



# AI Lab

## Customer Success Management & Engagement

**Brand Guidelines**




Cristen Lin  
(updated Apr 2024)

# Logo

- Use blue logo on light backgrounds
- Use white logo on dark backgrounds
- Use black logo on white background in black-and-white documents

Use the entire logo - do not only use the symbol and remove the text, unless in the special case of using the symbol as a pattern (discussed later)

# Typography

- Only use 
- AI Lab tends to use  Regular for body text and  Medium for titles and emphasis
  - Use other weights sparingly



# Color

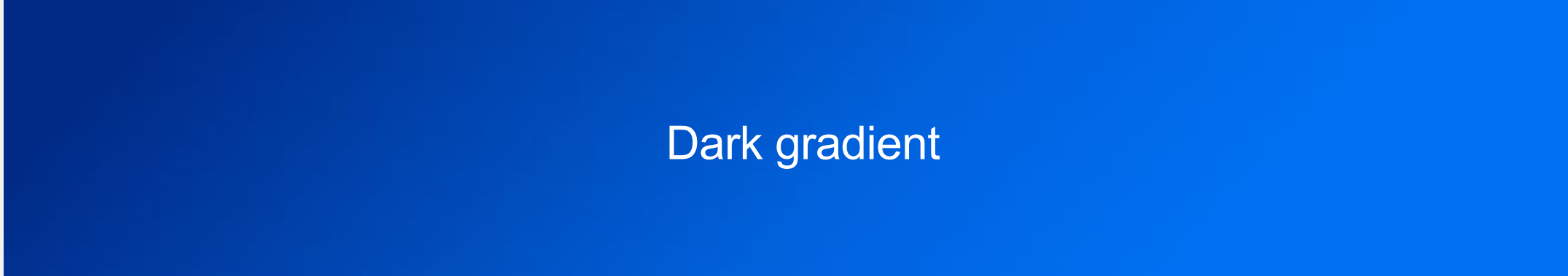
AI Lab's color palette consists of




- AI Lab's gradients (dark + light)

Do not use other colors, including   
(charts/graphs are an exception – see Data Design Guidelines)

### AI Lab Gradients

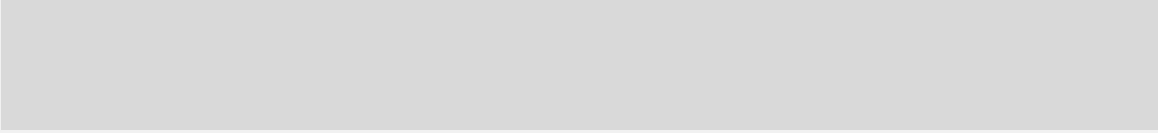
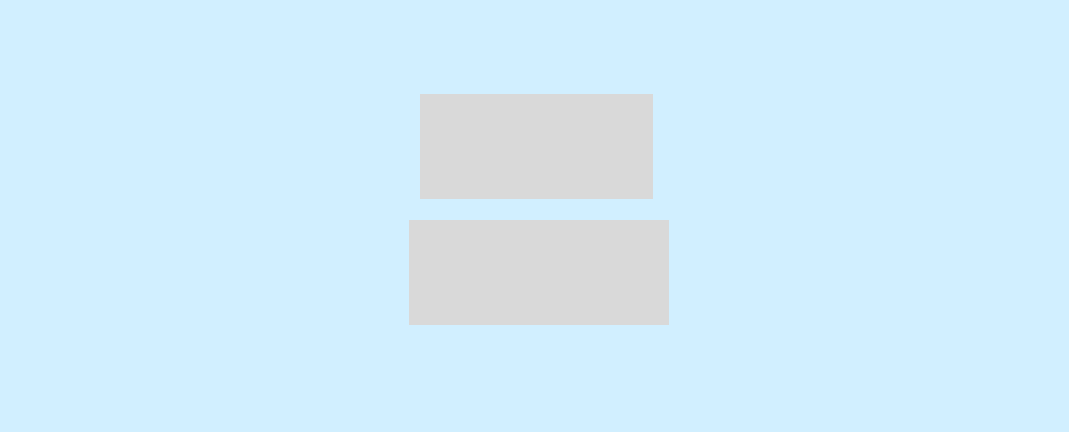
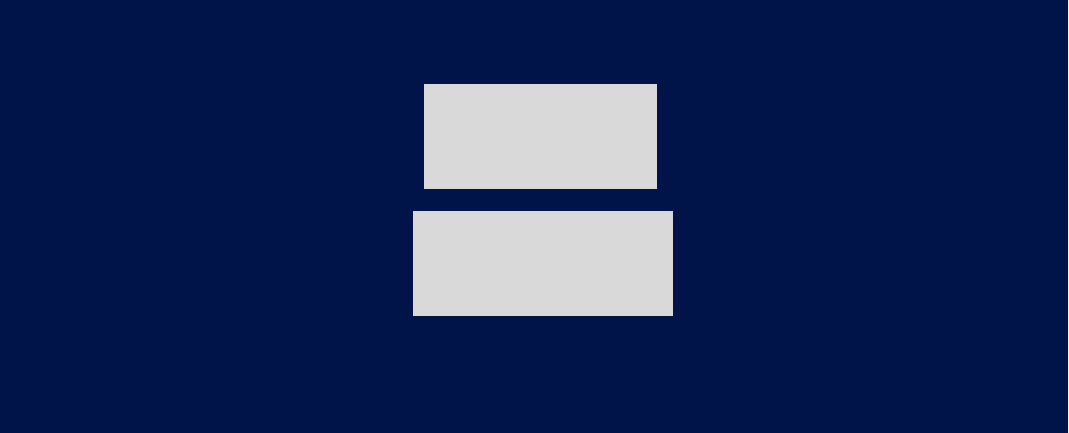

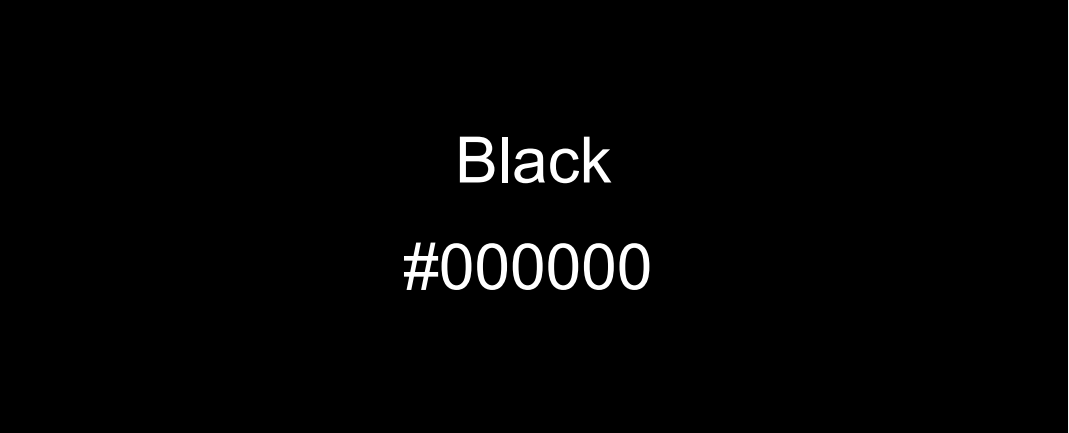


Dark gradient





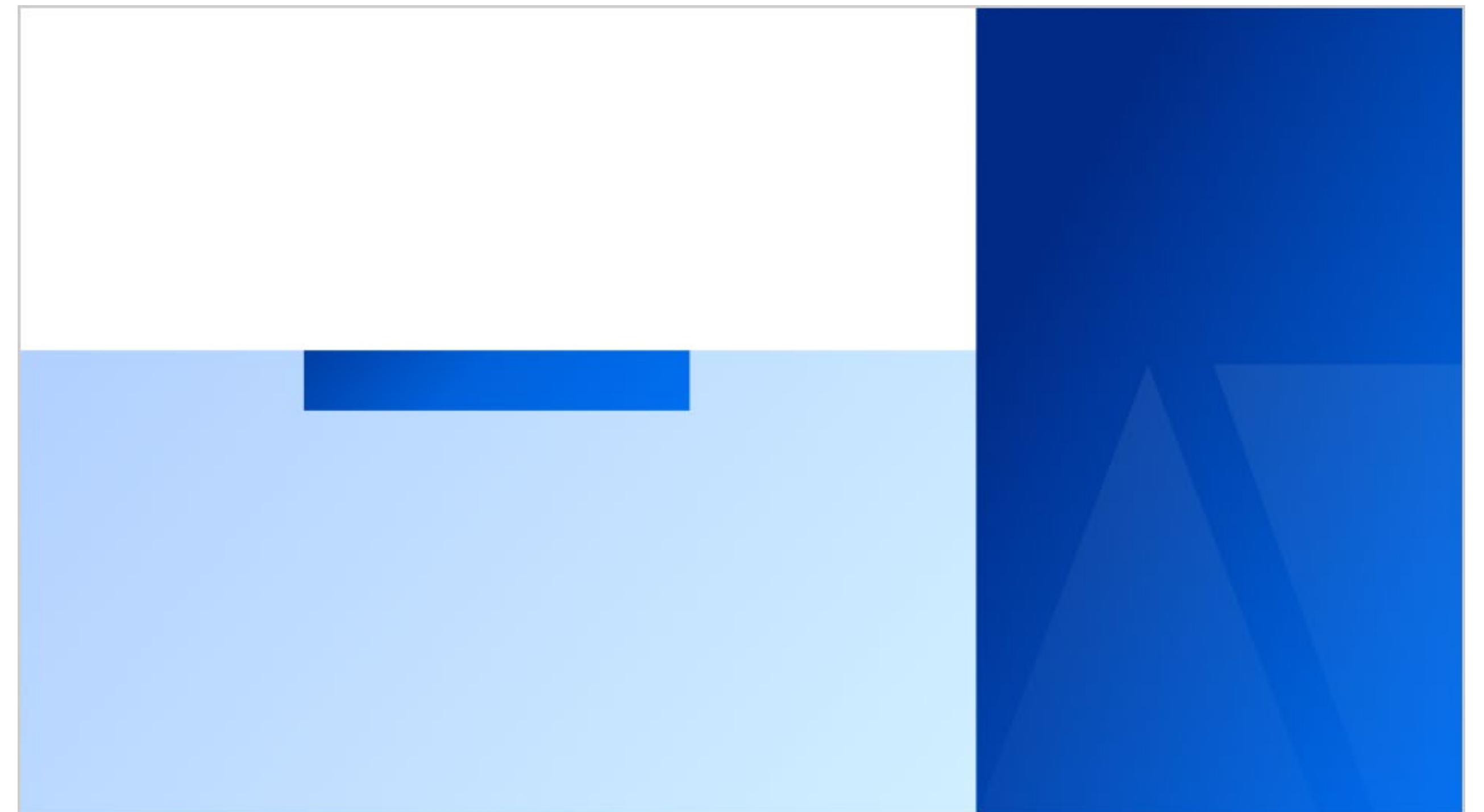
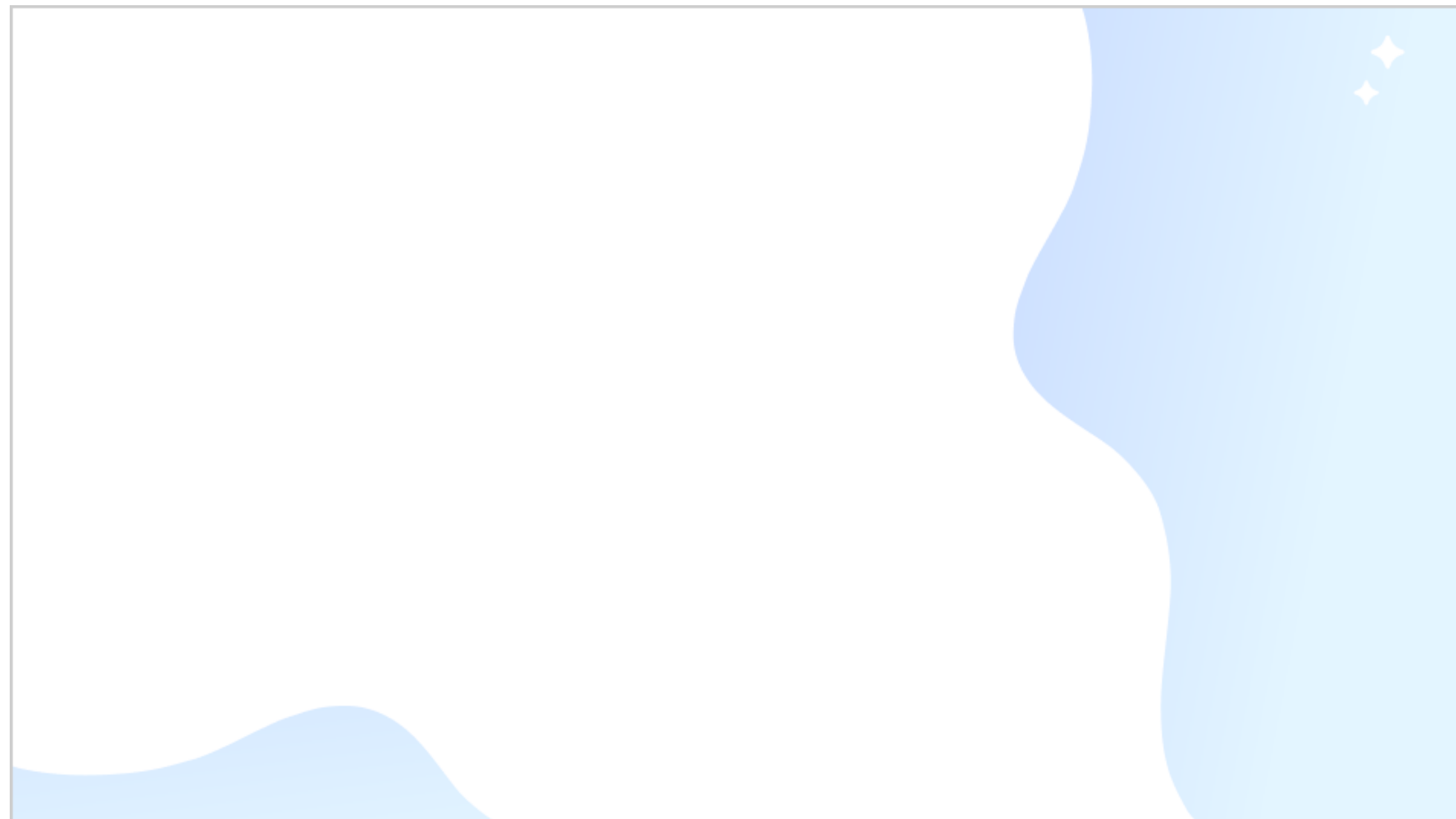
Light gradient



	
	
	
	
 <p>White #FFFFFF</p>	 <p>Black #000000</p>

# Patterns

- Reduce the opacity of the AI Lab symbol and overlay it on top of the dark gradient to use it as a subtle background pattern
- The “organic blobs” pattern is inspired by the branding for   






# AI Lab

## Customer Success Management & Engagement

### Data Design Guidelines

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(updated Apr 2024)

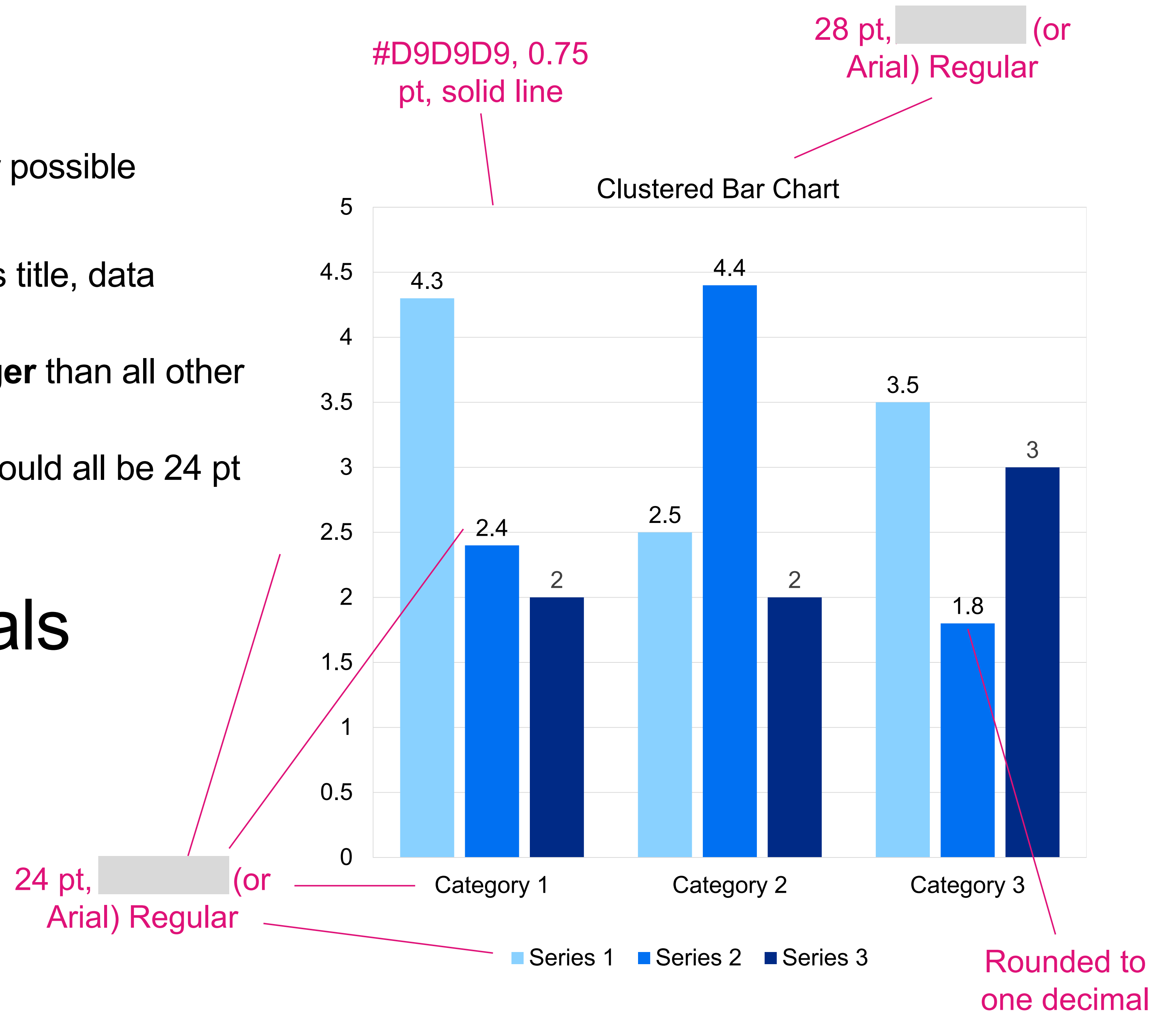


# Font



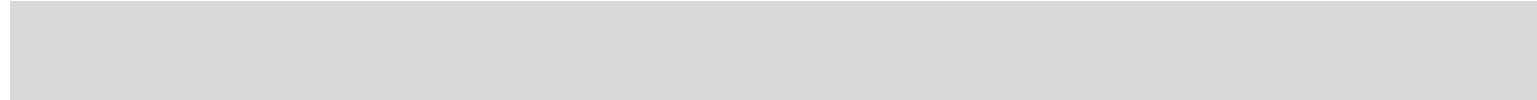


- Use [redacted], whenever possible
- Use **Arial** when [redacted] is not available
- Use **Regular weight** for all text, including title, axis title, data points, legend, and axis labels
- The title of a chart/graph should be about **4 pt larger** than all other text in the chart/graph
  - E.g., if title is 28 pt, axis title, data points, etc. should all be 24 pt
- Remember to **center align the title**

# Grid lines, Borders, Decimals

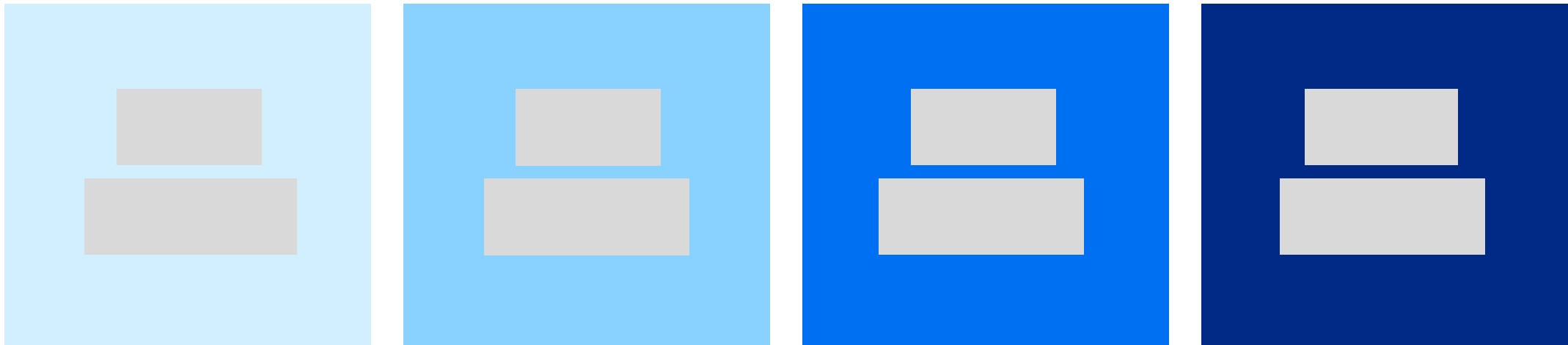
- **Grid lines:**
  - Color: #D9D9D9
  - Weight: 0.75 pt
  - Style: solid line
- **Do not add borders**
- Round numbers to **one decimal place**



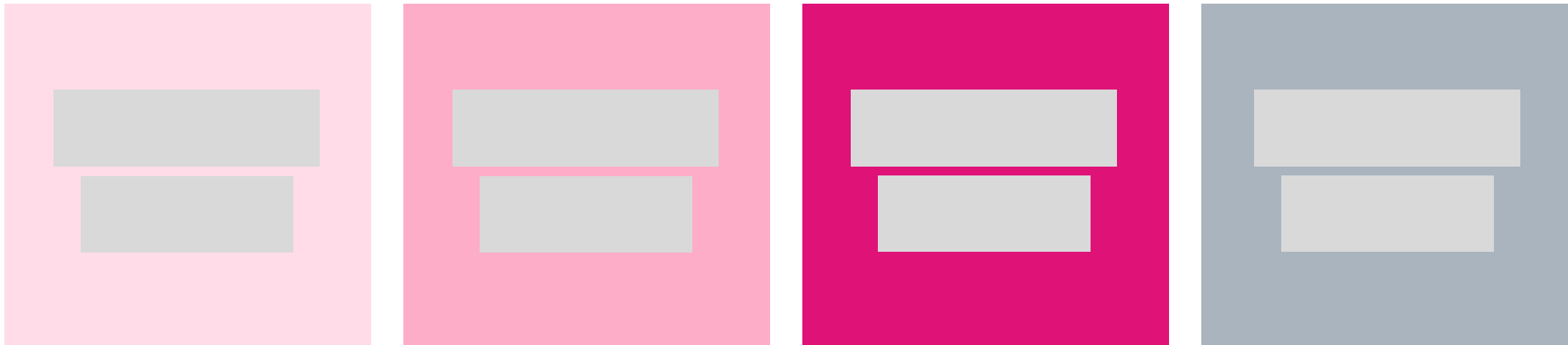
# Color

- Use  when only one family of colors is needed
  -  were chosen since they are easily distinguishable from each other. For example, do not use 
- Use  when contrast is needed
- Use  for elements that are unselected or backgrounded
- Use **green** and **red** to denote data with good/bad sentiment
- Use **grey** for grid lines and **black** for text

## PRIMARY PALETTE



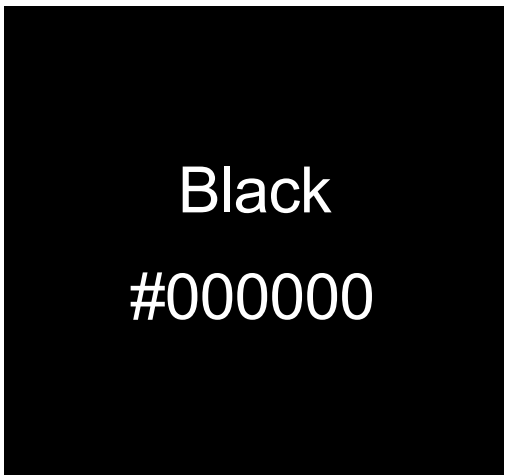
## SECONDARY PALETTE



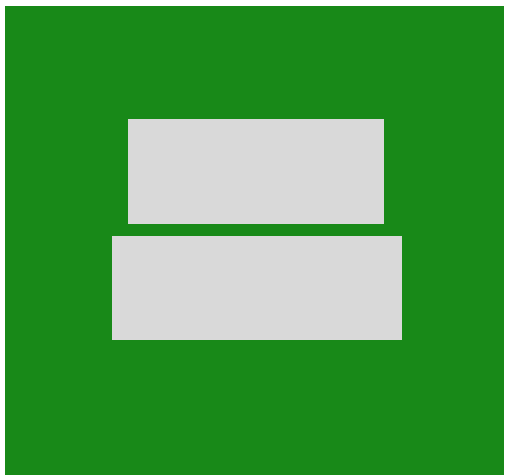
## GRID LINES



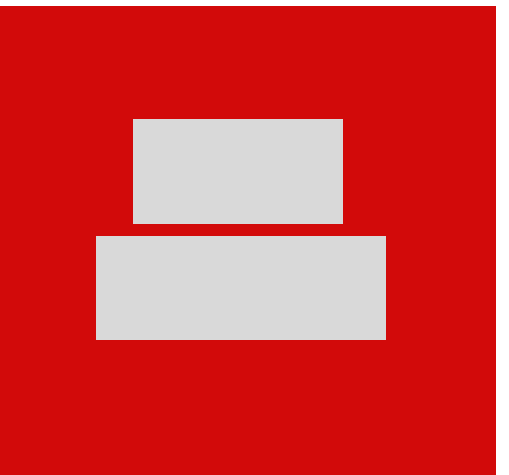
## TEXT



## GOOD METRIC

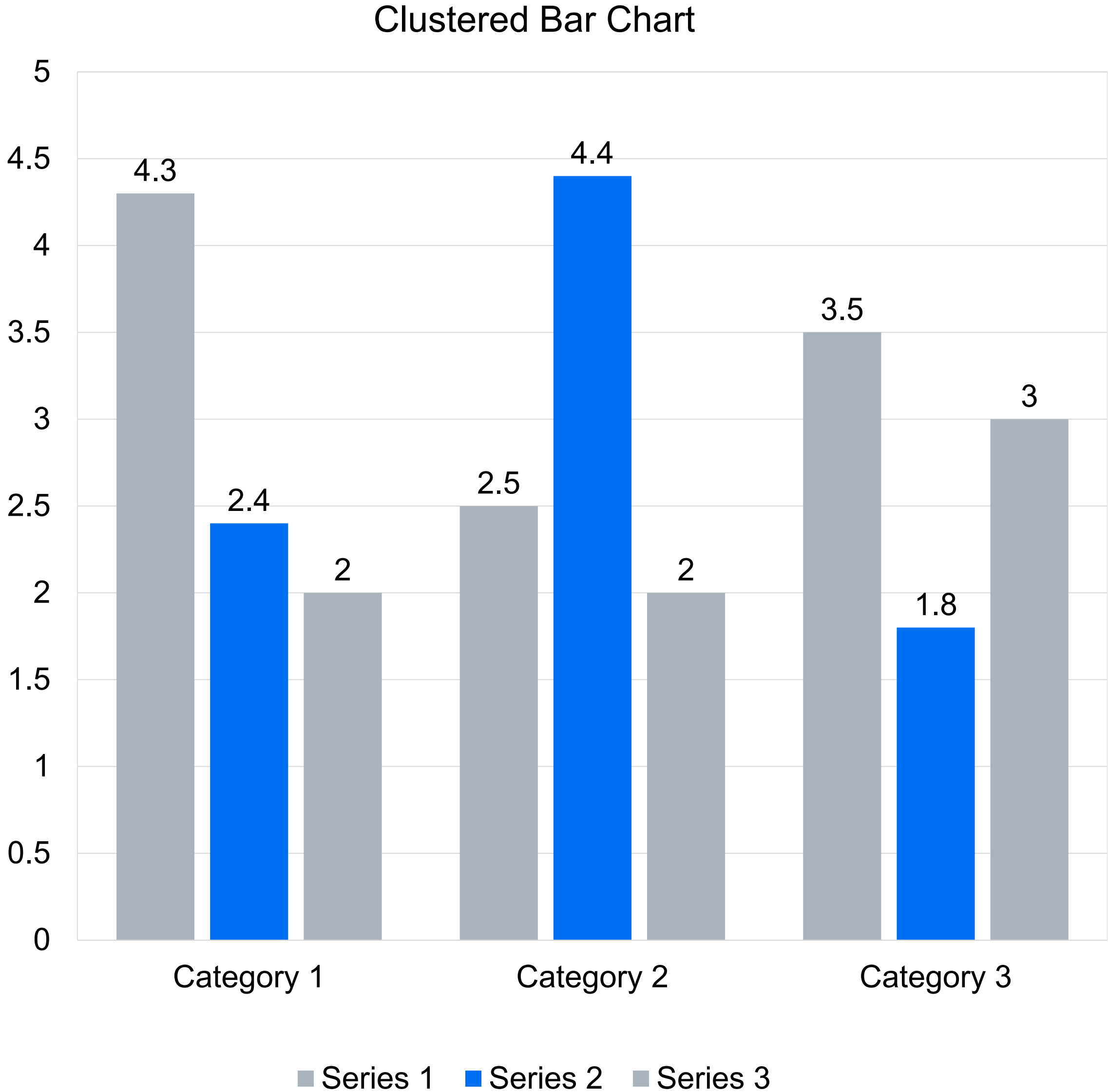
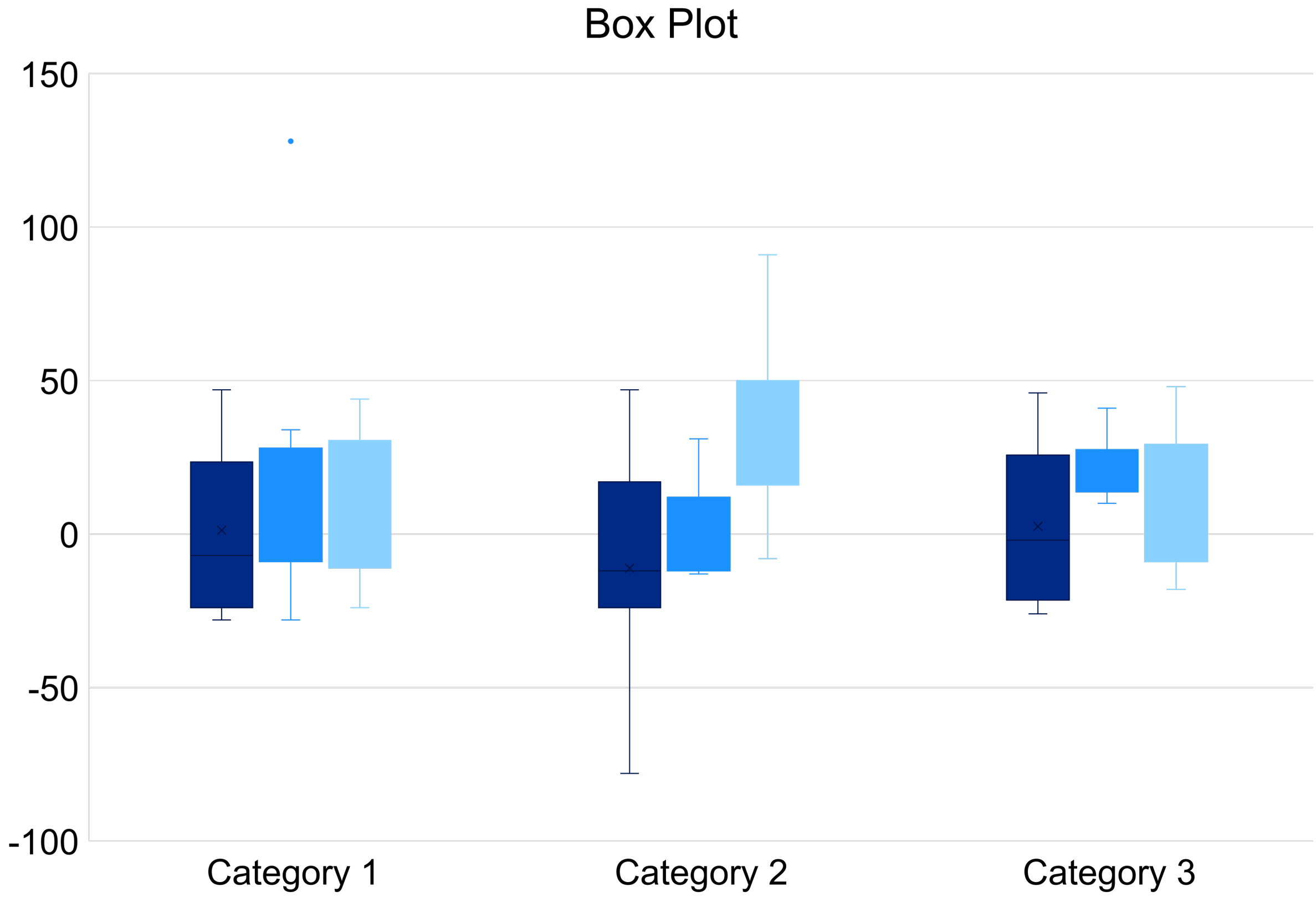


## BAD METRIC



# Bar charts & Box plots

- Spaces between bars/boxes in the same category should be about -20%, leaving a narrow gap
- Gaps between categories should be at least 100%, leaving space to fit about 1 bar/box

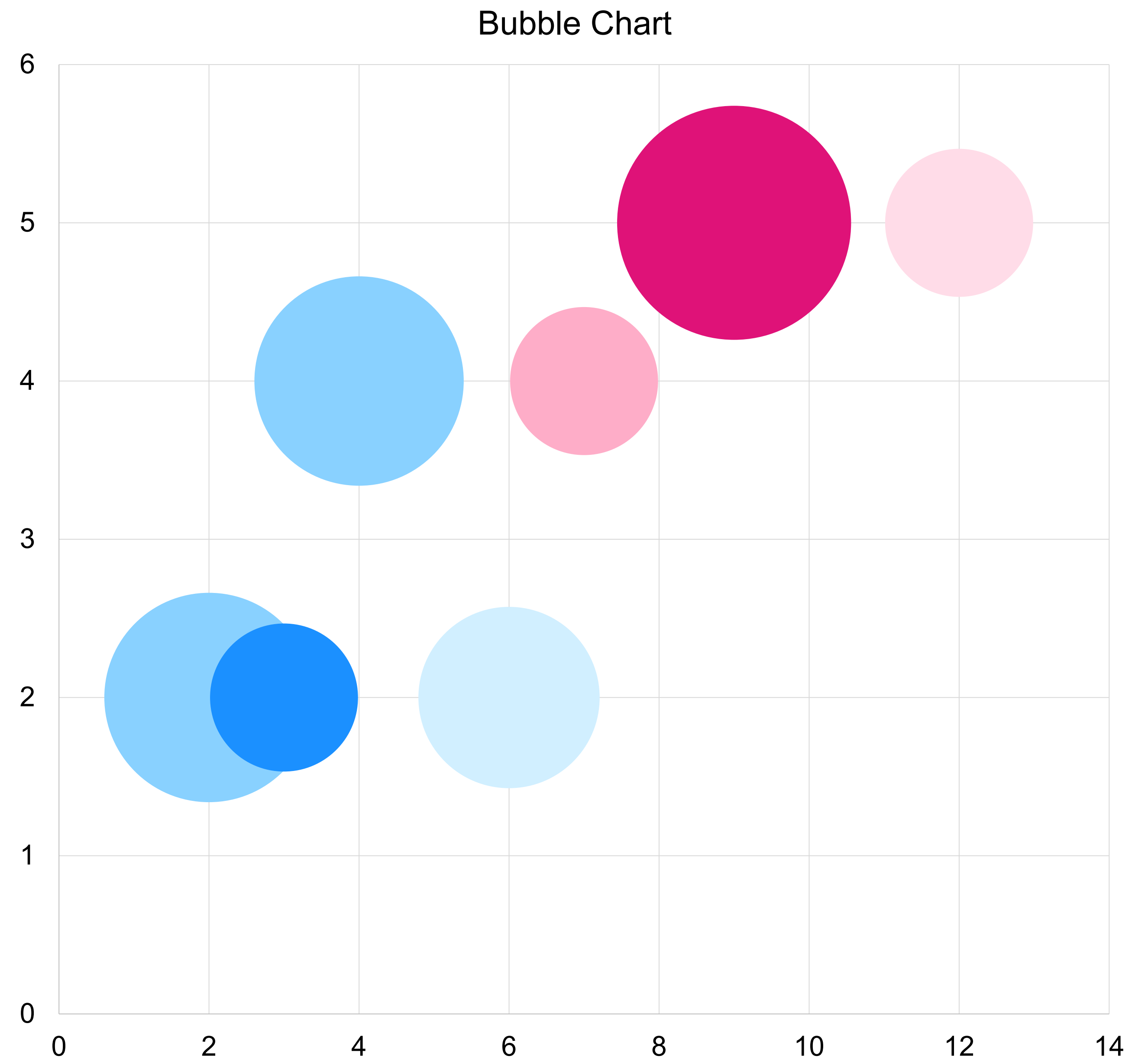


(example of highlighting using color)



# Bubble charts

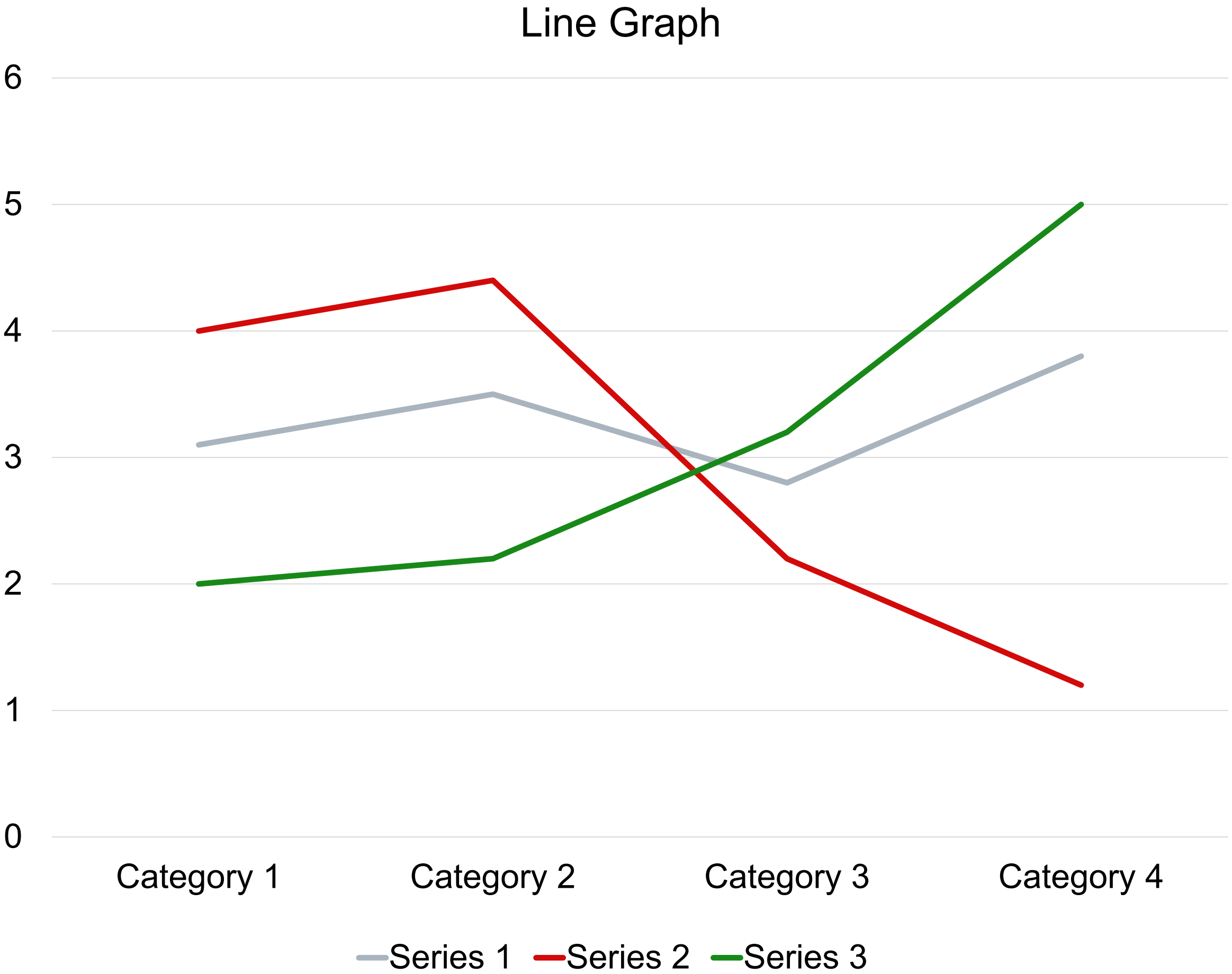
- Size should represent area of bubbles
- If there are no overlapping bubbles, do not use transparent fills
- If there are overlaps, determine if overlap is enough to require transparency. If so, use up to 10% transparency



(example of grouping using color)

# Line graphs

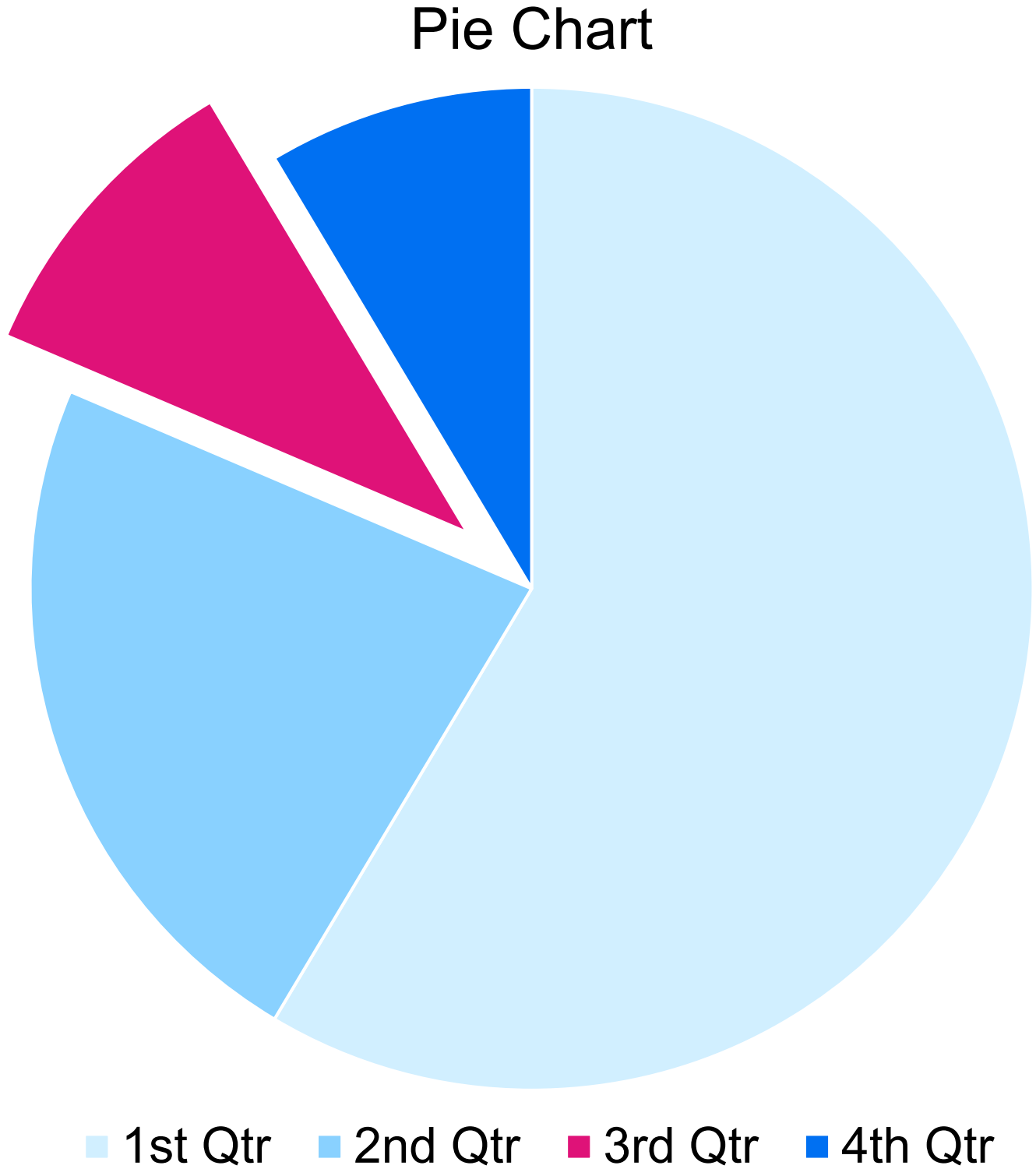
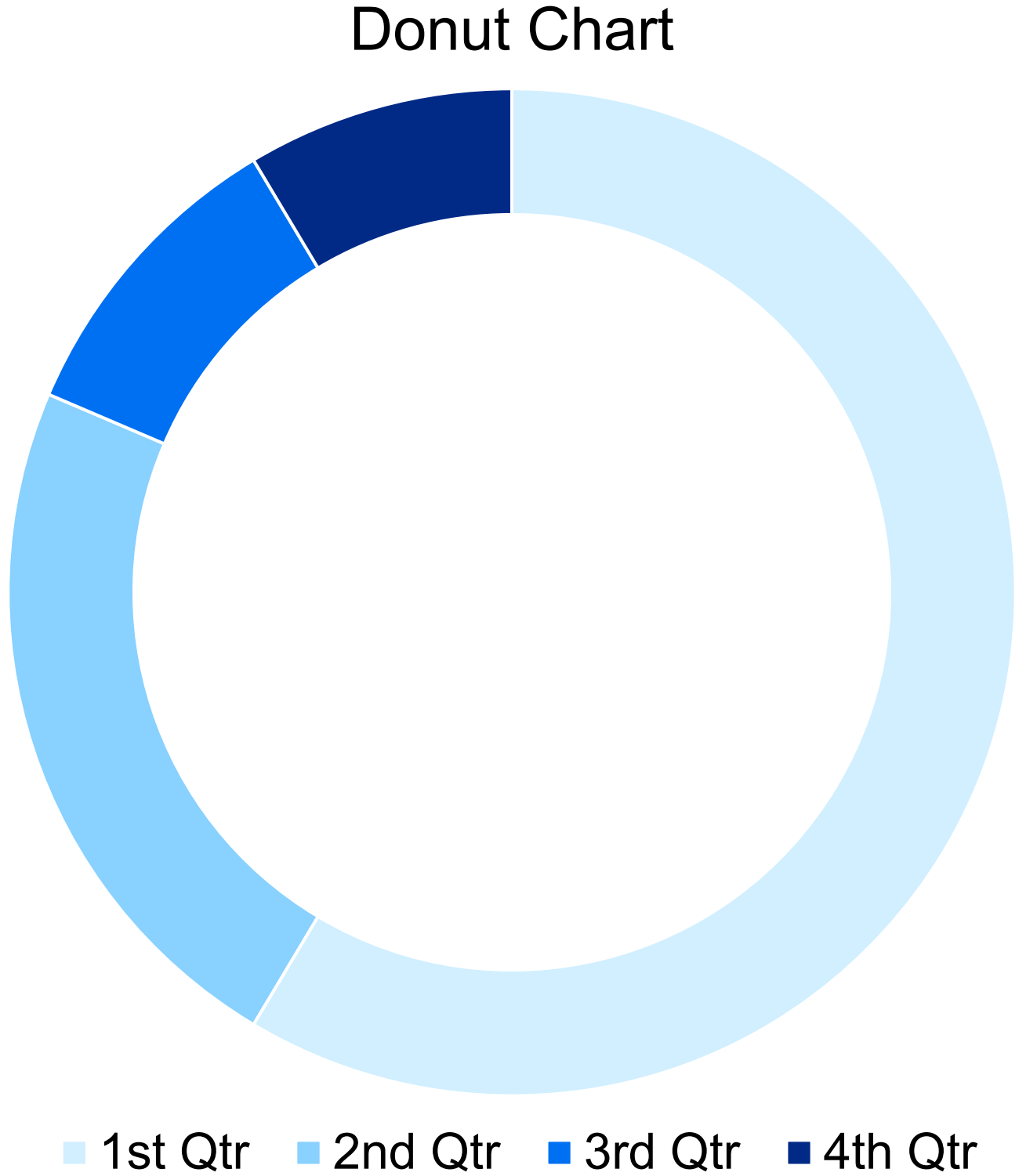
- Lines should be solid line and at least 4 pt weight
- Do not use transparency for line graphs



(example of using red/green to denote good/bad)

# Pie/Donut charts

- Make sure gaps between slices are the same width (unless highlighting a slice)



(example of highlighting using color & gap)

# Example slide

- Use **solid white background** behind charts/graphs
- Do not alternate placing charts/graphs on the left and right when there are consecutive slides with charts/graphs. **Align items across slides** to maintain visual consistency.
- **Data callout:** use Bold weight and enlarged font size (4 to 5 times the size of regular text)

**82.1%**

+0.2 QoQ  
(-0.1) YoY

Data Callout

