

Brand Identity
SEA.AI
Style Guide for Partners

SEA.AI

SEA.AI detects objects on the water early, using thermal and optical cameras to catch even objects that escape conventional systems such as Radar or AIS: unsignalled craft, floating obstacles, buoys, inflatables, kayaks and persons over board.

HOW TO SAY SEA.AI

We pronounce our name in English.
We do not mention “dot”.

In order to spell it to someone,
you can say: Sea dot AI

[si: ,eɪ'aɪ]

THE LOGO

S E A . A I []

S E A . A I []

THE COLORS



#cb0d00
RGB 203/13/0
CMYK 12/100/100/0
Pantone 186



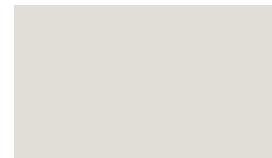
#0b1731
RGB 11/23/45
CMYK 95/85/40/70
Pantone 289



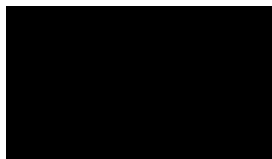
#06404c
RGB 6/64/76
CMYK 100/83/68/0
Pantone 548



#7b9194
RGB 123/145/148
CMYK 59/37/37/0
Pantone 5425



#dfd9d9
RGB 223/222/217
CMYK 15/11/15/0
Pantone Cool Gray 1C

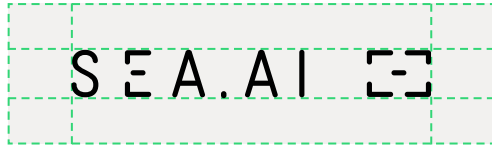


#000000
RGB 0/0/0
CMYK 100/0/0/0




#ffffff
RGB 255/255/255
CMYK 0/0/0/0

THE USE OF THE LOGO



Keep area around brand clear

SEA.AI  I 3 mm

Minimum printable size:
3 mm height

CO-BRANDING

You can combine your brand with SEA.AI. Ensure both brands maintain their individual brand identity.



COMPANY
LOGO ■

SEA.AI □



DO NOT USE YOUR BRAND'S
COLORS FOR SEA.AI

COMPANY
LOGO ■

SEA.AI □

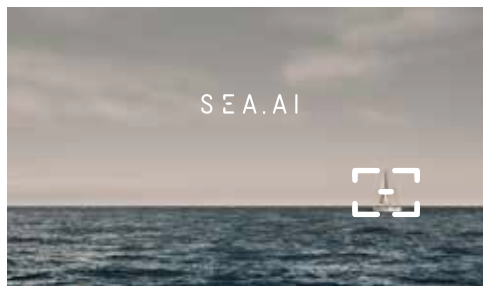
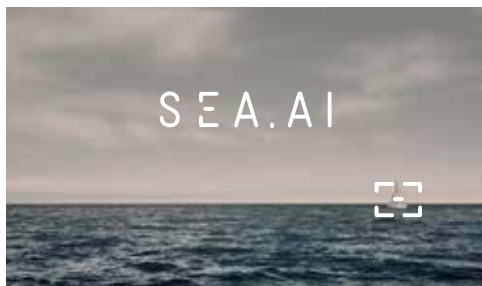


COMPANY
LOGO ■

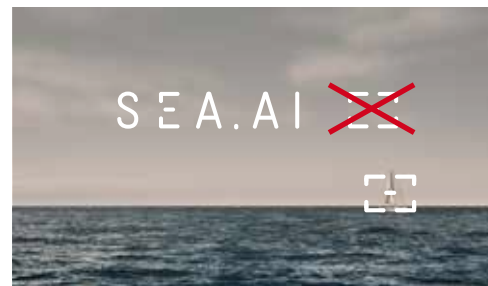
SEA.AI □

THE USE OF THE LOGO

On images you may use the brand and the cursor icon separately. Any application of this kind needs approval by SEA.AI marketing department.



The brand and the cursor shall always have the same height. The cursor shall not be bigger.



If the cursor is placed on an object in the image, do not use the cursor again in the logo.

THE USE OF THE LOGO

Do not change the appearance of the brand. You may change the distance between SEA.AI and the cursor.



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USE OF LOGO IN BRAND COLORS

You may use the logo in one of the brand's colors. When the logo is placed on colored backgrounds, make sure the contrast is strong.



Do not use red for backgrounds of this kind.

SEA.AI 

www.sea.ai

Questions?

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