



Brand Identity

GUIDELINES

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Section 1: Defining our brand

In this section, we outline the essential elements of the Graphwise brand, covering our core values, unique differentiators, the rationale behind our communication, and our chosen public image.

A one-stop-shop for Graph AI

Graphwise has the platform and tools, the methodologies, and the people to go beyond traditional data management methods and provide the foundation for end-to-end modern enterprise solutions.

As millions are poured into AI investment, Graphwise delivers the critical knowledge graph infrastructure to ensure enterprises are ready to realize the technology's full potential, is trusted, and can be implemented at scale.

Our mission is to seamlessly connect and optimize your data and content in order to drive AI-powered insights and growth.

Our vision is to enrich enterprises with knowledge.

The Graphwise Story

Over 20 years ago, Semantic Web Company and Ontotext were born with the mission to bring knowledge graphs and semantic technologies to enterprises struggling with their unstructured and siloed data. The founders and early employees of these companies began working on the PoolParty Semantic Suite and GraphDB, their flagship products, that provide the benefits of a semantic layer: taxonomy management, automated tagging, semantic search, recommender systems, and graph databases.

The successes of the past 20 years now call for a shift – as the B2B space calls for an increasing need for AI assistants, intelligent content, and actionable data, our legacy carries on into a merged company called Graphwise.

Why did we come together? Reducing the steps to a solution

Simply said, two powerhouses in one solution make for greater impact. The combination of both GraphDB and PoolParty into a holistic product suite ensures that Graphwise is the most comprehensive knowledge graph AI organization on the market. You don't have to pick and choose which qualities to take from either product, now it's altogether for you.

Aside from our product compatibility, we also have significant synergies: we've been partners for years, we have many overlapping customers, we serve similar industries and use cases, and the list goes on.

Our merger widens the scope of what our products can cover and the problems we can remedy.

Brand values

Innovation:

At the heart of our company is the desire to innovate. Through our commitment to scientific research, product developments, and market adaptation, we strive for innovation within our own company, and want to spread this message to our customers.

Knowledgeability:

Our whole business ethos is to make knowledge more accessible. With that, we want to convey the importance of knowledge and our own expertise in transforming data and content into information worth keeping.

Confidence:

Combining two industry powerhouses, we're confident that we offer up the most comprehensive knowledge graph services on the market.

Adaptability:

The tech landscape is constantly changing, so we make it our mission to adapt to the market needs. We're not afraid of approaching new trends or environments, and we make sure we can grow through these changes.

Friendliness:

Though professionalism is important, so too is friendliness. We have always prized customer service and satisfaction, and our brand communication has always remained friendly. We offer up sophisticated products but we aren't scared to be playful either – our mascot is a testament to that :)

Trustworthy:

One of our main differentiators on the market is that we sell AI that you can trust. Especially after the boom of Generative AI (which often poses risks of security and inaccuracy), we made it our mission to ensure that our products and methodologies are more trustworthy and we communicate this in everything we do.

Graphwise is
determined, practical,
extroverted, ambitious,
helpful, and the one
you can rely on.

From the beginning of our company's inception – considering both Semantic Web Company and Ontotext as well here – we were considered “pioneers” of the field. Both companies offered up new semantic technologies and we served this niche market ever since. As a combined company in Graphwise, this spirit still lives with us.

The name itself implies the persona we've adopted for our brand: one that conveys wisdom and long-term experience. Think of PoolParty and GraphDB as the cool younger siblings whose mission was to break ground. Now Graphwise is the older (still cutting-edge, we're in the AI business after all) sibling who has taken 20+ years of expertise and provides the sage advice and confidence you look for in an older sibling. Graphwise is determined, practical, extroverted, ambitious, helpful, and the one you can rely on.

Our brand voice and tone is confident, professional, and forward-thinking.

Referring back to our brand values, we emphasize our commitment to adaptability and knowledge sharing. In writing, we focus on our technological expertise and reliability to ensure that readers are confident that we can deliver them valuable solutions. Our tone is assertive and visionary, emphasizing Graphwise as a leader in the AI space.

But, this doesn't mean that we are "boring" either. The tone is still friendly and helpful – which is similar to what you would expect from the older sibling persona. Our messaging is designed to be informative and reassuring, with a strong focus on problem-solving for complex data challenges. We always want to convey that we are there for our readers, willing to step in and offer up the health and advice that's needed. As a semantic technology company, language is important to us, and we are careful about how we use it, so we are sure to be inclusive and appropriate in our communications. We've built up the Graphwise voice to be one that you can trust.

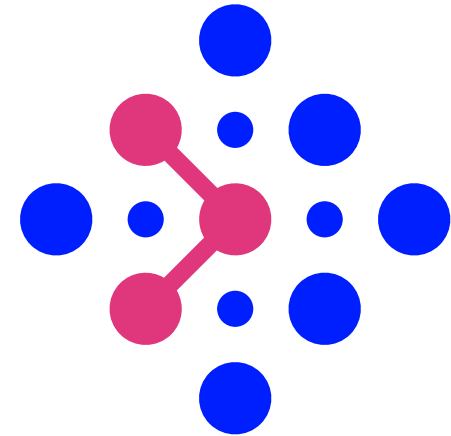
Section 2: Design elements

In this section, we outline best practices for the use of Graphwise brand assets and offer useful examples.

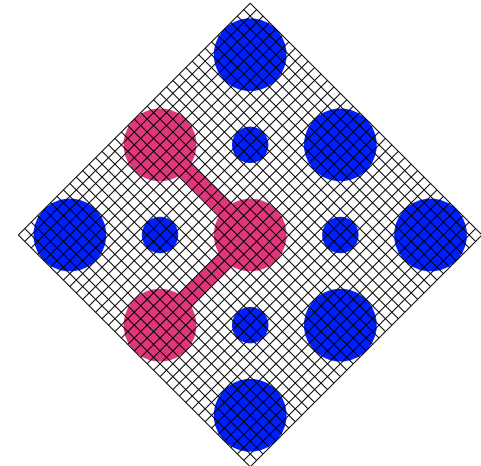
The Graphwise Icon

The Graphwise Icon is composed of 4 small blue circles, 6 big blue circles and 3 pink big connected circles

Graphwise Icon



36 x 36 grid rotated 45°

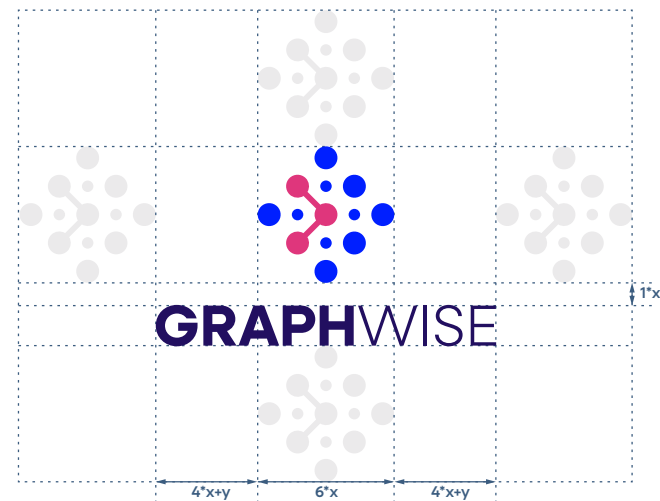
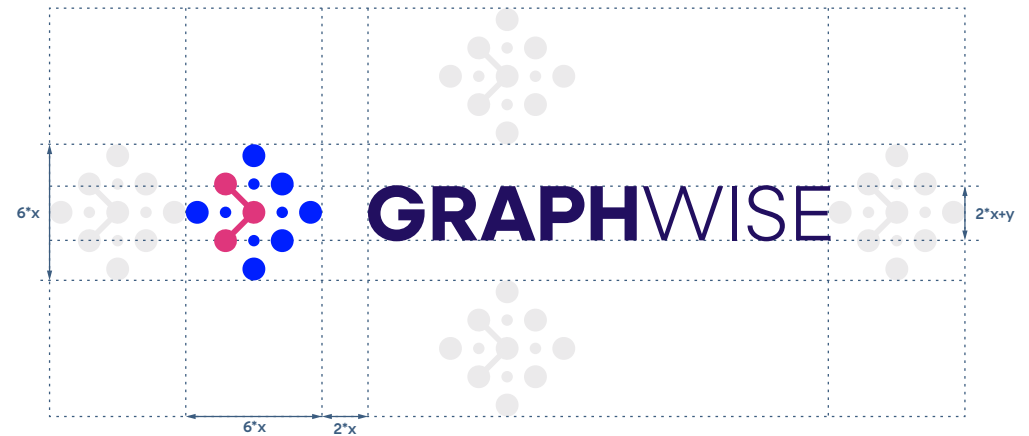


Our logo

The Graphwise logo is composed of an icon and a logotype set in Neulis Sans, uppercase Bold and Light.

The horizontal logo is the primary logo and should be used in most instances. The stacked logo is for large-scale use and compromised space. Avoid using at small sizes, as it can become illegible.

Always use the logo files provided. Do not re-create.



Usage on backgrounds

The full-color logos should be used only on white or light grey backgrounds.



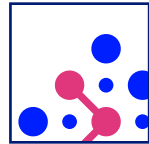
One-color use

The one-color logo should be used only on photographs and color backgrounds within the Graphwise color palette.



Logo misuse

Do not crop the logo



Do not change the transparency of the logo



Do not shuffle around the colors of the icon



Do not use different colors



Do not change the size or position of the icon and logotype



Do not distort the logo



Do not use drop shadows or any other effects



Do not re-create using any other typeface



Do not outline logotype



Do not rotate any part of the logo



Primary Color Palette

Navi Blue, Pink, and Blue are the primary colors of the Graphwise Brand. Use them in any layout or collateral design.

Navi Blue		Pink		Blue	
HEX	#220F60	HEX	#DF367C	HEX	#001fff
RGB	34, 15, 96	RGB	223, 54, 124	RGB	0, 31, 255
HSB	254, 84, 38	HSB	334, 75, 86	HSB	233, 100, 100
CMYK	100, 100, 26, 27	CMYK	4, 88, 27, 0	CMYK	97, 77, 0, 0
Pantone	2755 C / 2757 U	Pantone	205 C / 205 U	Pantone	2728 C / 2935 U

Secondary Color Palette

Secondary colors can be used with our core colors for example in infographics, visualizations and illustrations, but this should be limited.

Do not use secondary colors for text. Use only black or white text as outlined on the right. Do not interchange the use of black and white text according to preference, as these color combinations are specifically approved for accessibility.

HEX #dab1c7 RGB 218, 177, 199 CMYK 12, 33, 7, 0	HEX #d1ccfd RGB 209, 204, 253 CMYK 16, 18, 0, 0	HEX #fef8a6 RGB 254, 248, 166 CMYK 2, 0, 44, 0	HEX #ffccab RGB 255, 204, 171 CMYK 0, 24, 32, 0
HEX #a23b72 RGB 162, 59, 114 CMYK 38, 98, 30, 6	HEX #8b80f9 RGB 139, 128, 249 CMYK 56, 55, 0, 0	HEX #fcee21 RGB 252, 238, 33 CMYK 5, 0, 99, 0	HEX #fe7f2d RGB 254, 127, 45 CMYK 0, 65, 100, 0
HEX #551739 RGB 85, 23, 56 CMYK 57, 91, 54, 65	HEX #5147ac RGB 81, 71, 172 CMYK 85, 87, 0, 0	HEX #afa505 RGB 175, 165, 5 CMYK 16, 26, 100, 0	HEX #b14e0e RGB 177, 78, 14 CMYK 22, 82, 100, 16
HEX #AFDFD6 RGB 175, 223, 214 CMYK 31, 0, 19, 0	HEX #a4d6f3 RGB 164, 214, 243 CMYK 34, 4, 0, 0	HEX #eb99b2 RGB 235, 153, 178 CMYK 4, 50, 11, 0	HEX #f2f2fa RGB 242, 242, 250 CMYK 4, 3, 0, 0
HEX #37af98 RGB 55, 175, 152 CMYK 76, 7, 52, 0	HEX #1b98e0 RGB 27, 152, 224 CMYK 77, 30, 0, 0	HEX #cc003f RGB 204, 0, 63 CMYK 13, 100, 82, 5	HEX #3b5c7f RGB 59, 92, 127 CMYK 37, 26, 0, 49
HEX #156254 RGB 34, 15, 96 CMYK 97, 39, 73, 33	HEX #035f93 RGB 3, 95, 147 CMYK 100, 69, 21, 4	HEX #7f0d30 RGB 127, 13, 48 CMYK 30, 100, 76, 44	HEX #052744 RGB 5, 39, 68 CMYK 90, 74, 51, 72

Typography: Neulis Sans

“Neulis Sans” is the main font of Graphwise Brand and should be used in any print and digital collaterals.

Note: If “Neulis Sans” is not available, i.e. google slides, online applications, etc please use “Poppins”.

Hairline

Hairline Italic

Thin

Thin Italic

Extra Light

Extra Light Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

Semi Bold

Semi Bold Italic

Bold

Bold Italic

Extra Bold

Extra Bold Italic

Black

Black Italic

Brick quiz whangs jumpy veldt fox.

Glib jocks quiz nymph to vex dwarf.

Požiadavkou Motorického.

Bright vixens jump; dozy fowl quack.

OŻywiona Matemático.

Quick wafting zephyrs vex bold Jim.

Architekten Zwitterland.

Praktischer Revolutions.

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Typography: Poppins

“Poppins” is our free Google font alternative used in online applications and GDocs where it’s not possible to use Neulis Sans font. Never use Poppins in Print Materials.

Thin

Thin Italic

ExtraLight

ExtraLight Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

Black

Black Italic

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Here, we break down the use of different logo lockups for entities in and outside of Graphwise.

The Graphwise logo and mark are used in a series of logo lockups to represent the various products, programs, departments, teams, groups, initiatives and partnerships of our organization.

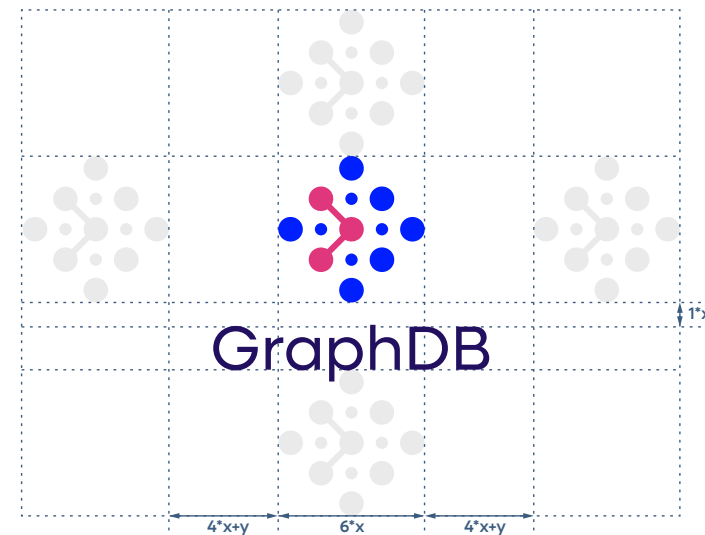
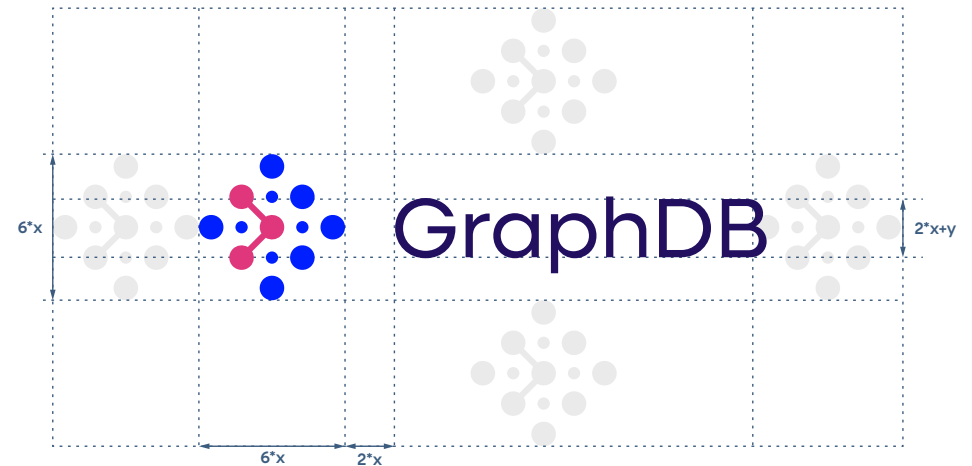
Our lockup categories are primary and partnership, which establish identities for external entities and partnerships, respectively.

Primary lockup

The primary lockup is used for products and external-facing entities that represent an extension of the Graphwise master brand. These are programs, events, services and groups with the highest potential for external visibility to promote brand recognition.

We lock up the Graphwise symbol with the entity name. The entity name should appear in Title Case, typeset in Neulis Sans Regular.

The stacked version of the Logo should only be used when space is limited (i.e. mobile applications).



Partnership lockup

The partnership lockup is used for communication around approved Graphwise partnerships.

We lock up the Graphwise logo with a partner logo, placing the Graphwise logo either to the left or top of the partner's logo. We add clear space between the logos equal to the size of the Graphwise icon, and divide this space in half by a vertical line.

Both logos should feel of equal size. Partner logos should be aligned to the optical baseline of the Graphwise logotype.

We also kindly ask that you adhere to the following:

- Do not pair the Graphwise icon with partner logos—always use the Graphwise logo
- Do not use the Graphwise name or marks as part of your own
- Do not use Graphwise in any advertising without our explicit approval
- Do not use Graphwise assets or similar words/marks on apparel or merchandise



Partner logos are aligned to the baseline of the logotype

