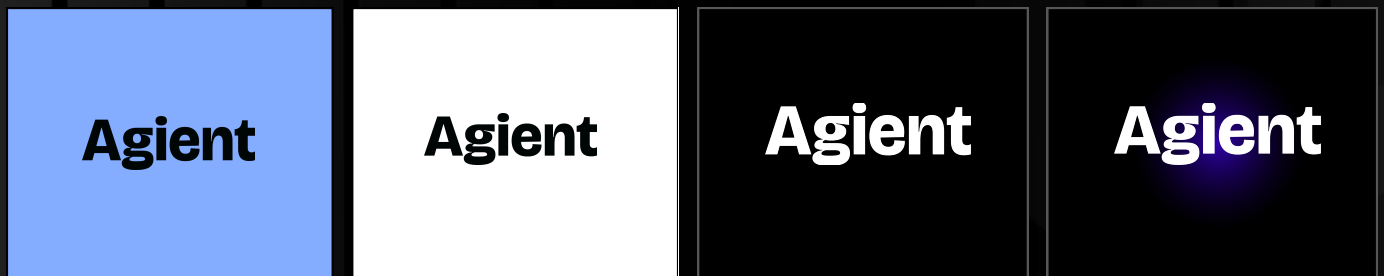


Agient

ASSET USAGE GUIDELINES



Guidelines to ensure consistent and correct use of Agient brand assets across all platforms.

LOGO Do's

- ✓ Use only approved logo versions and file formats.
- ✓ Maintain clear space around the logo.
- ✓ Ensure strong contrast with the background.
- ✓ Keep the logo at a readable size.
- ✓ Place the logo consistently across materials.



Agient



Agient



Agient



Agient

LOGO **Don'ts**

- ✗ Don't stretch, skew, or rotate the logo.
- ✗ Don't change logo colors.
- ✗ Don't add shadows, outlines, or effects.
- ✗ Don't place on busy or low-contrast backgrounds.
- ✗ Don't recreate or redraw the logo.

Agient

Your AI Execution Partner

Guidelines to ensure consistent and correct use of
Agient brand assets across all platforms.

Agient

Private by design.
Production by default.

Social Media Assets Do's

- ✓ Follow platform-safe areas and dimensions.
- ✓ Use consistent brand colors and fonts.
- ✓ Keep headline short and readable.
- ✓ Place logo clearly with enough contrast.
- ✓ Optimize for desktop and mobile views.

Agient

We are your **agentic transformation partner** designing systems that reduce manual work and scale execution.

Agient

We are your **agentic transformation partner** designing systems that reduce manual work and scale execution.

Social Media Assets **Don'ts**


- ✗ Don't overcrowd with too much text.
- ✗ Don't place key elements near edges.
- ✗ Don't use unapproved fonts or colors.
- ✗ Don't use low-resolution images.
- ✗ Don't change style across platforms.


Agient

Agient

NAME

POSITION

+123-456-7890 

Address 

agient.co 

info@agient.com 


Collateral & Stationary **Do's**

- ✓ Use the official layout and template.
- ✓ Apply approved colors and typography.
- ✓ Keep information minimal and readable.
- ✓ Align elements cleanly with proper spacing.
- ✓ Use high-quality print-ready files.

Agient

Agient

NAME
POSITION

+123-456-7890 

www.reallygreatsite.com 

agient.com 



Collateral & Stationary **Don'ts**

- ✗ Don't change the layout or proportions.
- ✗ Don't add decorative graphics or patterns.
- ✗ Don't use unapproved fonts or colors.
- ✗ Don't overcrowd with excessive text.
- ✗ Don't use low-resolution assets.



Email Signature Do's

- ✓ Follow the standard signature format.
- ✓ Use the approved logo size and placement.
- ✓ Keep fonts consistent with brand typography.
- ✓ Include only essential contact details.
- ✓ Ensure links and details are accurate.



Email Signature **Don'ts**

- ✗ Don't add personal quotes or emojis.
- ✗ Don't include extra images or banners.
- ✗ Don't change colors or fonts.
- ✗ Don't use oversized logos.
- ✗ Don't include unnecessary social links.



Background Pattern **Do's**

- ✓ Use brand-approved colors or gradients.
- ✓ Choose clean, minimal visuals.
- ✓ Ensure sufficient contrast for text and logos.
- ✓ Use high-resolution imagery.
- ✓ Keep visuals consistent with brand style.



Background **Don'ts**

- ❌ Don't use busy or distracting images.
- ❌ Don't apply heavy filters or effects.
- ❌ Don't use off-brand colors.
- ❌ Don't reduce text readability.
- ❌ Don't mix conflicting visual styles.

Agient

www.agient.us

Date: [Insert Date]

Recipient Name

[Recipient Company Name]

[Recipient Address Line 1]

[Recipient Address Line 2]

Subject: [Insert Subject Here]

Dear [Recipient Name],

[Start with a clear and concise introduction. State the purpose of the letter right away.]

[Provide the main content of your message. Keep paragraphs short and focused.]

Letterhead Do's

- ✓ Use the official letterhead template.
- ✓ Maintain proper margins and spacing.
- ✓ Apply approved typography and colors.
- ✓ Keep layout clean and professional.
- ✓ Use high-resolution logo and assets.

Agient

**MARCH
NEWSLETTER**

www.agient.com

Letterhead Don'ts

- ✗ Don't alter header or footer placement.
- ✗ Don't move or resize the logo.
- ✗ Don't use decorative backgrounds.
- ✗ Don't introduce unapproved colors.
- ✗ Don't overcrowd the page with graphics.

Agent

Statement of work (SOW)

Client: [Client CompanyName]
Submission Date: [DD/MM/YYYY]

www.agent.us

info@agent.us

Statement of Work Submission Date: DD/MM/YYYY
If not executed, this Statement of Work will expire on DD/MM/YYYY

SOW Do's

- ✓ Clearly define the project scope, objectives, and deliverables.
- ✓ Specify roles, responsibilities, timelines, and milestones.
- ✓ Align expectations with measurable success criteria.
- ✓ Document assumptions, dependencies, and constraints.
- ✓ Get formal approval and sign-off before project kickoff.

Project

Name

Age

Birthday

House #

Project summary

Start date

Deadline

Project overview

Our team combines deep technical expertise with a strong understanding of real-world business challenges. By applying AI-first strategies, modern engineering practices, and user-centered design, we transform complex requirements into practical, reliable solutions that deliver measurable results. We focus on building secure, high-performing platforms that are designed to scale as your business grows.

OBJECTIVES

Our team combines deep technical expertise with a strong understanding of real-world business challenges. By applying AI-first strategies, modern engineering practices, and user-centered design, we transform complex requirements into practical, reliable solutions that deliver measurable results. We focus on building secure, high-performing platforms that are designed to scale as your business grows.

Project scope

1.1 Discovery & Strategy

Our team combines deep technical expertise with a strong understanding of real-world business challenges. By applying AI-first strategies, modern engineering practices, and user-centered design, we transform complex requirements into practical, reliable solutions that deliver measurable results. We focus on building secure, high-performing platforms that are designed to scale as your business grows.

1. Design

Create user journey mapping, develop wireframes and interactive prototypes, design UI aligned with the Agient product experience, refine designs through iterations based on client feedback, and produce responsive layouts optimized for web and mobile platforms.

1.3 System Architecture & Development

Design and implement system architecture and development through AI-native software development, agent-based workflow automation, backend infrastructure setup, API integrations and system connections, creation of intelligent automation modules, and secure data handling with cloud deployment.

Address

agent.co

info@agent.com

Statement of work

As of (Date):

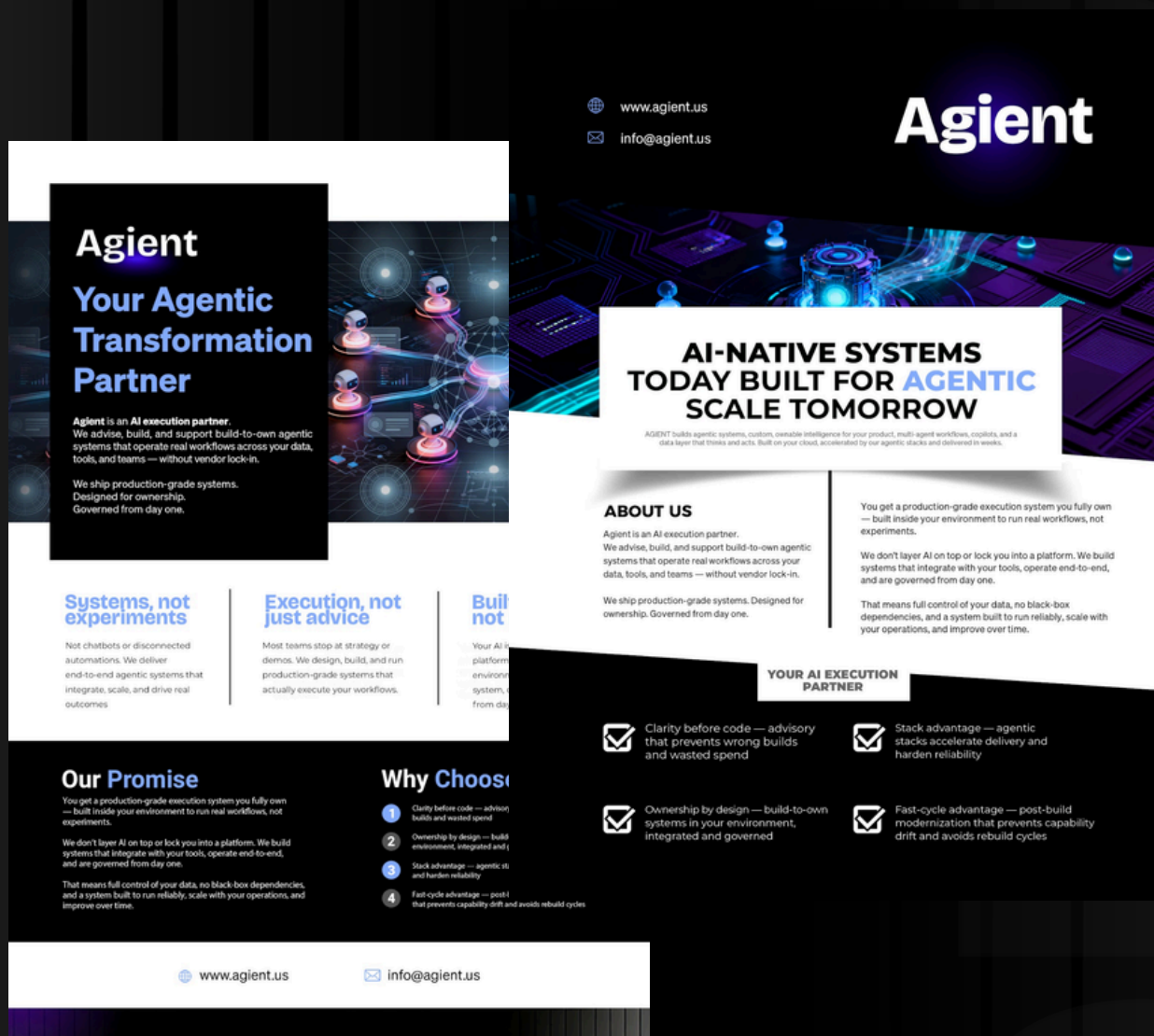
Reporting Period:

Assets	Amount
Current Assets	
Cash & Cash Equivalent	
Accounts Receivable	
Inventory	
Prepaid Expenses	
Non-Current Assets	
Equipment	
Property	
Intangible Assets	
Total Assets	

Liabilities & Equity	Amount
Current Liabilities	
Accounts Payable	
Short-term Loans	
Long-term Liabilities	
Long-term Loans	
Owner Equity	
Capital	
Retained Earnings	
Total Liabilities & Equity	

SOW Don'ts

- ❌ Don't leave scope vague or open to interpretation.
- ❌ Don't proceed without agreed timelines and deliverables.
- ❌ Don't assume requirements without client validation.
- ❌ Don't allow scope changes without documented change requests.
- ❌ Don't start work without formal authorization



One Pager Do's

- ✓ Keep the message clear, concise, and benefit-focused. Use strong headings and simple visuals for quick scanning.
- ✓ Highlight key value propositions and outcomes.
- ✓ Maintain brand colors, fonts, and layout consistency.
- ✓ Include a clear call to action or contact details.

Fradel and Spies

DIGITAL PRODUCTIVITY TOOL.

Boost Your Workflow

This digital productivity tool helps organize daily tasks, manage goals, and stay focused. Its simple interface and versatile features make it ideal for professionals, students, and teams who want to work smarter.

Digital Productivity Tool.

- Task management and progress tracking
- Easy drag-and-drop interface
- Cloud synchronization and secure access
- Custom templates for planning and reporting

User Benefits:

- Increases efficiency and organization
- Reduces time spent on repetitive tasks
- Supports collaboration across projects
- Works on desktop, tablet, and mobile

How It Works:

Simply create an account, set your goals, and start organizing your schedule. The tool adapts to your workflow and helps you visualize progress in real time.

helloreallygreatsite.com 123 Anywhere St., Any City +123-456-7890

operational efficiency review

attendees
Hannah Morales, Shawn Garcia, Sacha Dubois, Howard Ong

Efficiency Assessment

- Shawn Garcia presented recent data on operational delays and strategies to improve service response times.
- Sacha Dubois proposed a plan for optimizing supply chain logistics.

Cost Management Initiatives

- Howard Ong provided an update on budget allocations and areas for cost-cutting without impacting service quality.

Action Items

- Sacha Dubois: Implement logistical improvements to reduce delays (Due: November 17).
- Shawn Garcia: Draft a report on operational delays and potential resolutions (Due: November 16).

recent data on operational delays

next meeting

Date: November 19, 2024, 4:00 PM
Focus: Review the impact of implemented changes and discuss additional improvements

123 Anywhere St., Any City, ST 12345

One Pager Don'ts

- ✗ Don't overload the page with too much text or data.
- ✗ Don't use small fonts that reduce readability.
- ✗ Don't include unnecessary details or technical jargon.
- ✗ Don't mix unapproved styles, colors, or fonts.
- ✗ Don't forget to proofread for clarity and accuracy.

Agient

PROPOSAL AI-DRIVEN DIGITAL SOLUTIONS

2026

Agient

THANK YOU

We look forward to discussing your requirements in detail and aligning on project goals, timelines, and success metrics. Upon approval, we will initiate the discovery phase and begin the project onboarding process.

Contact Us:

📞 123-456-7890

✉️ info@agient.com

🌐 agient.co



Proposal Do's

- ✓ Clearly state objectives, scope, and expected outcomes.
- ✓ Tailor the proposal to the client's needs and goals.
- ✓ Present a structured flow with clear sections and headings.
- ✓ Use approved brand visuals, colors, and typography.
- ✓ Include timelines, deliverables, and next steps.

Prepared by Donna Stroupe
Prepared for Daniel Gallego

PROJECT PROPOSAL

@REALLYGREATSITE | +123-456-7890

BUSINESS PROPOSAL

@REALLYGREATSITE | +123-456-7890

Proposal **Don'ts**

- ✗ Don't use generic, one-size-fits-all content.
- ✗ Don't overload with unnecessary technical jargon.
- ✗ Don't leave scope, pricing, or responsibilities unclear.
- ✗ Don't include unverified claims or vague promises.
- ✗ Don't submit without proofreading and internal review.

From AI Ideas to Operating Systems

We are a systems design and build partner focused on delivering custom intelligence-first software that evolves with your domain.

Our delivery is powered by customizable agentic infrastructure that reduces time to deployment.

Agient

www.agient.us

What We Do

www.agient.us

Deliver Ownable Production AI Systems

We design and deliver execution systems not standalone AI tools.

Our systems:

- Operate end-to-end workflows
- Integrate across your stack
- Embed guardrails and evaluation
- Improve measurable operating outcomes

We ship faster and with higher reliability using:

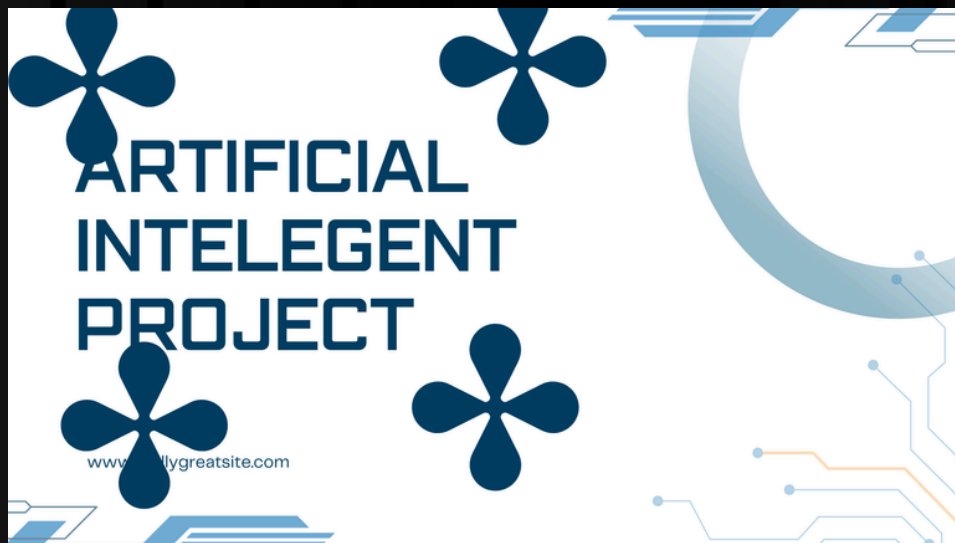
- Agient Core (foundational agentic stack)
- Agentic domain stacks

Agient



Presentation Do's

- ✓ Keep slides clear, focused consistent with the brand.
- ✓ Use concise bullet points and strong headlines for easy scanning.
- ✓ Support key messages with simple visuals or diagrams.
- ✓ Maintain readable font sizes and high-contrast layouts.
- ✓ End with a clear takeaway or call to action.



Presentation **Don'ts**

- ✗ Avoid long text or crowded slides.
- ✗ Don't use unapproved colors, fonts, or layouts.
- ✗ Don't read directly from the slides.
- ✗ Avoid low-quality or cluttered visuals.
- ✗ Don't skip rehearsal and timing checks.



Zoom Background Do's

- ✓ Use approved brand or neutral backgrounds
- ✓ Keep backgrounds professional and non-distracting
- ✓ Ensure strong contrast for clear on-camera visibility
- ✓ Use high-quality, properly sized images
- ✓ Keep branding subtle and on-brand



Zoom Background **Don'ts**

- ✗ Avoid busy or overly bright backgrounds.
- ✗ Don't use personal or unprofessional images.
- ✗ Don't stretch or distort brand backgrounds.
- ✗ Avoid placing logos or text behind your face.
- ✗ Don't use other background images of different spaces.

Agient

Date: [Insert Date]

Agient

Dear [Candidate Name],

We are pleased to offer you the [full-time / part-time] position of [Job Title] at Agient Technologies, with a start date of [Start Date], contingent upon completion of required employment documentation and verification processes. You will report directly to [Manager/Supervisor Name] and will work from [Work Location / Remote / Hybrid].

At Agient, we focus on building intelligent, scalable, and secure digital solutions that help organizations innovate and grow. We believe your skills and experience will be a valuable addition to our team, and we are excited about the contributions you will bring to our company.

In this role, you will collaborate with our team to support the development and delivery of advanced technology solutions, including AI-driven platforms, automation systems, and scalable digital infrastructure designed to meet the evolving needs of our clients.

Further details regarding compensation, benefits, and employment policies will be provided during the onboarding process.

We are confident that your expertise and dedication will contribute to the continued success of Agient Technologies.

We look forward to welcoming you to our team.

Sincerely,
[Name]
[Title]
Agient

Date: [Insert Date]

Dear [Candidate Name],

We are pleased to offer you the [full-time / part-time] position of [Job Title] at Agient Technologies, with a start date of [Start Date], contingent upon completion of required employment documentation and verification processes. You will report directly to [Manager/Supervisor Name] and will work from [Work Location / Remote / Hybrid].

At Agient, we focus on building intelligent, scalable, and secure digital solutions that help organizations innovate and grow. We believe your skills and experience will be a valuable addition to our team, and we are excited about the contributions you will bring to our company.

In this role, you will collaborate with our team to support the development and delivery of advanced technology solutions, including AI-driven platforms, automation systems, and scalable digital infrastructure designed to meet the evolving needs of our clients.

Further details regarding compensation, benefits, and employment policies will be provided during the onboarding process.

We are confident that your expertise and dedication will contribute to the continued success of Agient Technologies.

We look forward to welcoming you to our team.

Sincerely,
[Name]
[Title]
Agient

Offer Letter Do's

- ✓ Review the offer carefully before signing.
- ✓ Sign and return the offer letter on time.
- ✓ Ask questions if any details are unclear.
- ✓ Keep a copy of the signed offer.
- ✓ Maintain confidentiality of the offer details.

Agient

Dear Hannah Morales,

Sacha Dubois has worked on our team at Salford & Co. over the past five years. I have always enjoyed working with her, and I appreciate the attention she pays to detail. Additionally, she is very good at communication and interacting with people, and has many innovative ideas.

She is a great candidate for the position that you have open. Her current role involves similar challenges to her previous one here, and she is well suited to them. We all wish Samantha Dubois the best in her new city, as she's a really talented young person.

If you need any additional information, please contact me.

Best regards,



Offer Letter **Don'ts**

- ✗ Do not share the offer with unauthorized individuals.
- ✗ Do not modify the offer letter without approval.
- ✗ Do not delay your response beyond the deadline.
- ✗ Do not assume terms not written in the offer.
- ✗ Do not sign without fully understanding the terms.

Typography

Agent

Primary

Bricolage Grotesque

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

0123456789

Regular	AI-native systems
Medium	AI-native systems
SemiBold	AI-native systems
Bold	AI-native systems

Secondary

Cash Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

0123456789

Regular	AI-native systems
Medium	AI-native systems
SemiBold	AI-native systems
Bold	AI-native systems

Typeface

Aa

Bricolage Grotesque

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

0123456789

Bb

Cash Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 0123456789

Typography Do's

- ✓ Use Bricolage Grotesque for strong, impactful headlines
- ✓ Use Cash Sans for clean and readable body text
- ✓ Maintain a clear hierarchy between headings and body
- ✓ Keep spacing consistent (line height, letter spacing)
- ✓ Use proper alignment (left-aligned preferred for readability)
- ✓ Ensure high contrast between text and background

Typography

Primary

BOWLBY ONE SC

AA BB CC DD EE FF GG HH

II JJ KK LL MM NN OO PP

QQ RR SS TT UU VV WW

XX YY ZZ

0123456789

REGULAR

MEDIUM

SEMIBOLD

BOLD

AI-native systems

AI-native systems

AI-native systems

AI-native systems

Secondary

BREE SERIF

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

0123456789

Typeface

Aa

BOWLBY ONE SC

AA BB CC DD EE FF GG HH

II JJ KK LL MM NN OO PP

QQ RR SS TT UU VV WW XX

YY ZZ 0123456789

Bb

Bree Serif

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

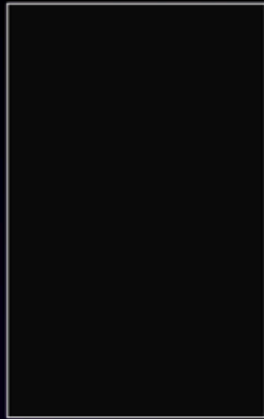
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 0123456789

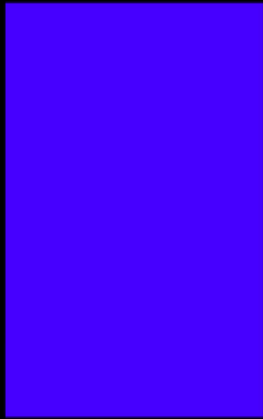
Typography Don'ts

- ✗ Do not use ALL CAPS for long paragraphs (reduces readability)
- ✗ Do not apply random font weights without hierarchy purpose
- ✗ Do not use inconsistent line spacing across sections
- ✗ Don't use different fonts

COLORS



Black
#0B0B0B



Blue
#250498



White
#FFFFFF



Gray
#575757

Color Branding Do's

- ✓ Use black and white as the primary foundation
- ✓ Apply blue strategically for emphasis and actions
- ✓ Use gray for supporting elements and hierarchy
- ✓ Maintain strong contrast for accessibility and readability
- ✓ Keep color usage minimal and intentional
- ✓ Follow consistent color ratios across designs

Primary: Black #000000	Primary: Rustic Brown #996137	Primary: Tan #C1AB8D
Secondary: Beige #E1DBD3	Secondary: Earth #D6CEC3	Secondary: White #FFFFFF

3

Colour Palette

Describe the significant role the colour palette has in shaping the perception and personality of the brand.

Also include any information about when to use the primary and secondary brand colours.

Color Branding Don't

- ✗ Do not overuse blue (reserve it for key highlights only)
- ✗ Do not introduce unapproved colors
- ✗ Do not use low-contrast color combinations
- ✗ Do not apply gradients unless specified
- ✗ Do not use overly bright or saturated tones outside the palette
- ✗ Do not create inconsistent color usage across materials