

AI SAFETY FORUM – BRAND GUIDELINES

LOGOS:

Primary
(colour)



Secondary
(greyscale)



White & Grey



All White
(with grey
in icon only)



(sample backgrounds only)

LOGO FONT:

OSWALD MEDIUM

LOGO COLOURS: (Primary logo)



AISF Dark Blue

HEX: #001e69

RGB: 0 - 30 - 105

CMYK: 100 / 94 / 27 / 24



AISF Bright Blue

HEX: #0044c6

RGB: 0 - 68 - 198

CMYK: 91 / 78 / 0 / 0

ICON COLOURS:



AISF Icon Medium-Blue

HEX: #0063ff

RGB: 0 - 99 - 255

CMYK: 82 / 62 / 0 / 0



AISF Icon Aqua

HEX: #00ffff

RGB: 0 - 255 - 255

CMYK: 52 / 0 / 13 / 0

ADDITIONAL IMAGERY:



ICONS:

