
Really AI.

INDEPENDENT AI LEARNING / REALLY.AI

For people who answer for AI decisions.

Independent AI learning for people who make the call.

BRAND GUIDE / 10 SEPTEMBER 2026

Really AI.

The accountable reader

Really AI is an editorial learning identity for the person carrying a proposal, output or policy into a decision. It helps them name what they need to check next.

THE READER

A founder, an agency buyer, a director or an implementation lead. Defined by responsibility, not title.

THE OFFER

Independent briefings, classes and practical tools. State the actual format on each surface.

THE PROOF

We sell learning and event places. We do not sell AI products.

Really AI.

Really AI, fixed language

Use the name in Latin script. Keep the descriptor directly with it on first contact. Translate the descriptor and campaign line; isolate the Latin name in Arabic with bidi-safe text.

USE NOW

Really AI
Independent AI learning
For people who answer for AI decisions.

STATUS

Approved public identity. Use really.ai as the canonical address and pair the descriptor with the name at first contact.

Use Really AI consistently across every public surface. Keep the name in Latin script; localise the descriptor and campaign line.

Really AI.

Marks are declarations

Primary wordmark: Fraunces 900 with a closing red stop. Use the distributed vector masters; do not redraw, stretch or typeset a substitute for external use.



Really AI.



Really AI.

PRIMARY / paper

WORDMARK

Mastheads, reports and signs. Use the supplied minimum size guidance.

REVERSE / ink

STACKED

Use a supplied stacked master only when horizontal width is constrained.

SMALL MARK

Supplied master.



r.

Really AI.

Space, contrast, restraint

Clear space is one red-stop diameter on every edge. The brand mark identifies an editorial learning offer; it never stands in for a certification, approval or product mark.

MONO

Ink on paper or chalk on ink. Test photocopy and small size before production.

DO

Use a supplied master, preserve the stop, and keep the descriptor as selectable text nearby.

DO NOT

Outline, shadow, recolour, use a tile, add AI symbols, crowd with partner marks, or use as a seal of approval.

Paper, ink, one verdict



PAPER

#F8F6EF

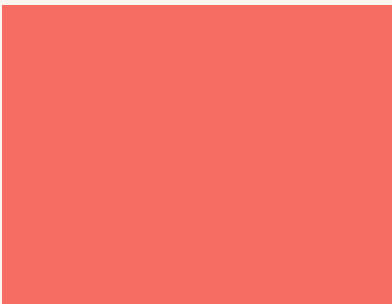
colour.paper / oklch .972 .009 92



INK

#151820

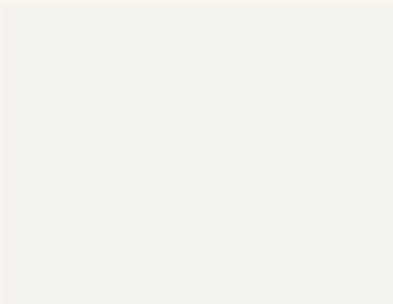
colour.ink / oklch .21 .016 268



MARK

#B71920

colour.mark / oklch .50 .19 26



MARK LIFT

#F66D64

colour.mark-lift / oklch .70 .17 26



CHALK

#F3F2ED

colour.chalk / token-derived

sRGB values are export values for the existing DTCG tokens. Use red for a verdict, correction or one action. Door hues remain wayfinding, not a second identity palette. Do not specify CMYK guarantees.

Really AI.

Three voices, each with a job

Fraunces 900

Declaration, wordmark, short judgement. Roman only; optical sizing on.

Literata

Reading, explanation and claims with enough room to be checked.

IBM Plex Mono

Dates, evidence labels, status and source notes. Never paragraphs or emotional language.

TYPE IN USE

Use a strong heading, a measured reading block, and one small factual line. Avoid faux-news columns and condensed legal-services typography.

Really AI.

Every locale carries the boundary

EN-AU

Really AI
Independent AI learning
Campaign line carries the decision.

ZH-HANS

Keep the brand in Latin script.
Translate descriptor and campaign
meaning, not wordplay.

ARABIC / RTL

Keep Really AI bidi-isolated and Latin.
Check number order, URLs, periods
and the red stop.

VIETNAMESE

Keep diacritics intact. Test line breaks
and the full non-certification
boundary.

ACCESSIBILITY

Essential facts are live text. Do not rely on colour, image-only wordmarks or a template
visual. Provide alt text and a text equivalent for any decision diagram.

Really AI.

Compose like a considered brief

One surface: one claim, one proof, one action. Put name and descriptor in the first frame. Treat dates and status as a record, not a festival flourish.

01 / CLAIM

Name the proposal, output or policy in front of the reader.

02 / PROOF

State the format, scope, boundary or disclosed source that supports it.

03 / ACTION

One explicit action. Include a visible status: planned, announced, open, sold out or completed.

Really AI.

Say what happens in the room

USE

“An agency quote says ‘AI-powered’. Bring it. We will work through what each line buys and what to ask before you sign.”

AVOID

“Transform your organisation with trusted, future-ready AI.”
It names no decision, activity or proof.

Safe copy: “Work through a case, identify gaps and make a next-step plan.” Do not imply funding, procurement, compliance, accreditation, risk reduction or a guarantee of approval.

Really AI.

Show the work, never the spectacle

SHOT 01

Founder marking a customer-facing AI claim. Include the document and consequence, not a stock laptop pose.

SHOT 02

Director with an annotated board paper. Preserve readable, consented details only.

SHOT 03

Small workshop: notebooks, a whiteboard and active technical review.

Documentary, eye-level, true colour and a quiet edge only where the composition permits. Commission consented photography; record credits, releases, crops and alt text. No robots, screens full of glowing code, red facial washes, stock AI visualisations, music-production cues or fabricated testimonials.

Really AI.

Templates carry status and proof

SOCIAL 1200 x 630

First-contact card: name, descriptor, campaign line, status, named format, one action.

PORTRAIT 1080 x 1350

Campaign post: a decision headline, bounded detail and status.

A4 POSTER / REPORT COVER

Room and document use: event fact line or scope/source/date.

16:9 TITLE SLIDE / EMAIL

Opening frame and correspondence: keep the descriptor readable; use live email text where possible.

The files in templates/ are editable SVG layouts. Bracketed fields are placeholders for approved facts, never pre-filled dates, venues, testimonials or outcomes.

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Handover: make the system usable

Asset index

logo-masters/ outlined SVG, transparent PNG and vector PDF masters

templates/ editable social, portrait, poster, slide, report and signature layouts

icons/ and social-cards/ browser icons and four-locale preview cards

staging.really.ai/brand/really-ai-brand-guide.pdf public guide

Before release

Confirm facts and status; use supplied master artwork; check supplied minimum wordmark and mark sizes; test paper, ink and mono output; retain descriptor and campaign line; localise as a four-locale release; review contrast, live text, alt text and Arabic RTL; record photo consent and provenance.