

# Creative Brief: AI Catalyst Institute Logo Design

## Project Overview

**Client:** AI Catalyst Institute (Sister company of Akron Innovations)

**Project:** Brand Identity & Logo Design

**Date:** January 2026

**Prepared by:** Digital Sandwich

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## 1. Background & Context

AI Catalyst Institute is the educational training arm of Akron Innovations, a full-service AI agency. This is a brand refresh/rebuild with AI Catalyst Institute as the priority focus. The company currently uses its parent company's logo, but has never received dedicated brand development.

### Key Business Details:

- New domain: **aicatalystinstitute.com**
  - Informal reference: "AI Cat" (easy to say, easy to type)
  - Currently transitioning from an Ohio-focused to a national brand presence
  - The existing parent logo "works and we actually like it," but AI Catalyst needs its own distinct identity
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## 2. Company Mission & Value Proposition

### What They Do:

AI Catalyst Institute provides practical AI training for business executives and teams who recognize the need to integrate AI but lack the foundational knowledge to begin.

### Core Problem Solved:

Businesses know they need to "do something about AI," but are unqualified to know what to do. AI Catalyst bridges this knowledge gap.

### Key Outcomes for Clients:

- Changing executive perspectives on approaching AI strategy
  - Making teams self-sufficient in AI implementation
  - Qualifying decision-makers to understand AI capabilities in their industry and business
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### 3. Target Audience

#### Primary Audience:

- Business executives and decision-makers
- Teams across various industries that need practical AI training
- Organizations looking to implement AI but lacking internal expertise

#### Psychographics:

- Recognize AI's importance but feel overwhelmed or "unqualified"
  - Seeking practical, applicable knowledge over theoretical understanding
  - Value clarity and human-centered approaches
  - Looking for momentum and actionable next steps
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### 4. Brand Positioning

#### Brand Philosophy:

"Clarity trumps creativity every day" - The brand values clear communication and practical application over flashy, AI-generated aesthetics.

#### Positioning Statement:

AI Catalyst Institute is the human-centered AI training partner that transforms unqualified teams into qualified practitioners, creating the momentum businesses need to confidently integrate AI into their operations.

#### Differentiation:

- **Human-focused approach:** "When they zig, we zag" - contrasting with purely AI-generated or overly technical approaches
- **Practical application:** AI for everyday use, not theory over everyone's heads
- **Momentum creation:** Not just education, but activation
- **Team-centric model:** The people are the product (power teams of project managers + engineers)

#### Geographic Strategy:

- Building a national brand while leveraging Ohio sensibilities
  - Moving away from Ohio-specific positioning (like Ohio Tech Cred) toward broader appeal
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## 5. Brand Personality & Tone

### Brand Attributes:

- **Clear** - Direct and understandable, cutting through AI complexity
- **Human** - Approachable, not robotic or overly technical
- **Momentum-driven** - Active, energizing, forward-moving
- **Practical** - Grounded in real-world application
- **Trustworthy** - Qualifying teams through proven methodology

### What the Brand IS:

- Approachable and accessible
- Professional yet human
- Action-oriented
- Clear and confident

### What the Brand IS NOT:

- Overly technical or academic
  - Flashy or AI-generated looking
  - Passive or theoretical
  - Corporate and cold
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## 6. Logo Design Objectives

### Primary Goals:

1. Create a distinct identity for AI Catalyst Institute, separate from the parent company, Akron Innovations
2. Communicate approachability and clarity in AI education
3. Appeal to executive-level decision-makers while remaining accessible
4. Support national brand expansion while maintaining authenticity
5. Work effectively across digital and print applications

### Visual Considerations:

- **Domain reference:** AICAT (from aicatai.com) may be incorporated, but "we're not using cats"
  - **Catalyst concept:** Explore visual metaphors for catalyzing change, momentum, or transformation
  - **Existing parent brand:** Consider whether to maintain any visual connection or fully differentiate
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## 7. Competitive Landscape & Design Direction

### Design Should Avoid:

- Generic AI imagery (circuit boards, robot heads, neural networks)
- Overly corporate or stuffy academic aesthetics
- Anything that looks AI-generated or lacks human touch

### Design Should Explore:

- Concepts of momentum, flywheel, movement, or catalysis
  - Balance between professional credibility and approachability
  - Human-centered design elements
  - Clear, confident typography
  - Elements that suggest transformation or activation
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## 8. Deliverables & Specifications

### Required Logo Variations:

- Primary full-color logo
- Secondary/alternate logo configurations
- Black and white versions
- Single-color variations
- Icon/symbol-only mark (for small applications)

### File Formats Needed:

- Vector files (AI, EPS, SVG)
- High-resolution PNG/JPG
- Favicon versions

### Applications to Consider:

- Digital marketing materials
  - Course materials and presentations
  - Social media profiles
  - Email signatures
  - Business cards and stationery
  - Potential merchandise
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## 9. Color & Typography Considerations

### Color Strategy:

*Complementary to Akron Innovations - the sister company*

### Questions to Explore:

- Should colors relate to or differentiate from Akron Innovations' parent brand?
- What emotional response should the palette evoke? (Trust, energy, innovation, clarity?)
- Preference for bold/vibrant vs. professional/subdued?

### Typography Direction:

- Should communicate clarity and professionalism
  - Must be legible at various sizes
  - Consider pairing a strong, confident font with something more approachable
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## 10. Success Criteria

The logo will be successful if it:

- ✓ Clearly differentiates AI Catalyst Institute from generic AI training providers
- ✓ Appeals to executive-level audiences while remaining approachable
- ✓ Communicates human-centered, practical AI education
- ✓ Supports national brand growth and scalability
- ✓ Works effectively across all required applications
- ✓ Stands the test of time as AI training evolves
- ✓ Feels authentic to Ohio sensibilities while having national appeal