

Visual guide when creating content for peltarion.com

Lisa Johansson / Brand

Nov / 2020





01 / Zooming out on
our web design



Website components

Footer/D...



Devider/...



Logos



List/Des...



OverlapT...



Quote/D...



Forms/D...



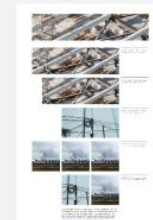
Custom...



Cookies/...



Images/...



Blogpost...



MainMenuHeader



It's not super easy to get a visual overview in Prismic, but each page peltarion.com has a defined design! To see how all the components are designed to be combined, check Figma, or ask AD/Growth!



Consistency is key

And as Peltarion evolves, things change, and design may as well. So if you find opportunities to improve, reach out to Brand, AD or Growth!!!

To keep a good quality and coherency, we content creators need to stick together and stay close to the original design!



The most frequent content pages are/

Customer stories

Use cases

Blog



02 / To think of when
creating a new
page for Customer
stories



Customer stories

Often the best way to truly understand and learn something, in this case AI and Deep Learning in real world projects, is straight from the horse's mouth. Meet some of our customers, and more importantly, the fantastic people and hear their stories about how they are operationalizing AI.



A marketplace for pre-used farming equipment

TRY FOR FREE



01 /

Heading and logo

This is a good size of the logo, and a good length of the heading. Stay close to this (and especially, don't make it too long!)

Image
1300 x 600 pixels

Logo
Height 300 pixels
(rectangular approx 1180 x 300)
(square approx 300 x 300)



Retail / Task automation /

Creating a marketplace for pre-used farming equipment using AI



Company

AI problem

Industry

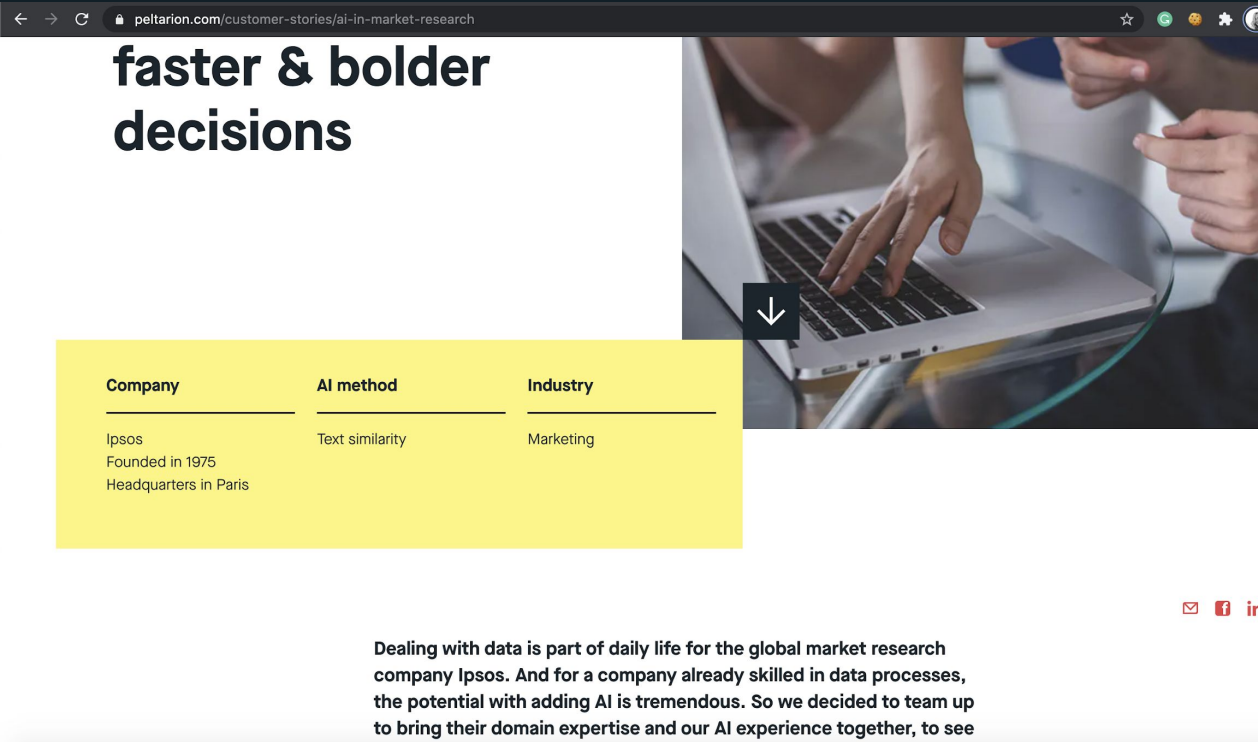
02 /

Page heading

If possible, keep the same heading as on the landing page (or at least similar), to keep consistency and recognition for the reader.

Image

1300 x 1150 pixels



03 /

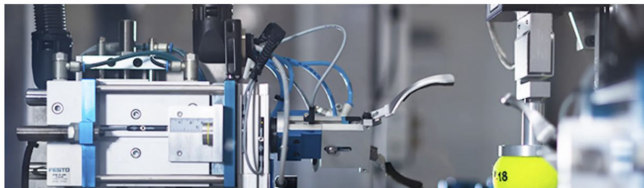
Yellow box

This is a good way of filling in the yellow info box.

When we talk about AI and datasets, it's usually images. Or text. But what about sound? Doesn't every living thing or soul make sound? If sound is everywhere, we also have data everywhere! But what sound can we capture, and how to find use for it? To give a few examples, here's what AI + Audio could do to reduce cost, increase quality, improve communication, speed up processes, and make living safe & sound!

02/ Operational excellence

As a first example, manufacturing is an area that holds great potential for operational excellence! With AI, you could track the sound of an operating machine, to better optimize your production and get better timing for changing tools. You could also use AI for early warnings by recording the operating sound of a machine, and get alerts before something (seemingly unpredicted) really happens.



04/

Text formatting

Intro

Text style Normal, labelled Large
Bottom margin Medium

Title

Numbered, starting with 02
Bottom margin Normal

Body text

Normal text
Bottom margin Medium

03/ Which problem could be solved with AI?

Understanding the mood of a song is central to capturing the essence of a melody. When you hear a song on the radio, you probably inherently understand whether it's happy, sad, melancholy, or energizing. But in scientific terms, what makes it take on that emotional tenor?

Remember the days when we placed the vinyls in different trays?



In the old record shops, classifying music was a manual task. Record-store workers assigned vinyl to different trays depending on a subjective classification. Much later, this technique evolved when companies like Spotify and Pandora started classifying digital versions of songs — still completely manually. Manual classification is not just a ridiculously time-consuming task. It's also one filled with personal bias, with the consequence of

05/

Images

Try to make a dynamic mix of the different image sizes.

This is “Text width”.

Image sizes

Full width	2640 x 600
Three quarters	1970 x 600
Two thirds	1746 x 600
Text width	1300 x 600
Squares	630 x 680
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06 /

Images

Image sizes

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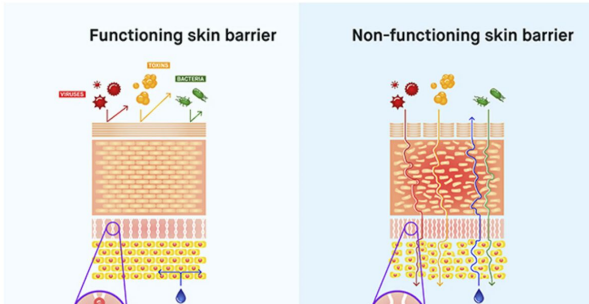
SciBase releases the first device based on their new platform, Nevisense Go.



TRY FOR FREE

07 / Image caption

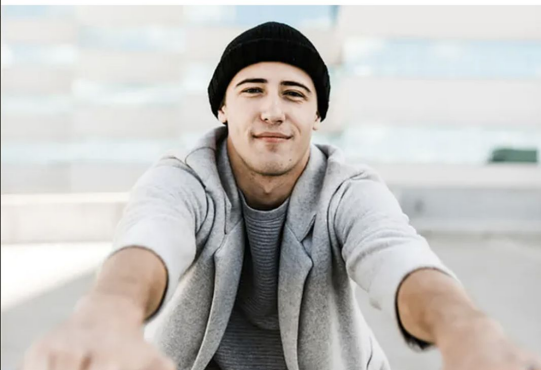
How atopic dermatitis makes us vulnerable



TRY FOR FREE

And it's nice to mix the side of the image caption!

Text block after a highlighted text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



— Colored background with image. And this one too, for quotes... Lorem ipsum.

TRY FOR FREE

Text block after a highlighted text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

08/

Quote + image

Great to add a quote from a customer!

Highlighted text

Colored background with image

Quoted text

Heading 2

Name

Heading 6

Text block before a highlighted text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

— **Colored background. This one is also good for quotes. Lorem ipsum dolor.**

Name Namesson



TRY FOR FREE

Text block after a highlighted text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

09 /

Quote

Or if you don't have an image, go for the quote!

Highlighted text
Colored background

Quoted text
Heading 2

Name
Heading 6

— **Plain. Great to use for a normal quote. Lorem ipsum dolor sit amet.**

Text block before a highlighted text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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10/

Quote

You can also make a "Plain" quote

Highlighted text

Plain

Quoted text

Heading 2

We have three ways of highlighting text: "Plain", "Between lines", and "Colored background".

Text block before a highlighted text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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TRY FOR FREE

11 /

Highlighted text (not quote)

Highlighted text
Between lines

Highlighted text
Heading 2



08/ Try for yourself



Tutorial /

Build your own music critic

Solve a multi-label classification problem for content-based automatic music tagging.



Tutorial /

Audio analysis for industrial maintenance

Build a model which uses audio recording to detect abnormal operation in industrial machinery.



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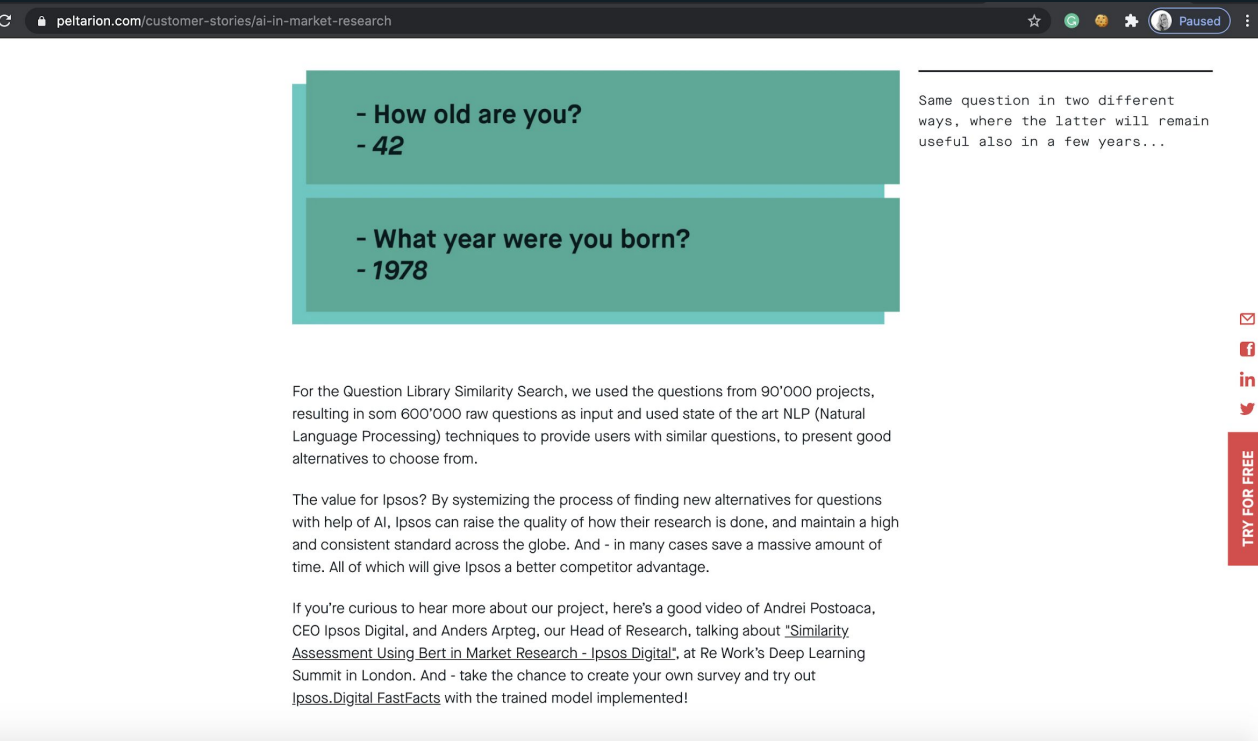
12/

End the story with "Try for yourself"

Two in a row, and double check the image height so they align. And use a very short body text.

List image

1300 x 600 pixels



13/

Treat Links differently

Internal links

Open up in same tab

External links

Open up in new tab



Template in Prismic

Use this one when you create a new story!

[Template Customer story](#)



03 /

To think of when
creating a new
page for
Use cases



01 /


Heading + intro

This is a good length of heading and text. Stay close to this! If copy is too long, the image + heading won't align which looks really bad.

Image


1300 x 600 pixels

← → ↻ peltarion.com/use-cases ☆ 🗨️ 🍷

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Use cases


Knowing where to start with using AI to solve real value-adding business problems can be a difficult challenge. Here is a collection of tangible business use cases which can be solved using the Peltarion Platform.



Automated defect detection

Advances in deep learning and machine vision allow for automated defect detection with improved speed and accuracy. This is an example of the type of problem that can be solved using the Peltarion Platform.

Improving customer service



02 /

Heading + intro + image

Heading

Margin Normal

Intro

Normal, Bold, labelled Large
Bottom margin Medium

Image

Text width 1300 x 600
Bottom margin Medium

rtion.com/use-cases/defect-detection

☆ 🌐 ⚙️ 🧑‍🎓 Paused

Defect detection in mass production using images

Traditionally, monitoring the quality of manufactured products has been a time-consuming process with inconsistent accuracy. With recent advances in deep learning, this process can be easily automated. At the end of this article you'll find a link to how to build your own defect detection model using the Peltarion Platform.



... how to find a needle in a haystack?

at can be achieved?



TRY FOR FREE



03 /

Text formatting

Intro

Normal text, Bold, labelled Large
Bottom margin Medium

Title

Numbered, starting with 02
Bottom margin Normal

Body text

Normal text
Bottom margin Medium

The screenshot shows a web browser window with the address bar displaying "peltarion.com/use-cases/defect-detection". The page content is as follows:

02/ What can be achieved?

Using AI for automated detection of production defects allows for reduced production cost, speed and accuracy.

03/ The problem

Traditional product quality testing is slow and inefficient which can lead to production bottlenecks. With human inspection, the accuracy largely depends on each particular inspector and traditional automated systems are both expensive and difficult to implement.

04/ Opportunity for deep learning

A deep learning approach will increase efficiency by allowing quality control to be integrated into a fully automated production line and enable more accurate analysis of the quality of each individual part. The fact that these deep learning models are automated and quick allows them to be implemented in more stages of the production to avoid defective parts from going through additional processes in the production process.

05/ How is the AI model implemented?

Cameras mounted on the production line feed images to the model. Modern production

04 /

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← → ↻ peltarion.com/customer-stories/ai-music-classification ☆ 🗨️ ⚙️ 🛑 Paused

03 / Which problem could be solved with AI?

Understanding the mood of a song is central to capturing the essence of a melody. When you hear a song on the radio, you probably inherently understand whether it's happy, sad, melancholy, or energizing. But in scientific terms, what makes it take on that emotional tenor?

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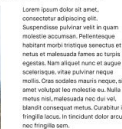
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06 /

Treat Links differently

Internal links

Open up in same tab

External links

Open up in new tab

- How old are you?
 - 42

- What year were you born?
 - 1978

Same question in two different ways, where the latter will remain useful also in a few years...

For the Question Library Similarity Search, we used the questions from 90'000 projects, resulting in som 600'000 raw questions as input and used state of the art NLP (Natural Language Processing) techniques to provide users with similar questions, to present good alternatives to choose from.

The value for Ipsos? By systemizing the process of finding new alternatives for questions with help of AI, Ipsos can raise the quality of how their research is done, and maintain a high and consistent standard across the globe. And - in many cases save a massive amount of time. All of which will give Ipsos a better competitor advantage.

If you're curious to hear more about our project, here's a good video of Andrei Postoaca, CEO Ipsos Digital, and Anders Arpteg, our Head of Research, talking about "[Similarity Assessment Using Bert in Market Research - Ipsos Digital](#)", at Re Work's Deep Learning Summit in London. And - take the chance to create your own survey and try out [Ipsos_Digital FastFacts](#) with the trained model implemented!



TRY FOR FREE

07 /

Quote

Highlighted text
Colored background

Quoted text
Heading 2

Name
Heading 6

Text block before a highlighted text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Colored background. This one is also good for quotes. Lorem ipsum dolor.

Name Namesson

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TRY FOR FREE

08 /

Quote

Highlighted text

Plain

Quoted text

Heading 2

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09 /

Highlighted text (not quote)

Highlighted text

Between lines

Highlighted text

Heading 2

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TRY FOR FREE



10/

End the story with “Related content”

Double check the image heights so they align in height. Use 2 or 4 blocks of links.

List image

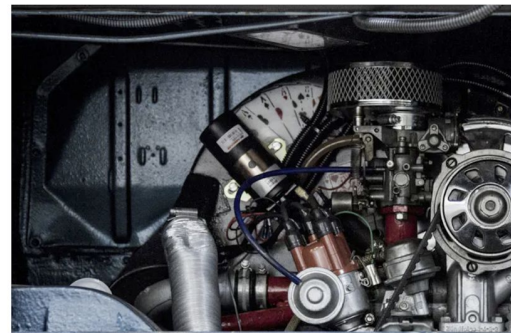
1300 x 600 pixels



Tutorial /

Build your own music critic

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Tutorial /

Audio analysis for industrial maintenance

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Template in Prismic

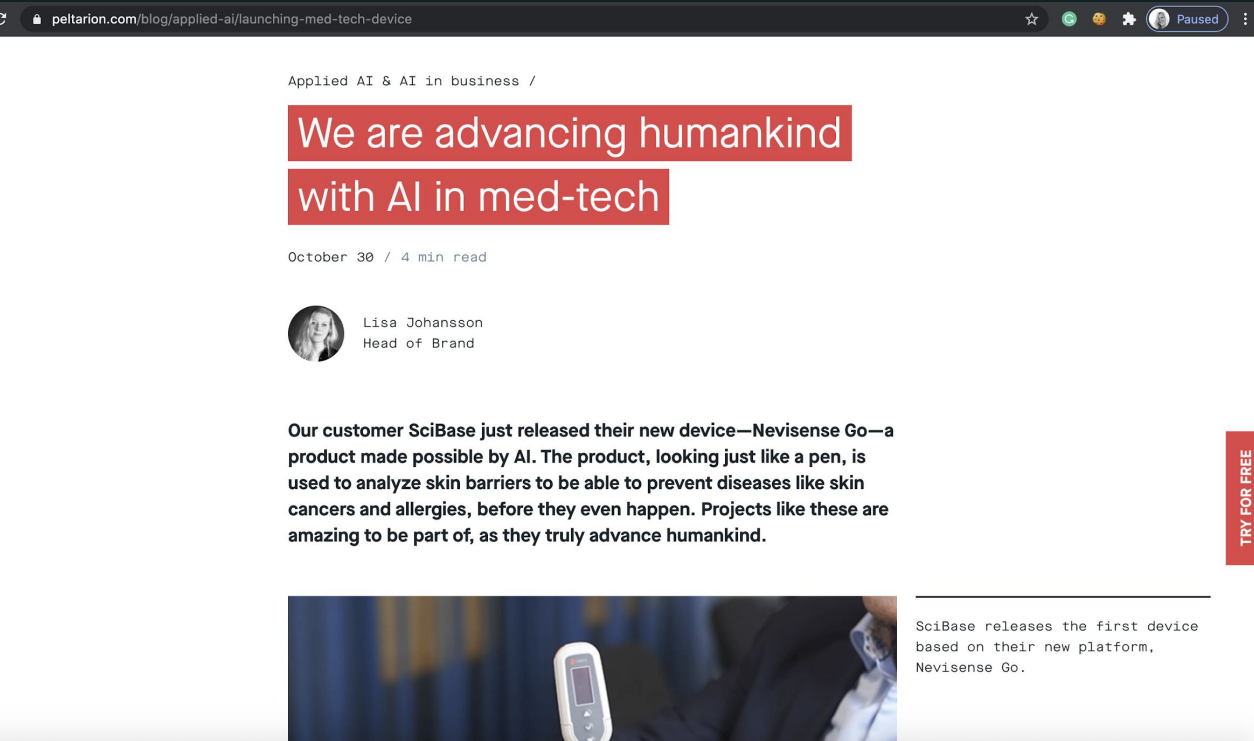
Use this one when you create a new use case story!

Template Use case



04 /

To think of when
creating a new
page for Blog



01 / Heading and intro

This is a good length of the heading.

Intro text

Normal, Bold, labelled Large
Bottom margin Medium

Our customer SciBase just released their new device—Nevisense Go—a product made possible by AI. The product, looking just like a pen, is used to analyze skin barriers to be able to prevent diseases like skin cancers and allergies, before they even happen. Projects like these are amazing to be part of, as they truly advance humankind.



SciBase releases the first device based on their new platform, Nevisense Go.

02/ **Briefly about SciBase**

SciBase is a med-tech company based in Stockholm just like us. They are also leading the way in their niche, just like us. In short, what they are trying to achieve is to develop products to evaluate skin disorders such as skin cancer and atopic dermatitis (typically allergies). The big advantage of knowing the status of your skin is to get the chance to

02 /
**Images &
 captions**

Make a mix of the different image sizes and the side of the image caption. This is “**Text width**”.

Image sizes

Full width	2640 x 600
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Bottom margin Medium.



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03 /

Images

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04/

Text formatting

Intro

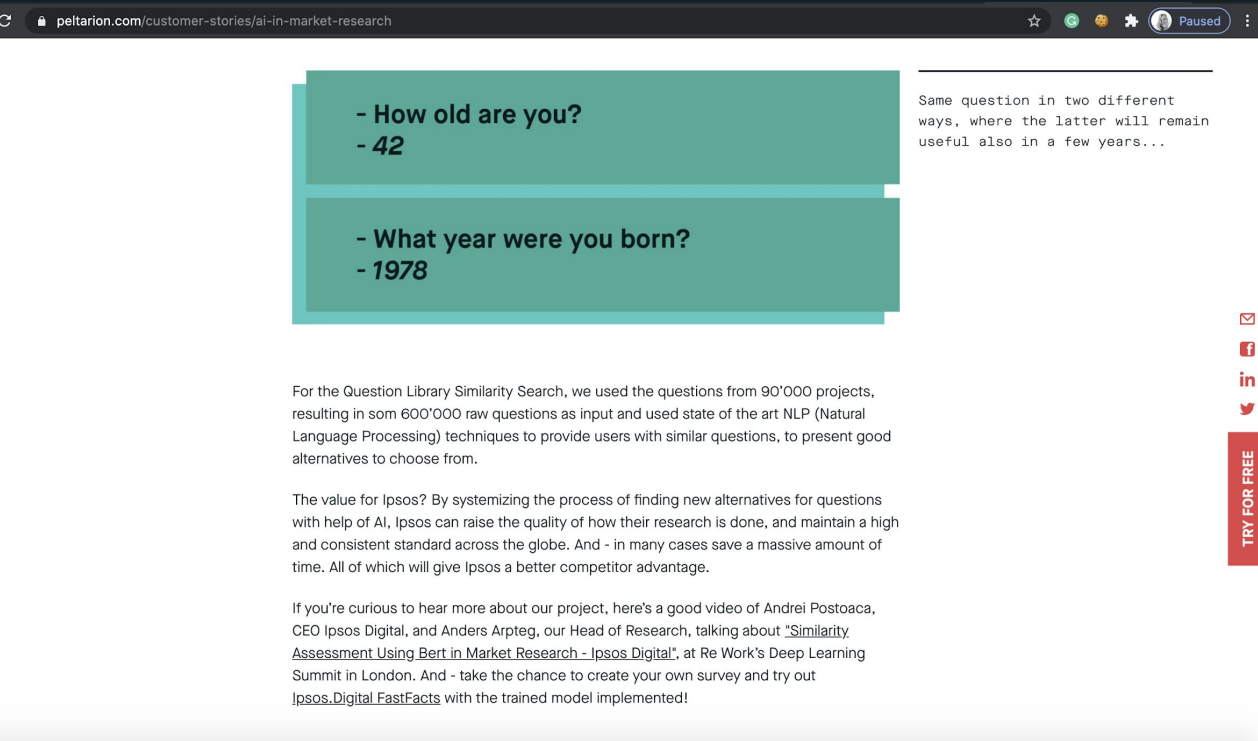
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Body text

Normal text
Bottom margin Medium



05/

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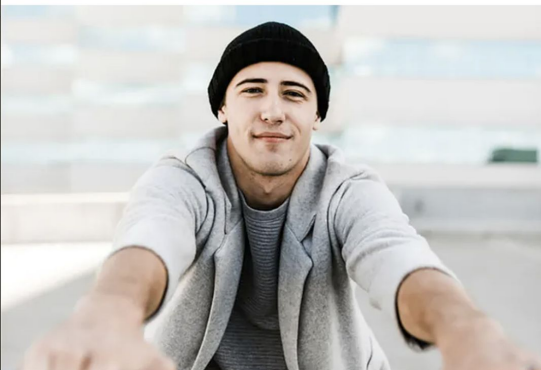
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— Colored background with image. And this one too, for quotes... Lorem ipsum.

TRY FOR FREE

Text block after a highlighted text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

06 /

Quote + image

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Highlighted text

Colored background with image

Quoted text

Heading 2

Name

Heading 6

Text block before a highlighted text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

— **Colored background. This one is also good for quotes. Lorem ipsum dolor.**

Name Namesson



TRY FOR FREE

Text block after a highlighted text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

07 /

Quote

Or if you don't have an image, go for the quote!

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Quoted text
Heading 2

Name
Heading 6

— Plain. Great to use for a normal quote. Lorem ipsum dolor sit amet.

Text block before a highlighted text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

If you make a text block next to the quote it will wrap nicely. It's a bit tricky to make it look good as the text needs to be roughly the same height as the highlighted text to look good, so look twice and tweak. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.



08 /

Quote

You can also make a "Plain" quote

Highlighted text

Plain

Quoted text

Heading 2

We have three ways of highlighting text: "Plain", "Between lines", and "Colored background".

Text block before a highlighted text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Between lines. Good to use when you want to highlight something! (not a quote).

If you make a text block next to the quote it will wrap nicely. It's a bit tricky to make it look good as the text needs to be roughly the same height as the highlighted text to look good, so look twice and tweak. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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TRY FOR FREE

09 /

Highlighted text (not quote)

Highlighted text
Between lines

Highlighted text
Heading 2



Lisa Johansson
Head of Brand

Lisa is the Head of Brand at Peltarion. She has a past from leading the brand at Koenigsegg, democratizing aviation in California, hands-on entrepreneurship and large scale Swedish industry. Academic background MSc in Engineering from Linköping University and Marketing Management from Harvard University.

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