

Two in the Loop

Brand Guidelines

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Download Assets

Foundations

AI Solutions & Automation

Identify time consuming processes (bookkeeping, back-office, customer support, data handling).

Design custom fit AI solutions using existing tools, and smart integration.

AI Training & Adoption

Practical training for teams on how to use AI in daily workflows.

Workshops, coaching, and toolkits adapted to every skill level.

Goals

Save time, cut costs, increase efficiency, improve businesses.

What we want to reach.

A future where every organisation,
can embrace AI as a trusted ally,
not a threat, and use it to
unlock human potential.

Foundations

What we do
→Vision
Mission
Values
Tone of Voice
Do's & Don'ts

How we are going to reach
our goal.

To partner with businesses and their people in
their **AI journey**: designing tailored solutions,
help them to discover AI opportunities,
streamlining processes, and empowering teams
through training and adoption.

Foundations

What we do
Vision
→ **Mission**
Values
Tone of Voice
Do's & Don'ts

What are the pillars we should communicate with people.

Our values

Human-Centricity

AI serves people, not the other way around

Authenticity

No buzzwords or empty promises: real expertise, real impact.

Collaboration

We work side by side with our clients, integrating with their reality

Long lasting Impact

Focus on long-term transformation, not one off momentaneous fixes.

Agility

Quick, creative, and adaptive in finding solutions.

Competence

Background and skills at the service of business improvement

How we should communicate with people.

Our voice

Confident yet friendly

Convey authority without rigidity, using a reassuring and collaborative tone

Collaborative

Use a shared voice rather than sounding transactional or one-sided.

Impact-oriented

Always stay grounded in results, real value for the client, and tangible transformation.

Clear and accessible

Explain complex ideas (e.g., AI, design, strategy) in a direct, relatable way that feels close to everyday language.

Creative and intelligent

Add subtle sparks of wit or insight to make the message memorable, but never overdo it.

Foundations

- What we do
- Vision
- Mission
- Values
- Tone of Voice
- Do’s & Don’ts

How we should and should not communicate with people.

Our rules



Be human, warm, and clear

Keep it simple and jargon-free

Show confidence without arrogance

Add a smart, creative touch

Speak as a partner: “we”, “together”, “let’s”

Focus on real impact and results



Sound cold or corporate

Overuse tech jargon

Hype or oversell

Talk down to clients

Act like a vendor

Be vague



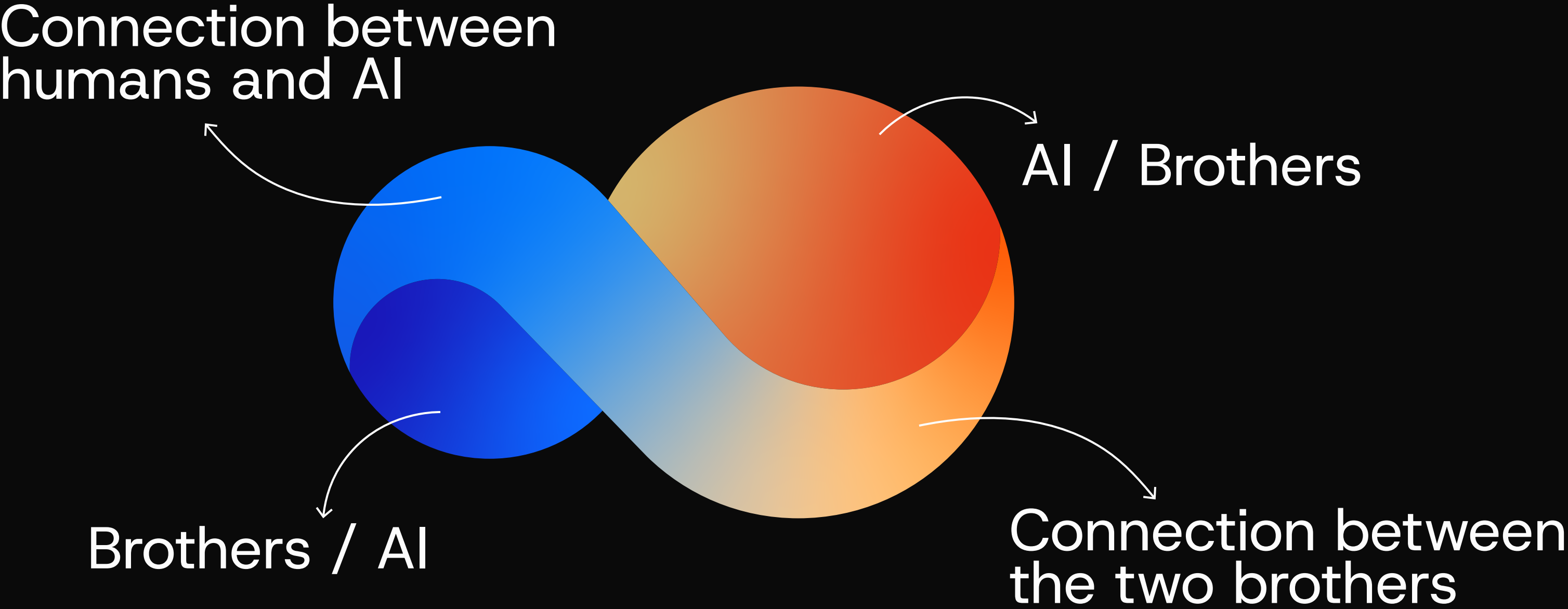
Logo



Logo

- Our logo
- Logo meaning
- Logo anatomy
- Versions
- Clear space

The logo composition: elements and concept. The logo combines essential elements and concepts to create a design that visually represents the brand identity.



- Logo
- Our logo
- Logo meaning
- Logo anatomy
- Versions
- Clear space

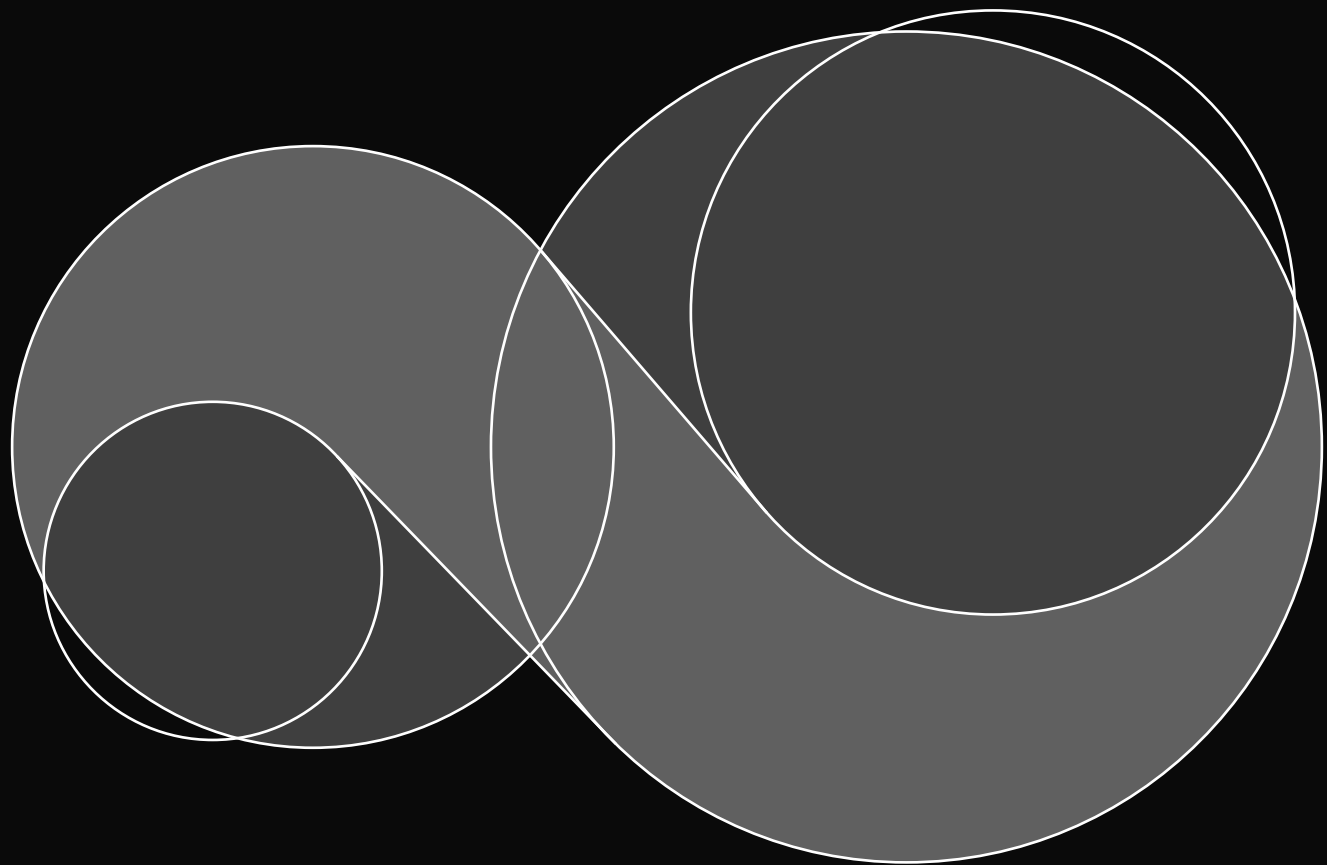
Building blocks of the logo.



Logo

- Our logo
- Logo meaning
- Logo anatomy**
- Versions
- Clear space

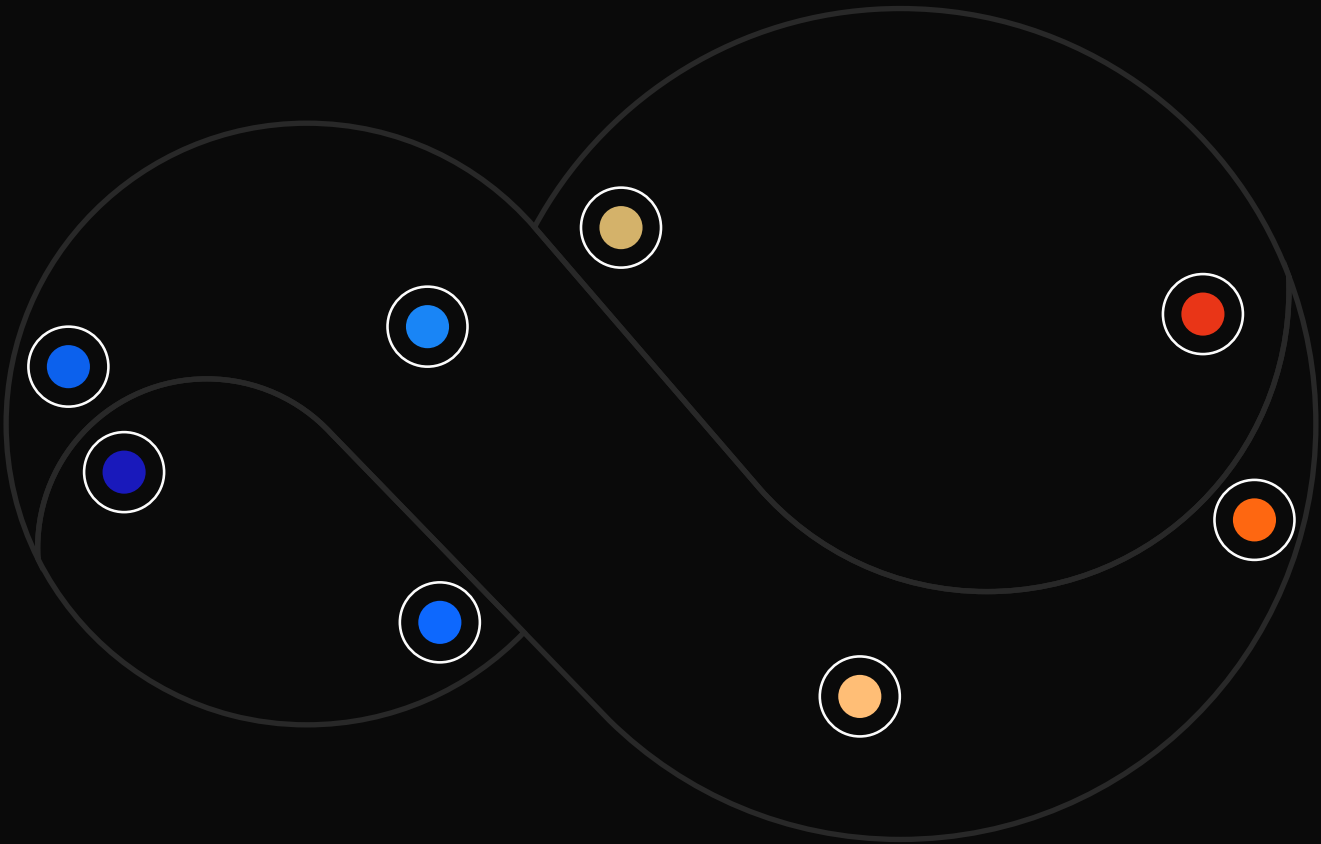
The construction of the logo from a geometrical and dimension point of view. The black-and-white version of the logo emphasizes its geometric integrity, with proportions optimized for clarity.



- Logo
- Our logo
- Logo meaning
- Logo anatomy**
- Versions
- Clear space

FreeForm Gradient

This is how the gradient of the logo is constructed, with a FreeForm Gradient.



Primary

Don't stretch, don't rotate,
don't use different fonts,
don't use opacity, don't do
color combinations other
than those proposed.



Logo

- Our logo
- Logo meaning
- Logo anatomy
- **Versions**
- Clear space

Extended

Don't stretch, don't rotate,
don't use different fonts,
don't use opacity, don't do
color combinations other
than those proposed.

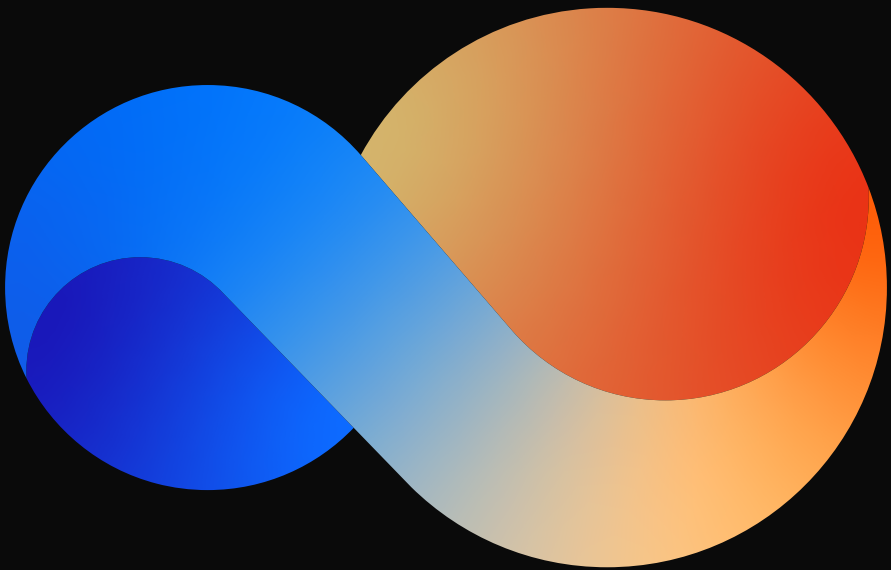


Logo

- Our logo
- Logo meaning
- Logo anatomy
- Versions**
- Clear space

Vertical

Don't stretch, don't rotate,
don't use different fonts,
don't use opacity, don't do
color combinations other
than those proposed.



two in the loop

Logo

- Our logo
- Logo meaning
- Logo anatomy
- Versions**
- Clear space

Compact

Don't stretch, don't rotate,
don't use different fonts,
don't use opacity, don't do
color combinations other
than those proposed.

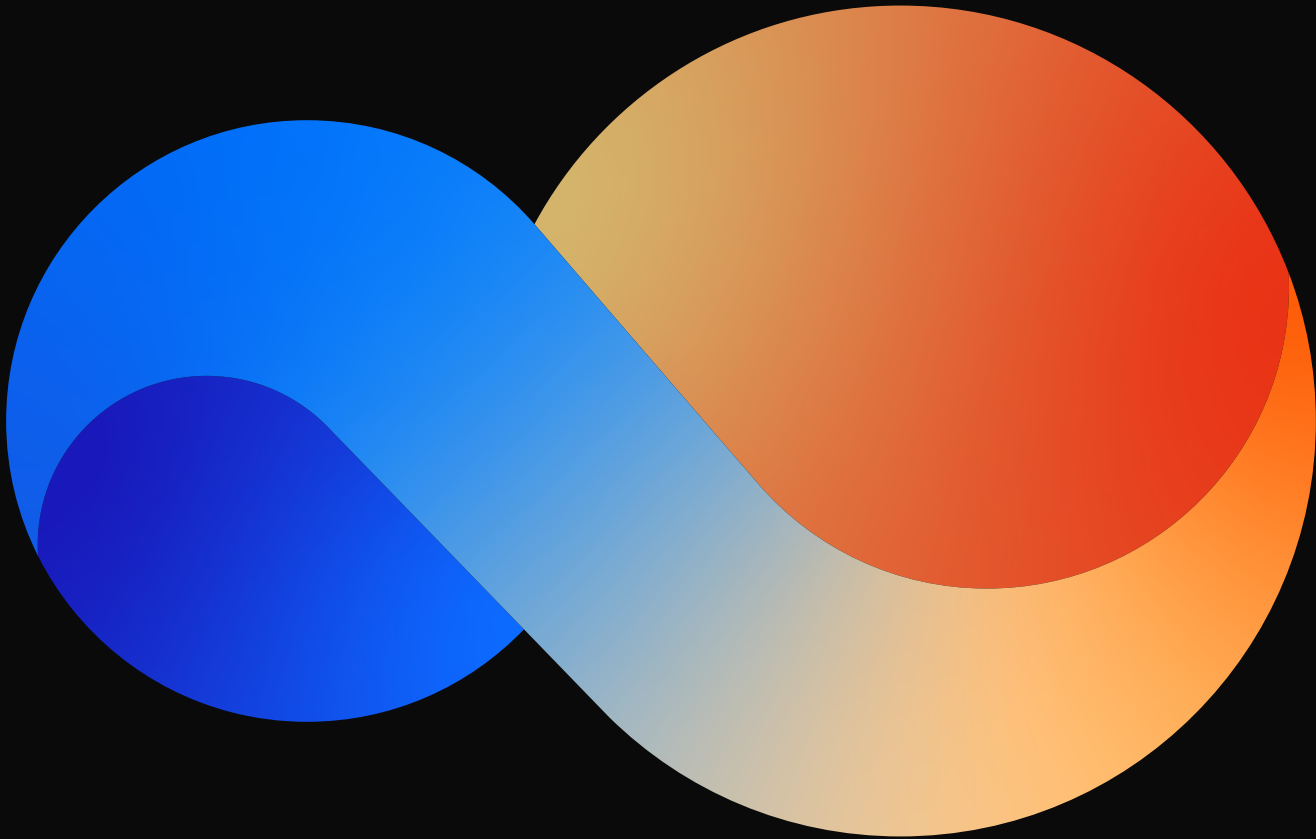


Logo

- Our logo
- Logo meaning
- Logo anatomy
- Versions**
- Clear space

Brandmark

Don't stretch, don't rotate,
don't use different fonts,
don't use opacity, don't do
color combinations other
than those proposed.



Logo

- Our logo
- Logo meaning
- Logo anatomy
- Versions**
- Clear space

2.5 Clear space

Clear space is defined around the logo to maintain visual impact and ensure it remains distinct from other design elements.



Logo

- Our logo
- Logo meaning
- Logo anatomy
- Versions
- Clear space



Colors

3.1 Color palette

Earth

HEX #D4B26A

RGB 212, 178, 106

Pumpkin

HEX #FE6711

RGB 254, 103, 17

Blue 1

HEX #0D68FE

RGB 13, 104, 254

Blue 2

HEX #0C61ED

RGB 12, 97, 237

White

HEX #FCFCFC

RGB 252, 252, 252

Apricot

HEX #FFBE76

RGB 255, 190, 118

Brick

HEX #E93517

RGB 233, 53, 23

Sky

HEX #1985F6

RGB 25, 133, 246

Navy

HEX #1919BB

RGB 25, 25, 187

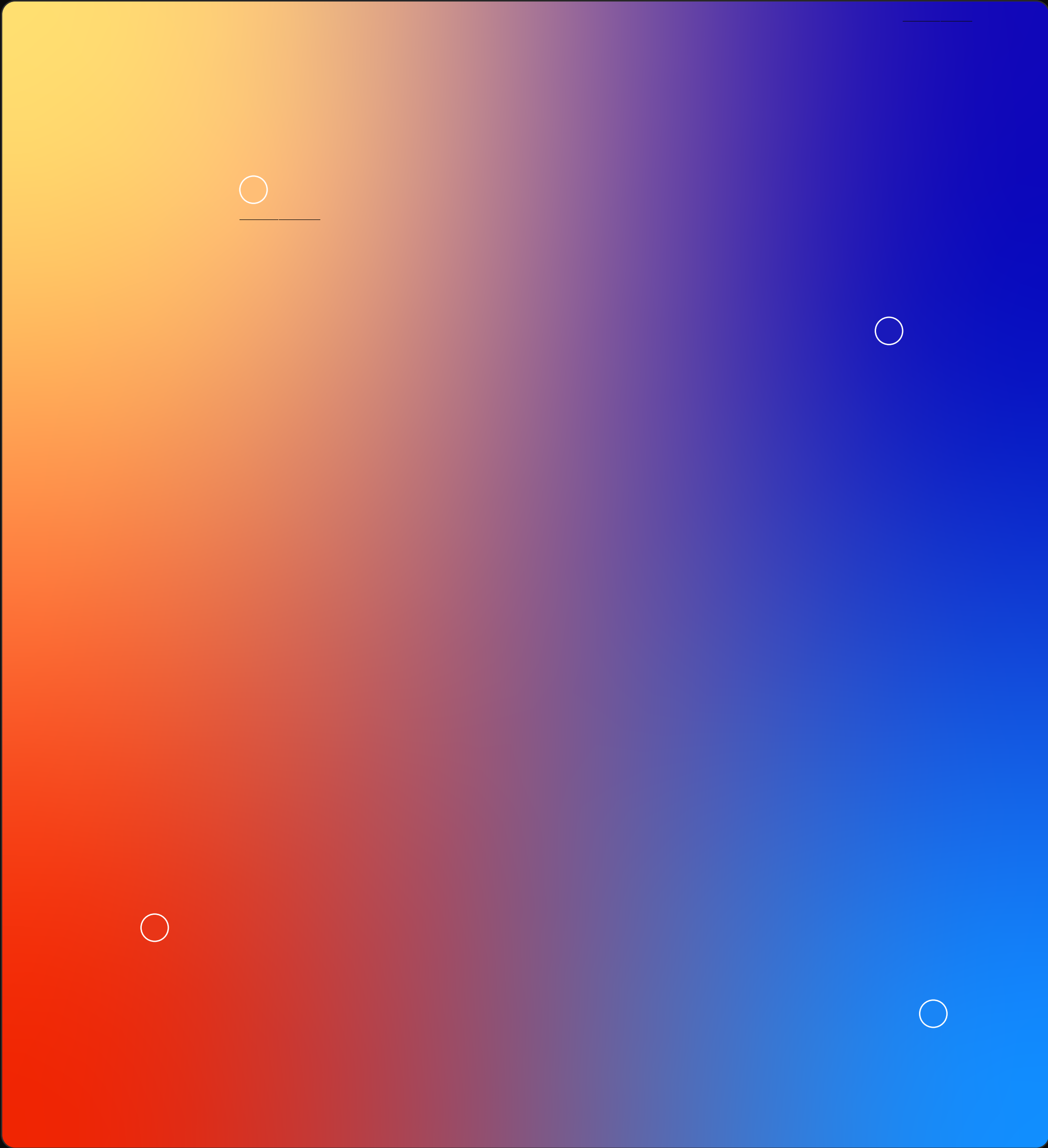
Black

HEX #0A0A0A

RGB 10, 10, 10

3.2 Gradient

Technical specifications
defining the construction
of the gradients.



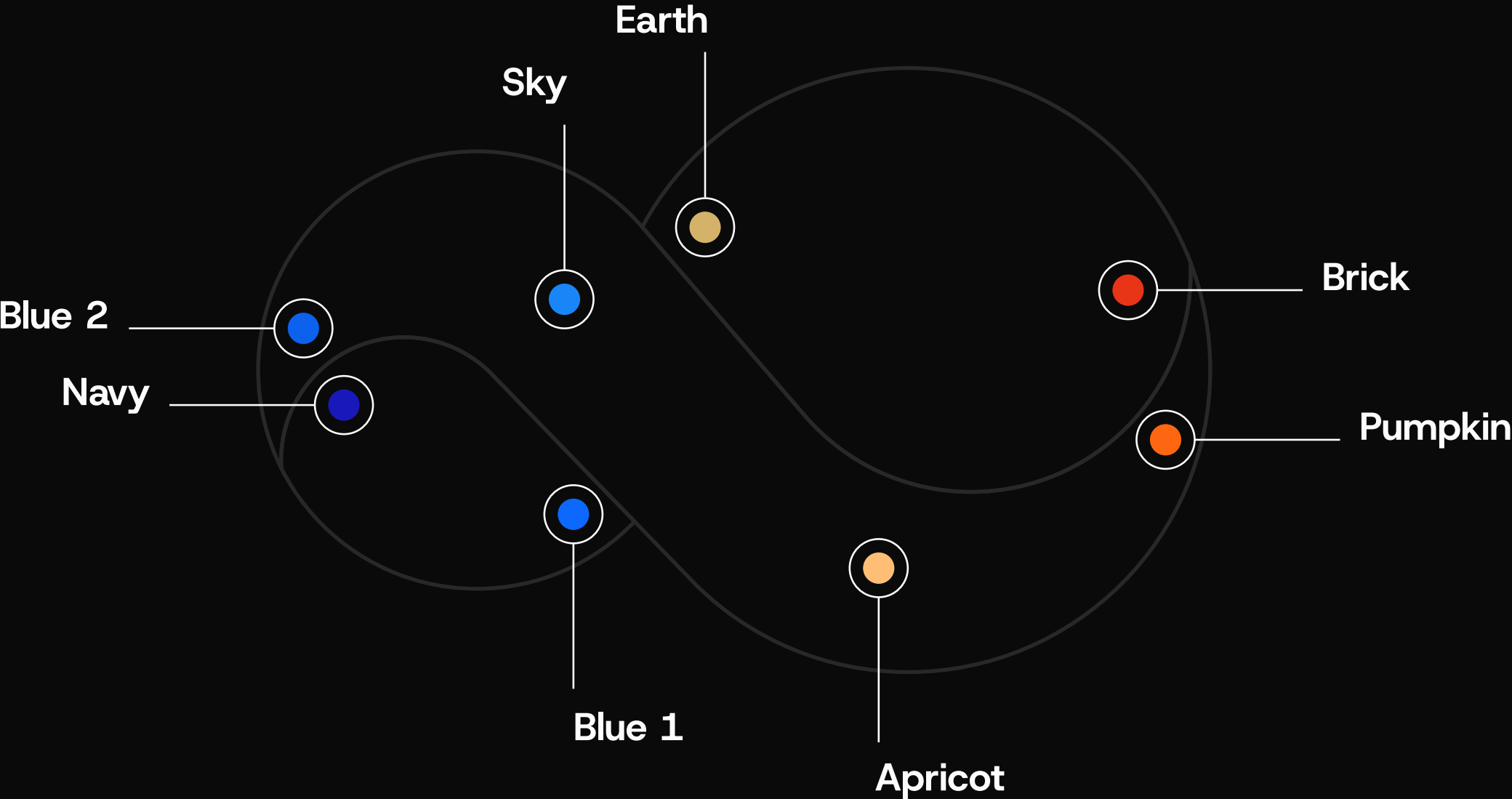
Colors

Color palette
→Gradient
Logo and colors

- Apricot
- Navy
- Brick
- Sky

- Earth
- Brick
- Navy
- Blue 1

Technical specifications defining the construction of the gradients in the logo.



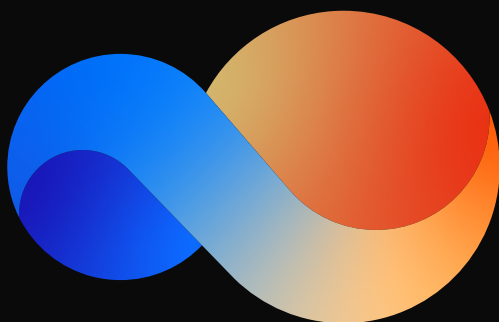
Colors

Color palette
→Gradient
Logo and colors

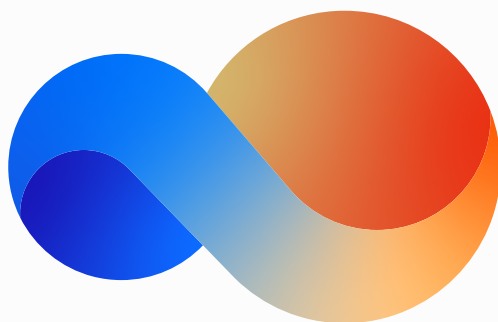
Adaptations of the logo format for diverse background colours, ensuring versatility and consistency of the brand.

Colors
Color palette
Gradient
→Logo and colors

You're go to choice



Just for emergency





Typesface

Modern, free sans-serif typeface designed for user interfaces and digital applications

Host Grotesk

Its key feature is being a uniwidth typeface, which means all its weights and corresponding italics have the same width, ensuring that the layout remains consistent even when text is bolded or changing weight. It is built on the foundation of the Poppins typeface, maintaining a soft essence while offering a clean, sophisticated look suitable for both large headlines and small body text.

Typeface

→Font

Usage and hierarchy

Each weight variation conveys different levels of emphasis, aligning with the communication.

Host Grotesk Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0123456789
!@#%*&+

Host Grotesk Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0123456789
!@#%*&+

Host Grotesk Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0123456789
!@#%*&+

Host Grotesk Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0123456789
!@#%*&+

Aa Bb Cc Dd

Table of characters

Uppercase letters

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X
Y	Z				

Lowercase letters

a	b	c	d	e	f
g	h	i	j	k	l
m	n	o	p	q	r
s	t	u	v	w	x
y	z				

Numbers

1	2	3	4	5	6
7	8	9	0		

Symbols

@	#	&	%	€	!
?	+	=	*		

Specifications for typeface sizing and weight, adjusted for varied applications and contexts.

AI Solutions & Automation

HEADING 1 Host Grotesk Regular

AI Training & Adoption

HEADING 2 Host Grotesk Medium

save time, cut costs, and increase efficiency

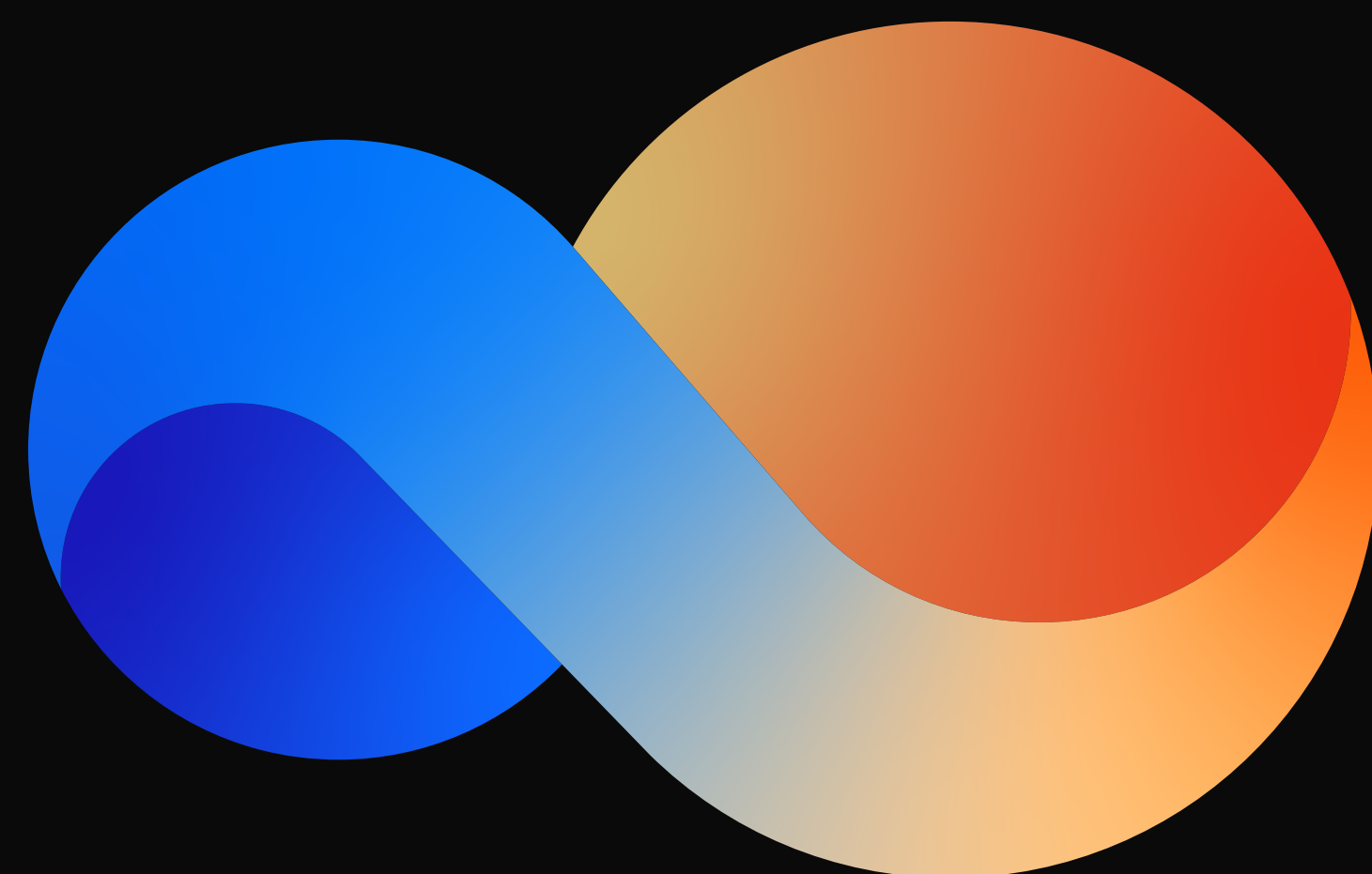
SUB-HEADING Host Grotesk Bold

Giat quis et vent ut et, sunt, eos audaecum sectet liquo officti amusandanis dolupta plique doluptatur mo officti cum nul parum sunt expelessin excepre posaperrovid excest, qui cus magnis ipsum reped ute ipsum conet esequue illicimusa qui blaut atintur? Quisque nihil in et rereic to omni cum qui com nimaio. Tate plique net quo de sam repersp elique similique perati blabor rae velesciam erum eum que sectae sumquodit fuga. Itat veliquia con consequi repre, quibus et que quia valor.

PARAGRAPH Host Grotesk Regular

Evolve

BUTTONS Host Grotesk Medium



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