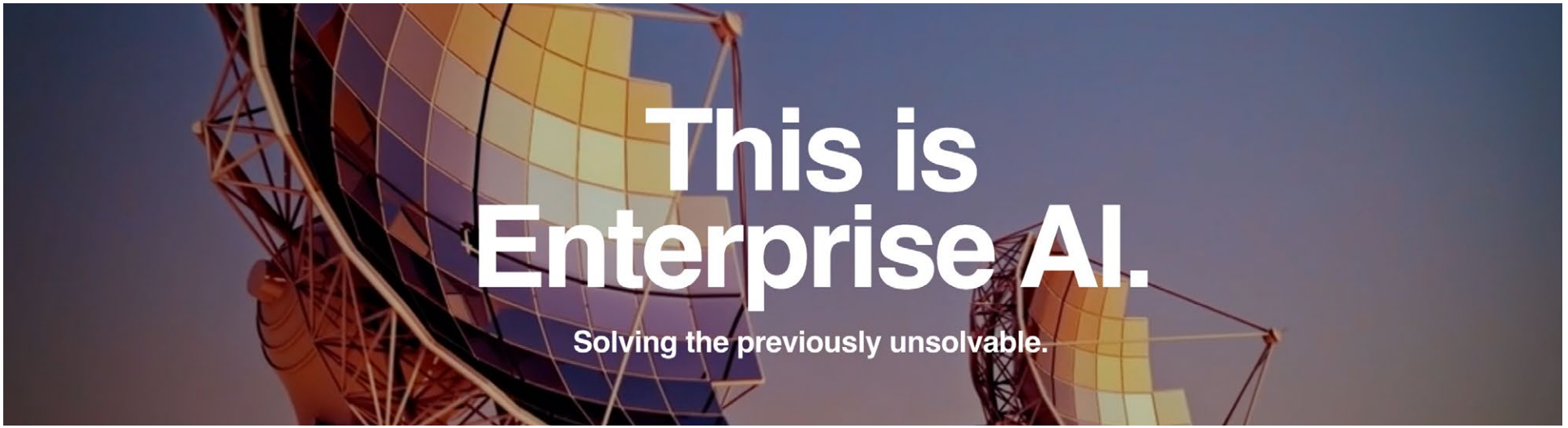
C3.ai

C3 AI Visual Identity Guidelines

Version 22-0124

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.

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

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

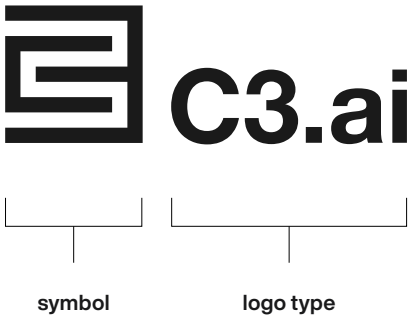
Collective Intelligence
The respect we have for the intelligence and capabilities of one another fosters boundless collaboration.

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

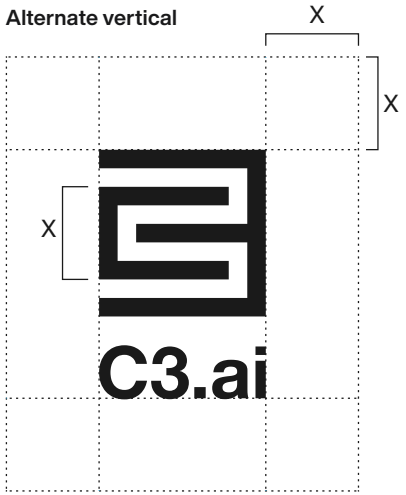
Logo Variations and Clear Space

There are two configuarations 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.

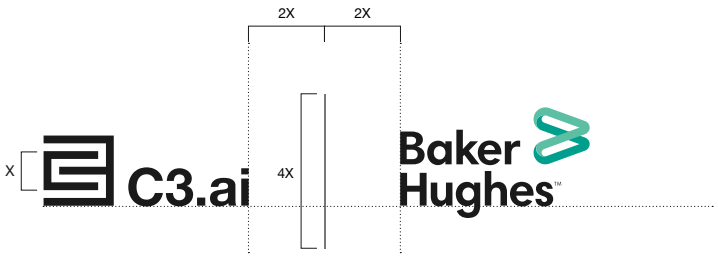
Primary

Alternate vertical



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.



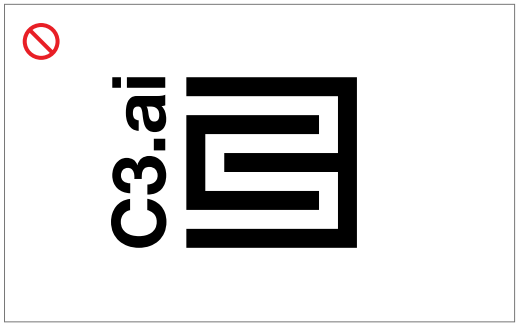
If the communication is “from the customers voice,” such as a testimonial video, the logos should swap positions — partner logo on the left and C3 AI on the right.

Campaign Logo Lock-Ups

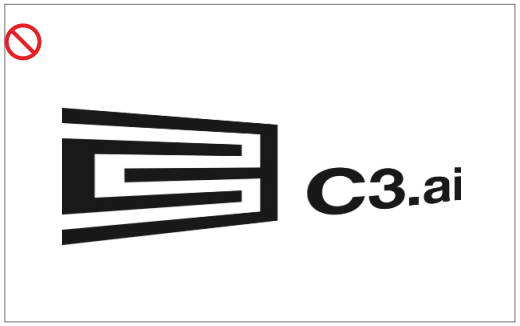
C3 AI campaigns may incorporate campaign names alongside the C3 AI logo. Below are the correct proportions and spacing to follow when doing so. The Campaign name or tagline should be in Helvetica Neue Bold, optical kerning, and #979797 grey. The C3 AI logo should be #1a1a1a and the exact height of the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

Incorrect Usage

Adhereing 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.

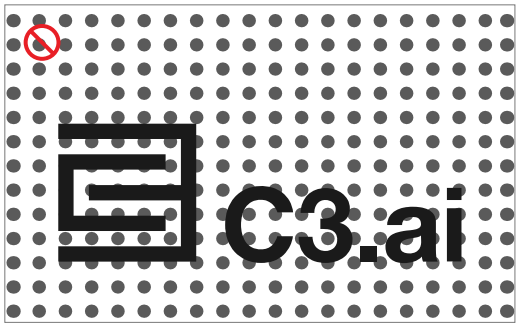


DO NOT alter the size, position, or relationship of the logo elements.



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

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

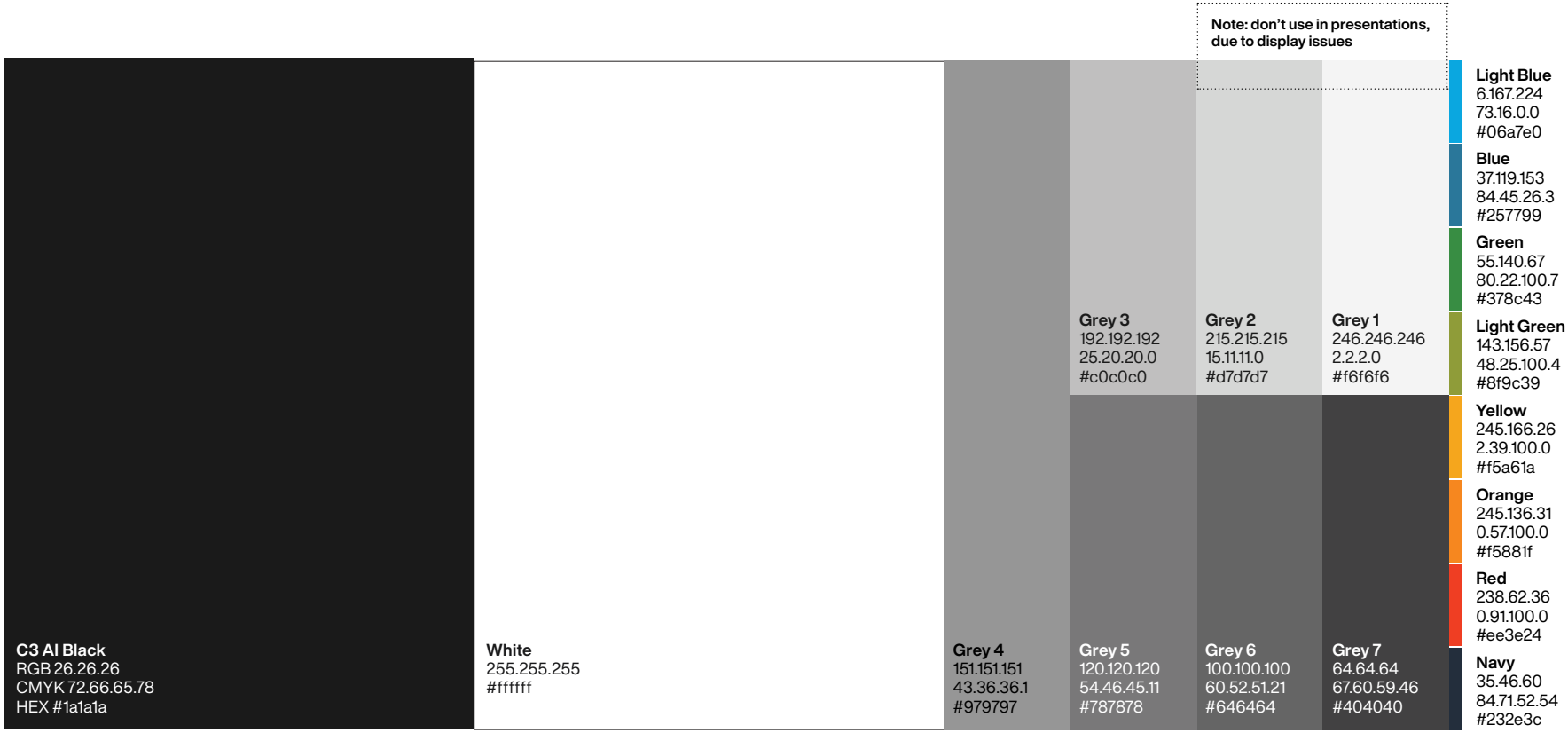


DO NOT place the logo directly on a busy or cluttered background.

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.



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Typography: Helvetica Neue (primary)

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

Helvetica Neue

Bold

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

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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
Medium

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.

Typography: Arial (secondary)

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

Arial

Bold

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

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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

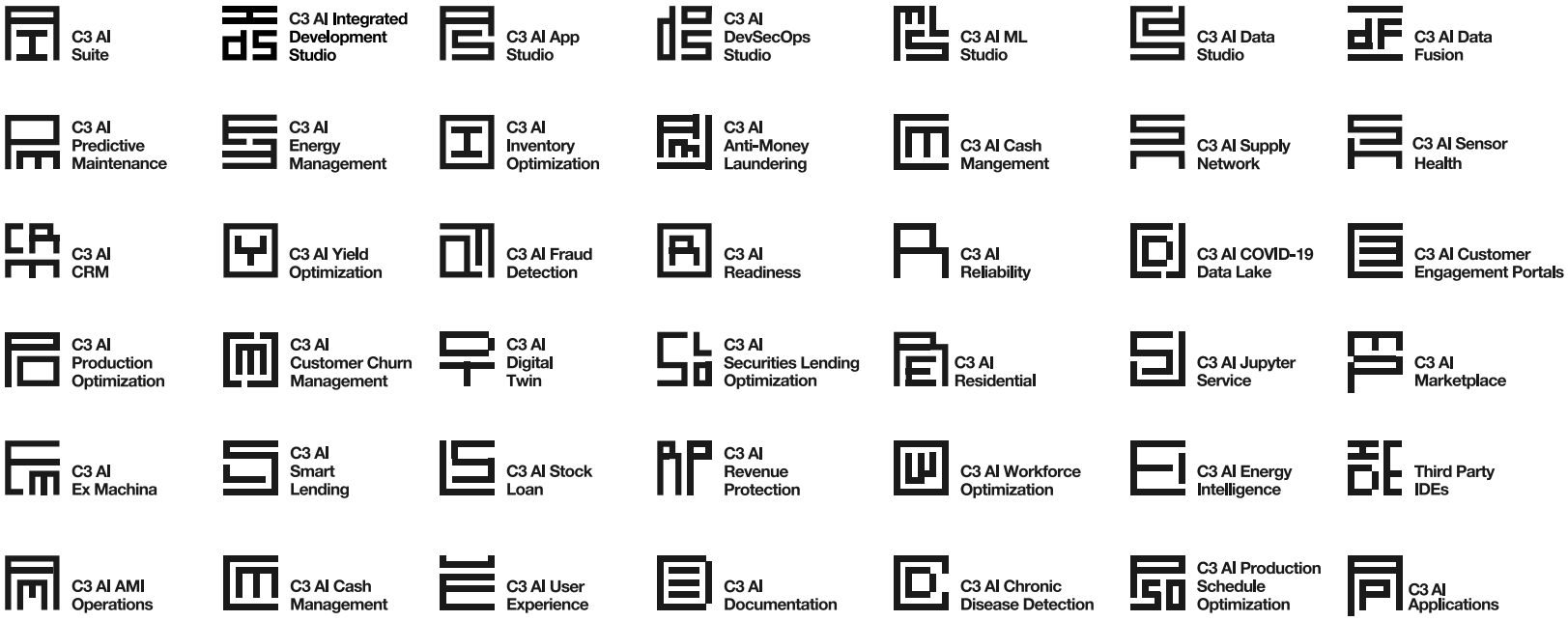
Quisque sapien mi, lectus auctor maximus ut, suscipit vitae velit. Sed imperdiet mi orci, sit amet blandit ligula euismod eget. Sed mi neque justo, condimentum sit amet rutrum, commodo dapibus sapien. Ut venenatis velitnisi. Integer in ante vitae lectus feugiat vitae sit.

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.



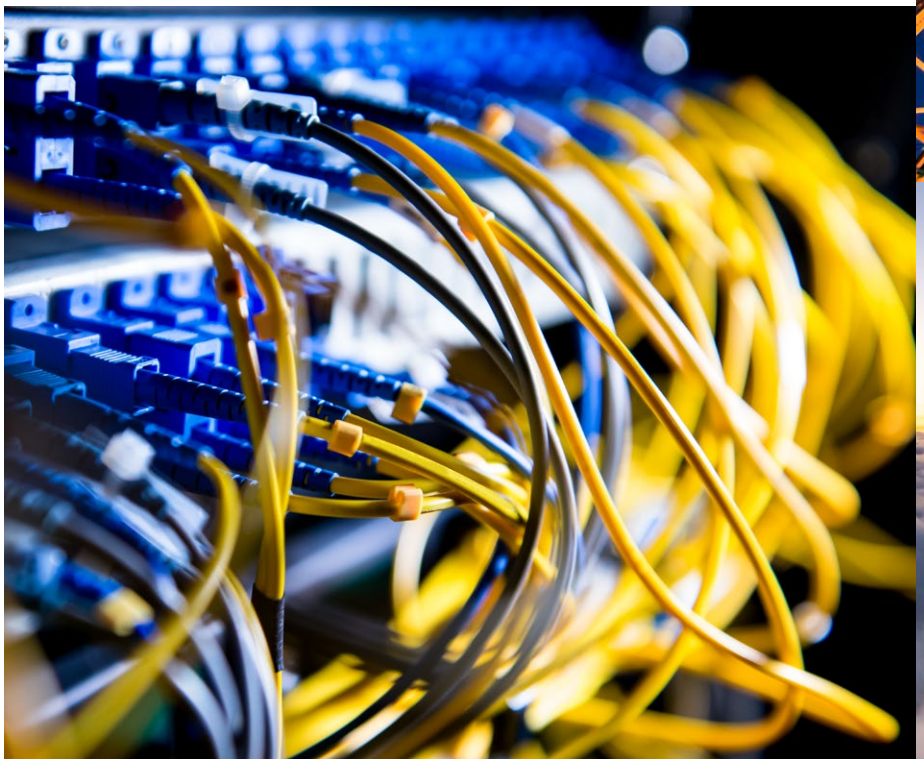
Iconography: Support Icons

Based on the sytem “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.

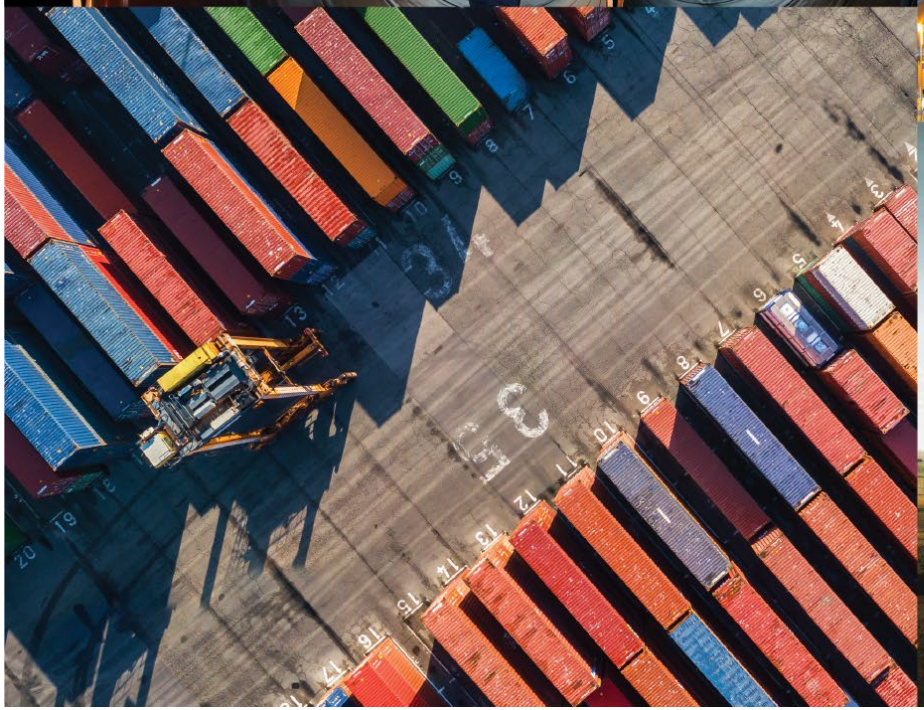
Photography

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

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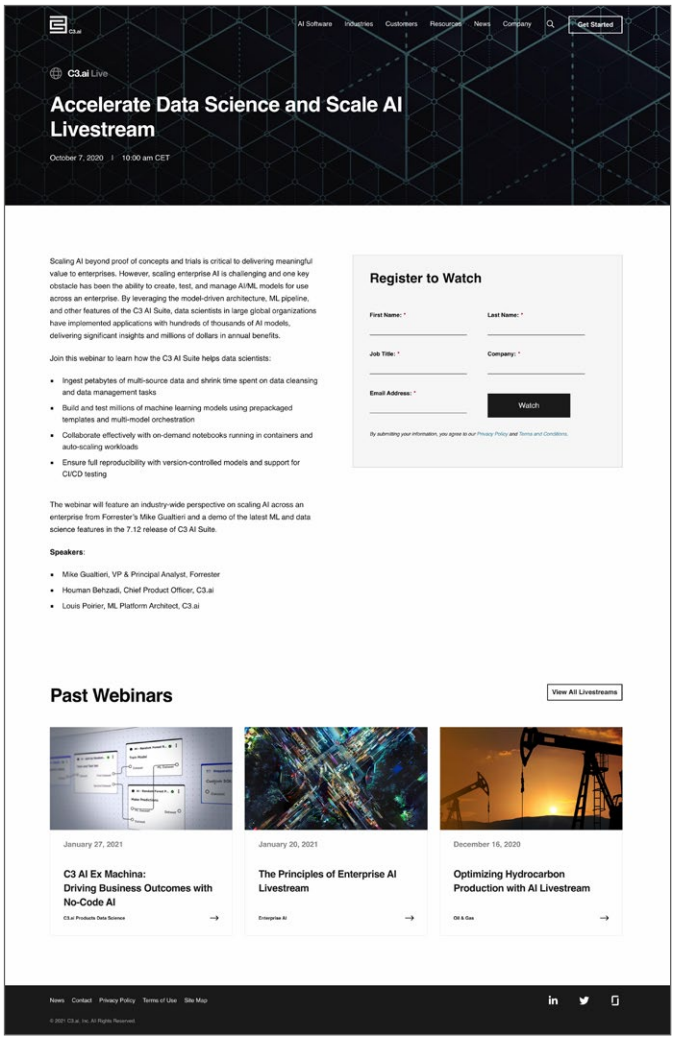
Abstract imagery

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



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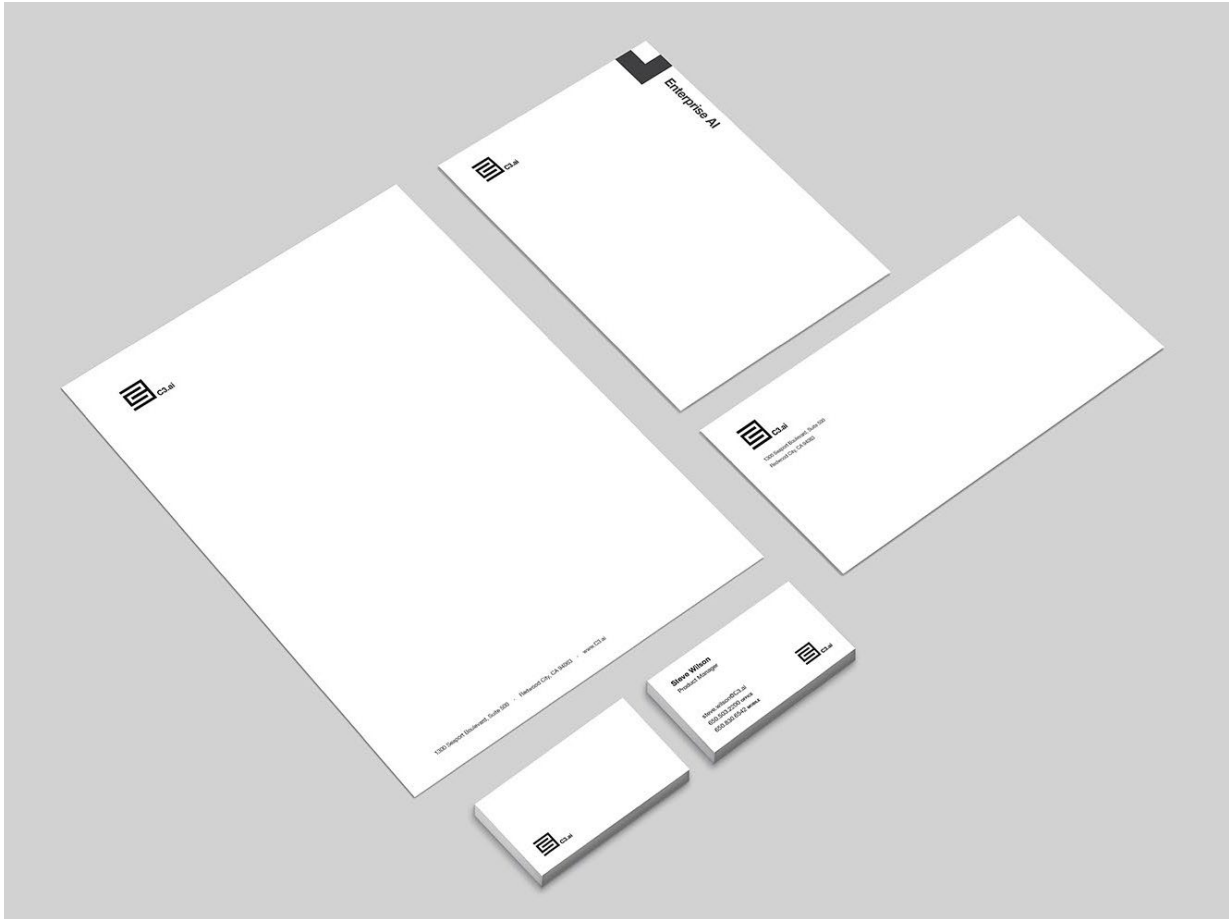
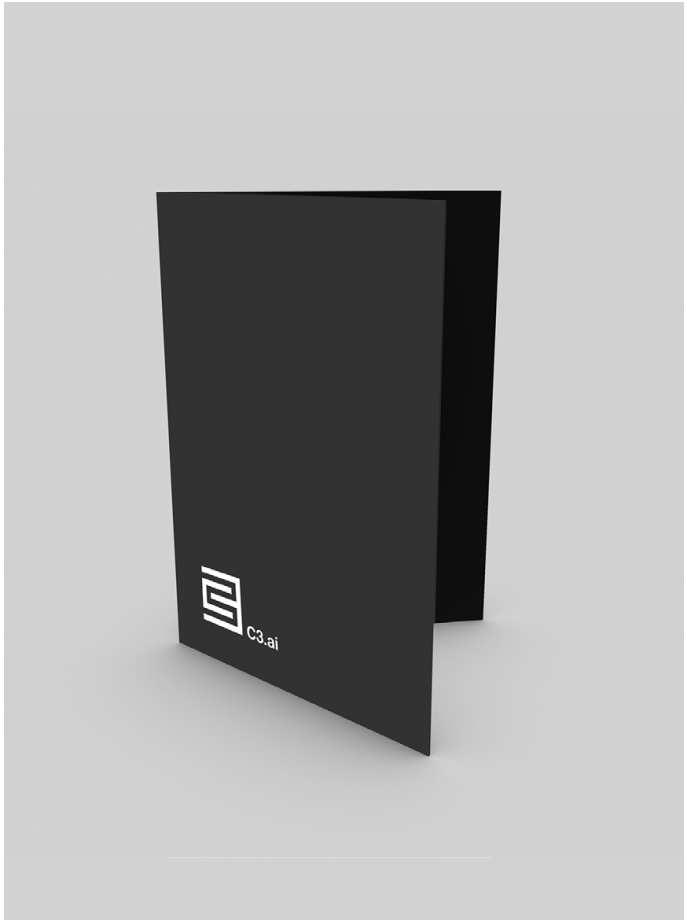
Brand Applications

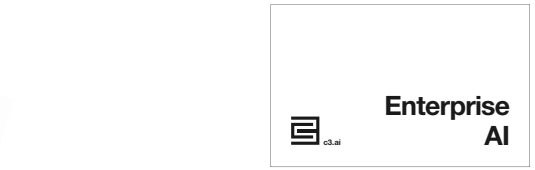
Corporate brand stationary

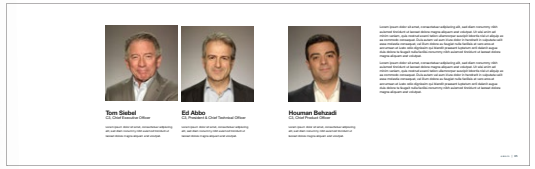




Brand Applications

Booklet composition with photography





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Brand Applications

White paper

C3 AI | A New Technology Stack

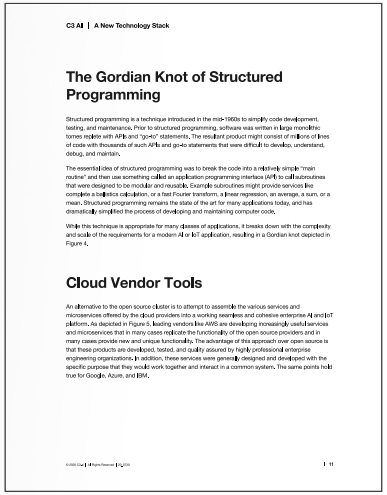
The complexity of such a system is two orders of magnitude greater than developing a CRM or ERP system. Many have attempted to build such a system, and none have succeeded. The classic case study is GE Digital that expended eight years, 3,000 programmers, and $7 billion trying to succeed at this task. The end result of that effort included the collapse of that division and the termination of the CEO, and it contributed to the dissolution of one of the world's iconic companies.

Were someone to succeed at such an effort, the resultant software stack would look something like Figure 4.

Figure 4

AI Software Cluster

The "build it yourself" approach requires numerous integrations of underlying components that were not designed to work together, resulting in a degree of complexity that overwhelms even the best development teams.


C3 AI | A New Technology Stack

The Gordian Knot of Structured Programming

Structured programming is a technique introduced in the mid-1960s to simplify code development, testing, and maintenance. Prior to structured programming, software was written in large monolithic tomes replete with APIs and "go-to" statements. The resultant product might consist of millions of lines of code with thousands of such APIs and go-to statements that were difficult to develop, understand, debug, and maintain.

The essential idea of structured programming was to break the code into a relatively simple "main routine" and then use something called an application programming interface (API) to call subroutines that were designed to be modular and reusable. Example subroutines might provide services like complete a ballistics calculation, or a fast Fourier transform, a linear regression, an average, a sum, or a mean. Structured programming remains the state of the art for many applications today, and has dramatically simplified the process of developing and maintaining computer code.

While this technique is appropriate for many classes of applications, it breaks down with the complexity and scale of the requirements for a modern AI or IoT application, resulting in a Gordian knot depicted in Figure 4.

Cloud Vendor Tools

An alternative to the open source cluster is to attempt to assemble the various services and microservices offered by the cloud providers into a working seamless and cohesive enterprise AI and IoT platform. As depicted in Figure 5, leading vendors like AWS are developing increasingly useful services 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 products are developed, tested, and quality assured by highly professional enterprise engineering organizations. In addition, these services were generally designed and developed with the specific purpose that they would work together and interact in a common system. The same points hold true for Google, Azure, and IBM.

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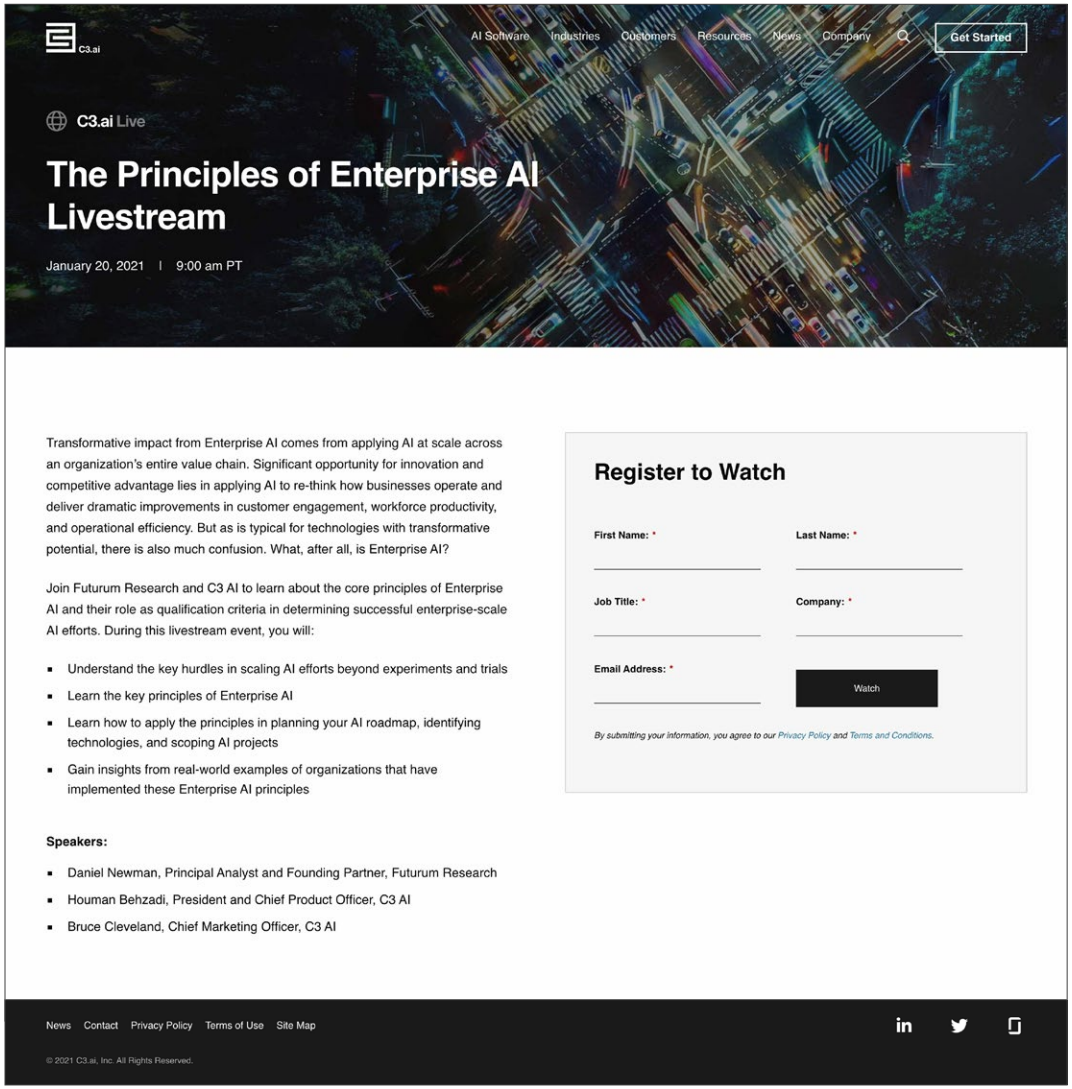
Photography: Corporate Application

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

Livestream registration page



Photography Corporate Application

Event meterboards

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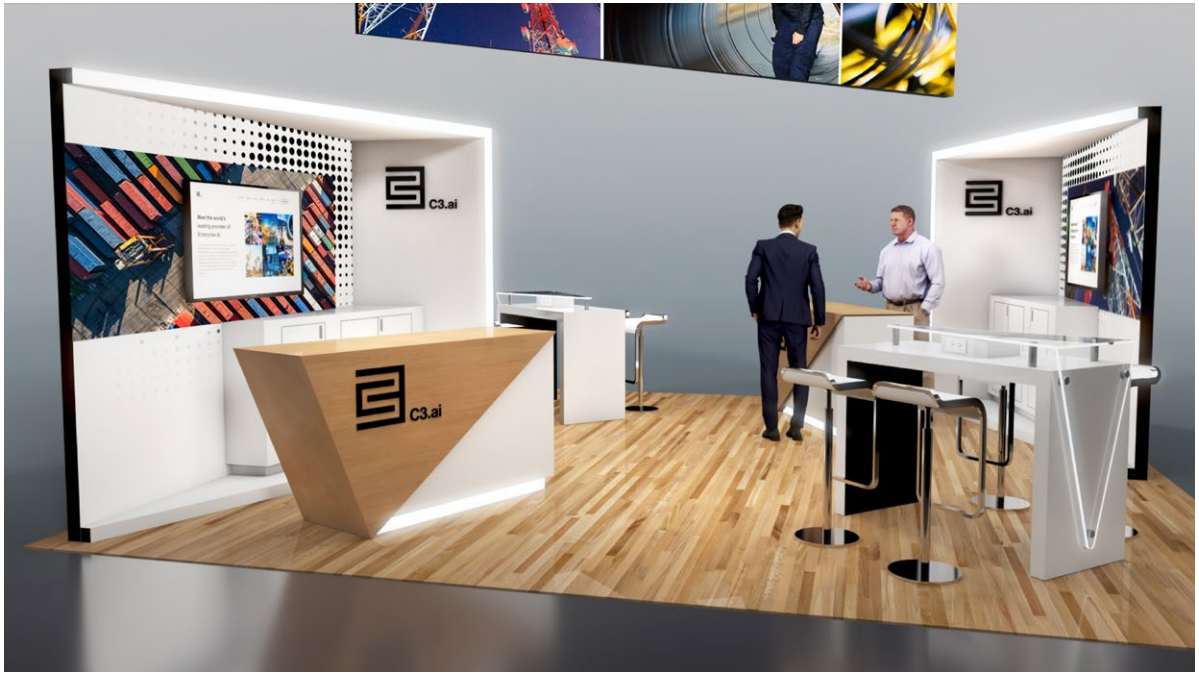
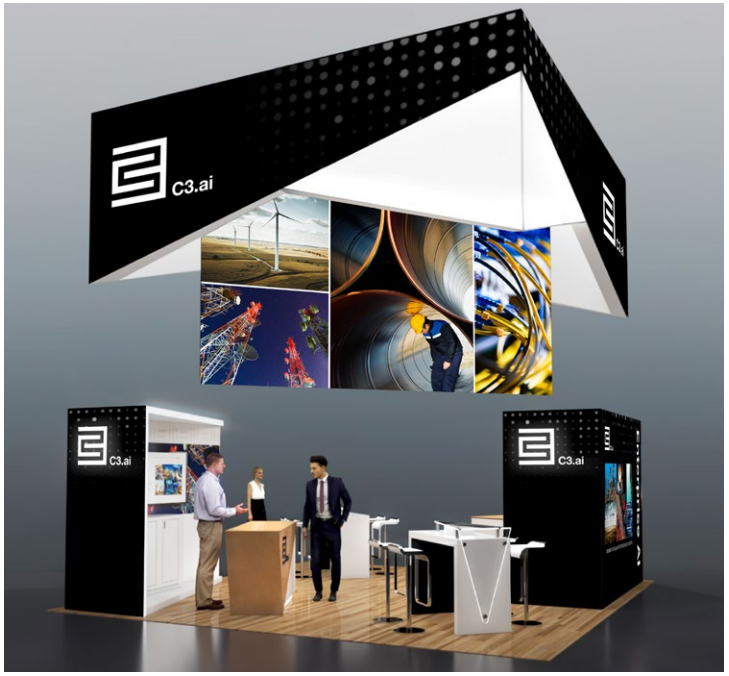
Brand Applications

Events



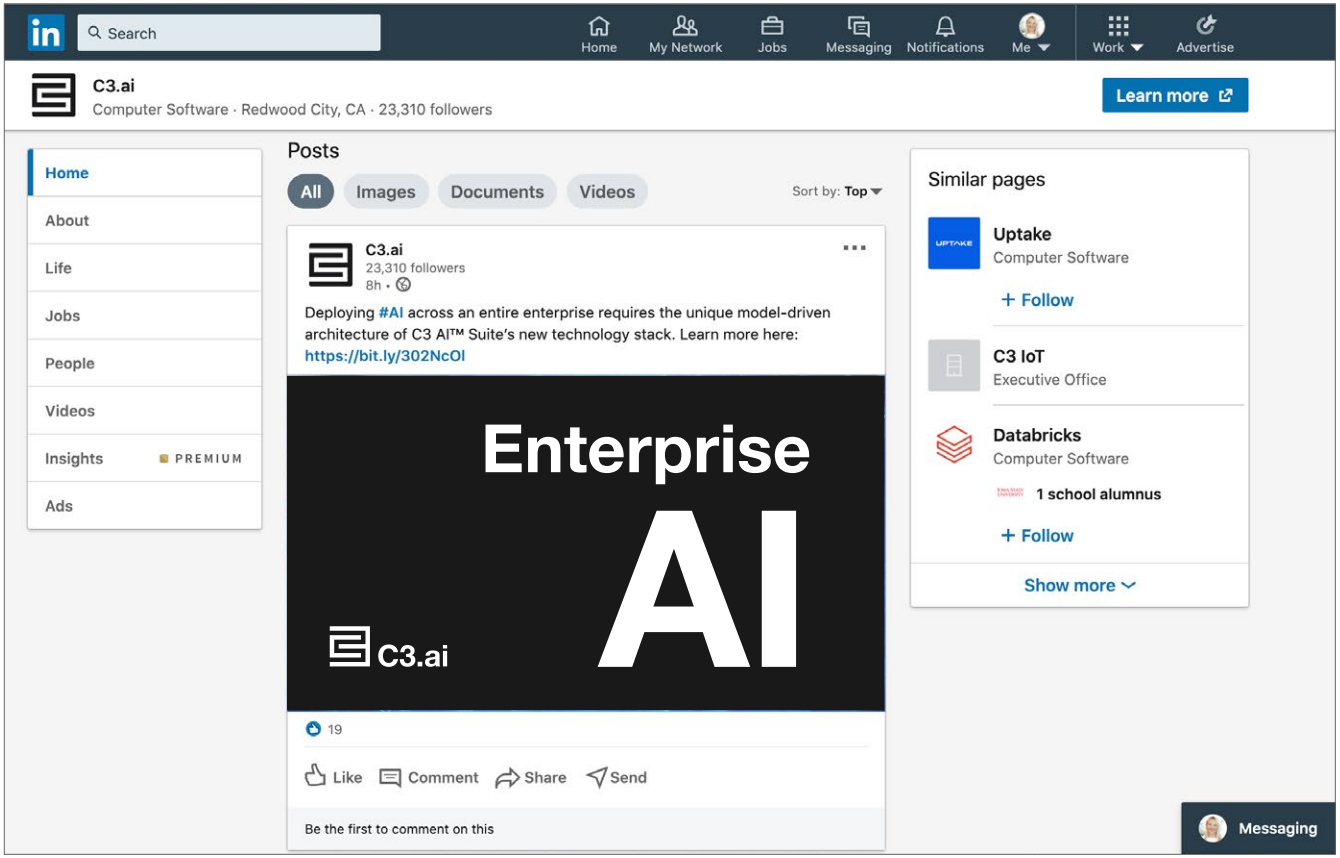


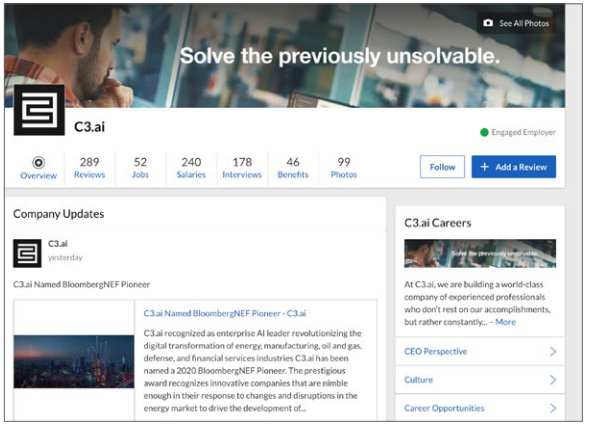
Brand Applications

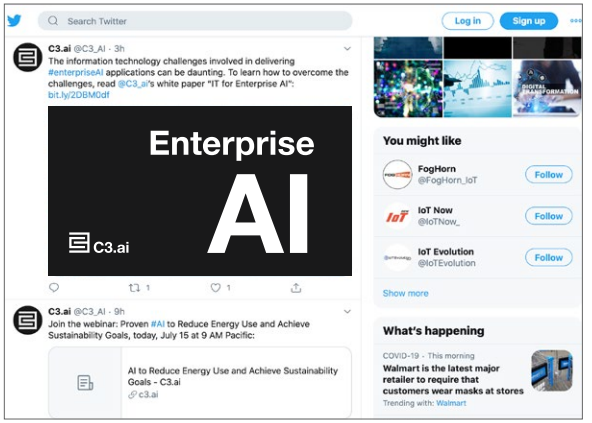
Billboard / advertising

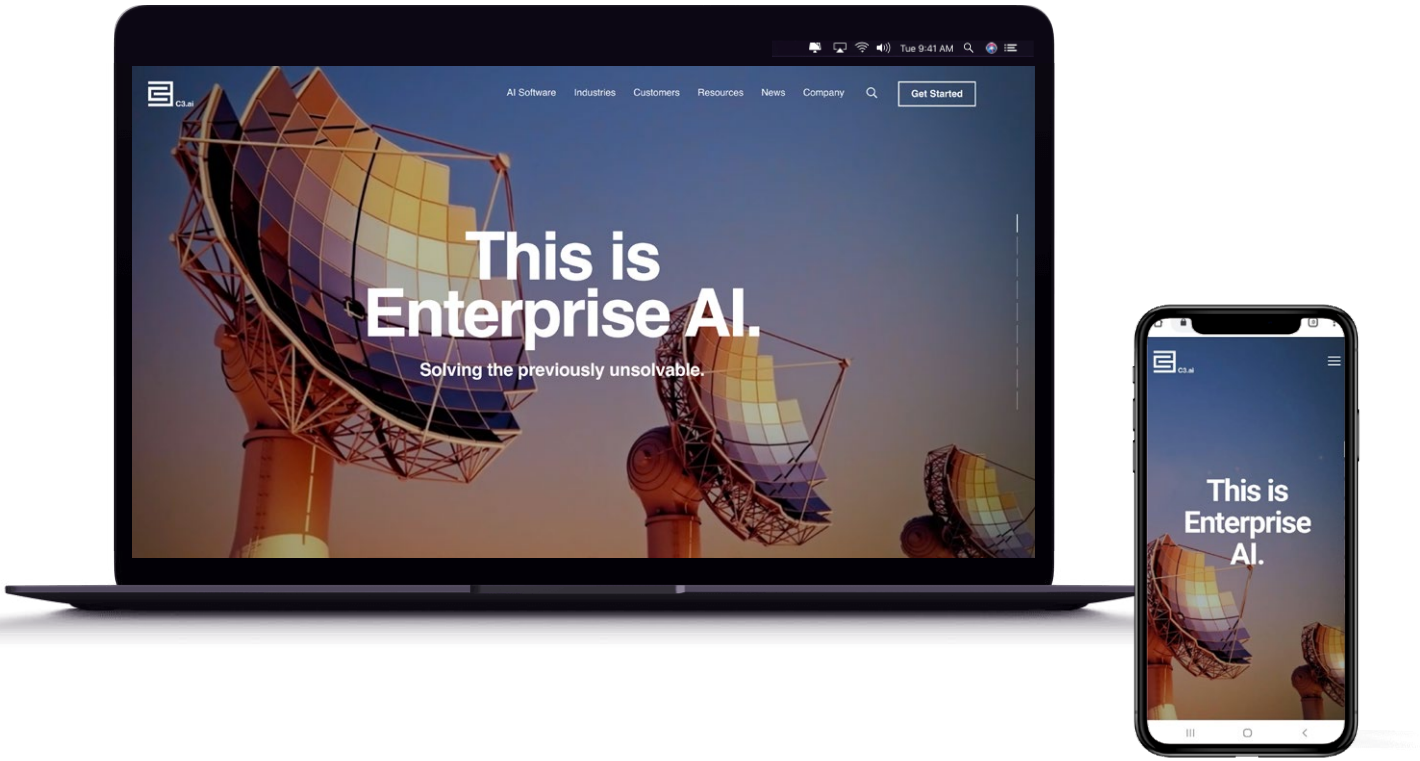
Brand Applications

Social ads and photography







Brand Applications

C3 AI website