

Poolside

Brand Operating Guide

poolside



We believe artificial intelligence will drive abundance for humanity, making science, health, housing, food, and education better, more affordable, and more accessible. Our path there runs through software.

- >>> Software is the foundation of reasoning and long-horizon planning. To write it, a system has to model the world, decompose problems, and act under constraints. These are the same capabilities that define general intelligence. By mastering software, we believe we can master the rest.
- >>> While others build general-purpose chatbots, we've chosen software engineering as our strategic beachhead. We develop frontier models in the Laguna family, and the enterprise-grade products that make them usable in production. Our agents own entire workflows, not just tasks, and they run inside the customer's security boundary: observable, auditable, governed.
- >>> We're optimistic, but not naive. AI of this capability has to be deployed with guardrails, especially in high-consequence environments. So we start with the hardest problems first, high-consequence software in defense, government, and the enterprise, and let those deployments harden the systems that will, in time, reach further.



1

Poolside is sentence-cased like any company name. Product names (pool, Shimmer, the Poolside Console) follow their own casing as written here.

2

Poolside is the name of the company. Refer to it as "Poolside," not "Poolside AI" and not "poolside.ai."

3

Our model family is **Laguna**. Current releases are **Laguna M.1** (225B-parameter Mixture-of-Experts, 23B active) and **Laguna XS.2** (33B-parameter MoE, 3B active, open weights under Apache 2.0). Refer to them as "models," not "LLMs."

4

Our products are the **Poolside Console** (the governance and admin surface for engineering leaders and platform teams), **pool** (our coding agent for the terminal and any ACP-compatible editor), **Shimmer** (our cloud development environment for building web apps, APIs, and CLIs), and the **Poolside API** (OpenAI-compatible). Use these names exactly as written.

5

When pool integrates with a third-party surface, use "for..." as in "pool for Zed" or "pool for JetBrains." Refer to these integrations by name rather than as apps, extensions, or plugins.

6

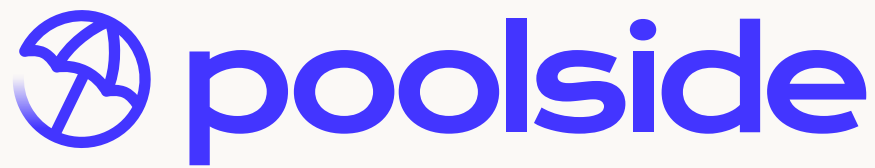
A Poolside deployment is our relationship with a customer. A Poolside instance is one running install of the platform. A single deployment can run multiple instances. The terms are not interchangeable.

7

Poolside runs inside the customer's security boundary: on-prem, in their VPC, or, for defense, on workstations. Frame this as "inside your security boundary." Customer data never leaves the customer's control.

Three lockups are available. We primarily use the full logo for most applications, with the logomark for icon usage.

Full Logo



Logotype

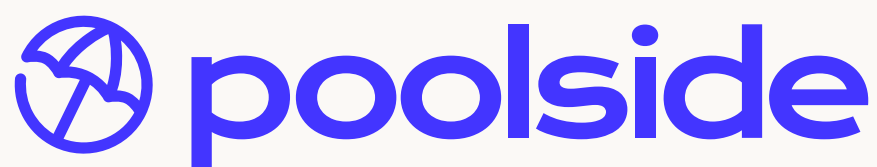
poolside

Logomark



While we still use the gradient logo for print usage, when a good representation is not available we can default to the solid version.

Full Logo

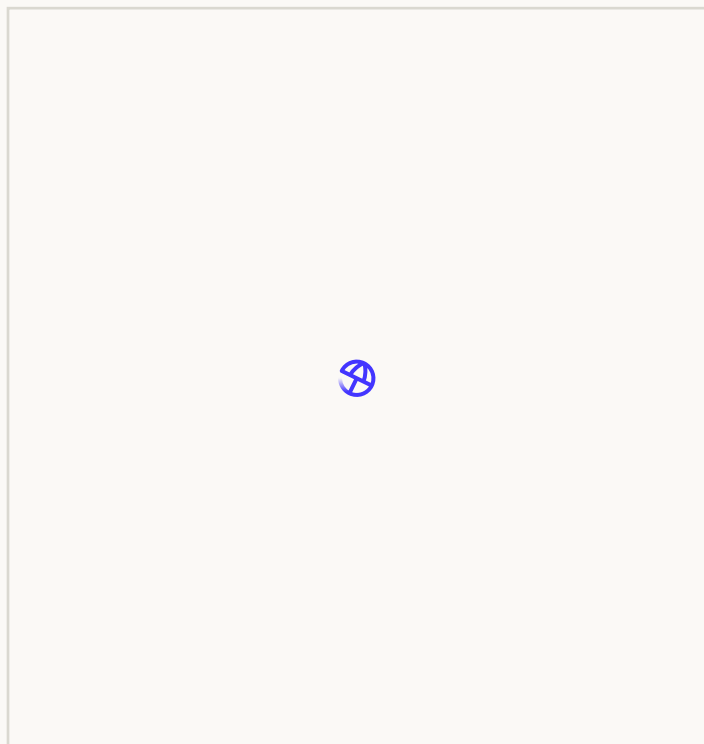


Logomark

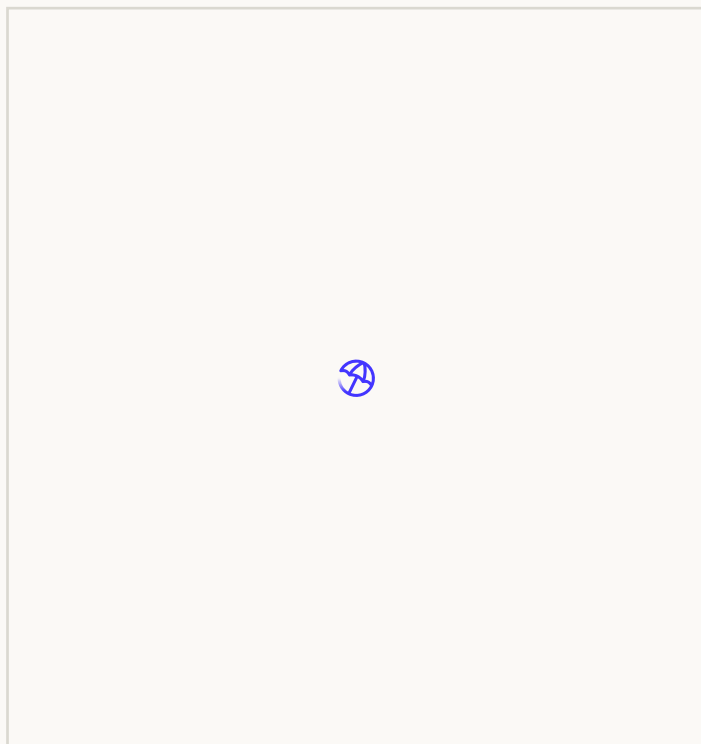


We have a couple of favicons available; the smallest is for clarity on low DPI screens, whereas the other for modern displays.

16px Favicon



32, 48, 256px Favicon



Apple Icon



You can also use either gradient or solid variants in monochrome.



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