

**Brand
Book**
-
2018

“keatext

AI-powered feedback interpretation platform

Dear Partners,

Since the beginning, we have been dedicated to being more than just an AI-powered feedback interpretation platform. We have also created a solid brand that is well respected throughout the world. Our brand is as valuable as our service. And together, we will share our brand recognition in our competitive market. Our clients should always recognize and admire our brand, our communications and products.

For this reason, we are delighted to present you with our new brand guide and all information required.

If you have any question or specific needs regarding our service or our brand do not hesitate to contact us.

In the meantime, I would like to thank you again for your support and loyalty to the Keatext brand.



Line Atallah VP Marketing at Keatext
Keatext



Keatext is a plug-and-play AI-powered platform that synthesizes in seconds large volumes of feedback from multiple channels (such as open-survey questions, online reviews and social media posts) to produce actionable insights delivered on one comprehensive dashboard.

Designed to minimize response time, Keatext is the industry's most agile cloud-based opinion-analysis engine, relying on deep learning and a rich, ever-growing knowledge base. Keatext requires no setup, and features multilingual analysis and context-sensitive, industry-agnostic understanding, as well as automatic visualization of correlations and trends with immediate report-sharing capabilities.

Keatext was founded in 2010 by natural language processing pioneer Narjes Boufaden. With a team of full-time PhDs, she is delivering on her vision of developing applied AI that helps businesses cultivate meaningful relationships with their customers.

“keatext

The Logo

In the interest of protecting the integrity of the Keatext brand, we have created basic logo guidelines in regards to safe area, logo combinations, and size restrictions. Use discretion when scaling the logo. Please respect the space ratio between letters in the logo. Be sure to lean on the side of more white space so the logo has room to breathe.

Logo responsive versions

Idea

In a world filled with screens of all sizes and formats, adapting the content cannot be limited to enlarging or reducing it. No, we need logos that can use any screen surface in an elegant and efficient way. The Keatext logo has been set in a number of different formats.

Do's and don'ts.

The Keatext logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications.

Logo

The logo consists of the word "keatext" in a lowercase, rounded, sans-serif font. The first two letters, "ke", are in black, and the last two letters, "xt", are in a vibrant blue. The letters are closely spaced and have a friendly, approachable feel.

Logo responsive

This is a responsive version of the logo, showing only the first three letters "kea" in black. The final letter, "t", is replaced by two blue slanted bars, maintaining the color and style of the original logo while being more compact.

Logo safety margin and minimal size

Safety margin (+illustration)

A minimum clearance must be respected around the entire "Keatext" so that it is clearly recognized. This should be at least the width of the letter "e" from the logo, on each side.

80 px

 1 inches

Minimal size (+illustration)

The "Keatext" logo must always be legible with a minimum width of 1 inches (print) or 80 px (web). If the logo has to be smaller, the "kea" alone logo must be used -without the "text" mention.



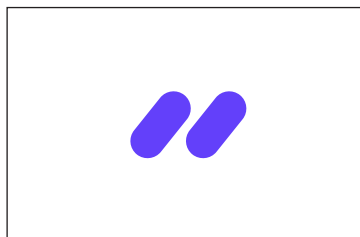
Logo Do's

Our logo is the touchstone of our brand and one of our most valuable assets. Please, refer to these few examples to understand how to use our logo properly.

Do use our corporate colors and combinations.

Do respect our logo size and safety margins.

Do place the logo in an appropriate area.



Logos Don'ts

We're not a rules and regulations kind of company. Nonetheless here are some examples of what should be avoided.

Don't hide the crest.

Keep the crest in the right area.

Don't move them or add them to another area.

Don't rotate the logo.

Don't add embellishments like drop shadows, embossing, etc. to the logo.

Don't place the logo on busy photography.

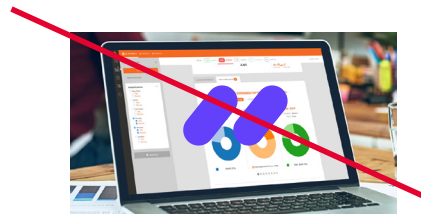
Don't scale the logo disproportionately.

~~“kea text keatext”~~

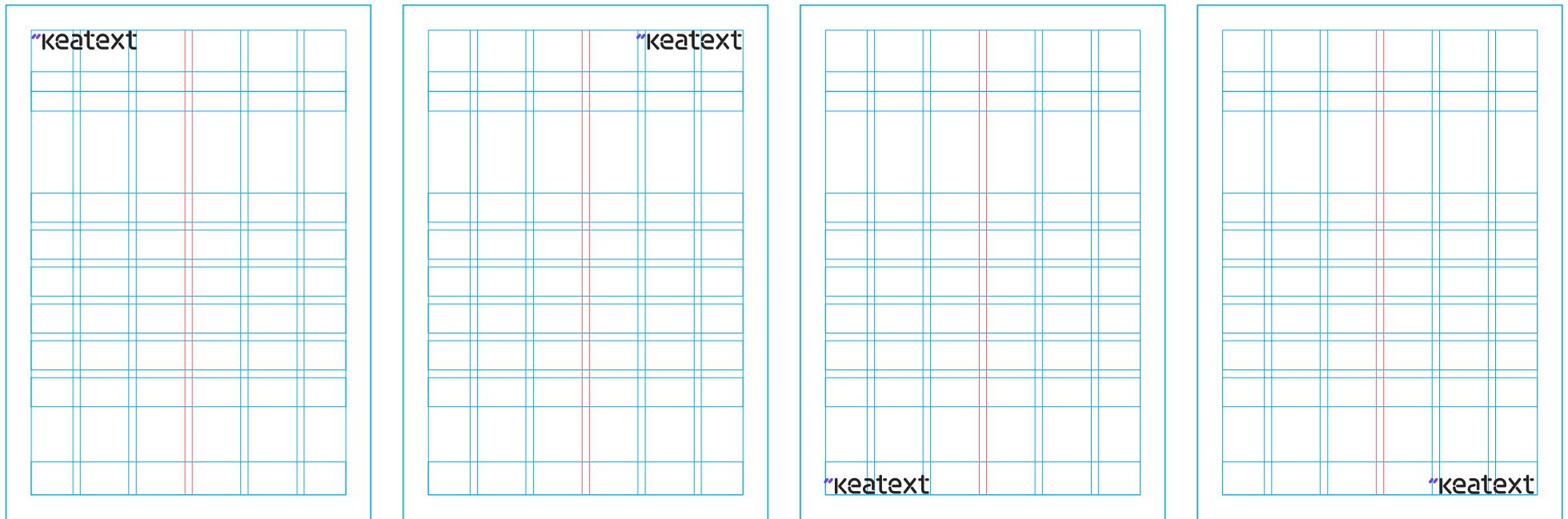
~~keatext “keatext”~~

~~“keatext”~~

~~“keatext”~~



The Logo Placement



THE LOGO PLACEMENT

-
The preferred placement for the logo is in the lower segment of communications. Anywhere in the outlined areas shown here is acceptable, although corners are preferred. This way, the logo becomes a grounding element that appears consistently on all pieces. If the bottom zone is unsuitable, it is also acceptable to place the logo anywhere in the horizontal segment at the top within the piece.

corporate fonts

Allowed typography combinations

Typography : Print

We have selected Siruca and Avenir as our fonts.

Title: Siruca

Body: Avenir

Lorem ipsum dolor sit amet

Consectetur adipiscing elit. Mauris rhoncus tincidunt aliquam. Integer sit amet porttitor leo. Ut urna arcu, ultrices gravida mauris ut, consectetur sed sapien.

Typography : Digital

We have selected Siruca and Poppins as our fonts.

Title: Siruca or Poppins bold

Body: Poppins normal

Lorem ipsum dolor sit amet

Consectetur adipiscing elit. Mauris rhoncus tincidunt aliquam. Integer sit amet porttitor leo. Ut urna arcu, ultrices gravida mauris ut, consectetur sed sapien.

Typography

Siruca

Print and Digital

Siruca

Siruca is a stencil font designed to be used both by the modern forms, both for possible use with neon tubes. The rounded ends and the total absence of sharp corners (to prevent abrasion during the use of masks) provide a realistic neon circuit designer. The originality and versatility of the font Siruca™ make it particularly strong, recognizable and inimitable.

Stencilling produces an image or pattern by applying pigment to a surface over an intermediate object with designed gaps in it which create the pattern or image by only allowing the pigment to reach some parts of the surface.

8 px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris tincidunt vulputate tellus, eu sagittis metus imperdiet sed. Praesent pharetra pellentesque sapien sit amet facilisis. Duis tempus nisl eu sem vestibulum, in posuere purus congue. Etiam malesuada porttitor sem sit amet laoreet.

12 px

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. MAURIS TINCIDUNT VULPUTATE TELLUS, EU SAGITTIS METUS IMPERDIET SED. PRAESENT PHARETRA PELLENTESQUE SAPIEN SIT AMET FACILISIS. DUIS TEMPUS NISL EU SEM VESTIBULUM, IN POSUERE PURUS CONGUE. ETIAM MALESUADA PORTTITOR SEM SIT AMET LAOREET.

24 px

**Lorem ipsum dolor sit amet,
 consectetur adipiscing elit. Mauris
 tincidunt vulputate tellus, eu
 sagittis metus imperdiet sed.
 Praesent pharetra pellentesque
 sapien sit amet facilisis.**

Typography

Avenir

Print

Avenir

Adrian Frutiger designed Avenir in 1988, after years of having an interest in sans serif typefaces. In an interview with Linotype, he said he felt an obligation to design a linear sans in the tradition of Erbar and Futura, but to also make use of the experience and stylistic developments of the twentieth century. The word Avenir means “future” in French and hints that the typeface owes some of its interpretation to Futura. But unlike Futura, Avenir is not purely geometric; it has vertical strokes that are thicker than the horizontals, an “o” that is not a perfect circle, and shortened ascenders. These nuances aid in legibility and give Avenir a harmonious and sensible appearance for both texts and headlines.

8 px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris tincidunt vulputate tellus, eu sagittis metus imperdiet sed. Praesent pharetra pellentesque sapien sit amet facilisis. Duis tempus nisl eu sem vestibulum, in posuere purus congue. Etiam malesuada porttitor sem sit amet laoreet.

12 px

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. MAURIS TINCIDUNT VULPUTATE TELLUS, EU SAGITTIS METUS IMPERDIET SED. PRAESENT PHARETRA PELLENTESQUE SAPIEN SIT AMET FACILISIS. DUIS TEMPUS NISL EU SEM

24 px

**Lorem ipsum dolor sit amet,
 consectetur adipiscing elit. Mauris
 tincidunt vulputate tellus, eu
 sagittis metus imperdiet sed.
 Praesent pharetra pellentesque**

Typography

Siruca

Web

Poppins

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this long tradition. With support for the Devanagari and Latin writing systems, it is an internationalist take on the genre.

Many of the Latin glyphs (such as the ampersand) are more constructed and rationalist than is typical. The Devanagari design is particularly new, and is the first ever Devanagari typeface with a range of weights in this genre. Just like the Latin, the Devanagari is based on pure geometry, particularly circles.

8 px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris tincidunt vulputate tellus, eu sagittis metus imperdiet sed. Praesent pharetra pellentesque sapien sit amet facilisis. Duis

12 px

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. MAURIS TINCIDUNT VULPUTATE TELLUS, EU SAGITTIS METUS IMPERDIET SED. PRAESENT PHARETRA PELLENTESQUE SAPIEN SIT AMET FACILISIS. DUIS TEMPUS NISL EU SEM VESTIBULUM, IN POSUERE

24 px

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Mauris tincidunt vulputate
tellus, eu sagittis metus
imperdiet sed. Praesent**

corporate colors

Color gives our world flavor, nuance, and character. Color harmony is the art of determining which sets of colors match or clash with each other. It's influenced by cultural symbols, emotions and other cognitive factors.

Logo Contrast

The primary color options for our logo is Black. It is intended to be used on lighter backgrounds and images in order to maintain legibility. Another acceptable color option is to reverse the logo out to white on darker backgrounds and images. Please use white, black or neutral backgrounds. Do not sit the logo on 'yucky' colors.

The blue crest gives them a starring role. The crest is a good way to represent conversations. They feel free and friendly. They look cool. Please avoid using a blue background behind the Keatext logo to hide the new crest.

Logo colors

These are our logo colors.



Pantone: black process C
CMYK: 0,0,0,100
Hex: 000000



Lab 42,53,-89
Hex: 6441fb
CMYK: 82,74,0,0

Pantone: P 103-7 C
Lab 40,9,-45
Hex: 485ca5
CMYK: 83,70,0,0



Pantone: White
CMYK: 0,0,0,0
Hex: FFFFFFFF

Supporting color palette

These make up our core color palette.



Pantone: 318 C
Lab 90, -51, -10
Hex: 2cdf2
CMYK: 56,0,20,0



Pantone: 13-0340 TN
Green Geoko
Lab 93, -70, 72
Hex: 17e42d
CMYK: 67,0,100,0



Pantone: Black 3 C
Lab 20,0, 0
Hex: 313131
CMYK: 69,60,56,67



Pantone: Magenta C
Lab 52 81, -7
Hex: D9017A
CMYK: 0,100,0,0

Colour combination

Colour combination

Our colors are what gives us our personality. We're young, bold and colorful.

Corporate

The preferred way to use the Keatext logo is over a white or black background or on Keatext metallic blue. Every attempt must be made to do this.

Secondary colors

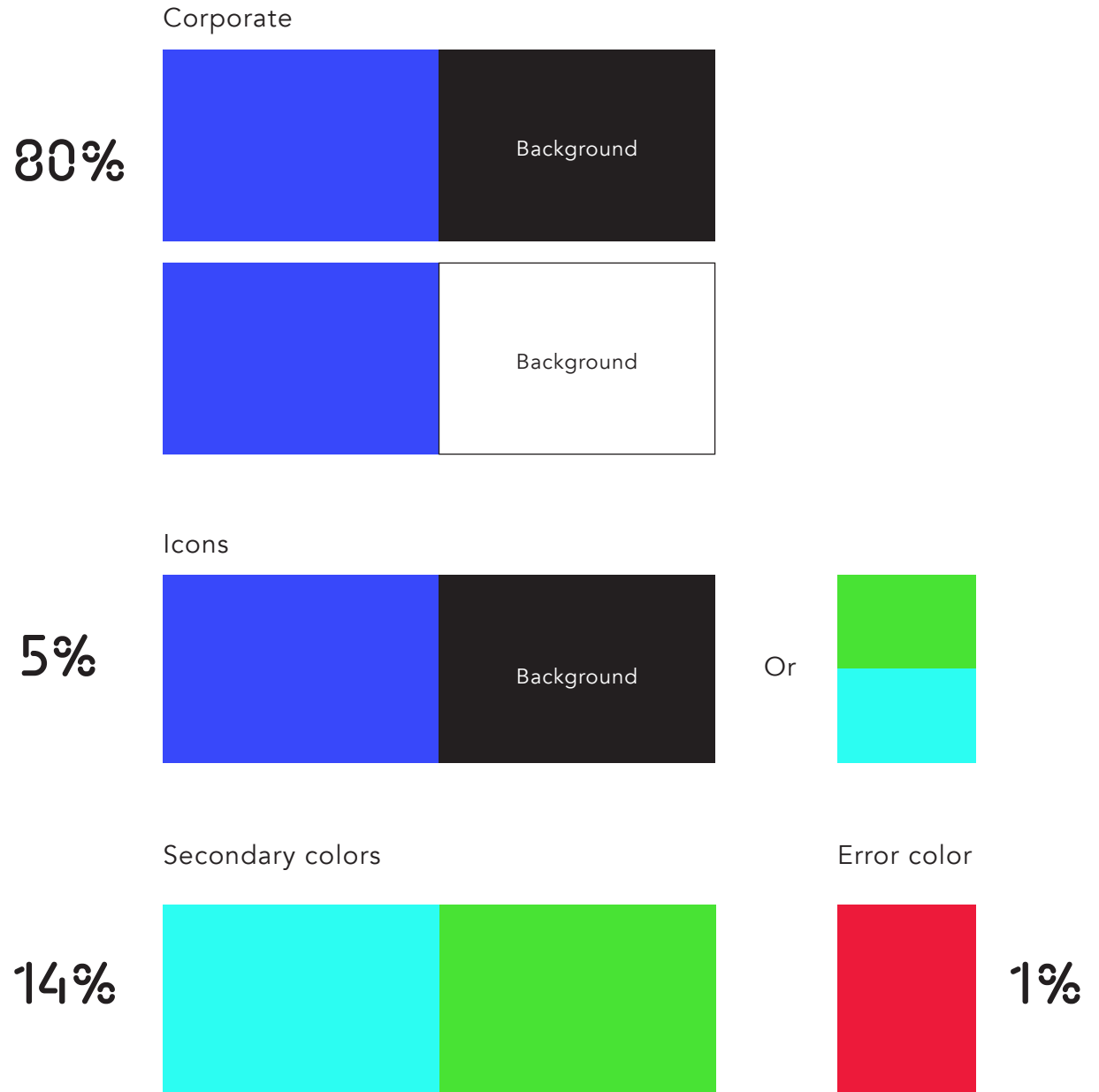
We encourage you to use our core color palette.

Error colors

Use only for important announcement.

Percentages

Use the supporting color palette in the outlined percentages in all marketing material.



“keatext

info@keatext.ai
5605 avenue de Gaspé, suite 108
Montréal (Québec) H2T 2A4
+1 514 312 2601