



AI STUDENT COLLECTIVE

Branding Guidelines

PRIMARY LOGO



LOGO USAGE

on light colors



on dark colors



on light colors *with gradients*

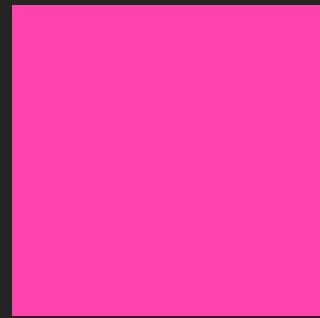


on dark colors *with gradients*





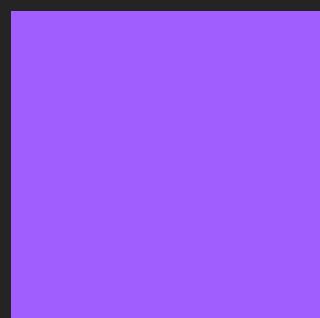
#EB178E



#FF43AD



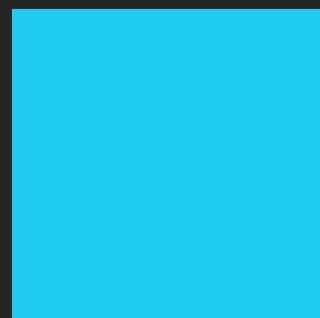
#3E2562



#A05EFF



#20CCF1



#20CCF1



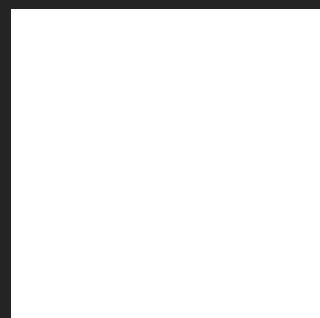
#F7941E



#F7941E



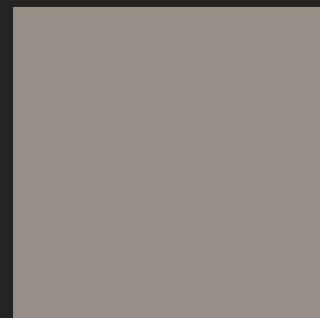
#242424



#FFFFFF



#968F87



#968F87

TYPOGRAPHY: SANS SERIF FONT

ARCHIVO

THIN

THIN

EXTRALIGHT

EXTRALIGHT

LIGHT

LIGHT

REGULAR

REGULAR

MEDIUM

MEDIUM

SEMIBOLD

SEMIBOLD

BOLD

BOLD

EXTRABOLD

EXTRABOLD

BLACK

BAI JAMJUREE

EXTRALIGHT

EXTRALIGHT

LIGHT

LIGHT

REGULAR

REGULAR

MEDIUM

MEDIUM

SEMIBOLD

SEMIBOLD

BOLD

BOLD

EXTRABOLD

EXTRABOLD

TYPOGRAPHY: SERIF FONT

PT SERIF

REGULAR

REGULAR

BOLD

BOLD

TYPOGRAPHY: HIERARCHY

Eyebrow: PT Serif Regular, 24px

Heading: Archivo Bold, 75px

Subline 1: Archivo Medium, 50px

Subline 2: PT Serif Regular, 30px

Body: Bai Jamjuree Regular, 24px

TYPOGRAPHY: SAMPLE 1

Eyebrow: PT Serif Regular, 24px

Heading: Archivo Bold, 75px

Subline 1: Archivo Medium, 50px

Subline 2: PT Serif Regular, 30px

Body: Archivo Regular, 24px

TYPOGRAPHY: SAMPLE 2

Eyebrow: PT Serif Regular, 24px

Heading: Archivo Bold, 75px

Subline 1: Archivo Medium, 50px

Subline 2: PT Serif Regular, 30px

Body: Archivo Regular, 24px

PATTERN

