

ALGOTIVE®

BRAND GUIDELINES  
& STANDARDS

# Welcome

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At Algotive we are developing the world's first autonomous artificial intelligence platforms on the planet, for the benefit of humankind.

We see a future world where machines are delegated tasks that are designed for humans, by humans, and our autonomous artificial intelligence detects, decides, and responds to them with unparalleled precision and scope.

## Our mission

Algotive is spearheading the artificial intelligence revolution by creating our own technologies: from IoT devices to proprietary AI and ML core algorithms, all the way to Smart Cloud Systems.

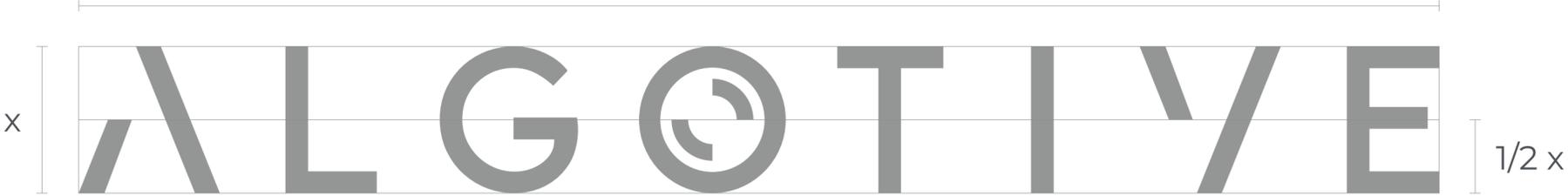
Through our breakthrough technology we seek to amplify our individual capacity and capabilities at a massive scale and pace, solving humanity's most challenging problems in high criticality sectors like law enforcement, safety and health, in-depth marketing research, among others.

## Our Vision

We believe that machines and humans are complimentary and indispensable to each other. We want to be the first company to carve the path to a new era where instead of operating technology, humans collaborate with it.

We share a vision to improve the quality of life for everyone, around the world. We're building a future where an autonomous colleague works alongside humans as a team member doing the impossible and raising everyone's game.

# Logo Construction



The main idea of this logo is the fragmentation and analysis of data through a lens.

## Minimum sizing



The Algotive logo may scale up as large as desired, but should never be used smaller than 30px height.

## Safety area



To ensure the integrity and legibility of the logo, the minimum safety zone should always measure exactly the "O" element size.

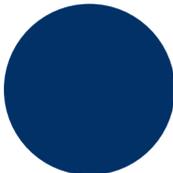
Use of the safety zone between the logo and other graphic elements (images, type, other logos, etc.)

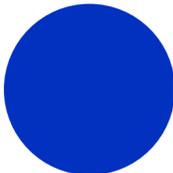
# Icon

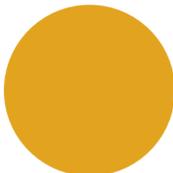


The Algotive Icon may scale up as large as desired, but should never be used smaller than 50px height.

## Primary color palette

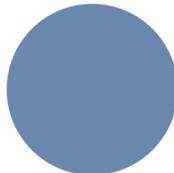
 CMYK 100 / 84 / 35 / 20  
HEX 023167  
RGB 2 / 49 / 103

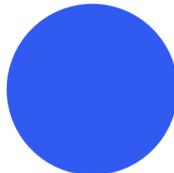
 CMYK 100 / 72 / 0 / 0  
HEX 0231BF  
RGB 2 / 49 / 191

 CMYK 10 / 37 / 93 / 2  
HEX E3A51F  
RGB 227 / 165 / 31

 CMYK 96 / 86 / 53 / 85  
HEX 030318  
RGB 3 / 3 / 24

## Secondary color palette

 CMYK 64 / 40 / 18 / 3  
HEX 6A88AD  
RGB 106 / 136 / 173

 CMYK 84 / 65 / 0 / 0  
HEX 315BF1  
RGB 49 / 91 / 241

 CMYK 68 / 0 / 57 / 0  
HEX 19CE90  
RGB 25 / 206 / 144

 CMYK 34 / 0 / 5 / 0  
HEX AAEDFD  
RGB 170 / 237 / 253

# Background Colors



# Misuse



# Primary font

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# Montserrat Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890'?'“!”(%)[#]{@}/&\<-+÷×=>

The corporate typography is Montserrat in its light, regular and bold versions. This will be used by studios and design agencies. When this is not possible, the secondary will be used.

## Secondary Font

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### Avenir Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890'?''"!"(%)[#] {@}/&\<-+÷×=>

### Roboto Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890'?''"!"(%)[#] {@}/&\<-+÷×=>

The secondary font is Avenir Family and Roboto Family in its light, regular and bold versions, which will be used for supports or applications that, for technical reasons, do not allow the use of corporate fonts.

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