Brand Guidelines

Updated 2022

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About Us

Daisy is an AI software company that delivers explainable Decisions-as-a-Service (eDaaS) for retail merchandise planning and insurance risk management. Daisy's unique autonomous (no code, no infrastructure, no data scientists, no bias) AI system elevates your employees, enabling them to focus on delivering your mission, servicing your customers, and creating shareholder value. Daisy's solutions deliver verifiable financial results with a minimum net income return on investment of 10X.

Our Mission

To empower people to focus on what they do best at work by using machine intelligence to do what machines do best.

Our Brand Promise

At Daisy, we believe in a future where computing machines improve our lives. We aspire to elevate your employees, enabling them to deliver on your mission, service your customers and deliver shareholder value - resulting in improved customer and employee satisfaction.

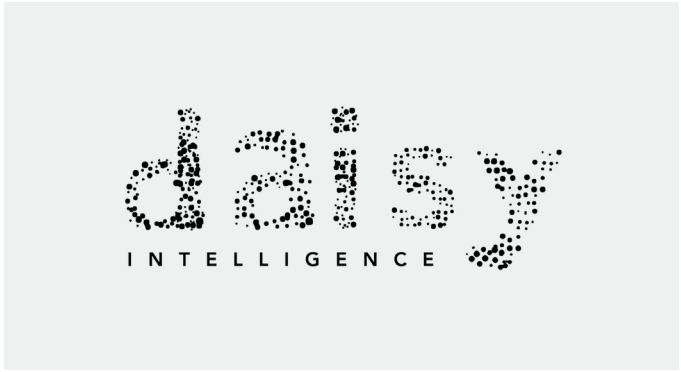
Logo Background Colour Rules

WHITE LOGO

Use a knockout version of the logo on darker backgrounds.

BLACK LOGO

Use this version on light backgrounds.



WHITE LOGO

Use a knockout version of the logo on dark images

Logo Rules

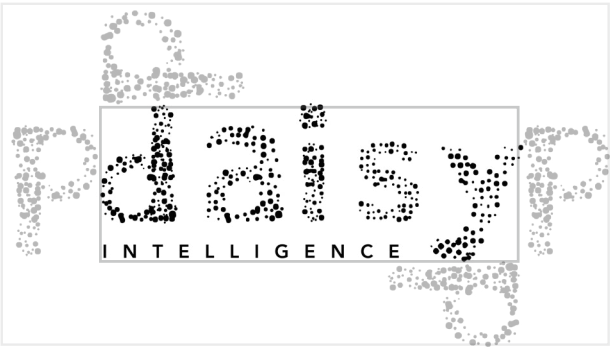
Our logo should appear on all Daisy materials.
Below is how to and how not to use it.

SIZE

Do use the logo at a size of at least 2cm wide, and in an acceptable colour.

SPACING

Give the logo at least this much space from other elements. An exception is made for stepple texture.

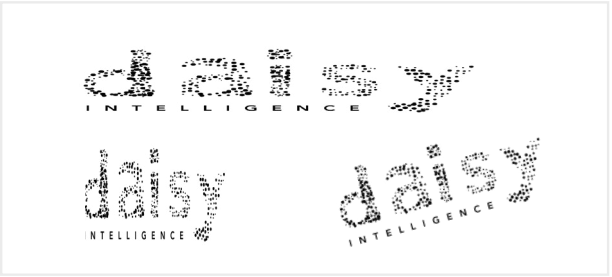


EFFECTS

Do not add effects to the logo or change its colours.

PROPORTIONS

Do not change the proportion or orientation of the logo.



Typography - Avenir

Using the right font is part of keeping Daisy's voice consistent.

Avenir is a clean, modern font that should be used in print communications.

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 .,:;?!$&%@*

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 .,:;?!$&%@*

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 .,:;?!$&%@*

Typography - Muli

Using the right font is part of keeping Daisy's voice consistent.

Muli is a clean digital companion that matches avenir for digital uses.

Aa

Muli Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 .,:;?!$&%@*

Aa

Muli Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 .,:;?!$&%@*

Aa

Muli Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

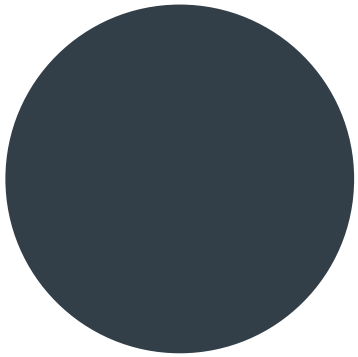
1234567890 .,:;?!$&%@*

Colours

Our brand uses a selection of different colours to define our look. Reference this page for tones.

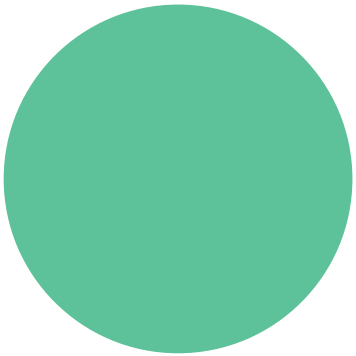
PRIMARY COLOURS

The majority of our communication appears on white, black, or full colour imagery. When using these colours, use the following acceptable accents to give visual hierarchy. Note how our primary colours are used throughout this document.



GREY
#333F48

C 78	**R** 51
M 64	**G** 63
Y 53	**B** 72
K 43	

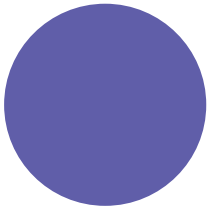


LIGHT GREEN
#5DC199

C 62	**R** 93
M 0	**G** 193
Y 52	**B** 153
K 0	

SECONDARY COLOURS

Occasionally a colour other than a primary is necessary to communicate. For instance, it makes sense to use secondary colours to easily differentiate a title or call out. Secondary colours should only be used in materials that work alongside or are subordinate to those in primary colours. Remember, secondary colours are associated with specific solutions. Never use more than two secondary colours on a single piece or graphic.



PURPLE
#605EA9

LIGHT GREY
#D1D3D4

GRADIENT

#5DC199 #605EA9

Icons

RETAIL

Assortment Optimization

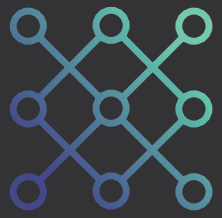
Promotional Item Selection

Price Mix Optimization

Demand Forecasting

Space Planning

INSURANCE



Claims Automation

Underwriting

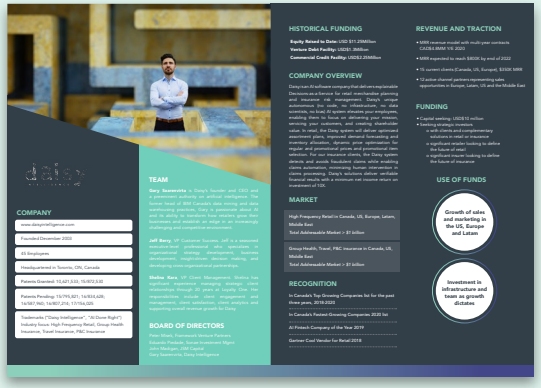
Fraud Detection

Brand Application Examples

Below are some practical examples of
how our brand guidelines are applied

Digital Ads

Print Material



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Learn More

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