

knowi.ai

built for interpreters and translators.

Brand Guidelines

Company Name

Knowi.ai

El Segundo, CA

214 Main Street #294, 90245

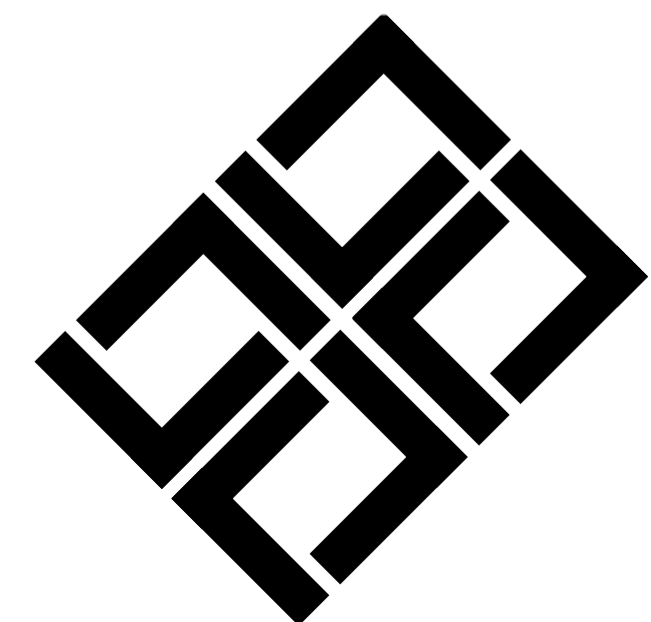
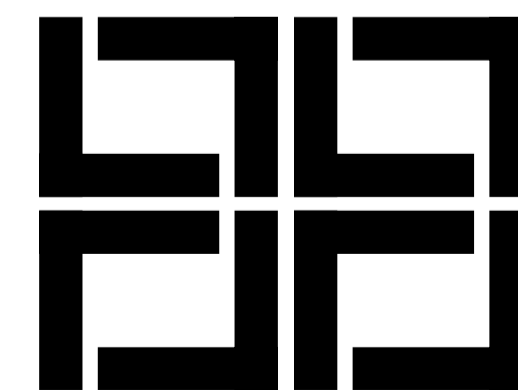
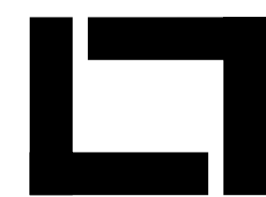
1.800.625.6222

www.knowi.ai

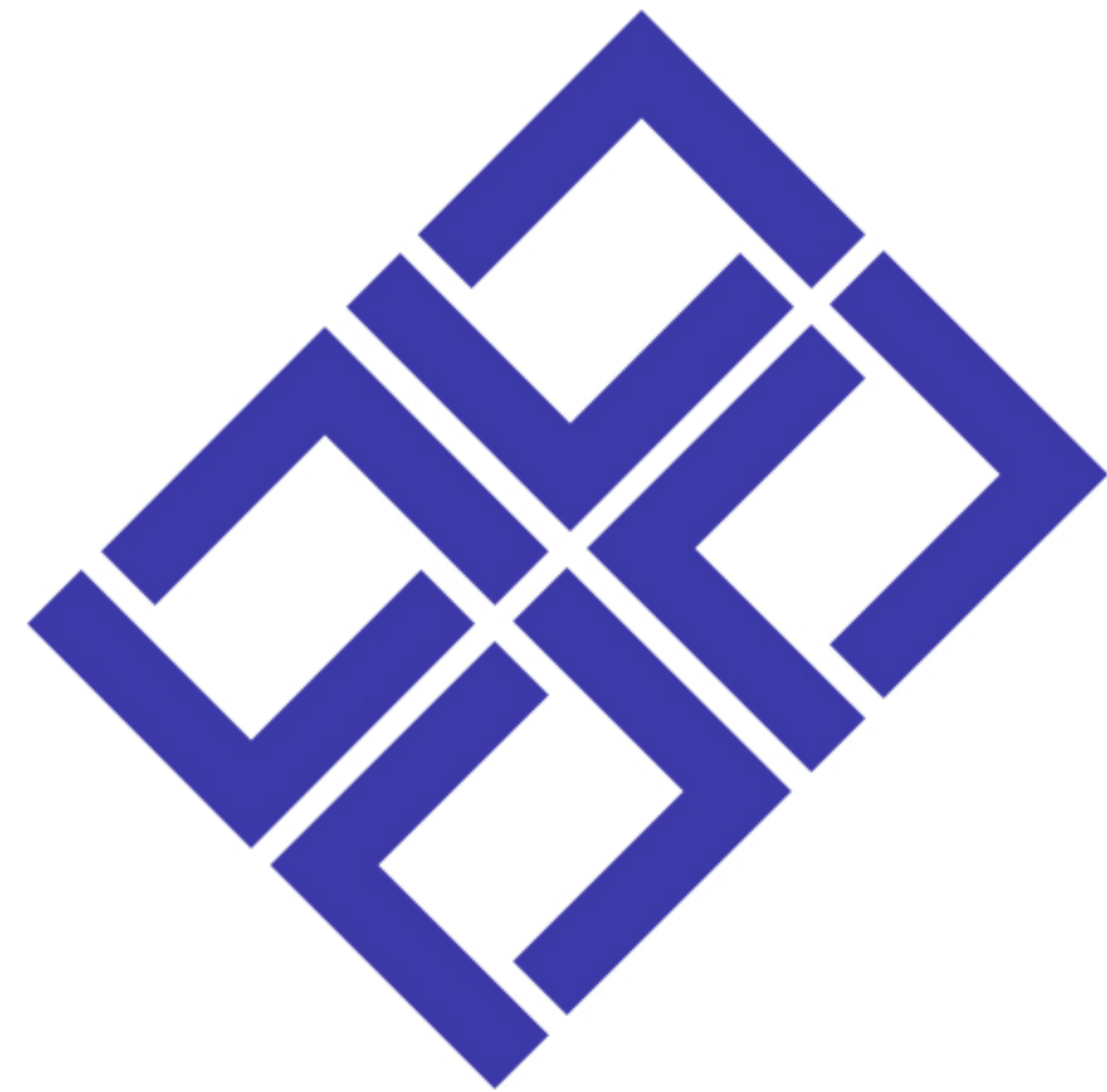
Logo System

Section One

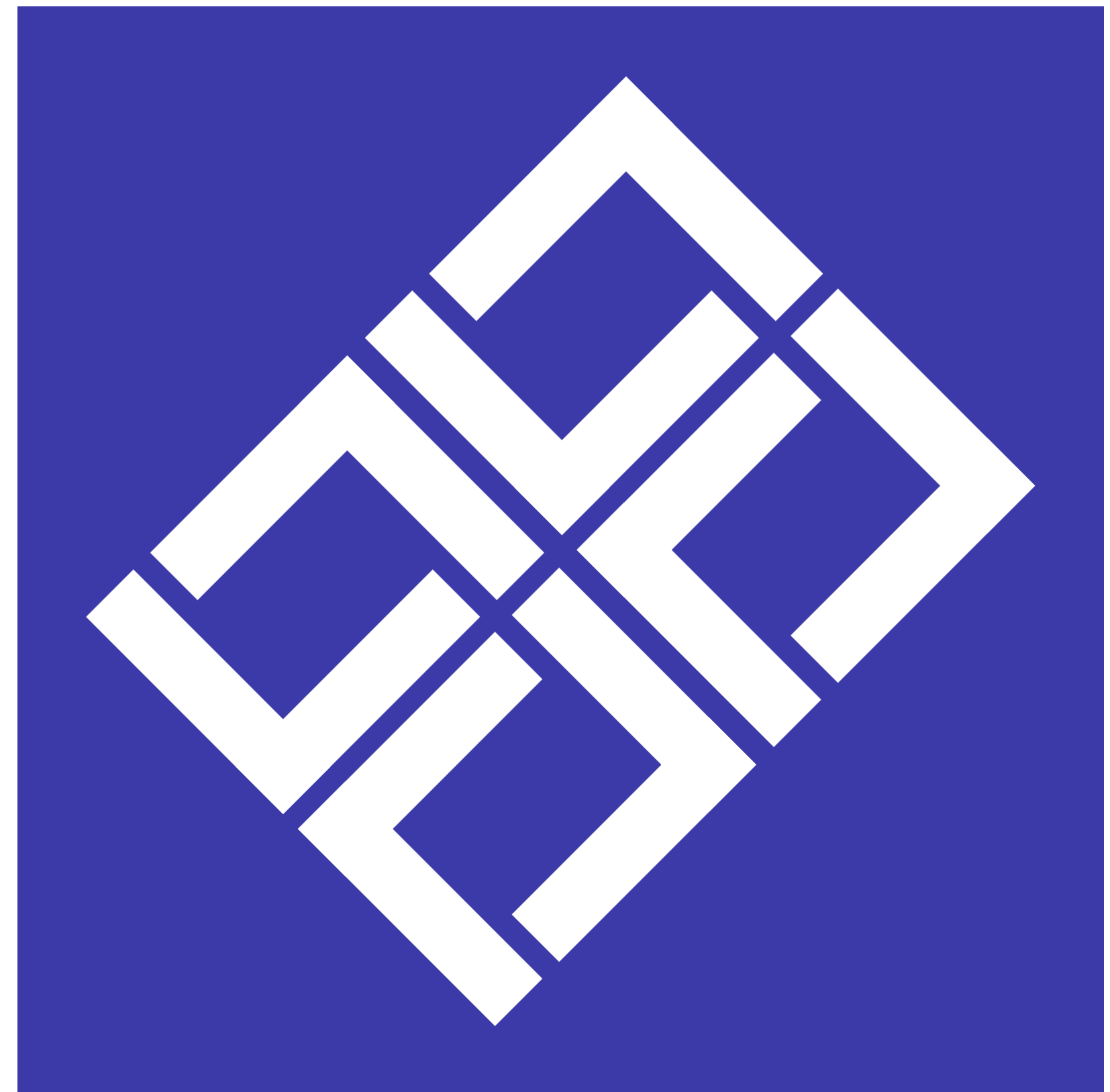
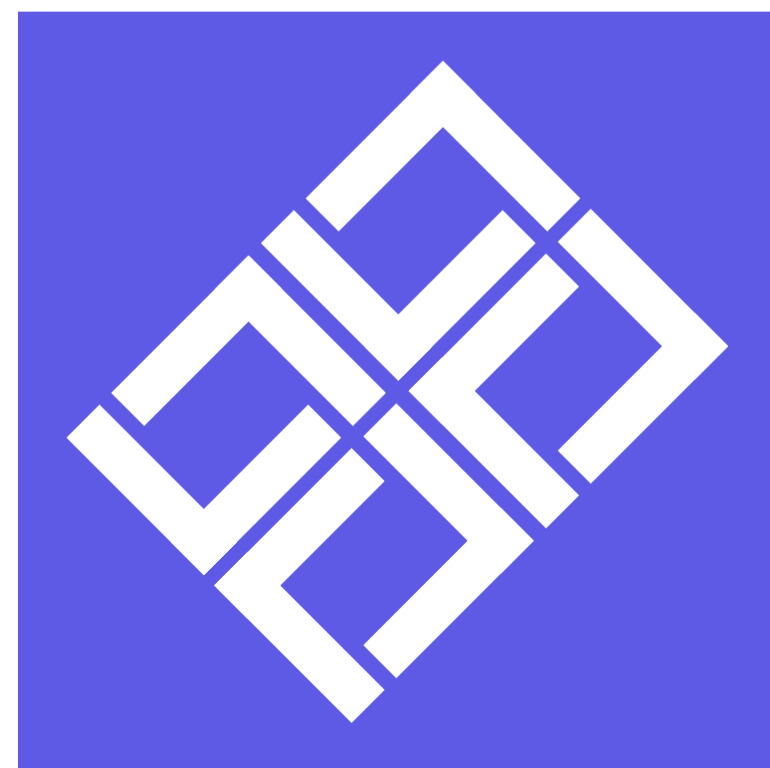
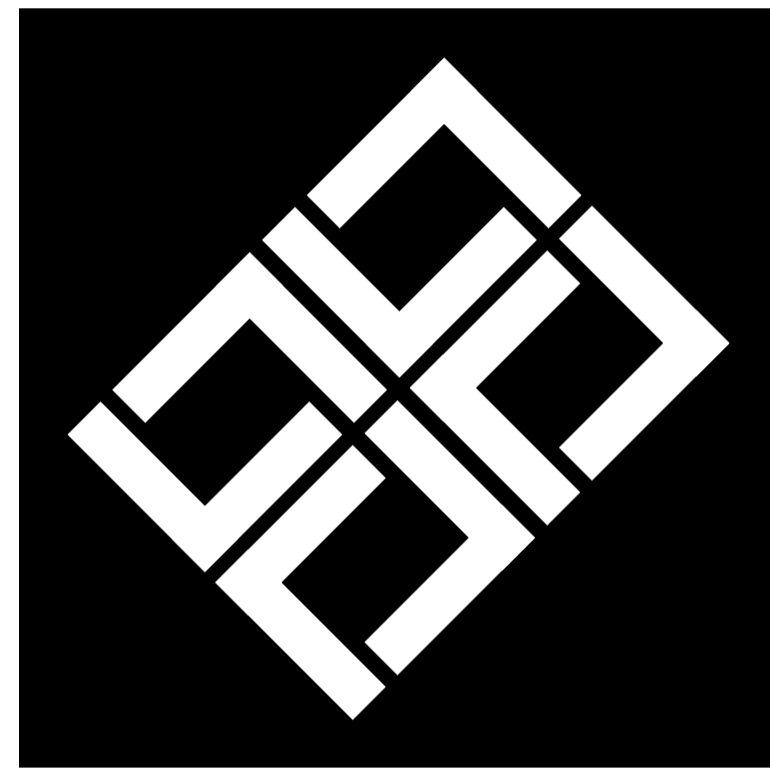
The Knowi.ai takes inspiration directly from the scsitesting logo. Using the ends of each side of the arrow and stacking them together creates the building block for this logo. Once repeated, mirrored, and tilted to 45 degrees sharp, the Knowi.ai logo takes its final form.



Logo Mark

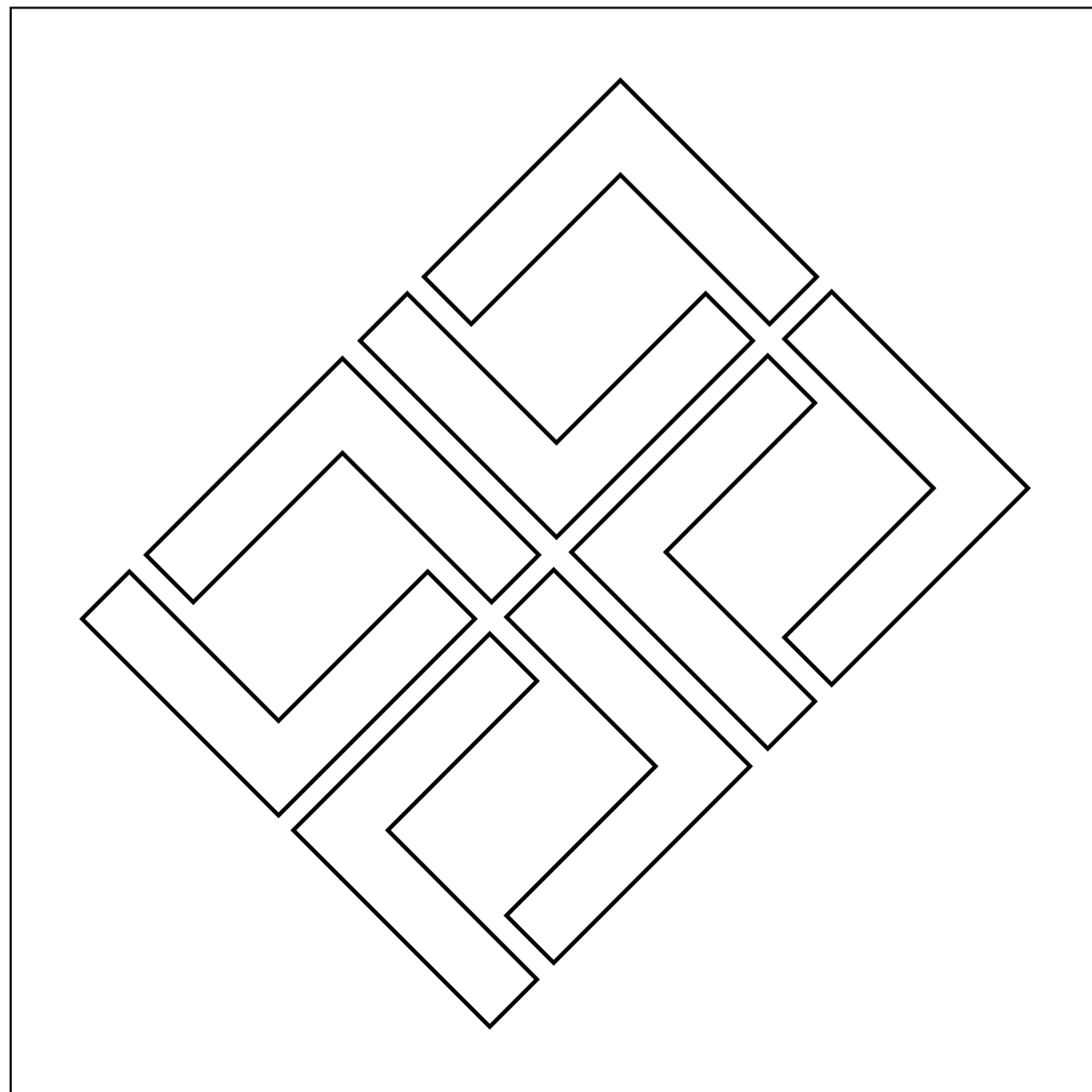


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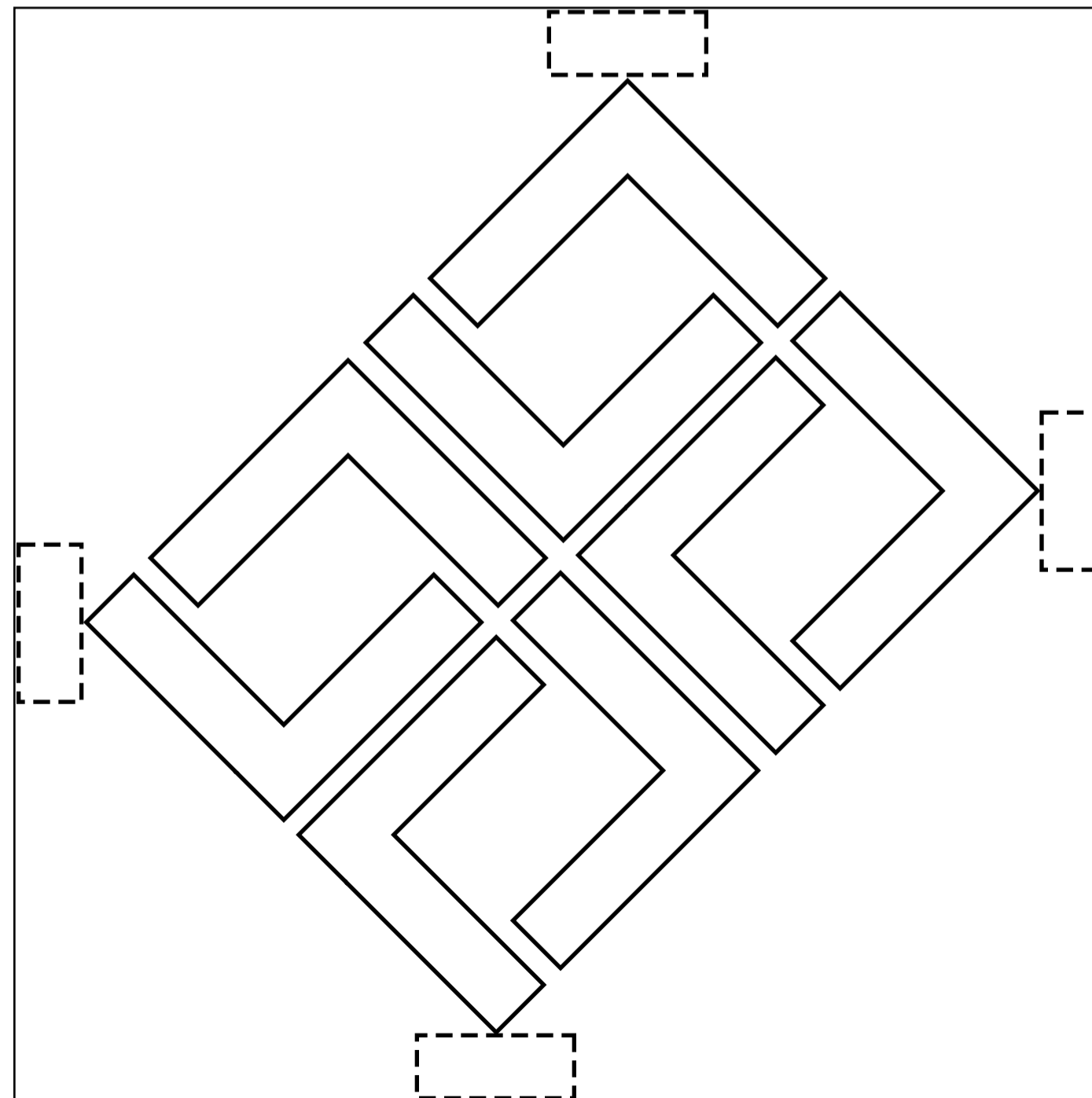


Logo Space

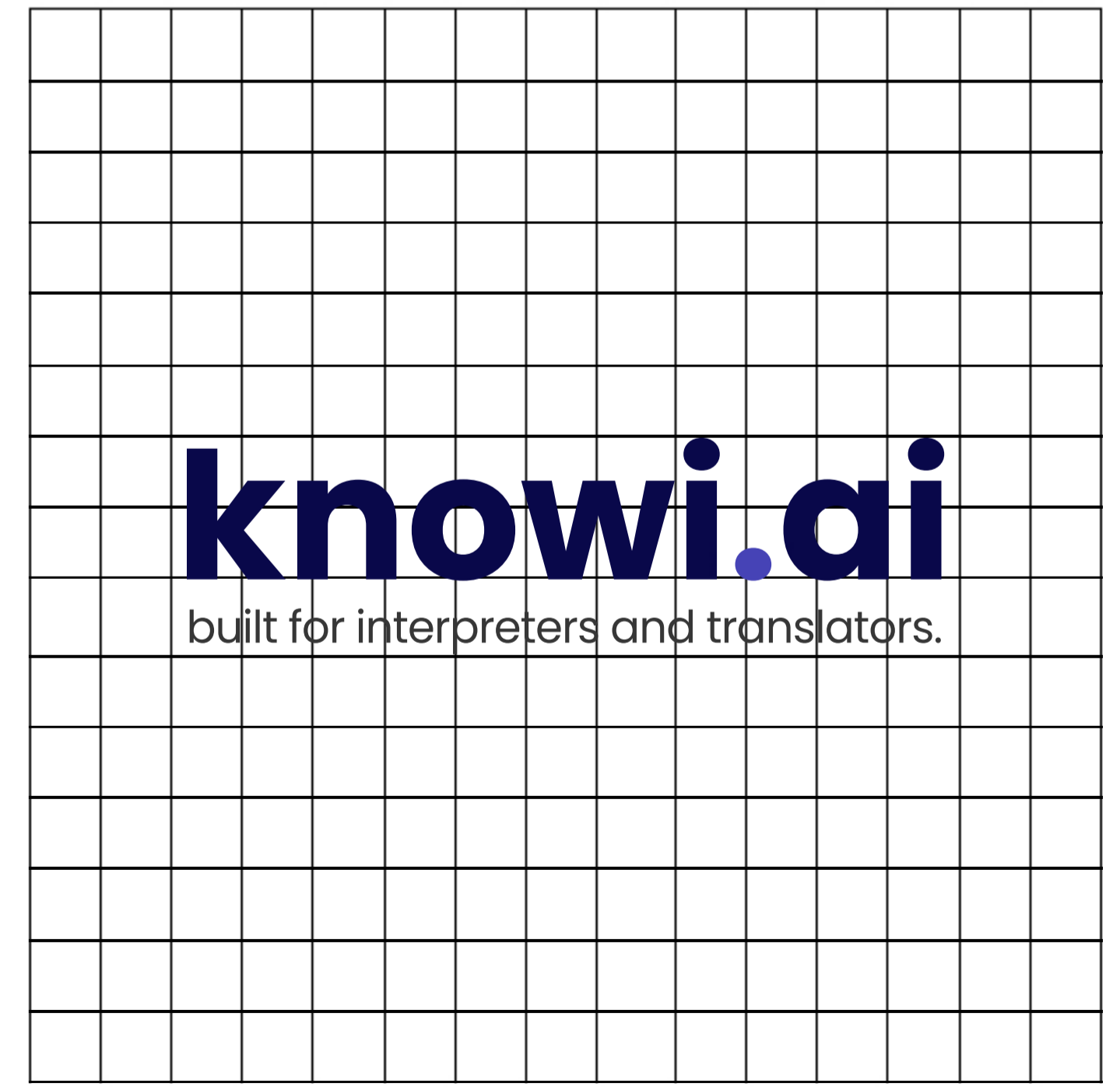
Clear Space
Icon

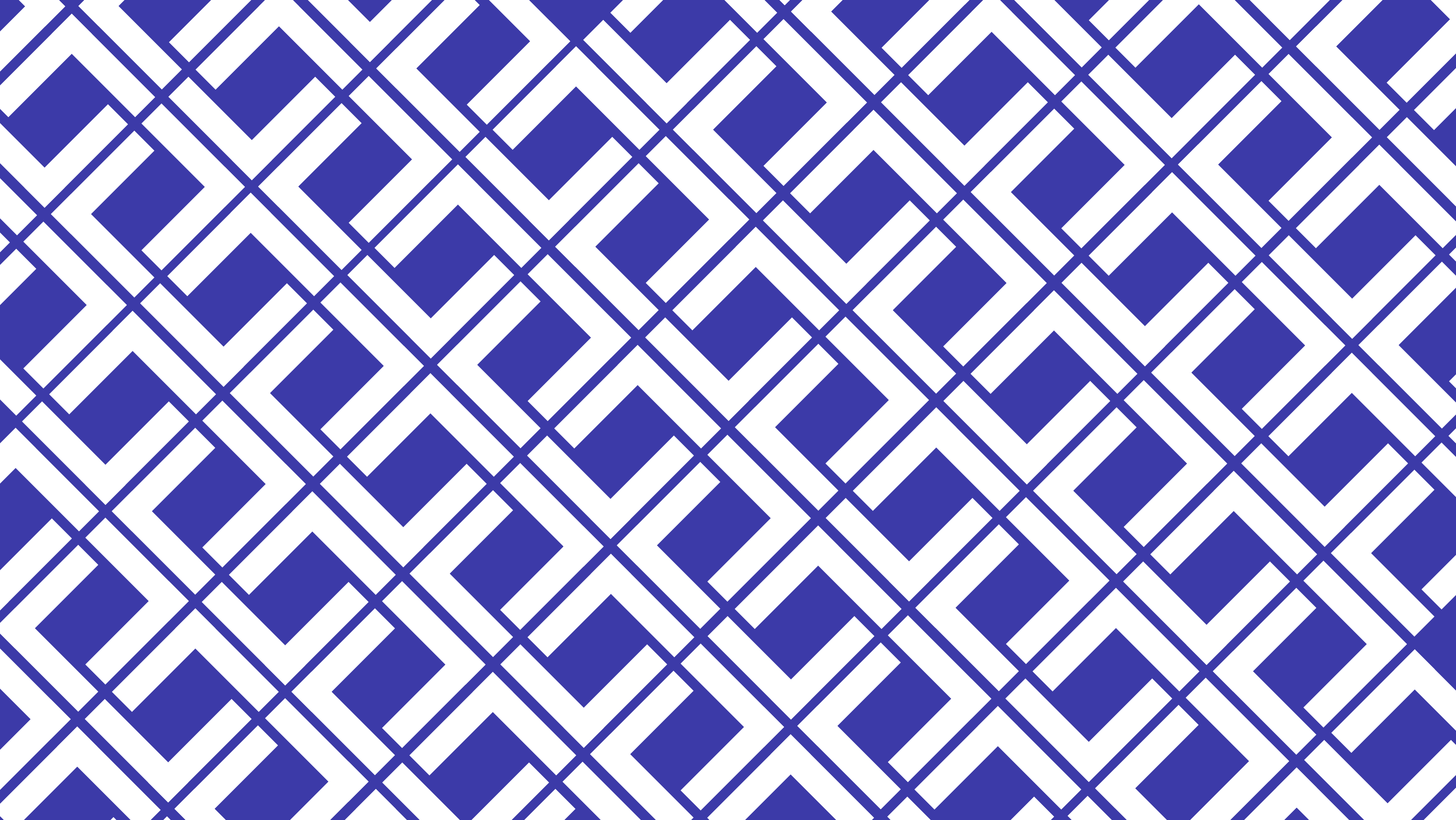


Clear Space
Icon

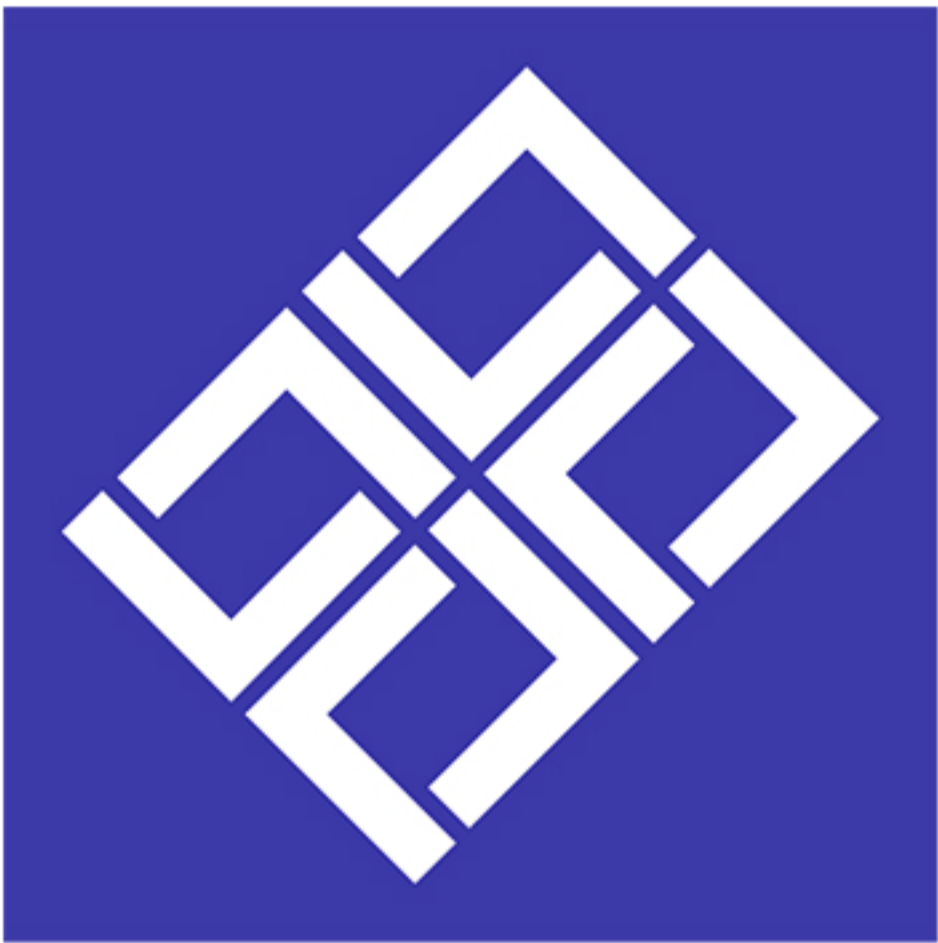


Clear Space
Text



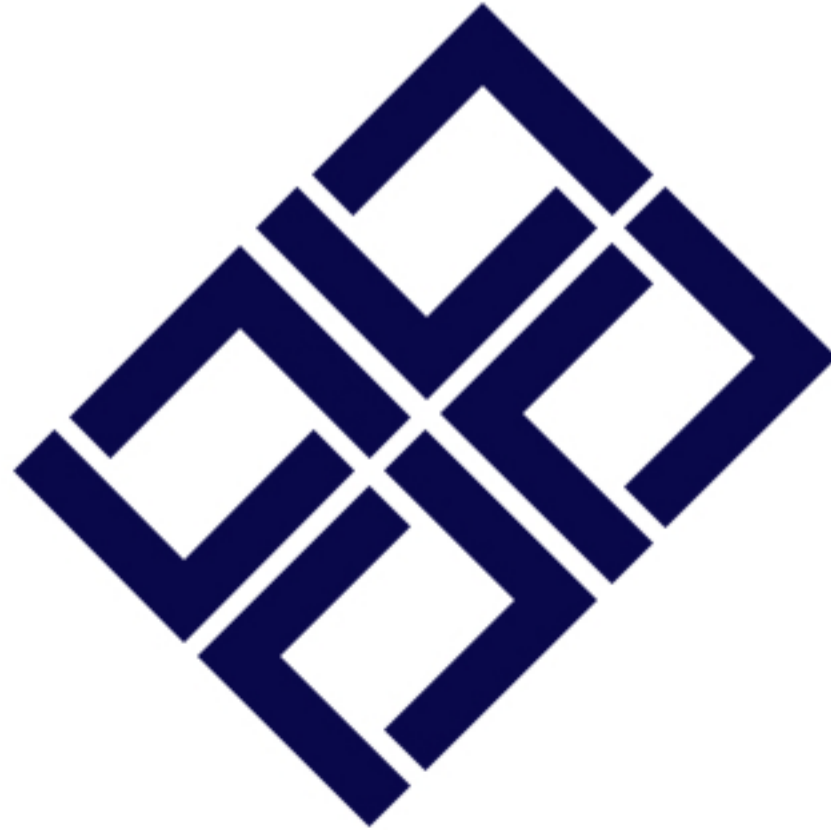


Logo Usage



knowi.ai

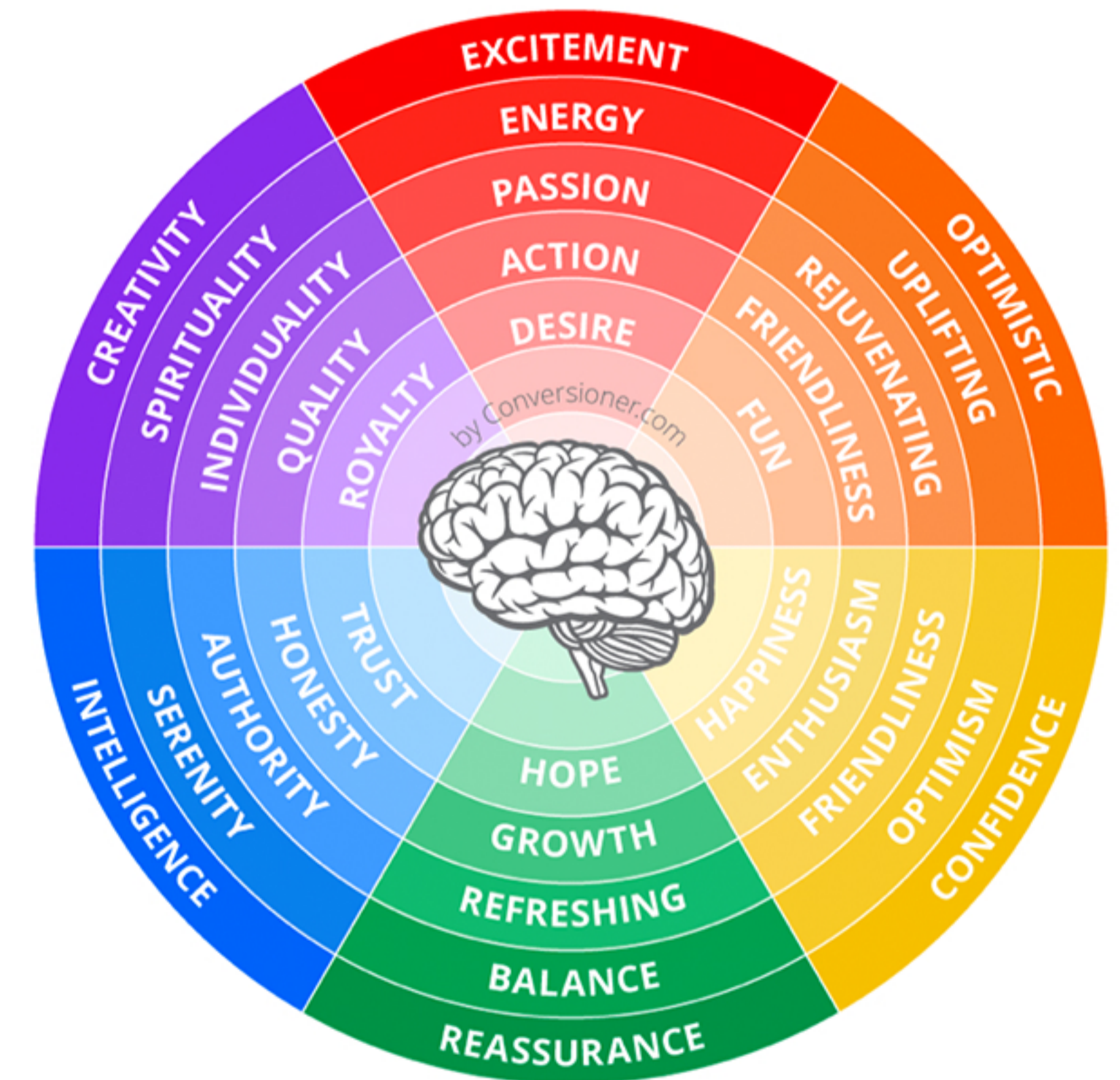
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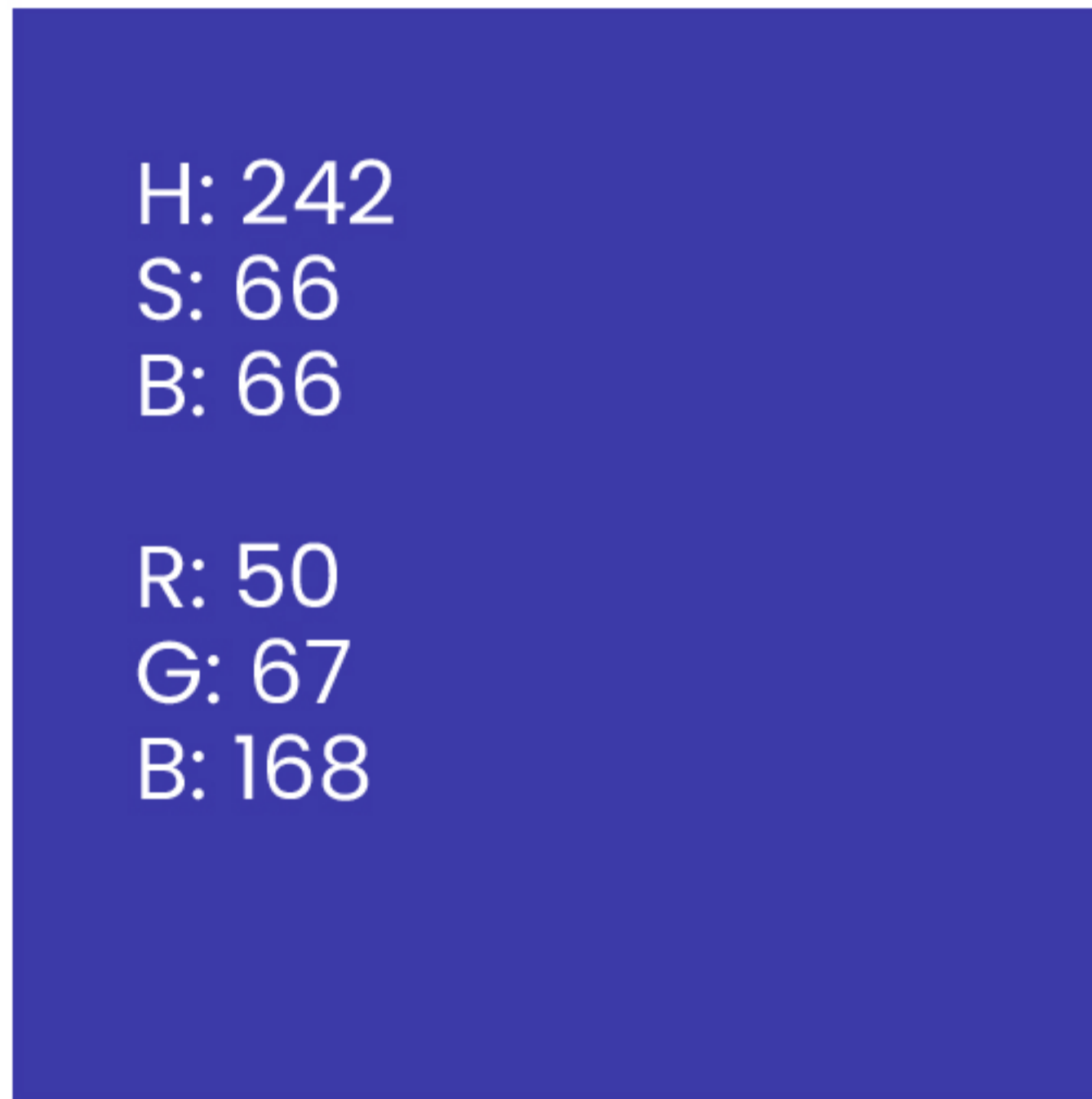
Color Palette

Section One

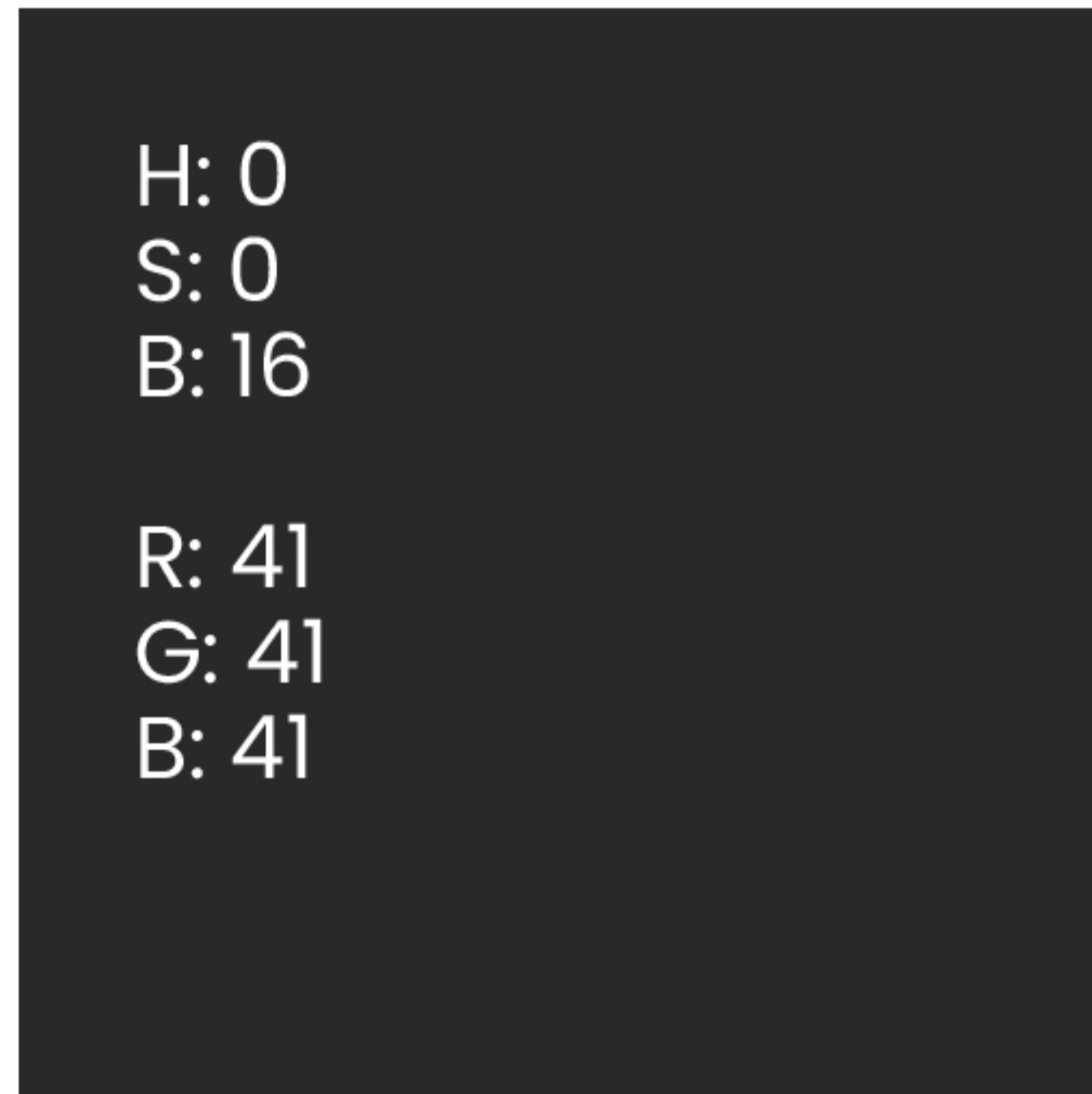
The Knowi Purple uses a combination of hues from the purple and blue sections of the scsitesting logo. This combination creates a rich, dark purple that is truly like no other. The psychological effects of trust, competence, and loyalty (BLUE) combined with luxury and ambition (PURPLE) signify the essence of Knowi.ai.



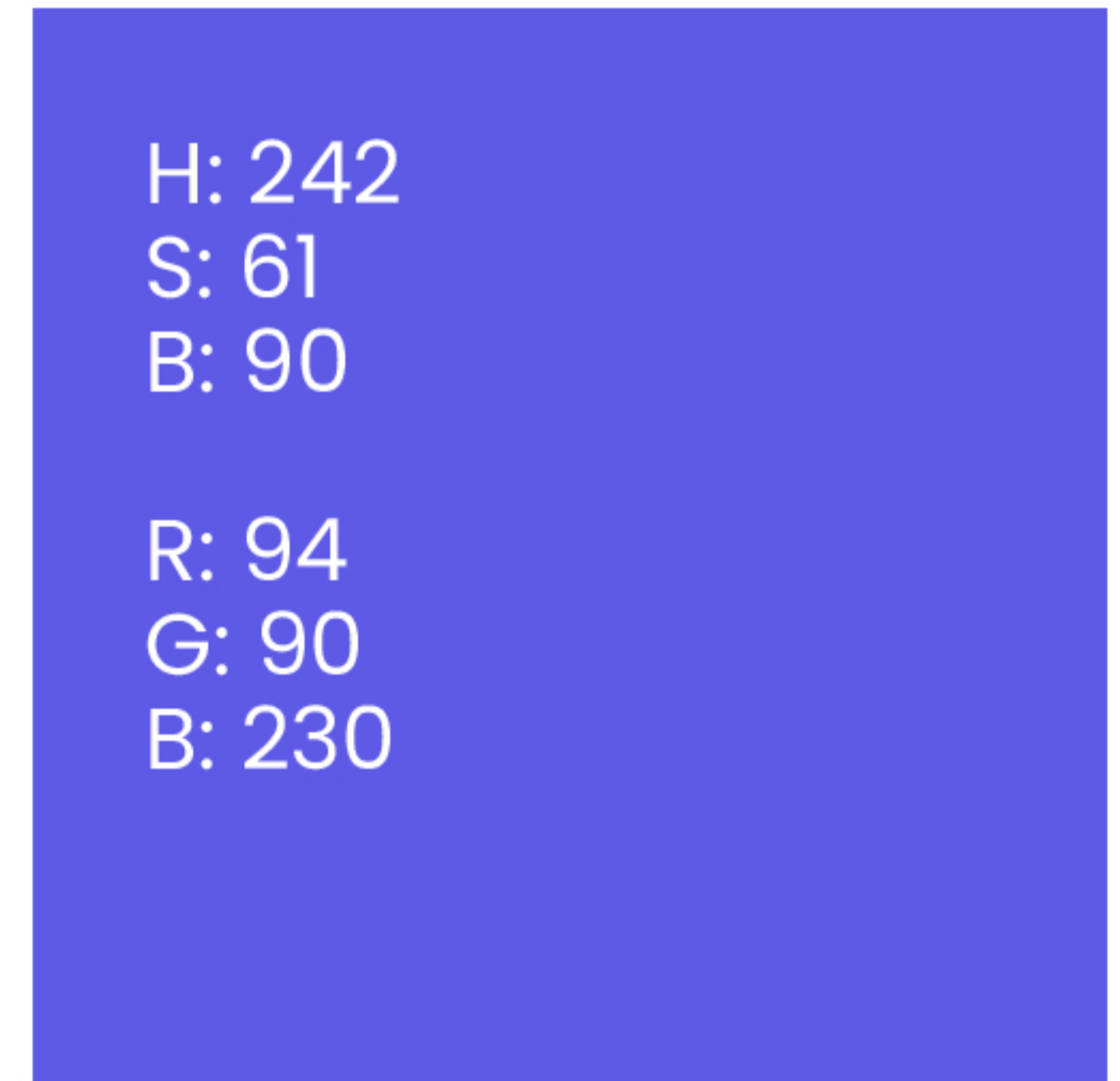
Color Guideline



Color Code
#3c39a8



Color Code
#292929



Color Code
#5e5ae6

Typography

Font Name: **Poppins**

Light

SemiBold

Thin

Medium

Bold

ExtraLight

Regular

Italics

ExtraBold

Typography

Primary

Aa

Poppins

CHARACTERS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(0123456789!@#%&*)

VARIANTS

The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.

Secondary

Aa

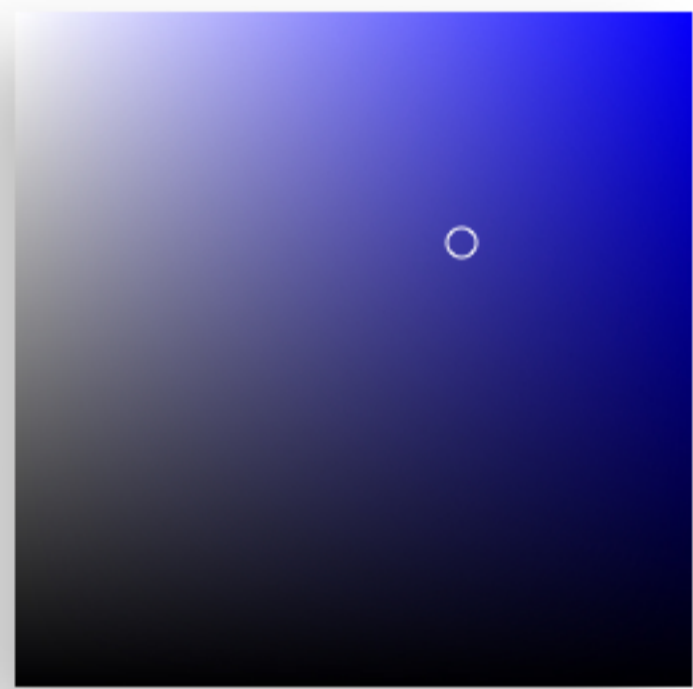
Open Sans

CHARACTERS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(0123456789!@#%&*)

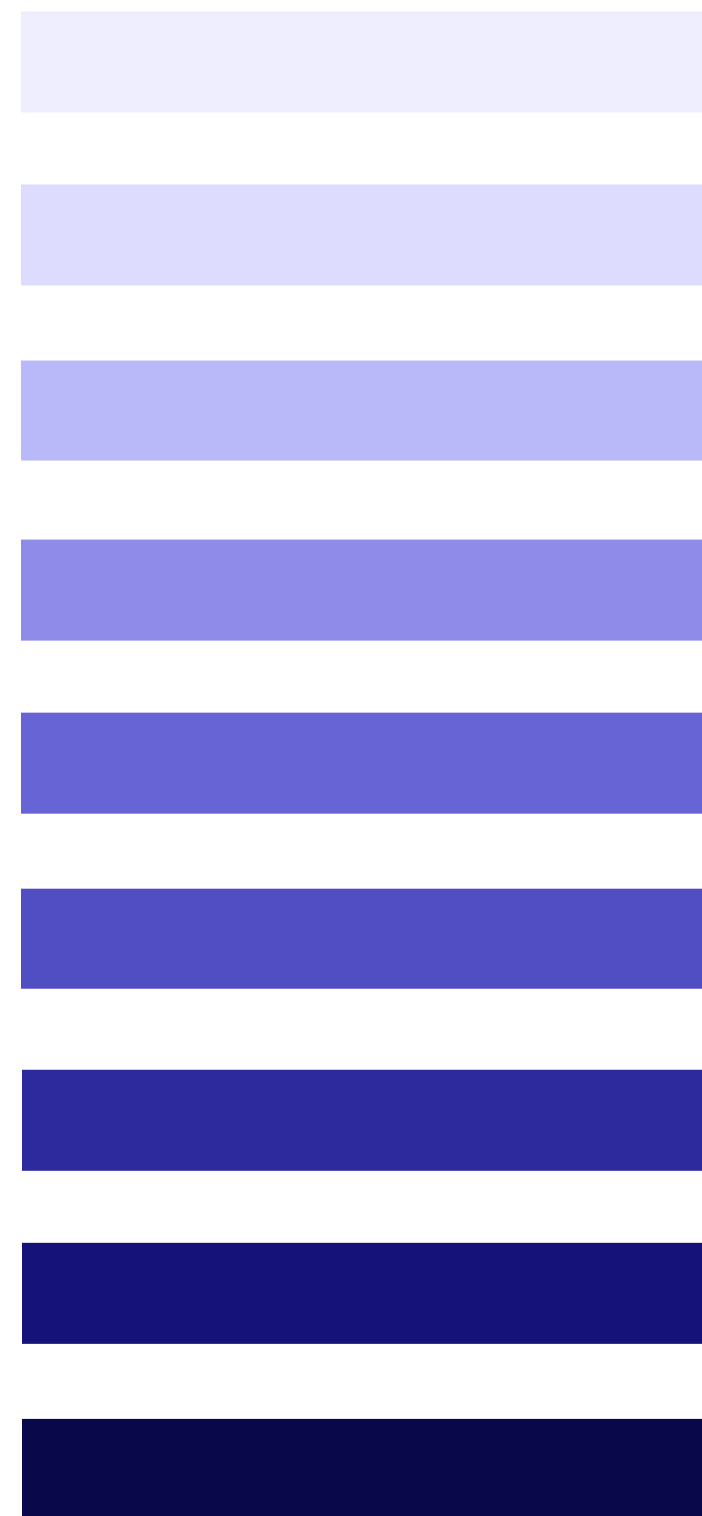
VARIANTS

The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.

UI Optimization



Light colors are to be primarily used for backgrounds and overlays, while darker colors are to be used for text, icons, and other elements.



Typography System

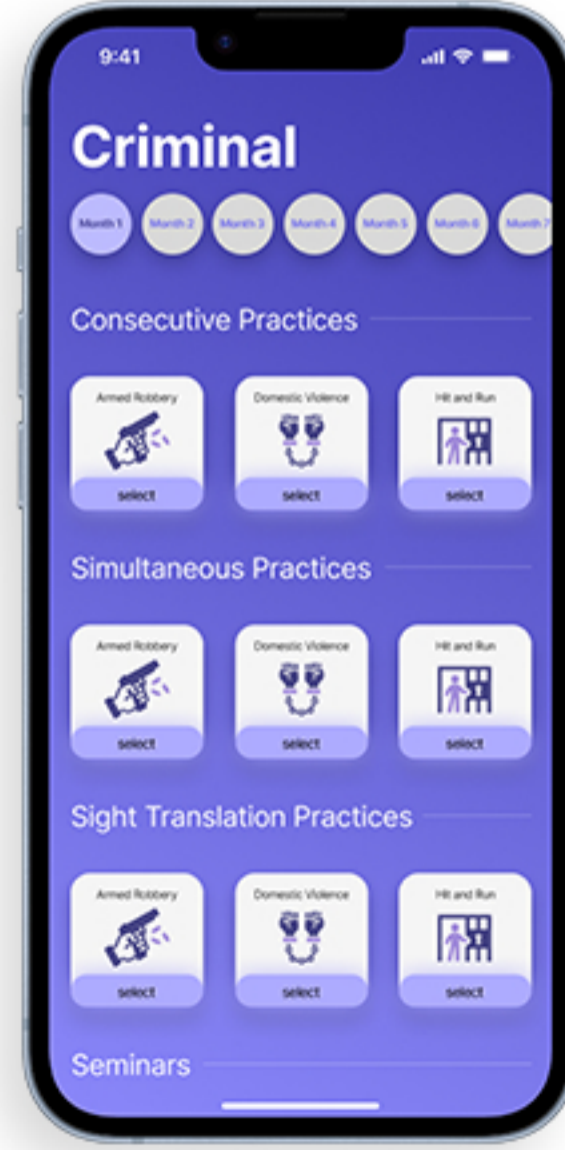
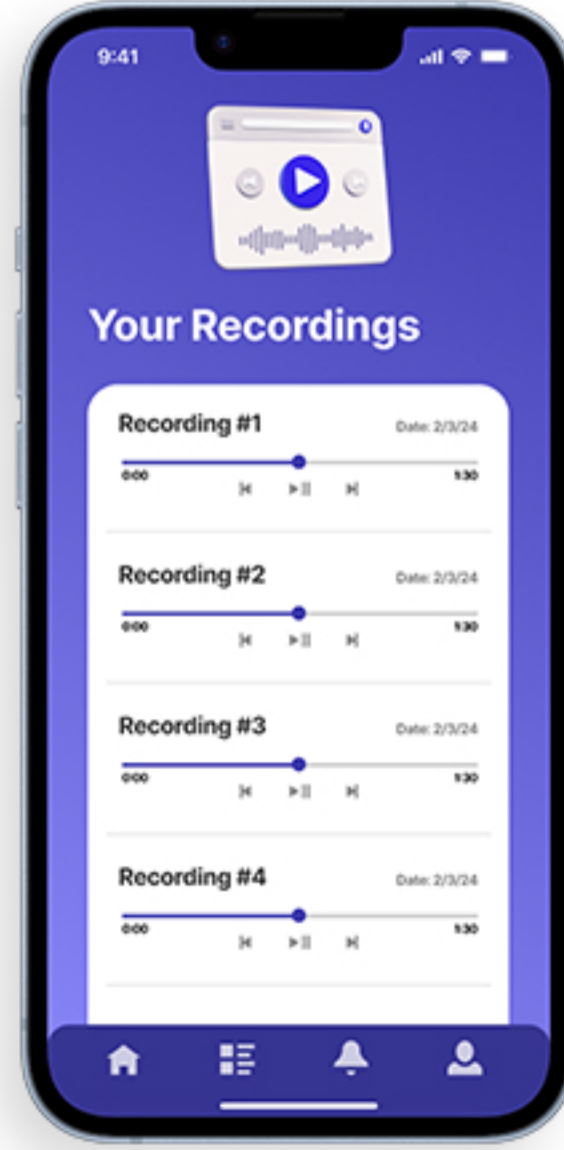
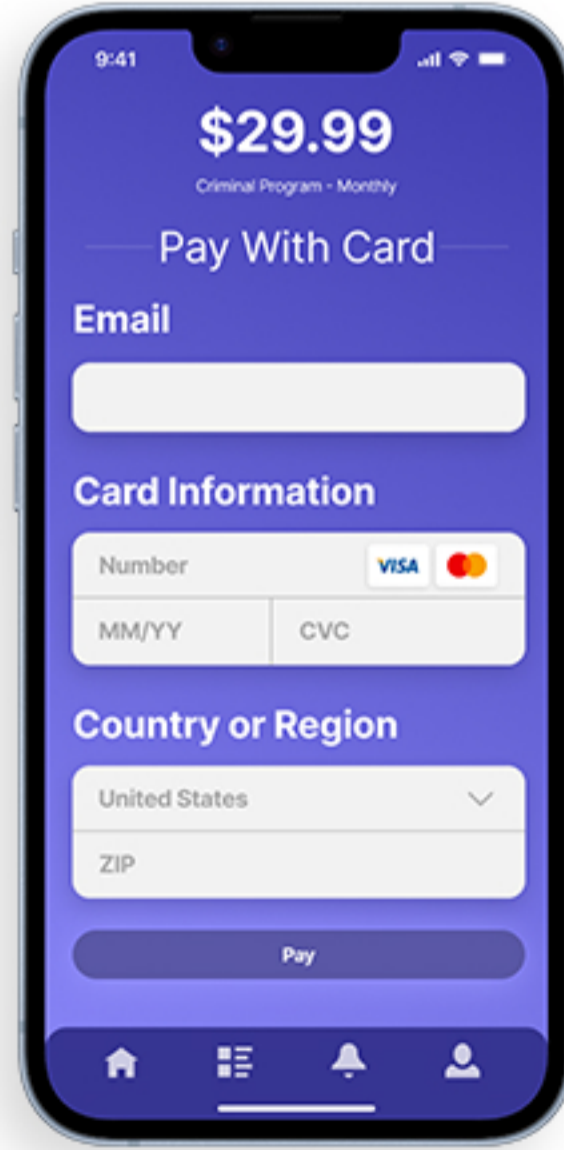
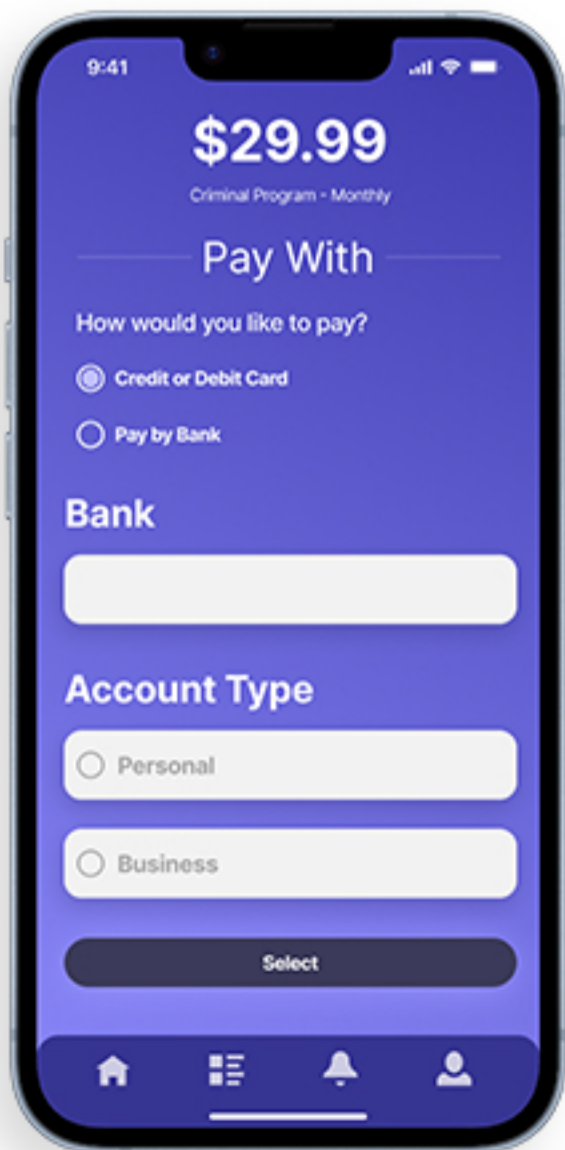
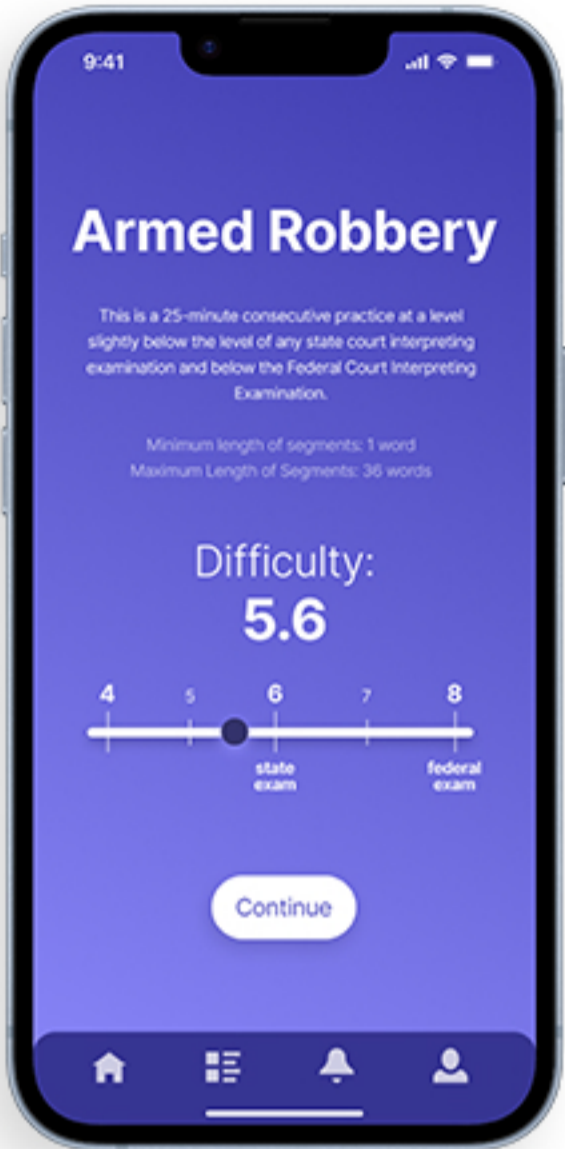
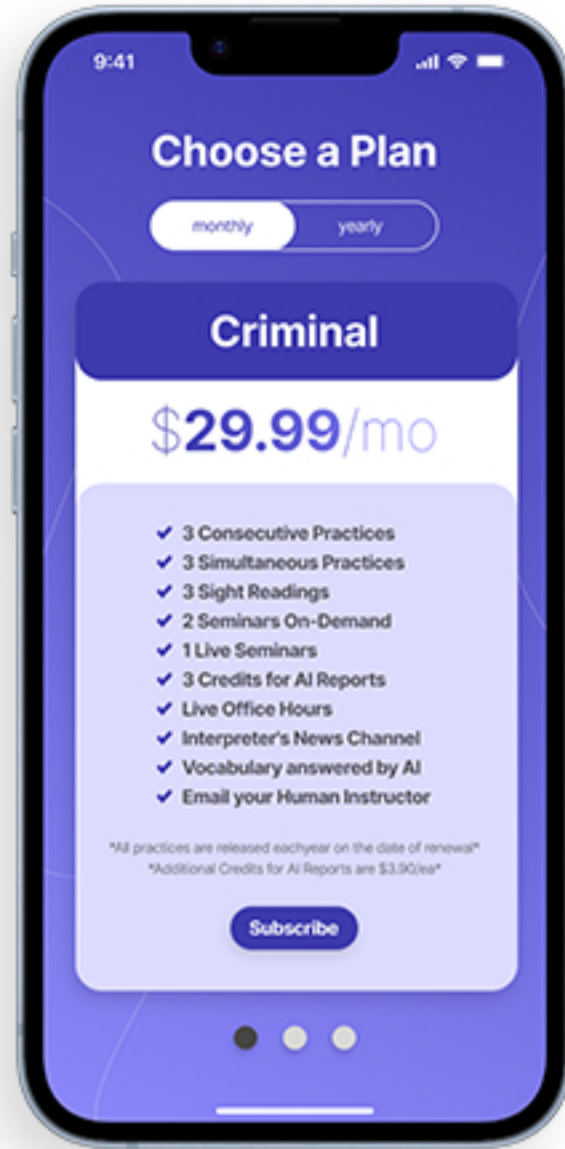
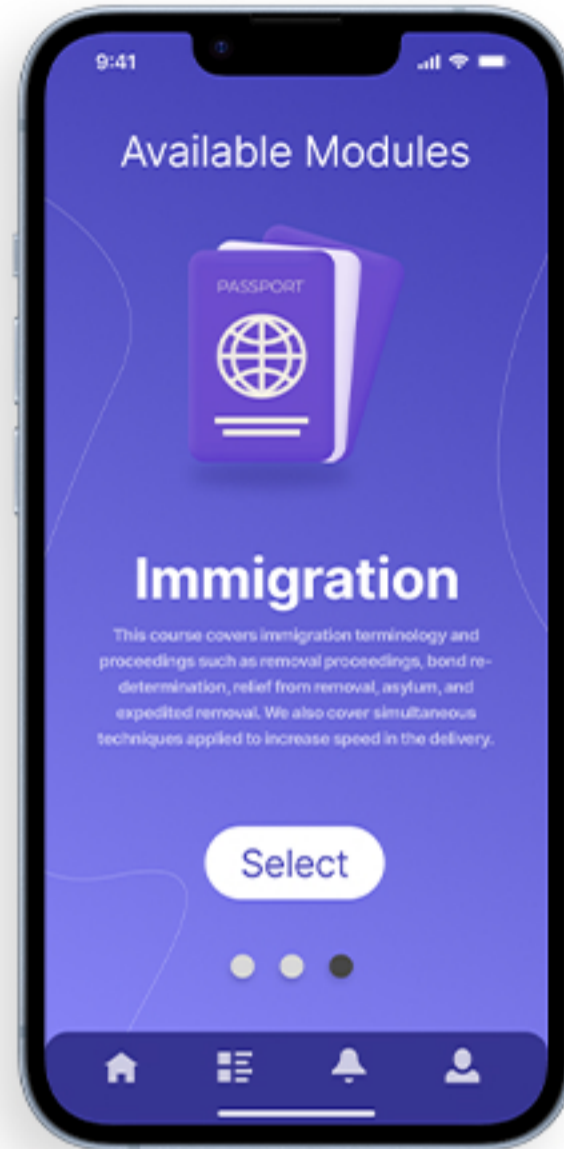
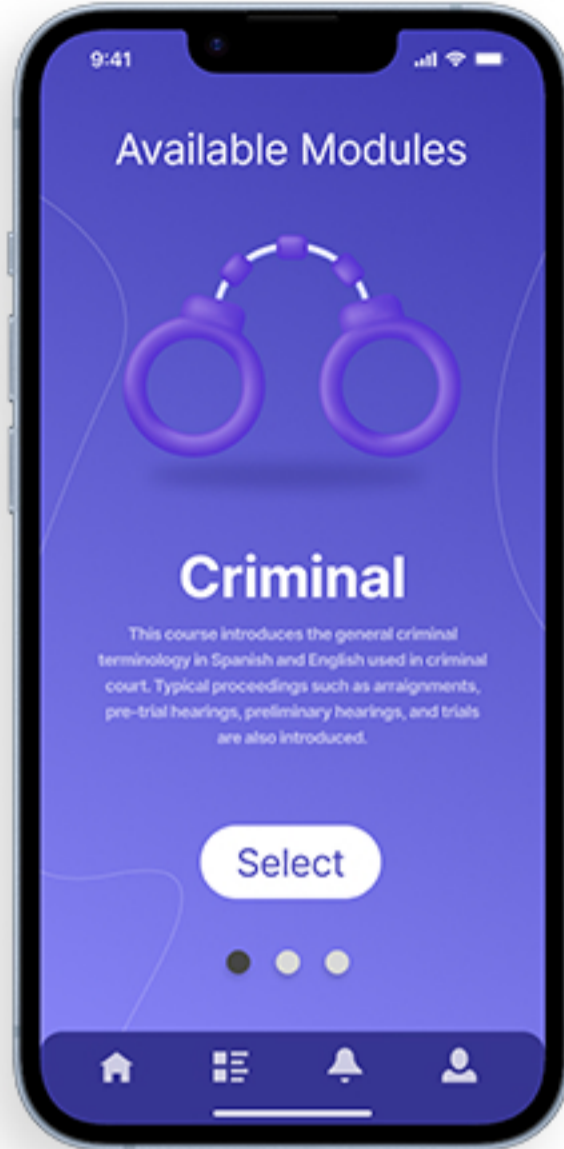
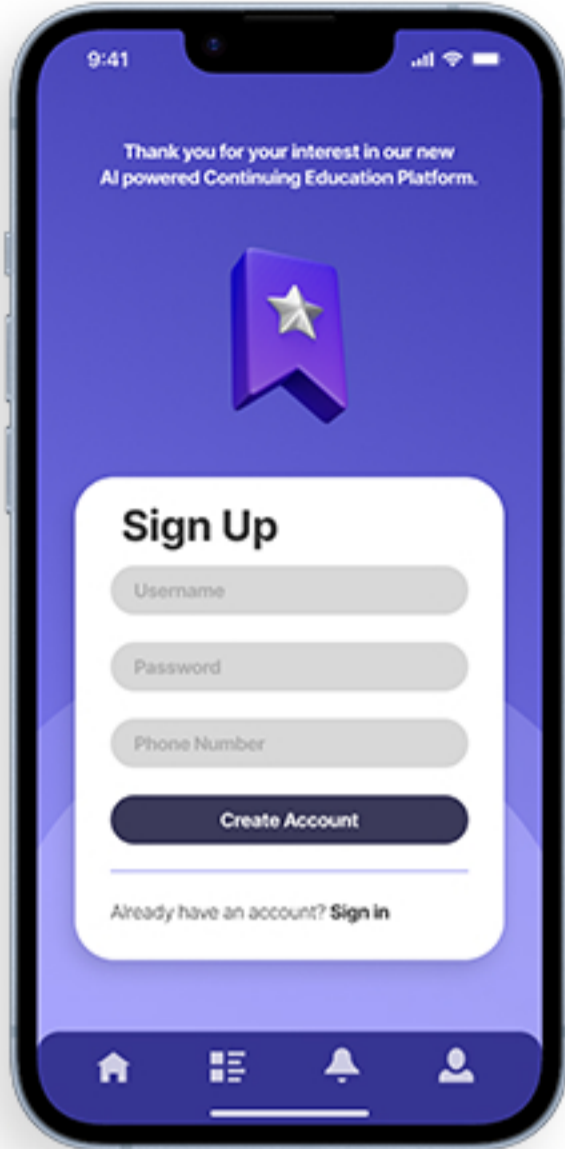
Section One

Poppins is one of the Geometric sans serif typefaces have been a popular design tool for building websites. Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color.

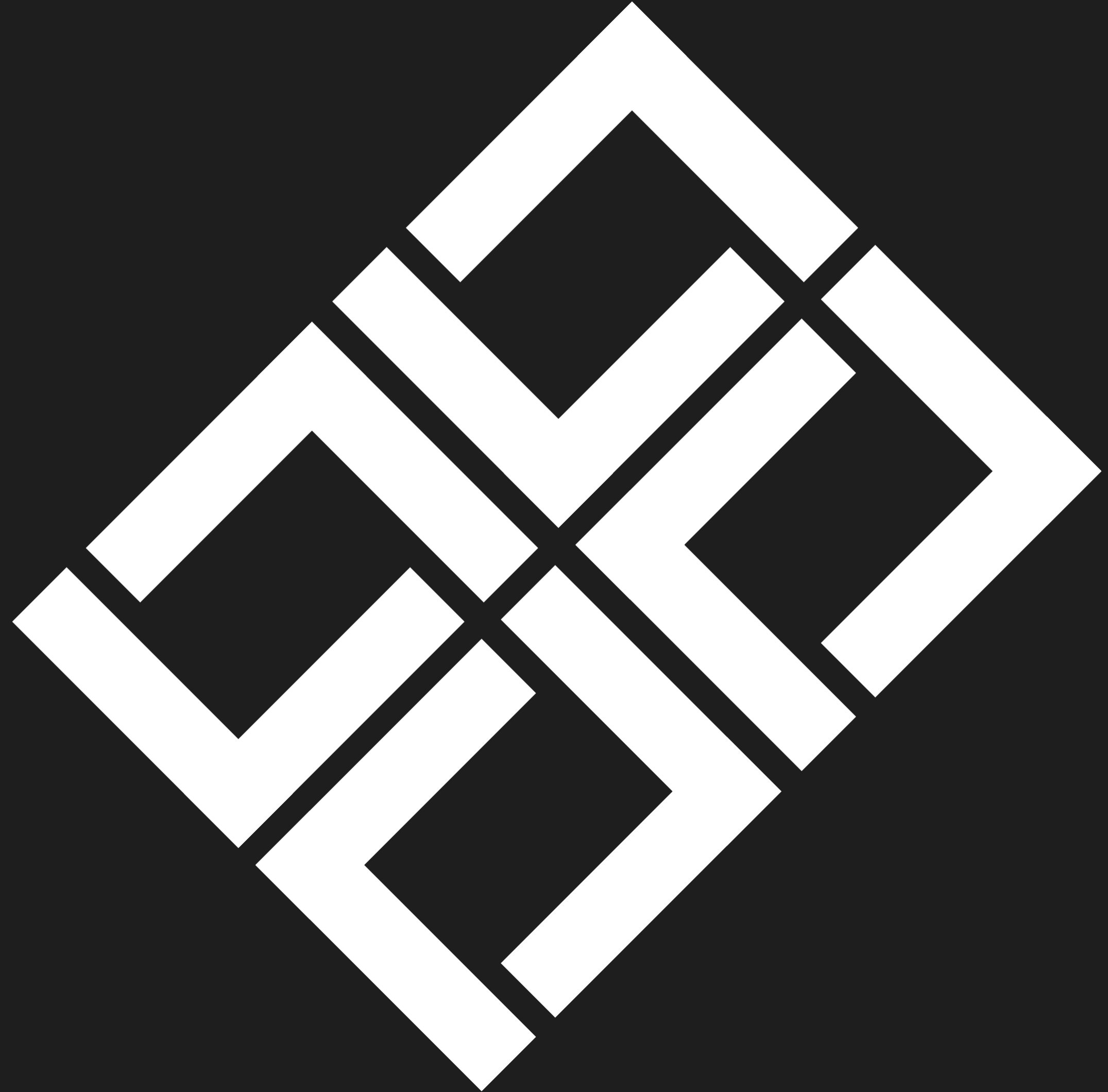
Characterized by its rounded letterforms and even spacing. Its simplicity and readability make it an ideal choice for longer texts, ensuring the message is easily digestible for readers with diverse abilities.

The font's balanced proportions, combined with the effective use of white space, contribute to a smooth reading experience, which is particularly beneficial for individuals with dyslexia or other cognitive disabilities.

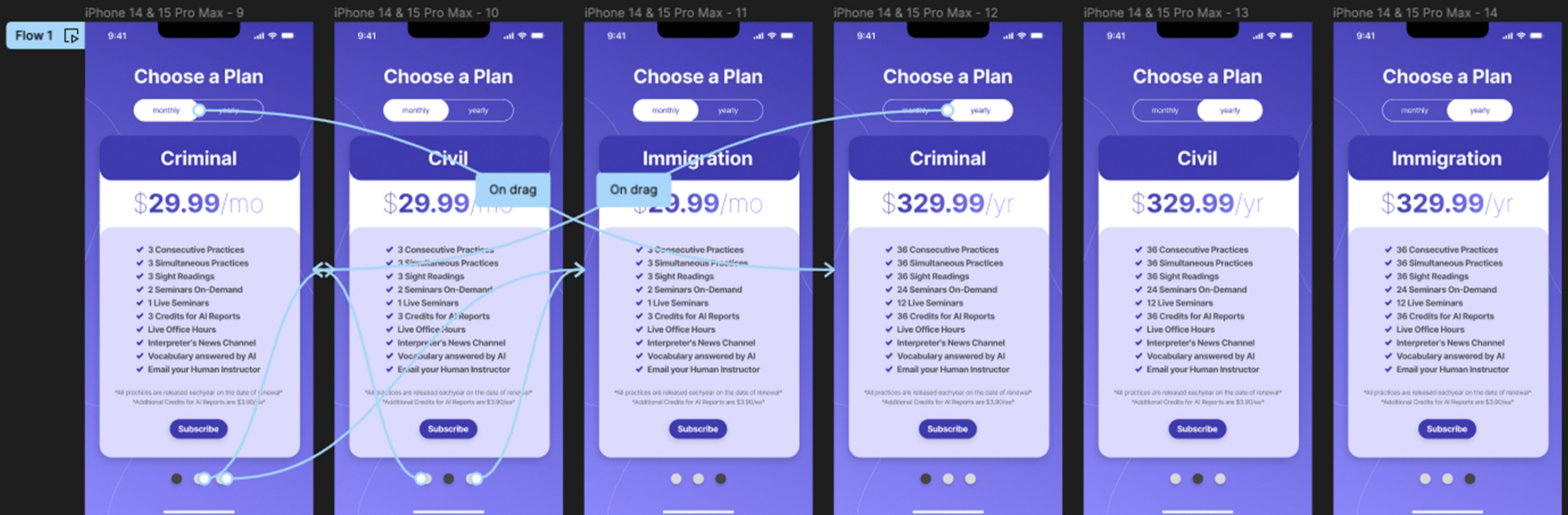




Figma Prototyping



Prototyping Flows






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Néstor Wagner
Director of Education

 info@knowi.ai

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