

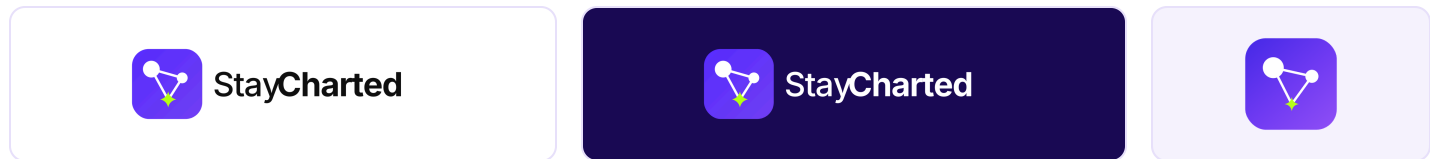
Using the StayCharted brand

For partners, resellers and anyone writing about StayCharted. Use the files in this kit as they are. If something you need isn't covered, ask partners@staycharted.com.

Names

Write	Not
StayCharted : one word, capital S and C	Staycharted, Stay Charted, STAYCHARTED
StayCharted AI Model Trainer in full the first time; then AMT or StayCharted	StayCharted AI, the StayCharted platform
Models: Classifier Model, AI Classifier Model, Dedicated AI Model, AI Image Classifier Model, Dedicated AI Image Model	Custom model, image model, standard model
Add-on: Vision . Plans: Free, Essentials, Business, Enterprise	Pro, Premium, Starter

Logo



Light backgrounds

staycharted-logo-black.*

Dark backgrounds

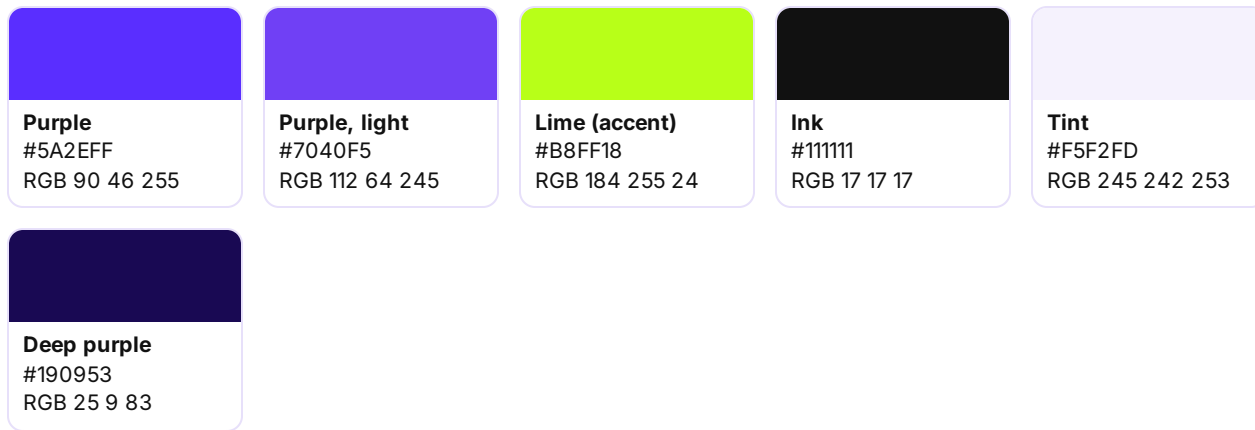
staycharted-logo-white.*

Small or square spaces

staycharted-icon.* (app icons, avatars, favicons)

- **Clear space:** keep at least half the icon's height empty on every side of the logo.
- **Minimum size:** full logo 120 px wide on screen (25 mm in print); icon alone 24 px.
- **Don't** recolor, stretch, rotate, outline or add shadows; rearrange the icon and the name; set the logo on a busy photo; or combine it with your logo into one mark.
- **Co-branding:** place the logos side by side, separated by a thin line or clear space, at similar visual weight.

Colors



Purple leads; lime is a small accent only, never body text or large areas. Text is Ink on white or Tint, or white on Purple or Deep purple.

Type

Inter (free and open source) for headings and text. Fallback: Arial or Helvetica. Don't set the name StayCharted in a font to imitate the logo; use the logo file.

Descriptions you can use as they are

One line

StayCharted AI Model Trainer trains AI to categorize the way your team does, with no code.

About 50 words

StayCharted AI Model Trainer (AMT) turns a team's past decisions (tickets routed, SharePoint and NTFS file permissions set, invoices coded, photos inspected) into a private AI model that handles the next ones the same way. It shows how often it's right and sends the answers it's unsure about to a person. No code required.

About 100 words

StayCharted AI Model Trainer (AMT) helps teams train private AI models on work they've already done, with no code and no data science team. Upload past examples, such as resolved tickets, permission exports, product listings or photos, and AMT checks them, trains a model and shows how often it's right on examples it never saw, category by category. Use the model on new work through files, Google Sheets, a REST API or AI assistants like Claude and ChatGPT. Every answer carries a confidence, and unsure ones go to a person in the Review Queue. A customer's examples train only that customer's models. StayCharted is based in Austin, Texas.

What to say, and what not to

Do say it learns from the customer's own past decisions; that every answer has a confidence and unsure ones go to a person; that customers see accuracy on examples the model never saw before they use it.

Don't promise an accuracy figure for a customer's data before they've trained and tested; say it changes permissions, approves requests or decides on its own (it suggests); or promise service levels, certifications or features StayCharted hasn't confirmed in writing.

Screenshots

Use the screenshots in this kit unedited, with their captions (in screenshots/captions.txt). They show sample data, not a customer's.

Trademark line for your materials: "StayCharted and the StayCharted logo are trademarks of StayCharted."