Brand Guidelines

Tom Panos

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Brand

Strategy

The AI strategist who makes professionals irreplaceable through intelligent tool integration

Unlike generic AI consultants, Tom Panos combines 13 years of business strategy with 4 years of AI research to create practical tools that empower teams. He focuses on making people more valuable, not replacing them, through strategic AI implementation that delivers measurable results.

BRAND PILLARS

Strategic AI Integration

Building practical AI tools and systems that deliver measurable business results, not just technology for technology's sake.

Human Empowerment

Focusing on making people irreplaceable by amplifying their capabilities rather than replacing them with automation.

Proven Results

Delivering quantifiable outcomes like 13,027% ROI increases and 26.6% conversion improvements through data-driven AI strategies.

To help companies learn how to leverage the power of AI as a tool that enables teams and employees to learn faster, work smarter, and become irreplaceable.

Tom Panos exists to bridge the gap between AI potential and practical business results. With a foundation in business development, marketing, and strategy, he transforms how professionals work by building custom AI tools and strategies that amplify human capabilities rather than replace them. His approach ensures that individuals and teams become more valuable and indispensable in an AI-driven world.

A future where every professional harnesses AI to become their most powerful, irreplaceable self.

Tom envisions a workplace transformation where AI serves as an intelligent amplifier of human expertise. Rather than fearing displacement, professionals will confidently integrate AI tools to enhance their decision-making, accelerate learning, and deliver unprecedented results. This vision creates a world where strategic AI adoption makes individuals and companies more competitive, more innovative, and more human.

Results-Driven

Tom measures success through concrete business metrics and ROI, not vague promises about AI transformation.

Contrarian Thinker

He challenges conventional AI wisdom, arguing against mainstream trends when they don't serve practical business needs.

Human-Centric

Every AI solution prioritizes making people more valuable and capable, never viewing humans as obstacles to optimization.

Transparent Authority

Tom shares honest insights about AI limitations and realistic expectations while demonstrating deep technical expertise.

I will help you leverage AI to become irreplaceable while delivering measurable business results.

This promise means Tom doesn't just implement AI tools – he strategically designs solutions that make his clients more valuable in their markets. Every engagement focuses on practical applications that enhance human capabilities, accelerate learning, and deliver quantifiable business outcomes. Clients don't just get AI consulting; they get a competitive advantage that makes their teams indispensable and their businesses more profitable.

About Tom Panos

Tom Panos is a Growth Strategist and AI Consultant who helps companies leverage artificial intelligence to make their teams irreplaceable. With 13 years in business development and strategy plus 4 years as an AI researcher, he builds practical tools that deliver measurable results. His clients have achieved ROI increases of over 13,000% through strategic AI integration that empowers rather than replaces human expertise.

Messaging

Frameworks

Brand Pillars

01	02	03
Strategic AI Integration	**Human Empowerment**	**Proven Results**

Verbal

Expression

Tom Panos IS	Tom Panos IS NOT
Direct and Results-Focused	**Vague and Buzzword-Heavy**
"Kind Oasis boosted ROI by 13,027% and increased add-to-cart rates by 26.6%"	*"We leverage cutting-edge AI to transform your digital journey and unlock synergies"*
Challenging Conventional Wisdom	**Following Industry Trends**
"Why AI Art & Media Is Useless - We're Having the Wrong AI Debate"	*"AI is revolutionizing everything and every business needs to adopt it immediately"*
Human-First Perspective	**Technology-First Approach**
"AI as a tool that enables teams and employees to become irreplaceable"	*"Our advanced algorithms will automate your workforce and eliminate human error"*

Logo

Primary Logo

Tom Panos's primary logo should be applied consistently across all collateral.

Never stretch, recreate, distort, or alter the logo in any application.
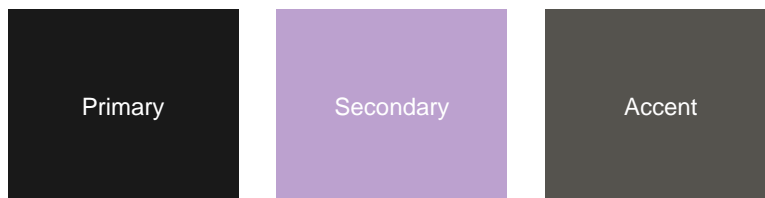
Color

Overview

Tom Panos's brand should lean into lighter layout applications with high contrast sections. Our primary accent color should be used sparingly to highlight key information.

PRIMARY COLORS

Primary	Secondary	Accent

Color Codes

Primary

Hex - #191919
RGB - 25, 25, 25
CMYK - 0, 0, 0, 90
Pantone - Pantone 5395 C

Secondary

Hex - #BCA1CF
RGB - 188, 161, 207
CMYK - 9, 22, 0, 18
Pantone - Contact Pantone for exact match

Accent

Hex - #55534E
RGB - 85, 83, 78
CMYK - 0, 2, 8, 66
Pantone - Pantone 5275 C

Typography

KaTeX_Math

The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#$%^&*()

KaTeX_Main

When the primary font is unavailable, use this system alternative to maintain brand consistency.

Photography

Overview

Clean, professional imagery featuring real workspace environments with subtle technology elements. Photography should emphasize human subjects confidently using technology, avoiding futuristic or overly technical aesthetics in favor of approachable, results-oriented visuals that reflect strategic thinking and practical application.

• Select photos that are rich, bright, and warm in tone.

• Images should not be overly saturated or edited with flares.

• Subjects should be authentic, modern, and candid.

• They should be diverse in gender, ethnicity, and age.

• Environmental photos should be inviting and modern.