
velitnisi. Integer in ante vitae lectus feugiat vitae sit.

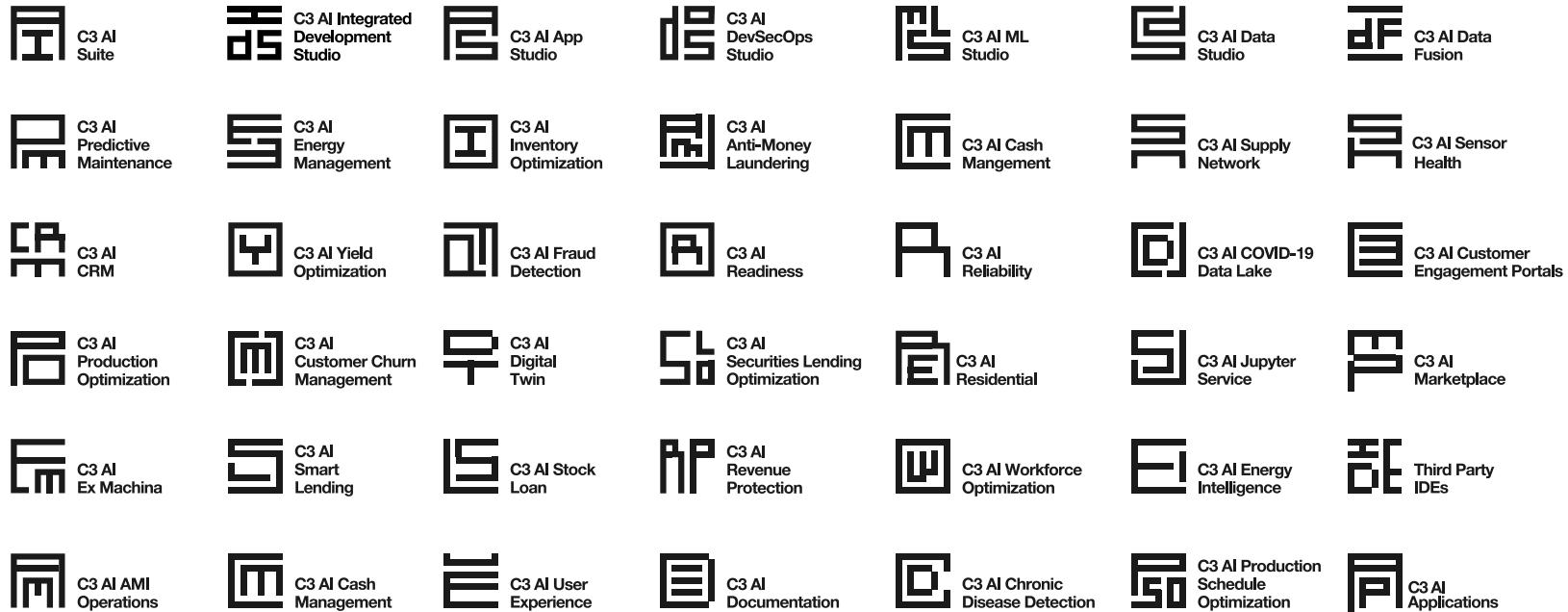
Body Text

Regular

Quisque sapien mi, lectus auctor maximus ut, suscipit
vitae velit. Sed imperdiet mi orci, sit amet blandit ligula
euismod eget. Sed mi neque justo, condimentum sit
amet rutrum, commodo dapibus sapien. Ut venenatis
velitnisi. Integer in ante vitae lectus feugiat vitae sit.

Iconography: C3 AI Products

C3 AI product icons represent corporate product applications. These icons are created from a grid structure, proportional to the C3 AI logo icon. Below is a sample of a subset of the icons. Do not create, alter, or redraw product icons. Reach out to the C3 AI marketing team with questions.



Iconography: Support Icons

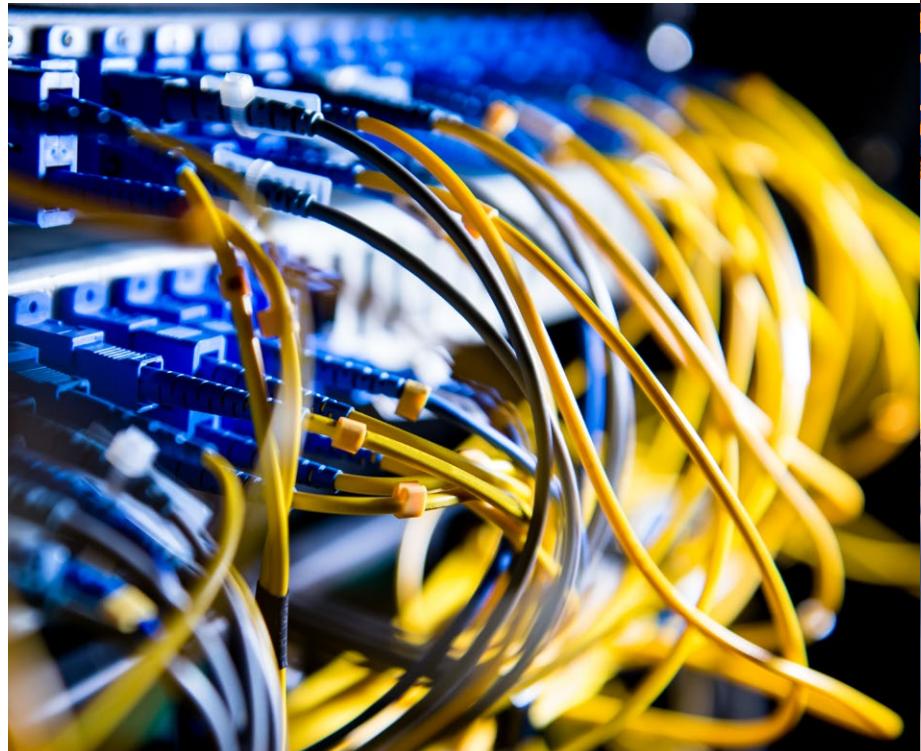
Based on the system “Windows 10” from Icons8.com, these icons are created on a 32x32 px canvas with sharp corners and a consistent stroke width of 2 px.



Photography

Photography plays an important role in the C3 AI visual brand identity. C3 AI imagery should reflect the realistic nature in which the software is used, demonstrating the massive scale and complexity across the businesses. Stylistically, images should be vibrant, inspiring, colorful and high contrast, and cropped in a manner which ignites intrigue.

Note: Before using any photography or abstract imagery, confirm that C3 AI has obtained proper permissions and licensing for use.



Photography

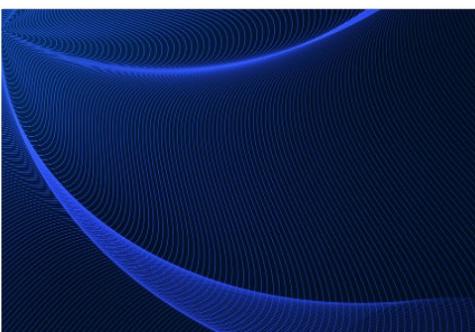


Photography



Abstract imagery

Abstract imagery can be applied as a background to represent the desired subject-matter. When text is placed over the image, ensure there is a dark gradient beneath text to aid in readability.



Abstract image use



Scaling AI beyond a proof of concept and into a strategic, deliverable value to enterprise. However, scaling enterprise AI is challenging and one key obstacle has been the ability to create, test, and manage AI/ML models for use across an enterprise. By leveraging the model-driven architecture, ML pipeline, and other features of the C3 AI Suite, data scientists in large global organizations have implemented applications with hundreds of thousands of AI models, delivering significant insights and millions of dollars in annual benefits.

Join this webinar to learn how the C3 AI Suite helps data scientists:

- Ingest petabytes of multi-source data and shrink time spent on data cleansing and data management tasks
- Build and test millions of machine learning models using prepackaged templates and multi-model orchestration
- Collaborate effectively with on-demand notebooks running in containers and auto-scaling workloads
- Ensure full reproducibility with version-controlled models and support for CI/CD testing

The webinar will feature an industry-wide perspective on scaling AI across an enterprise from Forrester's Mike Gualtieri and a demo of the latest ML and data science features in the 7.12 release of C3 AI Suite.

Speakers:

- Mike Gualtieri, VP & Principal Analyst, Forrester
- Hooman Behzadi, Chief Product Officer, C3.ai
- Louis Poirier, ML Platform Architect, C3.ai

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Walsh

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January 27, 2021

C3 AI Ex Machina:
Driving Business Outcomes with
No-Code AI

C3.ai Product Data Science



January 20, 2021

The Principles of Enterprise AI
Livestream

Enterprise AI



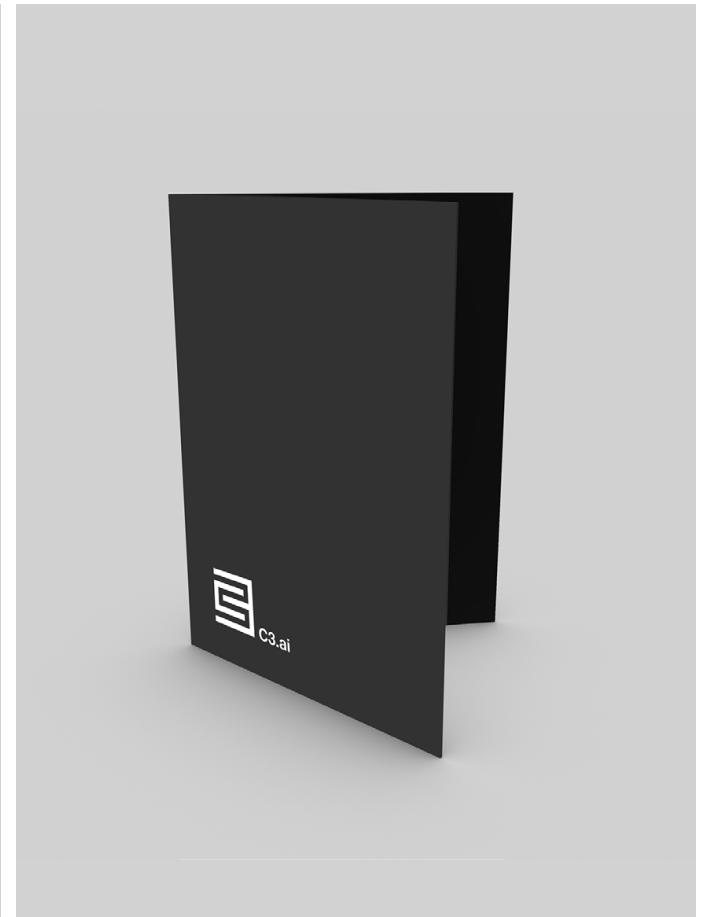
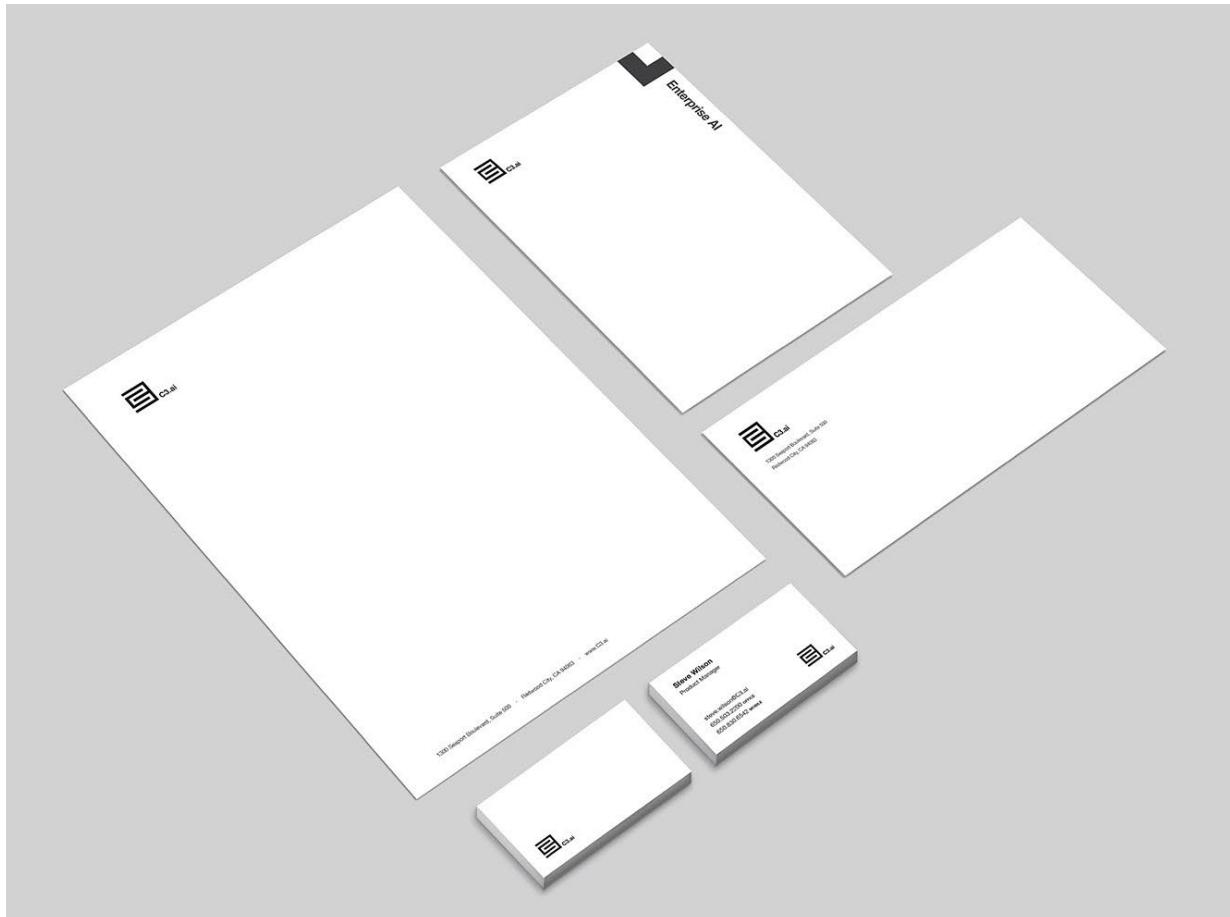
December 16, 2020

Optimizing Hydrocarbon
Production with AI Livestream

Oil & Gas

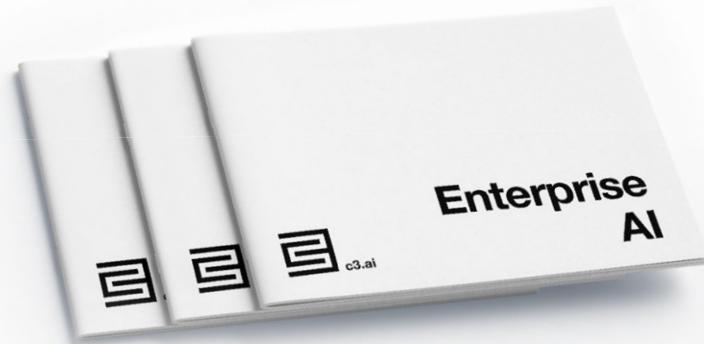
Brand Applications

Corporate brand stationary



Brand Applications

Booklet composition with photography



Headline

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut.



Tom Stabel
Chief Executive Officer



Ed Abbo
Chief Technical Officer



Hooman Behzadi
Chief Financial Officer



Headline

March 12th
March 13th
March 14th

March 12th
March 13th
March 14th



Headline

March 12th
March 13th
March 14th

March 12th
March 13th
March 14th

Brand Applications

White paper



C3 AI | A New Technology Stack

The complexity of building systems to run entire organizations goes well beyond a COTS or ERP system. Many have attempted to build such a system, and none have succeeded. The classic case study is GE Digital that expended eight years, 3,000 programmers, and \$7 billion trying to succeed at this task. The end result of that effort included the collapse of that division and the termination of the CEO, and contributed to the dissolution of one of the world's iconic companies.

Very few seem to succeed at such an effort, the resultant software stack will look something like Figure 4.

Figure 4
AI Software Cluster
The "top down" approach requires numerous interfaces of interacting components that were not designed to work together, resulting in a degree of complexity that overwhelms even the best software teams.

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C3 AI | A New Technology Stack

The Gordian Knot of Structured Programming

Structured programming is a technique introduced to the field of software engineering development, testing, and maintenance. Prior to structured programming, software was written in long monolithic towers, replete with API and goto statements. The resultant product might consist of millions of lines of code with thousands of such API and goto statements that were difficult to develop, understand, debug, and maintain.

The essential idea of structured programming was to break the code into a *single simple main routine* and then use something called an application programming interface (API) to call subroutines that were designed to be used in a specific manner. Examples of such routines might provide services like *compute a single calculation*, or *get the latest news*, or *compute a complex mathematical function*, or a *mean*. Structured programming remains the state of the art for many applications today, and has transformed the process of developing and managing complex code.

With the increase in complexity for many distributed applications, it has to deal with the complexity and scale of the requirements for a modern AI/ML application, resulting in a Gordian knot depicted in Figure 4.

Cloud Vendor Tools

An alternative to the open source cluster is to stamp to assemble the various services and microservices offered by the cloud providers into a single seamless and cohesive environment. OpenShift, Kubernetes, and OpenShift Container Platform are examples of such tools. These tools and microservices that in many cases replicate the functionality of the open source providers and in many cases provide new and unique functionality. The advantage of this approach over open source is that these tools are designed to be used in a distributed environment, and are designed for large engineering organizations. In addition, these services were generally designed and developed with the specific intent to have them work together and interact in a common system. The same points hold true for Google, Azure, and AWS.

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Photography: Corporate Application

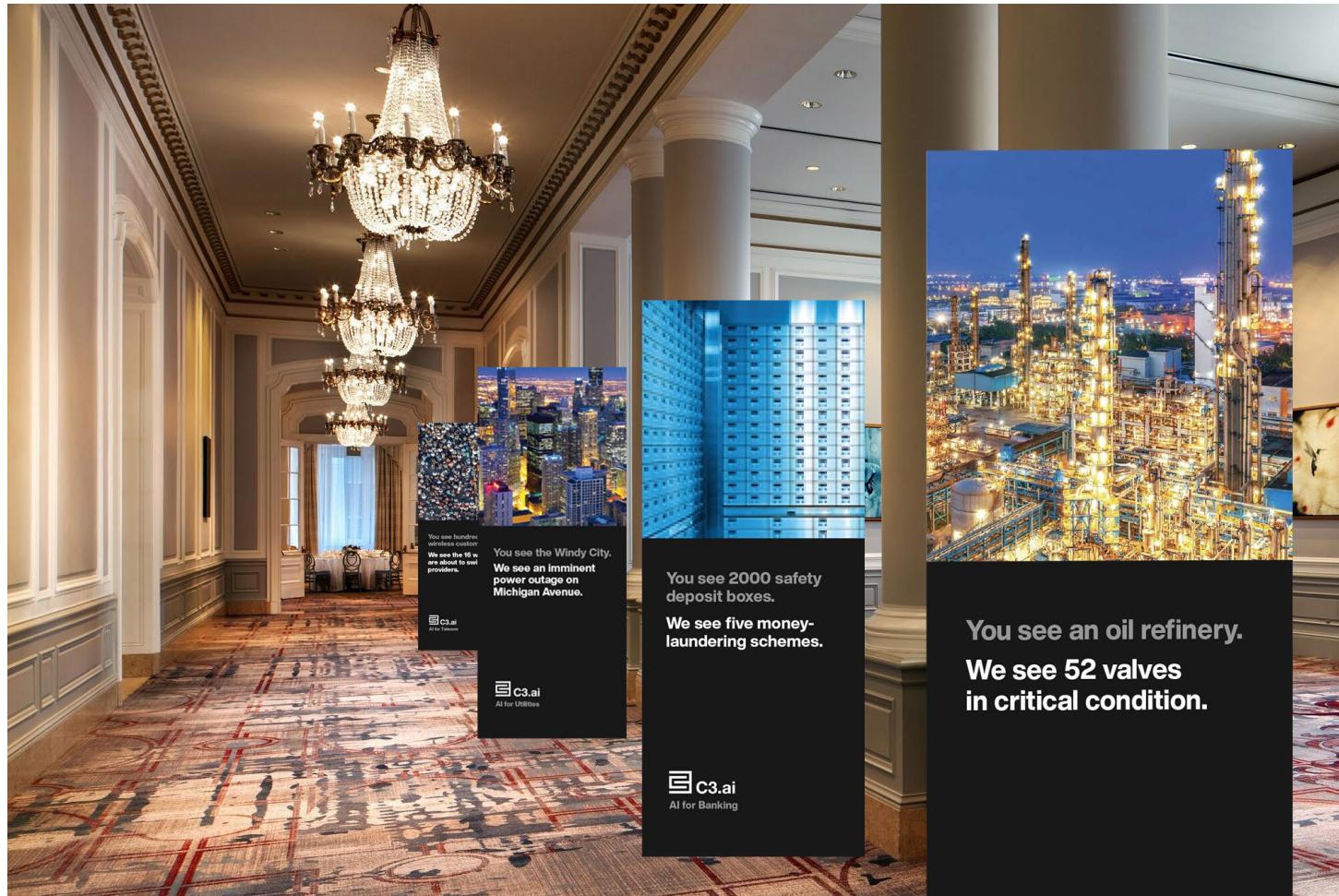
Photography content should be off-set (not centered), while considering readability of text and other assets, maintaining visual interest.

Livestream registration page

The screenshot shows a registration page for a live stream. At the top, the C3.ai logo is visible, followed by a navigation bar with links for AI Software, Industries, Customers, Resources, News, and Company. A search bar and a 'Get Started' button are also present. The main header features the text 'C3.ai Live' and 'The Principles of Enterprise AI Livestream'. Below this, the date 'January 20, 2021' and time '9:00 am PT' are displayed. The background of the page is a dark, abstract image of a city at night with glowing lights. The registration form is titled 'Register to Watch' and includes fields for First Name, Last Name, Job Title, Company, and Email Address. A 'Watch' button is located at the bottom of the form. A small note at the bottom states: 'By submitting your information, you agree to our [Privacy Policy](#) and [Terms and Conditions](#)'. At the very bottom of the page, there is a footer with links for News, Contact, Privacy Policy, Terms of Use, and Site Map, along with social media icons for LinkedIn, Twitter, and YouTube.

Photography Corporate Application

Event meterboards



Brand Applications

Events



Brand Applications

Billboard / advertising



Brand Applications

Social ads and photography

The image displays two LinkedIn profiles for C3.ai. The left profile is a company page titled 'C3.ai' with a description 'Computer Software · Redwood City, CA · 23,310 followers'. It features a post with the text: 'Deploying #AI across an entire enterprise requires the unique model-driven architecture of C3 AI™ Suite's new technology stack. Learn more here: <https://bit.ly/302NcOI>'. The right profile is a public profile for 'C3.ai' with a banner that reads 'Solve the previously unsolvable.' and a sub-headline 'At C3.ai, we are building a world-class company of experienced professionals who don't rest on our accomplishments, but rather constantly... - More'. Both profiles show similar metrics: 289 reviews, 52 jobs, 240 salaries, 178 interviews, 46 benefits, and 99 photos.

Brand Applications

C3 AI website

