A field guide to *working AI.*

Brand identity, motion and editorial standards for AI in the Wild.



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Where is AI worth using?

AI in the Wild follows the jobs companies are changing with AI. Readers come to find the opportunity in their own business, see who benefits, and decide whether to act.

The first reader

An owner, COO or business-unit leader has a scarce implementation team. They need to decide which delay, cost or customer frustration deserves attention. The answer can be to keep the current process.

The second reader

The person doing the job wants to know which steps change on Monday, what happens when something goes wrong and who owns the result. Their experience is evidence for the business case.

The editorial promise

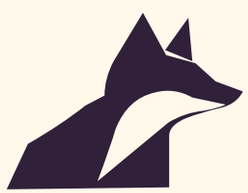
Show who needs what outcome, how the work gets done today, and what changes with AI. Trace the benefit to a person or a line in the business. Compare software once the job and the success measure are clear.

Coverage. Browse by industry to see where competition could change. Browse by job to borrow an idea from another sector. Follow a field report for the evidence and a comparison when you are ready to pilot.

The fox and the wordmark.







The primary signature

Set the lacquer fox to the left of the original blackberry wordmark. Use warm ivory in the site header and glacier blue on feature covers. The open cheek and pointed ears should read clearly at a glance.

Scale and clear space

Use the supplied lockup at 160 px or wider. Give it at least one lowercase x-height of space. In a favicon or social avatar, center the fox alone. The one-color master uses the same cheek cutout on light or dark grounds.

Blackberry, glacier and a spark of citron.

Ivory	Blackberry	Glacier	Citron	Lacquer
#FFF8EB	#302039	#BBDCF4	#E2EF5D	#F5533D

Type and rhythm

Production typography: Instrument Sans 500/650 for navigation, tables and headlines. Use a single line of Spectral Italic for an editorial question or observation. IBM Plex Mono labels dates, units and figure numbers. This offline specimen uses system fallbacks.

Composition

Use a 12-column desktop grid and four columns on mobile. Keep prose near 64 characters per line. Start body at 18/27 px and metadata at 13/18 px. Align prices, units and comparison criteria to the same baseline.

Art direction

Ivory is the reading surface. Use blackberry for type and watch faces, glacier blue for industry openers, and citron for a single finding or active control. Lacquer red identifies the fox. Pair blackberry text with the light swatches. Use dark red #9C3029 for text links on ivory. For field reports, show a redacted ticket, invoice or annotated screen with a caption explaining what to notice.

Motion belongs to the instrument.



INTERACTION / DIAL

One click, one tick.

Use a watch movement as a small editorial detail on a chapter opener. The fox and wordmark stay still, including in site headers and article bylines.

When to use it

A reader can wind the movement with a click, tap or keyboard press. Keep reading surfaces quiet. Reserve the dial for places where someone has chosen to explore.

How it moves

One press advances the larger wheel one tooth. The smaller wheel turns in the opposite direction. Let the gears settle, then stop rendering. With reduced motion enabled, jump directly to the final position.

Write like the person on the call.

Subject	House convention	Example copy
Reader	Use “you” when naming a decision they control.	Before a demo, pull five tickets your team had to reopen. Ask the vendor to run all five.
Company in a story	Name the company, role and source with permission. Reserve “client” for an actual commercial relationship.	“The support lead told us…” for an interview. “The vendor reports…” for a published case.
Software	Use product names, verbs, objects and limits. Define an agent by its permissions.	Can it issue the refund, draft a reply for approval, or only link to the policy?
Transformation	Show the old step, the new step, the human owner and the exception.	The agent drafts the refund reply. A supervisor still approves the credit.
Verdict	Make the recommendation conditional. Give the reader a way to challenge it.	Pilot it on order-status tickets first. For refunds, check whether approval survives the handoff.

Editing test

Underline one sentence only this reporter could have written. If the page has none, get a screenshot, a test result or a better interview. Remove “seamless,” “game-changing” and any opening that starts by announcing how fast AI is changing.

Let readers see where a claim came from.

Evidence label	What earns it	What the page must show
Tested by us	An editor ran the workflow.	Date, product tier, inputs, expected behavior, observed result and a reproducible example.
Operator interview	A participant described their own deployment.	Role, scope, timing, approved quotations and what the editor could corroborate.
Vendor-reported	A supplier published the claim.	Original link, date, exact metric definition if available, and any missing denominator.
Review synthesis	Editors examined third-party reviews.	Source, sample size, dates, selection method and conflicting accounts. Count repeated evidence once.

How to rank

State the buyer’s must-haves first. Compare fit, implementation effort, failure recovery and total cost. Mark missing evidence “unknown.” Give a conditional pick and one reason to pass. Disclose referral fees or sponsorship beside the relevant link. Keep payment out of editorial placement if you promise independent rankings.

Start search coverage with a business question.

These English-language query ideas map the journey from opportunity to implementation. Validate wording and demand with interviews and Search Console.

Search hypothesis	Reader's decision	Page worth publishing
AI use cases in freight brokerage	Where could AI change our economics?	Industry map organized by jobs, friction and available evidence.
How to quote freight faster	Which step causes the delay?	Workflow teardown with input checks, exceptions and elapsed time.
AI freight quoting case study	Did faster quotes win more loads?	Field report with response time, win rate and margin on matched lanes.
Freight quoting software comparison	Which implementation fits our operation?	Run the same request through each option and a manual baseline.
AI freight quoting ROI	What would justify a pilot?	Estimate benefit after review time, integration cost and pricing errors.

Reporting loop. Ask operators what they searched before their last process change. Track entry queries, industry-to-job navigation and pilot-guide use. Expand a cluster when reporting turns up a new decision readers face.

The homepage, in the voice.

AI in the Wild

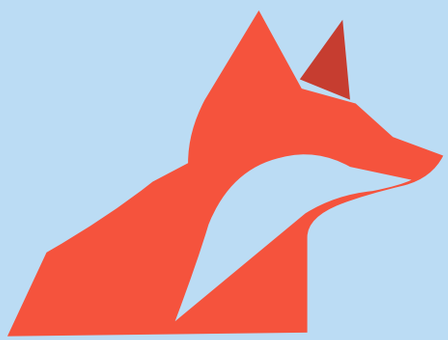
Industries / Field reports / Tools

FIELD REPORTS ON AI AT WORK

Where is AI worth using?

Inside companies changing how work gets done. Follow the job, see what changed for customers and staff, and decide what's worth trying in your business.

Explore field reports ↗



Homepage title

How Companies Use AI | Industry Field Reports from AI in the Wild

Search description

Explore how businesses use AI across industries. Follow real jobs, examine the evidence for the payoff, and compare software for your next pilot.

What counts as a benefit?

A shorter task is a finding. Whether the business gains anything depends on what happens next.

FREIGHT BROKERAGE / REPORTING HYPOTHESIS

Win a load while it is still available.

A shipper needs a usable quote. If software drafts it from an emailed request, the broker can spend more time on unusual lanes. Ask whether faster replies win more loads at the same margin. Check misquotes and time spent correcting them.

INSURANCE / REPORTING HYPOTHESIS

Give a claimant a decision sooner.

If intake software flags missing documents on receipt, the adjuster can ask for them that day. Measure days to a decision, repeat requests and rework. A faster internal handoff has little value if the claimant still waits as long.

When the industry story is earned

One deployment supports a company story. To argue that an industry is changing, investigate several companies, who captures the gain, and whether prices, margins, service expectations or competitive advantage have shifted. Mark forecasts as hypotheses.

Research behind the direction.

Reference	Editorial or design implication
Wonderful AI ↗	Organize the story around work that people and agents carry out. An editorial publisher can ask who verifies that the work finished.
Gal Shir ↗	Carry one original, memorable symbol across sizes and applications. The fox and lettering here are original to this proposal.
Natural Intelligence ↗	Learn from the short path from intent to comparison. Make the editorial basis for a recommendation visible beside it.
G2 buyer research ↗	G2 reports that two-thirds of surveyed buyers prefer to do their own research before engaging sales. G2 operates a review marketplace; use its survey as directional evidence.
Google Search Central ↗	Google’s review guidance calls for original evidence, decision criteria, benefits, drawbacks and meaningful comparisons.
Zendesk comparison ↗	The vendor’s Fin comparison establishes a real public comparison topic. Verify both products independently before writing a verdict.

First commission. Follow one freight quote from inbox to acceptance. Interview the broker and the customer. Find out whether replying sooner mattered to the award, what the quote cost to produce, and where human judgment changed it.