

# ThePath :

# Brand Guidelines

People and Technology, Harmonized



01 Logo

02 Colour

03 Typography

04 Voice

05 Graphic language

06 Photography

07 Applications

[thepathwechoose.ai](https://thepathwechoose.ai)

# A wordmark with a prompt at the end.

Two parts: the wordmark **thePath**, set as one word, and the cursor **:\_**. The cursor reads like a prompt waiting for the next line, because the handbook is still being written. Always use the supplied artwork; never retype it.

# thePath :\_

PRIMARY · CHARCOAL ON PAPER OR WHITE



THE CURSOR

The cursor stands alone only where the wordmark has been seen or will not fit: favicons, avatars, the end of a headline, a sign-off on a graphic. Its bar may take Coral; the dots stay Charcoal.

# Colourways

Charcoal is the default everywhere. The wordmark is always one colour; only the cursor bar may differ.



thePath:—

## Charcoal

Default. On Paper, Cream, Stone and the washes.



thePath:—

## Paper on Ink

Reversed. The bar may switch to Coral on Ink.



thePath:—

## Coral

Share artwork only, at 200 px wide or larger.



thePath:—

## Blue

Share artwork only, at 200 px wide or larger.

# Using the logo

## Clear space



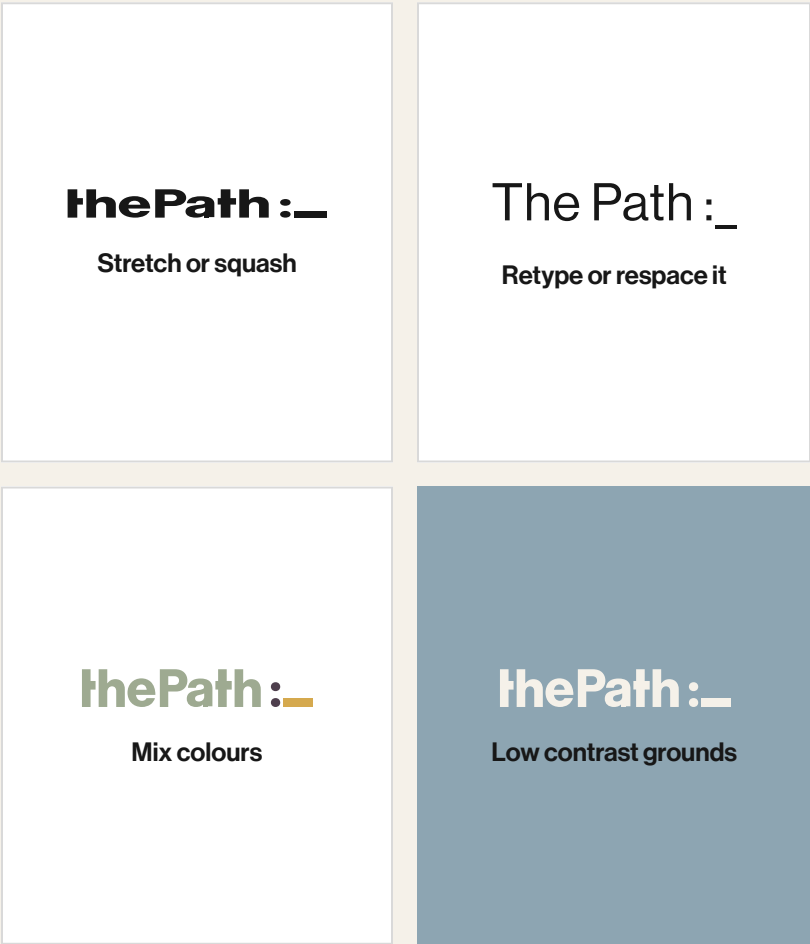
Keep clear space on every side equal to the height of the lowercase **h**. No type, rules, edges or busy parts of a photo enter it.

## Minimum size



Below 96 px wide the wordmark's counters close up. Use the cursor alone instead; the favicon is its 64 px square on Paper.

## Never

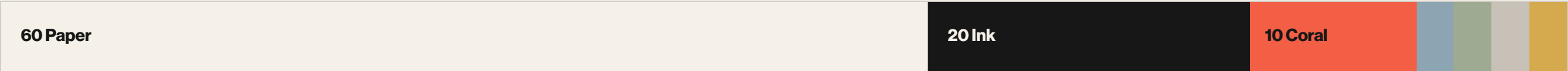


No outlines, shadows, gradients, rotation or effects.

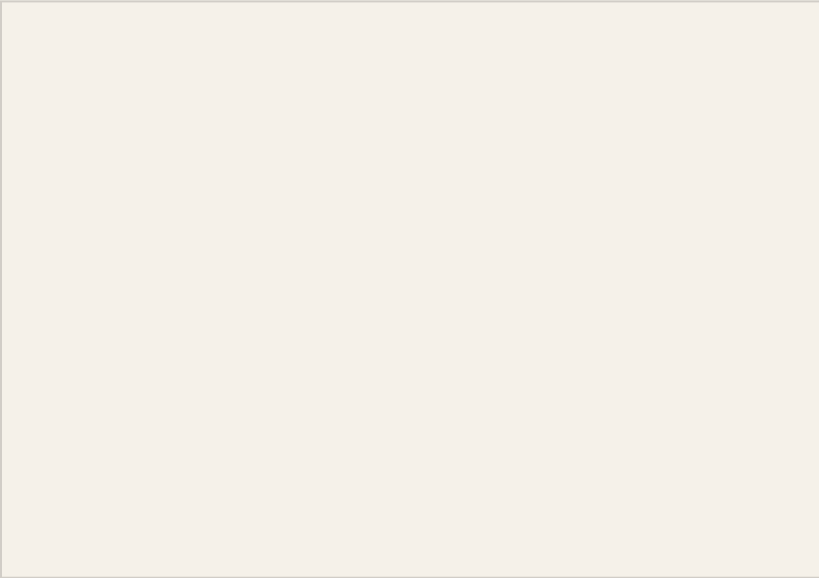
# Paper first. Coral once



A warm, quiet ground with one point of heat. Coral is the accent, and every composition gets one focal use of it. Never use all the colours at once.



GUIDE BALANCE PER COMPOSITION



**Paper** #F5F1E9  
RGB 245 241 233. The ground for almost everything.



**Ink** #171717  
RGB 23 23 23. Type, the logo, buttons, weighty sections.



**Coral** #F35F45  
RGB 243 95 69. The cursor bar, the diagonal, the books. Shadow side Coral Deep #DD5543.

# Supporting

For telling things apart in lenses, diagrams and data, not for decoration. Two or three per piece at most.



**Blue**  
#8DA5B2 · 141 165 178



**Sage**  
#9EAA91 · 158 170 145



**Stone**  
#C8C1B7 · 200 193 183



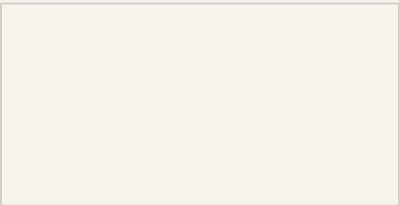
**Aubergine**  
#4E3F4D · 78 63 77



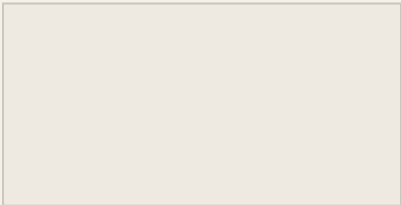
**Ochre**  
#D5A94E · 213 169 78

# Grounds and washes

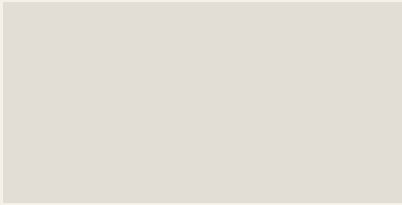
Palette colours taken most of the way to Paper, for large shapes behind reading. Pale enough to set text over.



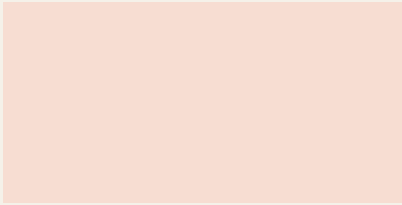
**Cream Lift**  
#F7F4EE



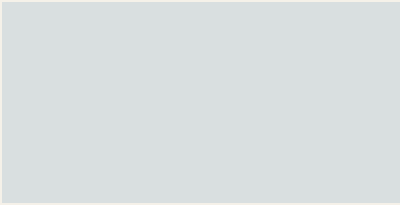
**Cream**  
#EEE9E1



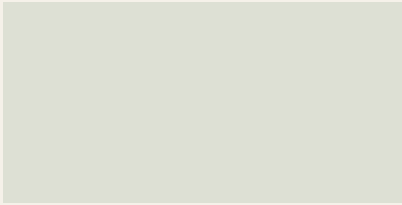
**Stone Tint**  
#E3DED5



**Coral Wash**  
#F7DDD2



**Blue Wash**  
#D9DFE0



**Sage Wash**  
#DDE0D4

# Readable pairings

Text meets WCAG AA (4.5:1) on every pairing below except the last, which is for shapes only.

Aa

Ink on Paper · 15.9:1

Aa

Paper on Ink · 15.9:1

Aa

Ink on Coral · 5.6:1

Aa

Ink on Blue · 7.0:1

Aa

Paper on Aubergine · 8.7:1

Aa

Coral on Paper · 2.9:1. Shapes and rules only, never text.

Muted text is Ink at 62% on Paper (4.8:1). Hairline rules are Ink at 16%; form edges Ink at 50% so they stay findable. Paper never sits on Coral or Blue as text.

# One family, three weights\_



Everything is set in Neue Haas Display: headlines, reading text and interface.  
Where it is not licensed (Office, email, slides shared outside the team), fall back to Helvetica Neue, then Helvetica, then Arial.

**Bold 700** Headlines, titles, emphasis

**Medium 500** Labels, buttons, navigation

**Roman 400** Reading text, captions

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
0123456789

# Headline scale

Bold, tight and set solid. Sizes scale fluidly between the mobile and desktop values shown.

| STYLE      | SAMPLE                                              | SIZE · LEADING · TRACKING         |
|------------|-----------------------------------------------------|-----------------------------------|
| H1 Display | What is progress?                                   | Bold · 44 to 72 px · 0.94 · –2.2% |
| H2 Section | A public conversation, led by a clear position.     | Bold · 30 to 44 px · 0.98 · –1.8% |
| H2 Small   | The handbook cannot be written by one organization. | Bold · 22 to 34 px · 1.18         |
| H3         | Growth that stays yours                             | Bold · 18 to 22 px · 1.1 · –1%    |

# Text styles

|                 |                                                                                                                |                                          |
|-----------------|----------------------------------------------------------------------------------------------------------------|------------------------------------------|
| Body Large      | The Path brings leaders together to work out what progress should mean.                                        | Roman · 19 to 22 px · 1.52               |
| Body            | AI is being judged on how much faster and cheaper it makes things, which is the smallest part of what it does. | Roman · 17 to 18 px · 1.62               |
| Small · Caption | Publishes what we learn for others to use.      Captions and footnotes sit in muted Ink.                       | Roman · 15 to 16 px · 1.55 / 13 px · 1.4 |
| Label           | STORY · LENSES · PARTICIPATE · LEADERS                                                                         | Medium · 12 px · uppercase · +6%         |

## Sentence case, always

Headlines read like sentences, with a full stop or a question mark. Capitals only for labels and nav.

## End on the cursor

A lead headline may close with the Coral bar after its last character. One per page or graphic.

## Upright and unadorned

No italics, outlines or all-caps headlines. Emphasis comes from weight: Medium or Bold.

# A clear position, an open conversation.

The Path knows what it thinks and still asks. We write like a thoughtful colleague at the table: sure of the position, curious about yours, allergic to hype.

## WHY WE EXIST

**AI is being judged on how much faster and cheaper it makes things, which is the smallest part of what it does. The Path brings leaders together to work out what progress should mean, and publishes what we learn for others to use.**

## OUR POSITION

**AI progress should make organizations more capable, resilient, and able to create value, while strengthening the people, relationships, and communities that make the organization possible.**

# The four lenses

Every piece of content sits under one lens. Lead with the promise; the area name is the label.



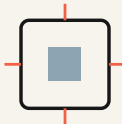
YOUR BUSINESS FUTURE

**Growth that stays yours**



PEOPLE AND RELATIONSHIPS

**Time given back**



TECHNOLOGY AND INTELLIGENCE

**Knowledge that travels**



RESPONSIBILITY AND TRUST

**Decisions that hold up**

|                                                                                  |                                                                                                                            |                                                                                                                        |
|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| <p>IN RUNNING TEXT</p> <p><b>The Path</b></p> <p>Two words, capital T and P.</p> | <p>LOGO, EYEBROWS, SIGN-OFFS</p> <p><b>thePath:</b></p> <p>One word, as in thePath: People and Technology, Harmonized.</p> | <p>ADDRESS</p> <p><b>thepathwechoose.ai</b></p> <p>Always lowercase, no www, followed by a Coral dash on graphics.</p> |
|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|

# How we sound

## Progress, not speed

Judge AI by what it builds and who it strengthens, not only by what it saves.

**Say** What should happen to the time AI gives us back?

**Not** Do more with less.

## Plural, not preachy

We and us. The handbook cannot be written by one organization, so we invite rather than instruct.

**Say** ...help us write it.

**Not** Here is what your company must do.

## Questions that open

Lead with the real question a leadership team is facing, then take a position on it.

**Say** What matters to you as AI changes your organization?

**Not** 7 AI tools you need right now.

## Plain and specific

Short words, concrete outcomes. No hype, no jargon, no breathless futures.

**Say** Decisions that hold up.

**Not** Unlock game-changing AI synergies.

# Simple shapes doing real work

Dots, bars, circles and lines: the same parts the cursor is made of. Every icon and diagram explains an idea; none is ornament. Structure in Ink, one or two flat fills, Coral on the focal point.



THE EQUATION

The future = people + technology + community.  
Our idea in one line of icons; a sign-off for hero areas and covers.

Solid is known, dashed is open

Dashes always mean unfinished, possible or still being written. Never decoration.

The Coral diagonal

A 2 px Coral line runs top left to bottom right through hero areas and crops the circle photo along its path. One per layout.

The trailing dash —

Text links and the web address end with a short Coral dash: the cursor bar on its own.

# Icons

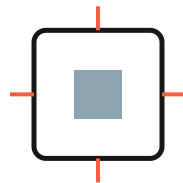
Drawn on a 256 grid. Ink strokes from 3 to 8, flat fills, Coral on the focal part only. Sit them on Paper or Cream Lift.



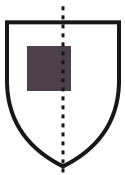
Future



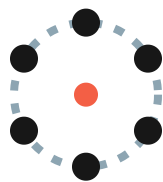
People



Technology



Protect



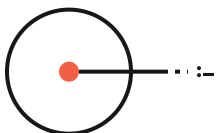
Community



Balance



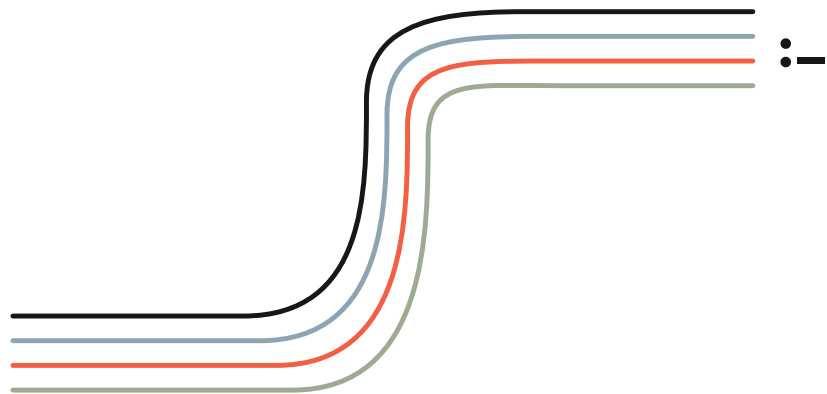
Insight



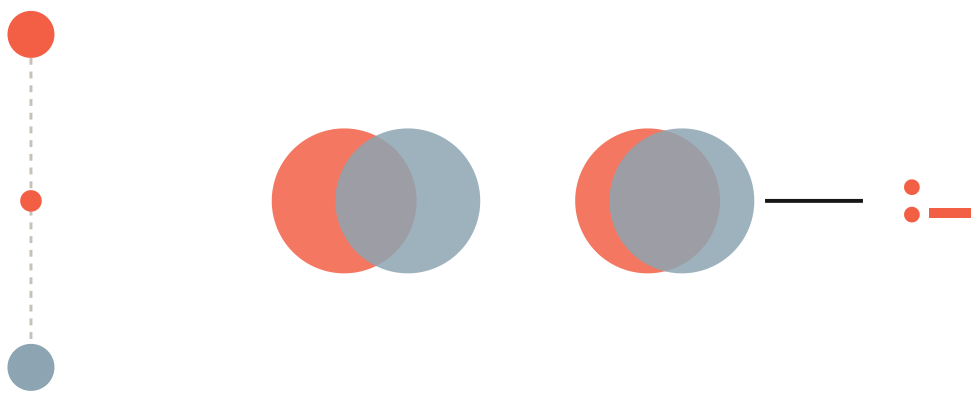
Navigate

# Diagrams

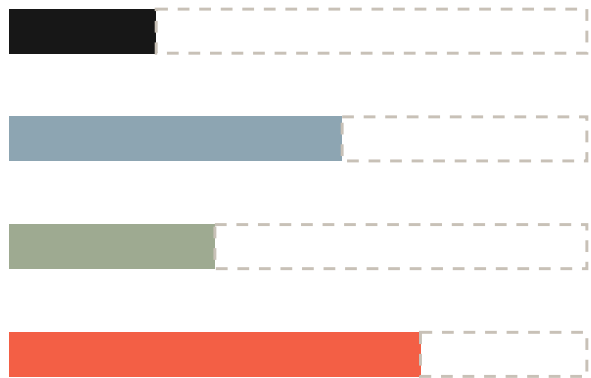
Explanatory plates. Each one ends on the cursor, and each works on Paper or Ink.



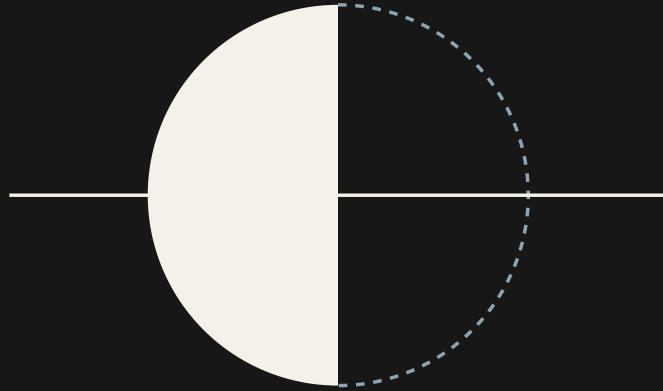
Open path lines: many routes, one direction



Tension to harmony: people and technology drawing together



Strategy bars: where each part stands; dashed Stone is not yet built



Known and unknown: solid for what we know, dashed for what we are learning

# People, reading\_

Our photographs show people taking time to read and think. Faces stay behind Coral books, so the subject is the reader, any reader, rather than a personality. The book stands for the handbook we are writing together.



THE CIRCLE CROP



# Treatment

## Circle over the split

Crop people into a circle across the line where Paper meets Blue. The Coral diagonal cuts the circle: the photo stops at the line.

## Warm, plain, daylight

A seamless warm neutral backdrop and soft even light. No locations, desks or screens; a chair and the book at most.

## Coral is the only colour

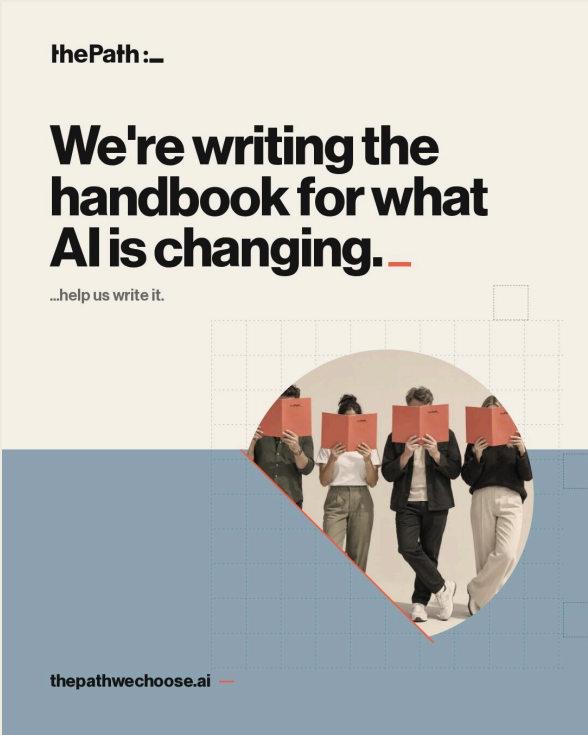
Wardrobe in black, white, olive and stone, so the books carry the accent, just as Coral does on the page.

## Never the AI clichés

No robots, glowing brains, blue code rain or handshakes with machines. The story is people.

# Built from the same parts\_

One layout everywhere: logo top left, a question or claim that ends on the cursor, a short invitation underneath, a circle of readers across the Paper and Blue split, and the address at the foot.



**Social post**  
1080 × 1350 · LinkedIn, Instagram



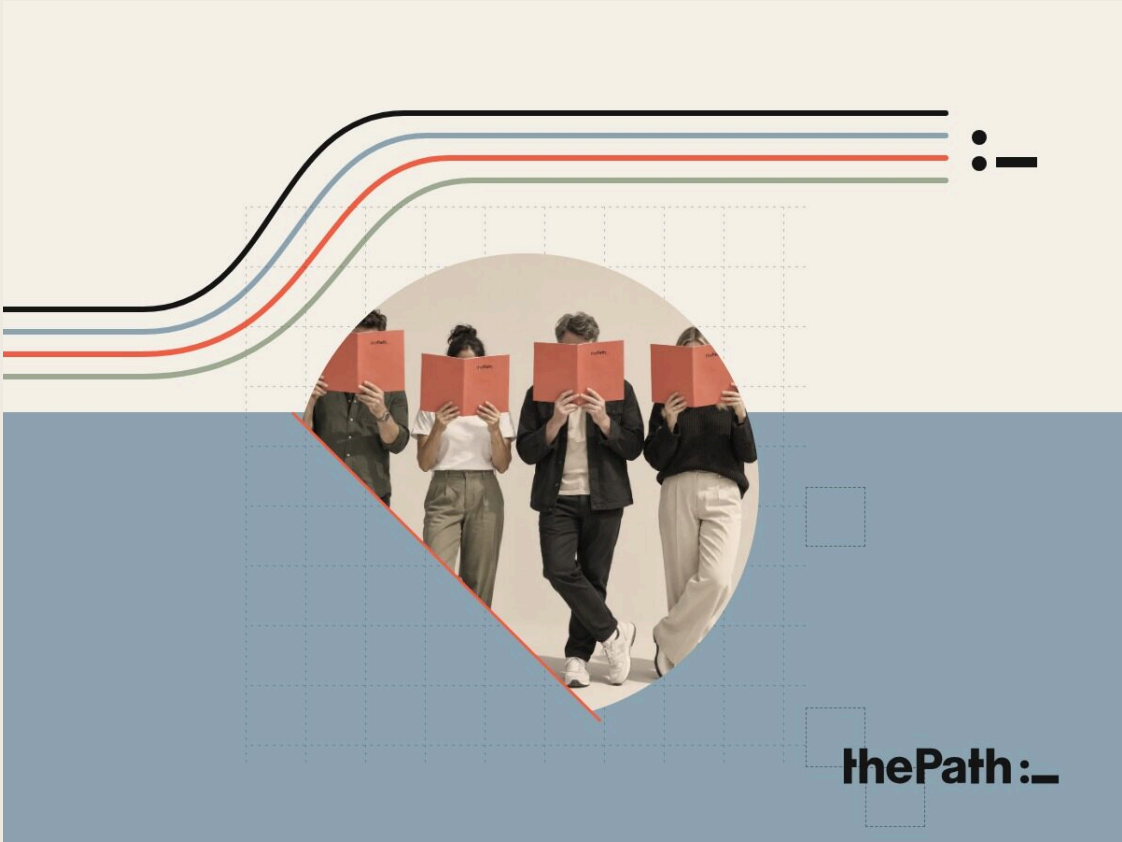
**Carousel opener**  
1080 × 1350 · one lens question each



**Discussion guide**  
Letter portrait · numerals may take Coral

# Sharing

Assets participants post themselves. Each one carries the address, so it leads back to the conversation.



**Link share image**

1200 × 900 · logo bottom right when the art fills the top



**Participant badge**

640 × 176 · icon panel in Blue, one statement in the first person plural



**Email signature**

1200 × 380 · first person, one sentence

# Layout rules

These hold for every format, from a badge to a printed guide.

**One message**

A single headline of 12 words or fewer, plus an invitation in body size.

**Margins**

An outer margin of about 1/20 of the width; logo and address align to it.

**The faint grid**

A hairline grid with a few open squares may sit behind the photo, never behind type.

**Always sign off**

Every piece carries thepathwechoose.ai or the wordmark.