

I'm One

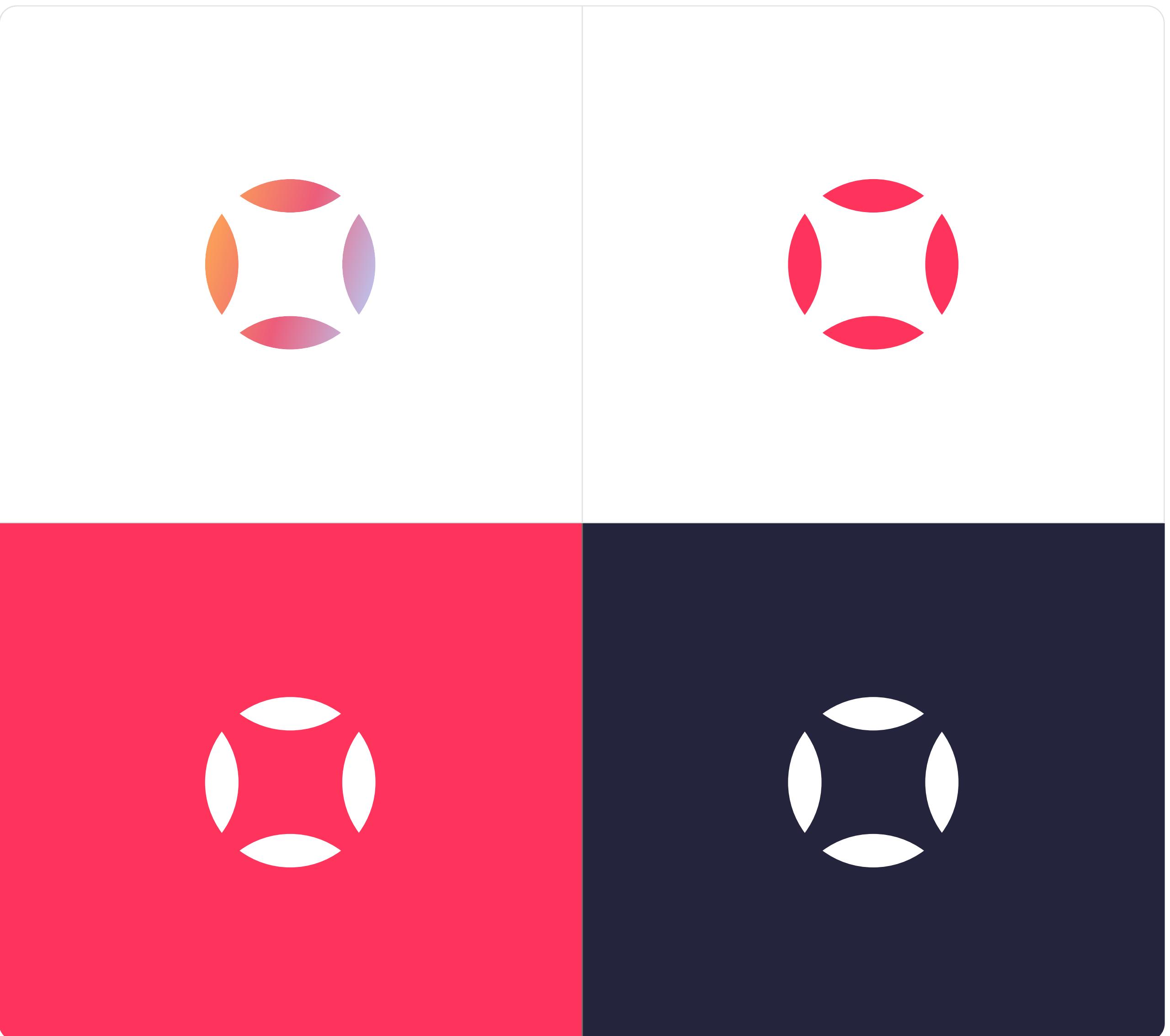
Brand Book



Icon

The One symbol is based on the factorial logo and has been edited to achieve visual harmony and balance between its lines.

It can be used in white, Radical Red, or with the corporate gradient applied.

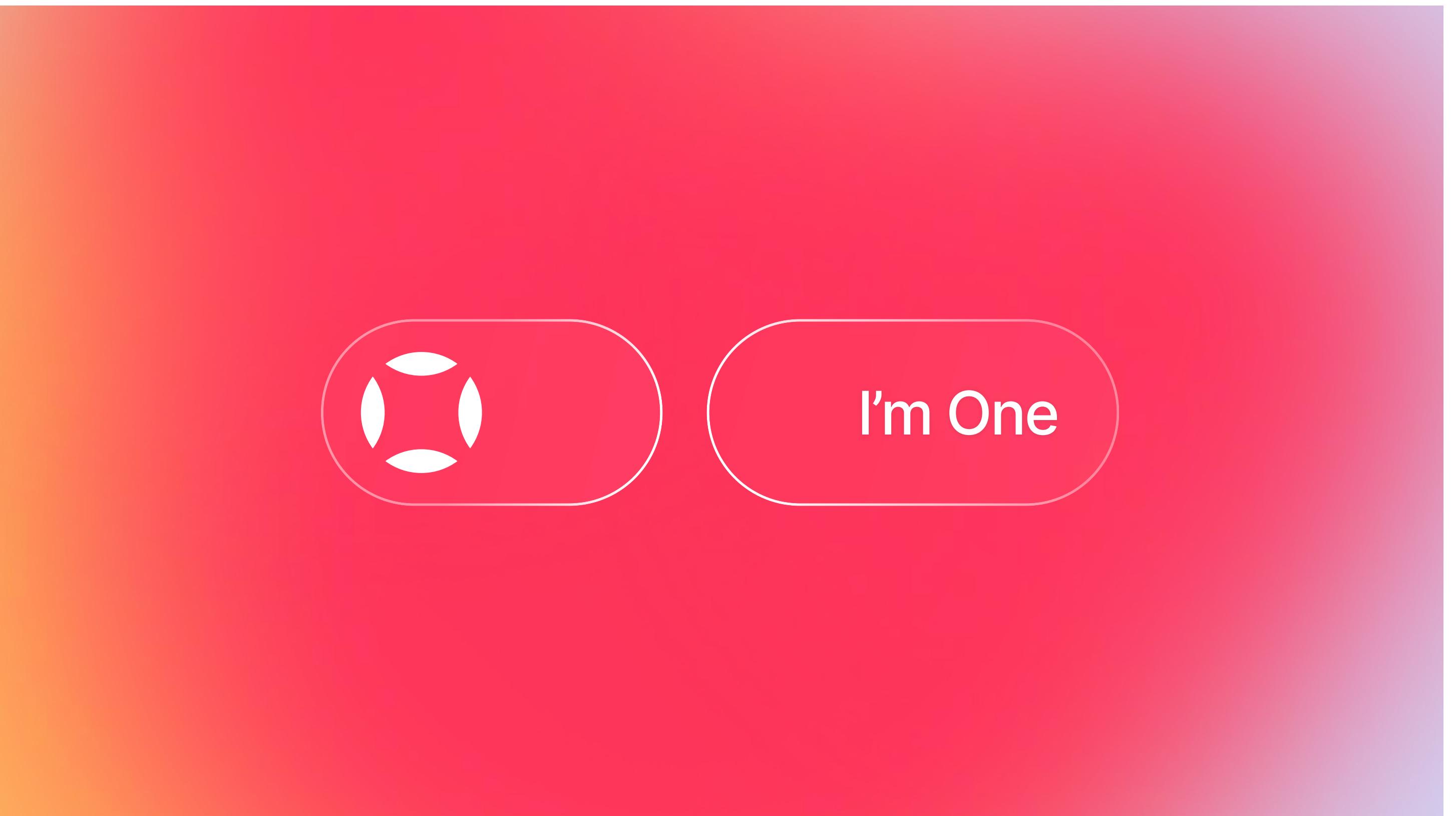
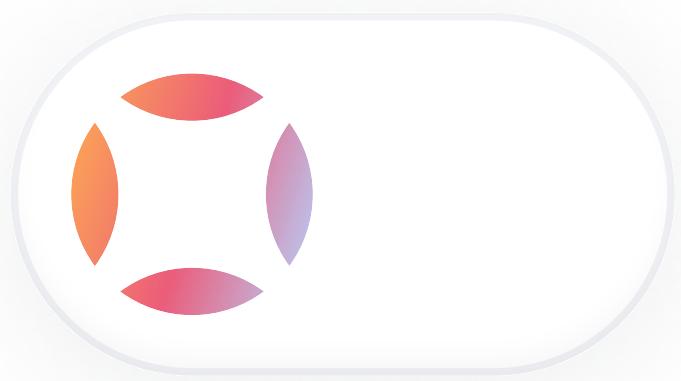




Toggle

One is an icon that will always be associated with its toggle function, as it identifies its role as an assistant.

Whenever the One icon is used outside of a product, it will always be accompanied by the toggle, and its isolated use as an icon is limited to certain cases where it needs to be used as a representative of the assistant.

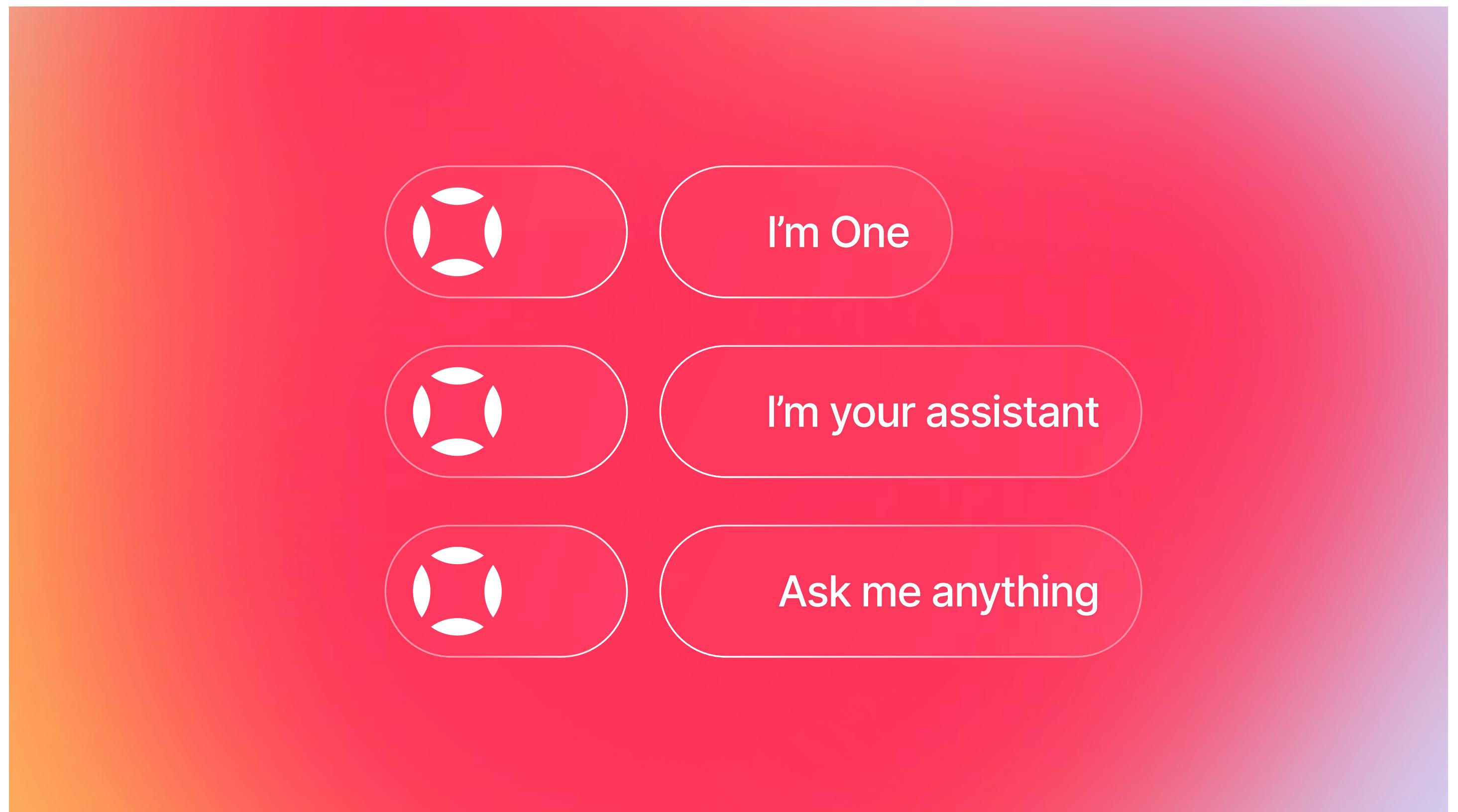
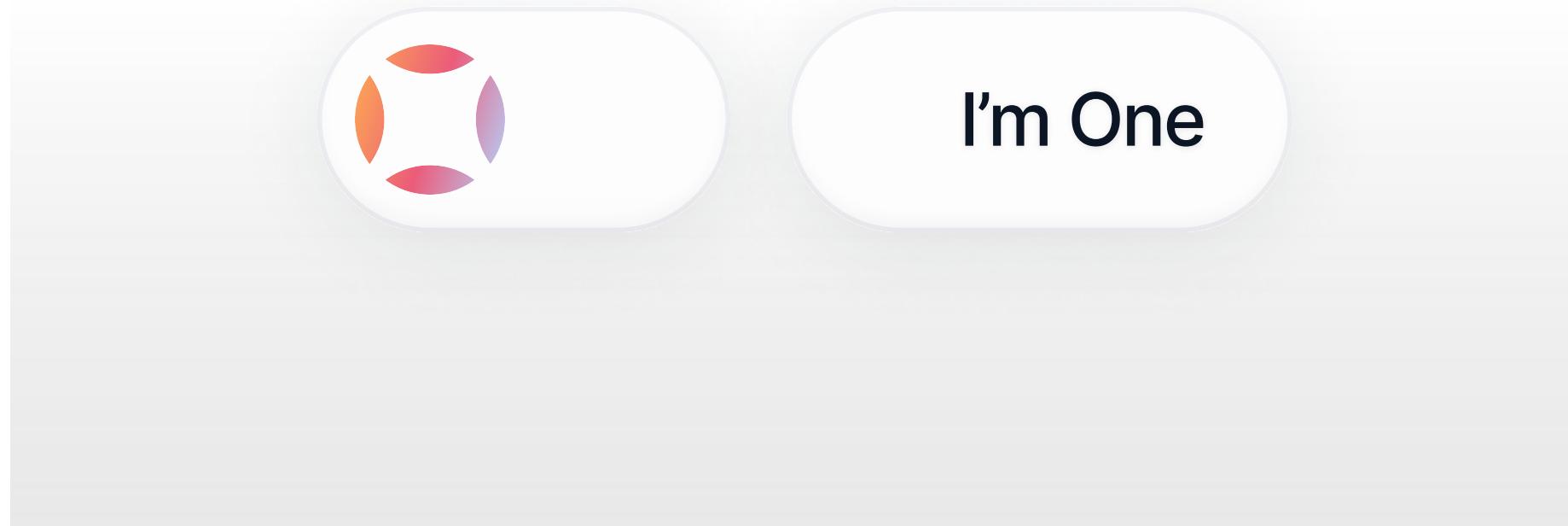




Toggle

To express One's relationship with the user, a double toggle will always be used, with a small text, of no more than 4-5 words will be added in the most concise, direct and human way possible. (depending on the design and composition, but always avoiding long texts).

These toggles must always go together in the composition, and both will always share the same effects.

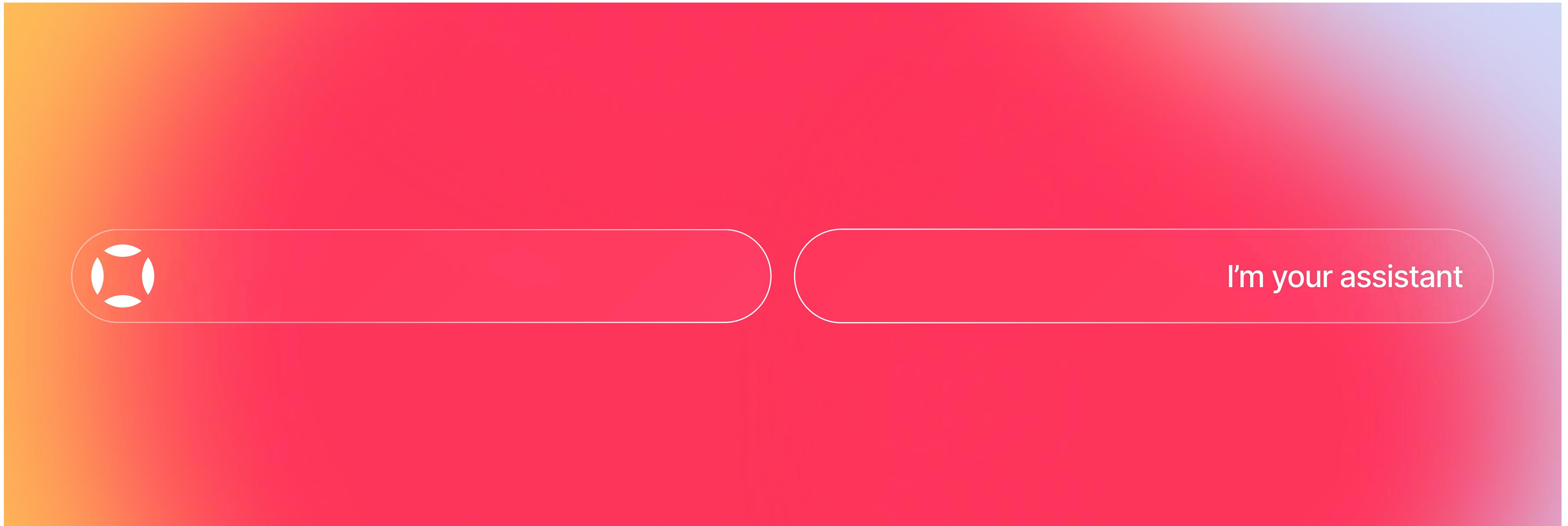




Toggle → Versatility

The One toggle is designed so that it can be used and adapted to the format of the material being constructed.

The structure must always be respected, but it is possible to modify its size to adapt it visually.





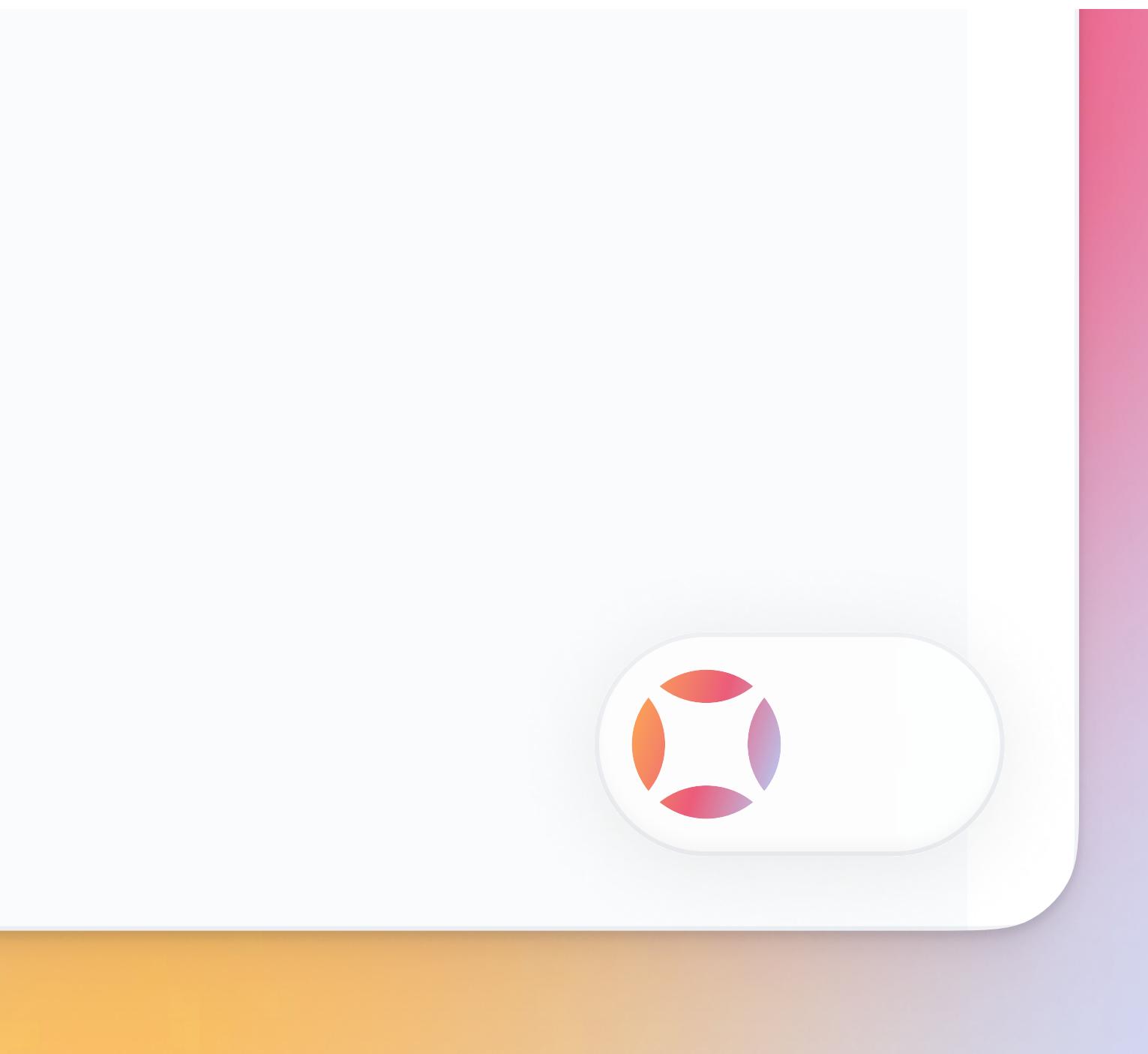
Toggle → Effects

The One toggle is designed so that it can be used and adapted to the format of the material being constructed.

The structure must always be respected, but it is possible to modify its size to adapt it visually.

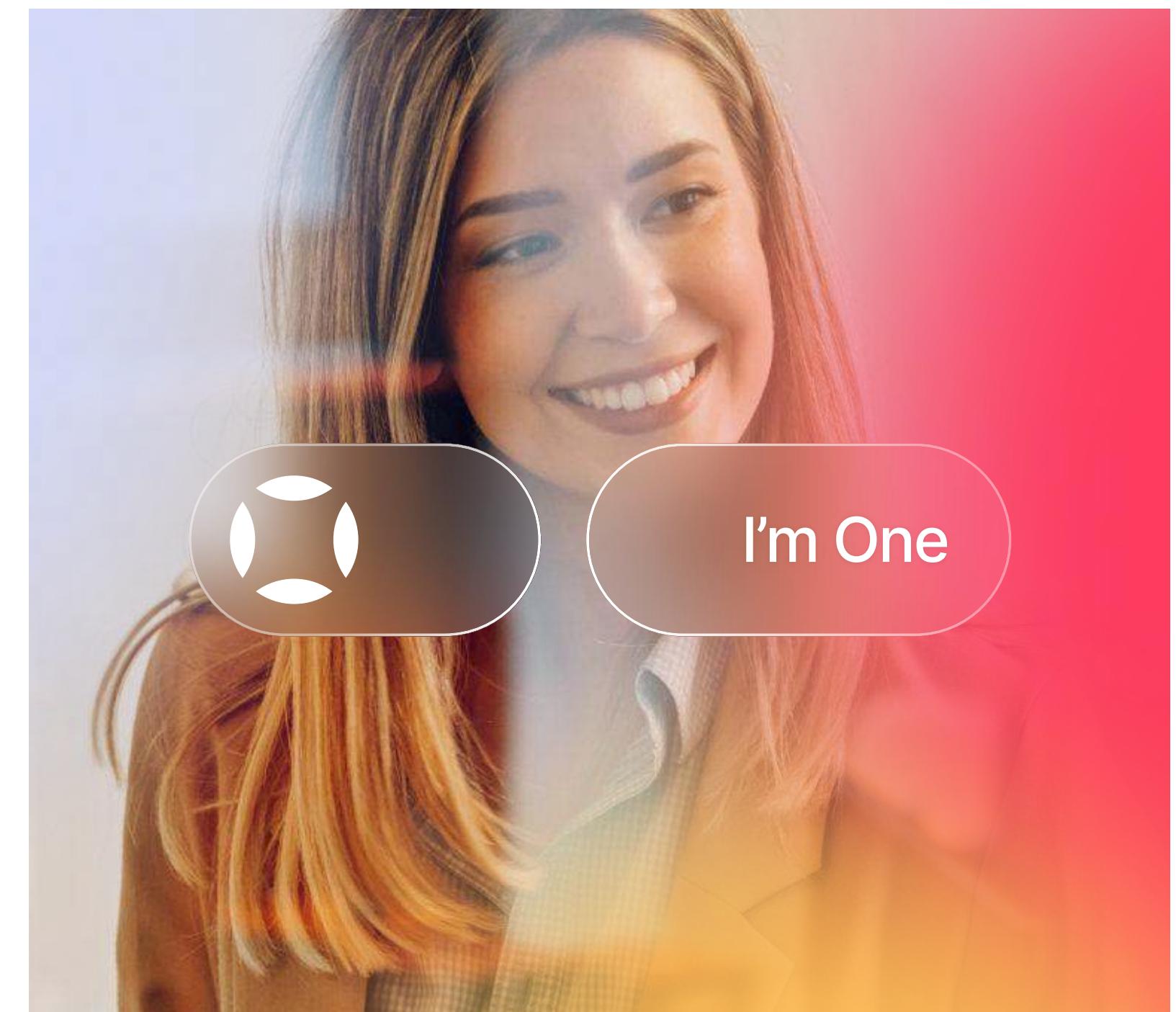
Product environment:

When using One Toggle in a product environment, it will have a slight transparency and blur.



Materials:

When One Toggle is used on materials outside of a product environment, a Glass+Blur effect will always be applied.





One Gradient

We have designed a range of gradients that is not rigid and evolves over time. These gradients are always based on the three chosen colours, bringing warmth and technology, but with a human touch.

As it is a living gradient, it could be applied in different ways, changing the order of the colours, but always respecting the three chosen colours and always giving more priority and presence to Radical Red.

The use of the One gradient is determined by two scenarios, where in each one it will behave similarly, but with differences:

Product environment

Materials

The three colours chosen to create the One gradient are:



Radical Red
#FFC155



Sunbeam
#FFC155



#D2D9F9

Product environment

It is a more intense version of the One gradient, where Radical Red is more predominant than the other colours, for optimal visualisation when used alongside the other colours found on the Factorial platform.



Materials

For use in materials where they are not part of the product environment, a One gradient would be more versatile, allowing different versions to be created, always respecting the primary colours, but in a more playful and vibrant way.



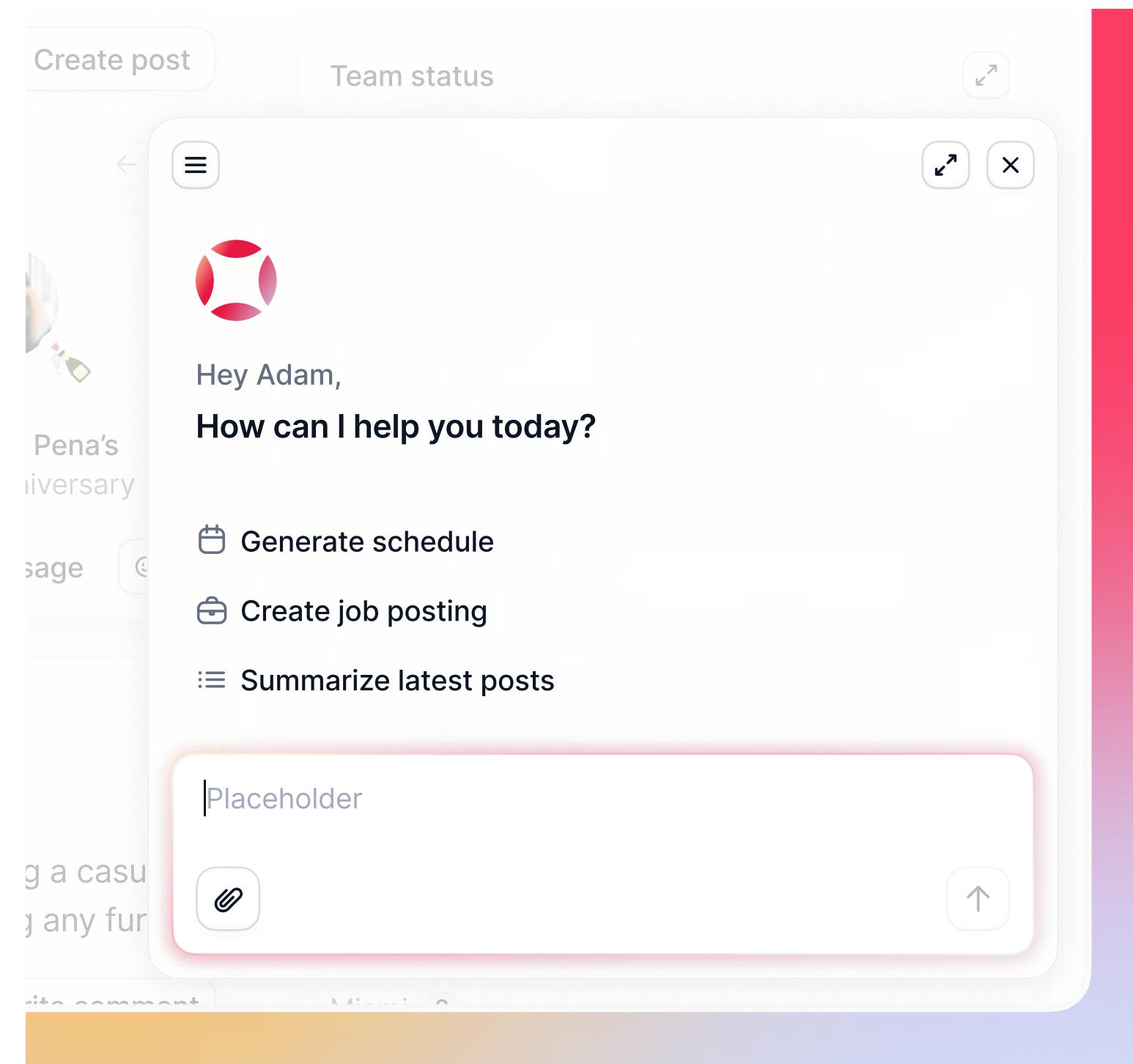


Product Environment

The One gradient will be applied to all product elements where Factorial AI operates, regardless of whether it is the One assistant or not. This unifies all AI actions under the same gradient and makes it easily recognisable.

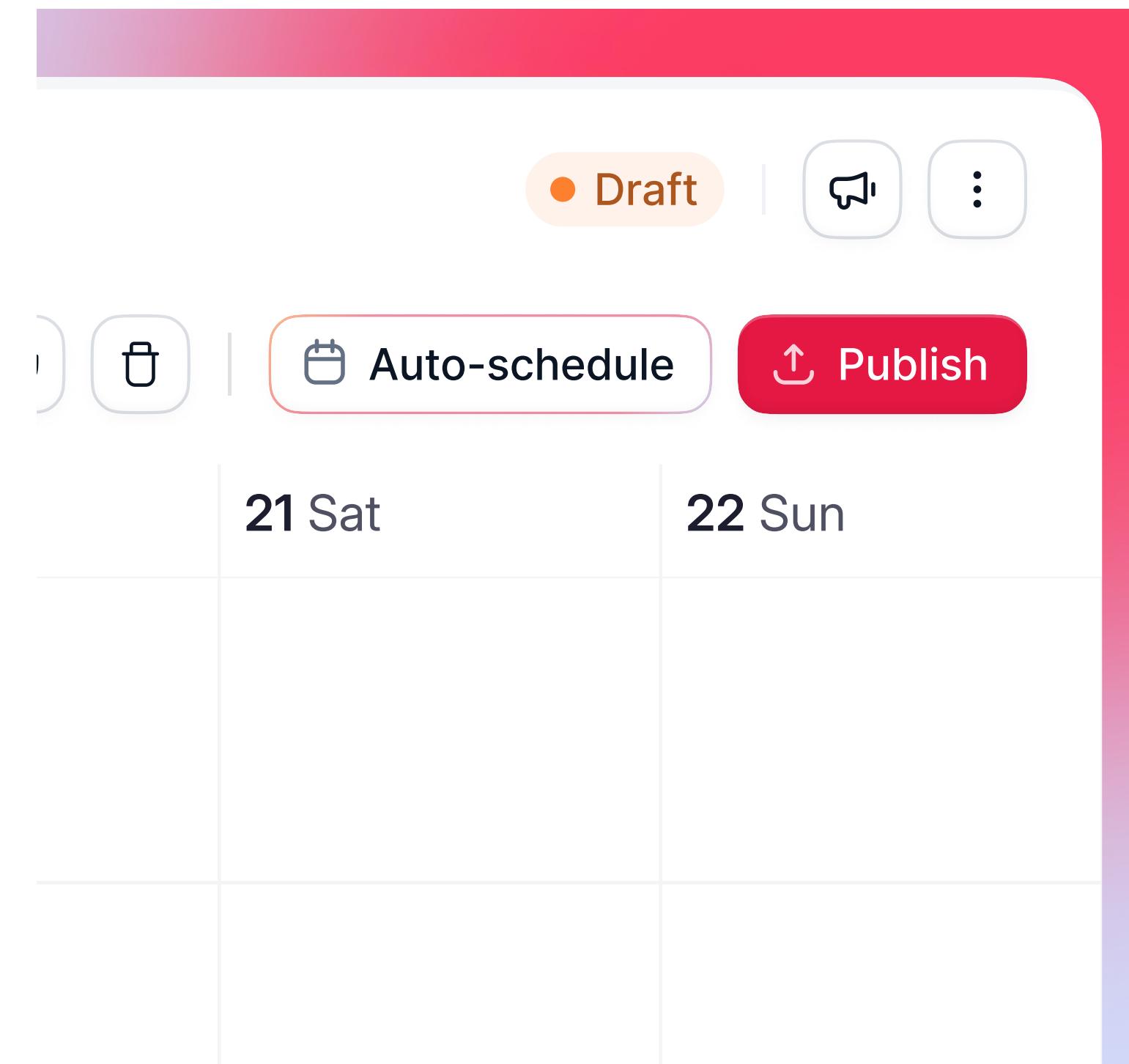
Glow effect:

A glow effect will be applied to the One outer gradient on text boxes when using the One Assistant.



Outline:

The One gradient will be applied to the outer edge of all buttons that have actions where Factorial's AI works.



Product environment:

The One icon will animate when the Factorial AI is working.

