

Oxford Naralytica

Brand Guidelines

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Oxford Naralytica

Enlightened Intelligence.

Table of Contents

This guide provides a complete overview of our brand identity, from our core story and values to the visual and verbal systems that bring it to life.

- Brand Story
- Brand Positioning
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Brand Story

Our story is our foundation. It defines why we exist, what we believe, and where we are going. It is the narrative that guides every decision we make.

Our Essence

Enlightened Intelligence

Our Mission

Oxford Naralytica empowers forward-thinking organizations to unlock profound insights from their video data, enabling smarter decisions and ethical innovation.

Our Vision

To create a world where complex data fosters profound human understanding and drives progress with principle.

Our Values

- **Rigorous Curiosity:** We approach every problem with the intellectual discipline of an academic and the insatiable curiosity of an explorer. We believe the best questions lead to the most powerful answers.
- **Principled Power:** We recognize the immense power of AI and commit to wielding it with unwavering ethical integrity. Our technology is built to be transparent, fair, and a force for positive impact.
- **Playful Authority:** We are experts, not elitists. We communicate complex ideas with clarity, confidence, and a touch of wit, making intelligence accessible and engaging.

Our Origin Story

The idea for Oxford Naralytica was born from a paradox: in an age drowning in video, true understanding felt rarer than ever. We saw organizations collecting mountains of footage, yet struggling to find the signal in the noise. The world didn't need another black box. It needed a lighthouse. Our founders, a unique blend of Oxford academics and Silicon Valley engineers, saw a different path. They asked, 'What if we built an intelligence platform with the intellectual rigor of a university and an unwavering ethical compass? What if we could make something powerful, principled, and even a little playful?' So, they created Oxford Naralytica. The name was a nod to their academic roots and a direct challenge to the old way of thinking. The mission was clear: to build a tool that understood context, narrative, and nuance, empowering leaders to make smarter decisions and drive progress with principle.

Brand Positioning

Our positioning defines our unique place in the market. It is how we differentiate ourselves and articulate our value to the people who matter most.

Unique Value Proposition

Unrivaled video intelligence, delivered with academic rigor and an ethical compass. We turn your data into your most trusted advisor.

Positioning Statement

For innovative leaders and data-driven organizations, Oxford Naralytica is the AI video intelligence platform that delivers profoundly clear and actionable insights because we combine cutting-edge multimodal AI with a commitment to ethical, transparent frameworks. Unlike standard analytics tools that just provide data points, Oxford Naralytica blends academic rigor with playful intelligence to turn complex video into confident, principled action.

Brand Pillars

- **Profound Clarity:** We cut through the noise of raw video data to reveal the simple, powerful truths within. Our platform is designed to provide not just analytics, but genuine understanding.
- **Ethical Foundation:** Our commitment to ethical AI is not an afterthought; it is our architecture. We provide powerful tools built on a foundation of transparency, fairness, and accountability.
- **Witty Expertise:** We believe intelligence should be engaging, not intimidating. We combine the depth of an Oxford don with the wit of a clever colleague, making our expertise both authoritative and approachable.

Target Audience

We communicate most effectively when we understand who we are speaking to. These personas represent the key audiences we serve, each with unique motivations and needs.

Primary: The Innovative Storyteller

Meet Leo Chen, a Head of Digital Strategy who values innovation and audience connection. He's drowning in video content and struggles to prove the ROI of creative campaigns. He needs a tool that understands nuance as well as he does and can turn video views into actionable intelligence.

Secondary: The Pragmatic Protector

This is Eleanor Vance, a Director of Global Security motivated by reliability, efficiency, and ROI. She's overwhelmed by false positives from legacy systems and needs a bulletproof case for new technology. She seeks a scalable, reliable solution that offers proactive intelligence, not just reactive review.

Growth: The Ethical Architect

Introducing Dr. Anya Sharma, a Principal Data Scientist focused on social impact. She values intellectual rigor and transparency, and is wary of 'AI for good' marketing fluff. She needs a research-grade platform that is powerful, customizable, and built on a foundation of genuine ethical consistency.

- Our launch strategy focuses on first winning over the Innovative Storytellers like Leo. Their success will create the powerful case studies needed to then approach the more risk-averse Pragmatic Protectors like Eleanor.

Brand Voice & Tone

Our voice is how our brand's personality is expressed. It is the language we use to embody our unique combination of academic authority and playful wit.

Our Archetype: The Sage meets The Jester

Our brand blends the Sage's wisdom, authority, and rigorous inquiry with the Jester's wit, playfulness, and willingness to break conventions. This combination, which we call 'The Witty Professor,' makes complex topics accessible and ensures we are seen as both credible and charismatic.

Personality Traits

- **Witty:** Clever language that illuminates complex ideas.
- **Authoritative:** Commands respect through deep knowledge, not arrogance.
- **Curious:** Relentlessly pursues 'why it matters' and 'what's next'.
- **Principled:** Intelligence with a conscience.
- **Engaging:** Transforms technical concepts into fascinating narratives.
- **Precise:** Communicates with academic rigor and data-backed accuracy.

Voice in Action: Social Media

"Ever wonder what stories your video data is *really* telling? Our multimodal AI doesn't just watch; it understands. Uncover profound insights and turn fleeting moments into strategic advantage. Because knowing is half the battle, and understanding is the other. #VideoIntelligence #AIforGood"

Voice in Action: Error Message

"Oops! It seems our data gnomes misplaced a few bytes. While we dispatch our Supreme Commander of Technology to investigate, rest assured your data is safe and our systems are diligently working to restore service. We apologize for this momentary lapse in profound clarity. We'll be back to enlightenment shortly!"

Communication Guidelines

- **DO:** Use precise, evocative language that clearly communicates value.
- **DO:** Be warm and witty, while maintaining intellectual rigor.
- **DO:** Ground all claims in data and ethical principles.
- **DON'T:** Sound overly academic, dry, or condescending.
- **DON'T:** Use generic, overused tech buzzwords.
- **DON'T:** Be overly casual or use slang.

Logo Guidelines

Our logo is the most recognizable element of our brand identity. Consistent and correct application is essential to maintaining brand integrity.

Our Logo: The Insight Arc

Our logo is a dynamic arc that grows from a small point to a larger curve, symbolizing growth, progress, and the journey from a single data point to a profound insight. It visually represents our brand essence, 'Enlightened Intelligence,' in a clean, optimistic, and forward-moving way.

Logo Suite

Our logo suite provides flexibility for a range of applications, from large-scale signage to small digital icons.

- **Primary Logo:** The full lockup with the Insight Arc icon to the left of the wordmark. This is our main logo.
- **Secondary Logo:** A stacked version with the icon above the wordmark, ideal for vertical spaces.
- **Brand Mark:** The standalone Insight Arc icon, used for favicons, app icons, and social media avatars.
- **Wordmark:** The text-only version, for use in text-heavy contexts.

Clear Space & Minimum Size

To ensure legibility and impact, always maintain a clear space around the logo equal to the height of the 'O' in 'Oxford'. The logo should never be reproduced smaller than 32px in height for digital applications or 0.5 inches for print.

Prohibited Modifications

- Do not change the logo's colors.
- Do not stretch, distort, or rotate the logo.
- Do not add drop shadows, gradients, or other effects.
- Do not rearrange the elements of the logo.

Color Palette

Our color palette is a crucial component of our identity. It is designed to be intelligent, fresh, and optimistic, differentiating us from the typical tech landscape.

Primary Color

Our primary color, Oxford Green, represents intelligence, growth, and our 'for good' mission. It is sophisticated and trustworthy.



Oxford Green
HEX: #0B3D32
RGB: 11, 61, 50
CMYK: 82, 0, 18, 76
Pantone: PANTONE 6025C

Secondary Color

Charcoal serves as our primary color for text. It provides strong, legible contrast and is a softer, more elegant alternative to pure black.



Charcoal
HEX: #2E2E2E
RGB: 46, 46, 46
CMYK: 0, 0, 0, 82
Pantone: PANTONE 4235C

Accent Color

Insight Teal is a fresh, energetic accent for calls-to-action, highlights, and key data points. It signifies innovation and discovery.



Insight Teal
HEX: #2AF598
RGB: 42, 245, 152
CMYK: 83, 0, 38, 4
Pantone: PANTONE 6495C

Neutral Palette

- Warm Cream (#F7F4EE):** Our primary light background color. It provides a warm, academic, and approachable feel.
- Light Grey (#DED5D5):** Used for borders, dividers, and disabled UI states.
- Dark Green Slate (#06211C):** Our primary dark mode background, creating an immersive and focused experience.

■ **Accessibility is paramount.** All color combinations for text and essential UI elements must meet WCAG AA contrast standards (4.5:1 for normal text, 3:1 for large text).

Typography

Our typography system is designed for clarity, readability, and personality. It reflects our voice—intelligent and clear, but also warm and approachable.

Primary Typeface: Fira Sans

Fira Sans is a warm, approachable humanist sans-serif with excellent legibility. It embodies the 'Witty Professor' by feeling intelligent and clear without being cold or sterile. It is used for all headings and body copy.

Fira Sans

Weights: Bold (700), Semi-Bold (600), Regular (400), Italic (400)

Usage: Headings, Subheadings, Body Text, UI Elements

Accent Typeface: JetBrains Mono

JetBrains Mono is a precise, technical monospace font. Its use is reserved for displaying code snippets, data points, and API keys, signaling technical accuracy and rigor.

JetBrains Mono

Weights: Regular (400)

Usage: Code Snippets, Data Points, API Keys

Typographic Hierarchy

A clear typographic scale ensures readability and guides the user's attention. Headings should be set in Fira Sans Bold, while body text uses Fira Sans Regular. Line height for body text should be 1.5x the font size to ensure comfortable reading.

Imagery & Photography

Our imagery brings the brand to life, visually communicating our mood: optimistic, intelligent, collaborative, and authentic.

Photography Style

Our photography is human-centric and natural. We focus on authentic moments of collaboration and discovery in modern, light-filled environments. Lighting is always soft and warm, and compositions are clean and minimalist. The overall feeling should be one of inspired intelligence.

Dos and Don'ts

- **DO:** Use diverse, authentic subjects in collaborative settings.
- **DO:** Strive for warm, natural lighting.
- **DO:** Keep compositions clean and minimalist.
- **DON'T:** Use corporate stock clichés or overly posed models.
- **DON'T:** Use dark, gritty, or overly stylized aesthetics.
- **DON'T:** Use busy or distracting compositions.

Graphic Elements

Beyond our logo and typography, a system of unique graphic elements adds depth and personality to our visual identity.

Brand Pattern: Principled Growth Vines

A seamless pattern of abstract, organic lines in Insight Teal and Warm Cream on an Oxford Green background. The pattern evokes data streams growing like plant vines, subtly reinforcing our commitment to principled growth and ethical AI.

Iconography

Our icon set is clean, minimalist, and elegant. All icons are rendered in an outline style with a consistent 1.5px stroke weight. This style feels lighter and more sophisticated than filled icons, aligning with our intelligent aesthetic.

Application Examples

The following examples demonstrate how our brand elements come together across various touchpoints, creating a cohesive and recognizable brand experience.

Business Essentials

Our brand identity applied to key stationery items like business cards and letterhead, ensuring a consistent and professional impression in every interaction.

Digital Presence

See how Oxford Naralytica appears online, from our website's hero section to our social media profiles, creating a cohesive digital footprint that is both authoritative and approachable.

Branded Materials

From internal presentations to client-facing documents, our brand system is flexible and clear, reinforcing our identity and core messages in every communication.

- This section illustrates the intended application of the brand system. The actual visual mockups demonstrate these principles in action.

Contact & Credits

Our brand is a living entity, and these guidelines will help it grow consistently. Thank you for being a steward of the Oxford Naralytica brand.

Brand Questions?

For any questions regarding the Oxford Naralytica brand guidelines or to request official brand assets, please contact the brand team at brand@naralytica.com.

Credits

Brand Identity System & Guidelines Version 1.0 | October 2024 Created by Muskoid

Notes & Gaps

- The initial brief mentioned a heraldic crest logo, but the creative development process led to a more modern and abstract direction ('The Insight Arc') to better align with the 'Principled Growth' strategy and differentiate from traditional aesthetics. The final brand identity reflects this strategic evolution.