GRAPHWISE

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.

The Semantic Foundation for Enterprise AI

Generic AI struggles with inaccuracy, context blindness, and hallucinations due to fragmented data and a lack of structured corporate knowledge. Graphwise solves this by mapping your business logic into structured corporate memory: a sovereign Semantic Backbone.

Our end-to-end platform unifies enterprise-grade graph databases, AI-assisted modeling, automated pipelines, and context-aware GraphRAG into a single production-ready infrastructure. By anchoring LLMs and AI agents to a traceable, verifiable source of truth, Graphwise enables companies to replace AI guesswork with 100% facts.

Our mission is to ground Enterprise AI in 100% verified knowledge, turning fragmented data into reliable, explainable enterprise intelligence.

Our vision is a world where every enterprise AI system and autonomous agent operates on trusted, connected facts.

The Graphwise Story

For over 20 years, Semantic Web Company and Ontotext pioneered enterprise knowledge graphs and semantic technologies, helping global organizations bring structure and meaning to complex, unstructured, and siloed data through their flagship products PoolParty and GraphDB.

As enterprises rushed to adopt Generative AI and AI agents, a critical problem emerged: AI was guessing, and it was costing businesses in hallucinations, compliance risk, and wasted compute. To deliver the trusted infrastructure Enterprise AI, the companies merged to form Graphwise.

Why did we come together? Reducing the steps to fast ROI.

Instead of forcing teams to stitch together disconnected tools, Graphwise delivers an all-in-one Enterprise AI infrastructure. Backed by 200+ employees across North America, Europe, and APAC and trusted by 200+ global clients, we unite deep semantic heritage with deterministic GraphRAG, moving organizations from fragmented data to measurable AI ROI.

Brand values

Trustworthy:
We replace AI guesswork with 100% verified facts, delivering explainable, traceable, and audit-ready Enterprise AI you can stand behind.

Knowledgeable:
With 20+ years of semantic leadership and 200+ global specialists, we turn fragmented data into structured corporate memory.

Innovative:
From standard-based RDF/SPARQL graph databases to AI-assisted modeling and context-aware GraphRAG, we build the infrastructure powering the next generation of AI agents.

Confident:
Trusted by 200+ enterprise and public-sector leaders worldwide, we deliver proven infrastructure built for fast ROI.

Adaptable:
Our modular, standard-based platform integrates seamlessly across industries and data ecosystems to evolve with enterprise AI needs.

Friendly and Approachable:
Sophisticated AI infrastructure doesn't have to be intimidating. We combine enterprise-grade rigor with clear, human-centered guidance.

Persona and personality

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.

Voice and tone

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.

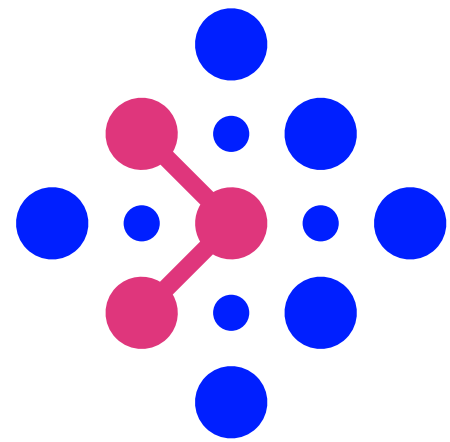
Section 2: Design elements

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

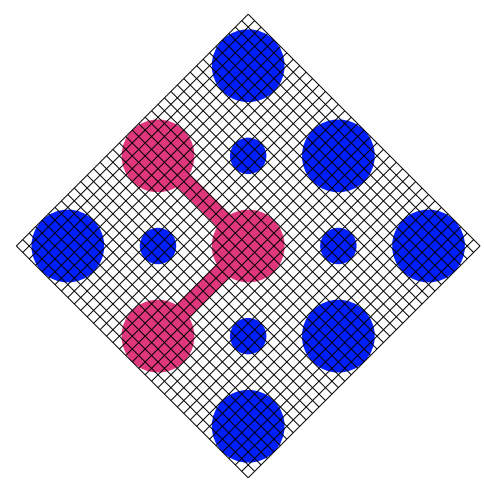
The Graphwise Icon

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°

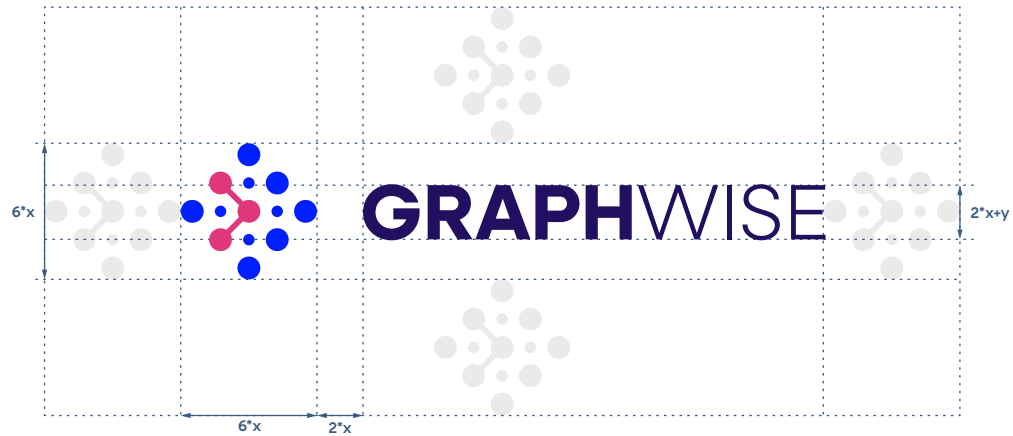


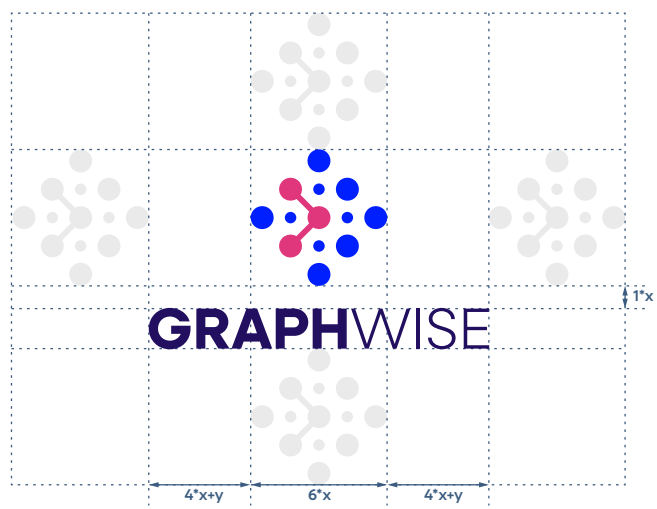
Our logo

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



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.

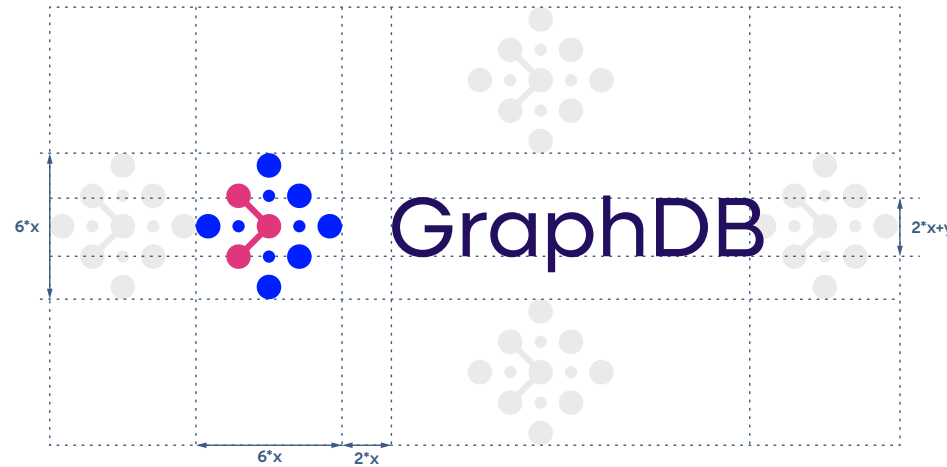
Our lockup categories are primary and partnership, which establish identities for external entities and partnerships, respectively.

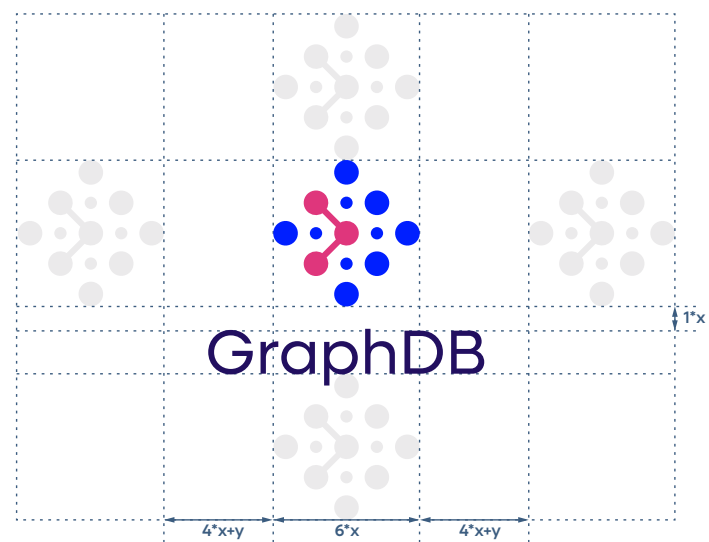
Primary lockup

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





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	
HEX	#220F60
RGB	34, 15, 96
HSB	254, 84, 38
CMYK	100, 100, 26, 27
Pantone	2755 C / 2757 U

Pink	
HEX	#DF367C
RGB	223, 54, 124
HSB	334, 75, 86
CMYK	4, 88, 27, 0
Pantone	205 C / 205 U

Blue	
HEX	#001fff
RGB	0, 31, 255
HSB	233, 100, 100
CMYK	97, 77 , 0, 0
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

Accessible color combinations

All examples marked with a check ✓ pass the contrast standards. Example marked with a check in brackets (✓) indicate that the normal (regular) text must be at least 24px.

Never use any of the examples marked with a ✕

Small text must have a colour contrast ratio of at least 4.5:1. Headlines must at least meet WCAG AA standards.

You can check colour contrast using this tool:

https://webaim.org/resources/contrastchecker/

White on Navi Blue White on Navi Blue ✓	**Pink on Navi Blue** Pink on Navi Blue (✓)	**Blue on Navi Blue** Blue on Navi Blue ✕
White on Pink White on Pink (✓)	**Navi on Pink** Navi on Pink (✓)	**Blue on Pink** Blue on Pink ✕
White on Blue White on Blue ✓	**Pink on Blue** Pink on Blue ✕	**Navi Blue on Blue** Navi Blue on Blue ✕
Navi Blue on Grey Navi Blue on Grey ✓	**Pink on Grey** Pink on Grey (✓)	**Blue on Grey** Blue on Grey ✓
Navi Blue on Lila Navi Blue on Lila ✓	**Pink on Lila** Pink on Lila ✕	**Blue on Lila** Blue on Lila ✓
Navi Blue on Lilac Navi Blue on Lilac ✓	**Pink on White** Pink on White (✓)	**Blue on White** Blue on White ✓

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	Brick quiz whangs jumpy veldt fox.
Hairline Italic	*Glib jocks quiz nymph to vex dwarf.*
Thin	Požiadavkou Motorického.
Thin Italic	*Bright vixens jump; dozy fowl quack.*
Extra Light	OŻywiona Matemático.
Extra Light Italic	*Quick wafting zephyrs vex bold Jim.*
Light	Architekten Zwitserland.
Light Italic	*Praktischer Revolutions.*
Regular	Brick quiz whangs jumpy veldt fox.
Italic	*Glib jocks quiz nymph to vex dwarf.*
Medium	**Požiadavkou Motorického.**
Medium Italic	***Bright vixens jump; dozy fowl quack.***
Semi Bold	**OŻywiona Matemático.**
Semi Bold Italic	***Quick wafting zephyrs vex bold Jim.***
Bold	**Architekten Zwitserland.**
Bold Italic	***Praktischer Revolutions.***
Extra Bold	**Brick quiz whangs jumpy veldt fox.**
Extra Bold Italic	***Glib jocks quiz nymph to vex dwarf.***
Black	**Požiadavkou Motorického.**
Black Italic	***Bright vixens jump; dozy fowl quack.***

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	Brick quiz whangs jumpy veldt fox.
Thin Italic	*Glib jocks quiz nymph to vex dwarf.*
ExtraLight	Požiadavkou Motorického.
ExtraLight Italic	*Bright vixens jump; dozy fowl quack.*
Light	OŻywiona Matemático.
Light Italic	*Quick wafting zephyrs vex bold Jim.*
Regular	Architekten Zwitserland.
Italic	*Praktischer Revolutions.*
Medium	**Brick quiz whangs jumpy veldt fox.**
Medium Italic	***Glib jocks quiz nymph to vex dwarf.***
SemiBold	**Požiadavkou Motorického.**
SemiBold Italic	***Bright vixens jump; dozy fowl quack.***
Bold	**OŻywiona Matemático.**
Bold Italic	***Quick wafting zephyrs vex bold Jim.***
***Extra*Bold**	**Architekten Zwitserland.**
ExtraBold Italic	***Praktischer Revolutions.***
Black	**Brick quiz whangs jumpy veldt fox.**
Black Italic	***Glib jocks quiz nymph to vex dwarf.***

Type specimen web: Ideal stack

These font sizes are intended as a guide. If a larger or smaller headline is required, it can be increased in size.

All heading should be set in Poppins Bold with a color of #052744. Graphwise Blue (#001fff) can be used to highlight single words or a group of words but should not be used as a heading color entirely.

Paragraph text should be set in Graphwise grey #3b5c7f. Section headings or set in darker pink #d1266d then Graphwise pink to be WCAG AA compliant.

Headline 1

Poppins
Bold, 48px/1

The quick brown.

Headline 2

Poppins
Bold, 36px/1

The quick brown fox jumps

Headline 3

Poppins
Bold, 30px/1

The quick brown fox jumps over the lazy dog.

Headline 4

Poppins
Bold, 24px/1

The quick brown fox jumps **over the lazy dog.**

Subline

Poppins
Medium, 20/1.5

The quick brown fox jumps over the lazy dog.

Subheading

Poppins
Medium, 14/1.5
Letter-spacing: 3px

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

P

Poppins
Regular, 20/1.5

The quick brown fox jumps over the lazy dog. Fuga. Litasinus exerum, nihil molum et ius dicia dundus soluptas de doloreprae niatur? Ucilicia ium es aute se odit, iur, ut quuntis minctas pos quis maiorum aut odis es aut latur? To et velest dolendae nonse estrum sedigen danditas reriosae nim labore vendis aut re nes aut venimolore la conseque lantota dipsuntis quo beates rest harum quaecto.

Type specimen print: Ideal stack

These font sizes are intended as a guide. If a larger headline is required for a printed product, it can be increased in size.

The font size for footer or body text shouldn't be smaller than 6 pt. Any smaller and it will be illegible in print.

All heading should be set in Poppins Bold. Graphwise Blue (#001fff) or pink (#DF367C) can be used to highlight single words or a group of words.

HEADLINE 1
NEULIS SANS EXTRA BOLD, 22,5/25

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Headline 2
Neulis Sans Extra Bold, 19/22

The quick brown fox jumps over the lazy dog.

Headline 3
Neulis Sans Extra Bold, 18/20

The quick brown fox jumps over the lazy dog.

Headline 4
Neulis Sans Extra Bold, 15/20

The quick brown fox jumps over the lazy dog.

Subline
Neulis Sans Light, 10/14

The quick brown fox jumps over the lazy dog.

TAG
NEULIS SANS MEDIUM, 8/8

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

P
Neulis Sans Light, 9/13

The quick brown fox jumps over the lazy dog. Fuga. Litasinus exerum, nihil molum et ius dicia dundus soluptas de doloreprae niatur? Ucilicia ium es aute se odit, iur, ut quuntis minctas pos quis maiorum aut odis es aut latur? To et velest dolendae nonse estrum sedigen danditas reriosae nim labore vendis aut re nes aut venimolore la conseque lantota dipsuntis quo beates rest harum quaecto.

Buttons & Links

Buttons for web and digital communication should be used in the following way:

padding: 14px 26px;
font-size: 16px;
line-height: 1.2;
border-radius: 4px;
font-weight:400;

Don’t use pink buttons or pink link color! They are not WCAG AA compliant. Check the color contrast examples.

On light background

Primary Button

Button

Primary Button hover

Button

Secondary Button

Button

Secondary Button hover

Button

On dark background

Primary Button

Button

Primary Button hover

Button

Secondary Button

Button

Secondary Button hover

Button

Link Button

Read more →

Read more →

Links

Read more

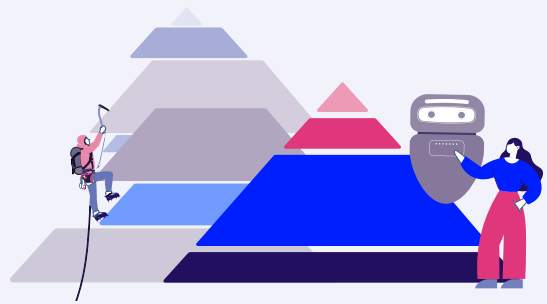
Read more

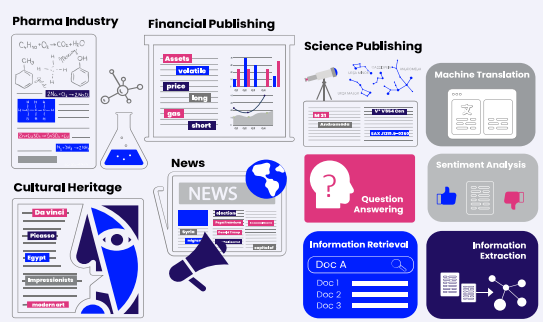
Illustrations

We mainly use two different style of illustrations: flat and isometric. Both are heavily defined by the use of color and perspective.

The illustrations are used across all marketing platforms and tools, from print and websites to LinkedIn.

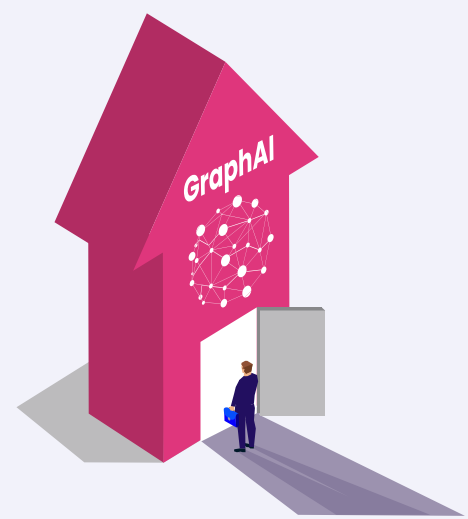
Flat Style





Isometric Style





Iconography

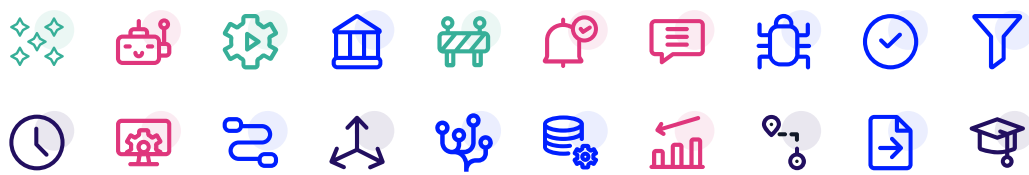
Usage of the different icons:

- Layered Icons
- Dotted Icons
- Single Coloured Icons

Layered Icons



Dotted Icons



Single coloured Icons

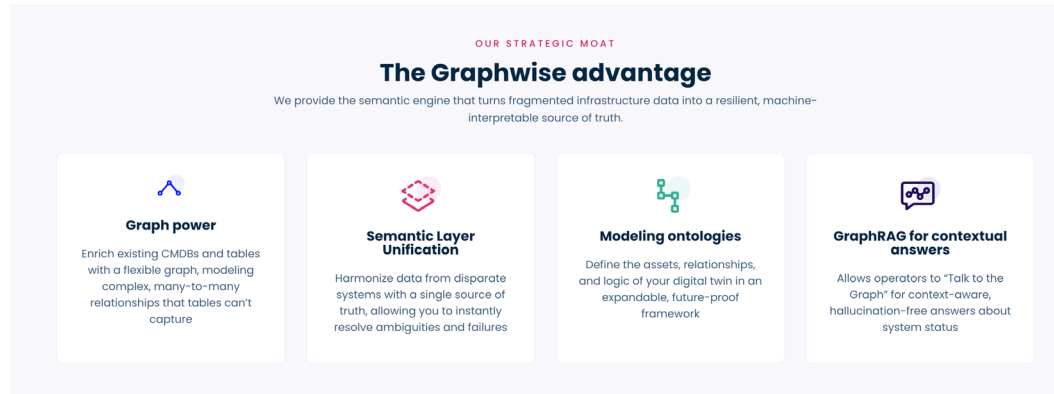


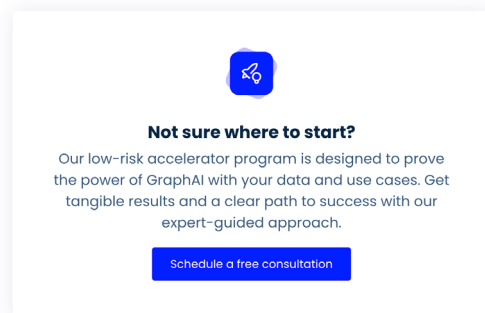
Iconography & Web Application

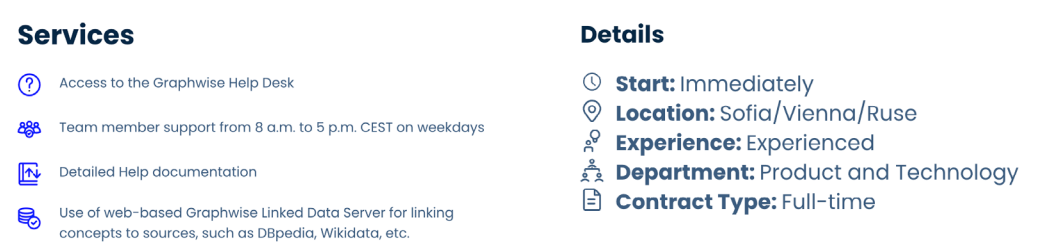
Dotted icons are used in a series (at least 3) of Call-to-action or info boxes and should have a size of 60px x 60px. The accompanying heading and paragraph should not be too long. Every box should have a different colored icon alternating between blue, pink, green and navi blue.

Layered icons are used when more text is needed that does not fit in the above case or for single Call-to-actions. The icon should have a size of 74px x 74px.

Single coloured icons are used for short text, similar to a bullet point but with more emphasis. They should have a size of 20px x 20px and can be either blue or grey (in the sidebar).







Iconography & Print Application

Similar to digital and web design, print design utilizes the same icon styles to maintain a consistent visual identity across all touchpoints.

Icons must maintain a minimum clear space around them and should never be scaled below 12 mm x 12 mm to ensure sharp printing and legibility.

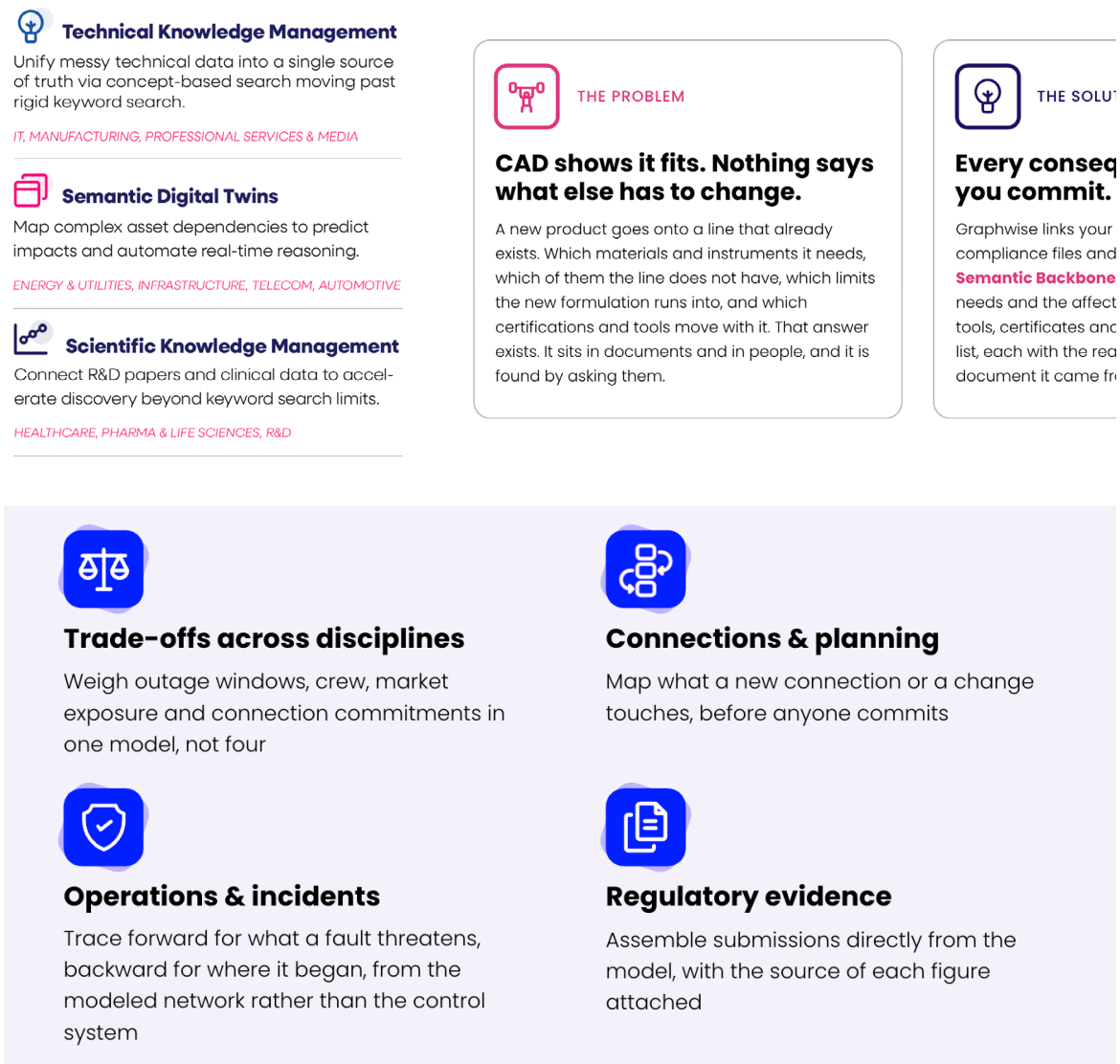
Always use vector formats (.svg, .eps, or .ai) when preparing files for print to avoid pixelation or blurry edges.

1. Layered Icons

Usage: Used for structured lists, feature overview cards, or multi-heading layouts.

2. Single-Colored Icons

Usage: Specifically used to highlight contrast, key callouts, such as defining Problems vs. Solutions.



Videos & Webinars

Logo: The Graphwise logo should be positioned in the top left corner. If a partner/customer logo is needed it should be positioned respecting the general partnership lockup.

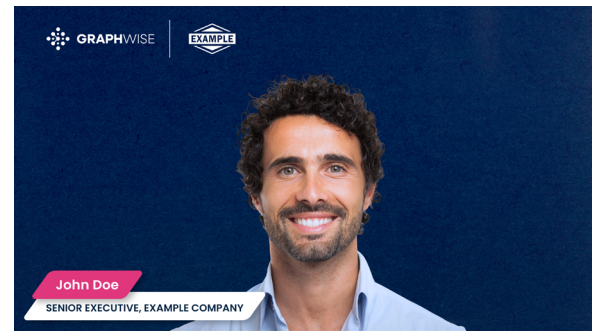
Lower thirds: The design should be clean and clear. Names should be set in Poppins Semibold with white font color on pink background. Subtitles should be set in Poppins Semibold uppercase with a font color of black on white background.

Natural Background: In the ideal case the speaker should be in front of a natural light grey, white or dark background with a sufficiant light source.

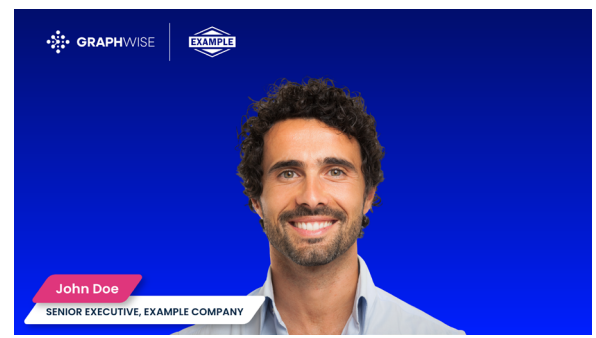
Virtual Background: In case natural background is not available or wanted a gradient from navi blue (#010e6d) to blue (#001fff) can be used. As an alternative a light background with a gradient from #e5e8ff to #f0f2ff can be used.

Ending slates: All videos should end with the Graphwise logo, either still or animated.











Section 2: Print

In this section, we showcase our various print materials, from company leaflets and postcards to merchandise, as well as font sizes that you can use as a guide.

Print Materials Overview

Our print materials are flexible in format – from compact folded flyers to comprehensive whitepapers. To guarantee a consistently high-quality and brand-compliant appearance, the following paper stock specifications and print standards are mandatory:

Paper Specifications:

Flyers: 170 gsm coated art board, matte

Whitepapers: Cover: 170 gsm coated art board, matte | Inside pages: 100 gsm high-bulk paper

AI Odyssey Booklet: Cover: 250 gsm coated art board, matte | Inside pages: 120 gsm high-bulk paper

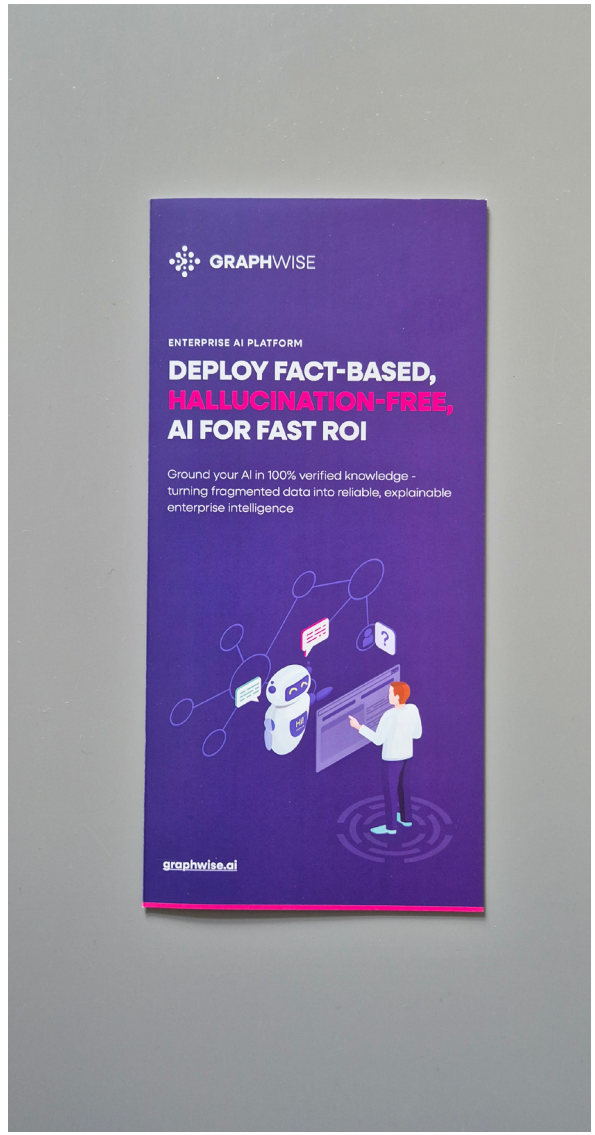
Postcards: 270 gsm postcard board

Print File Requirements:

Color Space: CMYK (ISO Coated v2)

Bleed: 3 mm bleed on all sides

Image Resolution: Min. 300 dpi



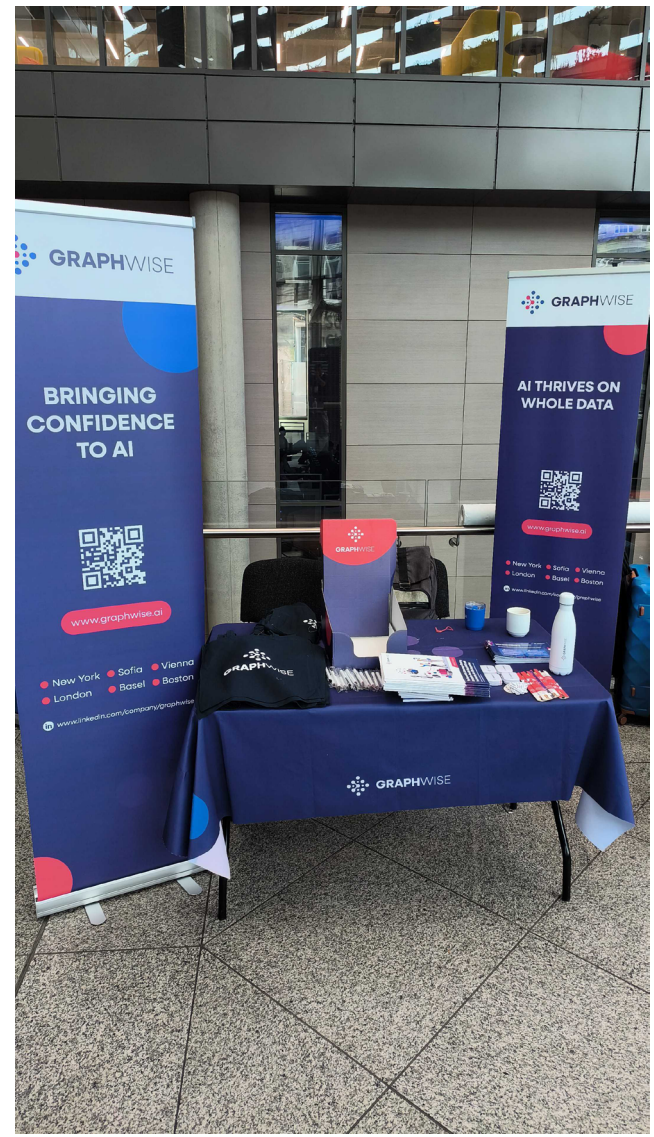




Large Formats, Exhibition Stands & Displays

At conferences and events, our exhibition stands represent the brand in the physical space. Alongside print materials and merchandise, large-format elements such as exhibition walls (booths), display systems, and roll-ups shape our visual presence. The following guidelines apply to all large formats:

- Prioritize long-distance impact: The logo and main message must always be positioned in the top third of the display (above head height).
- Focus on the essentials: Use a clear key visual, concise headlines, and minimal text to capture maximum attention from passersby.



Merchandise

At Graphwise, you'll find a wide selection of branded merchandise, from popular classics like notebooks and mints to stickers.

High-quality items include stainless steel water bottles, Sprout pencils and JBL speakers.



