



# Partner Branding & Messaging Guidelines

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## How to Use This Document

This guide outlines how partners should represent Kamiwaza visually and verbally. It covers the essentials of logo use, co-branding, messaging, and approvals, so that every shared effort reflects the same standard of clarity, control, and trust. Use this document as both a reference and a checklist before publishing or promoting any co-branded material.

## Introduction

Kamiwaza's brand reflects the core principles of the Fifth Industrial Revolution: technology designed to serve people, not replace them. We lead in AI orchestration, helping organizations deploy secure, coordinated, and autonomous systems with precision and control.

Our partners extend that capability into new environments, industries, and customer experiences. These guidelines ensure that every representation of Kamiwaza communicates stability, intelligence, and trust. They exist to help partners express the shared values that define our collaborations: security, orchestration, and purposeful innovation.

Partners are encouraged to review these standards carefully and contact Director of Partner Marketing, Sarah Bokich ( [sarah@kamiwaza.ai](mailto:sarah@kamiwaza.ai)), early in their design and messaging process.

# 1. Logo Usage Standards

## 1.1 Logo Variations



Horizontal Logo



Vertical Logo

Our logo is available in the following approved iterations, in both .svg and .png formats:

- Full-color primary logo (preferred for most applications)
- Black logo (for single-color printing)
- White or reversed logo (for dark backgrounds)

All logo files must be obtained from Kamiwaza. Partners may not recreate, modify, or alter the logo in any way.

## 1.2 Minimum Size Requirements

To ensure legibility and consistency:

- Print materials: Minimum width of 1 inch (0.75 inches for small applications i.e. business cards)
- Digital or screen: Minimum width of 120 pixels

Social media avatars: Minimum 400 × 400 pixels

## 1.3 Clear Space

Maintain clear space around the logo as indicated below. No text or graphics may intrude into this protected area.



## 1.4 Prohibited Uses

Partners must not:

- Change logo colors or substitute unapproved tones
- Rotate, skew, or distort proportions
- Add effects such as shadows, glows, or gradients
- Place the logo on busy or low-contrast backgrounds
- Separate or rearrange logo components
- Use outdated versions or approximations

## 1.5 Color Specifications

Brand Colors:



- Primary Colors: Teal #0DCC8A, Black #000000, White #FFFFFF
- Secondary Colors: Gray #E6E6E6, Charcoal #333333, Light Teal #9EEBD0

Use only approved color specifications. Do not approximate or substitute.

## 1.6 Background Usage

- Use the full-color logo on white or light backgrounds
- Use the reversed (white) logo on dark or Kamiwaza brand-colored backgrounds
- Ensure minimum contrast ratio of 4.5:1
- Avoid placing the logo on photography unless there is a clear, uncluttered area

## 1.7 Typography and Photography

- To maintain visual consistency:
- Primary font: Avenir
- Fallback font: Montserrat, Aptos
- Use simple, high-contrast typography; avoid decorative or condensed fonts
- Photography should feel real and documentary, showing people in applicable enterprise environments and technology in context. Avoid overly conceptual or generic AI imagery.

## 2. Co-Branding Guidelines

### 2.1 Partnership Designation

All co-branded materials must clearly indicate the nature of the relationship using approved phrasing:

- “[Partner Name], in partnership with Kamiwaza”
- “Kamiwaza and [Partner Name]”
- “Orchestrated by Kamiwaza” or “AI Agent by Kamiwaza” (only when Kamiwaza technology is deployed within a partner product or solution)

### 2.2 Logo Hierarchy and Placement

Equal Partnership:

- Logos appear at equal visual weight
- Align horizontally where possible
- Use a separator such as a vertical line, plus sign, or ampersand between logos
- Maintain equal clear space

Primary or Secondary Relationship:

- Kamiwaza logo appears first (left or top position)
- Kamiwaza logo may be up to 1.5 times larger than the partner logo

Presented by or Powered by:

- “Orchestrated by” or “Powered by” text appears above or before the Kamiwaza logo
- Kamiwaza logo should be 50 to 75 percent the size of the primary entity’s logo

### 2.3 Co-Branded Material Scenarios

Marketing Collateral (brochures, one-pagers, digital ads):

- Both logos on the cover or header
- Include a concise partnership description or tagline
- Both parties approve designs prior to publishing

Event Materials (signage, presentations, swag):

- Logos appear consistently across all surfaces
- Maintain alignment across print, digital, and motion formats
- Co-branded social graphics require dual approval

Digital Properties (websites, landing pages, email):

- Partner logo appears in header, footer, or designated partner section
- Include “In partnership with Kamiwaza” when applicable
- Ensure mobile responsiveness

## 2.3 Co-Branded Material Scenarios (cont.)

Press Releases and Media:

- Both logos appear in the header or footer
- Include quotes from both organizations
- Use approved boilerplate language and contact information

## 2.4 Approval Process

All co-branded materials require approval prior to release:

1. Partner drafts materials per these guidelines
2. Submit to Sarah Bokich, Director of Partner Marketing (sarah@kamiwaza.ai)
3. Allow 2 days for review and feedback– reach out if accelerated timeline is needed
4. Incorporate required edits
5. Obtain written approval before publishing

# 3. Messaging Guidelines

## 3.1 Brand Voice and Tone

Kamiwaza's voice reflects clarity, control, and technical authority. It speaks from a position of leadership in AI orchestration, defining how agentic systems connect, coordinate, and perform in real environments.

Voice characteristics:

- Disciplined and precise: communicates command of complex systems through accuracy and focus
- Clear and factual: grounded in capability and measurable outcomes, not abstraction or hype
- Collaborative and pragmatic: recognizes partner expertise and emphasizes real progress over rhetoric

Tone guidelines:

- Lead with orchestration and control, showing how Kamiwaza enables agentic AI to operate reliably across distributed environments
- Security is foundational to Kamiwaza's ethos and a key differentiator across partnerships
- Emphasize outcomes, systems, and evidence over aspiration or vision statements
- Keep language deliberate, efficient, and exact
- Maintain the same technical rigor whether speaking to government, enterprise, or engineering audiences
- Avoid buzzwords, filler, or generic technical hyperbole

While the tone should be consistent across audiences (confident, precise, and grounded in real systems and results) verbiage can and should reflect the vertical or market serviced, whether public sector, federal, or enterprise.

## 3.2 Approved Partnership Language

Use:

- “Kamiwaza and [Partner Name] collaborate to [purpose].”
- “Through our partnership with Kamiwaza, [Partner Name] helps customers [outcome].”
- “Together, Kamiwaza and [Partner Name] are advancing secure, orchestrated AI for [industry or sector].

Avoid:

- Any phrasing implying merger, acquisition, or exclusivity (unless factual)
- Superlatives such as “the best” or “the only”
- Endorsements of unrelated partner products

## 3.3 Claims and Product References

Approved usage:

- Use official product names exactly as listed
- Reference current, publicly available features
- Include appropriate trademark and legal language

Do not:

- Make performance or comparative claims without approval
- Reference unreleased features or speculative results
- Guarantee specific outcomes

## 3.4 Taglines and Positioning Statements

Approved taglines:

- AI Orchestration Everywhere
- [Official Tagline 2]

Custom taglines or phrasing require approval from Kamiwaza marketing.

## 3.5 Legal and Compliance Requirements

Include proper legal notices and disclaimers on all materials:

- Trademark and copyright symbols (™, ®) on first mention
- Copyright statement when reproducing Kamiwaza content
- Industry disclaimers as applicable

Example:

“Kamiwaza and related marks are trademarks or registered trademarks of KamiwazaAI. All rights reserved.”

## 3.6 Social Media Guidelines

When posting about the partnership:

- Tag official Kamiwaza accounts: [@KamiwazaHandle(s)]
- Use approved hashtags: [#Kamiwaza, #PartnershipHashtag]
- Obtain pre-approval for major campaigns or announcements
- Respond to comments in alignment with both brands' tone

Do not:

- Post on Kamiwaza's behalf
- Share confidential information
- Engage in divisive or controversial topics

## 3.7 Case Studies and Testimonials

When producing joint stories or results:

- Obtain written permission for any attributed quotes
- Use real data only, with proper context
- Highlight shared outcomes and impact, not promotional claims
- Include required disclaimer: "Results may vary. Individual results are not guaranteed."
- When applicable, describe Kamiwaza's contribution in terms of secure orchestration or trusted AI autonomy in addition to describing product-level features.

# 4. Getting Help and Approval

## 4.1 Resources

For logos, questions, or resources around partnership marketing, please contact Sarah Bokich at [sarah@kamiwaza.ai](mailto:sarah@kamiwaza.ai)

## 4.2 Review Timeframes

- Routine materials (template-based): 2 business days
- Custom co-branded materials: 5 business days
- Campaigns or major initiatives: 5 business days
- Rush requests: Contact Sarah Bokich at [sarah@kamiwaza.ai](mailto:sarah@kamiwaza.ai)

## 4.3 Brand Stewardship and Compliance

- These guidelines exist to protect the integrity of our shared story. Partners are encouraged to reach out early with questions, as proactive collaboration helps maintain brand consistency and speeds approval.
- Failure to follow guidelines may result in required revisions, removal of materials, or restricted co-marketing privileges.

## 5. Updates and Version Control

These guidelines are current as of 10/13/25. Kamiwaza may update them periodically to reflect brand or technology evolution. Partners will be notified of any material changes.

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