airflows

FOR LICENSED PARTNERS

ANNEX I · BRAND GUIDELINES

Partner Brand Guidelines

How independent commercial partners may present the Airflows brand: logo, co-branding, colour, type, messages, claims and approvals.

VERSION
1.0 · November 2026

GOVERNED BY
Brand and Trademark Use License Agreement, Annex I

BRAND KIT
airflows.com/kit-de-marca

BRAND CONTACT
comms@airflows.com

01

How to use this guide

The practical rulebook for showing the Airflows brand alongside your own. Every rule here applies a requirement of the Agreement; none adds to or relaxes it.

Agreement clauses 1.2, 4.1, 8.5 and Annex I

Who it is for

Partners that have signed the Brand and Trademark Use License Agreement, their staff, and any agency or designer producing materials on their behalf. Agencies may use the files only to prepare authorised materials for the partner (clause 10.4).

How it relates to the Agreement

These are the Brand Guidelines referred to in clause 1.2 and Annex I. Defined terms such as Brand Assets, Approved Messages, Written Approval and Business Day keep their meaning from clause 1. If anything here seems to conflict with the Agreement, the Agreement prevails.

Keeping up to date

Airflows may update this guide by written notice. Apply ordinary updates within 10 Business Days. Physical materials made under the previous version may be used for up to 90 days. Urgent corrections apply immediately (clause 8.5).

HOW TO READ THE RULES

Free use

Allowed without individual approval, as long as every rule in this guide is met (clause 5.1).

Approval required

Needs Written Approval before it is published, distributed or presented (clause 5.2). Silence is never approval (clause 1.5).

Not permitted

Not allowed unless that specific use has been expressly granted in writing.

DOCUMENT CONTROL

Document	Airflows Partner Brand Guidelines
Version	1.0 · November 2026
Controlled reference	AF-PBG-2026-01
Brand Kit	**airflows.com/kit-de-marca**
Brand contact	comms@airflows.com
Approvals contact	comms@airflows.com

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02

Logo

One wordmark, two versions. The background decides which one you use.

- Use only the original, unmodified files from the Brand Kit (SVG for screen and print, PNG where SVG is not supported). Never retype the wordmark in a font.
- White logo on dark backgrounds; black logo on light backgrounds.
- Contrast between logo and background: at least 4.5:1, measured across the whole clear space.
- The logo appears only in black or white. No other colour, tint or transparency.
- Keep original proportions and horizontal orientation.

Agreement clauses 4.1, 4.2(a)(d); Annex I A.1–A.4



White logo · for dark backgrounds
Black #000000 and dark backgrounds only.



Black logo · for light backgrounds
White #FFFFFF and Timberwolf #D8D8D8.

Backgrounds

Contrast ratios per WCAG 2.2



✓ **Black**
White logo · 21:1



✓ **White**
Black logo · 21:1



✓ **Timberwolf**
Black logo · 14.7:1

✗ **Low contrast**
White on Timberwolf · 1.4:1



✗ **Gradients**
Contrast varies across the logo



✗ **Busy surfaces**
Patterns, photos, video

Imagery and partner colours

Do not place the logo on your own brand colours or on photographs. On official Airflows flow imagery, use the white logo on a calm, dark area only, as shown in section 05. Any other background requires Written Approval.

02

Clear space and minimum size

The logo is measured by itself. The unit X is the height of the lowercase “o” in the wordmark.

- X ≈ 72% of the logo’s height, or ≈ 13% of its width.
- Keep at least 1X clear on all four sides. No text, image edge, rule, other logo or trim edge may enter it.
- Never use the logo below the minimum sizes. If space is too small, write “Airflows” in text instead.
- On partner materials the Airflows logo is never wider than the partner’s own logo.

Agreement clauses 4.2(d), 4.3; Annex I A.3

Clear space



1X on every side
The grey zone is protected space. It moves with the logo at every size.

Minimum size

MEDIUM	MINIMUM WIDTH	RESULTING HEIGHT
Digital	100 px (at 1×)	≈ 19 px
Print	25 mm	≈ 4.7 mm
Large format	Scale up freely, keeping 1X clear space. Event use requires Written Approval.	

Export digital files at 2× the display size for high-density screens. Never use a PNG wider than it was supplied.

At minimum size

Airflows
100 px

Airflows
25 mm at 100% print

Airflows
⊗ Too small

03

Incorrect use

Any change to the logo, however small, breaks the licence. If a file does not fit your layout, change the layout, not the logo.

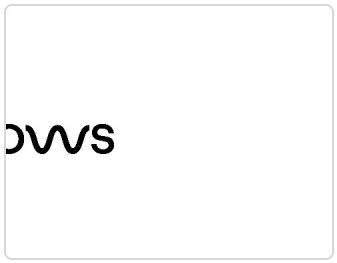
Each example on this page is Not permitted unless Airflows grants that specific change in writing.

Agreement clauses 4.2(a)–(g), 7.3; Annex I A.4–A.5



Stretch or squash

Always scale proportionally.



Crop

Show the whole wordmark, with 1X clear space.



Recolour or tint

Black or white only. No greys, transparency or partner colours.



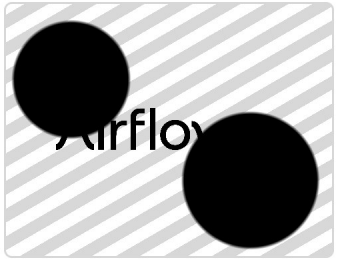
Add effects

No shadows, glows, outlines, bevels, 3D or animation.



Rotate or rearrange

Horizontal only. Never stack or respace letters.



Complex backgrounds

No photos, patterns, video or busy imagery behind it.



Alter with AI tools

Never regenerate, upscale, restyle or “reimagine” the logo with AI.



Combine with other brands

No merged marks or shared frames. Use the co-branding lockup.

Also not permitted

Using the logo inside a sentence or as a pattern; using it as your profile picture, favicon or app icon; presenting it as your own identity; using it with third-party products or services; or including “Airflows” in your company, product, domain or social-account names.

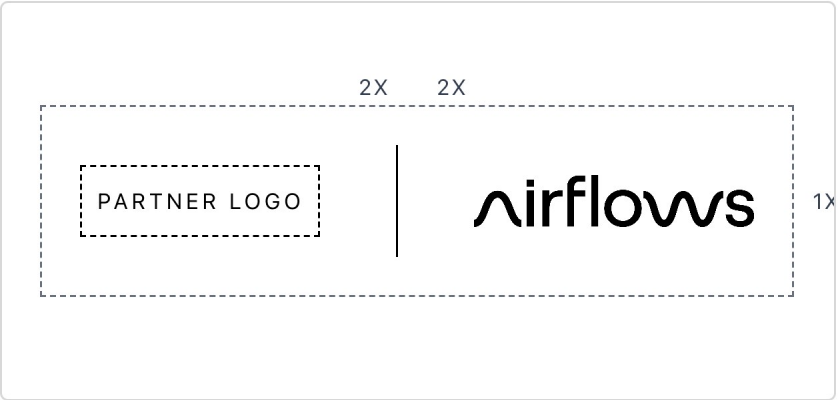
04

Co-branding

One official lockup, horizontal or vertical. Your brand leads, because you are the issuer.

- **Order:** partner logo first, left or top.
- **Separator:** 1 px line in the logo colour; 3X long; 2X from each logo.
- **Balance:** partner logo height 1–2× the Airflows logo height; the Airflows logo is never wider than the partner logo.
- **Alignment:** centred on a shared axis.
- **Clear space:** 1X around the whole lockup (X from the Airflows logo).
- Use the lockup files from the Brand Kit **airflows.com/kit-de-marca** or build exactly to this spec. Any other composition, campaign identity or creative treatment needs specific Written Approval.

Agreement clauses 4.2(b), 4.3–4.5, 5.2(b)



Horizontal lockup
Default for slides, web footers, LinkedIn and documents.



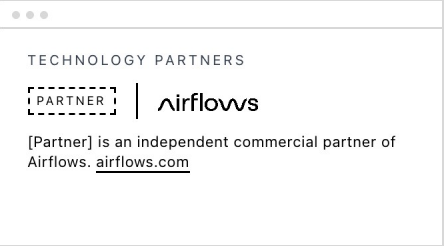
Vertical lockup
For narrow formats: roll-ups, mobile, square posts.

In use

Illustrative layouts. Partner content stays in the partner's own identity.



Slide · 16:9
Lockup on the closing or partnership slide, bottom-left.



Partner website
First use and substantial changes need Written Approval.



LinkedIn · 1200×627
Organic post using the approved template.

05

Colour

Airflows is a black-and-white brand. Three neutrals carry every partner application.

- Use these values exactly. Do not create tints, shades or new colours for Airflows elements.
- Three accent colours complete the palette, used sparingly (next page).
- Your own brand colours may carry your identity, but never the Airflows logo or lockup.

Agreement clause 4.2(a); Annex I B

Black

HEX #000000
RGB 0 · 0 · 0
CMYK 91 · 79 · 62 · 97

White

HEX #FFFFFF
RGB 255 · 255 · 255
CMYK 0 · 0 · 0 · 0

Timberwolf

HEX #D8D8D8
RGB 216 · 216 · 216
CMYK 18 · 13 · 14 · 0

Proportions on any Airflows-branded surface



Choose Black or White as the dominant surface (at least 70%). The other carries type and logo (up to 25%). Timberwolf is limited to rules, panels and secondary surfaces (up to 10%).

Accessible combinations

TEXT OR LOGO	BACKGROUND	CONTRAST	USE
Black	White	21:1	**All sizes**
White	Black	21:1	**All sizes**
Black	Timberwolf	14.7:1	**All sizes**
Timberwolf	Black	14.7:1	**Secondary text, rules**
White ⇄ Timberwolf	either way	1.4:1	Never for text or logo

Minimum for any text: 4.5:1 (WCAG 2.2 AA). The CMYK values come from the Airflows brand book; for print, request a proof against them.

05

Accent colours and imagery

Three transformed-RGB accents give the neutral system its spark. They live mostly inside Airflows' AI-generated flow imagery.

- Accents: at most 5% of any surface, one accent per piece.
- For thin rules, data points, chart highlights or one key word at display size on black.
- Never as backgrounds or large fills, never for body text, and never on the logo, lockup or your own identity.
- Images: official files from the Brand Kit **airflows.com/kit-de-marca** only.

Agreement clauses 4.1, 4.2(a)(d)(g), 4.3; Annex I B

Pink

HEX	#F9006C
RGB	249 · 0 · 108
CMYK	0 · 100 · 57 · 2
Text	On black 5.2:1 · on white 4.0:1, display ≥ 24 px only

Green

HEX	#00FF6D
RGB	0 · 255 · 109
CMYK	100 · 0 · 57 · 0
Text	On black 15.5:1 · never on white (1.4:1)

Blue

HEX	#009DFF
RGB	0 · 157 · 255
CMYK	100 · 38 · 0 · 0
Text	On black 7.3:1 · never on white (2.9:1)

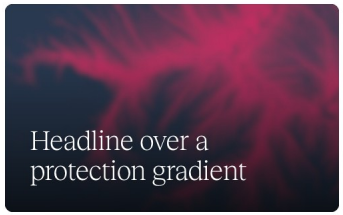
Using Airflows imagery

Logo and text only on a calm, dark area, with 4.5:1 across the clear space



✓ **Logo on a calm area**

White logo, dark zone, 1X clear.



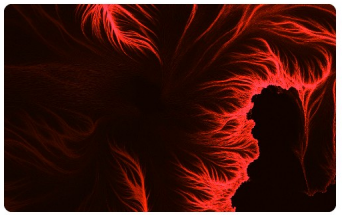
✓ **Text with protection**

Black gradient from the bottom, 40–70%.



✗ **Logo on a busy area**

Bright detail breaks legibility.



✗ **Recoloured or filtered**

No filters, tints, edits or AI look-alikes.

Crop images proportionally; never distort, recolour, composite or regenerate them. Use them only with Airflows content, such as the About Airflows slide or co-branded pieces, never as your own brand imagery.

06

Typography

A humanist serif for statements, a precise sans for everything else. Partners use free substitutes.

- Airflows' fonts are licensed to Airflows only. Access to the Brand Kit does not give you a licence to install them.
- Use the substitutes whenever you set Airflows content in Airflows style, such as the About Airflows slide or approved templates.
- Your own materials keep your own typography. Never set your brand in Airflows type.
- Where web fonts cannot be embedded (e.g. Office files sent externally), fall back to Georgia and Arial.

Agreement clause 4.3; Annex I B, E

AIRFLOWS BRAND FONTS

Not licensed to partners

Reckless Neue Light

FFF Acid Grotesk Book & ExtraLight

Shown for reference only.

PARTNER SUBSTITUTES

Free · Google Fonts

Newsreader Light

Inter Regular & Light

SIL Open Font Licence. fonts.google.com

Hierarchy

ROLE	SAMPLE (SUBSTITUTE)	FONT	DOCUMENTS	SLIDES 1920×1080
Display	Every decision	Newsreader Light	36–48 pt	76–96 px
Headline	Section headline	Newsreader Light	20–28 pt	48–56 px
Body	Body copy, left-aligned	Inter Regular	10–12 pt	24–28 px
Caption	Caption or footnote	Inter Light	8–9 pt	20 px
Label	KEY DATA	Inter Medium, caps +14%	8 pt	20 px

Case. Sentence case everywhere. Capitals only for short labels.

Weight. Serif in Light only, never bold or italic. Body never lighter than Regular.

Alignment. Left-aligned. Centre only single-line titles on cover slides.

07

Approved messages

Describe Airflows in its own words. Pick the length that fits; do not rewrite.

- Use the texts verbatim. Grammatical fit (e.g. a capital letter after a colon) is fine; added adjectives are not.
- Write “Airflows” with a capital A in running text. The lowercase form belongs to the logo only.
- Translations must keep the technical and commercial meaning and require validation.

Agreement clauses 1.7, 6.3, 6.4; Annex I C.1, D

25 WORDS

Airflows is an enterprise AI platform, headquartered in Madrid, that helps organisations turn their internal knowledge and operations into AI-powered decisions without rebuilding existing systems.

50 WORDS

Airflows is an enterprise AI platform headquartered in Madrid, Spain. It helps organisations, including those in regulated sectors such as public administration, security and defence, turn their internal knowledge and operations into AI-powered decisions. The platform combines business applications, AI agents, workflows and a semantic layer, without rebuilding existing systems.

100 WORDS

Airflows is an enterprise AI platform headquartered in Madrid, Spain. It helps large organisations, including those in regulated sectors such as public administration, security and defence, turn their internal knowledge and operations into AI-powered decisions, without rebuilding the systems they already run. The platform brings together four building blocks: business applications, AI agents, modelled business workflows and a semantic layer. The semantic layer gives agents structured access to an organisation’s business objects, so that each use case is tied to a critical operational decision rather than to generic content generation. Airflows describes this approach as Operational AI for every decision.

RELATIONSHIP FORMULA

[Partner legal name] is an independent commercial partner of Airflows.

Use it wherever you describe the relationship: website, About Airflows slide, proposals, LinkedIn “About”. Use your full registered company name, subject to confirmation of your commercial status.

Prohibited designations

Not permitted

- ~~Airflows [Country]~~ or any other geographic variant
- ~~Airflows Certified Partner~~ · ~~Certified Airflows partner~~
- ~~Exclusive Airflows Representative~~
- ~~Official Airflows office~~ · subsidiary · branch · legal representative
- ~~Authorised Airflows Reseller~~ · ~~Airflows Distributor~~

Unless that specific status has been granted to you expressly in writing. Do not use “Airflows Partner” as a title or badge; describe the relationship with the formula above.

08

Claims

If a statement about Airflows is not in the free column, get it validated in writing before you use it.

- Every claim, including free ones, must be accurate, current and backed by Airflows documentation when published.
- Validation covers the exact wording and context submitted. A new wording is a new claim.
- Never suggest that your own services or infrastructure hold Airflows' certifications or accreditations.

Free use

Approval required

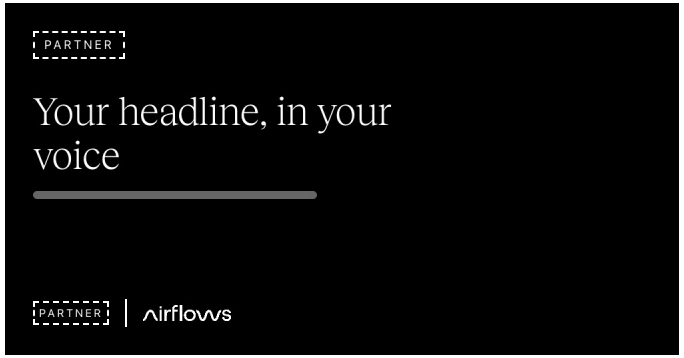
Agreement clauses 5.2(e)(f)(h)(l), 6.1–6.2, 9.4, 10.2

TOPIC	FREE USE, VERBATIM	REQUIRES PRIOR WRITTEN VALIDATION	CLAUSE
Company and platform	The approved descriptions (section 07); "enterprise AI platform"; "headquartered in Madrid, Spain"	New capabilities, features, integrations, availability or roadmap	6.2(a)
Positioning line	"Operational AI for every decision", attributed to Airflows	Comparatives and superlatives: "leading", "first", "only", "best"	6.1
Certifications	None pre-approved	Any certification, accreditation, audit or authorisation held by Airflows	5.2(f), 6.2(c), 9.4
ENS	None pre-approved	Conformity, category or certification under the Esquema Nacional de Seguridad	5.2(f)
EU AI Act	None pre-approved	Classification or compliance under Regulation (EU) 2024/1689	5.2(f), 6.2(c)
Data sovereignty	None pre-approved	Data location, hosting, sovereignty, on-premises deployment, privacy or data-protection guarantees	6.2(d)
Performance	None pre-approved	Figures, savings, accuracy, ROI, time-to-value or guaranteed outcomes	5.2(e), 6.2(b)
Customers	None pre-approved	Customer names, logos, projects, case studies, testimonials. The customer's own authorisation is also needed.	5.2(e), 6.2(e), 10.2
Commercial terms	None pre-approved	Prices, service levels, warranties or commitments on Airflows' behalf	6.2(f)
Public sector	The approved descriptions	Representation before public bodies; tenders relying on Airflows' capabilities, solvency, certifications or references, unless covered by the Commercial Agreement (5 Business Days' notice)	5.2(h)(l)

09

LinkedIn

Three templates from the Brand Kit **airflows.com/kit-de-marca**. Your identity leads; Airflows appears through the co-branding lockup and the approved messages.



Link / single image · 1200×627
Lockup bottom-left, 1X from the edges.



Square · 1080×1080
Light or dark version.



Carousel · 1080×1350 per slide
Up to 10 slides; the last one is always About Airflows.

How to mention Airflows

- Tag the official company page once per post: **linkedin.com/company/airflows-ai**.
- Describe the relationship with the formula in section 07.
- Write “Airflows”. Never “AirFlows”, “Air Flows” or the lowercase wordmark in text.
- Speak as yourself. Never post as if you were Airflows (“we at Airflows”).

Publish freely

Free use

- Organic posts that use these templates and only Approved Messages.
- Resharing or commenting on Airflows’ own posts.
- Approved screenshots from the Brand Kit, unaltered.
- Nothing confidential; the relationship stated accurately.

Ask first

Approval required

- Sponsored or boosted posts, ads, or “Airflows” as a targeting keyword.
- Partnership announcements and joint campaigns.
- Customer names, results, cases or testimonials.
- Security, compliance, certification or sovereignty claims.
- Events or webinars featuring Airflows; video; formats beyond these templates.

10

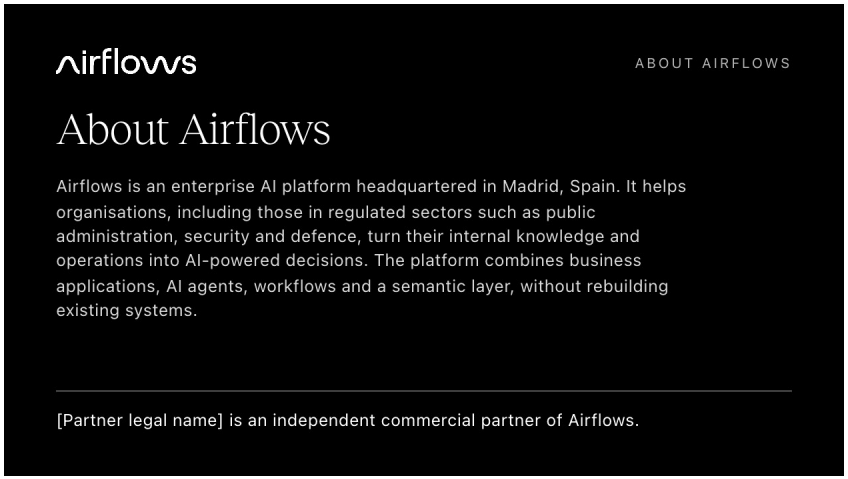
Presentations and events

In your decks, one slide speaks for Airflows. At events, nothing carries the brand without prior approval.

Approval required

Every event, trade-fair or congress material showing Airflows Brand Assets needs Written Approval, requested at least **5 Business Days** before the date of use. Allow extra time for printing.

Agreement clauses 3.1, 3.4, 5.2(d)(j), 12(c)



“About Airflows” slide · 16:9

Supplied in the Brand Kit **airflows.com/kit-de-marca**. Only the partner name is editable.

In your decks

- One About Airflows slide per deck, in the partner or appendix section. Your template stays the master.
- Do not put the Airflows logo in the master, the footer or on every slide.
- Use the 50-word description; in slides under 16:9 use the 25-word one.
- Product content: Approved Materials only. Demonstrations follow the Commercial Agreement.

Free use when unaltered



Roll-up

850 × 2000 mm



Stand back wall

Lockup at most ¼ of the wall width.

Stands and roll-ups

- Your brand leads. Airflows appears only through the co-branding lockup, never alone and never larger than your logo.
- Roll-ups: your logo at the top; the vertical lockup centred above the 200 mm base zone, Airflows logo 200–300 mm wide.
- Showing the logo does not make an event organised, sponsored or endorsed by Airflows. “Sponsored by”, “in collaboration with” or “official partner” need specific Written Approval.
- Stop using printed pieces once the approval or licence ends.

11

Screenshots and AI

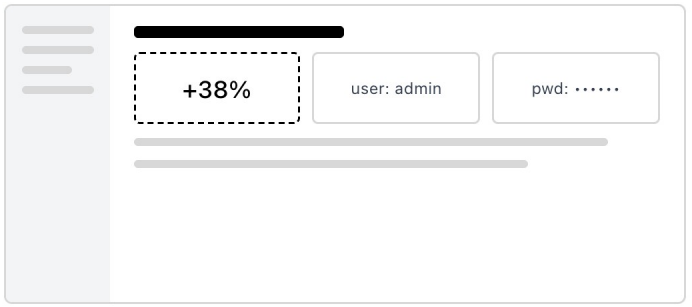
Show the product as it is. Nothing invented, nothing edited, nothing confidential.

You remain responsible for everything you publish, including content produced with AI tools or by your agencies.

Agreement clauses 4.2(g), 6.3, 10.1–10.2, 13.1; Annex I C.2–C.4



Approved screenshot, whole and unaltered



Edited figures, invented UI, visible credentials

Screenshots

- Use only screenshots supplied in the Brand Kit **airflows.com/kit-de-marca** or approved in writing for that use.
- Publish them whole: no edited data, labels, numbers or interface elements, no compositing, and no crop that changes their meaning.
- Never show credentials, internal URLs, personal data, customer names or data, or technical architecture.
- Do not publish captures of demo environments or non-public material you have access to.
- Scale proportionally; never upscale beyond the supplied resolution.

AI-generated content

- Never feed the logo, lockups, screenshots or Airflows imagery into AI image or video tools, or ask a tool to recreate them.
- Never generate interfaces, dashboards, credentials, test results, customer outcomes, quotes or people presented as Airflows.
- AI-assisted copy is acceptable only if the published text uses Approved Messages verbatim and a person has checked every claim against section 08.
- AI translations of Approved Messages need validation, like any translation.
- Never paste confidential Airflows information into AI tools.

12

Approval process

Send it early, send it complete, and wait for a written yes.

Send to	comms@airflows.com
Subject	Brand approval · [Partner] · [material] · [date]
Business Day	Not a Saturday, Sunday or public holiday in Madrid

Agreement clauses 1.5, 1.8, 5.2–5.6, 8.2–8.4; Annex II

1 Prepare
Finish the material in its final format and run the checklist on page 16.

→

2 Submit
Send the material, the intended channel, the relevant context and the proposed publication date.

→

3 Review
Airflows uses reasonable efforts to reply within 3 Business Days. Silence is not approval.

→

4 Publish
Only after express Written Approval, for that material and context only.

Minimum notice before the publication or use date

Standard requests · 3 Business Days	D–5	D–4	Submit D–3	Review	Review	D · Publish
Events, larger campaigns, public tenders · 5 Business Days	Submit D–5	Review	Review	Review	Buffer	D · Use

These are minimums: publish on day D only once Written Approval has arrived. A revised version is a new request with its own review.

What approval covers

Only the material and context submitted. Substantial changes, new claims or a different use need a new approval. Airflows may withdraw an approval for future use if products, certifications, relationships or the brand change.

After publication

Airflows may ask for samples, screenshots or links. Corrections: within 24 hours where there is a relevant legal, reputational or security risk; otherwise within 2 Business Days.

Always needs approval

Press releases, joint campaigns, paid media, events, customer references, security or compliance statements, public-sector materials and tenders, first website use, video and any new format.

13

Before you publish

Tick every box. If one stays empty, do not publish: fix it, or ask the brand contact **comms@airflows.com**. Numbers refer to sections of this guide.

BRAND ASSETS

- [ ] Logo files come from the current Brand Kit, unmodified — 02
- [ ] Right version for the background; contrast at least 4.5:1 — 02
- [ ] 1X clear space; at least 100 px or 25 mm wide — 02
- [ ] None of the incorrect uses shown — 03
- [ ] Official lockup only; your logo leads and is the larger — 04
- [ ] Neutrals: Black, White, Timberwolf; accents at most 5%, one per piece — 05
- [ ] Official imagery only, unaltered; logo on a calm, dark area — 05
- [ ] Substitute fonts, not Airflows' licensed fonts — 06

WORDS AND CLAIMS

- [ ] Approved descriptions used verbatim; any translation validated — 07
- [ ] Relationship stated with the formula; no prohibited designation — 07
- [ ] Every claim is in the free column or validated in writing — 08
- [ ] No certification, ENS, AI Act, sovereignty, performance or customer claim without validation — 08
- [ ] Screenshots approved and unaltered; nothing invented — 11
- [ ] No Airflows asset altered or recreated with AI — 11
- [ ] No confidential information, customer data or credentials — 11

CHANNEL AND APPROVAL

- [ ] Your company is clearly identifiable as the issuer — 04
- [ ] Nothing implies Airflows organises, sponsors or endorses it — 10
- [ ] LinkedIn: approved template, organic, Airflows page tagged — 09
- [ ] Checked whether this type of material needs approval — 12
- [ ] If so: submitted 3 Business Days ahead (5 for events, larger campaigns, tenders) — 12
- [ ] Written Approval received for this exact version, channel and date — 12