

VERSION 1.0 // OPERATOR EDITION

Design System.

A complete, self-contained specification. Everything needed to design or build on-brand without opening another file. The visual operating system for the next generation workforce.



AI Essentials

BRAND GUIDELINES & VISUAL OS

Brand Foundation & Principles

AI Essentials positions itself as the operating system for ambitious people who refuse to become obsolete. Every asset communicates intelligence, speed, execution, authority, transformation, future readiness, and economic leverage.

Category	AI Operator Education · AI Systems · AI Workforce Transformation
Flagship	The CAIO Sprint — 8 weeks, 20 live classes, Cohort 06
Promise	Stop Studying AI. Start Deploying It.
Transformation	Professionals → AI-native builders who create leverage through systems, automation, agents, and applications
Audience Feeling	"If I don't learn this, I become obsolete."

Value Hierarchy

Human > Technology	Outcome > Features
Execution > Education	Leverage > Labor
Systems > Prompts	Authority > Trendiness

The 5 Core Design Principles

01 · One idea per composition	Before designing, ask: what is the ONE idea? If multiple exist, remove them.
02 · Fixed hierarchy	1. Headline → 2. Human → 3. Supporting message → 4. Brand. One thousand no's for every yes.
03 · Typography is the hero	Text is treated as a visual object. Typography should occupy 40–70% of a composition.
04 · Negative space is a feature	An empty-feeling section is a layout problem, not a content gap. Never pad with filler.
05 · Survive four crops	Must work as a magazine cover, a billboard, a website hero, and a campaign poster.

Color System & 80 / 15 / 5 Ratio

Non-negotiable. 80% neutral, 15% Electric Operator Blue, 5% accent. An accent marks exactly one thing on a screen — a live status dot, primary CTA, or struck-through price.



Brand Primaries

Electric Blue
#1A22FF
--blue-electric

Navy Deep
#08125C
--navy-deep

Navy 900
#050B36
--navy-900

Neutrals (Signal White Scale)

Signal White
#F9FAFC
--white

Paper
#FFFFFF
--paper

Hairline
#E4E6F0
--line

Ink 300
#8C90A8
--ink-300

Ink 500
#4A4F6A
--ink-500

Ink 700
#1B1E33
--ink-700

Ink 900
#060814
--ink-900

Accents — The 5%

Deploy Orange
#FF6A1A
--orange-deploy

Signal Lime
#D8FF32
--lime-signal

Editorial Red
#FF3B30
--red-editorial

DO

→ Flat color fields. Light/dark section alternation creates depth.

→ Maximum two background colors per artifact.

NEVER

✗ No decorative gradients outside logo mark.

✗ No bluish-purple SaaS gradients.

Three Voices & Hierarchy

Typography is the hero and occupies 40–70% of a composition. Text is treated as a visual object, not a label on a layout.

SORA — Geometric Grotesque · Display + UI Workhorse

Stop studying AI. Start deploying it.

INSTRUMENT SERIF — Editorial Accent · Pull-quotes (Italic)

This isn't a course — it's a corporate cheat code.

INTER — Quiet · Readable · Body & Dense UI

AI Essentials is the operating system for ambitious people who refuse to become obsolete. The CAIO Sprint transforms professionals into AI-native builders who create leverage through systems.

The Tracked Label Signature

COHORT 06 // ENROLLMENT OPEN

THE AGENT LAYER / 2026

PROOF // GRADUATE OUTCOMES

CURRICULUM // 8 MODULES

Type Scale Reference

--fs-display-1	clamp(3.5rem, 9vw, 8rem) — Hero headline
--fs-display-2	clamp(2.75rem, 6vw, 5rem) — Section headline
--fs-h1 → --fs-h4	40px → 32px → 24px → 20px (Sora 700 / 600)
--fs-body / --fs-sm	16px / 14px (Inter 400 / 500)
--fs-label	11px Sora 600 tracked 0.32em UPPERCASE

Spacing, Elevation & Motion

Spacing & Layout Tokens

--space-1 to --space-32	4px base scale (4px, 8px, 12px, 16px, 24px, 32px, 48px, 64px, 96px, 128px)
--container-max / wide	1240px standard / 1440px wide
--gutter / --section-y	clamp(20px, 5vw, 80px) / clamp(64px, 10vw, 160px)
--pad-card	32px default card padding

Radius & Elevation

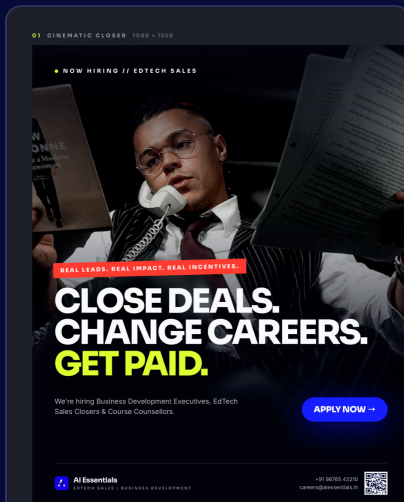
Border Radius	4px (XS), 8px (SM), 12px (MD default), 18px (LG), 24px (XL), 999px (Pill buttons/tags)
--bw-hairline	1px hairline border — primary structural device
--shadow-sm / md	0 1px 3px rgba(0,0,0,0.5) / 0 12px 32px -8px rgba(0,0,0,0.7)
--shadow-brand	0 18px 44px -12px rgba(26,34,255,0.6) — electric blue CTA lift

Motion & Interaction States

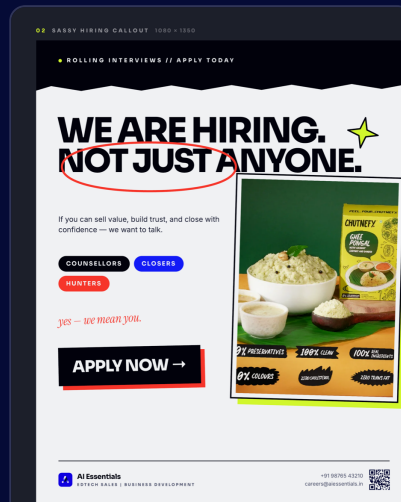
Easing	cubic-bezier(0.16, 1, 0.3, 1) ease-out confident settle — no bounce
Durations	--dur-fast: 120ms (press), --dur: 220ms (hover), --dur-slow: 420ms (entrance)
Hover State	Subtle translateY(-2px) lift + shadow-md.
Press State	transform: scale(0.985) + deeper fill color.

Live Campaign Creatives & Art Direction

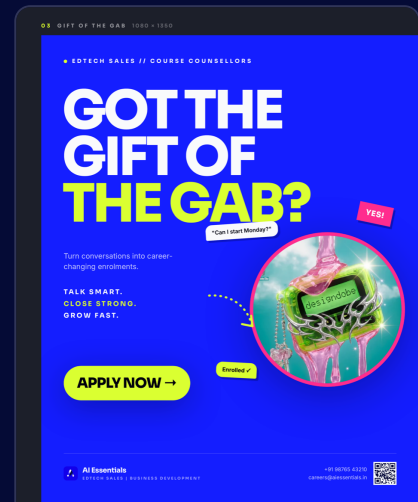
Human over technology. Always. Low-angle photography, dramatic gel lighting, unexpected aggressive crops, and zero robot/circuit clichés.



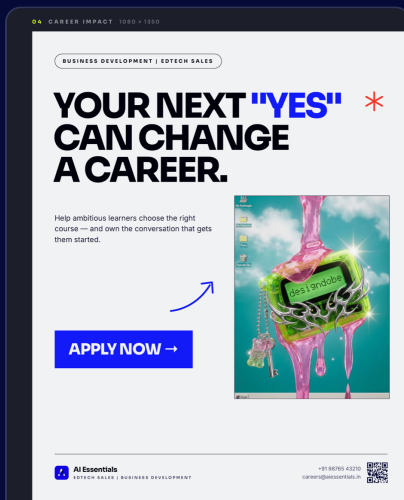
01 Cinematic Closer
1080 x 1350 POSTER



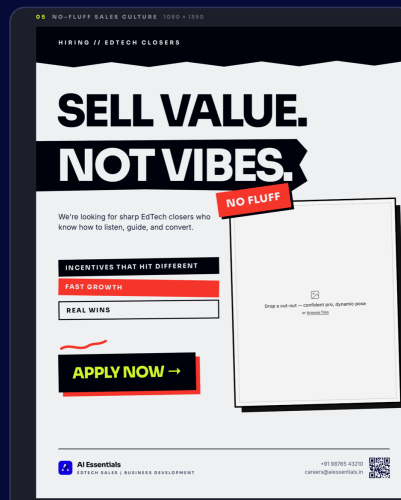
02 Sassy Callout
1080 x 1350 POSTER



03 Gift of the Gab
1080 x 1350 POSTER



04 Career Impact
1080 x 1350 POSTER



05 No-Fluff Sales
1080 x 1350 POSTER



Founder Portrait
EDITORIAL AUTHORITY

Voice, Copywriting & Iconography

Operator-grade, imperative, confident to the point of confrontation. Copy commands action and sells transformation and status. Unafraid of an implied threat.

Sentence Couplets

Learn Less. Deploy More.
Small Team. Massive Output.
Human + AI. Unfair Advantage.
Results, not theory.

SAY THIS

- Stop studying AI. Start deploying it.
- Small team. Massive output.
- Results, not theory.
- Build your corporate brain.

NOT THIS

- ✗ Learn the fundamentals of AI
- ✗ Unlock your potential today!
- ✗ The future is here 🚀
- ✗ Discover amazing AI tools

Brand Vocabulary

Leverage · Operator · Deployment · Execution · Systems · Automation · Intelligence · Advantage · Scale · Velocity · Agency · Transformation · AI Native · Builder · Creator · **Chief AI Officer** · Digital Workforce · Synthetic Knowledge · **Agent Layer** · Personal Operating System · **Vibe Coding** · Unfair Advantage

Components, Quality & Token Reference

The 10 Core Components

Button	primary (Electric Blue), dark (White fill), heat (Orange), outline (1.5px), ghost
Badge	11px Sora 600, 0.08em tracking, uppercase, pill radius (live, brand, heat, neutral)
Tag	Tool/capability chip in 14px Inter 500, pill radius, 1px border
SectionLabel	The signature tracked eyebrow in Sora 600, 11px, 0.32em spacing
ModuleCard	Numbered curriculum module with index code in --fs-h3 Sora 700
StatBlock	clamp(2.75rem, 5vw, 4.5rem) Sora 700 metric + tracked micro-label
TestimonialCard	Hairline card (Sora 500) or Featured pull-quote (Instrument Serif italic)
PriceCard	Price tier with struck-through red anchor + feature list + CTA
Logo	Gradient "A" monogram on Electric Blue tile (lockup, mark, wordmark)

Quality Control: Would they publish this?

✓ Would Apple publish this?	✓ Would Linear publish this?
✓ Would Anthropic publish this?	✓ Would A24 approve this poster?
✓ Would Pentagonam present this?	✓ Would this be featured on Behance?



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