AI TECHNOLOGIES

Brand Guidelines

Visual identity

Primary disposition of logo and all its form and color variations.

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Visual identity

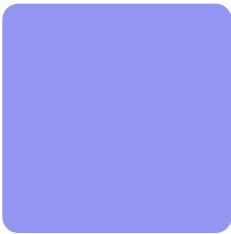Primary disposition of logo and all its form and color variations.

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Visual identity

Primary disposition of logo and all its form and color variations.

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Brain + Machine learning + Stem

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Colors

Primary colors used for the branding.

Deep Purple

HEX: #685BCF
HSB: 246.7, 56, 81.2
LAB: 45.54, 35.63, -58.61

Light Purple

HEX: #9196F2
HSB: 236.9, 40.1, 94.9
LAB: 65.15, 20.49, -46.78

Gray

HEX: #373F51
HSB: 221.54, 32.1, 31.76
LAB: 26.62, 1.58, -11.94

Typography

For the tipography main typeface is Spartan MB.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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