


# Welcome to “Hello(A)World”, your xxxxxxx.

Description/brand slogan


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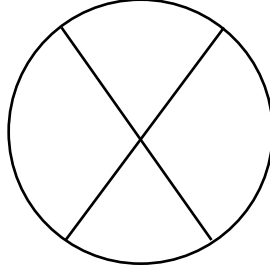


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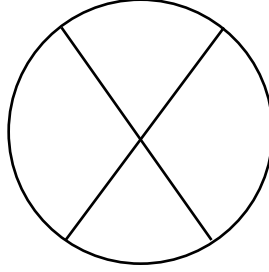
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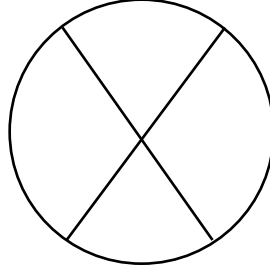
## Why “Hello(AI)World” Works



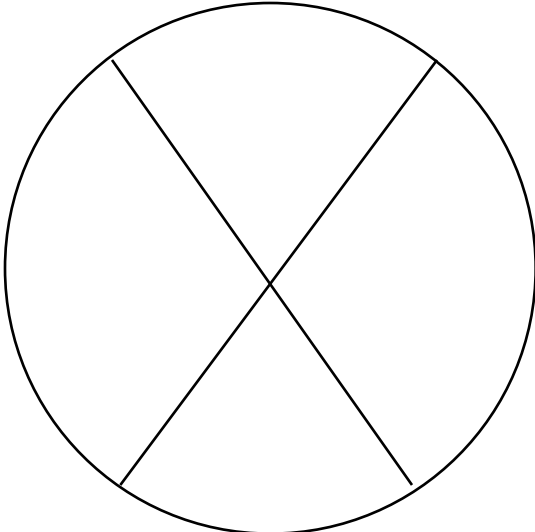
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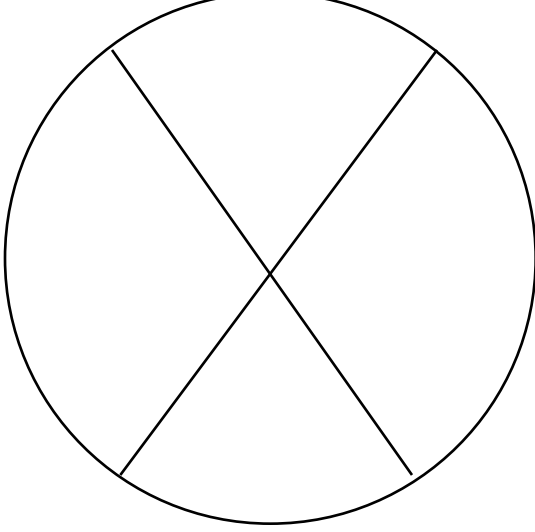
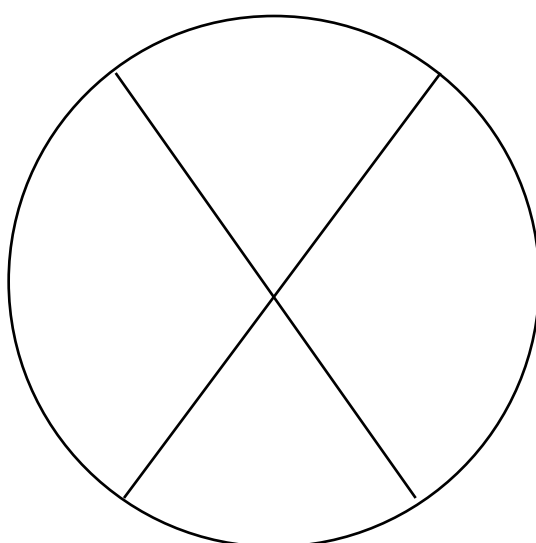


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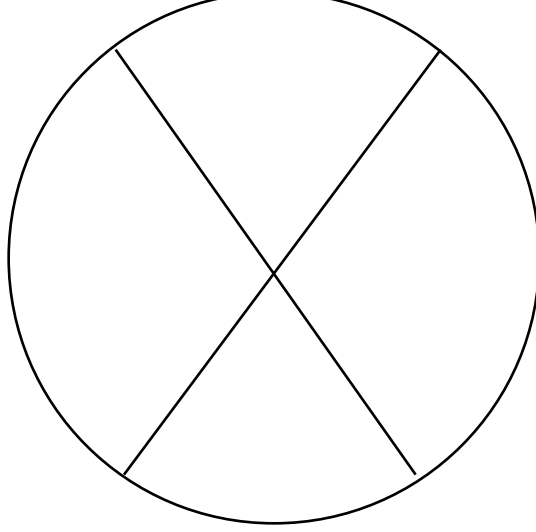


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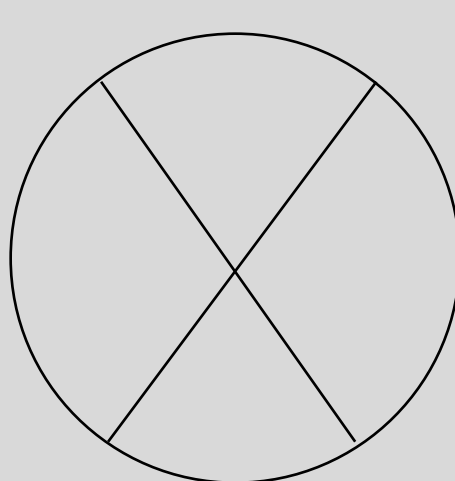


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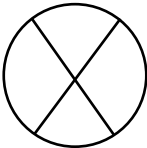
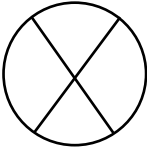
Looking for tips on how to communicate effectively with AI? I've got your back! Whether you're not getting the outcome expected or just starting out and seeking guidance, you've come to the perfect spot!

Join Today!



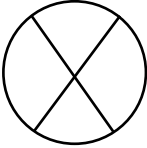
AI is a fresh field for everyone. And venturing into the unknown can sometimes be frustrating, and rightly so! Mastering new skills is always challenging, but rest assured, no need to search any longer for your AI needs and inquiries.

Artificial Intelligence (AI) is a new and ever-evolving field that can seem daunting to those not immersed in technology. The idea of interacting with a machine may be overwhelming for many, despite (and maybe because of,) the undeniable power and potential that



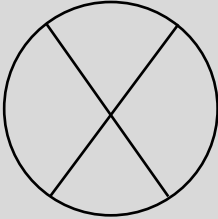
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After our beginners course you will have a basic understanding of:

- AI in daily flows,
- The perception and barriers of AI, and
- How to chat to an AI chatbot effectively.



Our mission is to provide a free, world-class AI education & knowledge to anyone, anywhere!

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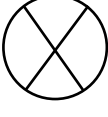
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## Why “Hello(AI)World” Works



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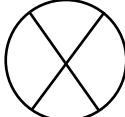
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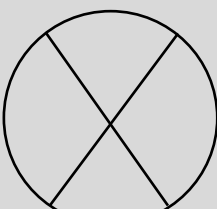


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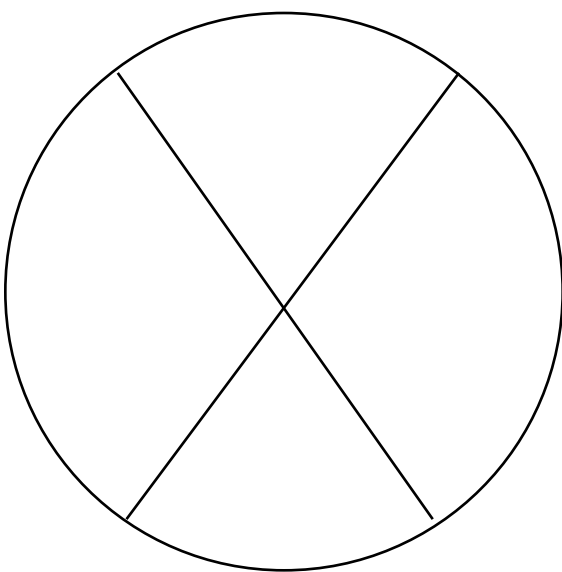
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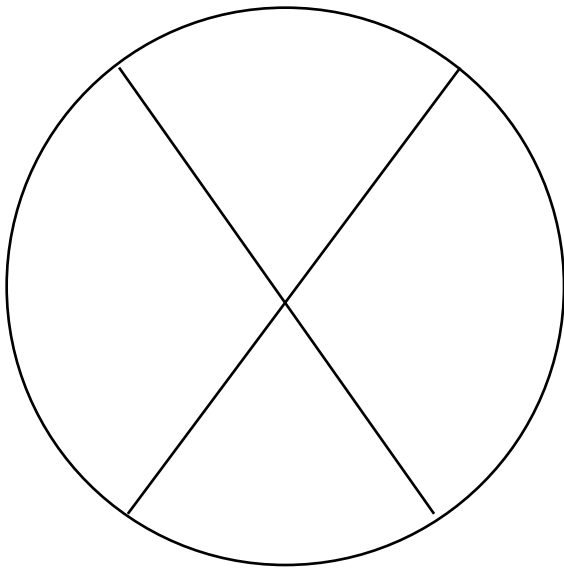
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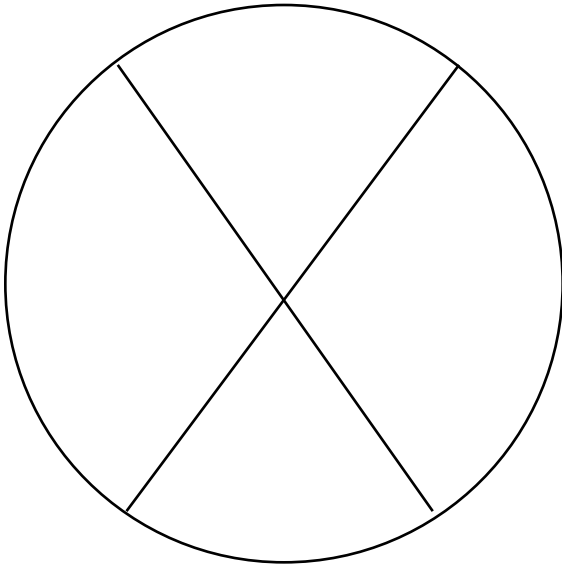
Artificial Intelligence (AI) is a new and ever-evolving field that can seem daunting to those not immersed in technology. The idea of interacting with a machine may be overwhelming for many, despite (and maybe because of,) the undeniable power and potential that AI holds. It's crucial to understand that the effectiveness of AI largely depends on how it's utilized. As someone who prides myself on staying at the forefront of technological innovation, I recognized early on that AI was set to remodel our perception of the world.



People's attitudes towards AI generally fall into one of two categories: there are those who feel intimidated by AI due to a lack of understanding, hesitant to engage with it ("I have no idea what AI is and it scares me, so I've avoided it"), and then there are the enthusiasts who embrace AI with open arms, experimenting with it at every opportunity ("I can't get enough of AI! I use it constantly and love it!"). Rarely do you find someone straddling the line between these two extremes.

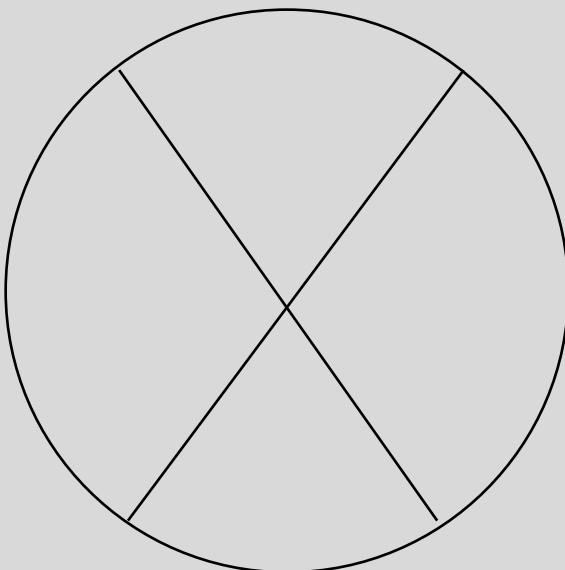


My goal is to narrow this divide by offering support and education to those unfamiliar with AI, helping them understand and integrate it into their lives effectively. At the same time, I aim to provide valuable insights to the fanatics who, regardless of their enthusiasm, might not be leveraging AI to its fullest potential. Whether you're new to AI and seeking foundational knowledge or an experienced user looking for tips to optimize your interaction, this is your go-to resource.



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# Brand Guidelines

**“Hello(A)World”**

- “Hello(AI)World” is a homogeneous interface with consistent components.
- It is imperative to sooth users into the experience with familiarity and conventions. Those that are already deterred to try things that have to do with AI need a piece of familiarity to feel comfortable moving forward.
  - The aesthetics will be comprised of corporate aesthetic references along with a personalized one.

# Logomark

The “Hello(AI)World” Logo is comprised of a basic serif font & AI illustration within the lettering (logotype).

The logotype is intentionally clean, and the lettering spacing is negative giving direct contact to all vectors to make an overall clean aesthetic.

PRIMARY

“Hello(AI)World”

SECONDARY

“H(AI)W”



# Color Palette

#1B78F2	
R	27
G	120
B	242

#F2E394	
R	242
G	227
B	148

#F29F05	
R	242
G	159
B	5

#F55A38	
R	242
G	90
B	56

#F2F2F2	
R	242
G	242
B	242

# FONT PACK

Name: Neue Haas Grotesk  
55 Roman | 65 Medium

**HEADER**

SUBHEADER

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# Iconography

Social Media



Profile Icons



MISC.



# Asset Maker

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HEADER  
BODY TEXT

HEADER  
BODY TEXT

HEADER  
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HEADER  
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