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Foundation

Brand Idea

Automation Intelligence

Cast AI is the market-leading Kubernetes automation platform, empowering customers to cut their cloud costs, improve app performance, and boost DevOps productivity.

By automating with Cast, great software runs even better.

Brand Idea

Automation Intelligence



Cast is “automation done right” — an intelligent automation platform that balances the speed and efficiency of automation with a knowledgeable, developer-friendly team



We aim to build trust in our automation approach, equity in our position as the market leader in automation, and differentiation from imitators and adjacent competitors

O1

Logo

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Logo Black

Our logo is the cornerstone of our brand identity. It is a visual representation of our values, mission and strategy.

Wordmark typeset in Söhne Breit Kräftig.

Consistency in its use ensures that our brand remains recognizable and trusted.



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Logo

White



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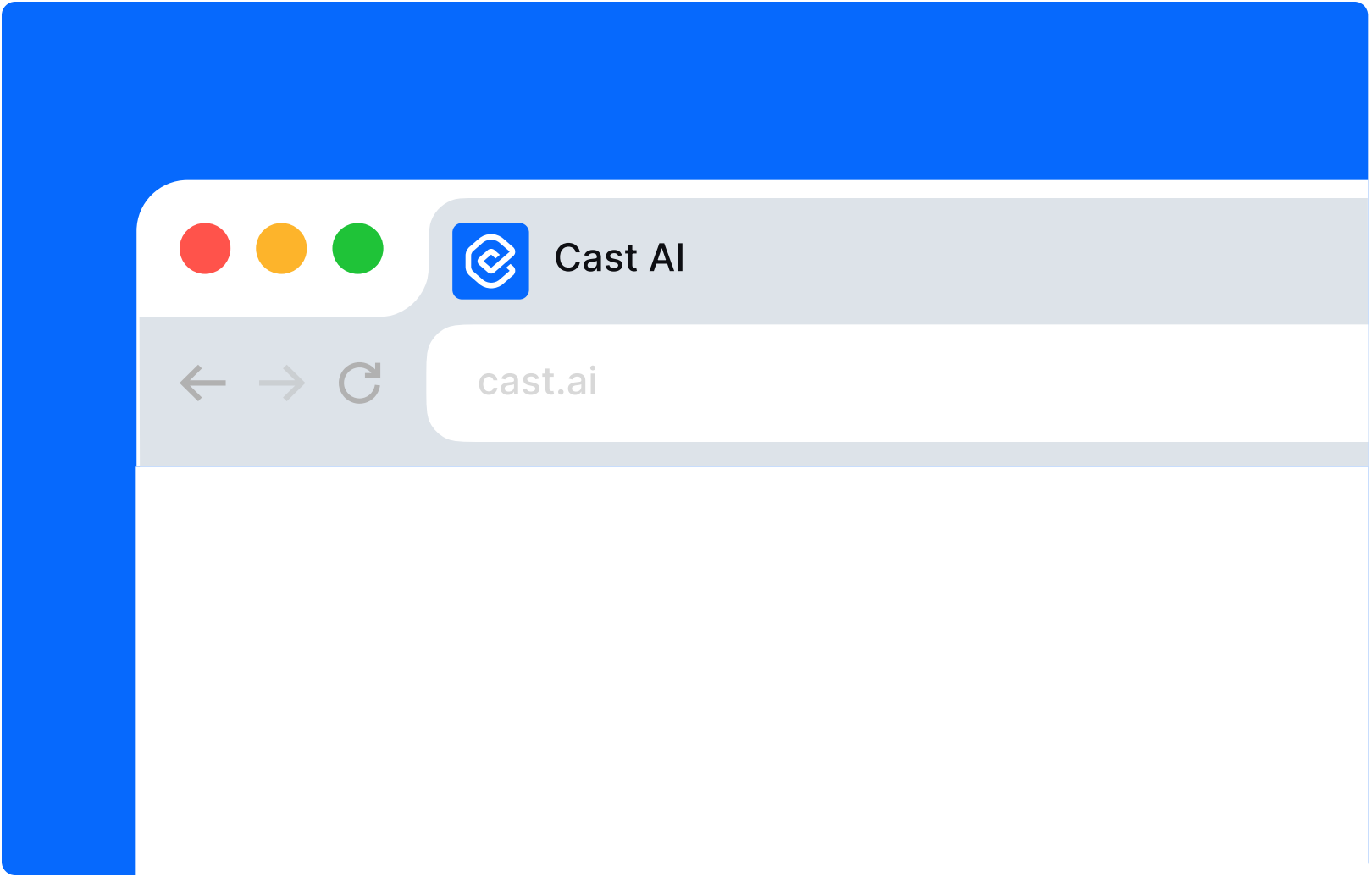
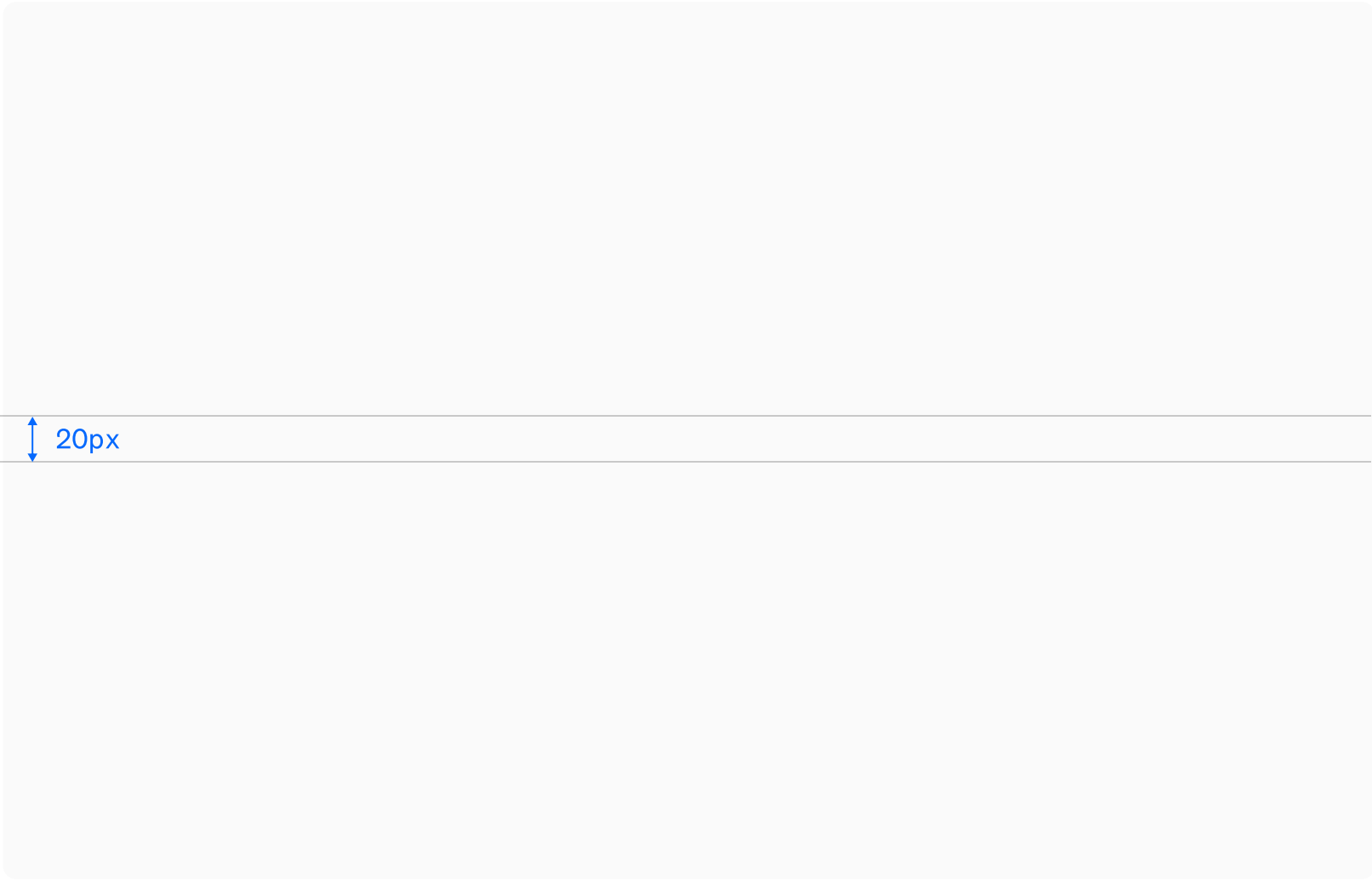
Logo Rules

Clearence
To maintain the integrity and impact of our logo, it's essential to provide adequate clearence around it. This space ensures that the logo is not crowded or overshadowed by other elements.

The minimum clear space should be equal to the width of the symbol in the logo. This space should be maintained on all sides of the logo.

Minimum size
To ensure our logo remains legible and recognizable, it should never be used below a certain size.

Consistency in its use ensures that our brand remains recognizable and trusted.



O2

Symbol

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Symbol



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Symbol



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Symbol In use

For smaller applications, we primarily use our symbol in white, on a blue background.

Social Media



Cast AI

Favicon



Cast AI



cast.ai

Merch



03

Typography

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Typography

Söhne is our brand’s primary typeface, chosen for its clean, modern structure and timeless, approachable feel.

Inspired by classic grotesques, it balances neutrality with subtle character, perfect for clear communication and versatile application.

We utilize three version of the Söhne collection, Söhne, Söhne Breit and Söhne Mono, in a few selected weights.

It should be used consistently across all materials to ensure a cohesive and consistent appearance.

License
klim.co.nz/retail-fonts/soehne/

Söhne Breit
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789%

Söhne
AaBbCc

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Typography

Hierarchy

Headlines: Söhne Breit Kräftig (+Buch)
Spacing: -0.5%
Leading: 110%

Let’s make your
software run
even faster.

Sub headlines: Söhne Kräftig
Body: Söhne Buch
Spacing: 0%
Leading: 150%

Automation Intelligence

Cast AI is the intelligent automation platform that empowers DevOps teams to optimize cloud infrastructure, reduce costs, and effortlessly scale performance. By automating with Cast, great software runs even better.

Start free



Book a demo

Explore

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Typography Examples

LIVE WEBINAR 2024.09.26

Product Launch Automated K8s Security Solution

Automation Intelligence

Cast AI is the intelligent automation platform that empowers DevOps teams to optimize cloud infrastructure, reduce costs, and effortlessly scale performance. By automating with Cast, great software runs even better.

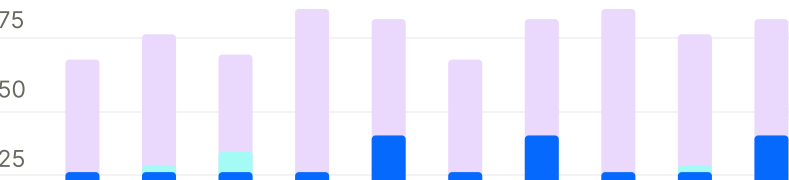


Automation isn’t just about saving time and money—it’s about unleashing your team’s potential.

Projected end of day spend

\$1,828.17

☒ On-demand ☒ Fallback ☒ Spot



ANNUAL SAVINGS

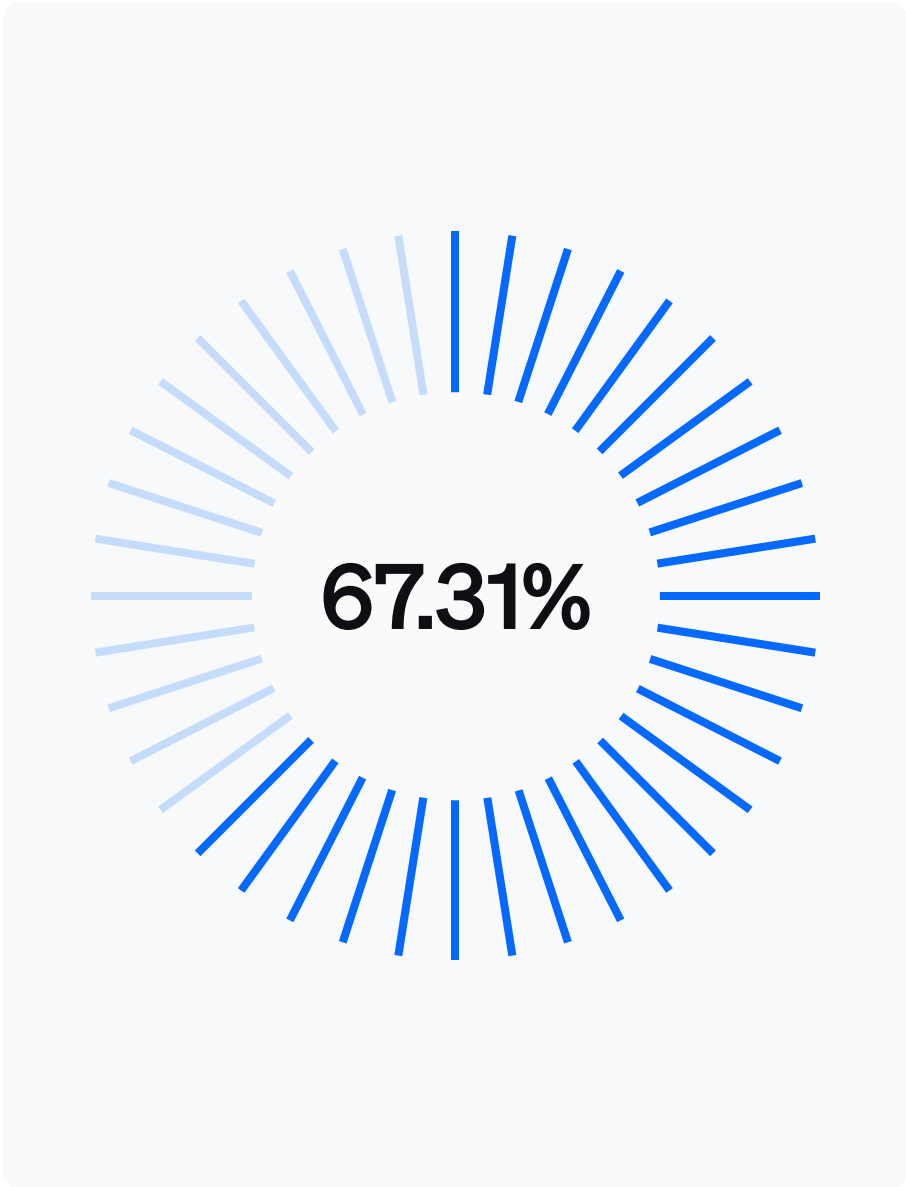
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SAVINGS

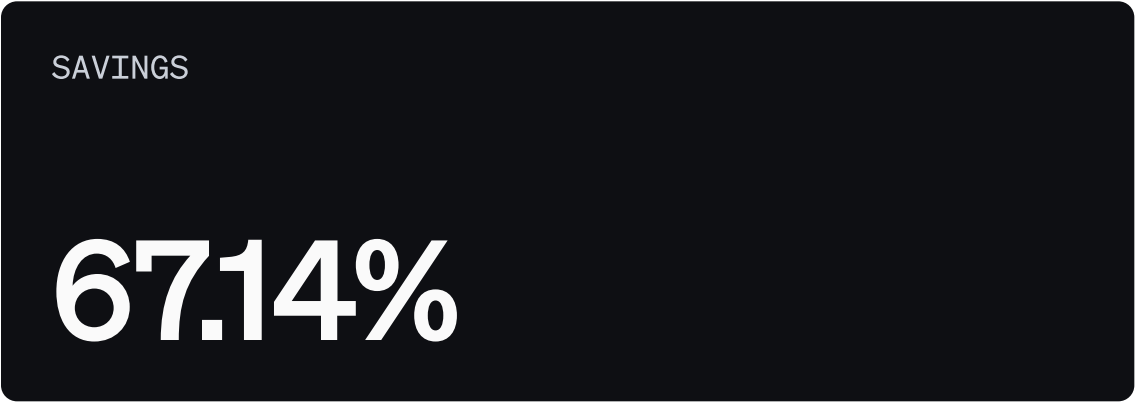
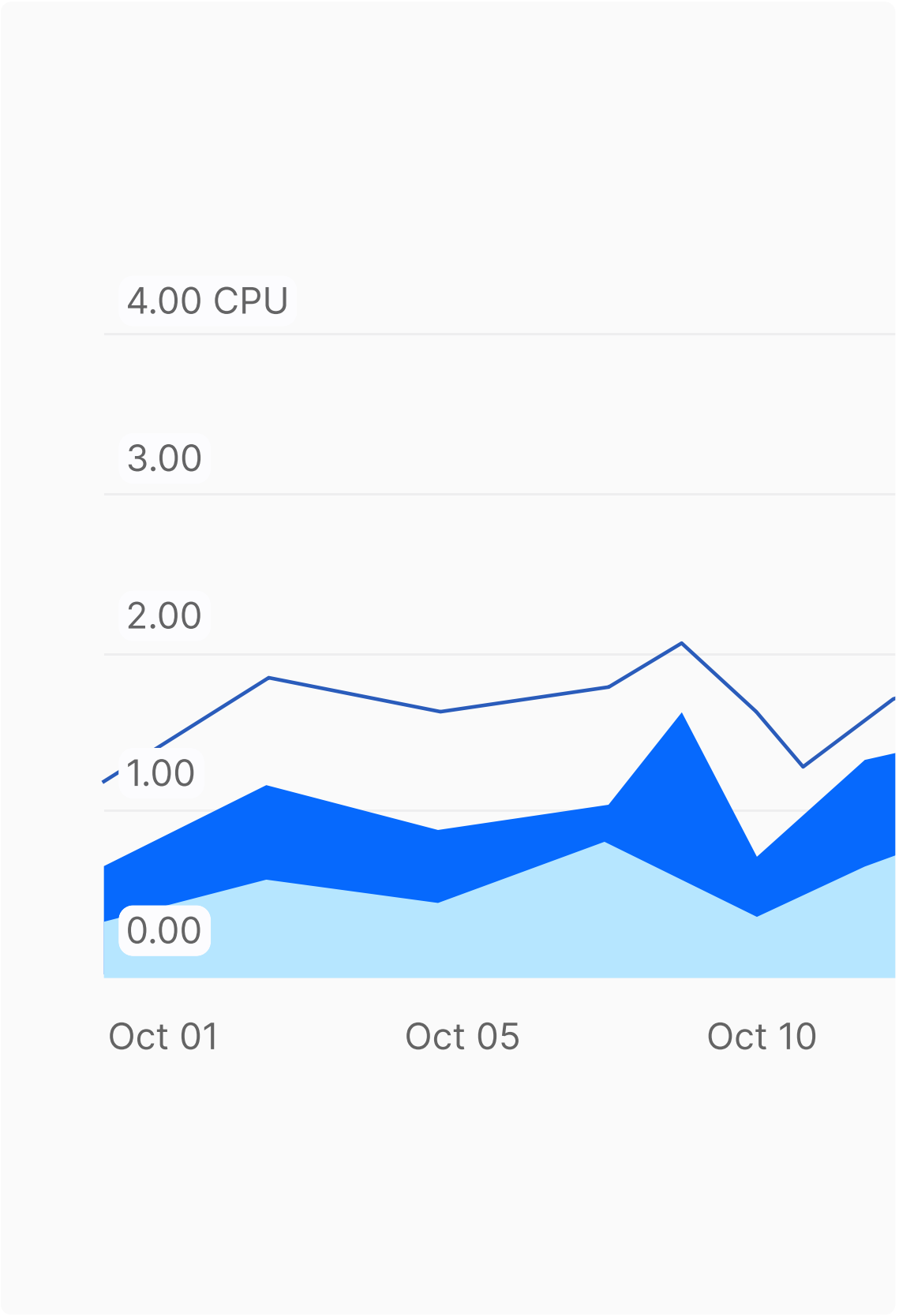
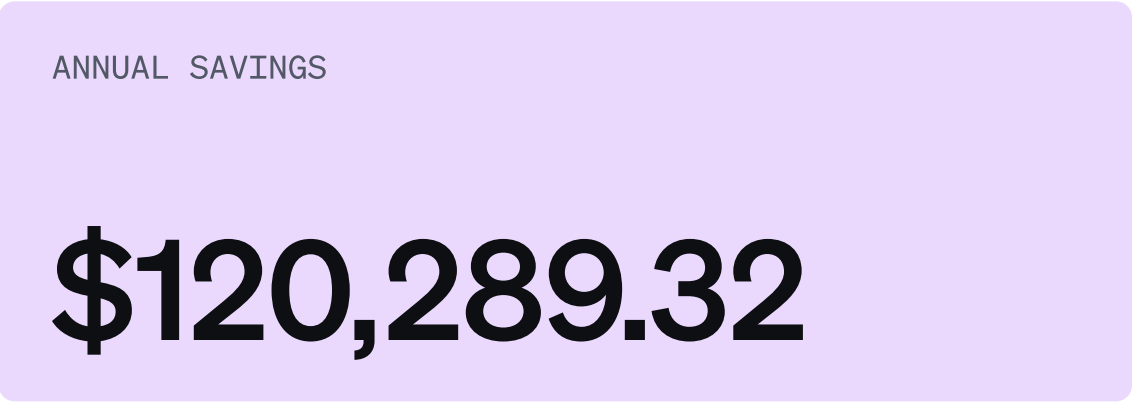
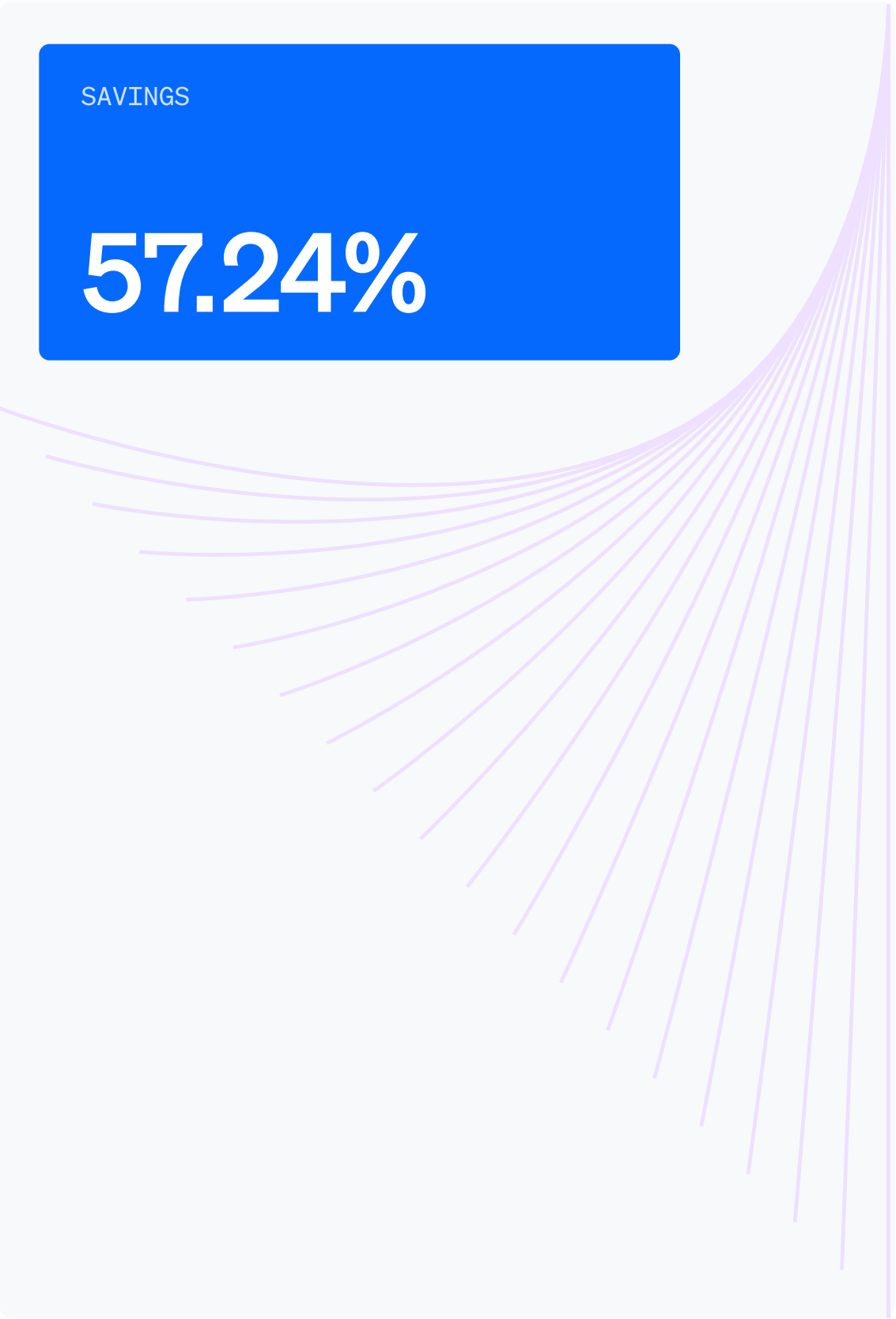
67.14%

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Typography Examples



	Memory ↓↑	CPU Cost ↓↑
CPU	5.4 TiB	\$0.0521 /h
CPU	6.1 TiB	\$0.0702 /h
CPU	10.1 TiB	\$0.1234 /h



O4

Colors

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Colors

Primary

Our brand’s identity is defined by a bright and energetic teal, a vibrant blue and purple.

These colors should be used consistently across all applications to ensure brand recognition and cohesiveness.

Teal

#A4FBF6
R164 G251 B246

PMS 3105 U/C
C44 M0 Y11 K0

Blue

#0669FD
R6 G105 B253

PMS 2195 U/C
C98 M40 Y0 K0

Blue 2

#82C2FF
R130 G194 B255

PMS 2190 U/C
C49 M24 Y0 K0

Blue 3

#B6E6FF
R182 G230 B255

PMS 290 U/C
C23 M0 Y1 K0

Purple

#EAD9FD
R234 G217 B253

PMS 263 U/C
C8 M14 Y0 K1

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Colors

Neutral

White

#FFFFFF

R255 G255 B255

CO MO YO K0

Black

#0E0F13

R14 G15 B19

C26 M21 YO K93

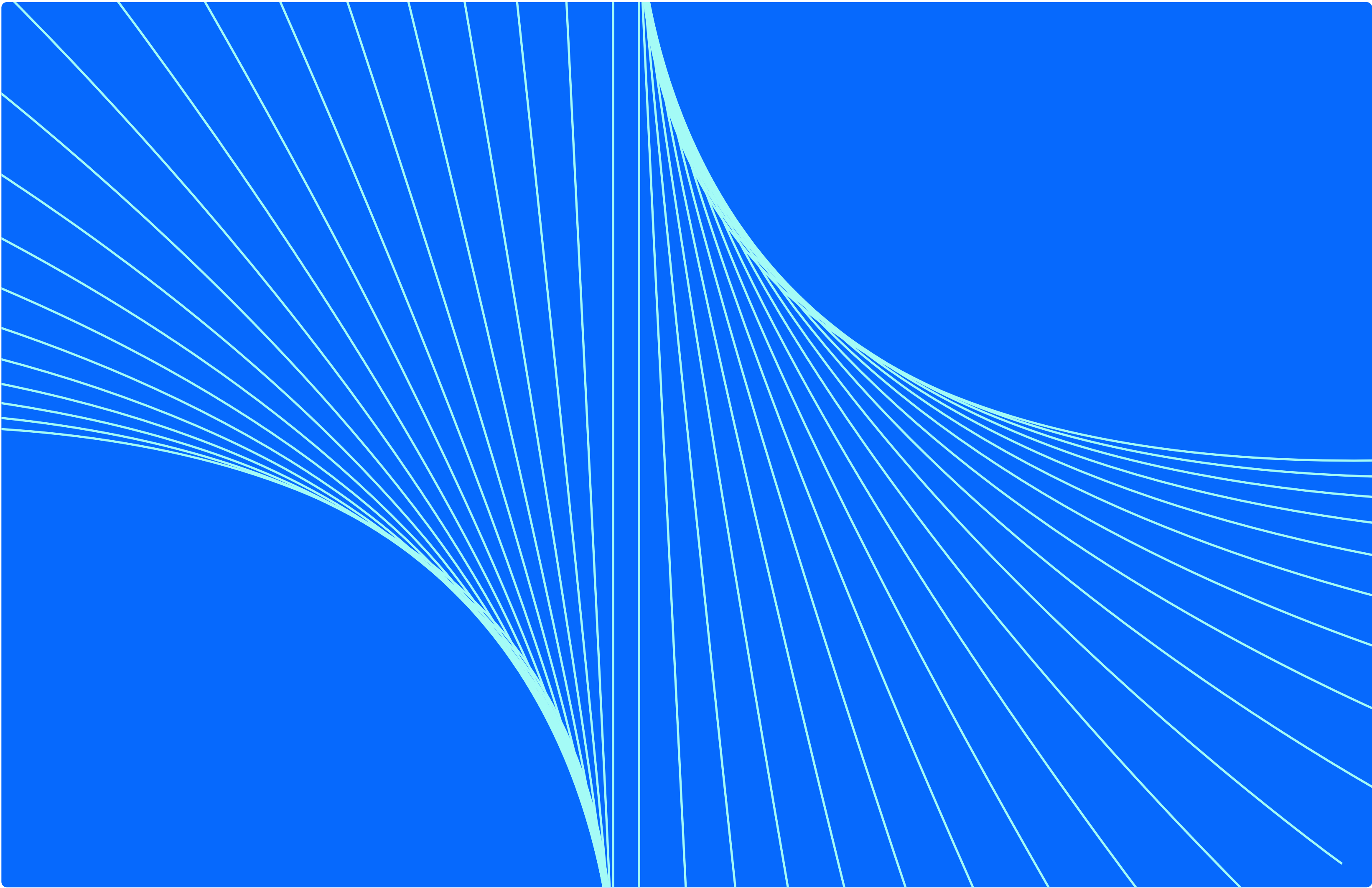
05

Graphic Elements

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Graphic Elements

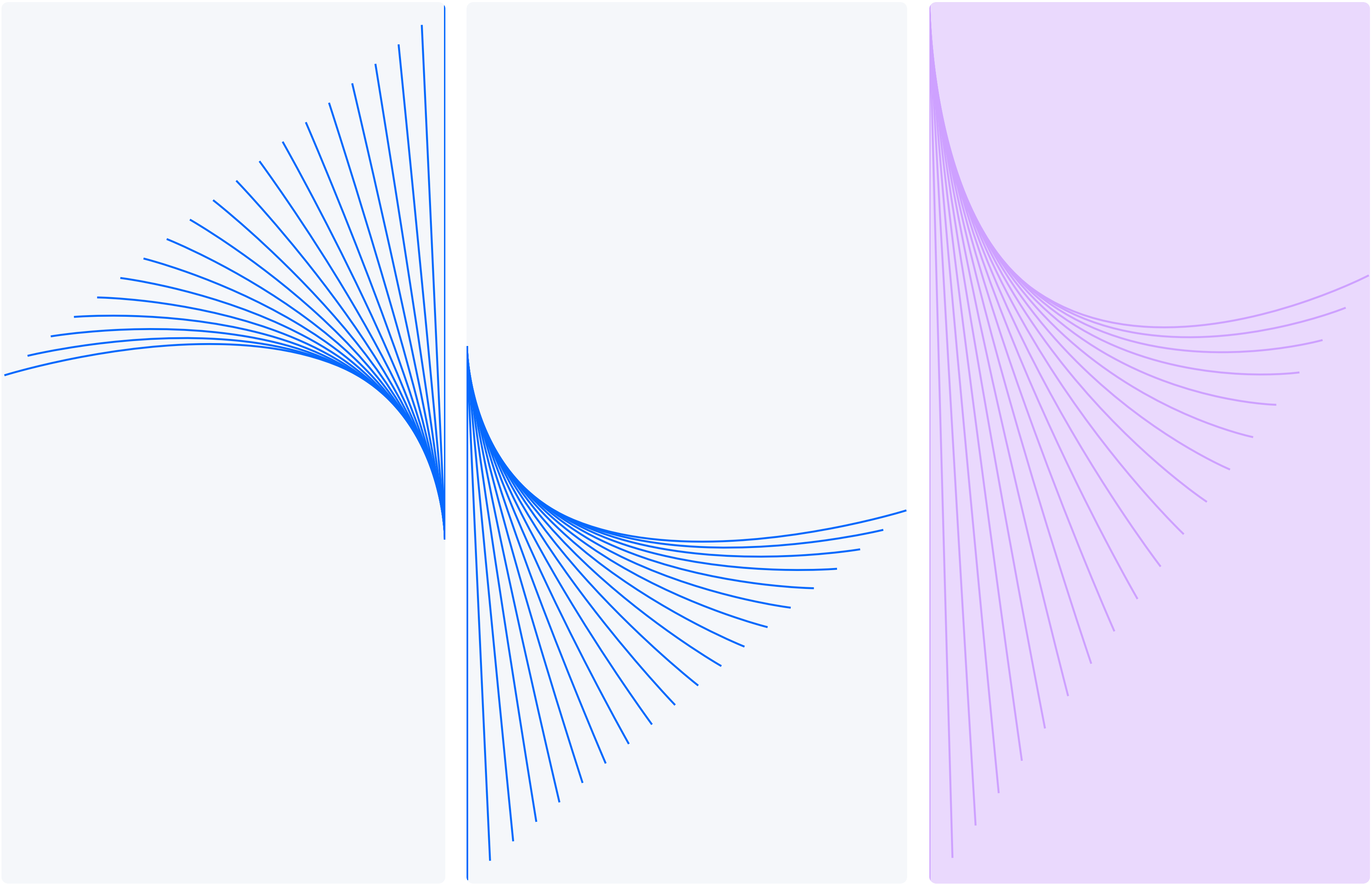
Graphic elements inspired by the DevOps lifecycle, automation and movement in 3 dimensions.



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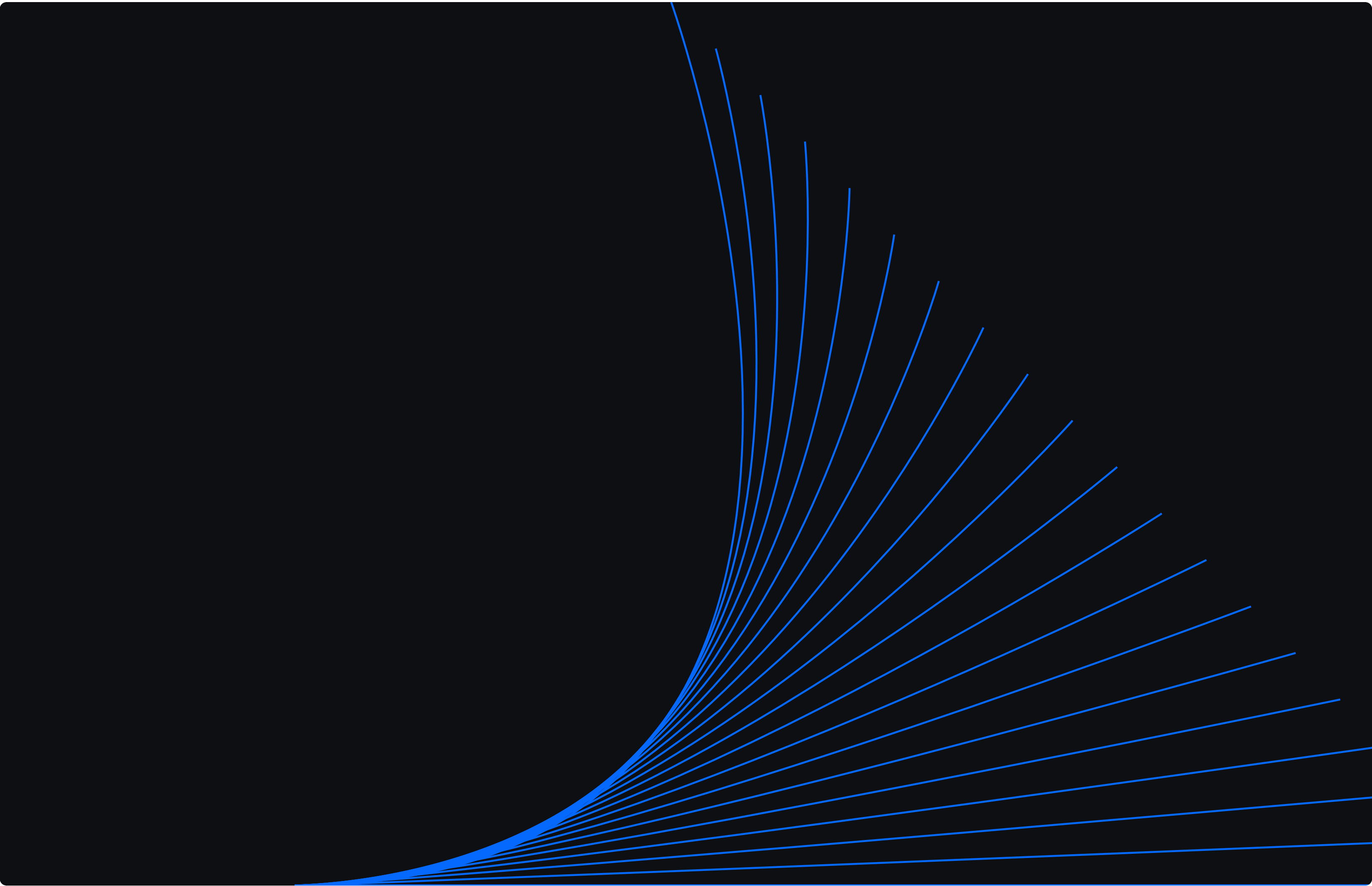
Graphic Elements

Examples



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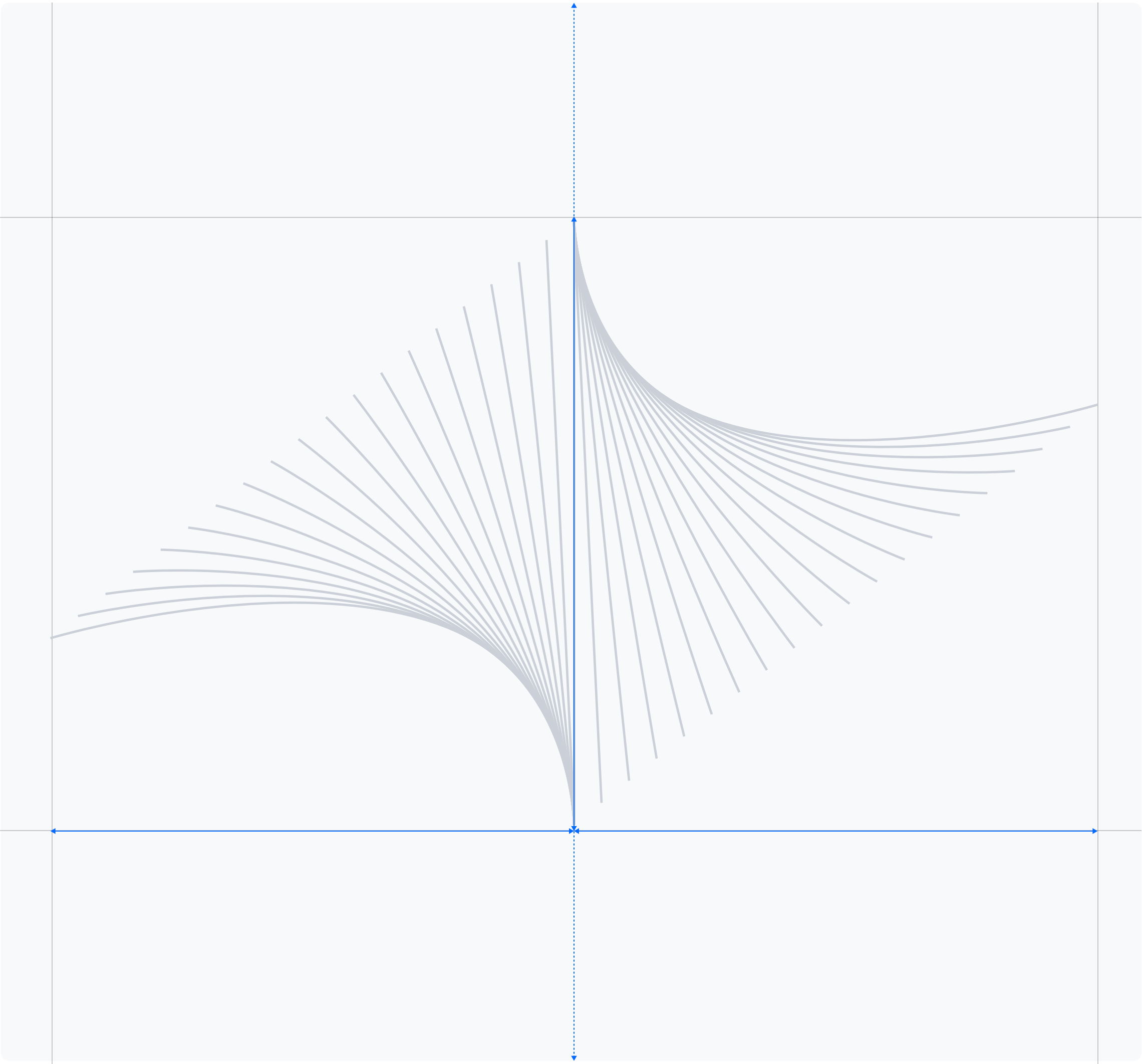
Graphic Elements Examples



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Graphic Elements Examples

The shapes are scaleable, stretchable and can be adjusted to fit the application and format.



06

Illustration

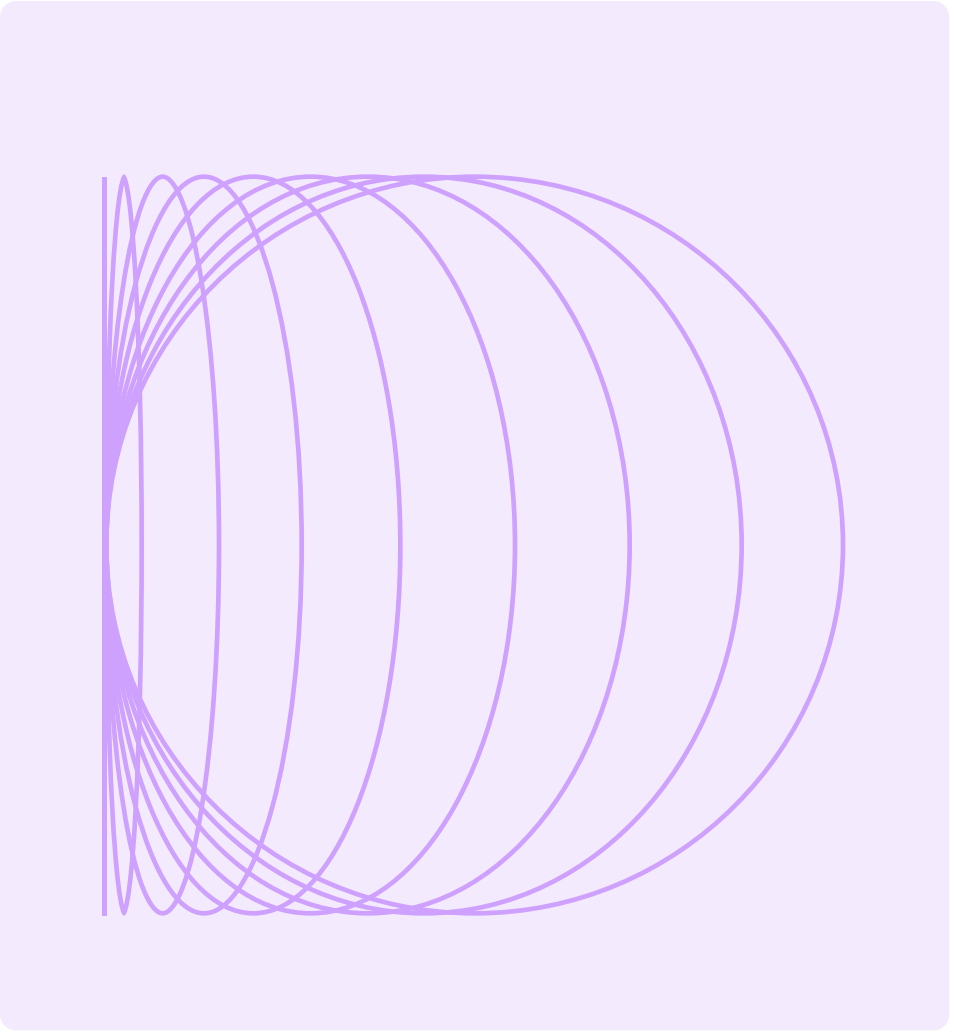
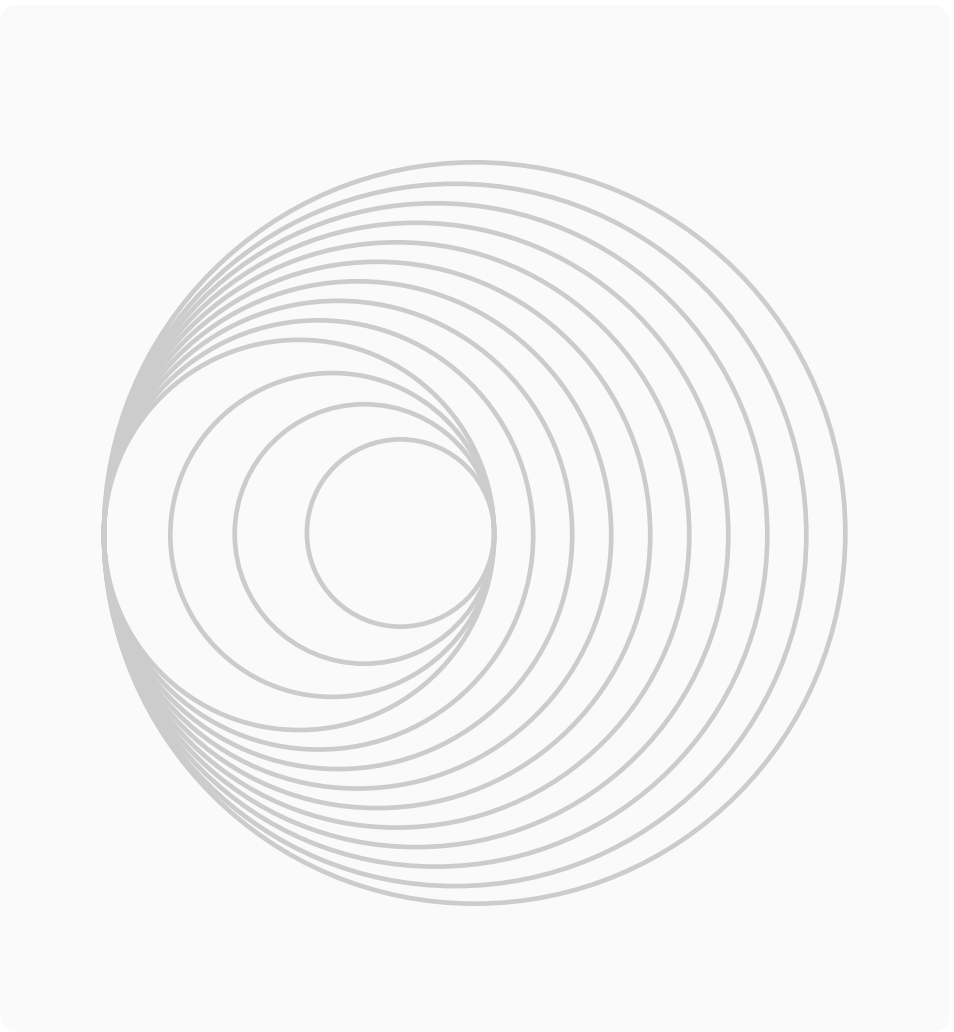
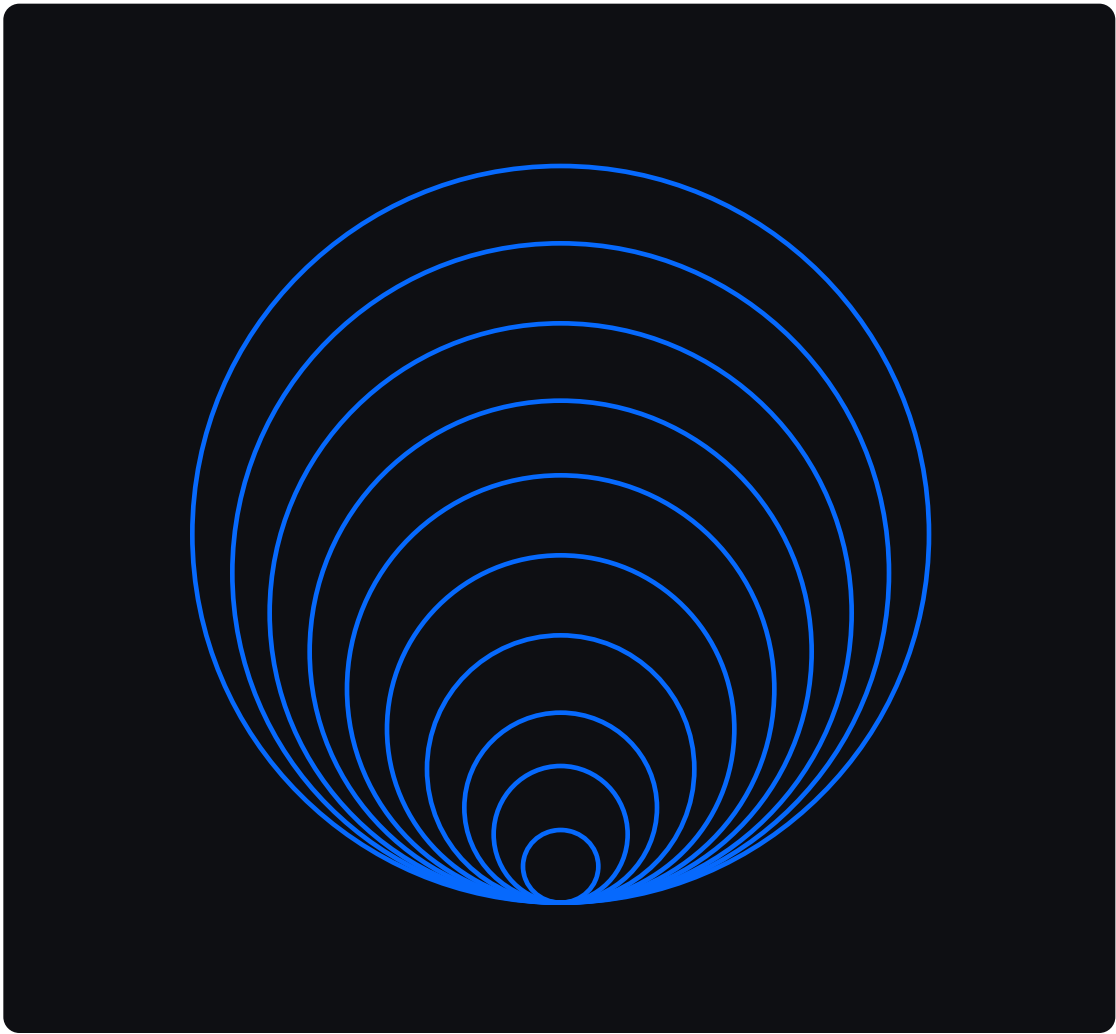
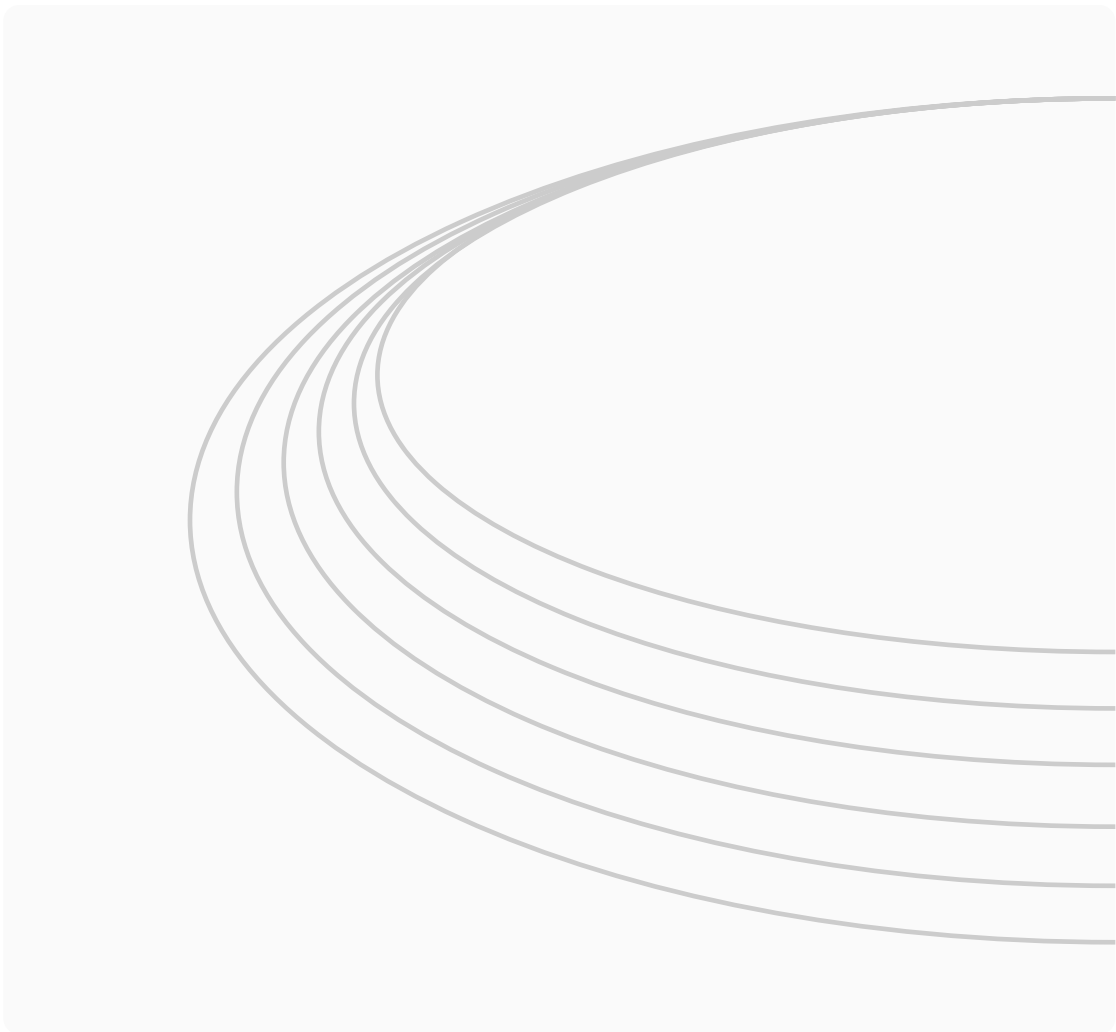
- 01 Logo
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Illustration Examples

The concept of converging lines can be used to create abstract illustrations and backgrounds for blog post thumbnails, social media posts, events, and more.

Using lines to illustrate convergence, intersection, transformation, or merging aligns with many of our key messages around automation.

This illustration style can also be adapted to depict less abstract forms, such as icons, while maintaining consistency within the same brand world.



O7

Iconography

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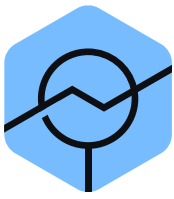
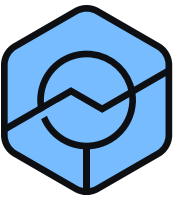
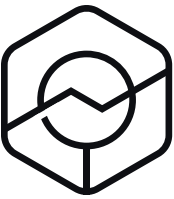
Iconography

Our custom product icons are designed to reflect our mission of being the trusted expert while aligning with our visual identity.

We use a few versions depending on the context: outlined only, colored with an outline, and colored.

For all other icons, we rely on the Phosphor Icons library.

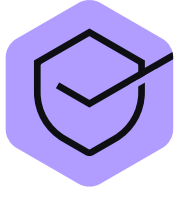
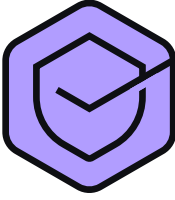
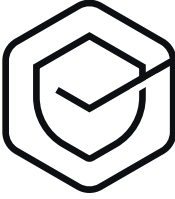
Kubernetes cost monitoring



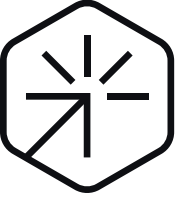
Kubernetes cost optimization



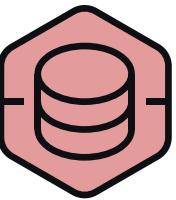
Kuberenetes and container security



AI Enabler



Database optimization



Additional icons

www.phosphoricons.com

O8

Photography

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Photography

An approachable, warm photography style that emphasizes authenticity and connection, capturing everyday moments with people at the forefront, naturally engaged in interaction.

Soft, natural lighting enhances the warmth, while simple compositions keep the focus on human connection and collaboration.

Note
The images on this page are for reference and inspiration only, all rights belong to their respective photographer.



09

Applications

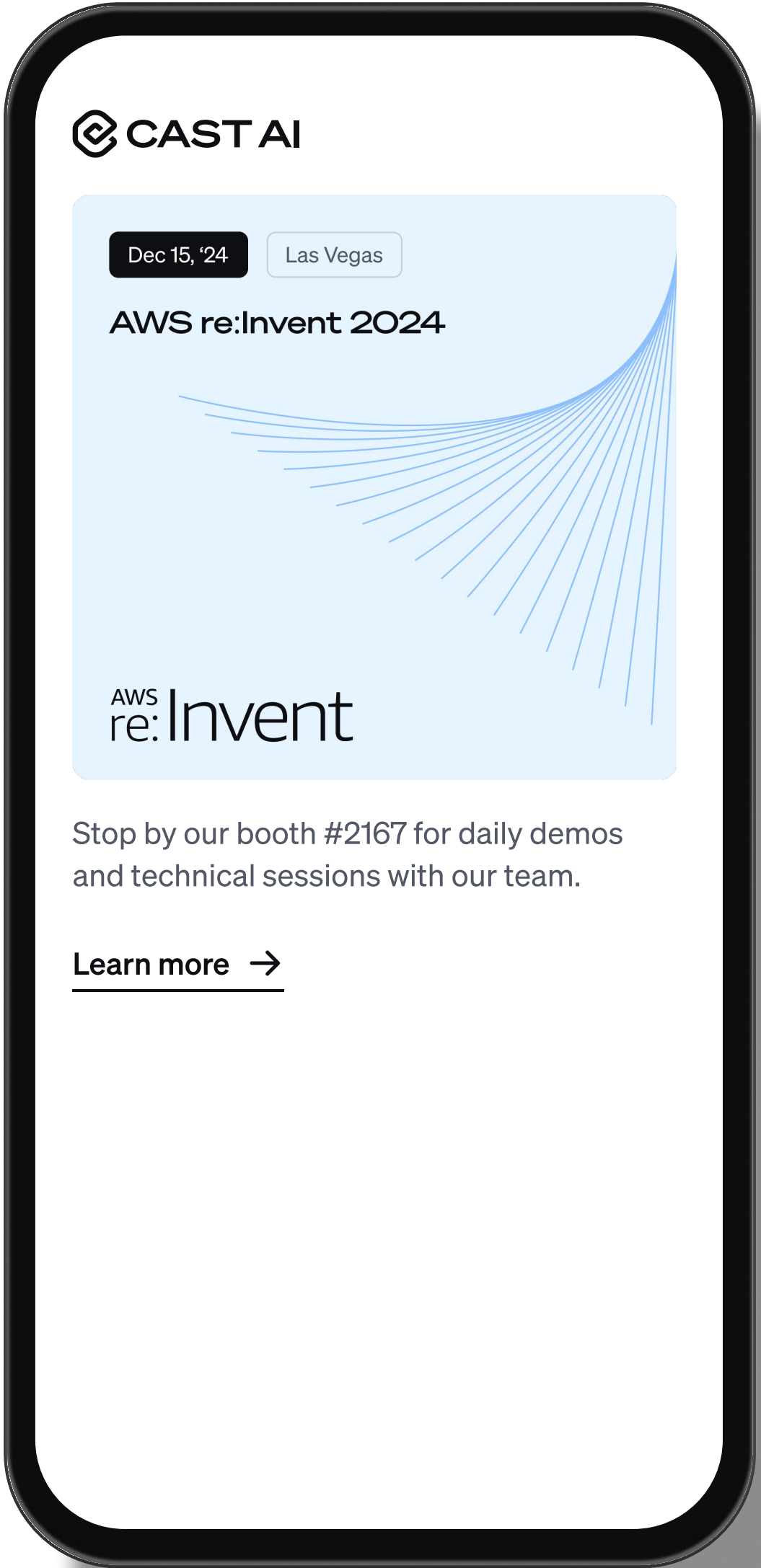
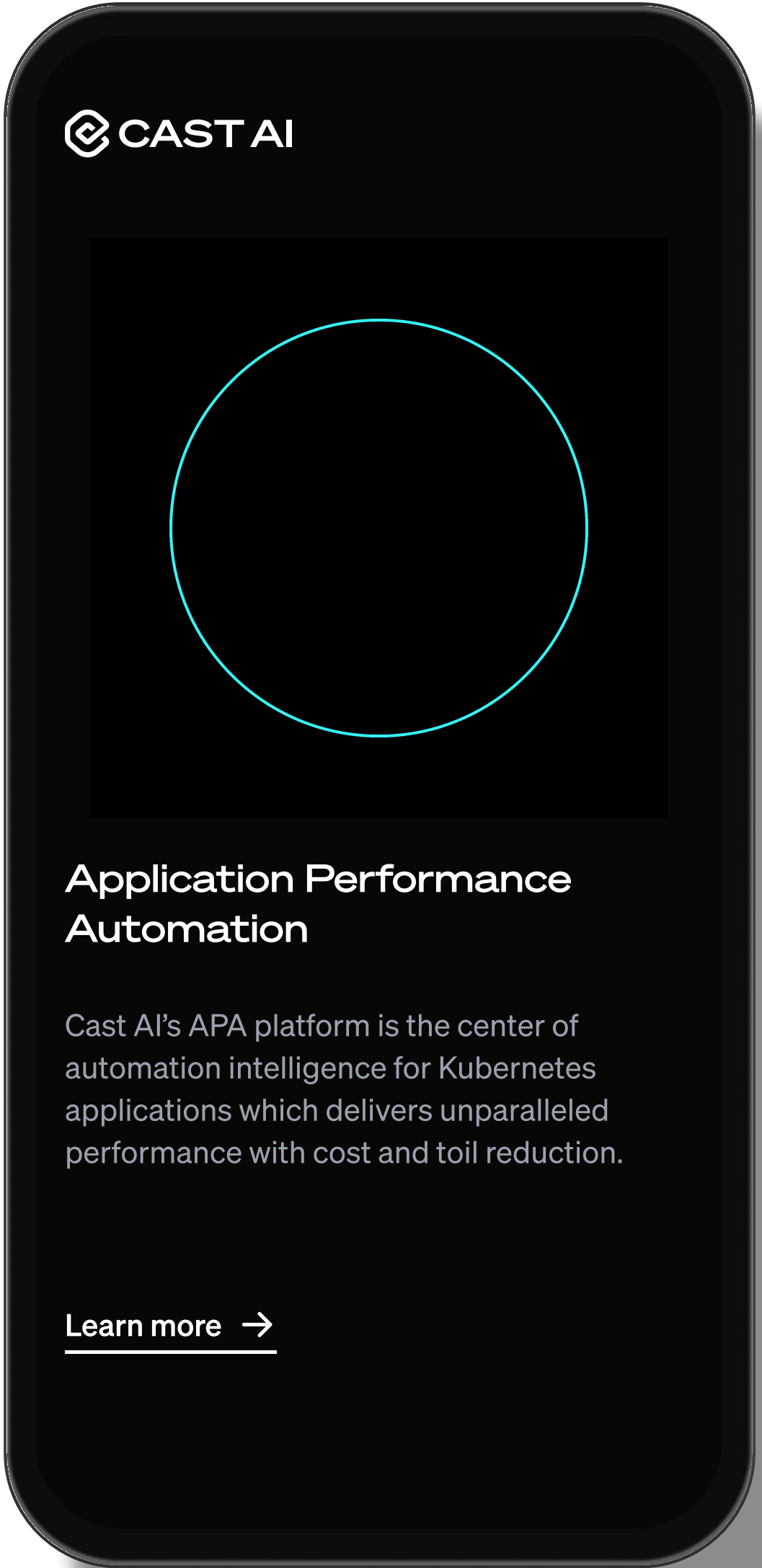
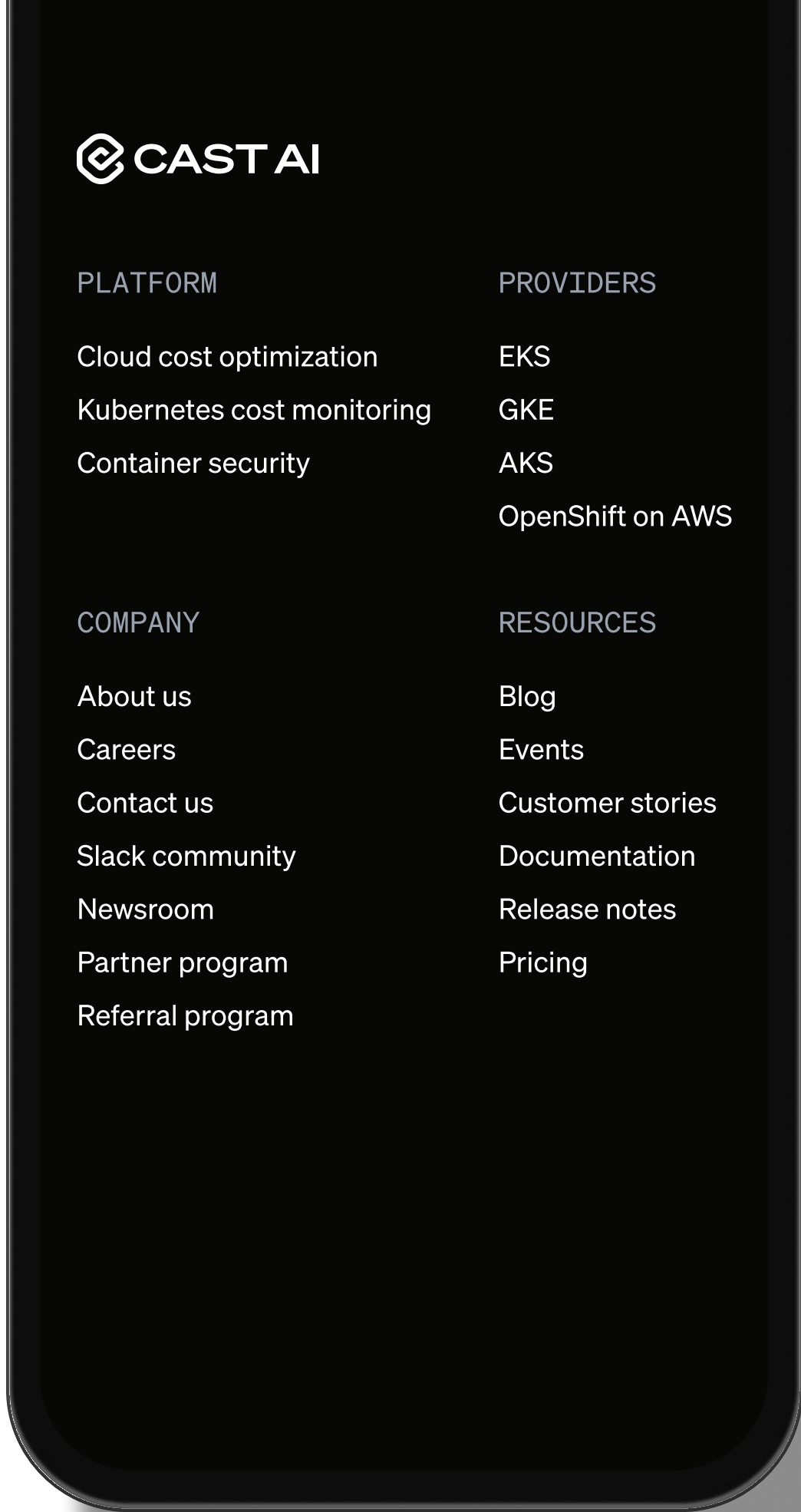
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Application Performance Automation





CAST AI x Shift



EVENT

PARIS, FRANCE

2024.10.03

How Shift Technology
keeps their cloud
costs under control



LIVE

WEBINAR

2024.09.26

Product Launch

Automated K8s

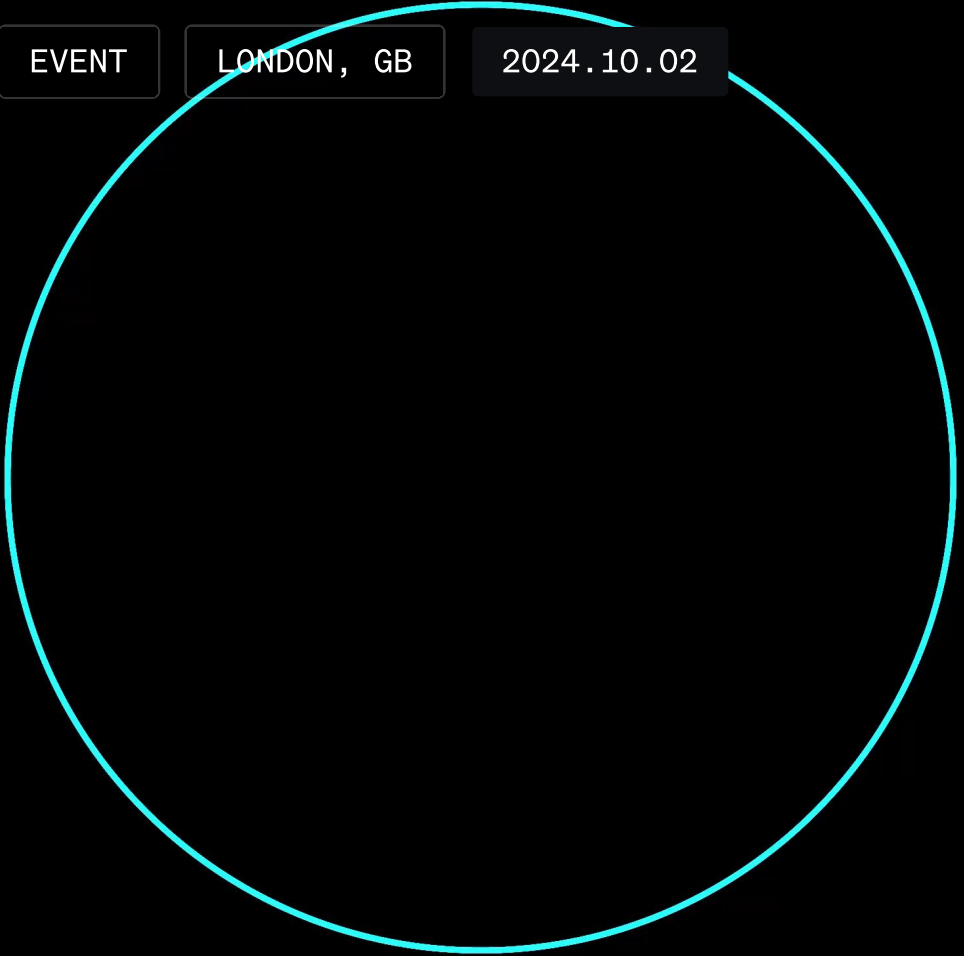
Security Solution



EVENT

LONDON, GB

2024.10.02

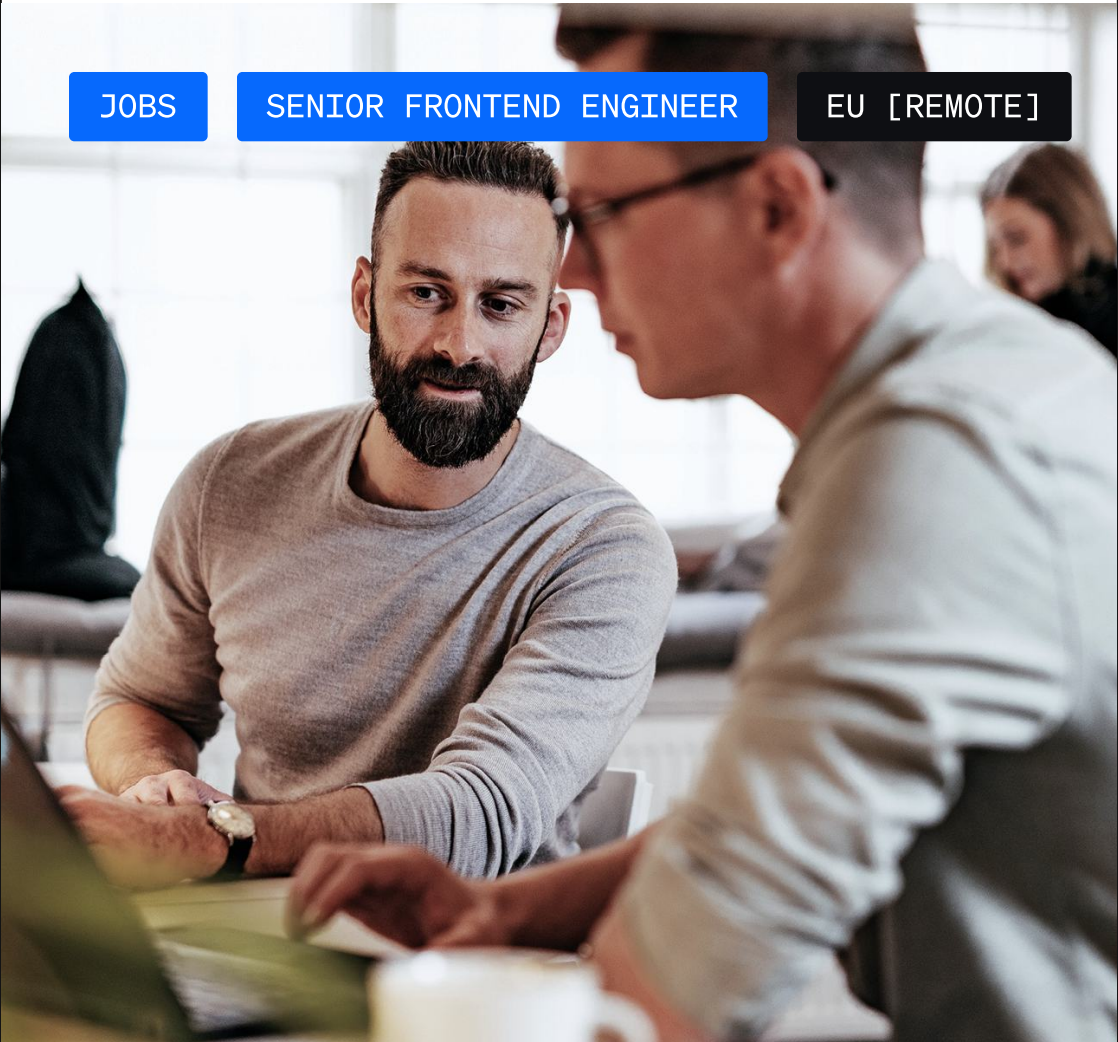




JOBS

SENIOR FRONTEND ENGINEER

EU [REMOTE]







Thank you!