BRANDING & STYLE GUIDE

Orchestral.ai

AI-Driven Orchestration



Contents

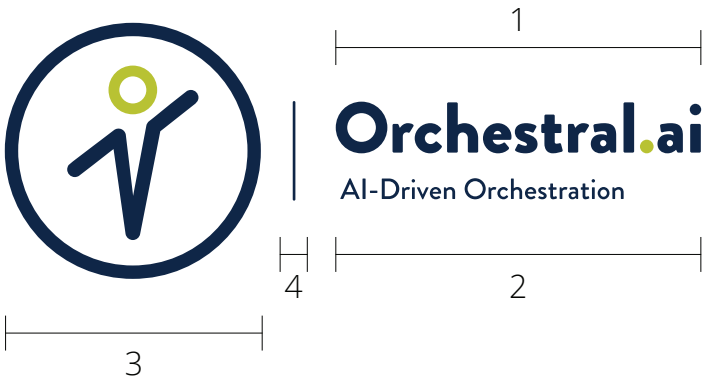
1. LOGOS
    a. Correct usage
    b. Clearance space & positioning
    c. Incorrect usage
2. COLOR PALETTE
    a. Primary
    b. Secondary
3. Typeface
4. Imagery
5. Collateral
6. Presentations

Logos

The Orchestral logo is key to our branding and identity. The main logo and variations should not be manipulated or altered in any way.

The **main logo** is composed of four elements:

1. The name
2. The tagline
3. The icon
4. The dividing line



The **portrait logo** is composed of three elements:

1. The name
2. The tagline
3. The icon



Logos

The **full text logo** is composed of two elements:

1. The name
2. The tagline



The **minimal text logo** is composed of one element:

1. The name



Logos

Appropriate usage of the logo colors include:

Full color:









Mono:









Reversed out:









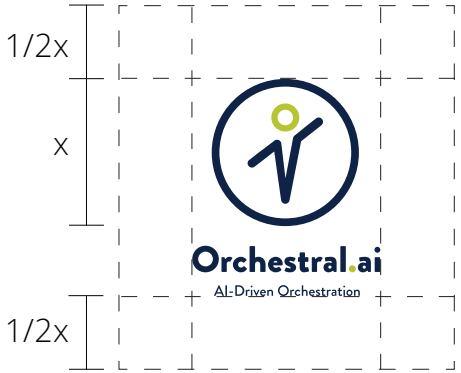
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Logos

As shown here, the logo should always have a minimum clearance of space around it.
This ensures clarity of communication and prevents the logo from becoming crowded.









Logos

The logo variations should **not** be used in any of the following ways:

Do not change the proportion of any of the individual elements.



Do not change the color of any logo variation elements.



Do not distort the logo variations in any direction.



Do not run the lettering over the icon.



Color Palette

Our primary color palette consists of the following hues:

C:33 M:9 Y:100 K:0
R:184 G:196 B:52
HEX:B8C434

C:57 M:48 Y:48 K:14
R:112 G:113 B:113
HEX:707171

C:100 M:87 Y:43 K:44
R:15 G:37 B:71
HEX:0F2547

C:10 M:8 Y:8 K:0
R:225 G:255 B:225
HEX:E1E1E1

C:75 M:23 Y:5 K:0
R:33 G:156 B:206
HEX:219CCE

C:75 M:68 Y:67 K:90
R:0 G:0 B:0
HEX:0000000

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX:FFFFFF

Color Palette

Our secondary color palette consists of the following hues:



C:6 M:26 Y:100 K:0
R:241 G:188 B:27
HEX:F1BC1B



C:16 M:97 Y:99 K:6
R:196 G:44 B:39
HEX:C42C27



C:93 M:58 Y:32 K:11
R:11 G:95 B:129
HEX:0B5F81



C:66 M:100 Y:12 K:3
R:119 G:25 B:130
HEX:771982

Typeface

Our brand uses Teko for headlines and featured text.

Teko Light

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Teko SemiBold

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Teko Regular

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Teko Bold

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typeface

Our brand uses Open Sans for body copy.

Open Sans Light

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Regular

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Semibold

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

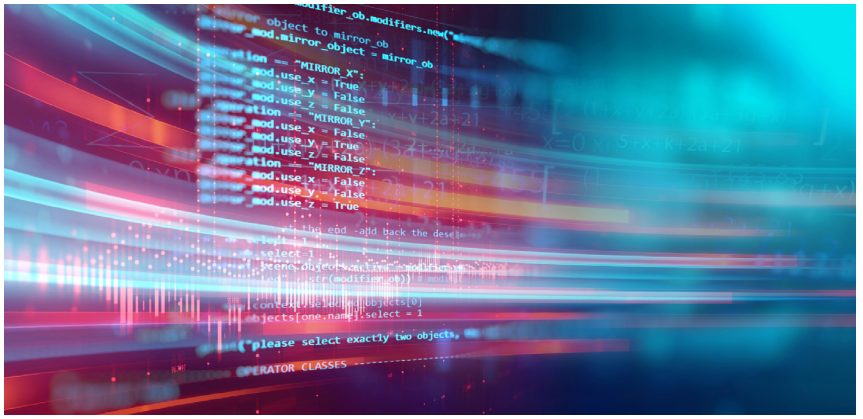
Open Sans Extrabold

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Imagery

Our brand uses crisp, engaging, and vibrant imagery to convey ideas.



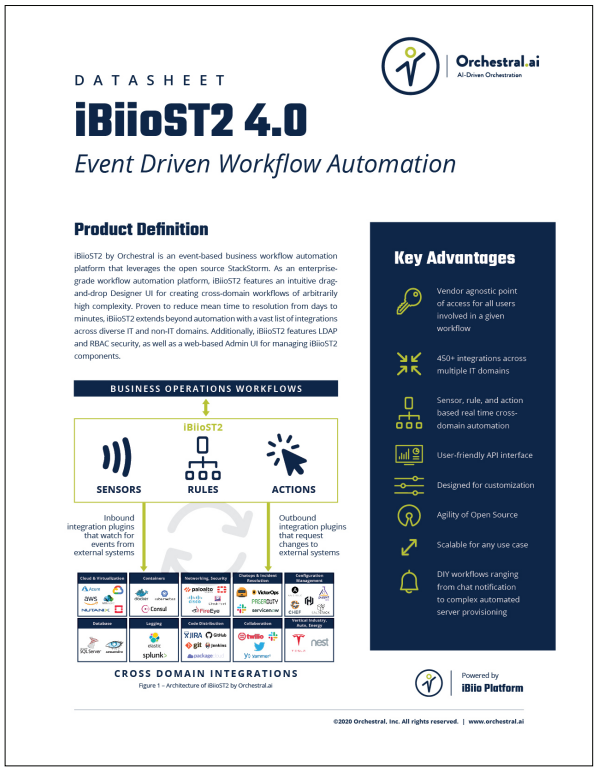






Collateral

Use Cases, FAQ sheets, White Papers, and other collateral should maintain brand standards.
Examples include:



DATASHEET

iBiioST2 4.0

Event Driven Workflow Automation

Orchestral.ai
AI-Driven Orchestration

Product Definition

iBiioST2 by Orchestral is an event-based business workflow automation platform that leverages the open source StackStorm. As an enterprise-grade workflow automation platform, iBiioST2 features an intuitive drag-and-drop Designer UI for creating cross-domain workflows of arbitrarily high complexity. Proven to reduce mean time to resolution from days to minutes, iBiioST2 extends beyond automation with a vast list of integrations across diverse IT and non-IT domains. Additionally, iBiioST2 features LDAP and RBAC security, as well as a web-based Admin UI for managing iBiioST2 components.

BUSINESS OPERATIONS WORKFLOWS

iBiioST2

SENSORS RULES ACTIONS

Inbound integration plugins that watch for events from external systems

Outbound integration plugins that request changes to external systems

CROSS DOMAIN INTEGRATIONS

Figure 1 – Architecture of iBiioST2 by Orchestral.ai

Key Advantages

- Vendor agnostic point of access for all users involved in a given workflow
- 450+ integrations across multiple IT domains
- Sensor, rule, and action based real time cross-domain automation
- User-friendly API interface
- Designed for customization
- Agility of Open Source
- Scalable for any use case
- DIY workflows ranging from chat notification to complex automated server provisioning

Powered by **iBiio Platform**

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PLATFORM OVERVIEW

iBiio ST2

powered by Stackstorm

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AI-Driven Orchestration



USE CASE

Network Security Management

Finance Sector

Problem

A large financial services company listed on the DOW Jones index had been afflicted by a common enterprise-grade ailment: Network security management issues. Employees were restrained from being able to access secure, confidential data in a timely manner due to low network speeds. In turn, this had resulted from a buildup of unresolved requests issued to the security operations team that had piled up due to the time it would take to process an individual request. Further issues manifested in several varieties, from management needing to innovate new ways to provide data to their employees, to traders working from home becoming exasperated from the lack of information required to make an informed decision.

Solution

In addressing this solution, the Orchestral team was able to provide a premium pack built around the integration of a Palo Alto-based security solution. They were able to write an end-to-end SecOps solution with the ability to orchestrate on-demand access to secured data, and to subsequently remove access after a specified period of time. In doing so, Orchestral provided the Day 0, 1, and Day n phases of operation for the company's new secured network. Day 0 concerned initial deployment of a new entity, target system or component within the IT environment, and subsequently enabling functionality by providing the CRUD (Create, Read, Update and Delete) operation for any task. Day 1 involved using the created objects to accomplish the tasks required. Day n specified the ongoing maintenance of the entity by utilizing the specified CRUD operations for each given operation.

Benefit

As a result, the company was empowered by on-demand access to data in a matter of moments throughout daily operations. The SecOps team had been enabled to both provide information in an efficient manner, and to de-provision it in the same amount of time using a separate tool. In fact, to reduce risk of error when performing these tasks, provisioning data was completely orchestrated by our team in order to provide a much higher level of efficiency and accuracy.

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Presentations

All presentations should follow the latest PowerPoint template guidelines. Presentations will use the master template color palette and Calibri typeface to avoid font compatibility issues. Examples include:



