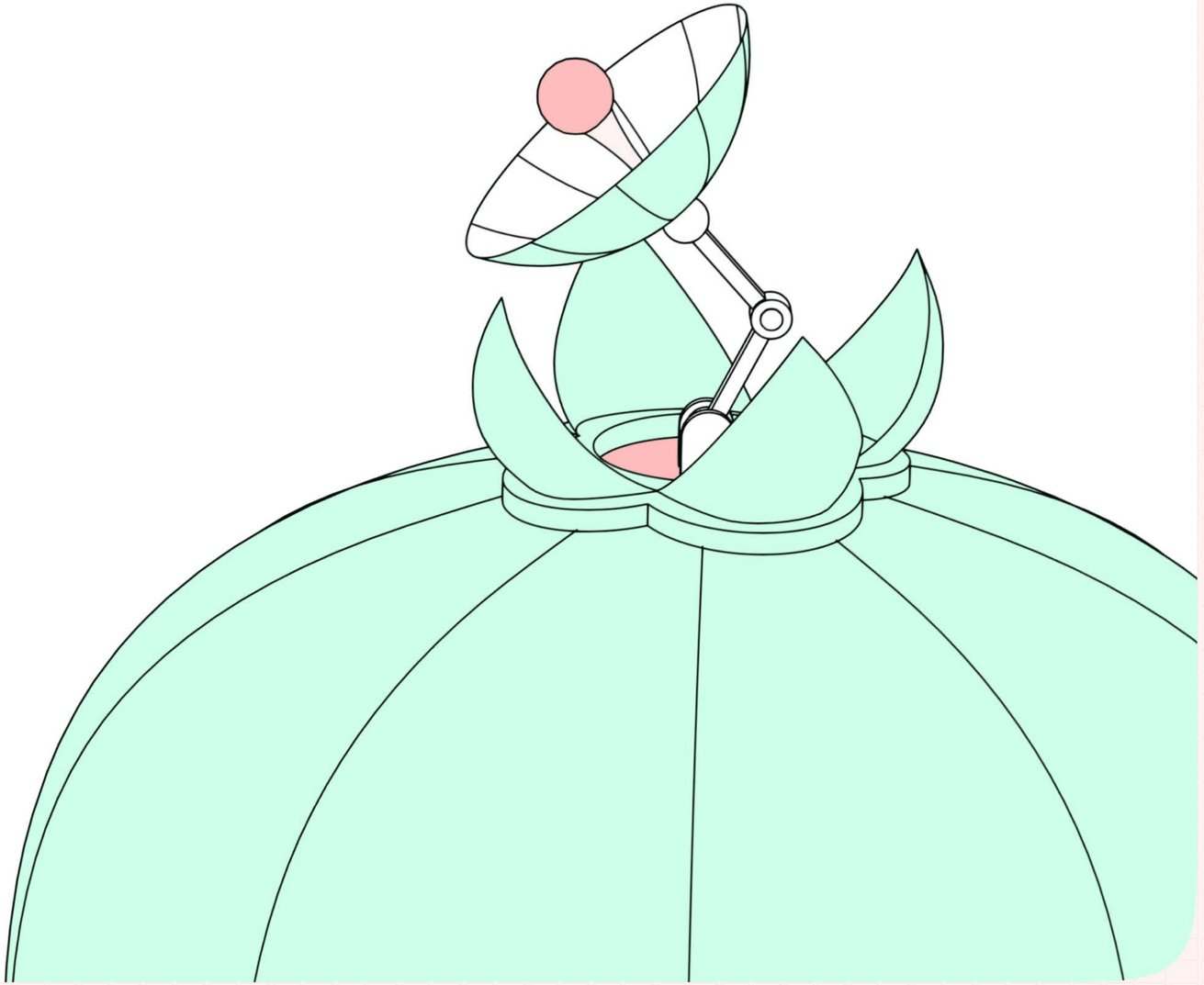
Brand Book

V.02

LAST UPDATE: 23rd of September

AIR



Made by Krilisp

AIR Brand Foundations

AI agents can take organizations further than ever before. They connect, act, access data and expand what they can do through an ever-growing world of add-ons. But the more capable they become, the harder it is to see everything they bring with them.

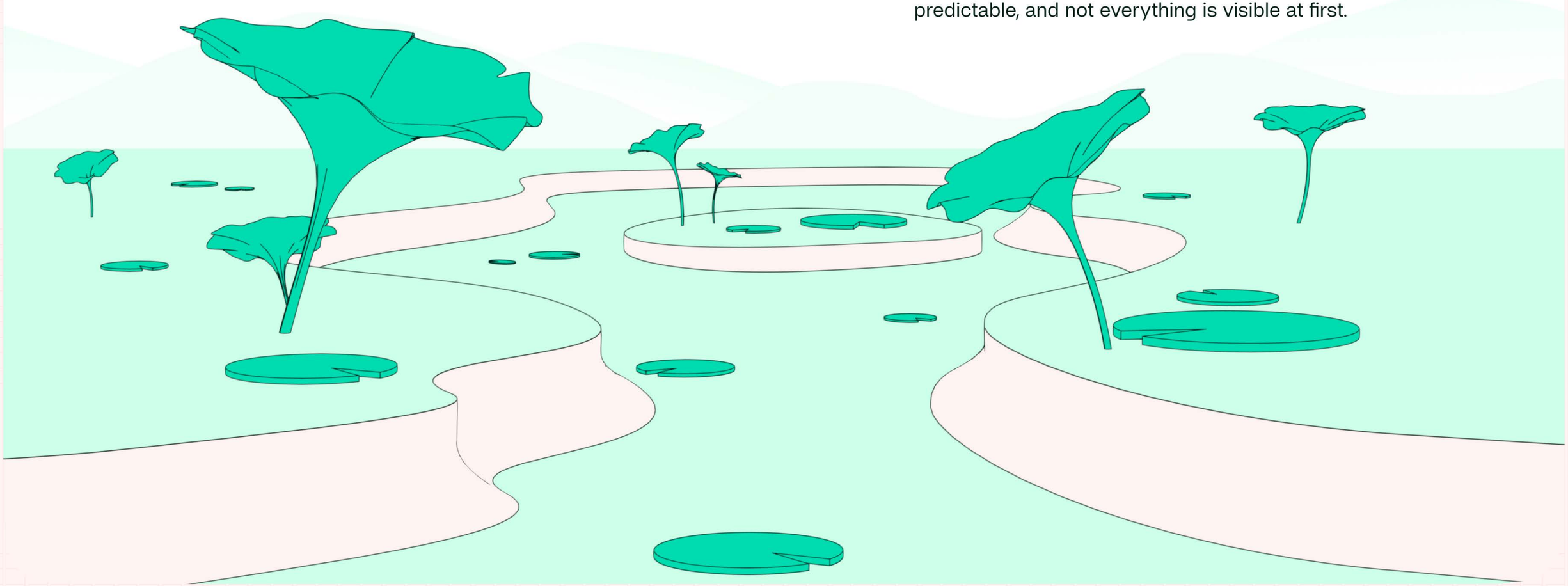
Every new connection can introduce something useful or something unexpected. Behaviors change, permissions expand, and risks can hide where everything looks perfectly fine on the surface.

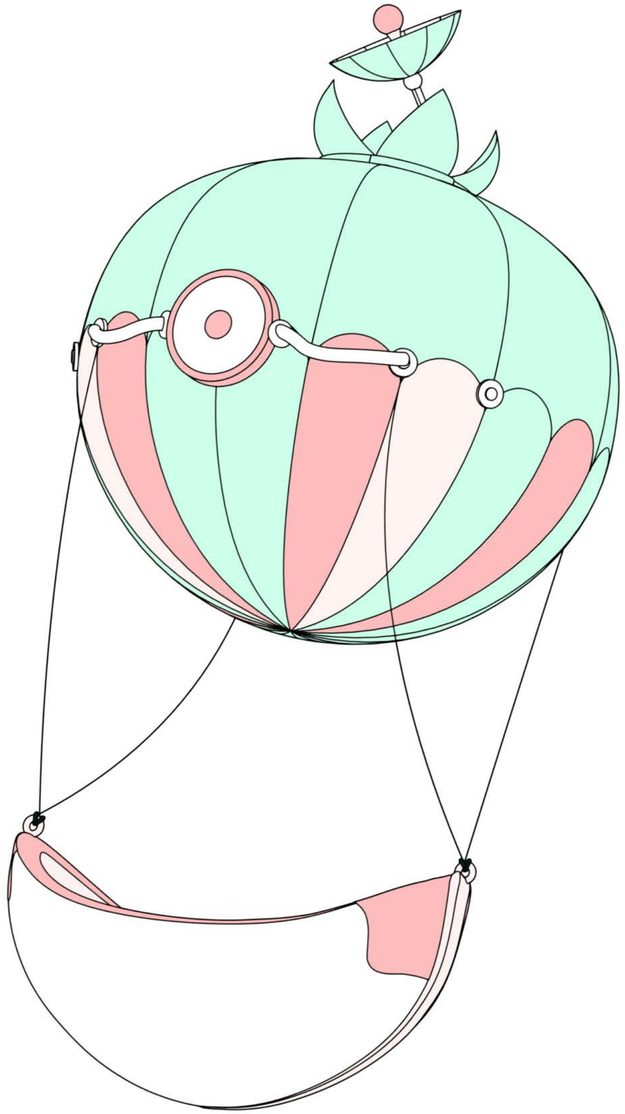
That tension between enormous potential and the unknown is where the AIR world begins.

The Swamp

AI Ecosystem

The swamp is a vast, constantly changing environment, filled with different paths, places, and things happening all around. Just like the AI ecosystem, it's alive and always evolving. Some parts are easy to see and understand. Others are less predictable, and not everything is visible at first.





The AIR Balloon

AI Agent

Built to go higher, move faster, and reach places that weren’t possible before, the AI agent opens up enormous possibilities for the organizations.

But every journey depends on what comes aboard. One wrong passenger can change the course, cause trouble, or bring the whole thing down.



The “Shedons” Add-ons

The “Shedons” are what make every journey different. Each one brings new skills and capabilities aboard. Most are helpful, some are harmless, and some may carry risks that aren’t visible at first.

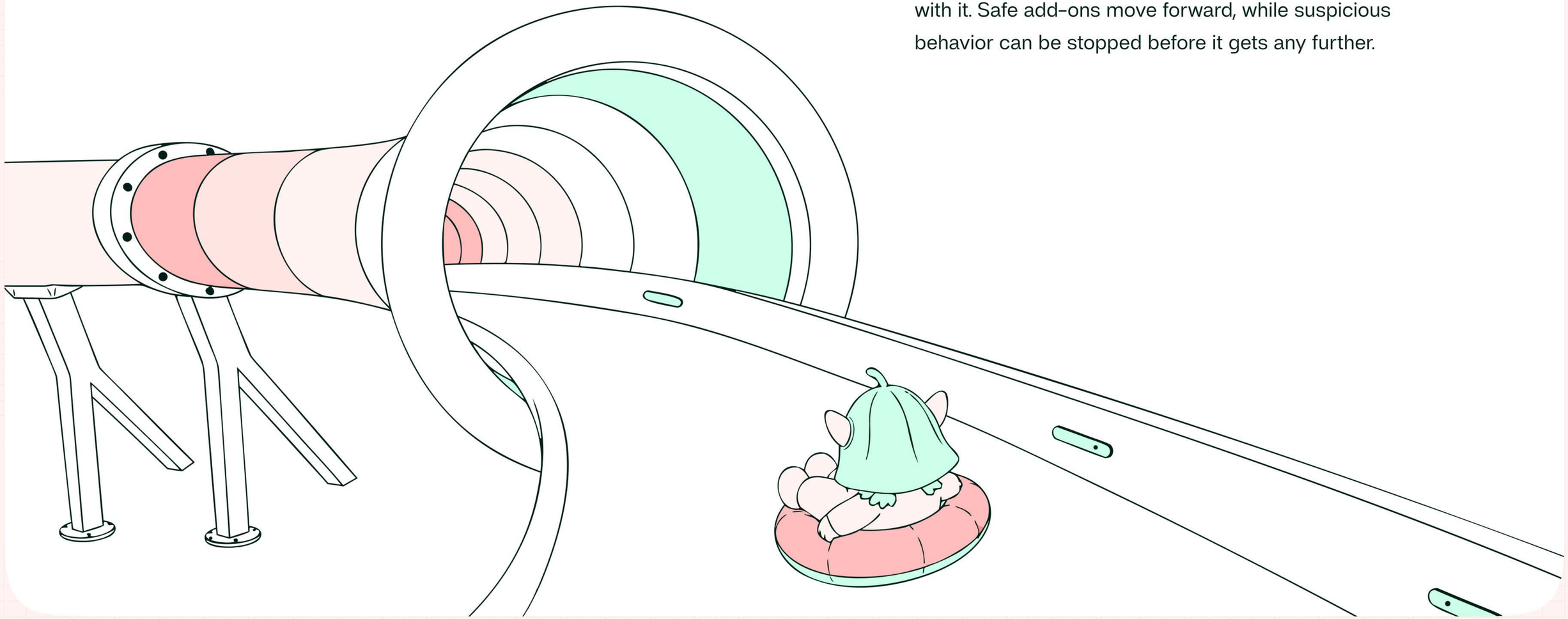
They can change over time, behave in unexpected ways, or bring something dangerous with them. And once they’re aboard, they become part of the journey.

Foundations

The Water Slide

AIR Filter

Every AI add-on passes through the AIR Filter before reaching the agent. Along the way, AIR continuously checks what it is, how it behaves, and what it brings with it. Safe add-ons move forward, while suspicious behavior can be stopped before it gets any further.

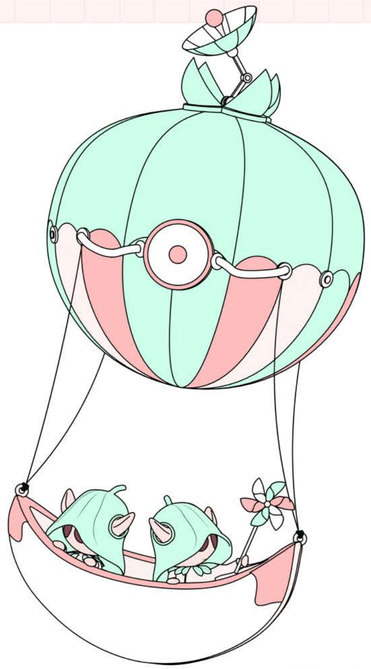


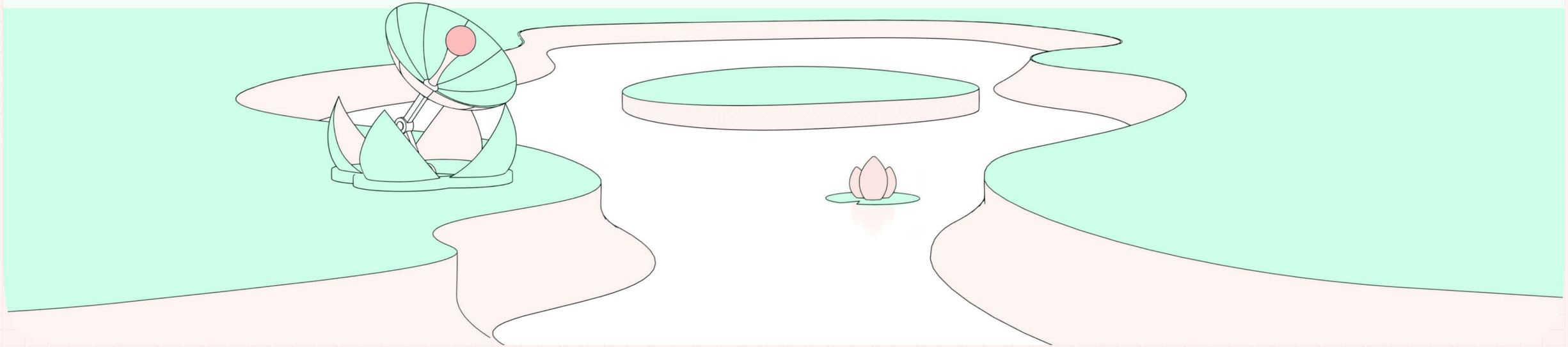
The Clean Swamp

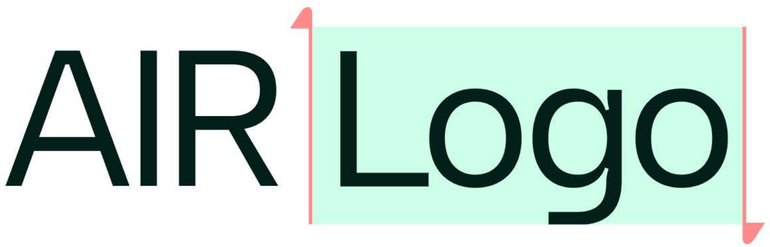
AIR Marketplace

With AIR, the unknown becomes trusted. The AIR Marketplace gives agents access to AI add-ons that have been discovered, vetted, and continuously monitored.

Agents can safely use the capabilities they need, while organizations stay in control of what comes aboard. A trusted ecosystem that helps every agent go further and fly higher.



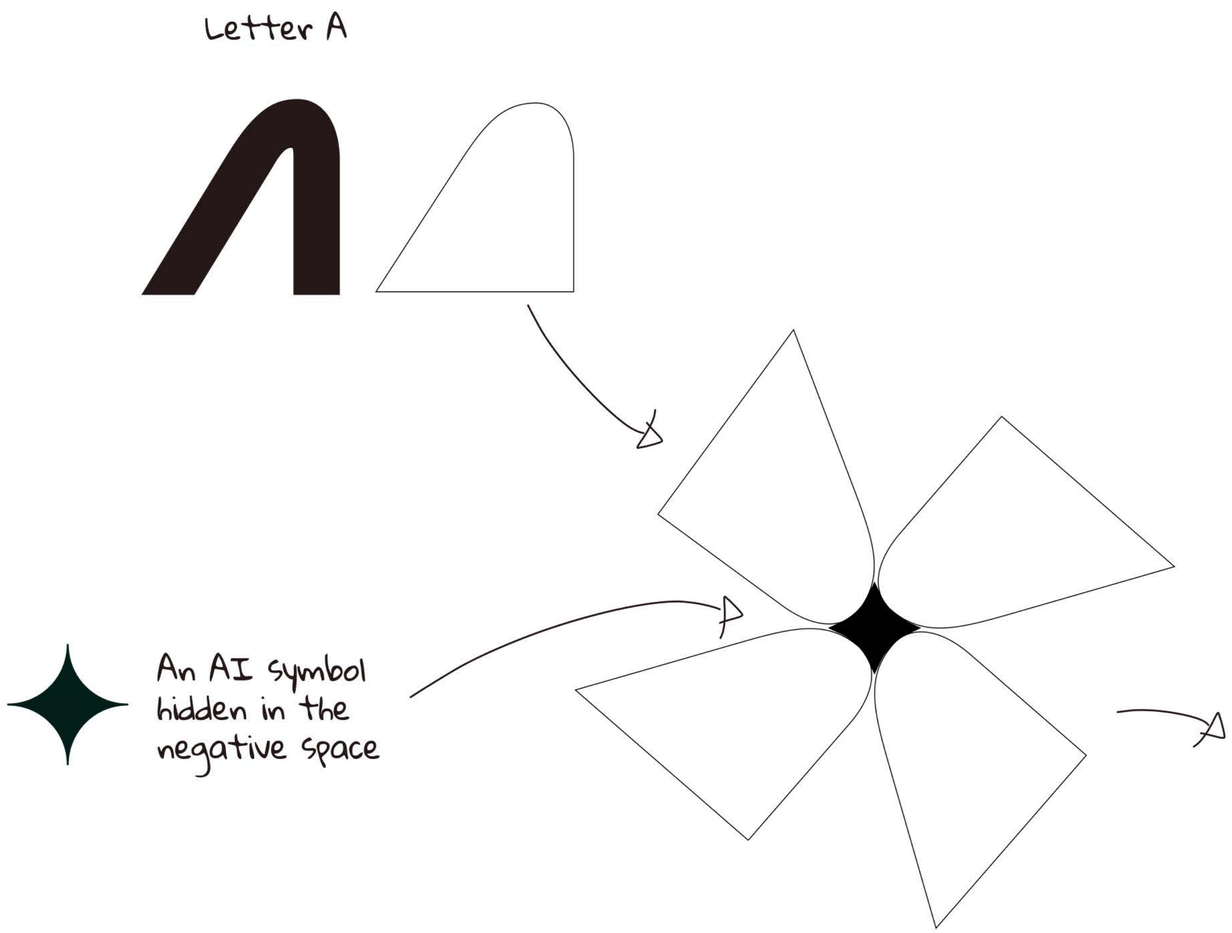



AIR Logo

Logo



Logo



The Story

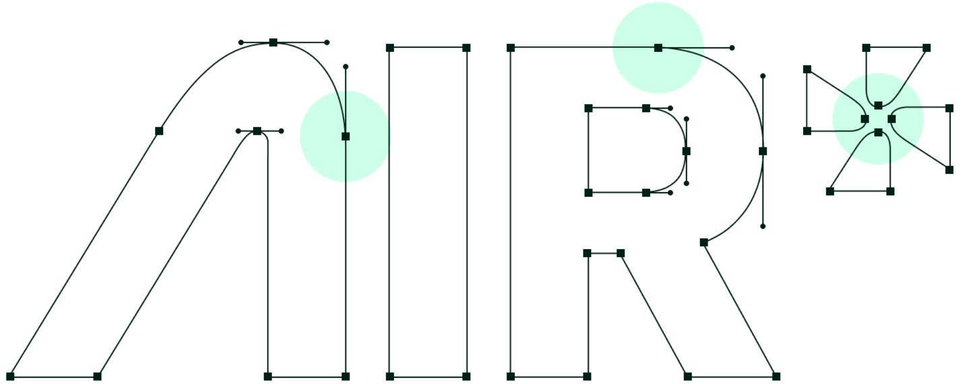
The AIR mark combines three ideas into one form: the letter A, AI spark and an organic, flower-like shape.
The A is the building block, repeated four times to form the flower while the negative space at the center reveals the AI spark. Three ideas that only exist because of one another.

That mix of technology and something more organic became the starting point for AIR's entire visual world, a world where AI is constantly moving, growing and evolving.



flower, clean ecosystem

Logo







Logo

Primary

Use by default

Always use the **#00DCB0** logo when the background provides enough contrast. This is the primary expression of the AIR brand and should be the first choice in almost every application.



Rules

1. If **#00DCB0** works on your background, **use it**.
2. Specific project or creative direction? **Choose an alternative version.**

Alternative versions

Use when needed

Use these versions when the primary logo lacks contrast or when a project calls for an alternative brand color.

Secondary





Tertiary





Black & White

For functional use only. Not part of the AIR brand palette. Use only when a monochrome logo is required.

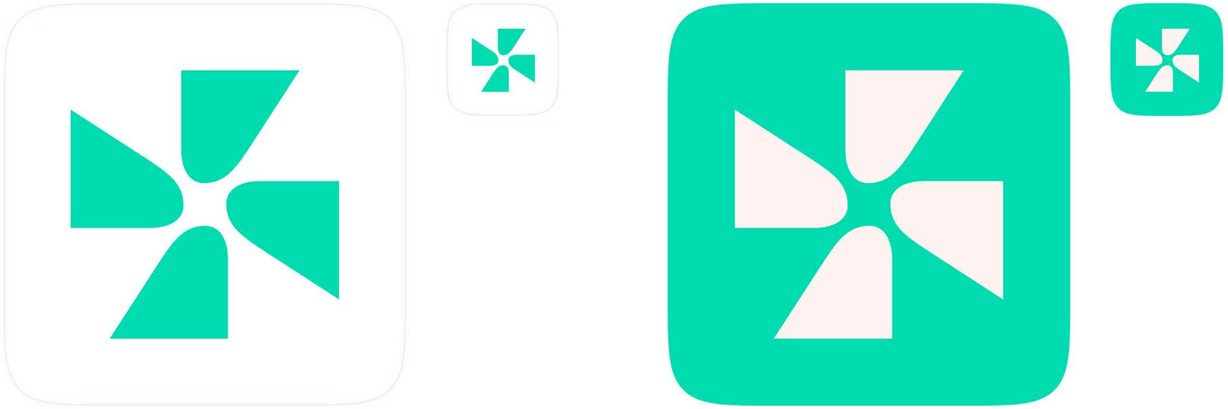




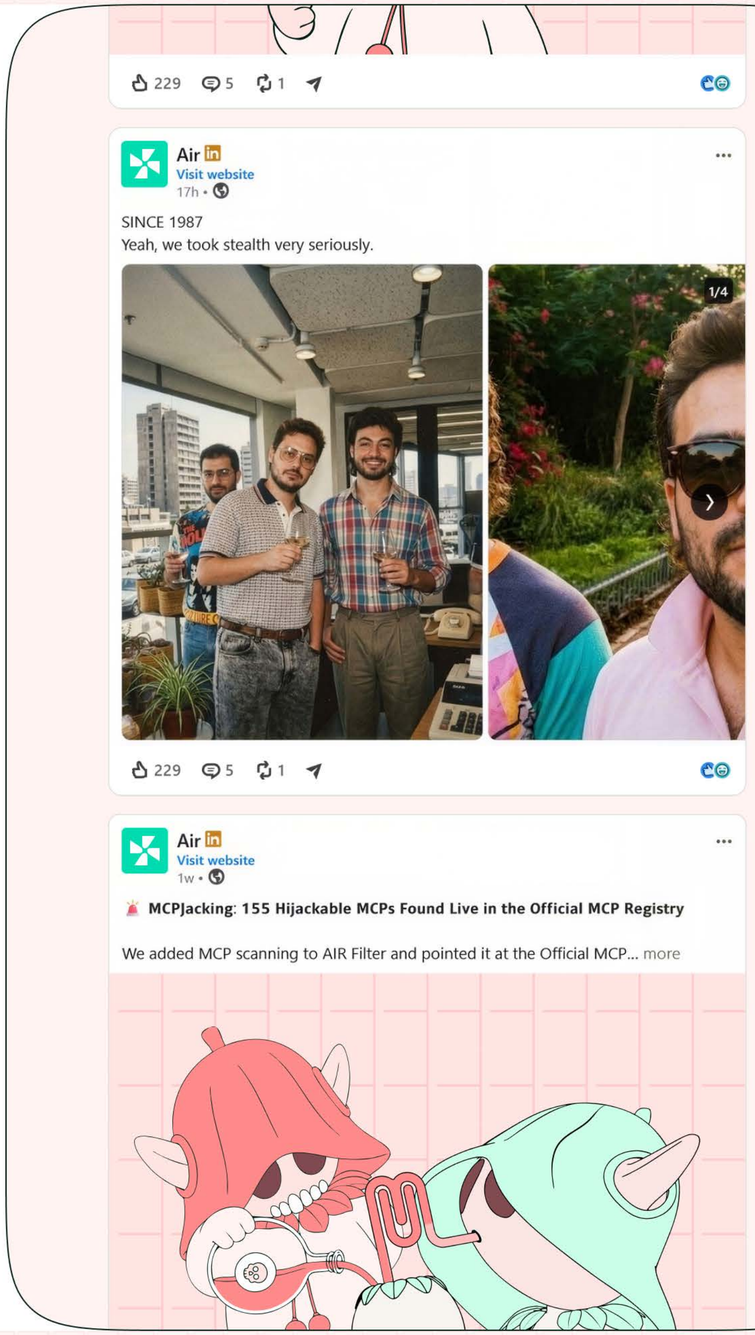
Logo

The AIR Symbol

The AIR symbol can stand on its own when space is limited, such as in profile images, favicons, dashboards, and other small applications. Paired with AIR's primary brand color, it remains recognizable even without the wordmark.







Logo

What to Avoid ⚠



Do **not** change the opacity



Do **not** use any colors other than the defined ones



Do **not** place the logo near the edges



Do **not** rotate the logo



Do **not** modify or rotate the symbol



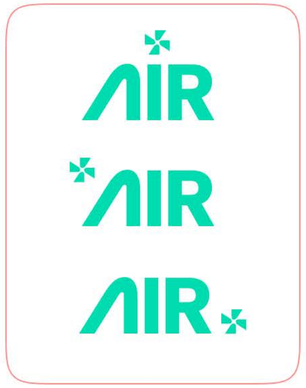
Do **not** use drop shadow or any other effect



Do **not** distort or stretch the logo



Do **not** change the proportions hierarchy



Do **not** change the position of the symbol



Do **not** use dark colors on dark backgrounds.

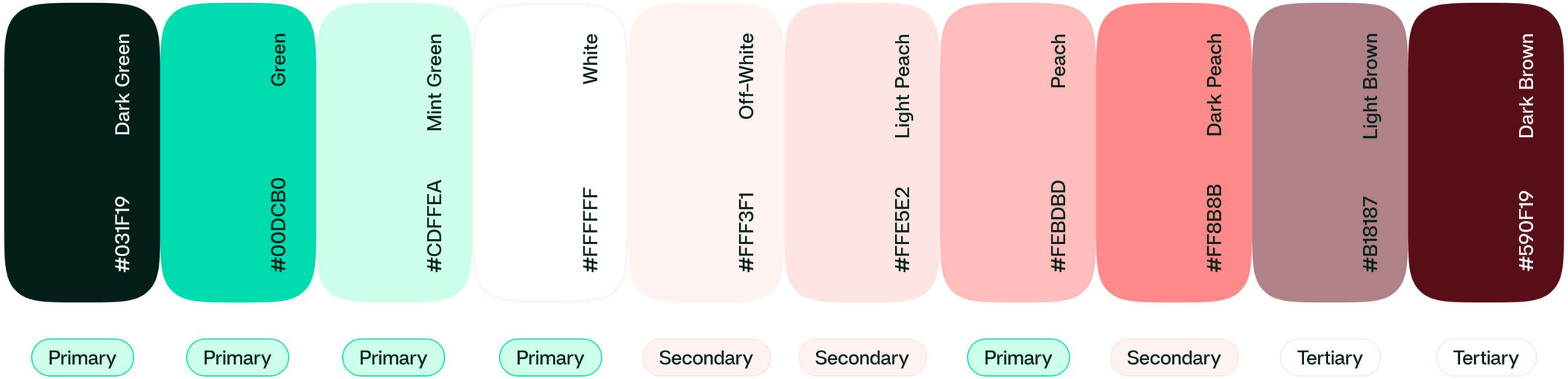


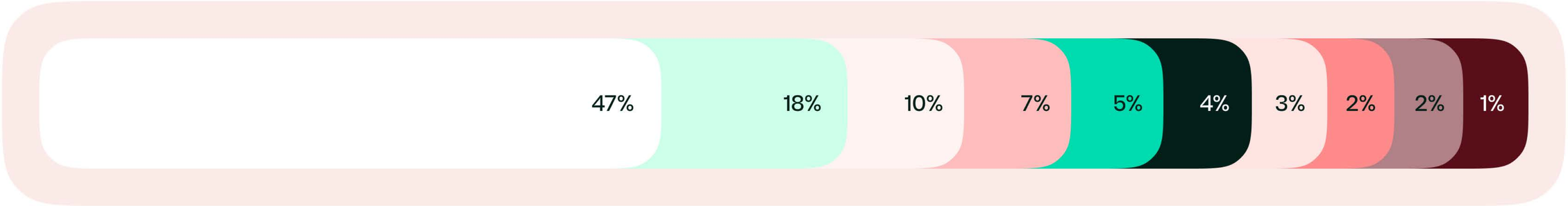
Do **not** use bright color on bright backgrounds

Color System

Colors

HEX


Dark Green
#031F19
Primary
Green
#00DCB0
Primary
Mint Green
#CDFFEA
Primary
White
#FFFFFF
Primary
Off-White
#FFF3F1
Secondary
Light Peach
#FFE5E2
Secondary
Peach
#FEBDBD
Primary
Dark Peach
#FF8B8B
Secondary
Light Brown
#B18187
Tertiary
Dark Brown
#590F19
Tertiary

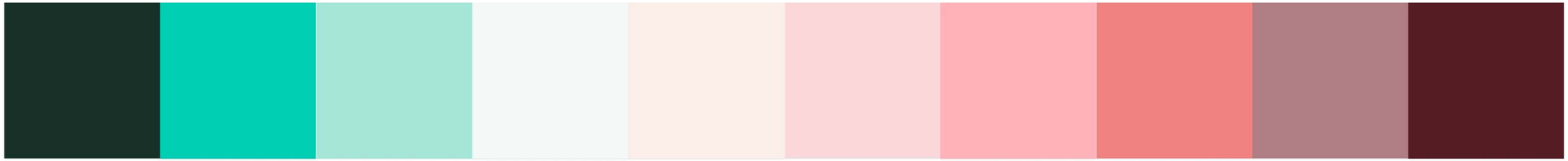

47%
18%
10%
7%
5%
4%
3%
2%
2%
1%

Colors

CMYK



Pantone



Typography

Another Sans

Another Sans is AIR’s primary typeface, bringing a clean, modern, and confident voice across all communication. Its versatility helps keep the brand clear, consistent, and recognizable.

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuwxyz

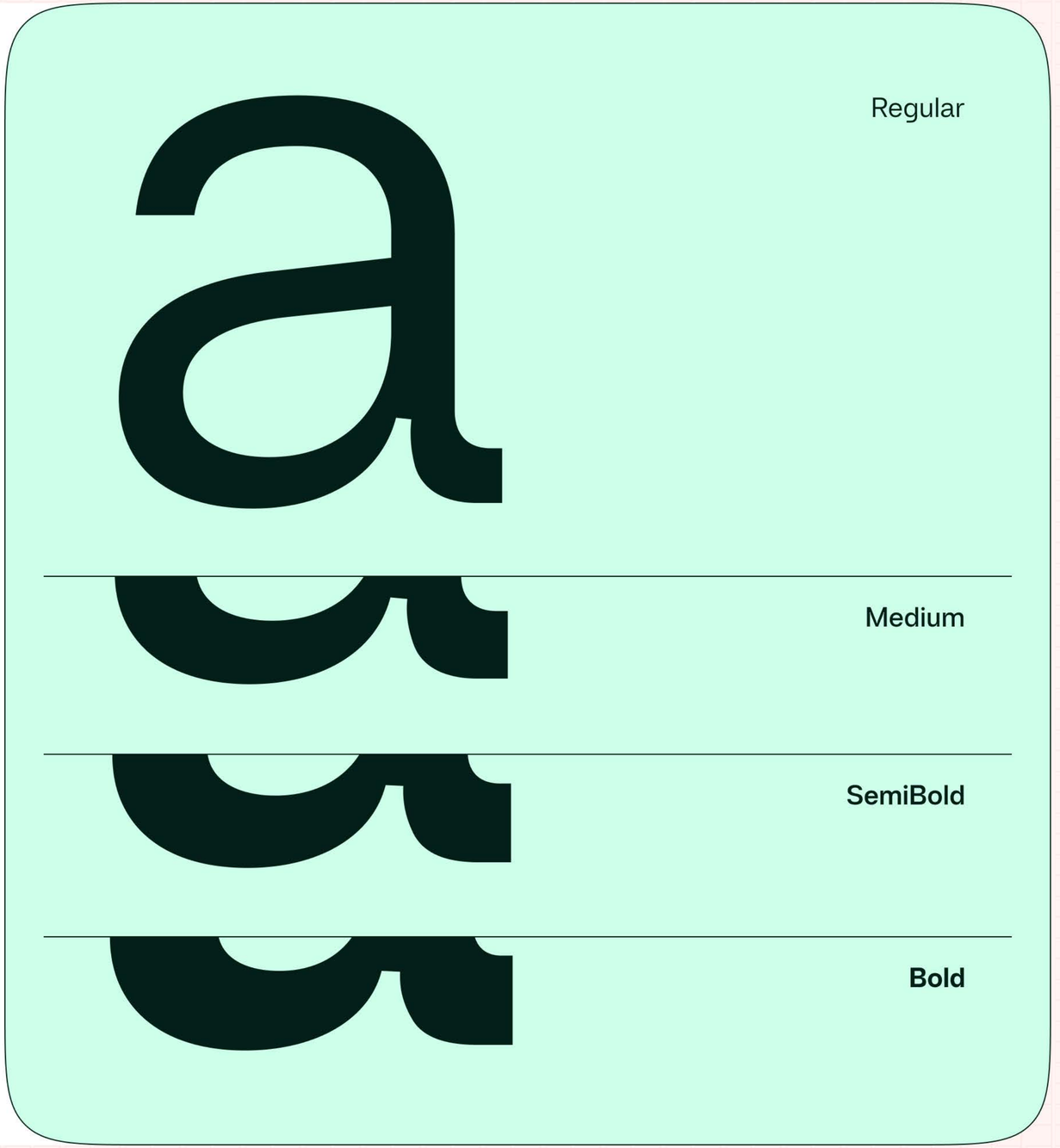


Illustration Style

Illustrations

Visual Consistency

Large visuals should not be scaled down directly. Use the correct version for each size to preserve line weight and overall style consistent across all formats.







Illustrations

AI “Shedon” Rules

The “Shedon” may be generated using AI, but its core features must always remain consistent, especially the line thickness.



Hat

Same overall shape, including the 3 lines.

Ears

Same shape and proportions.

Mouth

Always a simple line.

Leaves

Always 6 leaves around the neck.

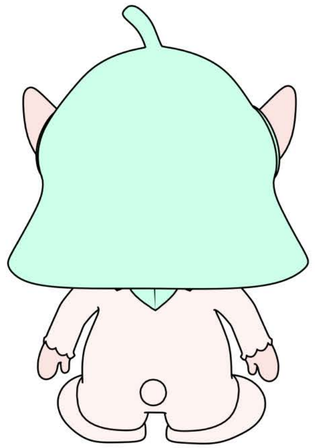
Hands

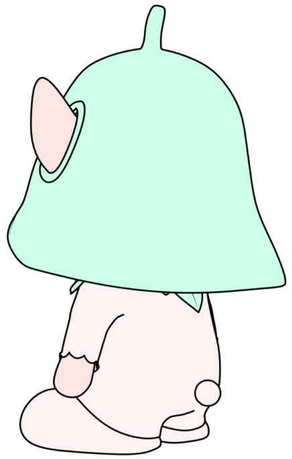
Simple shape with one thumb.

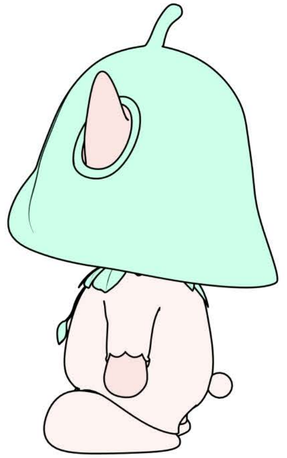
Feet

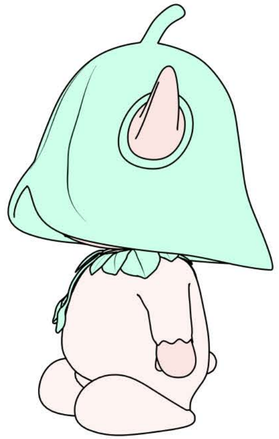
Large, round shaped.

Illustrations













Illustrations

Bad “Shedon”

AI-generated variations are allowed, as long as the character’s core features and overall identity stay consistent.

Hat

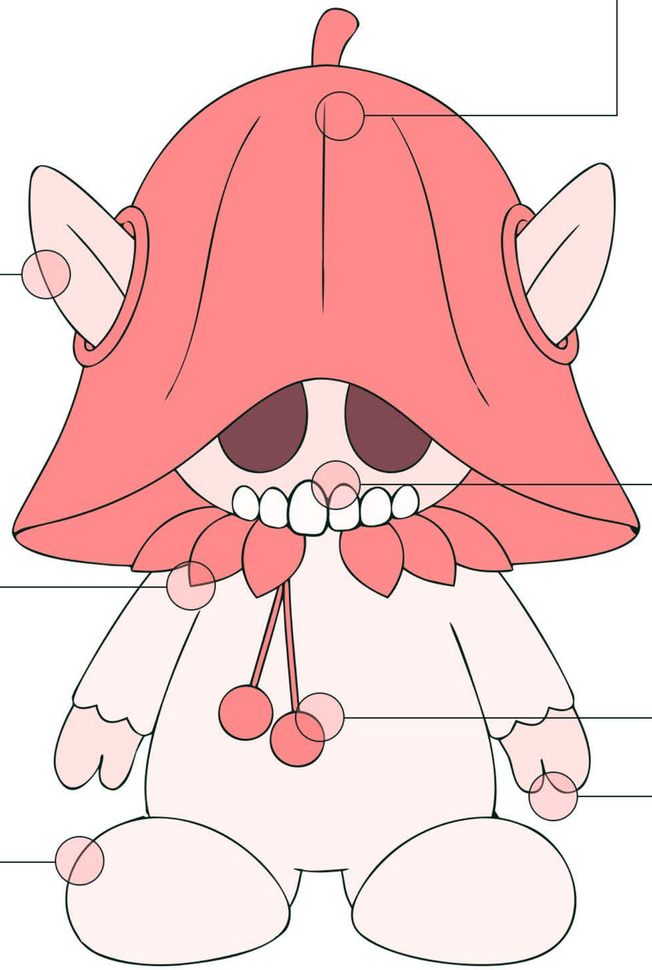
Same overall shape, including the 3 lines.

Ears

Same shape and proportions.

Mouth

6 teeth, with one noticeably larger.



Accessory

2 balls instead of leaves.

Leaves

Always 6 leaves around the neck.

Hands

Simple shape with one thumb.

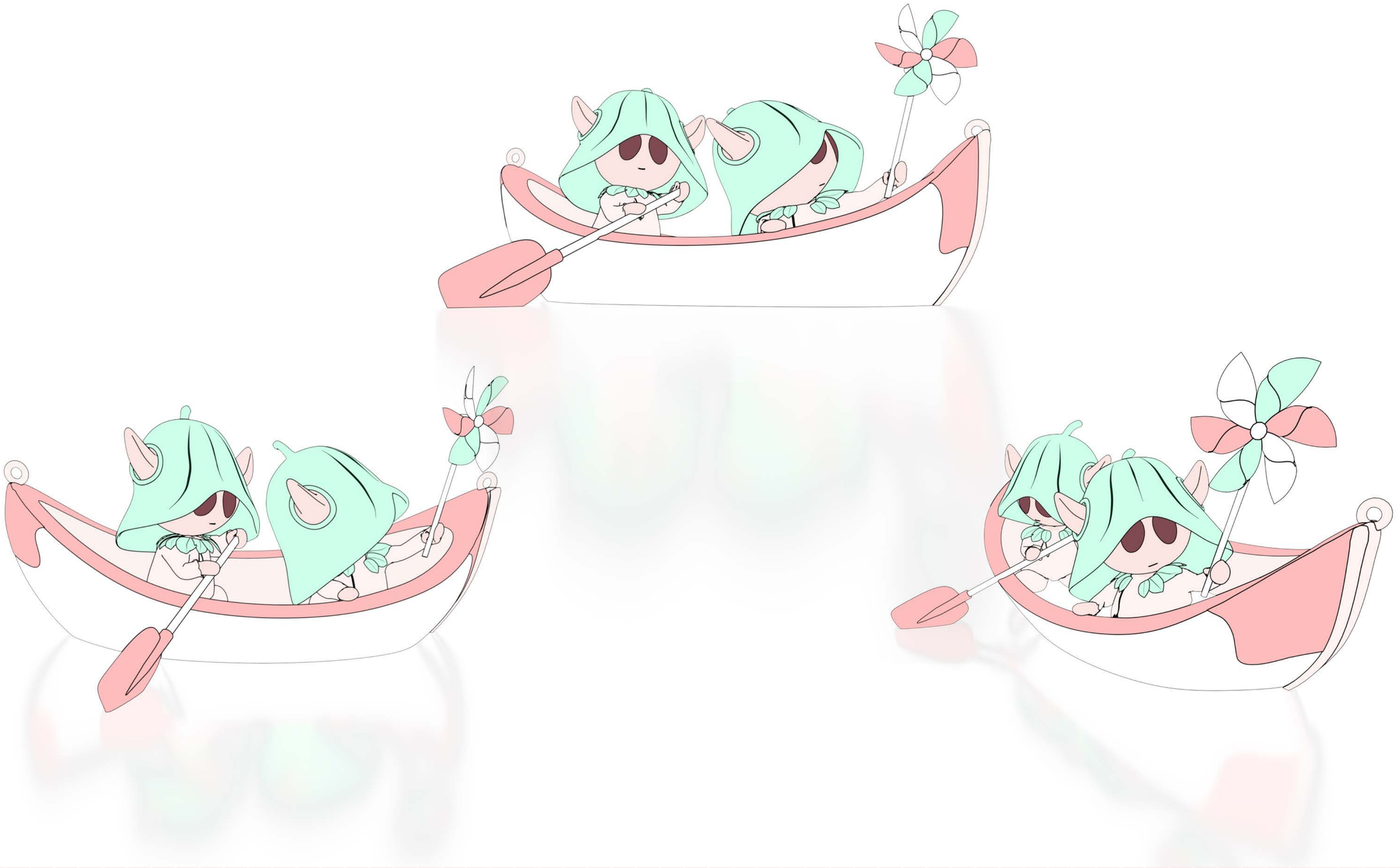
Feet

Large, round shaped.

Illustrations

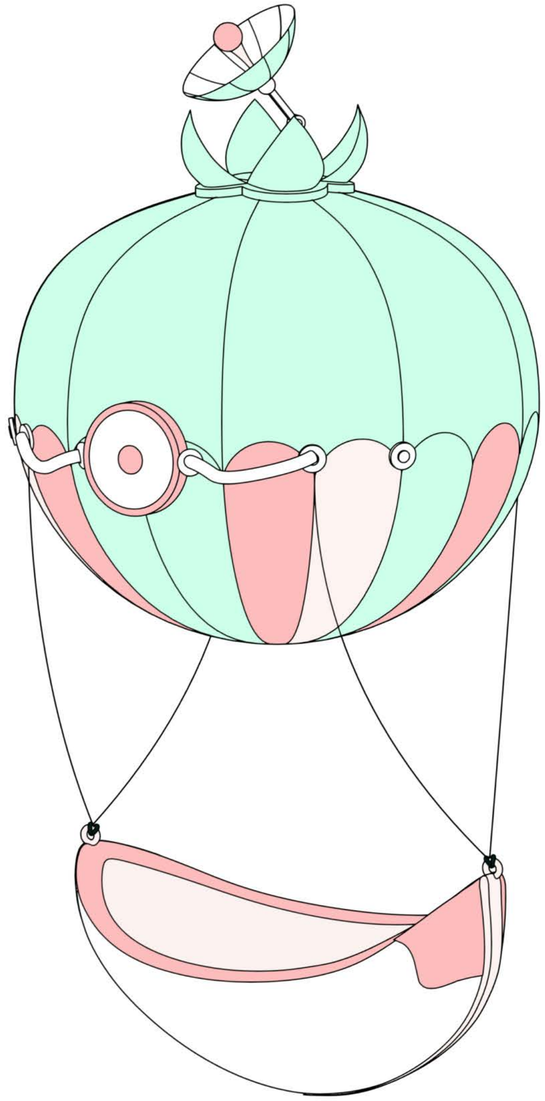


Illustrations

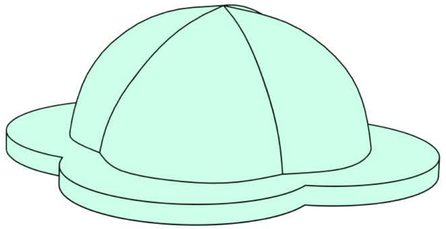


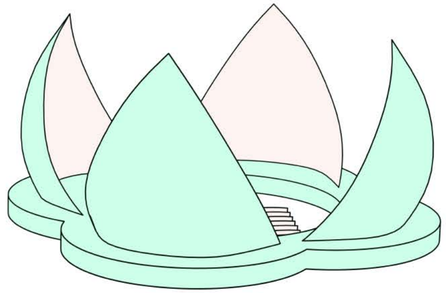
Illustrations

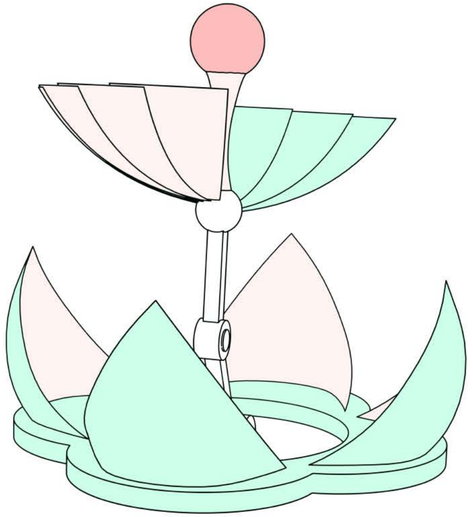


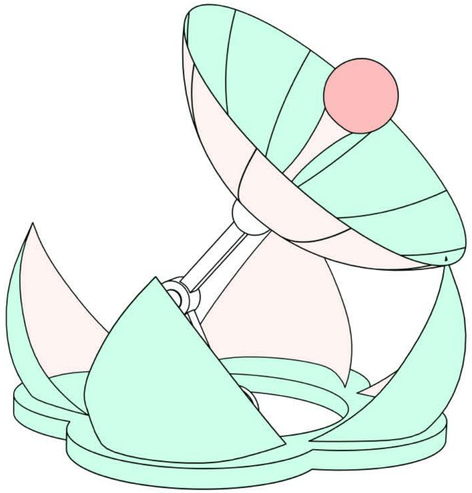


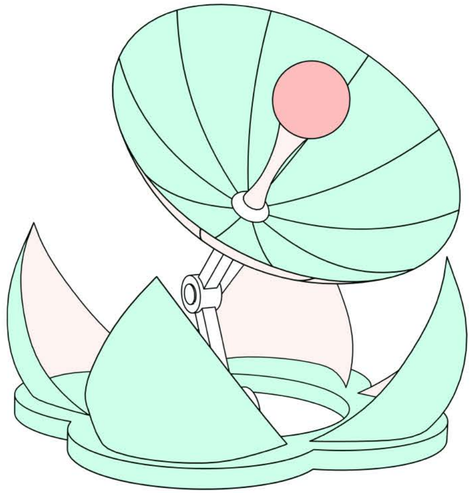
Illustrations











Illustrations







Illustrations







