



BRAND STYLE GUIDE

TABLE OF CONTENTS

03 How to Use

04 Mission

05 Vision

06 Core Values

07 Voice

08 Toolkit

28 Templates

Logo
Typography
Color Palettes
Iconography



HOW TO USE THIS DOCUMENT

This document's purpose is to guide you through the use of HelpApplyAI's assets and branding in a way that is consistent with how we see ourselves.

To use this document, search the toolkit for your area of concern. Use the guidelines outlined in this document to the best of your ability, and apply every element sensibly.

If you have any questions about the material, please contact the marketing department at HelpApplyAI with your inquiries, questions, or concerns.

OUR MISSION

HelpApplyAI exists to help leaders move forward with automated intelligence without losing judgment, credibility, or the trust of their organization.

We work with people and organizations who know AI matters, but are unsure where to begin and are cautious about getting it wrong. Our role is to **turn uncertainty into clarity, and clarity into practical action** that works for you and holds up in the real world.

We are here to help leaders move forward with confidence, not pressure.

CORE VALUES

1

Partnership: We collaborate closely and build trust through shared ownership.

2

Respect for People: We respect the people accountable for decisions and the people impacted by them.

3

Execution Excellence: We measure excellence by what gets used, adopted, and sustained.

4

Client Focus: We are committed to delivering real help that creates value and leads to action



Toolkit

Logo

Typography

Color Palettes

Photography & Imagery

Iconography



HELPAPLYAI LOGO



LOGO CORPORATE

The HelpApplyAI full color logo may only be placed on white background, never on a colored background or image.

When logo placement is required over an image or colored background, one of the two white variations of the logo must be used. If the logo is being placed on an HAAI primary color other than dark navy (#071E2C), then the full white-lettered logo must be used.

For more specifications on what not to do regarding the HAAI logo, see page 11.

When professionally representing the brand to prospects, the tagline should always be applied to the HAAI logo.



LOGO TAGLINE

While there are a variety of instances in which the HelpApplyAI logo may be used, please be cognizant of the legibility of the HAAI tagline at all times.

“Understanding to Execution—We Help Apply AI” represents who we are and should be present in most professional correspondences.

However, not all use cases lend themselves to incorporating the tagline. You may remove the tagline in the following instances:

- Logo size is too small.
- Tagline becomes illegible.
- Other (Marketing Department discretion).



LOGO ICON

In special cases that present a need for a simplified mark, the HelpApplyAI logo may be shortened to the brain icon.

The HAAI logo icon should be used sensibly, where simple representations of the HAAI brand are necessary. Social media usage is an excellent representation of this, as many social media platforms require round profile pictures in which the HAAI logo would not fit properly without losing legibility.

The Brain icon allows for a clear and concise representation of the HAAI brand at a glance.

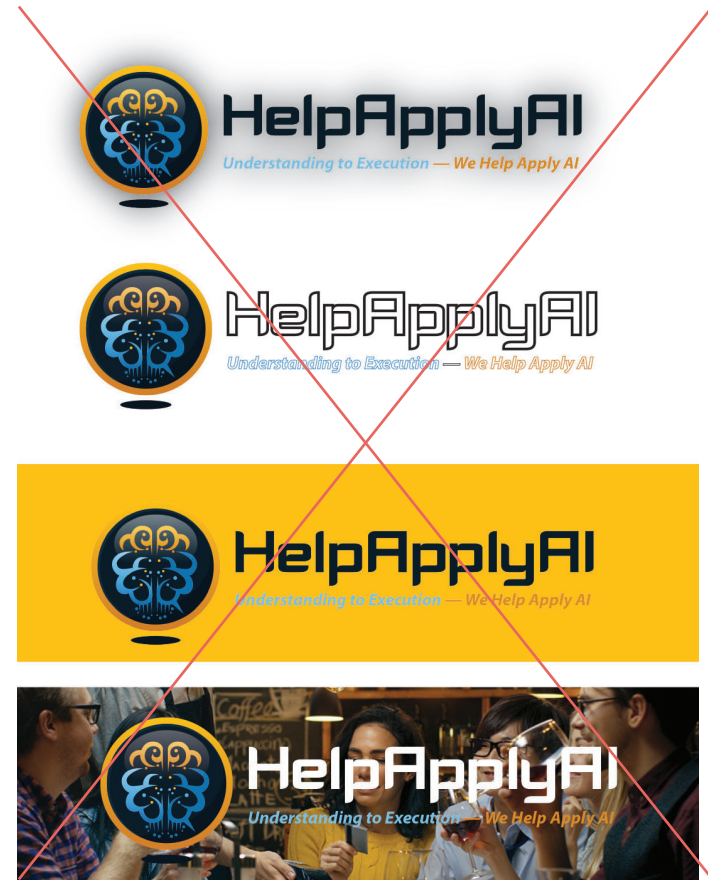


THINGS TO AVOID

Use the logo as depicted in the previous “Logo Corporate” section on page 8.

No additional colors, strokes, or effects can be applied to any version of the HelpApplyAI logo.

The full color logo must not be placed on color images or color backgrounds.



LOGO PLACEMENT

Use the the height of the H in the HelpApplyAI logo to determine the minimum amount of space around the logo.

Placing HAAI's logo with secondary logos:

Ensure all secondary logos are positioned within the x height of the HAAI letters and tagline.

Size limitation web:

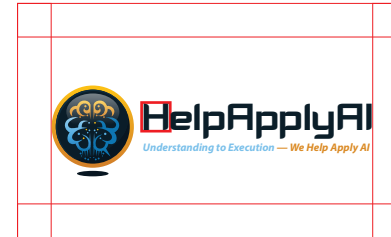
Apply sensibly. If tagline becomes obscured, either remove with permission or consult HAAI Marketing.

Size limitation print (no tagline): min 2cm

See above for minimum space around logo.

Size limitation print (with tagline): min 3cm

See above for minimum space around logo.



3cm



2cm

TYPOGRAPHY LOGO

Cyberverse is a typeface designed with a strong futuristic / techno aesthetic. Cyberverse was chosen for it's association with futuristic thinking and technology.

Cyberverse is the featured typeface of the HelpApplyAI logo. Cyberverse makes up the base of the name, HelpApplyAI.

Myriad Pro in Bold Italic is featured in the tagline beneath the logo.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890
Cyberverse Bold**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890
Myriad Pro Bold Italic***

TYPOGRAPHY PRIMARY






The typeface Tahoma is used for all marketing materials, including digital and print collateral.

Tahoma is a sans serif typeface that allows for our tone in professional correspondences to come across as friendly and eager to help.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890
Tahoma Bold






ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890
Tahoma Regular

BRAND COLORS PRIMARY

	#071E2C	R 007 G 030 B 044	C 090 M 073 Y 056 K 078
	#1274AF	R 018 G 116 B 175	C 088 M 050 Y 008 K 000
	#3995D1	R 057 G 149 B 209	C 072 M 030 Y 000 K 000
	#FEC10F	R 254 G 193 B 015	C 001 M 025 Y 099 K 000
	#D28028	R 210 G 128 B 040	C 015 M 056 Y 100 K 002

Primary brand colors.

BRAND COLORS SECONDARY

	#000000	R 000 G 000 B 000	C 000 M 000 Y 000 K 100
	#50ABDF	R 080 G 171 B 223	C 063 M 017 Y 001 K 000
	#79C0EA	R 121 G 192 B 234	C 048 M 009 Y 000 K 000
	#9BCDE9	R 155 G 205 B 233	C 037 M 007 Y 003 K 000
	#DB8A03	R 219 G 138 B 003	C 013 M 051 Y 100 K 001

Any of the above can be used as backgrounds or accents in media where deemed appropriate (consult Marketing).


SOCIAL MEDIA ICONS

Social media icons come with style guides that should be followed wherever possible.

Where social media icons are applied to HelpApplyAI-branded collateral, HAAI brand colors should be applied.

Where applicable, HAAI secondary background colors may be applied to the icon background. Use your best judgment in these particular use cases.





ICONOG

At times, the complex information presented by HelpApplyAI may require various pictorial representations. These representations can take the form of iconography. This could include the use of custom iconography along with those presented by Google Material Guidelines.

When represented with the HAAI brand name, iconography should follow the HAAI brand color styling. All colors available in the primary and secondary palettes are available to use with best judgment.



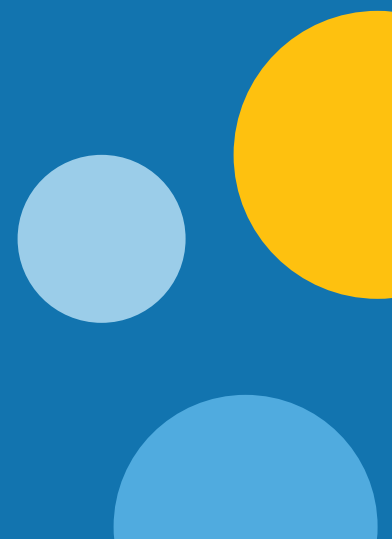


Templates

Documents (Letterhead)

Documents (Tables)

Email Signatures & Copy (Coming Soon)



DOCUMENTS LETTERHEAD

HEADER

Font: Tahoma Bold, 20pt.

Color: Orange (#D47F00).

Align left aligned header with left edge the document margin.

BODY COPY

Font: Tahoma Regular, 11pt.

Color: Black (#000000).

Body must be aligned as shown.

HEADINGS:

Font: Tahoma Bold, 20pt

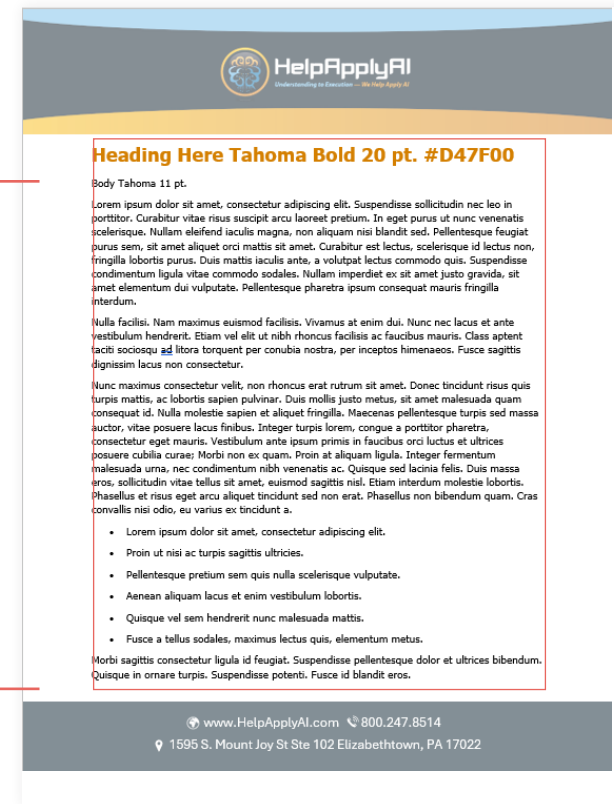
Color: #D47F00

BODY TEXT:

Font: Tahoma Reg., 11pt

Color: #000000

Do not extend the main body below the line indicated.



DOCUMENTS TABLES

HEADERS

Header text should always align with the body text in columns beneath it.

Background Color: #1274AF.

Font: Tahoma Bold, 11 pt.

Font Color: #FFFFFF.

BODY

Body text should always align with the header it corresponds with.

Font: Tahoma Regular, 11 pt.

Font Color: #000000.

Column Title	Column Title
Item 1	Item 1A
Item 2	Item 2A
Item 3	Item 3A
Item 4	Item 4A

BACKGROUND COLOR:

First row under header: #FFFFFF.

Second row under header: #DBDCE4.

Afterwards, the colors must alternate.

Prices	Yes/No
\$40	Yes
\$50	No
\$60	Yes
\$70	No

ALIGNMENT:

On most occasions, text should be left aligned. However, columns that include four characters or less, prices, or yes/no responses are subject to center alignment. Other situations may call for body text to be center aligned solely for aesthetic purposes. Use your best judgment or consult Marketing when making these decisions.



Questions?

For assets (including logos, etc.) please contact the HelpApplyAI marketing department at Marketing@HelpApplyAI.com.

All other questions or concerns should be forwarded to the HAAI marketing department as well.

