

Clarifai, Building The World's AI™

BRANDBOOK

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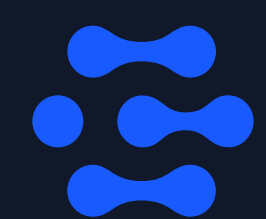
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Brand Concept



**Empower developers to
quickly co-create, share, and
use **The World's AI™** for
production.**



To be recognized as the dominant **full stack AI platform** for individual developers and teams of developers to quickly and collaboratively get vision, language and audio AI into production with our secure, privacy-enabled and scalable hybrid cloud offering.



A few words

Bold
Creative
Artificial
Genius
Motivated



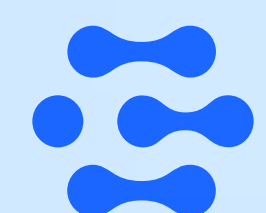
The Logo



The World's AI™

Clarifai is accelerating the **progress of humanity** with continually improving AI.

Helping data scientists, developers, researchers and enterprises to master the entire artificial intelligence lifecycle.



The Logo

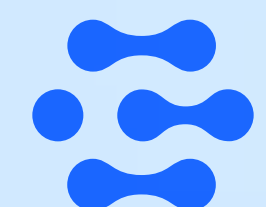
The logo celebrates the brand's clever name and friendly nature through its symmetrical structure, soft edges, and balanced weight. The symbol is the visual hero and is

inspired by a "neural network". It tells the story of connecting one idea to another to reveal the "big picture".

Primary Logo



When used independently, the uniqueness of the form provides visual impact to represent the brand in its simplest form.



The Logo

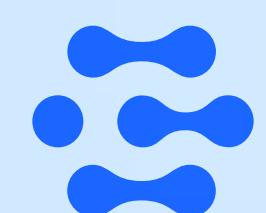
To ensure readability, there should always be as much clear space around our logo as possible. To give it the space it deserves, all other graphic elements must remain a minimum distance

away, as illustrated below. Using the height of the logo [X] is an easy guide to determine the necessary minimum clear space on all sides.

Clearspace
and Sizing



The Clarifai logo consists of two elements: the icon, the logotype.



The Logo

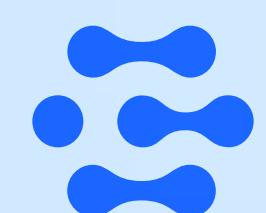
We are The Worlds AI™ and that is our trademark, as you can see in our website and social communication, we are proud to have our logo with our tagline as present as possible. To ensure readability, there should always be as

much clear space around our logo as possible. To give it the space it deserves, all other graphic elements must remain a minimum distance.

Logo and
Tagline

			X
		clarifai	Word-Mark
		The World's AI™	Trademark
	Symbol		

The Tagline should be strategically used to communicate our brand value



The Logo

To ensure readability, there should always be as much clear space around our logo as possible. To give it the space it deserves, all other graphic elements must remain a minimum distance away from it.

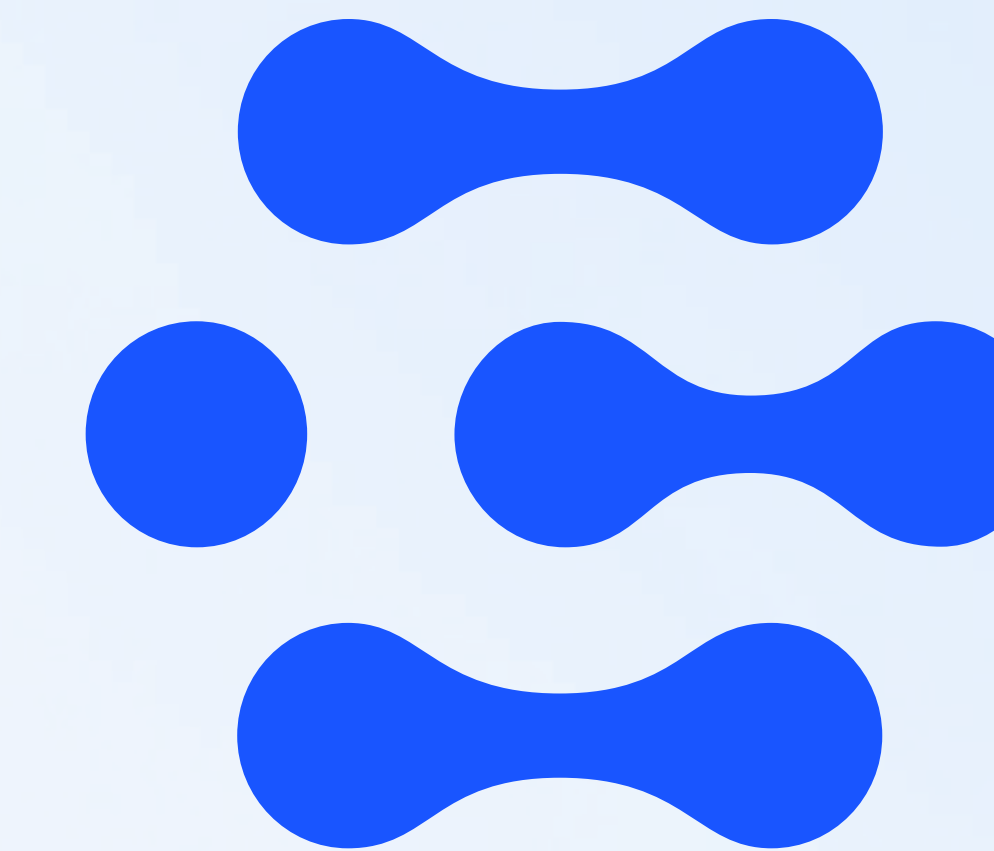
This is why we have different variations of the usage of our logo to adapt to different escenarios, in a **horizontal, vertical and stand alone symbol mode.**

Logo
Variations

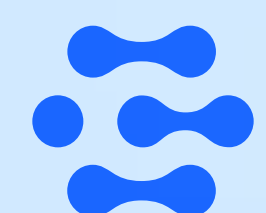
Horizontal



Symbol



Vertical



The Logo

To preserve the integrity of the brand, the Clarifai logo must only be displayed in a limited palette of color options or the signature Clarifai blue.

The colorful logo is only permitted on use of a white or very light gray or dark backgrounds. This ensures maximum impact and accessible contrast.

Logo Colorways



White on Dark colors



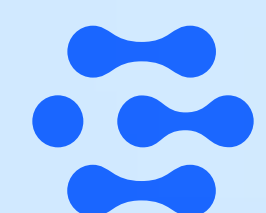
White on Brand Blue



Brand Blue on white (or light colors)



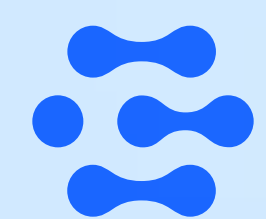
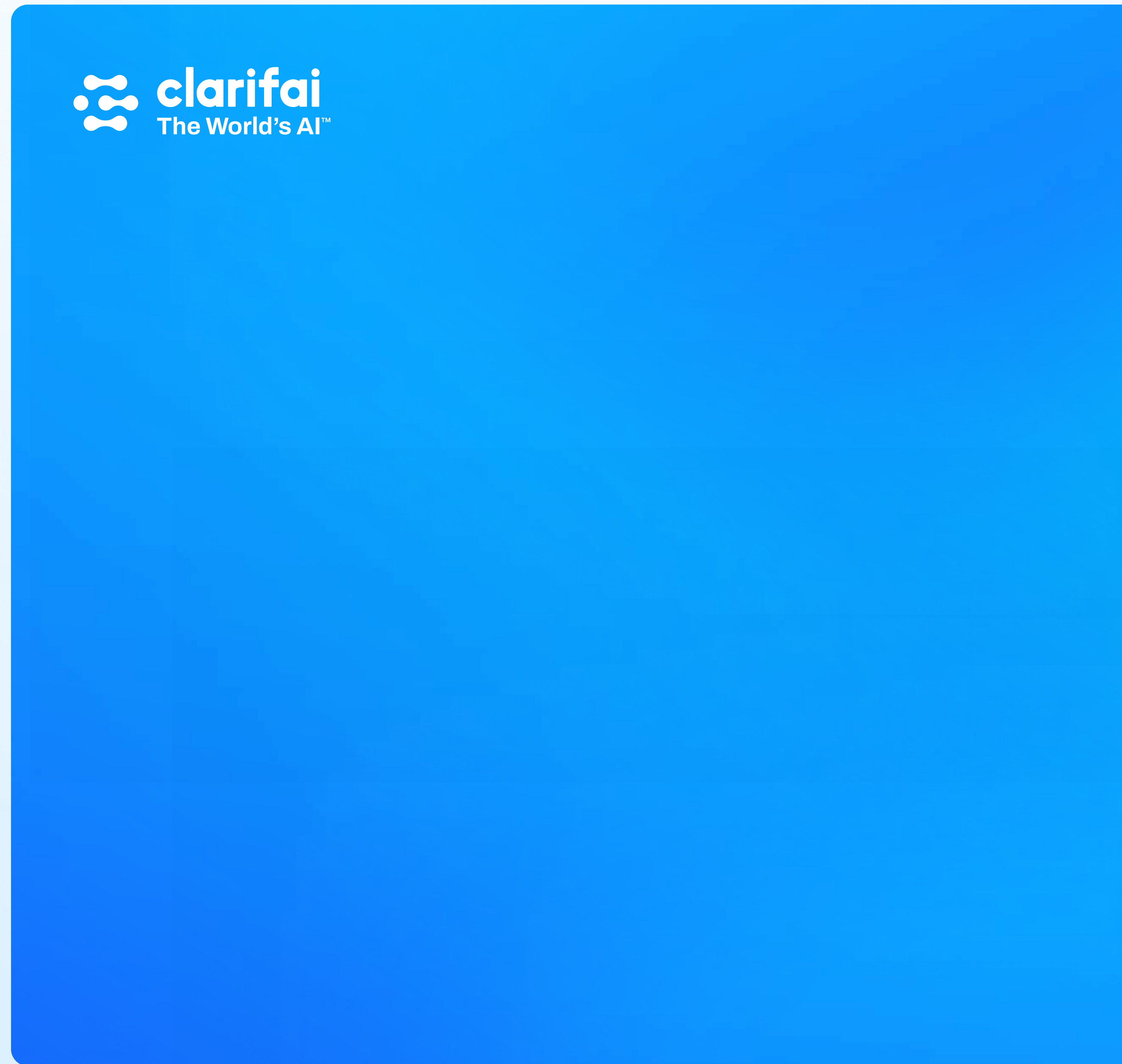
White on imagery with proper contrast



The Logo

To preserve the integrity of the brand, the Clarifai logo could be used in a palette of colors options.

Logo on Gradient and
Photography



The Logo

It is critical to respect the integrity of the Clarifai signature. Accuracy and consistency helps build and protect the brand's global image. Please use the logo with care to ensure the our identity presented with unity.

The graphics below are examples of what not to do when using the logo. These are just a few ways the logo might be misapplied.

Misuse



Do not distort or rotate it



Do not apply shadows or effects



Do not use other typefaces to recreate our logo



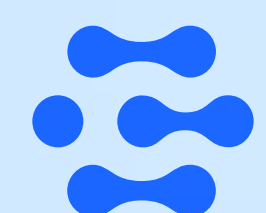
Do not stretch, squeeze or distort any part of the logo



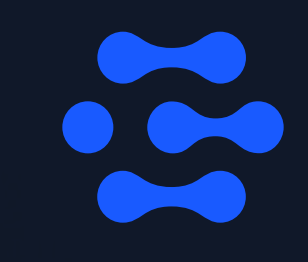
Do not use the color logo on a dark background



Do not place logo on busy background



The Logo



50 / 72
50 Llama apps in 72
hours with Clarifai

Thank you for
building with
Clarifai!



clarifai
The World's AI™

ultimate
intelligence

clarifai
The World's AI™



Hot!!! New
talking models

clarifai
The World's AI™

10
years

Clarifai, Building The World's AI™
www.clarifai.com

Color Palette

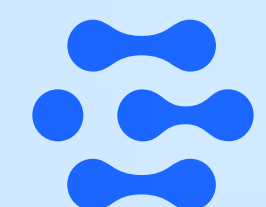


Color Palette

Definition

Our vibrant color palette infuses the brand with personality, conveying a sense of optimism. The mixture of the pops o blue and tech futuristic gradients with our clean and light and dark spacing helps us create a balance.

We can stand out as easily as we can step back.




Color Palette

Our brand colors are the three colors acceptable for expressing our brand marks and logo. Bold and distinctive, this palette is restrained and must always remain consistent. These colors can be used


across all branded materials and assets. As the foundation of our brand color palette, these colors should be partner with light backgrounds.

Brand Colors

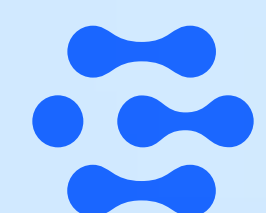
Awesome Blue
HEX #0C38F6
R 12 G 56 B 246
C 86% M 76% Y 0% K 0%



Cyan
HEX #0EF0FF
R 14 G 240 B 255
C 53% M 0% Y 9% K 0%



Dark
HEX 101828
R 16 G 24 B 40
C 86% M 76% Y 0% K 0%



Color Palette

Gradients can be used as additional color options as a background element

Gradients

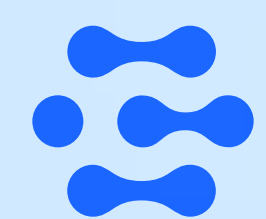
Blue Gradient

A vertical rectangular panel with a blue gradient, transitioning from a bright cyan at the top to a deep blue at the bottom. The text "Blue Gradient" is positioned in the top-left corner.

Dark Gradient

A vertical rectangular panel with a dark gradient, transitioning from a very dark navy blue at the top to a black at the bottom. The text "Dark Gradient" is positioned in the top-left corner.

Light gradient

A vertical rectangular panel with a light gradient, transitioning from a very light blue at the top to a white at the bottom. The text "Light gradient" is positioned in the top-left corner.

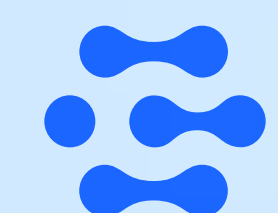
Color Palette

Be aware of the proper contrast when you use the different brand colors, full visibility and legibility is the priority.

Contrast

The image displays six cards arranged in a 2x3 grid, each featuring the text 'The Full Stack AI Platform' and a sub-headline 'Build on the fastest, production-grade deep learning platform for developers and ML engineers.' Each card also includes a small logo icon in the bottom right corner. The cards illustrate different color combinations for text and background to ensure readability:

- Top Left:** Light blue background with white text and a white logo.
- Top Middle:** Dark blue background with white text and a light blue logo.
- Top Right:** White background with black text and a blue logo.
- Bottom Left:** Dark blue background with white text and a white logo.
- Bottom Middle:** Light blue background with black text and a dark blue logo.
- Bottom Right:** Dark blue background with white text and a light blue logo.



The Developer

Build on the fastest, production-ready deep learning platform for developer ML engineers.

Start for free

Request a demo

170+ Countries

250k+ Users

1M+ AI Models

Billions of predictions served

What's New

Developers Toolkit

Tech Tips



Ebook
The Ultimate Artificial Intelligence Glossary 2024 Edition

```
Language Image Caption
# Note: Install clarifai with 'pip install -U clarifai'
# Note: CLARIFAI_API must be set as env variable.
from clarifai.client.model import Model

# Model Predict
llm_url = "https://clarifai.com/clarifai/completion/models/llm"
prompt = b"ln 2 lines, summarize why the sky is blue."
llm = Model(llm_url)
model_prediction = llm.predict_by_bytes(prompt, "text")

for output in model_prediction.outputs:
    print(output.data.text.raw)

Output:
> The sky is blue because sunlight hits the atmosphere and the blue wavelengths are scattered more than other colors. This scattering
```



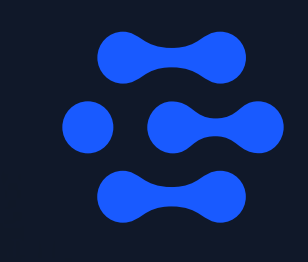
Ultimate Intelligence

- PLATFORM
 - Overview
 - AI Labs
 - Script Label
 - Spacetime Search
 - Enlight Train
 - Mesh Workflows
 - Flare Edge
 - UI Modules
 - Computer Vision
 - Foundation Models
 - Generative AI
 - NLP
 - AI Lab
 - Label Force
 - Model Force
- SOLUTIONS
 - By Industry
 - Government
 - Manufacturing
 - Media and Entertainment
 - Retail and E-Commerce
 - Transportation
 - By Use Case
 - Content Moderation
 - Digital Asset Management
 - Intelligent Search
 - Product Recommendation

CONTACT
sales@clarifai.com
marketing@clarifai.com

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The Color



Ad

Typography

Typography

Archivo is the foundational typeface for the Clarifai brand. Archivo is modern, clean, smart and appropriate for expressing a message that is trustworthy and professional.

This font family allows for typographic flexibility with an extensive collection of weights and characters.

Primary

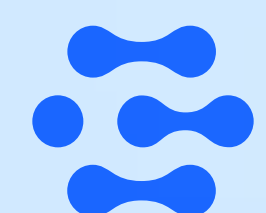
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*{()}¢¶

Aa

Archivo Regular

Aa

Archivo Bold



Typography

Inter is the secondary typeface for the Clarifai brand. Inter is modern, clean, smart and completely readable, adaptable, and user friendly for our print and digital content.

This font family allows for typographic flexibility with an extensive collection of weights and characters. That is why is being used in most of our Body text.

Secondary

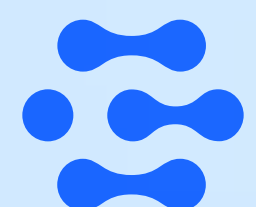
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*{}()ç¶

Aa

Inter Regular

Aa

Inter Bold



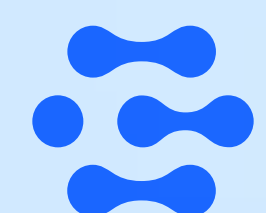
Typography

The correct use of hierarchy with typography is when you can guide the user on what to read first, second third etc, here is a guide to understand the usage of our brand typography to generate Hierarchy.

Hierarchy

Aa Archivo

Headers	Font size	Line height	Letter spacing	Font-weight
Header H1	72px	80px	-4%	Bold
Header H2	60px	70px	-4%	Bold
Header H3	40px	46px	-2%	Bold
Header H4	30px	40px	-2%	Bold
<p>Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a gallery of type and scrambled it to make a type specimen book.</p>	20px	28px	-2%	Regular
Bodycopy - Text				
Lorem Ipsum is simply dummy text of the printing ...	20px	28px	-2%	Bold
<p>Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a gallery of type and scrambled it to make a type specimen book.</p>	16px	22px	-1%	Regular
Bodycopy - Small				



Typography

Usage

Flexible. Reusable. Building blocks for an end-to-end AI lifecycle

Clarifai's fully integrated AI platform enables a diverse portfolio of machine learning products and services across industries that work seamlessly together to create AI at scale.

Data Labeling

[Scribe Automated Data Labeling](#)

Create high-quality training data for building powerful models 100x faster and with higher accuracy.

- Auto label as you ingest data
- Scale to labeling projects of any size
- Labeling and reviewer UIs maximize quality and quantity of annotations

[Learn more >](#)

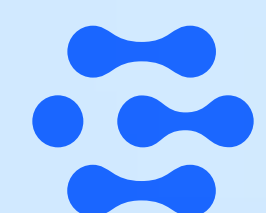
[Scribe Label](#) [Spacetime Search](#) [Enlight Train](#) [Armada Predict](#) [Mesh Workflows](#) [Extend](#) [Collector](#)

H1 - H2 - H3

For our main titles and highlights we use Archive font type-

Body type

For our body type we are using Inter fonts, that allow us to play with weight and let our user have more legibility.



The typography

The Full

Build on the fastest, production-ready platform for developers and ML engineers.

- Full-stack AI platform for vision, language, and audio
- Covers data management, training, and model deployment
- Unified solution for diverse AI models
- Deployment in cloud, on-premise, or hybrid environments

2013
Established in

1M+
AI models

250k+
Users

170+
Countries

Awards & Recognition

Award winning technology in AI, Machine Learning & Computer Vision

IMAGENET

FORRESTER

IDC

Model
Image Recognition

Trained and tested on an internal dataset with approximately 10,000 concepts and 20M images, with multiple concepts per image.

Clarifai

14th Dec | 10:30 am ET | 4:30 pm

Cross-domain
labeling
transfer learning
Join

NextGen GPT AI Hackathon

10 DAYS

JAN 12-22

clarifai
The World's AI



09.05.2023 - 09.19.2023

Streamlit LLM Hackathon Using Clarifai

clarifai
The World's AI

clarifai
The World's AI

Image guides



Image guides

Part of our brand are the illustrations that are part of our platform, each part of them represent a core part of our platform and carries a part of our brand.

The Platform illustrations have isometric vectorial style with blue gradients, **they must be use only for the product they represent.**

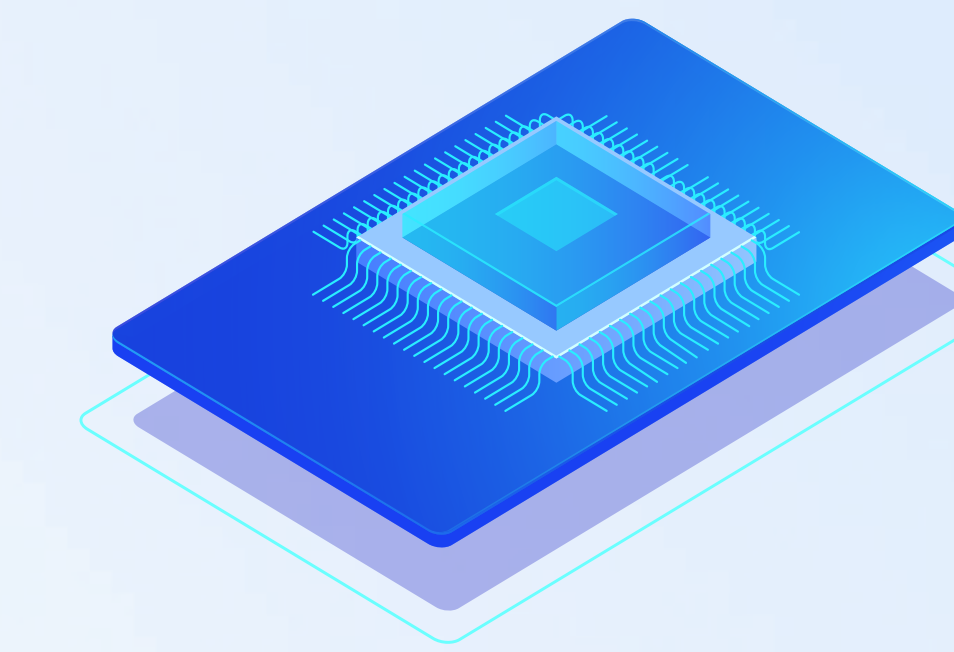
Platform Illustrations



AI Lake™
Consolidate and organize all your AI assets in one place.



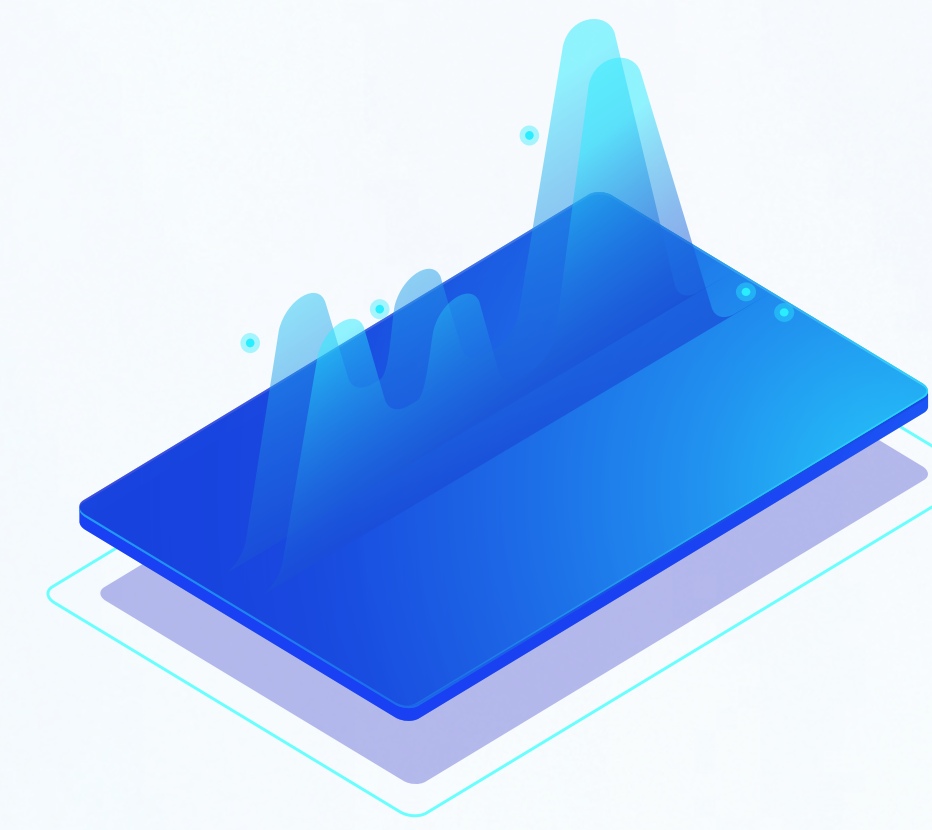
Enlight
Set up models quickly and continually learn from production data.



Edge
Gain real-world intelligence at the data source with edge AI.



Scribe
Label, train and deploy your AI models in one integrated tool.



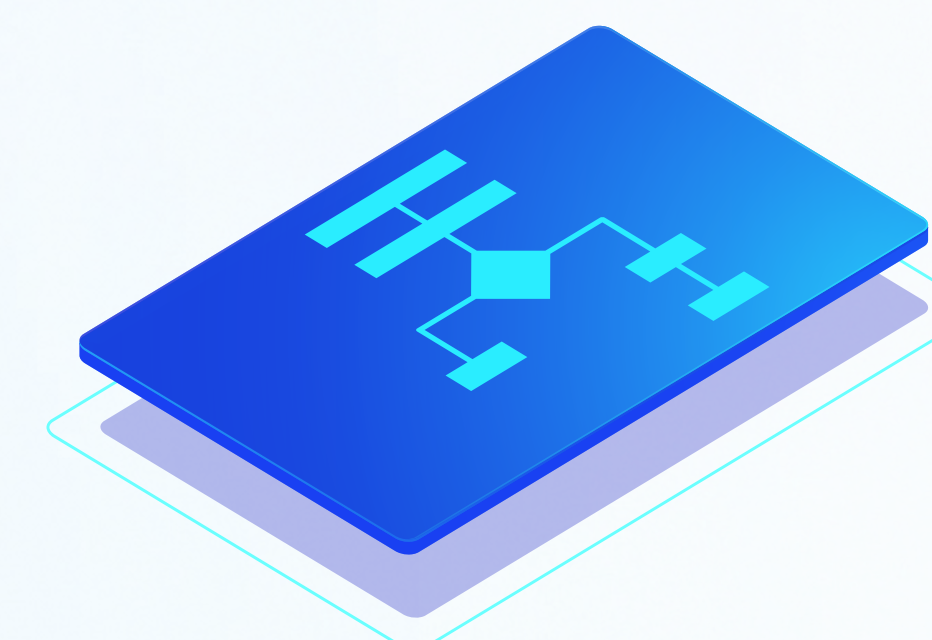
Armada
High performance, fully managed inference serving



Modules
Make reusable web apps for any AI task



Spacetime
Search for people, places, objects, and topics in your unstructured data.



Mesh
Machine Learning pipeline architecture for advanced modeling and business logic.

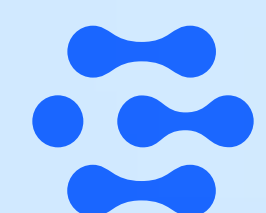
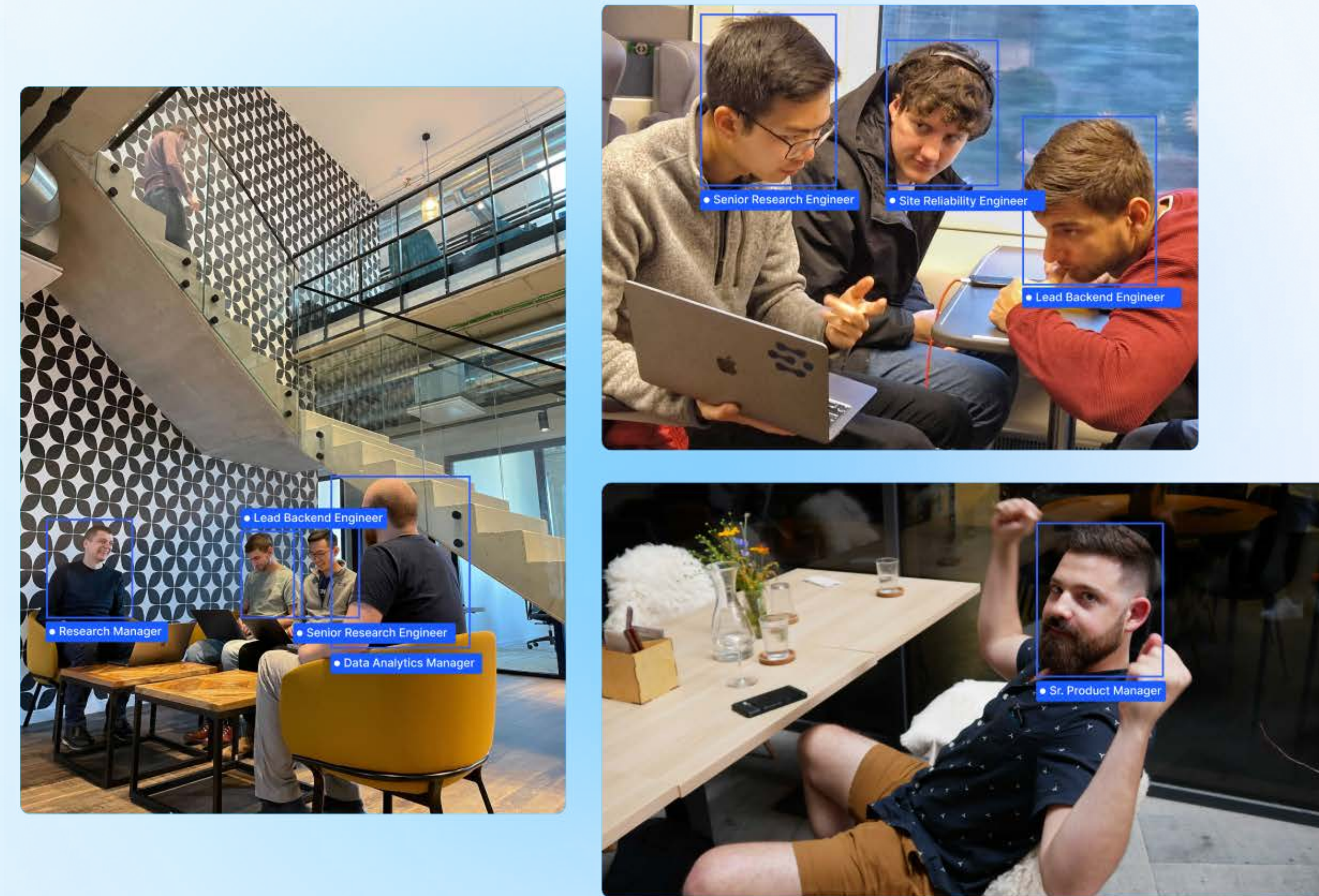


Image guides

To illustrate some of our brand assets and needs we use collage type of constructions to showcase or highlight assets in our brand, such as hero's in web pages, highlight our products or use cases.

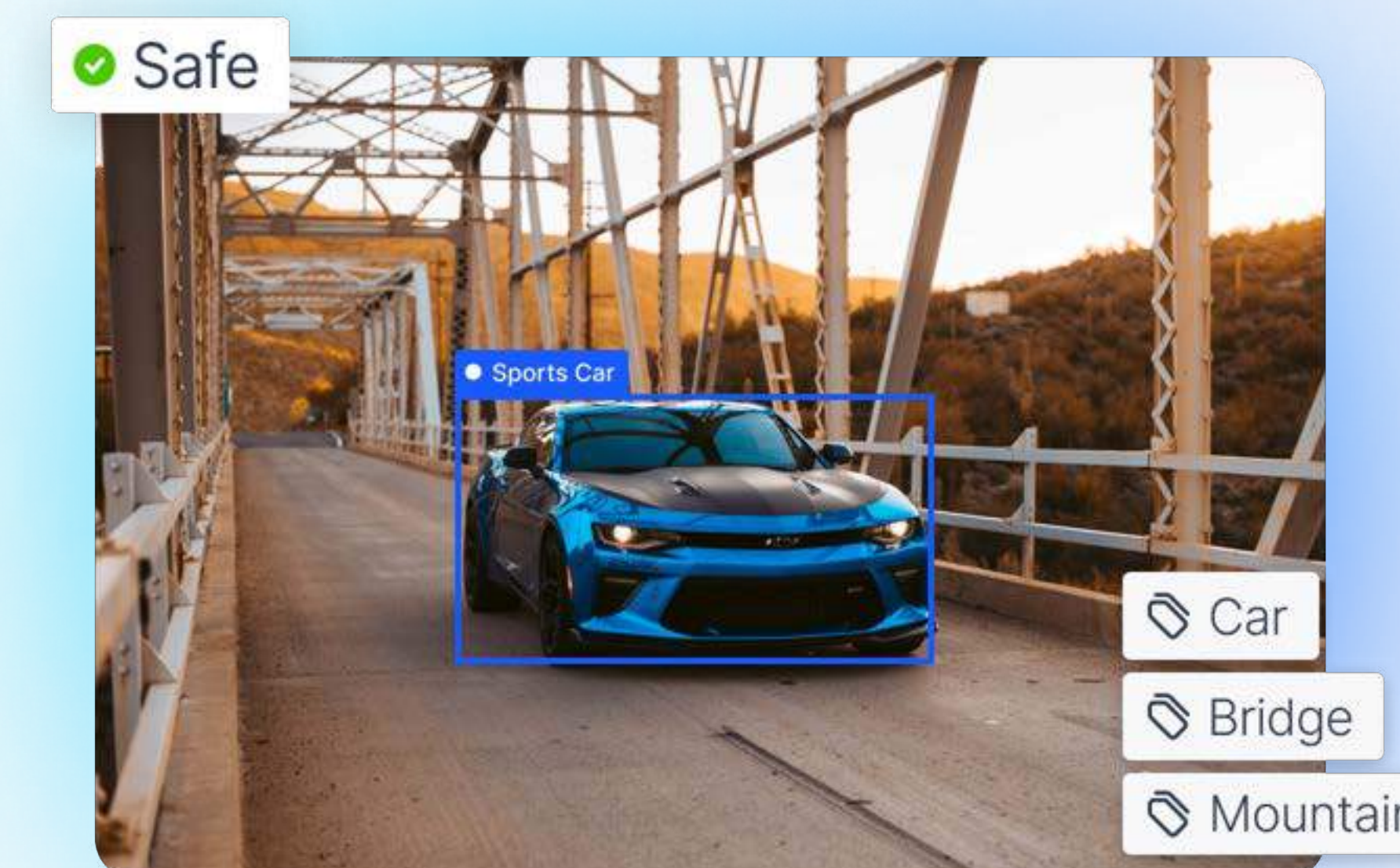
Image collage



This collage is our **careers page**, use to showcase our team and their roles

The borders need to be semi rounded, have correct weight and structure, every image should have an informational purpose.

This collage is used for **Carahsoft**, to highlight parts of our products



This collage is for the **media solutions page**, it illustrates to the user some of the things they can do with our product in this use case

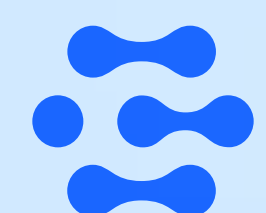
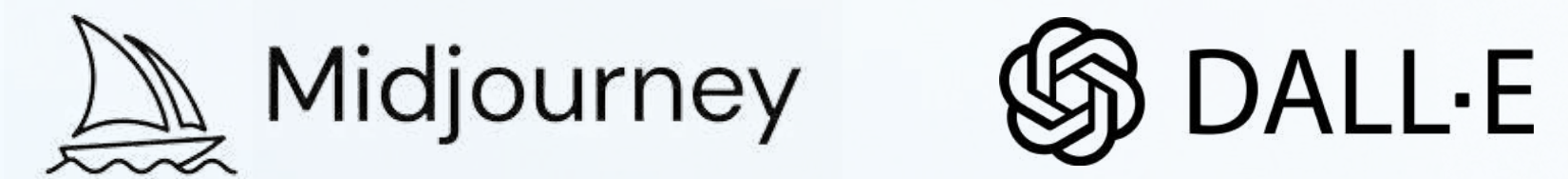


Image guides

We use Midjourney and DALL-e to generate the images that reinforce the look and feel of our brand, we engineer our prompt with some key words to make the look continece with the things we wanna communicate.

The use of words like friendly, cool, developer, futuristic, mixed with color pallet instructions and command for ratios has made our brand conscience.

Generative images



`/imagine Two cool robots with dark glasses standing in front of a microphone in a stage, about to give a speech. blue, purple, green and yellow tones --ar 7:4`

Cool In Midejourney whe you give the instruction “cool” it stays away from traditional futuristic images and it becomes more playfull

Friendly As a brand we don't want to use the typical AI images, whe wanna be modern, but still play full and approachable

Robot Must of our main characters are friendly robots, we have to be careful not to make the childish looking, but still relatable

Blue tones Our main pallet are blue tones to make it consisten with our brand, bur for the gen images we can also give the instructions to use purple and yellow tones that complements the pallet



Edited:

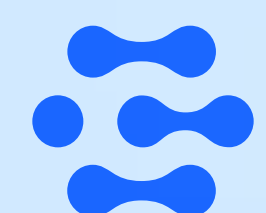


Image guides



/imagine Semi realistic and futuristic image cool developer llamas working in computers at an office, **blue tones --ar 7:4**

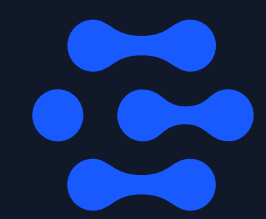
Generative images



/create an image of New years eve celebration of fun and cool robots with the 2024 in the middle with fire works behind it, **use blue tones, ratio 16:9**



The image



Compare Top LLMs With LLM Battleground

The Full Stack AI Platform

Build on the fastest, production-grade deep learning platform for developers and ML engineers.

- Full-stack AI platform for vision, language, and audio.
- Covers data management, training, and model deployment.
- Unified solution for diverse AI models.
- Deployment in cloud, on-premise, or hybrid environments.



clarifai
The World's AI™

AI Dev World

Participate in the Generative AI Showdown

10.09.2023 - 10.26.2023

clarifai
The World's AI™

Data Labeling

Automate data labeling with **Scribe**

Automation-first flows for high-quality training data

- Auto-label as you ingest
- Scale to labeling projects of any size
- Labeling and reviewer UIs maximize quality

[Learn more](#)

Scribe Label

Trademarks



Trademarks

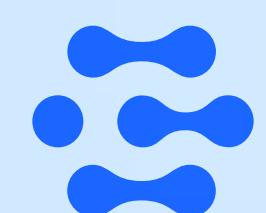
The World's AI™ trademark signifies Clarifai's commitment to making advanced AI universally accessible and easy to use. It underscores our role as a leader in the field since 2013, offering an end-to-end platform for image, video, text, and audio analysis.

This trademark reflects our dedication to empowering users worldwide to harness the power of AI seamlessly in their applications, fostering innovation and growth across all sectors,

The world's AI™

The World's AI™

The World's AI™



Trademarks

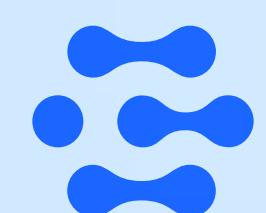
The **AI Lake™** trademark is a keystone of Clarifai's product suite, embodying our innovative approach to centralizing AI operations. This product is pivotal to the company as it represents our cutting-edge solution for streamlining the AI development process. It encapsulates our dedication to enhancing collaboration and efficiency in AI integration,

by offering a singular, unified repository for models, datasets, and tools. **The AI Lake™** trademark not only signifies our leadership in AI but also reinforces our commitment to simplifying the AI adoption for teams and businesses, propelling them towards a future where AI is seamlessly interwoven with their applications.

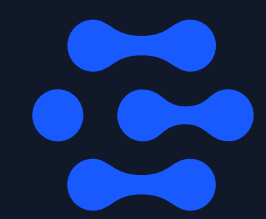
AI Lake™



AI Lake™
Consolidate and organize all your
AI assets in one place.



The trademark



AI Lake™

Consolidate and
organize all your AI
assets in one place.

Start for free



clarifai
The World's AI™

10
years

Clarifai, Building The World's AI™
www.clarifai.com

clarifai
The World's AI™

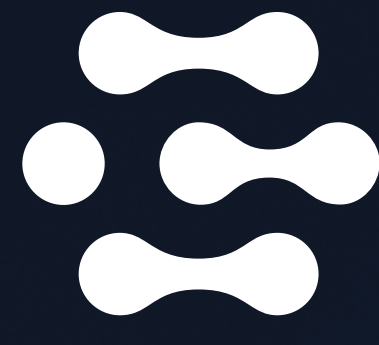
What is the AI Lake™ ?

Clarifai's AI Lake™ product lets you organize, share and reuse all your AI models, annotations, datasets and applications in one central place so teams can better collaborate in adding AI to their applications.



If you are having trouble with anything in this guide, or you are unsure if your communication best represents the Clarifai Brand, please contact a member of the Clarifai support team.





Brandbook

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