



A brief introduction to Kontent.ai's written brand guidelines.

What's in a name? Get to know Kontent.ai.

The name: Kontent.ai

The company, brand, and product name is **Kontent.ai**.
Capital K, lowercase .ai.

- **Always** use:
 - Kontent.ai when writing
 - “Kontent dot AI” when speaking
 - Do not refer to “Kontent” without the .ai in any instance, written or spoken
- **Always** use the capital letter “K” for the brand, company, or product name
 - Do not use lowercase kontent.ai unless referring to the website
 - Do not hyperlink Kontent.ai unless the purpose is to actually link to the <http://kontent.ai> website
- **Always** use “.ai” in the lowercase
 - Do not use Kontent.AI or Kontent.Ai

More detailed guidelines

- It's acceptable to use the possessive: *Kontent.ai's*
- Mainly, use *Kontent.ai* on its own to describe the product without any qualifiers
 - In Kontent.ai, using Kontent.ai, with Kontent.ai, etc
- Kontent.ai is a modular content platform. If you do want to use the term *platform* as a qualifier, use the possessive or *the*
 - Kontent.ai's modular content platform
 - The Kontent.ai modular content platform
 - Not Kontent.ai modular content platform
- In highly visible or high-level messaging, use the term *modular content platform* in its entirety
 - In a long article, you may employ the following shortened variants:
the platform, the Kontent.ai platform, Kontent.ai's platform
 - Do not use the term *content platform* as a shortened variant

Some examples to get you going

Company/brand/vendor

- Kontent.ai was established in 2015.
- We're hiring at Kontent.ai!
- Kontent.ai's customer base is global.
- Kontent.ai is a proud sponsor of the conference.

Product

- Kontent.ai is a modular content platform loved by both marketers and developers.
- Kontent.ai's modular content platform helps global enterprises future-proof content management.
- Kontent.ai's headless CMS capabilities are loved by developers.
- The authoring experience in Kontent.ai is intuitive and user-friendly.
- In Kontent.ai, define as many Collections as you need.
- Using the Kontent.ai platform, customers can scale their content operations.
- Check out the latest platform improvements.

Need a little inspiration?

"About Kontent.ai" and the official PR boilerplate

Our mission

We're here to help companies tell their stories and connect with their customers worldwide. We do this by enabling them to unlock the full potential of their content using a modular content platform.

Tagline

Your content. Better, faster, at scale.

Short description ~ 30 words

Your content. Better, faster, at scale. Kontent.ai is the modular content platform that enables marketers and developers to plan, create, and deliver experiences that look and feel great on any channel.

Medium description ~ 50 words

Your content. Better, faster, at scale. Kontent.ai is the modular content platform that enables marketers and developers to plan, create, and deliver experiences that look and feel great on any channel. The intuitive authoring experience helps marketers plan, create, and manage content, while developers enjoy the total flexibility of the headless solution.

Longer description ~ 130 words

Kontent.ai is the modular content platform that enables marketers and developers to plan, create, and deliver experiences that look and feel great on any channel.

Designed for how teams actually work, the authoring experience allows for easy content production, modular content reuse, and real-time collaboration and approvals. The result? Content that's consistent, optimized, and engaging.

In parallel, developers enjoy the total flexibility of the headless solution, using best-of-breed technologies, composable AI, and the frameworks of their choice to deliver experiences via API to any channel, application, or device.

With hubs in New York, London, Amsterdam, Brno, and Sydney, Kontent.ai's globally distributed team helps leading companies like Zurich Insurance, Algolia, and Oxford University unify and govern their content operations to unlock the full potential of content and connect with customers at scale.

PR Boilerplate ~ 100 words

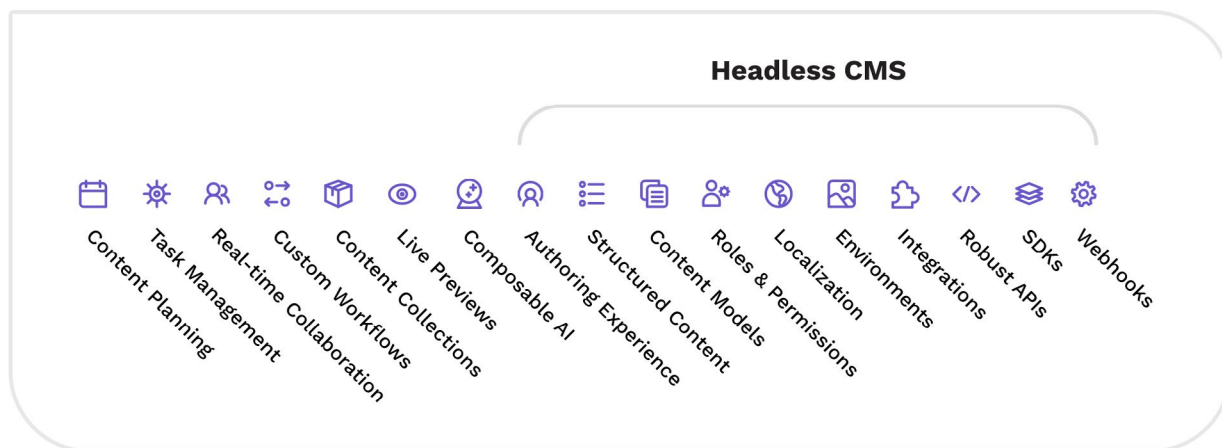
Kontent.ai is the leading modular content platform that enables marketers and developers to plan, create, and deliver content at scale. Business teams collaborate daily in the intuitive authoring experience, designed for governed content production and management, real-time reviewing and approvals, and modular content reuse. In parallel, developers leverage the total flexibility of the headless solution, best-of-breed technologies, and composable AI to deliver digital experiences via API to any channel. With hubs in New York, London, Amsterdam, Brno, and Sydney, Kontent.ai helps companies like Zurich Insurance, Algolia, Vogue, AC Milan, and Oxford University unlock the full potential of their content and connect with customers worldwide.

Terms you may want to know more about.

What's the benefit of a modular content platform?

With Kontent.ai's modular content platform, marketers flexibly create and reuse content to scale and extend its life, relevancy, and consistency. All from the intuitive authoring experience, backed by real-time collaboration and workflows. For developers, modularity represents complete technology freedom and flexibility to develop and deliver digital experiences to multiple channels — a clear benefit of a headless architecture.

Modular Content Platform



What is composable AI?

We believe every organization can benefit from AI, from creating more relevant content and optimizing results to automating repetitive tasks. Using a modular content platform like Kontent.ai, organizations get to decide exactly how and where to leverage AI to optimize their operations at every phase of the content lifecycle, in support of specific teams, workflows, use cases, or delivery channels. This is the right intelligence, right where you need it — what we call composable AI.

If you have any questions about how to talk about Kontent.ai, feel free to reach out to us at marketing@kontent.ai