



ICAI Innovation Center
for Artificial Intelligence

Brand Guidelines

January 2024

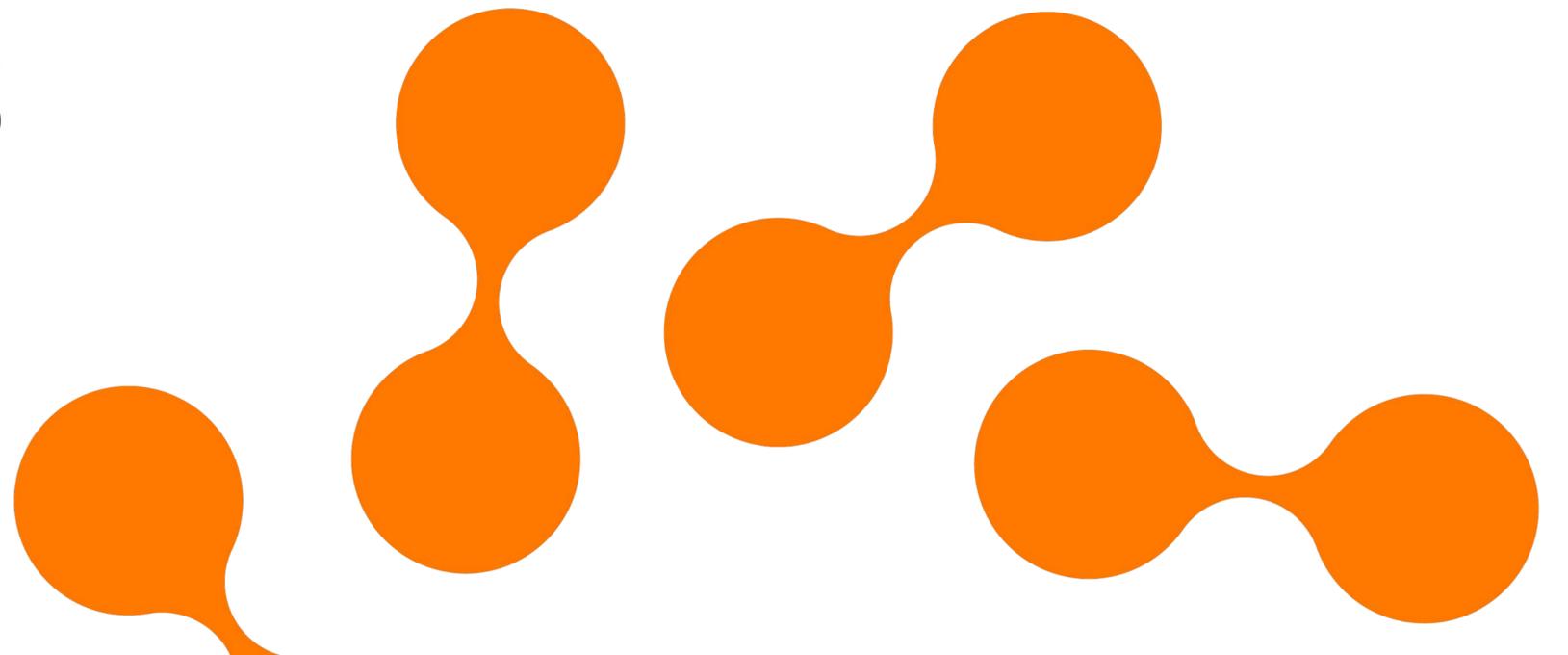


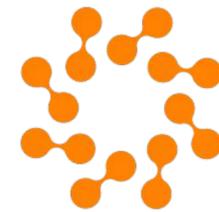
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About ICAI

At ICAI, we're all about exploring the opportunities in the field of Artificial Intelligence. Our brand is like our signature—it represents who we are and what we stand for. Our slogan says it all: "Let's make AI for everyone."

To keep everything looking consistent, we've put together some guidelines. These guidelines help us stick to the same style and tone in everything we do, from our logo and fonts to the colors we use and the pictures we choose. Following these guidelines ensures that when people see or hear about ICAI, they get a clear picture of what we do.

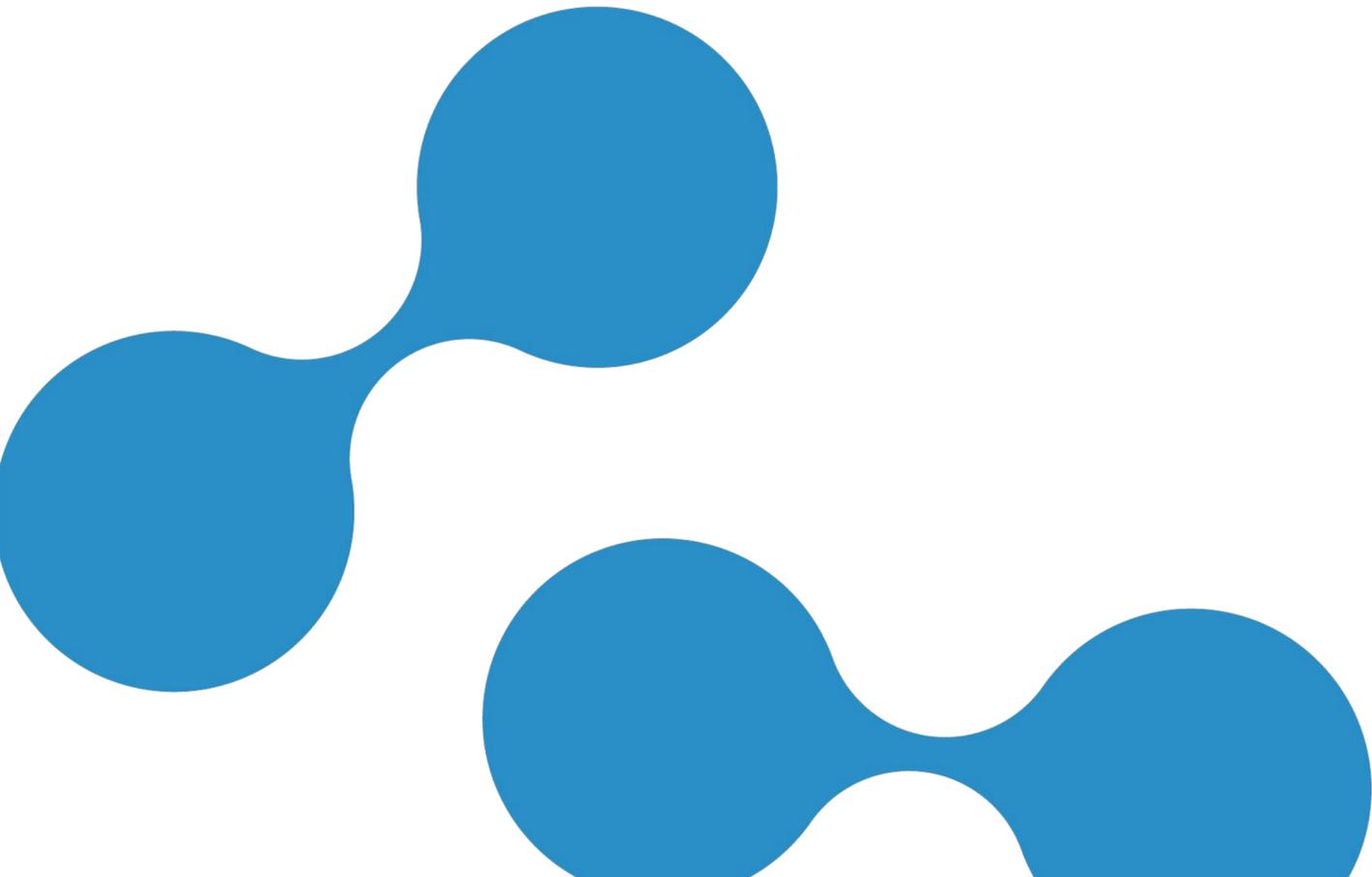


ICAI

**Innovation Center
for Artificial Intelligence**

ICAI Brand Identity

Our logo is the most recognizable visual element of our brand. It should always be displayed in its original form and not be altered in any way. It should be placed on a white or light-colored background. We also have a monochrome version of our logo that can be used in certain circumstances.

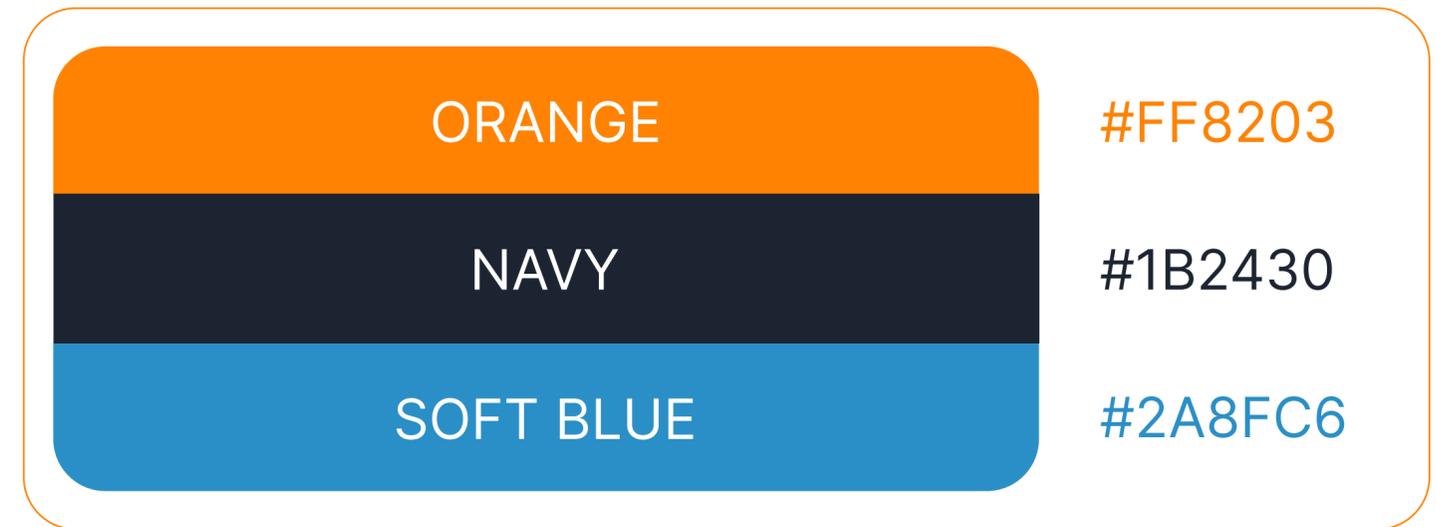


	ICAI	Innovation Center for Artificial Intelligence
Main Logo		ICAI Innovation Center for Artificial Intelligence
White Logo		ICAI Innovation Center for Artificial Intelligence
Black Logo		ICAI Innovation Center for Artificial Intelligence

Brand Colors & Typography

Logo Colors

Our color palette consists of three main colors: orange, navy, and soft blue. These colors should be used consistently across all communications, with orange being the primary color and blue used sparingly for accents. The white color are used for backgrounds and other design elements. We also have various variants on the main colors, which can be used to differentiate items within assets.

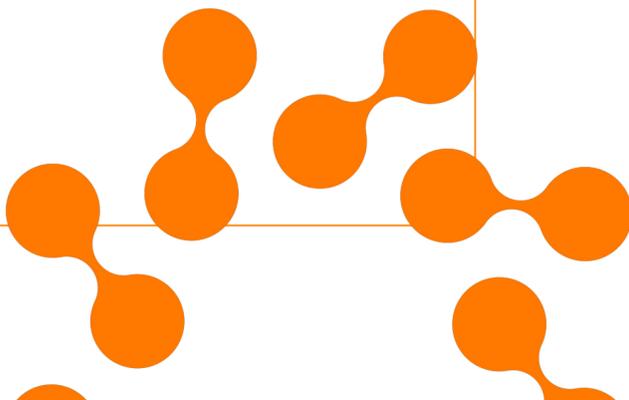
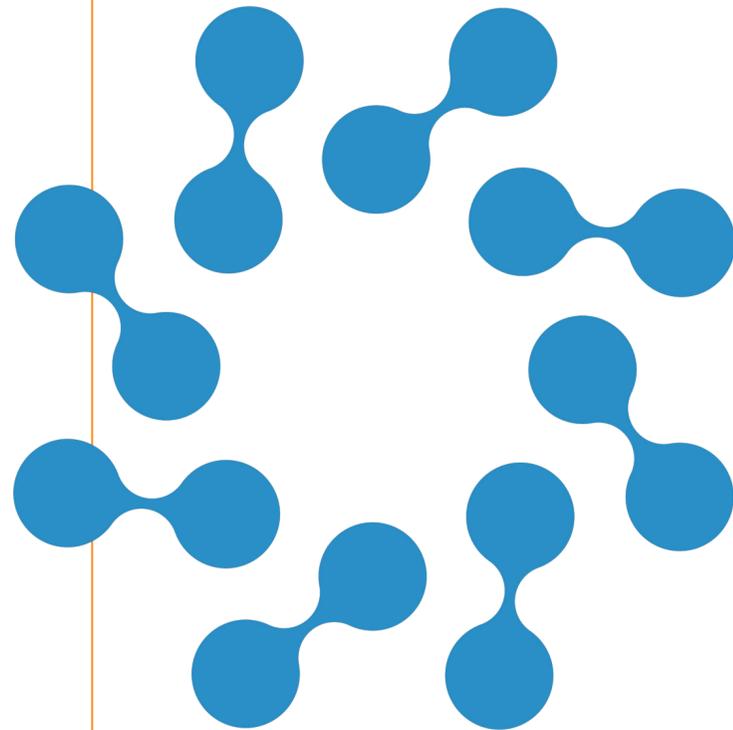
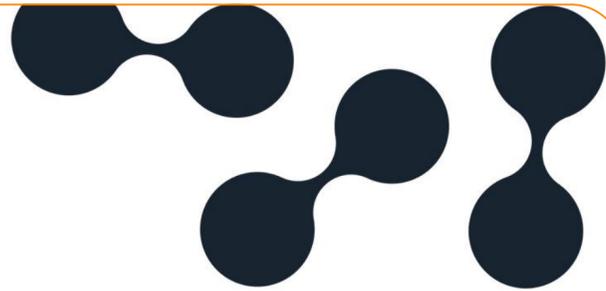


Aa

The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog

Typography

We use two typefaces in our brand communication: **Poppins** and **Inter**. Poppins is used primarily for headlines and titles, while inter is used for body copy and other text. Both typefaces should be used consistently across all communications.



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Brand Elements

Brand icon

In various scenarios, it's helpful to only use our logo icon instead of the complete logo. The icon can be utilized in its entirety, maintaining its circular shape, or you have the flexibility to utilize segments of it. The primary color for the logo is orange, but you can also use other colors if necessary.

Use of images

ICAI is all about people. That's why we like to use images that include people. Although there are situations where generic or graphic images might serve a purpose, we aim to minimize their use. Real pictures have our preference.

