



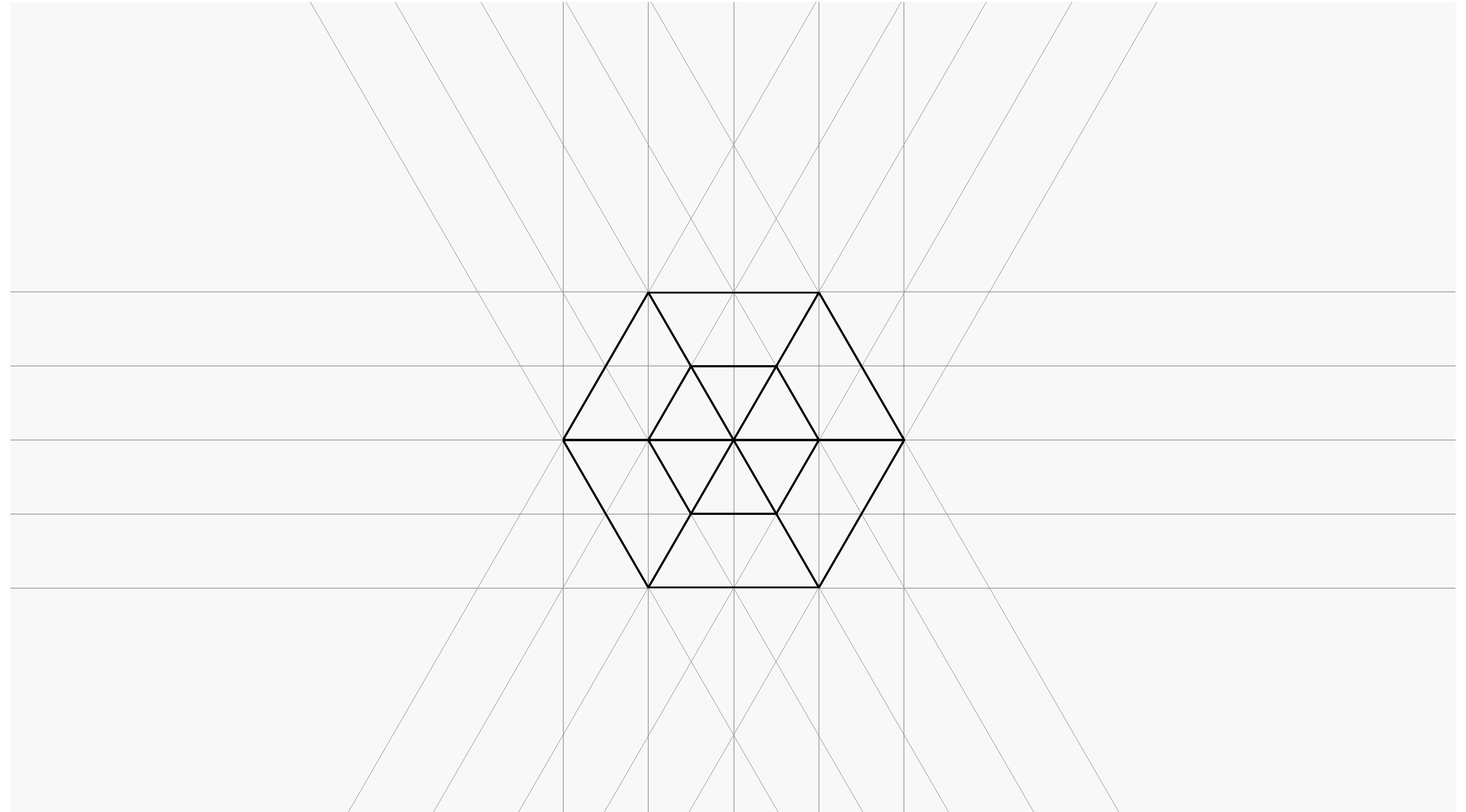
Public Use - V1

# Visual Identity & General Usage Guidelines

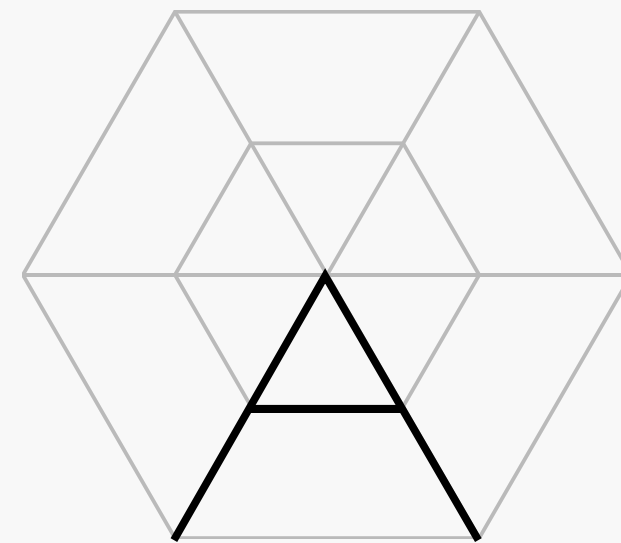
Logo

Graphene: a single-atom-thick sheet of carbon atoms that are arranged in a honeycomb structure.

Hexagons make up the strongest and most efficient materials in the world, and are also what make up our visual framework.

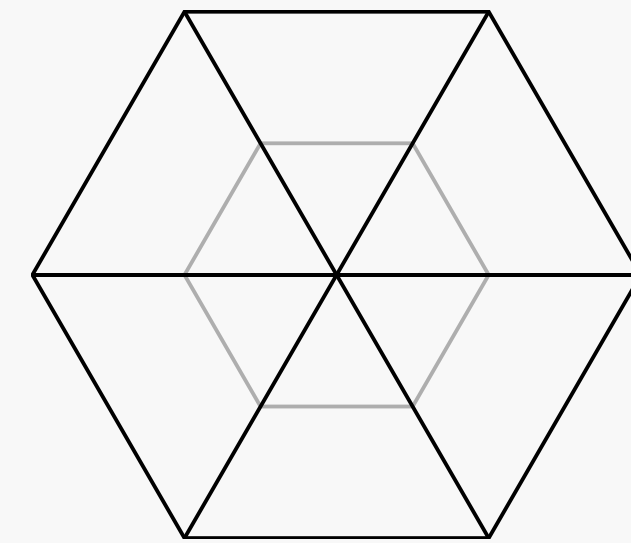
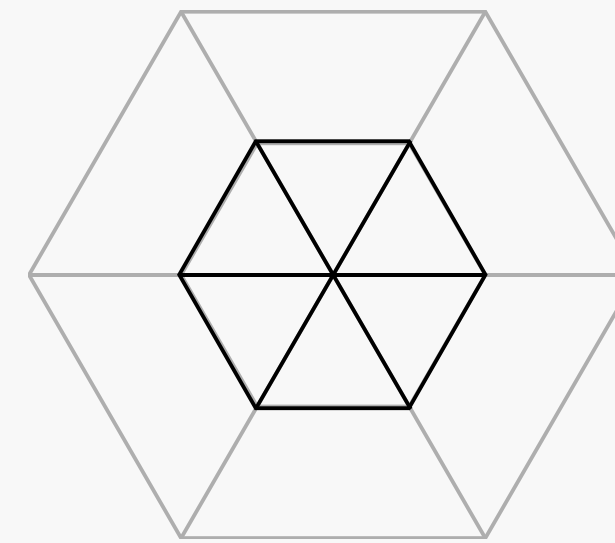


The hexagon is made up of the letterform "A", to create nested cubes at different sizes.



Letterform "A"

+



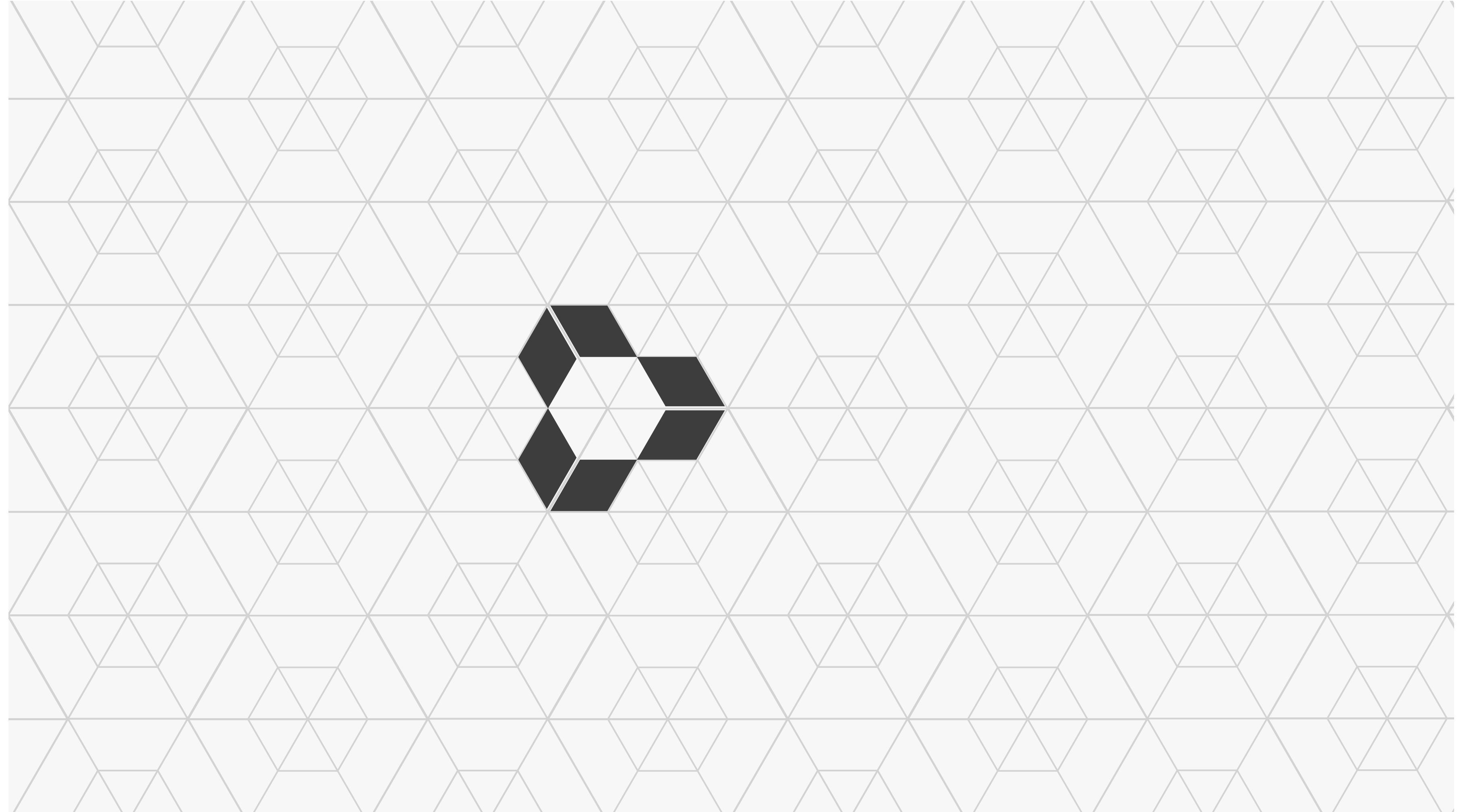
Cubes in different sizes



Logo

Framework

Repetition of the shape creates a tessellation pattern, from where we derive the logo.



## Logo

Our logo retains the hexagon “cube” at the center, with arrows pointing out in an X,Y,Z axis — representing scale.



## Logomark

Logo

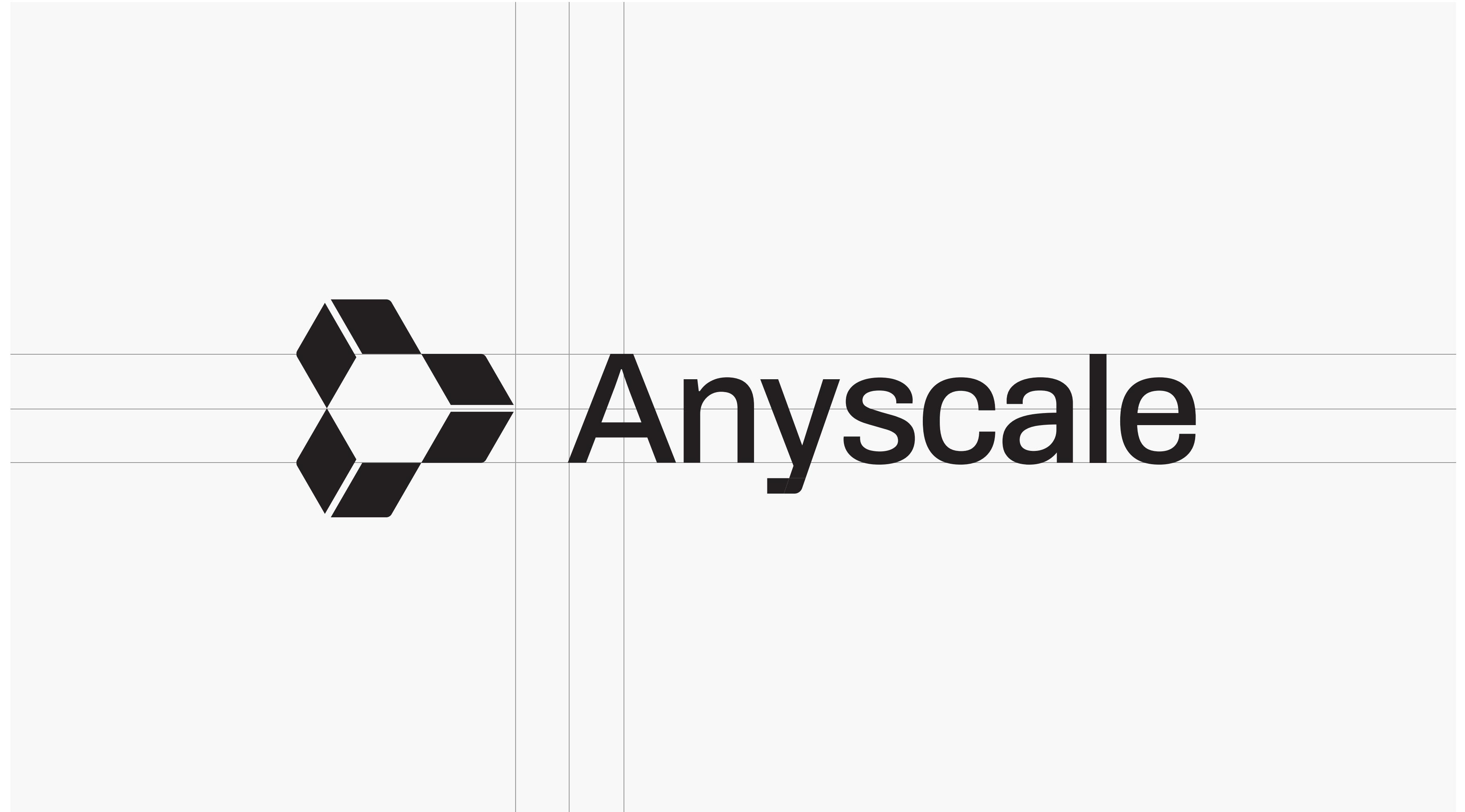
Logotype

Our logotype uses Archivo,  
with optical and lettertype  
modifications.



**Anyscale**

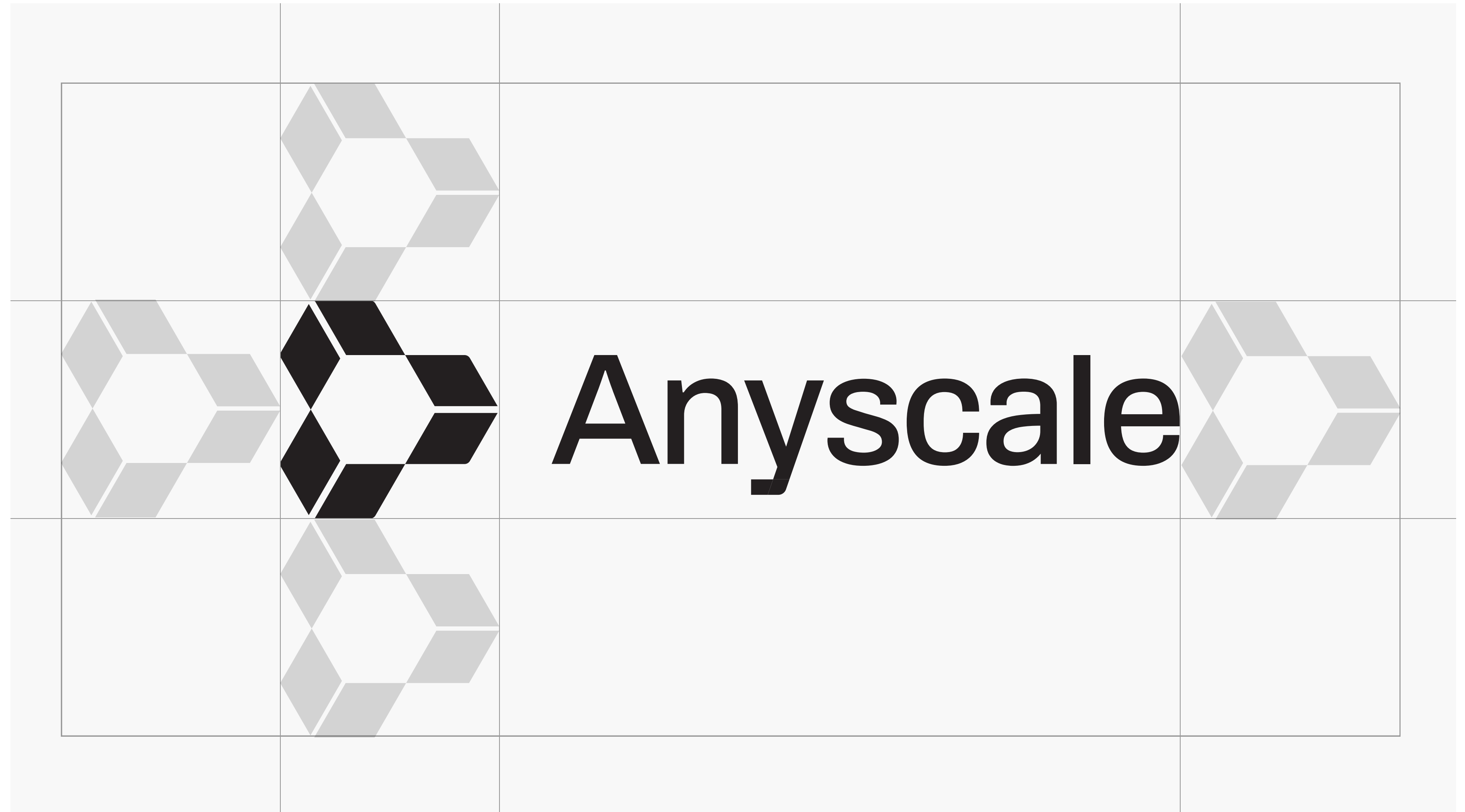
This is the most common use of the logo — the logotype and logomark together. Use this format for any external applications.



Logo

Clearspace

It is important to maintain a certain amount of space around the logo to not compromise the balance of the logo, and to prevent clashing with other elements.



## Logo

## Color Variants

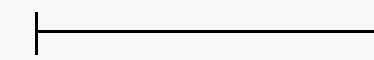
Use “Anyscale Blue” for the logomark whenever possible. When used against a color background, use white or black to avoid color conflict.



## Logo

## Minimum Size

The minimum size for logo usage should be 128px wide. Anything smaller compromises legibility and readability.



128px width







When using a co-branding lockup, use the Anyscale logomark as a measurement for clearspace.

The rules will differ on a logo-by-logo basis. For example, logos consisting of both logomark and logotype, attempt to achieve a visual balance between the two logos. For logos with just a logomark, align the baseline of the type to the baseline of the Anyscale logotype.





A guide to common mistakes when using the logo. Please adhere to these rules to maintain consistency of logo usage.

 <p>Do not stretch the logo, either horizontally and vertically.</p>	 <p>Do not change the position of the logotype/logomark.</p>	 <p>Do not use a shadow.</p>
 <p>Do not use strokes.</p>	 <p>Do not rotate the logo.</p>	 <p>Avoid using the logotype/logomark by itself.</p>

# Color

Anyscale should serve as the platform for whatever gets built on top of it — so our core palette should remain mostly neutral (black & white), relying on Anyscale Blue as our equity color.

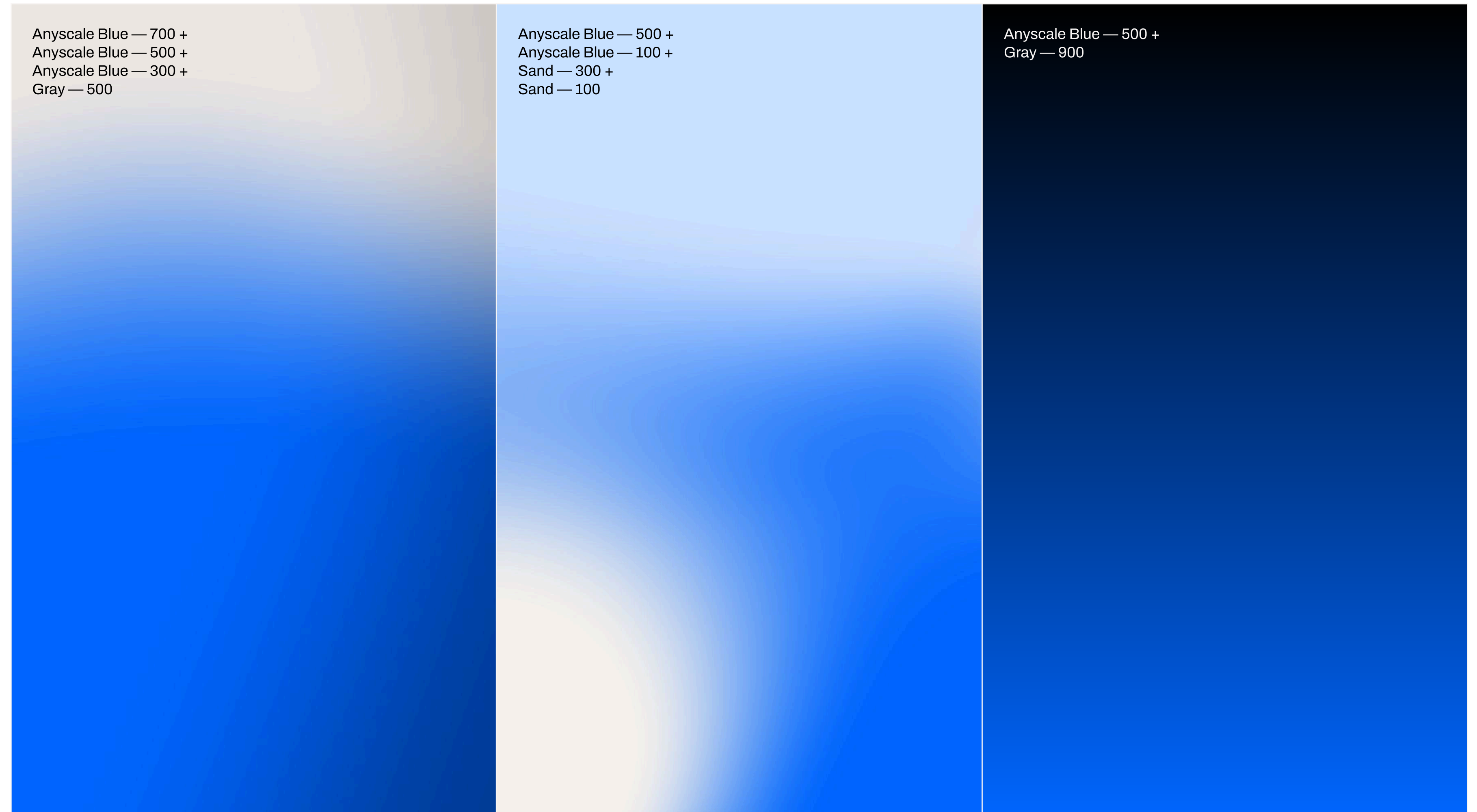
The blue may be used more expressively for marketing applications depending on its use case.

Black			White			Sand			Anyscale Blue		
HEX	RGB	CMYK	HEX	RGB	CMYK	HEX	RGB	CMYK	HEX	RGB	CMYK
#000000	(0,0,0)	(0,0,0,100)	#FFFFFF	(255,255,255)	(0,0,0,0)	#EDE7E3	(237,231,227)	(0,3,4,7)	#0066FF	(0,102,255)	(100,60,0,0)

“Anyscale Blue” expands into a gradient using different shades from our core palette, which form the secondary palette.

These gradients are used as an expressive texture for marketing applications to provide content in an otherwise mostly neutral palette.

Shades of the core palette can be used together to create a variety of gradients (linear & mesh), but should always incorporate the Anyscale Blue. Use best judgement to inform correct color choices and contrast.



Color

Shades (Anyscale Blue)

Anyscale Blue — 50	Anyscale Blue — 100	Anyscale Blue — 200	Anyscale Blue — 300	Anyscale Blue — 400	Anyscale Blue — 500	Anyscale Blue — 600	Anyscale Blue — 700	Anyscale Blue — 800	Anyscale Blue — 900
HEX #E5F0FF	HEX #CCE0FF	HEX #99C2FF	HEX #66A3FF	HEX #3385FF	HEX #0066FF	HEX #0052CC	HEX #003D99	HEX #002966	HEX #001433

Color

Shades (Gray)

Sand — 000	Sand — 100	Sand — 200	Sand — 300	Sand — 400	Sand — 500	Sand — 600	Sand — 700	Sand — 800	Sand — 900
HEX #FFFFFF	HEX #FAF8F7	HEX #F4F1EE	HEX #EDE7E3	HEX #D5D0CC	HEX #BEB9B6	HEX #A6A29F	HEX #777472	HEX #2F2E2D	HEX #000000



# Typography





Line-height recommendations at scale. In general, the smaller the text size, the larger the line-height will be.

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100%

130%

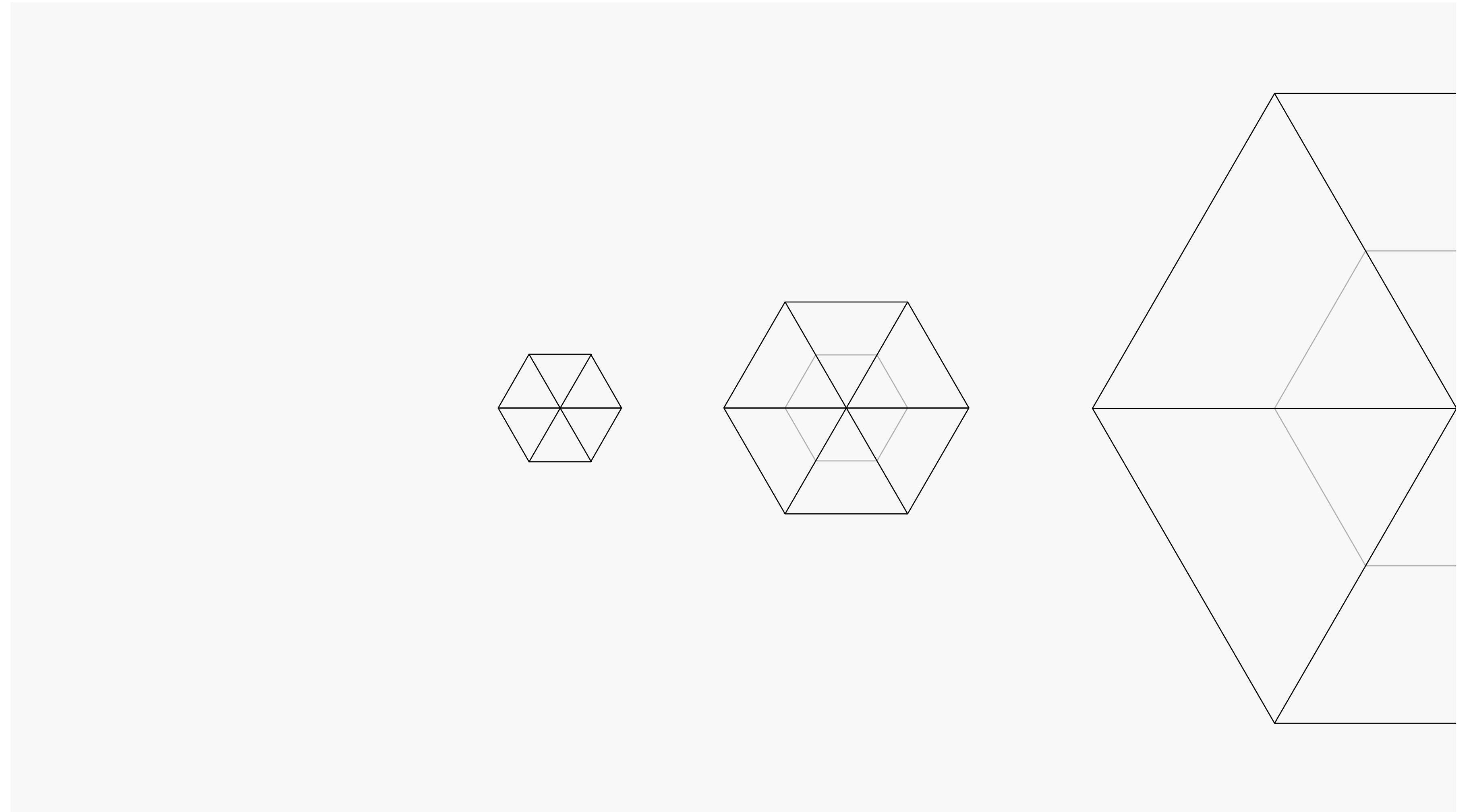
140%

# Visual Elements

All visual elements are derived from the hexagonal framework. The tessellation can be used as a pattern texture for backgrounds.



The cube is a derivative of the hexagon, and is used to signify scale. Avoid using the cube in isolation as it can look like a web.

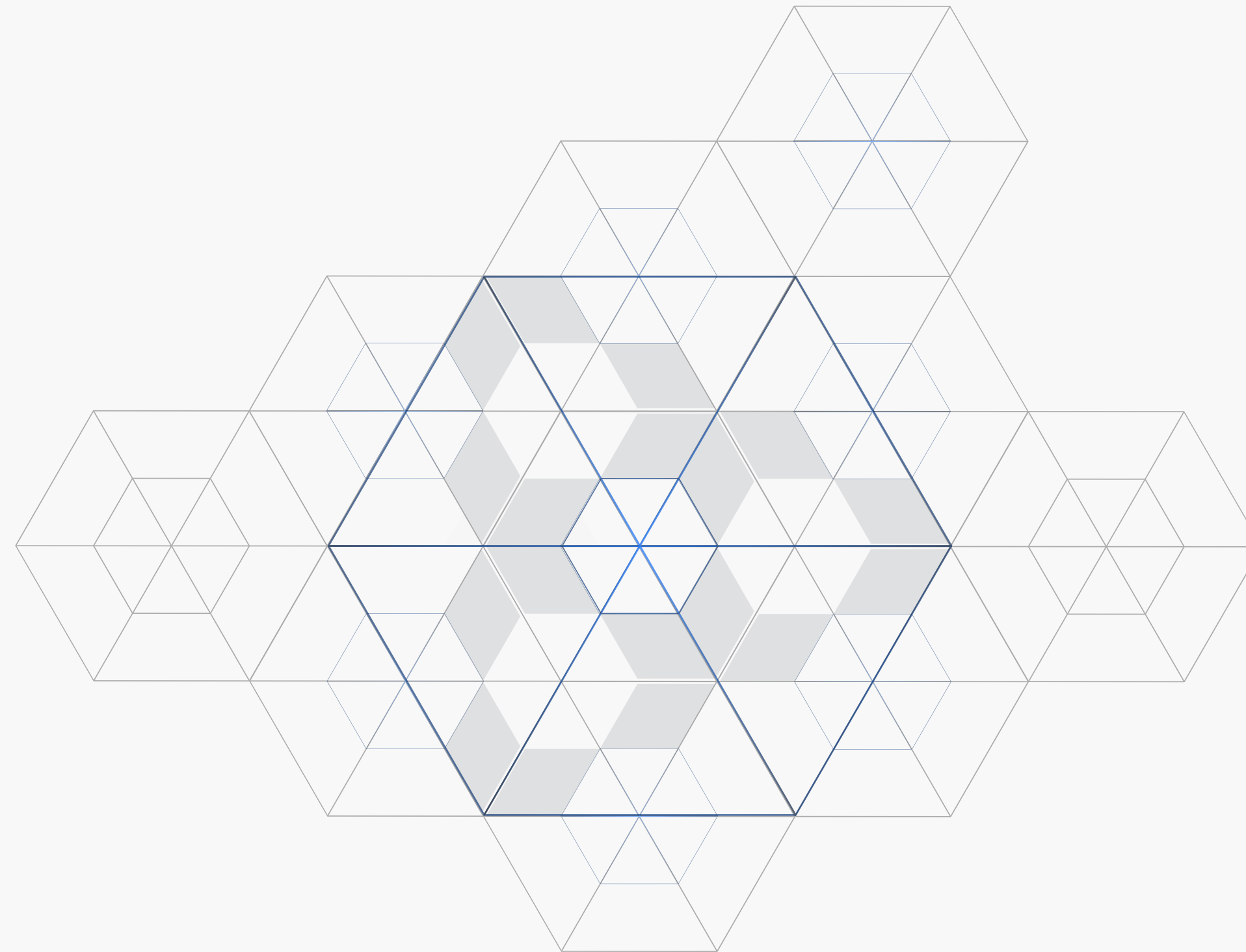


The tessellation pattern creates shapes between the lines that can be used for a variety of applications.





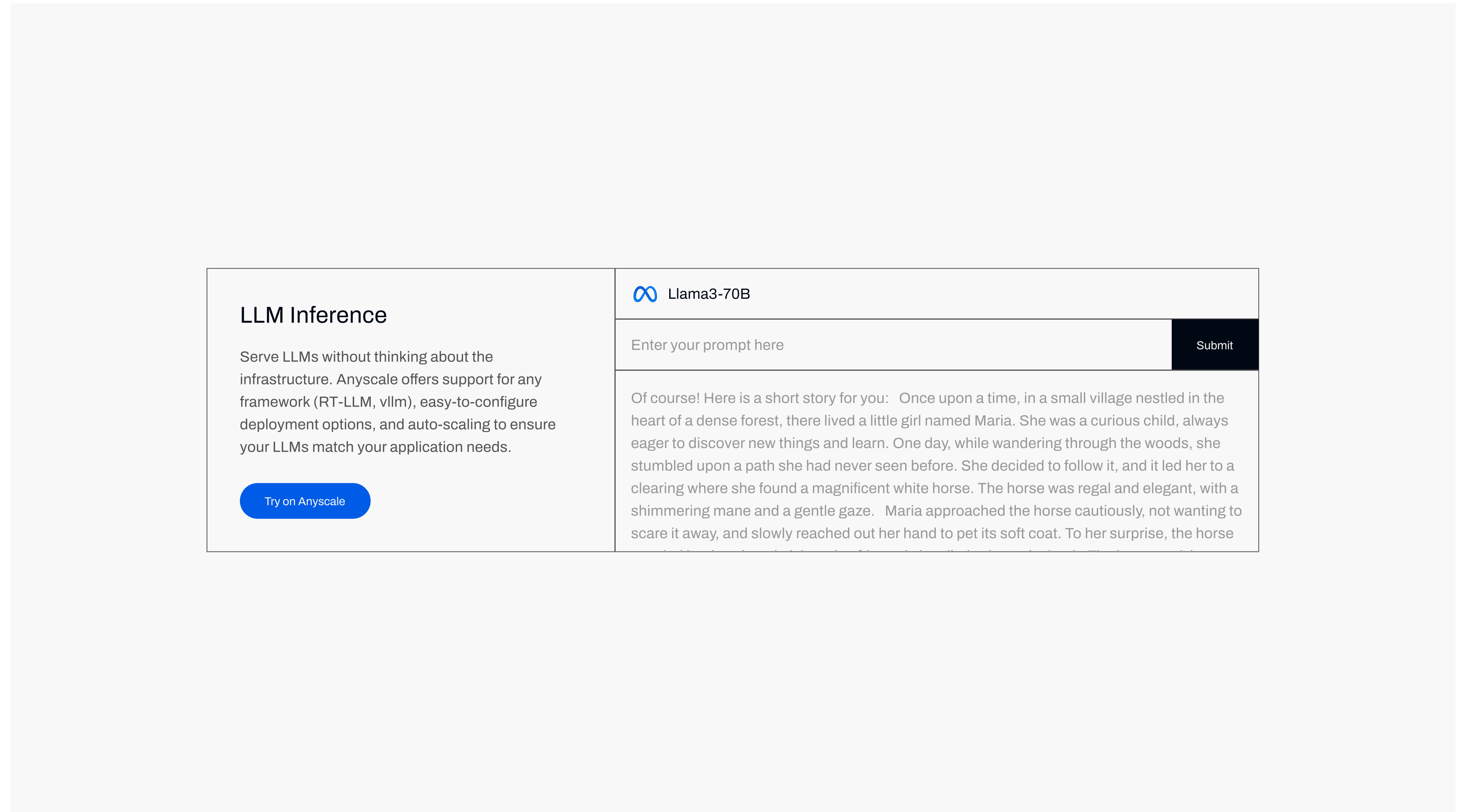
Combine both linework and fill applications to achieve graphics that take advantage of the tessellation - creating a multi-layered framework.



Compositions should follow the same visual language as the framework — lines.

For information hierarchy, use the “bento” approach, using strokes to divide elements.

For general use, adhere to hard edges, and utilize rounded corners for supporting elements to help break up rigidity.



### LLM Inference

Serve LLMs without thinking about the infrastructure. Anyscale offers support for any framework (RT-LLM, vllm), easy-to-configure deployment options, and auto-scaling to ensure your LLMs match your application needs.

Try on Anyscale

 Llama3-70B

Enter your prompt here

Submit

Of course! Here is a short story for you: Once upon a time, in a small village nestled in the heart of a dense forest, there lived a little girl named Maria. She was a curious child, always eager to discover new things and learn. One day, while wandering through the woods, she stumbled upon a path she had never seen before. She decided to follow it, and it led her to a clearing where she found a magnificent white horse. The horse was regal and elegant, with a shimmering mane and a gentle gaze. Maria approached the horse cautiously, not wanting to scare it away, and slowly reached out her hand to pet its soft coat. To her surprise, the horse

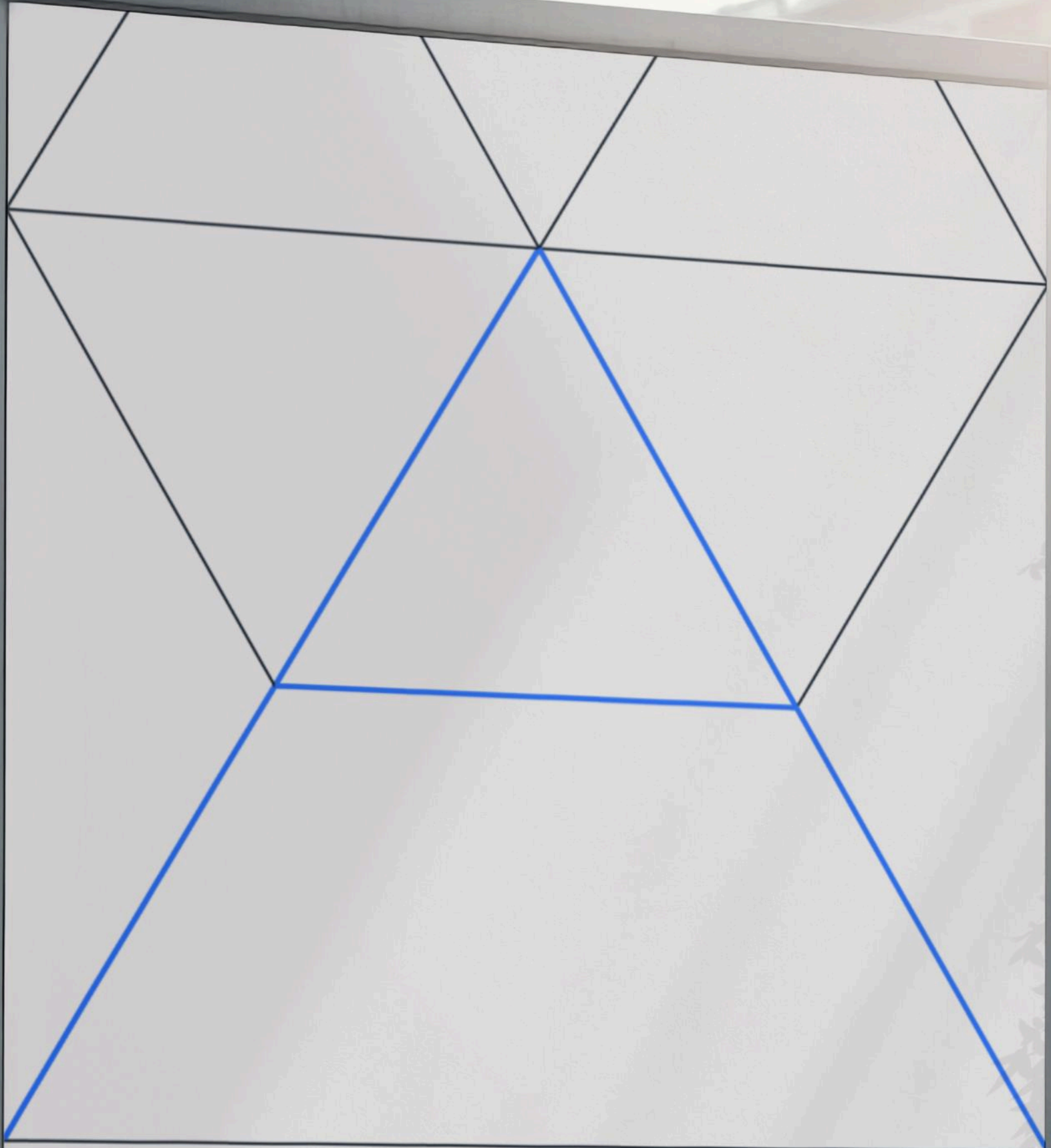


The hexagon can be used as way to frame photography as a standalone element.



# Brand Applications





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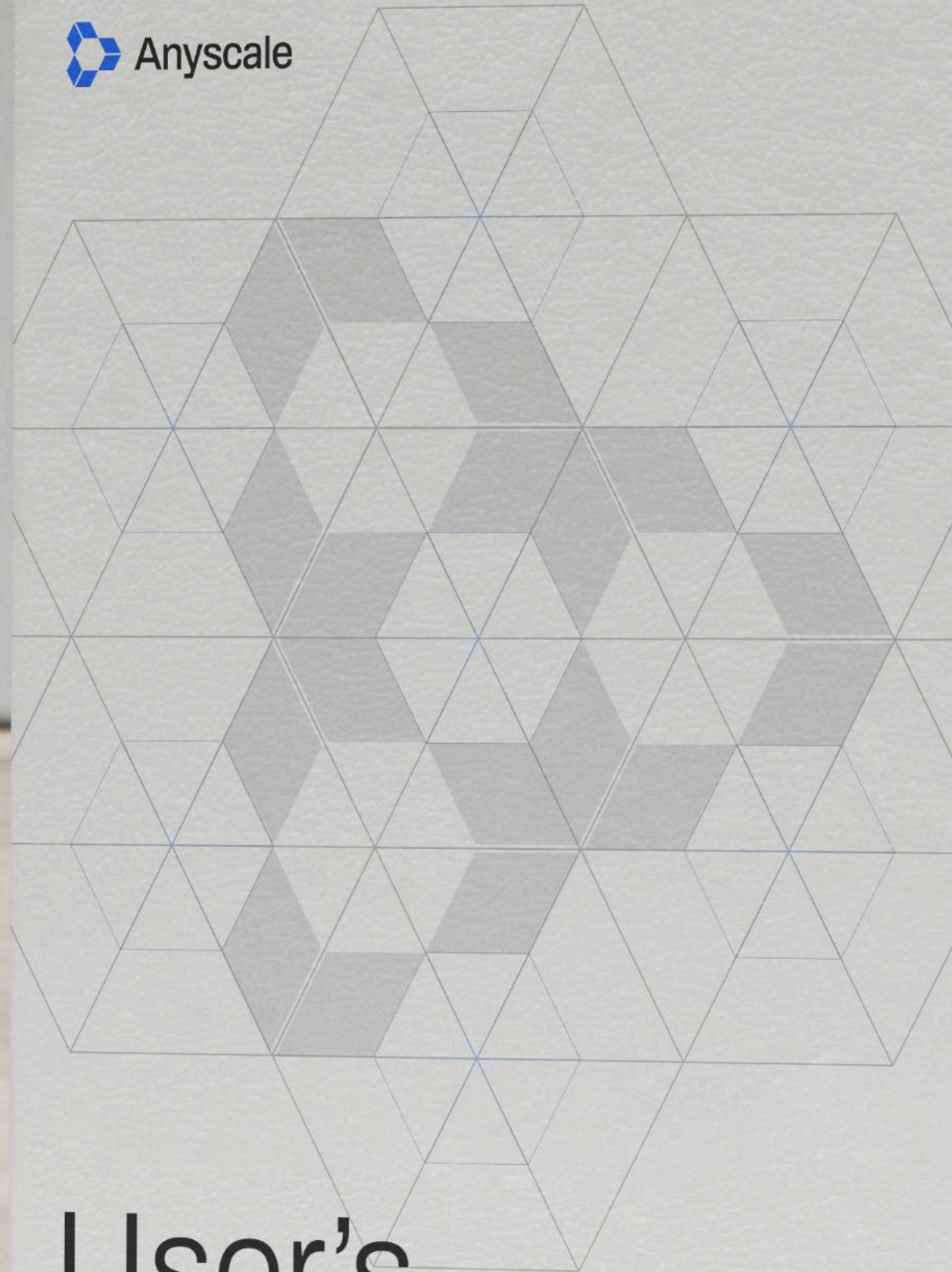
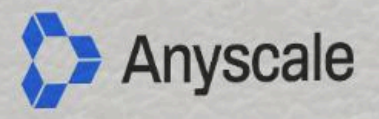
kmelkote@anyscale.com

(xxx) xxx xxxx

**Keerti Melkote**  
Chief Operating Officer






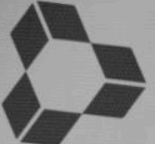


# User's Manual

v1





 Anyscale