

Brand Guidelines

railtown.ai

Brand Overview

Railtown.ai builds AI-powered tools that streamline development, boost productivity, and help teams ship better software, faster.

We bridge the gap between building AI and running it in production. With deep agent observability and intelligent developer tooling, we help teams create reliable AI systems and move faster with full visibility into what's actually happening.

Visual Direction

The visual direction is system-focused and minimal, combining structured layouts with UI-inspired components, data flows, and modular design.

Every visual element reflects real workflows—prioritizing clarity, hierarchy, and function over decoration.

Brand attributes

- Precise, not cluttered
- High-signal, low-noise
- Technical, but approachable
- Functional over decorative
- Built for real developer workflows

Quick Start

Primary Logo



Core Colours

Primary

Azure Blue

Hex: 4967EF
RGB: 73 103 239
*This colour is not printable. CMYK is Pale Blue.

Secondary

Pale Blue

Hex: 576BAD
RGB: 87 107 173
CMYK: 73 60 3 0

Tertiary

Light Blue

Hex: E6EFEE
RGB: 230 239 254
CMYK: 8 3 0 0

Core Rules

- Maintain precise alignment and spacing
- Prioritize essential elements only
- Keep visuals clear and easy to understand
- Avoid decoration without purpose
- Design for real workflows

Typefaces

ITC Advant Garde Gothic Pro (Medium, Demi)

PRIMARY: The main brand font family.
This is the font most associated with the identity of the brand.

Used for: Headlines, Logos/sub-brands, Main marketing materials, Website headers, Key messaging.

Helvetica Neue (Regular, Thin)

SECONDARY: A supporting font that complements the primary one. More readable at small sizes, less visually aggressive and versatile

Used for: Body copy, Paragraphs, UI labels, Long-form reading Supporting info, body text, buttons, descriptions, documentation.

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Logo System

Primary Logo

railtown.ai

Logo Variations

railtown **railtown.ai**

railtown

Colour Variations

railtown railtown.ai

railtown railtown.ai

Primary Logo Mark



Clear Space



Logo Usage

Primary Rule

Use the thin “railtown.ai” logo as the default in all applications.

Thin vs Thick

Thin version: Default use, UI, Ads, Product

Thick version: Large-scale display only
(banners, hero moments, large headings)

The thick logotype should only be used at large sizes where increased visual weight is needed.

railtown.ai vs railtown

railtown.ai = primary brand name

Use for: Website, Marketing, Product, External communication

railtown (no .ai) = limited use

Only use when: Space is extremely constrained, Internal / simplified contexts, Visual compositions where the full name is not practical

The “railtown” logotype is a simplified version and should only be used when the full “railtown.ai” mark is not practical.

Do / Don't

Do:

Use thin railtown.ai as default
Maintain consistent weight and spacing
Use approved color variations

Don't:

Mix thin and thick styles in the same layout
Use thick version as default
Replace “railtown.ai” with “railtown” unnecessarily
Modify the logotype weight or proportions

Colour Options

Azure Blue + Black (Default)

Use on light backgrounds. This is the standard version.

White

Use on dark backgrounds.

Black (Neutral Option)

Use when color is not suitable or when a minimal look is required.

Products Logo System

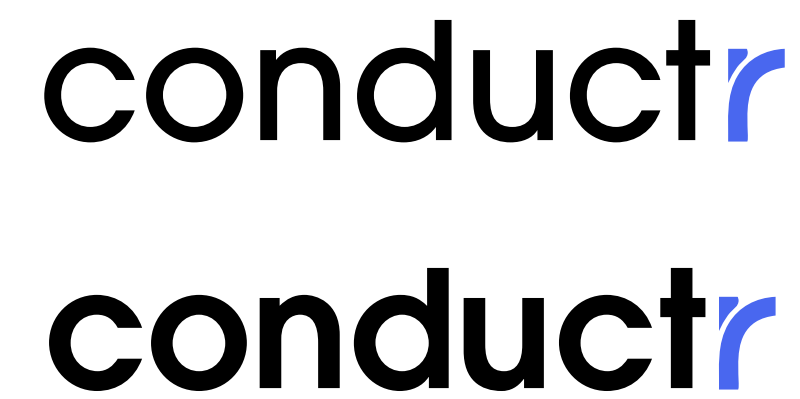
Product Suite Overview

Conductr

Root cause analysis & developer productivity platform

Typeface Logo

Icon Logo



Railtracks

Open-source framework for building and orchestrating AI agents

Typeface Logo

Icon Logo



Railengine

Infrastructure layer for deploying and managing agent systems

Typeface Logo

Icon Logo



Products Logo Usage

Primary Rule

The product typeface logos are the primary identifiers and should be used in most applications.

Logo Usages

Product typeface logos are the primary identifiers and should be used in all marketing, product, and external communications.

Icon logos are designed for compact and repeatable use cases such as UI elements, social avatars, and small-scale applications.

Icon logos should not be used as standalone identifiers in formal or first-use contexts.

When introducing a product, use the typeface logo. Icons may be used alongside or after the product has been clearly identified.

Do / Don't

Maintain consistent sizing, spacing, and alignment when using multiple product logos together. Use only approved color variations and do not modify logo styles.

Colour Options

Azure Blue + Black (Default)

Use on light backgrounds. This is the standard version.

White

Use on dark backgrounds.

Black (Neutral Option)

Use when color is not suitable or when a minimal look is required.

Thin vs Thick

Thin version: Default use, UI, Ads, Product

Thick version: Large-scale display only (banners, hero moments, large headings)

The thick logotype should only be used at large sizes where increased visual weight is needed.

AIP Brand System

AIP Logo Overview

Combined



Typeface

AI Partnerships
A RAILTOWN AI COMPANY

AI Partnerships
A RAILTOWN AI COMPANY

AI Partnerships
A RAILTOWN AI COMPANY

Icon Logo



AIP Brand Usage

Primary Rule

The combined AIP logo is the primary brand mark and should be used in all standard applications.

Logo Types

Combined Logo (DEFAULT)

Use for: Website, Partner materials, Marketing, Announcements

This is the primary representation of the AIP brand.

Icon Logo

Symbol only

Use for: Favicon, Social profile images, UI elements, Tight spaces

The icon should not be used as a standalone brand identifier in formal contexts.

Do / Don't

Do:
Use the combined logo as default
Use approved color variations only
Maintain consistent spacing and alignment

Don't:
Use the icon alone in formal materials
Change logo colors
Use unapproved variations
Remove “a railtown company” when required
Mix different logo styles inconsistently

Typeface Logo

Use for: Minimal layouts, When icon is not needed, Supporting brand placements

The typeface logo is a secondary variation and should be used selectively.

Colour Options

Azure Blue + Black (Default)
Use on light backgrounds. This is the standard version.

White
Use on dark backgrounds.

Black (Neutral Option)
Use when color is not suitable or when a minimal look is required.



Colour System

Primary



Azure Blue

Hex: 4967EF

RGB: 73 103 239

Secondary



Pale Blue

Hex: 576BAD

RGB: 87 107 173

CMYK: 73 60 3 0

Tertiary



Light Blue

Hex: E6EFFE

RGB: 230 239 254

CMYK: 8 3 0 0

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Typography

Primary Typeface Hero

ITC Avant Garde Gothic Pro (Medium,Demi)

The main brand font family.
This is the font most associated with the identity of the brand.

Used for: Headlines, Logos/sub-brands, Main marketing materials, Website headers, Key messaging.

Secondary Typeface

Helvetica Neue

A supporting font that complements the primary one. More readable at small sizes, less visually aggressive and versatile

Used for: Body copy, Paragraphs, UI labels, Long-form reading Supporting info, body text, buttons, descriptions, documentation

Tertiary

Tektur

An accent Font that is only used for creative flare and accents.
This font is to mimic a coding software font.

Used for: Situational, Accents, Subheaders or possibly headers if fits. Do not use this in place of the primary typeface.

