Brand Guidelines

AUGUST 2020
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Introduction

What is Modzy™? Modzy is an enterprise software product that offers choice, speed, scale, and security to accelerate AI adoption.

Modzy features two main components: a secure platform and repository that allows you to store, run and govern your own models or access ready-to-deploy models.

The **PLATFORM** – Modzy’s secure, scalable platform for model management and governance allows users to quickly and easily access, evaluate, deploy, embed, and manage the best AI models at scale. Users can also upload their own models for deployment via the platform with the benefit of centralized management and governance. With API access, built-in governance, adversarial defense, and early-stage explainability, Modzy solves some of the toughest challenges related to scaling trustworthy AI to the enterprise.

The **MODEL MARKETPLACE** – Modzy provides pretrained and retrainable AI models from leading machine learning companies and open source communities across a range of AI functions such as computer vision, natural language processing, etc.
Who is interested in Modzy?

Modzy provides benefits across a wide range of stakeholders involved in AI projects:

• For the person with purchasing power (CIO / CTO / CDO / CISO) or the responsibility for program or project management (program manager), Modzy provides oversight into enterprise AI, enabling cost savings, operating efficiencies, and techniques to mitigate security risks from ‘shadow AI’ and other adversarial threats.

• For the data scientist, Modzy is the solution data scientists need to get AI out of the lab and into production with easy model deployment, model management, infrastructure control and adversarial defense. We find and deploy pre-trained models at scale, plus upload their own trained models for others to use.

• API access helps software developers, who might not have ML expertise, build AI-powered applications with fewer than three lines of code.

• For the analyst, Modzy allows a faster, easier way to understand AI predictions and/or recommendations via their existing tools. With minimal training required, users can be more efficient and effective in meeting mission objectives.
Modzy Benefits

**Choice** – Modzy allows you to choose which models you want from any vendor in the marketplace – along with deciding how much you want to use that model. How you deploy the model(s) is also up to you.

**Speed & Scale** – Modzy can be deployed anywhere, including stand-alone on-premise environments in secured networks, to private and public cloud deployments on your preferred cloud provider. With a few lines of code, Modzy allows data scientists and developers to do what they do best – faster and easier than ever before.

**Security** – Security is at the heart of what we do. All our assets are protected with hardened application security and enterprise access management. We are also hardening Modzy to meet all of FISMA’s most stringent controls and preparing our product for meeting numerous accreditation standards.

**Explainability** – We understand that the ‘black box’ concept that often accompanies machine learning and AI is contrary to the idea of building trusted AI. That’s why we build explainability features into our models and platform – ensuring transparency into outputs and results you can trust while staying ahead of industry governance requirements.

**MLOps** – We have a carefully orchestrated process for MLOps. We manage the hard part so that you don’t have to.

**Adversarial Defense** – We have patent-pending technology that detects data poisoning and efforts to tamper with models, ensuring that the integrity of your AI models and predictions remain intact.

**Model Retraining** – Knowing that pre-trained models might not provide the full solution you need, we offer model retraining features. That means you can tailor models in the marketplace to work with your data.

**Governance** – Enterprise AI use is still considered the wild west, but it doesn’t have to be. We offer logging and auditing so that you can keep track of who is using your AI and how it’s being used as well as centralized model management.
Our logo is a dynamic expression of who we are. Throughout our brand development process, we have navigated the dichotomy between creating an advanced technology product and a tool for helping people. The contrast of the hard and soft forms in the wordmark speaks to the serious and modern approach Modzy takes. The use of the diamonds in the wordmark represents the ready-to-deploy models and the platform they live on. We have an optimism for the future of artificial intelligence, and we hope our partners want to join us for the ride.
Overview
The Modzy logo has two components — the diamonds and the wordmark. The primary logo is our first choice and should be used on all communications wherever possible. Never alter the spacing, relative size or orientation of the logo. To maintain consistent use and ensure the integrity of the logo, use only the approved electronic art files.

Primary logo
Use the primary logo whenever possible.

Special-use logo
Use the special-use logo in situations where horizontal space is limited. The special-use logo should only appear on its own when used in communications.

Icon
Use the icon in situations where it appears in conjunction with the brand name. This could be in social communications such as profile avatars, or for small-use situations.
Clear Space
Clear space protects our logo by giving it a certain amount of breathing room. Clear space may be adjusted for select online and exterior-signage applications where space is limited.

Primary logo
Be sure that the clear space around the logo is equal to at least half the height of the logo itself. Keep clear space free of any text, graphic elements or visual marks.

Special-use logo and Icon
Be sure that the clear space around the logo is equal to the height of the inner diamond. Keep clear space free of any text, graphic elements or visual marks.
Minimum Size
This page illustrates the minimum size for regular use of the primary and secondary logos in print and digital applications.

Primary logo
The minimum size for the primary logo is 1.56" wide for print and 150 pixels wide for digital.

Special-use logo
The minimum size for the special-use logo is 0.78" wide for print or 75 pixels wide for digital.

Icon
The minimum size for the icon is 0.25" wide for print or 24 pixels wide for digital.
Logo

Formats
Our logo is available in a variety of formats to accommodate production needs across multiple channels and media.

Color logos
The color logo is our preferred version. Use the color versions whenever possible.

Use the four-color CMYK version of the logo for process or digital print applications. Use the PMS version of the logo for offset print applications. Use the RGB/HEX version of the logo for Web or Microsoft Office applications. See pages 14–15 for the exact CMYK, PMS and RGB/HEX values.

Black logo
Use the black logo when contrast is insufficient for the primary logo, or in cases where only black-and-white printing is possible.

Reverse logos
Use the color reverse logo on dark backgrounds or when there is insufficient contrast between the logo’s wordmark and the background. Use the reverse logo on dark backgrounds or when full-color reproduction is not an option.
Use
Always protect the integrity of the logo in every aspect and circumstance.

Always place the logo against backgrounds that provide ample contrast and ensure its legibility.

The interior between the diamonds is always transparent, revealing the background behind it.

DON'TS

Don't use improper logo colors.

Don't compress or stretch the logo out of proportion.

Don't use the color logo on a background that obscures the symbol or wordmark.

Don't alter the symbol or scale of the wordmark.

Don't remove any part of the diamond symbol from the logo.

Don't place the logo on backgrounds that diminish its legibility.

Don't crop the logo.

Don't change the color in any part of the full-color logo.

Don't use the logo on backgrounds that result in low contrast.
Partner Logos

There are times when Modzy partners with different companies and there is a need to display the Modzy and partner company logos together.

Size relationship

The Modzy logo should have a similar weight and prominence to the partner logo. As seen in the examples at right, having similar visual weight doesn’t always mean making the logos the exact same height or width. Use your judgment to ensure that both logos have equal prominence.

When using a partner logo, always consult the partner company’s brand guidelines to confirm proper usage, size, etc.

Divider line

To visually connect the logos (while also keeping them together), use a thin line (0.5px) in dark cool gray. This line should be vertically center aligned. The line height should be 20% taller than the Modzy logo.

Alignment

Our partner logos should always be vertically center aligned with the Modzy logo.
Our colors bring out the depth and dimension of our identity. Our palette uses desaturated blues with pops of deep orange, coral red, vivid purple and neutral tones that evoke a sense of energy and thoughtful consideration.
Primary Colors

Our primary color palette is composed of three colors: Blue, Navy and Light Blue.

Always use the custom color specifications seen here to maintain consistency across channels and media.

**Blue**
- CMYK: 44 | 2 | 21 | 0
- RGB: 140 | 206 | 205
- HEX: #BCECD
- PMS: 7471 C

**Navy**
- CMYK: 88 | 72 | 51 | 52
- RGB: 30 | 47 | 63
- HEX: #1E2F3F
- PMS: 539 C

**Light Blue**
- CMYK: 6 | 1 | 2 | 0
- RGB: 237 | 244 | 245
- HEX: #EDF4F5
**Secondary and Tertiary Colors**

Secondary colors add depth and offer flexibility to our color palette. Be sure to use the custom color specifications to maintain color consistency across media and channels.

Tertiary colors are used mainly for text and when color cannot be used in communications.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>Hex Code</th>
<th>PMS Code</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DEEP ORANGE</strong></td>
<td>14</td>
<td>86</td>
<td>97</td>
<td>3</td>
</tr>
<tr>
<td><strong>CORAL RED</strong></td>
<td>0</td>
<td>85</td>
<td>48</td>
<td>0</td>
</tr>
<tr>
<td><strong>VIVID PURPLE</strong></td>
<td>65</td>
<td>100</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td><strong>DEEP BLACK</strong></td>
<td>75</td>
<td>58</td>
<td>67</td>
<td>90</td>
</tr>
<tr>
<td><strong>DARK COOL GRAY</strong></td>
<td>73</td>
<td>62</td>
<td>53</td>
<td>40</td>
</tr>
<tr>
<td><strong>LIGHT COOL GRAY</strong></td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td><strong>WHITE</strong></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>HEX #000000</strong></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>HEX #F1F1F1</strong></td>
<td>255</td>
<td>255</td>
<td>255</td>
<td>255</td>
</tr>
</tbody>
</table>
Color Balance

We use our color palette across our visual system to establish and reinforce a distinct and consistent Modzy look and feel.

Light Blue plays a dominant role in our palette and is the foundation for most layouts. Blue and Navy are our primary colors and are used as a first choice.

Deep Orange, Coral Red and Vivid Purple are used as minimal accent colors with the primary palette.

Black and White are used for text and logos, but are not options for secondary graphics or backgrounds.

The grays are considered secondary.

The range of our color palette provides more opportunities for effective communication to a greater number of partners, customers and audiences.
Typography

Our typography is about concise and approachable communication. It’s an integral part of our personality and design. When we are addressing the world, we want our visual language to be clear, authoritative and confident.
Typography

Primary: Poppins

Poppins’ characteristics and large family make it particularly effective across multiple channels and in a wide variety of contexts.

The weights and styles pictured here are approved for use in all Modzy communications. Use Poppins for headlines, subheads and main body copy in all printed and digital Modzy communications wherever possible.

Poppins is an open source typeface provided by Google Fonts. Font weight and styles shown here are available for download at https://fonts.google.com/specimen/Poppins.
Typography

Secondary: Fira Sans

Fira Sans is our secondary font. We use it only in specific instances — when we need to add contrast and dimension to our communications. Do not substitute Fira Sans for Poppins in headlines or primary type placements.

Use Fira Sans on the product platform to provide contrast and as a secondary font to Poppins for body copy.

Fira Sans is an open source typeface provided by Google Fonts. Font weight and styles shown here are available for download at https://fonts.google.com/specimen/Fira+Sans.
Typography

Website: Roboto & Arial

Roboto is an additional brand family font that can be used in digital communications, e.g., website, for headlines. Coupled with Arial body, subhead and callout copy, Roboto provides an easy to read option for online use allowing for a lighter weight font than Poppins.

Roboto is an open source typeface provided by Google Fonts. Font weight and styles shown here are available for download at https://fonts.google.com/specimen/Roboto.

This is Roboto

Arial Regular
AaBbCc
1234567890

Arial Bold
AaBbCc
1234567890
Default System Font: Arial
Arial is our alternative font only for use with desktop applications and documents, such as PowerPoint and Microsoft Word, when Poppins and Fira Sans are not available. It is acceptable to use Arial for day-to-day communications.
Typography

Hierarchy
Our typeface functions most effectively when there is a clear visual hierarchy.

This page shows the relative relationship among the different levels of copy. Specific type sizes and leading are determined by the size of the application.

Do not use too many different weights and styles of typography in any one composition.

This is a Headline in Poppins Bold
This is an Introduction in Poppins Light quam ut aturerspis dolorit fugiae diat fugit fugitem porest enissi toria derrunt elitis nus.

This is a Subhead in Poppins Bold
This is a body header in Poppins Bold
This is body copy in Poppins Regular
Gendellecae eum nonsers pelibusciet essimolorest laborupta qua voluptasi quo temporp orenimpor conet la core.

This is a secondary body header in Fira Sans Bold
This is secondary body copy in Fira Sans
Light Gendellecae eum nonsers pelibuscet essimolorest laborupta qua voluptasiti quo temporp orenimpor conet la core.

THIS IS A CALLOUT HEADER IN POPPINS MEDIUM

This is a Small Header in Poppins Medium
This is small copy in Poppins Bold
This is small-copy in Poppins Light Qui sequunt ut haribus ut olly mecto utoressi effoitas out out obonurquap modlo. Itolit sequum aut esequaeur?

This is small copy in Fira Sans Bold
This is small copy in Fira Sans Light Qui sequent ut haribus ut aln, mecto utoressi effoitas out aut abonurquap modlo. Itolit sequum aut esequaeur?
Typography

Use
Our typefaces function most effectively when used as outlined in these guidelines.

DOS
- Discover, deploy and manage the best AI
  - Do use Poppins for headlines.
- Discover, deploy and manage the best AI
  - Do set headlines and subheads in sentence case.
- DISCOVER, DEPLOY AND MANAGE THE BEST AI
  - Do use Poppins in all caps for callouts.

DON'TS
- DISCOVER, DEPLOY AND MANAGE THE BEST AI
  - Do not use oblique/italics for headlines or general use.
- DISCOVER, DEPLOY AND MANAGE THE BEST AI
  - Do not outline type.
- DISCOVER, DEPLOY AND MANAGE THE BEST AI
  - Don't apply drop shadows or effects to type.

DIFFERENTIATE CALLOUTS
- Do use Poppins in all caps for callouts.
- Fira Sans is used mostly on Product
  - Utilize this secondary font for variety within the product platform.
- DISCOVER, DEPLOY AND MANAGE THE BEST AI
  - Do use Fira Sans as secondary font for product communications.

Body copy lorem ipsum follow font, weights and sizes.

Discover, deploy and manage the best AI
- Do set type on a background with sufficient contrast.
- DISCOVER, DEPLOY AND MANAGE THE BEST AI
  - Do follow the typography hierarchy.

Ready-to-deploy models
- DISCOVER, DEPLOY AND MANAGE THE BEST AI
  - Don't make kerning too tight or too loose.
- DISCOVER, DEPLOY AND MANAGE THE BEST AI
  - Don't put type in non-brand colors.
Graphic Elements

The graphic elements are essential pieces of our design that set the stage for layouts while making their own important contribution.
Graphic Elements

The Diamonds

The diamonds are a core visual element that works with the logo, color and type to help convey the brand platform. The shape is pulled from the “o” in Modzy and can be pulled apart into the outer and inner diamond shapes.
Graphic Elements

Size and Use

The diamonds must retain their original proportion. They may bleed off on one side, but at least 25% must be visible.

The diamonds can appear in any color from our color palette that has sufficient contrast when placed on photography. When appearing on a white or color background, the diamonds may be any color from our primary color palette.

Text is allowed to overlap the diamonds. Text is rarely placed within the diamond as a holding shape.

The diamonds are vector-based and will be provided as an approved electronic art file. Do not create it on your own.

Note: Imagery shown here is for style reference only. To use or own third-party material, you must purchase rights separately.
Graphic Elements

Iconography

Icons are used as secondary visual elements, photography being the first choice. They are used with statements, or where it is easier to explain a concept with a flat graphic instead of an image.

Icons can be detailed and in full color, or simple and in one color. Only use brand colors with sufficient contrast to the background color.
Our photography, which is driven by our bold, trustworthy and inspired personality, uses images that hone in on the impact and benefits we create. Using real-world imagery, images should be scaled to show in an abstract way - meaning you can tell what the image is but are inspired by the art and beauty of what is possible.

Modzy photography captures an active and compelling world. Always use our photography purposefully — focusing on technology and ideas.
Photography

Overview

The photography used should evoke a sense of grandeur. It should showcase how meticulous Modzy can be, and also show the vast effect technology has on a global level.

The tone should be serious but optimistic. It should feel based in reality while highlighting the advancing technologies within our reach. There should be a sense of movement and action to show efficiency and success with Modzy.

Note: Imagery shown here is for style reference only. To use or own third-party material, you must purchase rights separately.
Photography

Macro

We want to show the broader impact and benefit that our technologies, solutions and products have on the industry, people and the world. Images should include sweeping views of our world, movement throughout, and color saturation that feels vibrant but not overwhelming.

Note: Imagery shown here is for style reference only. To use or own third-party material, you must purchase rights separately.
Abstract
In contrast, we want to also show the diligent and precise effects our technologies, solutions and products have on the industry, people and the world. Abstract images can also be used to give texture and depth to the core brand elements.

Note: Imagery shown here is for style reference only. To use or own third-party material, you must purchase rights separately.
Photography

Use
Our photography functions most effectively when used as outlined in these guidelines.

Focus on imagery that has a clear message and depicts the reality of artificial intelligence in the present day.

Imagery should primarily have light background or natural light. If darker images are needed, use light purposefully.

DOS

- Do have a sense of scale, both large and small.
- Do have a sense of movement within the image, an action happening.
- Do show images of real objects and scenes.

DON'TS

- Don't overtly use 3-D or computer-generated images, unless it is a special case.
- Don't use images that represent stereotypical ideas of data hacking.
- Don't use images that could be seen as science fiction.

Note: Imagery shown here is for style reference only. To use or own third-party material, you must purchase rights separately.