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Digital Guidelines

AiCore
Digital Guidelines

Designed by Second Eight
contact@secondeight.net
secondeight.net

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Digital Logo Guidelines

This document contains a guide to using AiCore identity system. Make sure to follow the rules to keep brand consistency.

It will cover all brand elements - logo, colors, typefaces and more - in order to keep consistency in all materials. You shall reference the document often to become an expert when it comes to using AiCore identity elements.

Logo-mark

This is the official AiCore logo-mark. It's strong enough to be used as a standalone in some cases, i.e. favicon, app icon, small sizes, etc.



Logotype

This is the official AiCore logotype. It's a typeface edited for AiCore. It can also be used as a standalone, but preferably to be used paired with the logo-mark.

AiCore

Lockups

This is the primary visual form in which AiCore logo will be presented to the public. Especially in the beginning, it's very important to associate the name with the logo-mark.



Logo Versions

AiCore has two logo versions – regular and alternative. In most cases, it's recommended to use only the regular version, as a standalone or paired with the logotype. But it's always a good idea to have an alternative version, to use in specific applications.



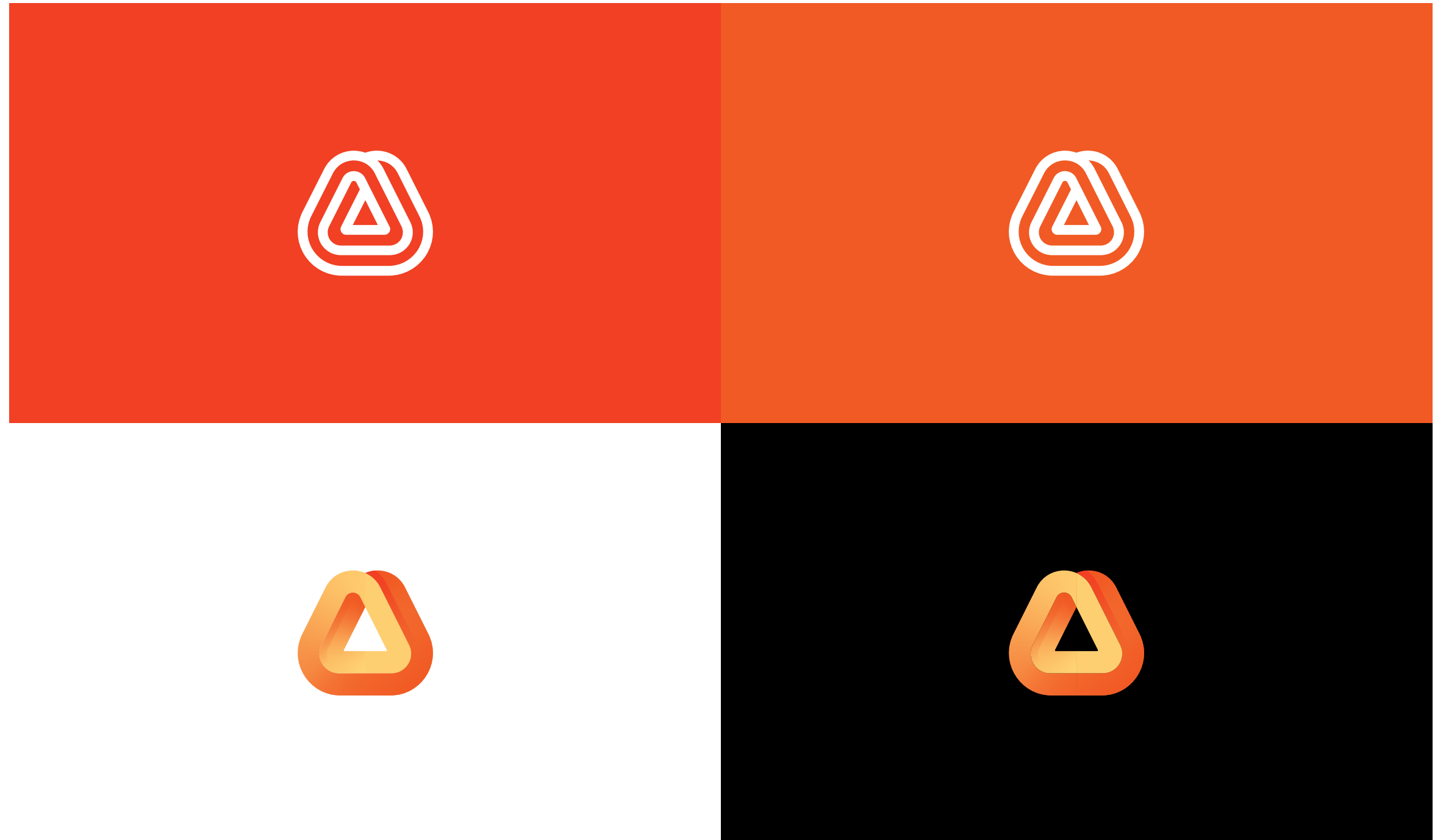
Regular



Alternative

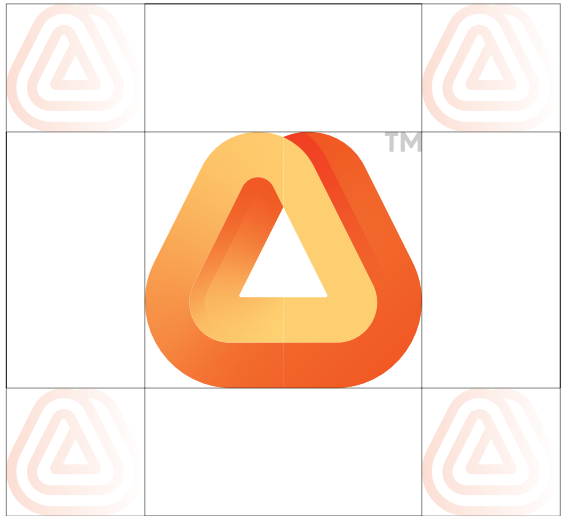
Usage on Backgrounds

AiCore logo can actually work in any color situation. But it's recommended to keep consistency and only display it in the original colors.



Whitespace

The whitespace around the brand elements is extremely important. It helps to keep things clean and professional. The minimum whitespace around the elements is equivalent to half of the mark size. Keep in mind this is the minimum - the more the better, always.



Minimum Size

Especially for readability, scale needs to have special attention. Do not use brand elements below the following pixel values.

20px



Logo-mark

80px



Horizontal

Social Media

These are the recommended versions for each social media profile picture. It's important to keep consistency in all networks.



Instagram



Twitter



Facebook



LinkedIn

Favicon

The favicon is an opportunity to prove that AiCore logo-mark works in very small sizes. The most appropriate version to use is the regular version.



Color Palette

These are the primary and complementary colors of the brand. Make sure to always use these exact color codes.

| | |
|--|---|
| <div>Black</div> <div>HEX 000000 RGB 0 0 0 100</div> | <div>Red orange</div> <div>HEX F14024 RGB 241 64 36 100</div> |
| <div>HEX 323232 RGB 50 50 50 100</div> | <div>Orange</div> <div>HEX F15A24 RGB 241 90 36 100</div> |
| <div>HEX 4D4D4D RGB 77 77 77 100</div> | |
| <div>HEX 787878 RGB 120 120 120 100</div> | <div>Warm white</div> <div>HEX FFF2D8 RGB 255 242 216 100</div> |
| <div>HEX DEDEDE RGB 222 222 222 100</div> | |
| <div>HEX FFFFFF RGB 225 225 225 100</div> | |

Typography

Helvetica Now is the primary type family of AiCore brand identity system. It’s a Sans Serif typeface with a modern and minimal look. It’s simple and easy to read. We use four different weights to create hierarchy and consistency in designs and documents.

| | | | |
|--------|---|---------|--|
| Light | ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*() | Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*() |
| Medium | ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*() | Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ- VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*() |

Inter is the secondary type family of AiCore brand identity system. It is easy to read and understand. For hierarchy and consistency in designs and texts, recommended for body text.

| | | | |
|--------|---|------------|---|
| Light | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*() | Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*() |
| Medium | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()</i> | Extra Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*() |

Hierarchy

The following is a sample of an ideal font stacking using Helvetica Now family. The exact point sizes and leading are not prescriptive and should be adapted to the size of the material for which they’re being designed. However, the general proportions should be kept intact for all layouts.

H1
Helvetica Now
Bold, 40

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H2
Helvetica Now
Medium, 24

You can easily adapt this document and create a presentation for your projects.

H3
Helvetica Now
Regular, 22

This is a sample of an ideal font stacking and hierarchy to use on materials.

P
Inter
Light, 20

The following is a sample of an ideal font stacking Real Head Pro family. The exact point sizes and leading are not prescriptive and should be adapted to the size of the material for which they’re being designed. However, the general proportions should be kept intact for all layouts.

Details
Inter
Extra Thin, 12

Digital Logo Guidelines – Created by Second Eight.

General Information

This document is the ultimate guide to use AiCore brand elements correctly. It contains the rules for each and every element in order to keep the visuals of this brand consistent.

If ever in doubt, please refer back to this guide. It's recommended to share this guide with anyone responsible to use the brand elements in any way. If you have any questions or need any further information, please contact me at contact@secondeight.net