

# 1 / Logos

# Our logos



# Logo configurations

Explore AI  
Horizontal



Explore AI  
Vertical



Explore AI  
Academy  
Horizontal



Explore AI  
Academy  
Vertical



# Spacing considerations



# Usage on backgrounds

Use the dark version of the logo on white/light backgrounds.



Use the light version of the logo on black/dark backgrounds.



**IMPORTANT:** Where possible, always put the logo on a neutral background and avoid using the logo on a bright or colourful background. If unavoidable, use the monochrome version of the logo - either Navy Grey (see Primary brand colours) or white depending on the tone of the background.



# Usage on photographs

-  **CAUTION:** Avoid obscuring the logo when placing on photographs or busy backgrounds.



-  Either consider placing the logo over a less busy part of the image.



-  Or use a pill element (see the Visual Language section) to provide a solid background for it.



# Potential misuse

 Do not crop the logo.



 Do not outline the logo.



 Do not distort the logo dimensions.



 Do not change the opacity or transparency of the logo.



 Do not change the size or position of the icon or text.



 Do not use drop shadows or effects.



 Do not invert the colours.



 Do not rotate the icon or text.



 Do not use a different typeface for the text.



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# Usage on photographs

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- ✓ Either consider placing the logo over a less busy part of the image.



- ✓ Or use a pill element (see the Visual Language section) to provide a solid background for it.

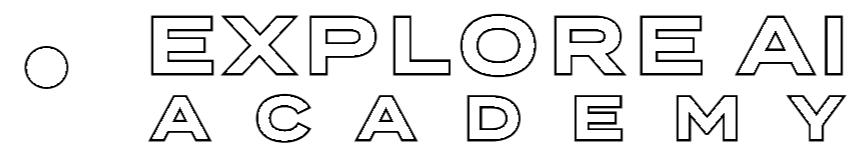


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# Using the icon

- ✓ Ensure the icon has spacing of at least half its height around it.



- ✓ Make sure to always use the correct icon for the brand:  
Blue dot for Explore AI and orange dot for Explore AI Academy.

Do not introduce new colours unless it is for a new brand.



- ✓ Where possible, always keep the dot in its original colour.

If required, the colour of the dot can be changed as long as it is the same colour as the rest of the icon. For example, when placing the icon on a colour background.



# 2 / Colours

# Primary brand colours

## Grey Shade

Hex: #485269

CMYK: 31%, 22%, 0%, 59%

RGB: 72, 82, 105

PANTONE: 7545 C

## Navy Grey

Hex: #1A2744

CMYK: 62%, 43%, 0%, 73%

RGB: 26, 39, 69

PANTONE: 289 C

## Grey Tint

Hex: #BABEC7

CMYK: 7%, 5%, 0%, 22%

RGB: 1186, 190, 199

PANTONE: 428 C

## Blue Shade

Hex: #234E94

CMYK: 76%, 47%, 0%, 42%

RGB: 35, 78, 148

PANTONE: 7685 C

## Primary Blue

Hex: #3B82F6

CMYK: 76%, 47%, 0%, 4%

RGB: 59, 130, 245

PANTONE: 2727 C

## Blue Tint

Hex: #89B4FA

CMYK: 45%, 28%, 0%, 2%

RGB: 137, 180, 250

PANTONE: 283 C

## Orange Shade

Hex: #993B0C

CMYK: 0%, 61%, 92%, 40%

RGB: 153, 60, 12

PANTONE: 1535 C

## Primary Orange

Hex: #F76808

CMYK: 0%, 58%, 97%, 3%

RGB: 247, 104, 7

PANTONE: 1505 C

## Orange Tint

Hex: #FFA172

CMYK: 0%, 37%, 55%, 0%

RGB: 255, 161, 115

PANTONE: 1565 C

# Cool secondary colours

## Green Shade

Hex: #0C653A  
CMYK: 88%, 0%, 43%, 60%  
RGB: 12, 101, 58  
PANTONE: 349 C

## Green

Hex: #14A961  
CMYK: 88%, 0%, 43%, 34%  
RGB: 20, 168, 96  
PANTONE: 3405 C

## Green Tint

Hex: #72CBA0  
CMYK: 44%, 0%, 21%, 20%  
RGB: 114, 204, 161  
PANTONE: 346 C

## Teal Shade

Hex: #10645A  
CMYK: 84%, 0%, 10%, 61%  
RGB: 16, 99, 90  
PANTONE: 5473 C

## Teal

Hex: #1BA796  
CMYK: 84%, 0%, 10%, 35%  
RGB: 27, 166, 149  
PANTONE: 3272 C

## Teal Tint

Hex: #76CAC0  
CMYK: 42%, 0%, 5%, 21%  
RGB: 117, 201, 191  
PANTONE: 570 C

## Indigo Shade

Hex: #5A42BB  
CMYK: 52%, 65%, 0%, 27%  
RGB: 89, 65, 186  
PANTONE: 2725 C

## Indigo

Hex: #7053EA  
CMYK: 52%, 65%, 0%, 8%  
RGB: 113, 82, 235  
PANTONE: 2725 C

## Indigo Tint

Hex: #B8A9F5  
CMYK: 25%, 31%, 0%, 4%  
RGB: 184, 169, 245  
PANTONE: 2705 C

## Purple Shade

Hex: #633F92  
CMYK: 32%, 57%, 0%, 43%  
RGB: 99, 63, 145  
PANTONE: 7678 C

## Purple

Hex: #8E5AD1  
CMYK: 32%, 57%, 0%, 18%  
RGB: 142, 90, 209  
PANTONE: 265 C

## Purple Tint

Hex: #C7ADE8  
CMYK: 14%, 25%, 0%, 9%  
RGB: 200, 174, 232  
PANTONE: 264 C

# Warm secondary colours

## Yellow Shade

Hex: #664E09  
CMYK: 0%, 24%, 91%, 60%  
RGB: 102, 78, 9  
PANTONE: 133 C

## Yellow

Hex: #FFC217  
CMYK: 0%, 24%, 91%, 0%  
RGB: 255, 193, 23  
PANTONE: 116 C

## Yellow Tint

Hex: #FFDA74  
CMYK: 0%, 15%, 55%, 0%  
RGB: 255, 217, 115  
PANTONE: 120 C

## Red Shade

Hex: #A62C20  
CMYK: 0%, 74%, 81%, 35%  
RGB: 166, 43, 31  
PANTONE: 7627 C

## Red

Hex: #ED3F2E  
CMYK: 0%, 74%, 81%, 7%  
RGB: 237, 62, 45  
PANTONE: Warm Red C

## Red Tint

Hex: #F69F97  
CMYK: 0%, 35%, 39%, 4%  
RGB: 245, 159, 149  
PANTONE: 1625 C

## Pink Shade

Hex: #A4284B  
CMYK: 0%, 76%, 54%, 36%  
RGB: 163, 39, 75  
PANTONE: 7420 C

## Pink

Hex: #EA396B  
CMYK: 0%, 76%, 54%, 8%  
RGB: 235, 56, 108  
PANTONE: 191 C

## Pink Tint

Hex: #F59CB5  
CMYK: 0%, 36%, 26%, 4%  
RGB: 245, 157, 180  
PANTONE: 183 C

## Purple Shade

Hex: #633F92  
CMYK: 32%, 57%, 0%, 43%  
RGB: 99, 63, 145  
PANTONE: 7678 C

## Purple

Hex: #8E5AD1  
CMYK: 32%, 57%, 0%, 18%  
RGB: 142, 90, 209  
PANTONE: 265 C

## Purple Tint

Hex: #C7ADE8  
CMYK: 14%, 25%, 0%, 9%  
RGB: 200, 174, 232  
PANTONE: 264 C

# Colour usage

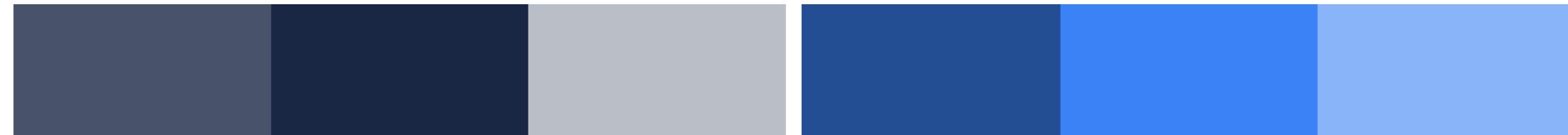
For any Explore AI designs, only the shades of grey and blue from the primary brand colours should be used.

For any Explore AI Academy designs, only the shades of grey and orange from the primary brand colours should be used.

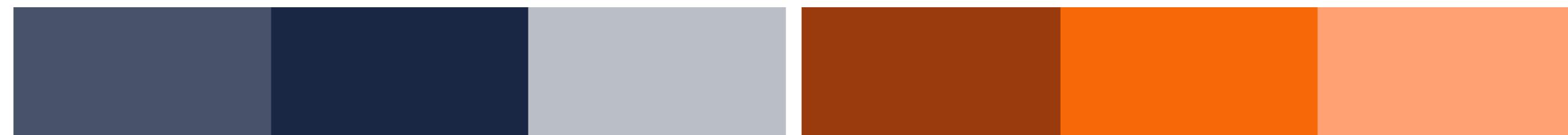
For social media posts, academy material, and data visualisations, both the cool and warm secondary colours may be used.

Other teams at Explore may have their own specific guidelines, so be sure to check those as well.

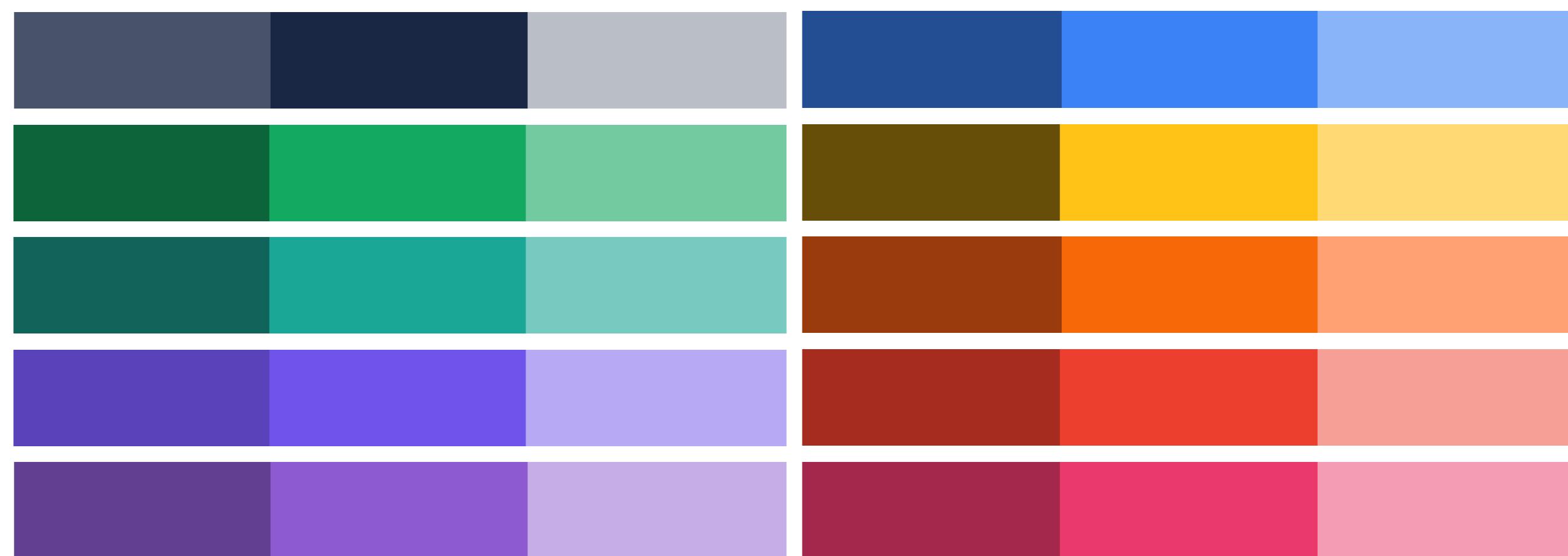
## Explore AI



## Explore AI Academy



## Social media, academy material and data visualisation

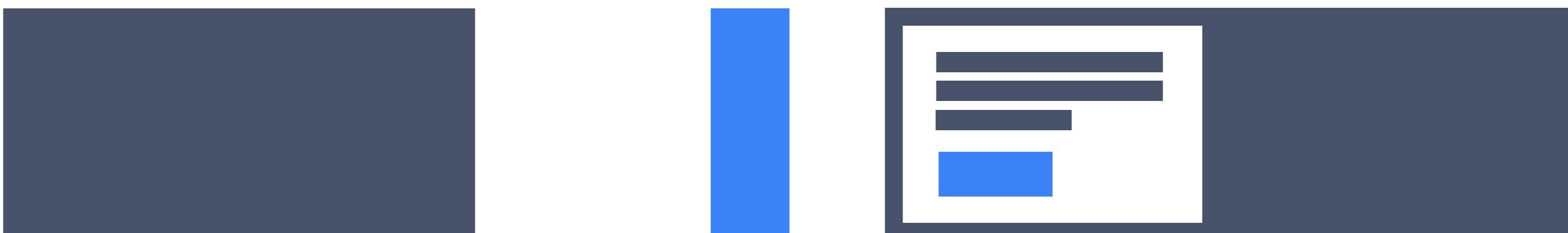
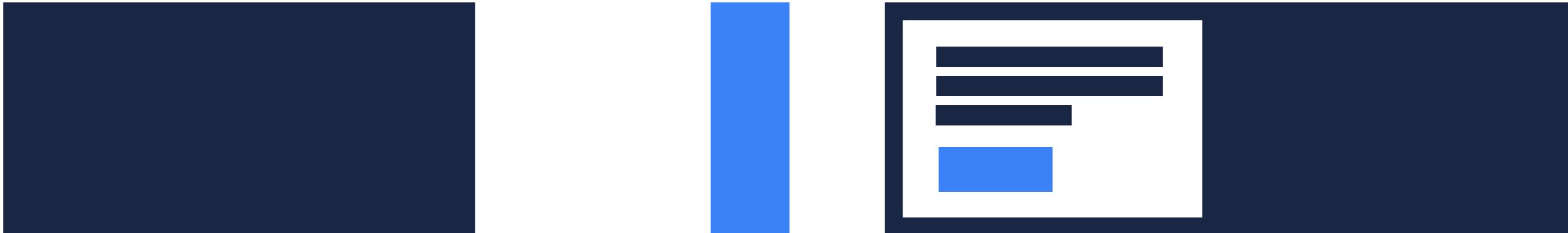


# Explore AI palette

Backgrounds should be white, or a shade of grey from the primary brand colours (Grey Shade, Navy Grey, or Grey Tint).

Use Primary Blue for highlights and call-to-action elements.

Where needing to differentiate between multiple highlights you can use the Blue Tint or Blue Shade.



# Explore AI Academy palette

Backgrounds should be white, or a shade of grey from the primary brand colours (Grey Shade, Navy Grey, or Grey Tint).

Use Primary Orange for highlights and call-to-action elements.

Where needing to differentiate between multiple highlights you can use the Orange Tint or Orange Shade.



# Example: Explore AI

Use the 10% highlight colour to draw attention to specific areas or use to add some character to the design.

The 30% colour is used here to separate content and provide a background for callouts and areas.



The landing page features a large hero section with the title "CSI with ExploreAI". Below the title, there is a paragraph of text and a photograph of a person speaking into a microphone. The page also includes a section titled "ExploreAI's unique position" with several bullet points and icons.

enterprise@explore-datasience.net explore-datasience.net

## CSI with ExploreAI

EXPLORE AI is different. We impart **highly marketable skills** that lead to **employment outcomes** delivered far quicker than traditional tertiary education. Of the universe of possible CSI spend, few opportunities represent a **bigger impact**.

We offer a range of **high-end data science and engineering learnerships and skills programmes** that will get the outcomes (and points) you are looking for through the **upliftment of youth** from previously disadvantaged communities.

### ExploreAI's unique position

- WORLD-CLASS LEARNING CONTENT BUILT BY DATA PROFESSIONALS**
- BBBEE LEVEL 4 CONTRIBUTOR, FULLY SETA ACCREDITED**
- A TEAM OF MORE THAN 150 DATA SCIENTISTS**
- BESPOKE TALENT SOURCED TO YOUR REQUIREMENTS**
- AN AGILE APPROACH THAT TEACHES HOW TO SOLVE REAL-WORLD PROBLEMS**
- RECRUITING, SCREENING, MENTORING & GRADUATING HANDLED BY US**

The 60% colour is used as the background. Any embellishments are also kept close to this colour.

Text should always have strong contrast against the background it is placed on.

# Example: Explore AI Academy

The screenshot shows the homepage of the Explore AI Academy website. At the top right are two small icons: an envelope for email and a house for the website address. The main title 'CSI with ExploreAI' is displayed in large, bold, orange and dark blue text. Below the title is a paragraph of text. Further down is another paragraph, followed by a large image of a person speaking into a microphone in front of a screen displaying a bar chart. Below the image is a section titled 'ExploreAI's unique position' with six bullet points, each accompanied by a small icon.

enterprise@explore-datasience.net explore-datasience.net

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Use the 10% highlight colour to draw attention to specific areas or use to add some character to the design.

The 30% colour is used here to separate content and provide a background for callouts and areas.

The 60% colour is used as the background. Any embellishments are also kept close to this colour.

Text should always have strong contrast against the background it is placed on.

# 3 / Typography

# Typeface: Inter

Our brand typeface is Inter, a well-balanced type family “carefully crafted and designed for computer screens.”

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1234567890

Thin  
Extra Light  
Light  
Regular  
Medium  
**Semi Bold**  
**Bold**  
**Extra Bold**  
**Black**

*Thin Italic*  
*Extra Light Italic*  
*Light Italic*  
*Regular Italic*  
*Medium Italic*  
***Semi Bold Italic***  
***Bold Italic***  
***Extra Bold Italic***  
***Black Italic***

# Ideal scale

WEIGHT / SIZE / LINE SPACING / TRACKING

Title / H1

Inter Extra Bold / 96px / 0.9 / -3%

H2

Inter Bold / 60px / 1.0 / -2%

H3

Inter Bold / 48px / 1.1 / -2%

H4

Inter Bold / 32px / 1.1 / -2%

Lead

Inter Regular / 40px / 1.1 / -1%

Overline

Inter Extra Bold / 20px / 1.2 / 5%

Body

Inter Regular / 20px / 1.4 / 0%

Pull Quote

Inter Regular / 28px / 1.2 / 0%

Caption

Inter Medium / 12px / 1.2 / 0%

Call-to-Action

Inter Semi Bold / 16px / 1.0 / 5%

# Useful for titles

## Important information

### Something slightly less important

You can always do with a fourth heading size

Great for introductory lines or paragraphs

TECHNICALLY JUST AN OVERLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis.

“When it comes to data analysis, I excel.”

Small text, to use for captioning or adding attribution to images or other graphics like graphs or data visualisations.

DOWNLOAD

LEARN MORE

# Usage

Text should always be set in a colour which makes it easily legible against the background.

Sometimes you may want to set text in a subtler colour. When using subtle text on a background, don't just use black or white and lower the opacity. Use the tint or shade from the colour palette scale.

**CAUTION:** Avoid setting text directly on top of photographs. When in doubt, use a shape element (see the Visual Language section) to set a solid background colour.

## Dark text on light background

**1** Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.

# Subtle text on light background

**Consectetur adipiscing elit.**

## Blue text on light background

**Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.**

## Orange text on light background

**Consectetur adipiscing elit.**

# Light text on dark background

**1**  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.

# Subtle text on dark background

## Blue text on dark background

**1**  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.

# Orange text on dark background

**1**  
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# External vs internal font

## EXTERNAL FONT

### Inter

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1234567890

## INTERNAL FONT

### Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1234567890

## WHERE TO USE IT

- Internally-produced videos
- PDF documents, like brochures or reports
- Business cards and company stationery
- Company websites and apps
- Social media posts
- Banners or advertisements
- Slideshows and presentations

## WHERE TO USE IT

- Emails and email signatures
- Internal or work-in-progress documents

# 4 / Visual Language

# Geometry

The geometry of our visual language is derived from our logo, comprising of three core shapes:

1. Circles
2. Rectangles
3. Pills

Although very simple building blocks, these three shapes can be combined using the constraints that follow in creative ways that can create dynamic compositions, while still maintaining a consistent brand feel.



# Geometry: circles

Circles should always be perfect circles, never distorted into any ovate or elliptical shape.

Circles can overlap, be cut or have arcs cropped off when necessary.

Circles are great for framing photographs of people, especially close-up shots, or for creating consistent base for icons.



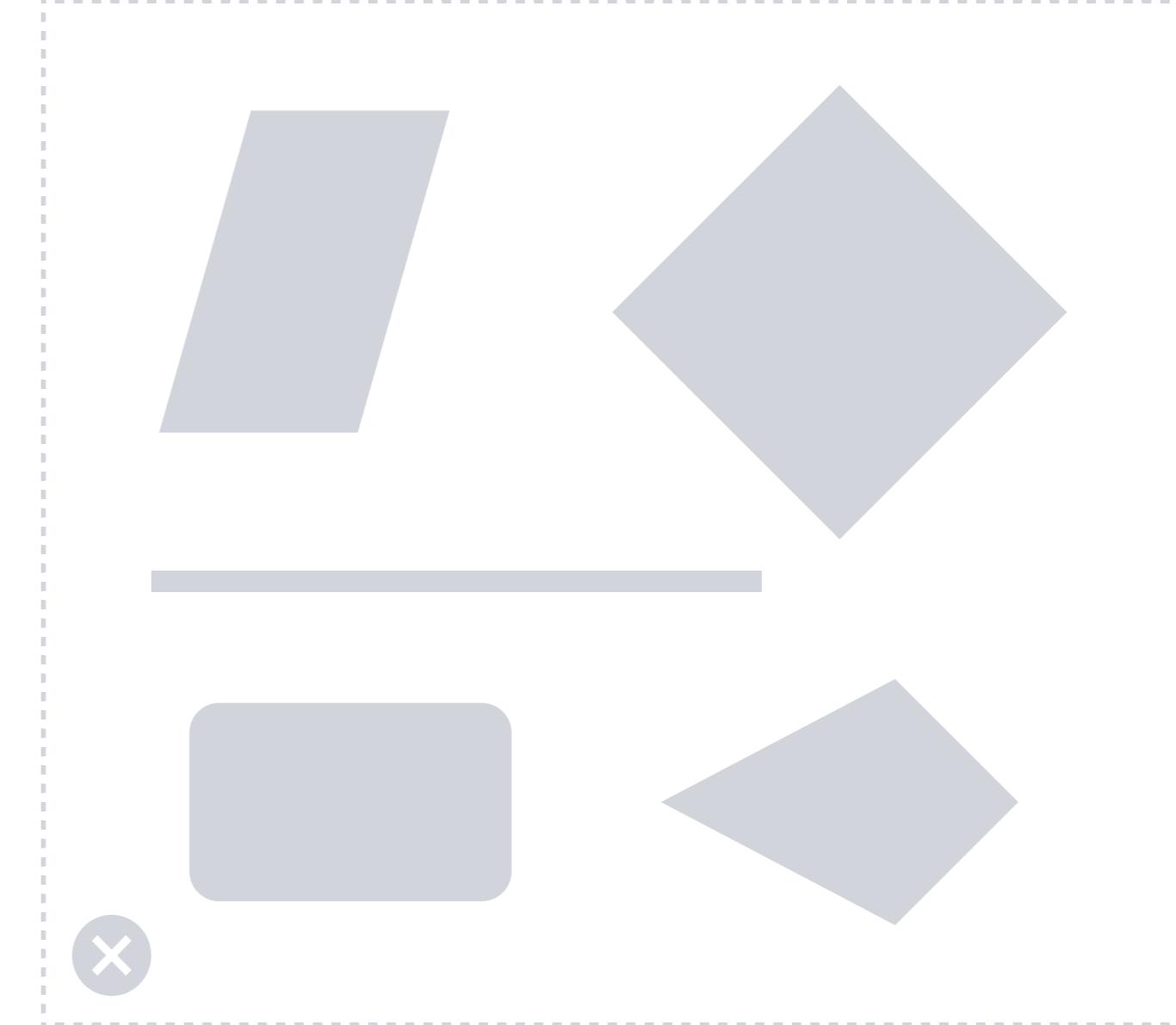
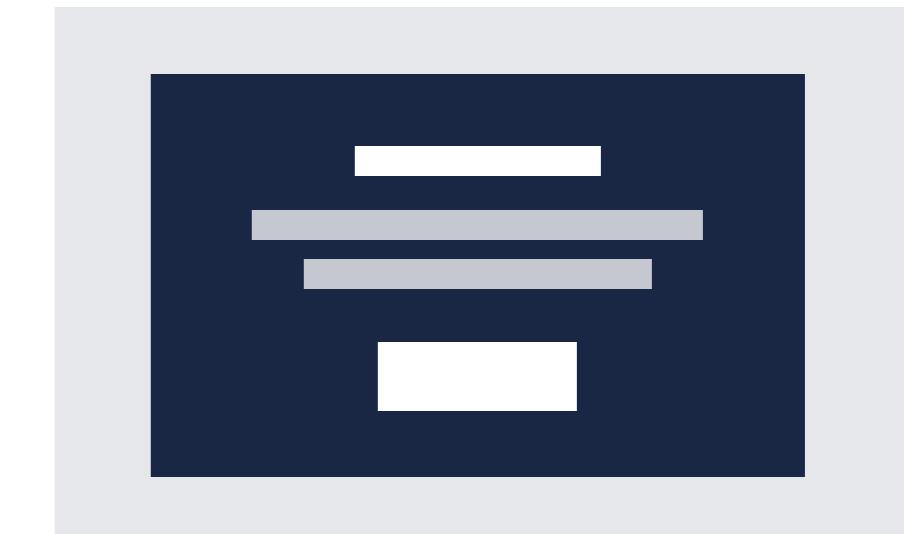
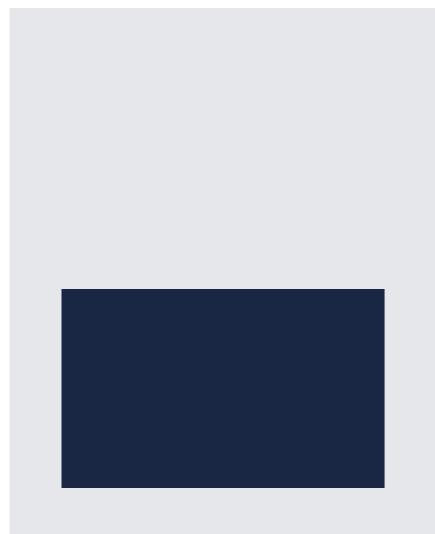
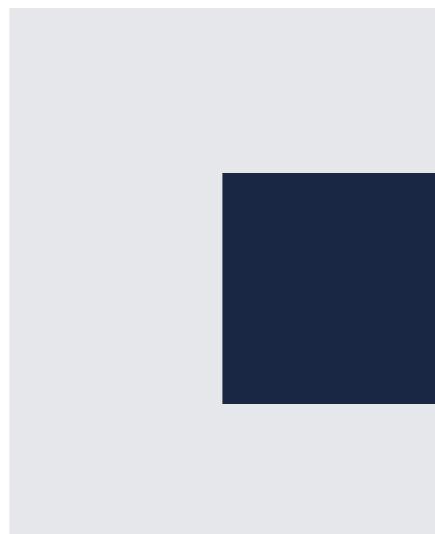
# Geometry: rectangles

Rectangles can be any width or height, although you should always try to keep the sides balanced and avoid extreme width-height ratios.

Rectangles should never be rotated, skewed or distorted from 90° angles. No diamonds, rhombuses, or kites.

Rectangles should never have softened or curved corners. Corners should always be sharp 90° angles.

Rectangles are great for cropping photos or containing and/or calling attention to a section of content.



# Geometry: pills

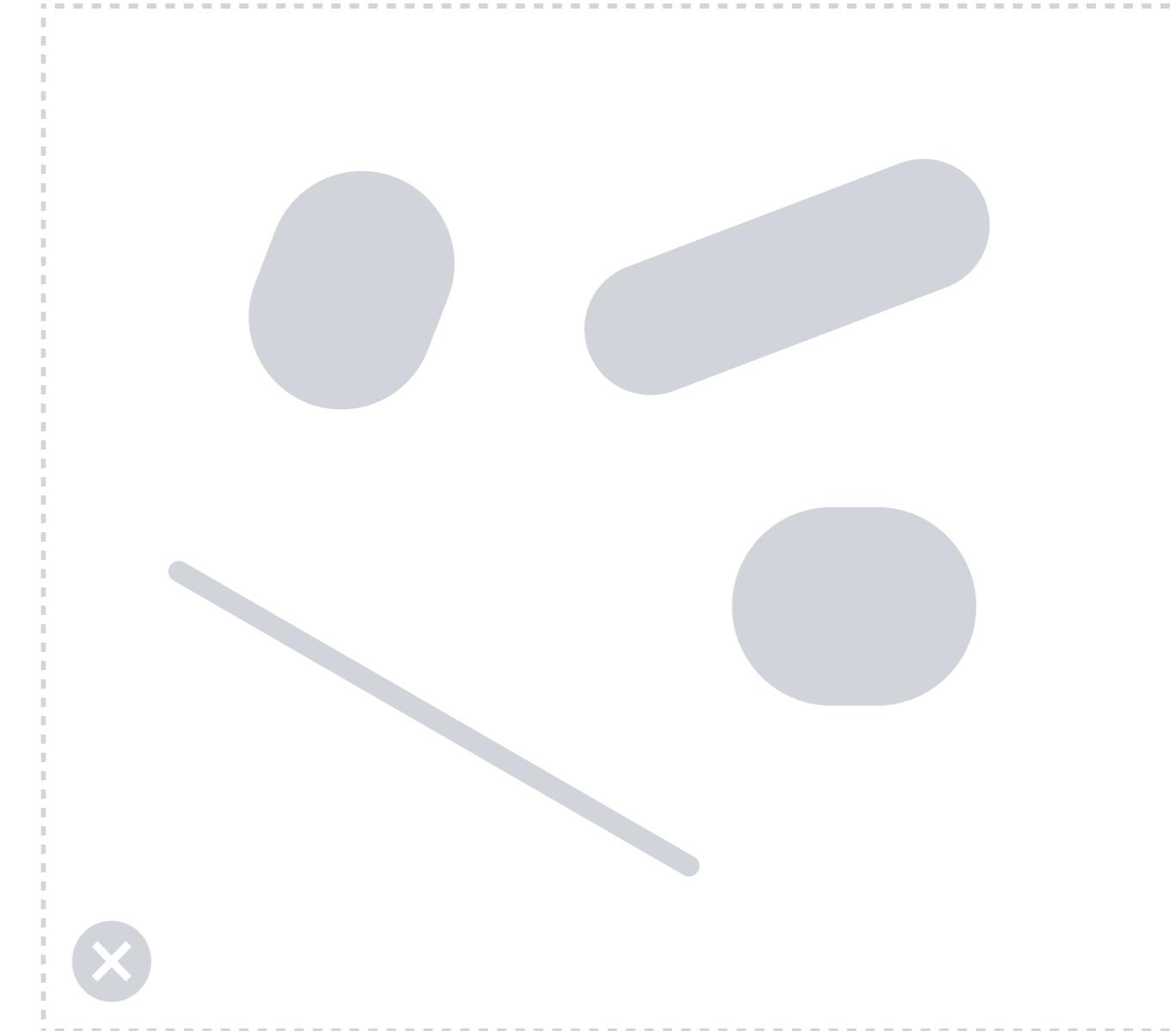
Pills are there when perfect circles and simple rectangles just won't cut it as they can be used more flexibly than circles or rectangles.

Pills can be made any size - although try to maintain sane width-height ratios - and can rotated anywhere with 15 degree increments.

Avoid pills that are too short and stumpy, and consider using a circle instead. Also avoid "spaghettification" of pills when they become too long and thin.

Pills are great for adding embellishments or watermarks to liven up a design.

They can also be used for encapsulating small pieces of information.



AI      Machine Learning  
Data Science      Neural Network  
Adversarial Training

# Iconography

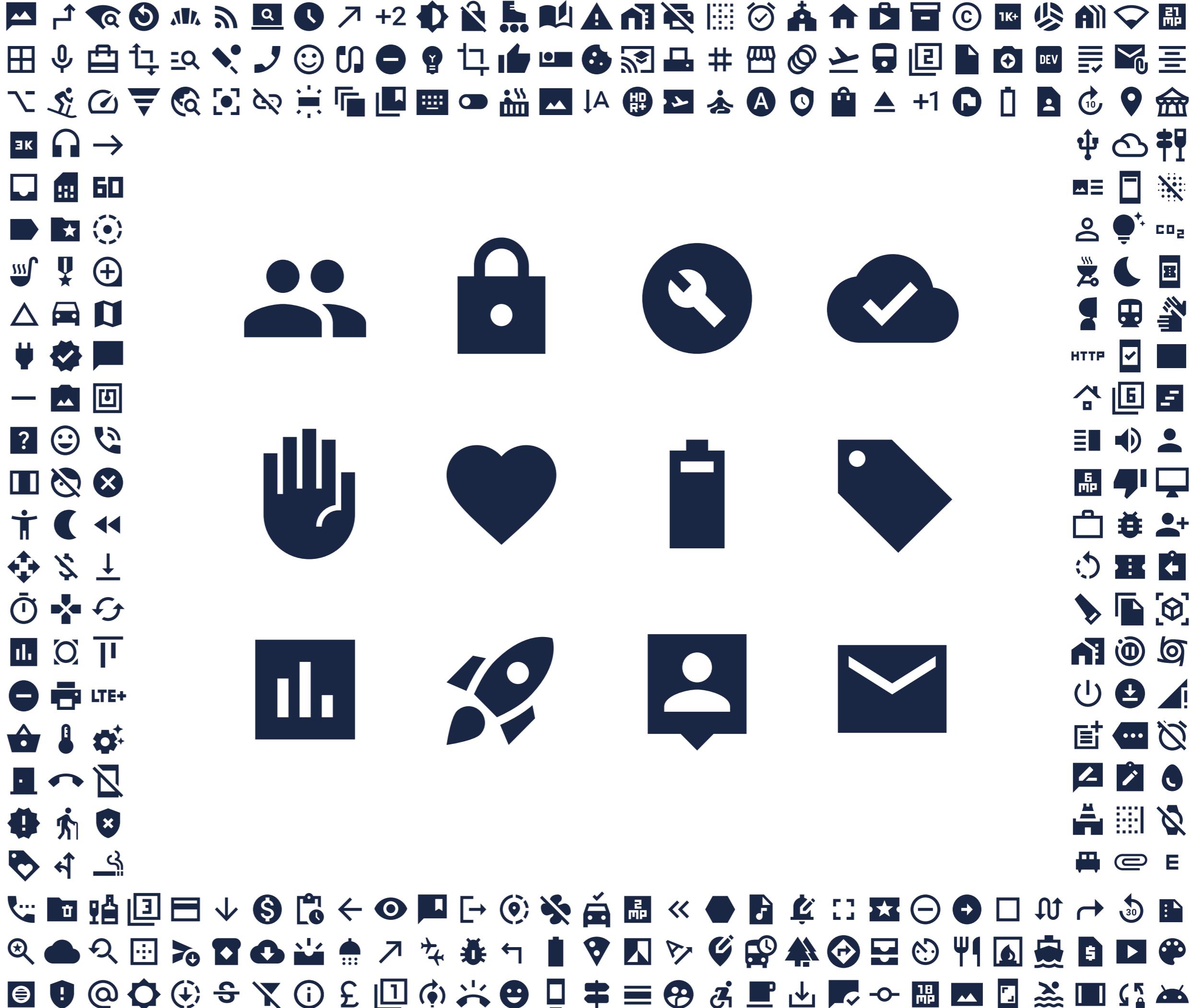
Like our geometry, our chosen icons also follow some basic rules. They mainly comprise of simple shapes: rectangles and circles, and have sharp corners. Some exceptions are necessary when trying to convey meaning effectively with simplified graphics like icons.

All Material Design icons can be found at: <https://fonts.google.com/icons>

Additional icons can be found at: <https://icons8.com/icons/material-sharp>

If a custom icon needs to be designed, follow the Material Design guidelines here: <https://m3.material.io/styles/icons/designing-icons>

**IMPORTANT:** Always use the Sharp icon variant when choosing icons and ensure the weight is 400 or greater unless there is a good reason to use a lighter weight.



# Using icons

Icons are especially useful to break up and provide visual anchors for large amounts of text.

When used as supplementary graphics alongside text, icons should be sized appropriately and have their opacity reduced to not be too visually heavy and draw the eye away from the text.

If necessary, icons can be placed on any of our shapes. Ensure the icons have enough clearance from the edges, and avoid layering multiple shapes underneath. Simpler is better.

✓ Check

✓ Check

✓ Check



✓ Check

✓ Check

✓ Check

