poolside

Brand Operating Guide

We believe in a positive technological future, one of abundance for humanity, one where AI progress will help us drive improvements in science, health, housing, food, and education by making it better, more affordable and more accessible.

>>> To get there, we need to develop sufficiently advanced Artificial Intelligence, and today we're still far from it. We believe that all of humanity's greatest technological breakthroughs can be traced back to continuous iteration, with ideas building on top of each other and compounding. We believe that in our life-time neural networks will be capable of learning anything and everything at human skill level and beyond.

>>> While others are focused on building general purpose AI, we've decided to focus on a single capability, software development. To build software you need to have an understanding and model of the world, and be capable of reasoning and planning. Software development in our opinion represents a lot of what makes up human intelligence. It is also a capability that as we continue to improve it, has a massive immediate positive impact on progress in our world.

>>> We want to work towards a future where artificial intelligence will integrate in our lives in such a way that most economically valuable work can be done by machines, giving people the freedom to choose how they spend their time.

| 1 | "poolside" is lowercase; always note the casing |

| 2 | "poolside" is the name of our company, not any product |

| 3 | Our first products are the "poolside Assistant for Visual Studio Code" (VS Code when necessary), "poolside Assistant for IntelliJ", and "poolside Web Assistant" |

| 4 | Note when we talk about assistants for other brands, it's always "for…" |

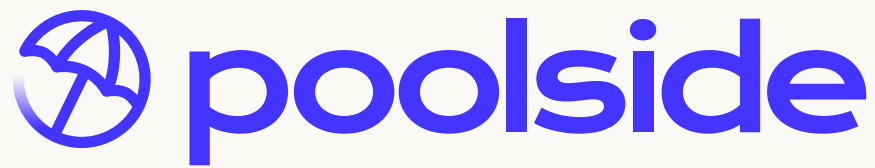| 5 | We shouldn't get in the habit of externally calling these things an app, an extension, a plugin, etc |

| 6 | We also provide a "poolside Developer API" (note casing) |

| 7 | For on-prem installations, we'll have a poolside Admin API and CLI |

Three lockups are available. We primarily use the full logo for most applications, with the logomark for icon usage.

Full Logo

poolside

Logotype

poolside

Logomark

While we still use the gradient logo for print usage, when a good representation is not available we can default to the solid version.
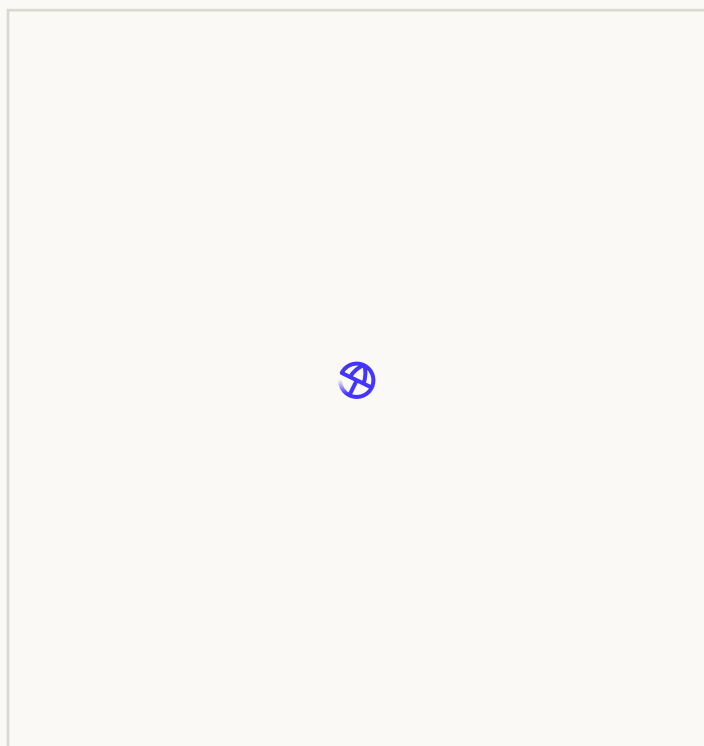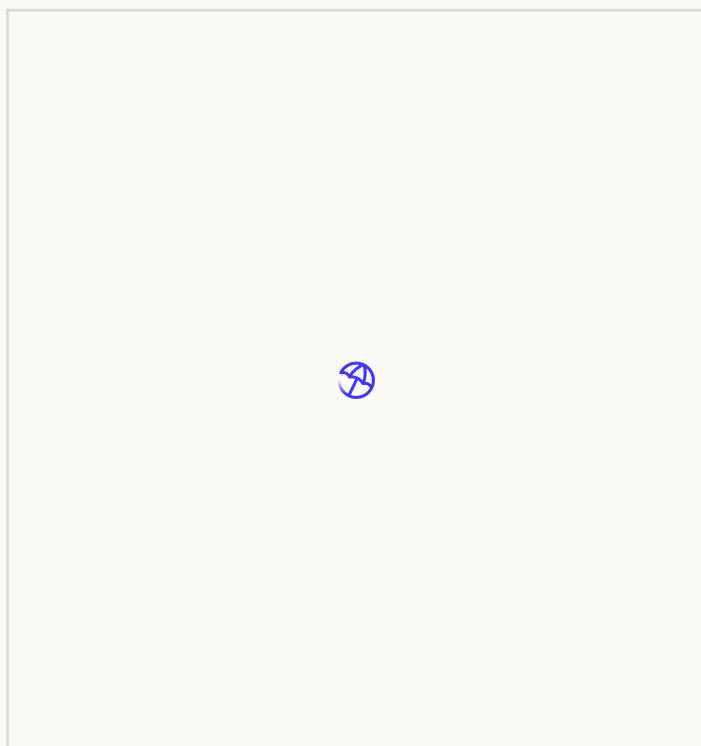
Full Logo

Logomark

We have a couple of favicons available; the smallest is for clarity on low DPI screens, whereas the other for modern displays.

16px Favicon

32, 48, 256px Favicon

Apple Icon

You can also use either gradient or solid variants in monochrome.