

LOGO & BRAND IDENTITY GUIDELINES

2025-2026



SUMMARY



3.

4.

5.

6.

9.

10.

12.

13.

14.

BRAND CONCEPT

DEEPFLOW: AROUND UNIVERSITIES - EVENT

1. Overview

DeepFlow: Around Universities is a multi-campus event that educates and promotes AI culture, merging innovation, creativity, and technology. It transforms AI from a niche subject into an engaging, community-driven movement across universities.

2. Mission & Goals

DeepFlow aims to democratize AI by making it accessible and culturally relevant. Key objectives:

- Expand AI literacy across disciplines.

- Foster innovation as a tool for creativity and impact.

- Build a collaborative ecosystem connecting students, professionals, and organizations.

- Showcase AI's role in society, from arts to business and sustainability.

3. Event Structure

Unlike traditional conferences, DeepFlow is an interactive experience featuring:

- AI in Action: Live demos, AI-powered art/music, and hands-on experiences.

- Tech Meets Culture: Ethical debates, AI in creativity, and the future of work.

- Hackathons & Challenges: AI problem-solving, startup incubators, and competitions.

- AI for Everyone: Beginner-friendly workshops and no-code AI tools.

- Community & Networking: AI meetups, student club

collaborations, and industry connections.

4. Who Should Attend?

DeepFlow welcomes tech enthusiasts, artists, entrepreneurs, and students from all backgrounds—anyone curious about AI's impact and potential.

5. The Bigger Picture

More than an event, DeepFlow is an AI movement that integrates AI into university culture, promoting creativity, ethical awareness, and responsible development for the next generation of innovators.

BRAND CONCEPT

GRAPHIC CONCEPT

1. Visual Style & Theme

The design embraces a futuristic and tech-inspired look, reflecting the intersection of AI and academia.

The layout is clean, structured, and balanced, ensuring readability while maintaining a dynamic feel.

The use of geometric patterns and digital elements reinforces the high-tech, AI-driven theme.

2. Color Palette

A blend of deep blue tones dominates the background, symbolizing technology, trust, and intelligence.

Accents of white and light blue enhance contrast and create a clean, modern feel.

Red highlights (like the “around” text in the logo) add vibrancy and emphasis, ensuring key elements stand out.

3. Typography

Bold, sans-serif fonts are used for a strong, modern look. The typography is clean and highly legible.

Mix of uppercase and lowercase to create a visual hierarchy, with key words emphasized for impact.

A combination of thick and thin fonts helps differentiate between sections while maintaining a sleek, professional aesthetic.

4. Icons & Illustrations

Tech-related icons (such as circuits, data points, and abstract AI symbols) subtly blend into the background.

The futuristic UI elements in the corners add a digital dashboard feel, reinforcing the AI concept.

The use of subtle textures and abstract lines keeps the design from feeling flat while maintaining sophistication.

The “Around Universities” graphic concept blends a tech-inspired, academic, and AI-driven aesthetic. Through a structured layout, futuristic design elements, deep blue color schemes, bold typography, and tech-inspired icons, the visuals align seamlessly with DeepFlow’s AI and education theme, ensuring a strong brand identity across all posts.

VALUES

1. INNOVATION IN AI EDUCATION

DeepFlow is dedicated to fostering a culture of innovation in the field of artificial intelligence by creating an environment where both students and professionals can explore the latest advancements in AI technology. The event highlights emerging trends, research breakthroughs, and cutting-edge applications of AI across various industries, helping participants stay at the forefront of this rapidly evolving field. By integrating academic knowledge with industry insights, DeepFlow provides a platform for learning that not only enhances technical skills but also sparks curiosity and inspires new ideas. Through a variety of educational sessions, workshops, and discussions, DeepFlow emphasizes the importance of lifelong learning and adaptation in a world where AI is increasingly shaping every aspect of our lives.

2. KNOWLEDGE SHARING

DeepFlow fosters a collaborative environment by bringing together universities, researchers, and industry professionals to share insights and experiences in AI. This cross-disciplinary interaction encourages open discussions, idea exchange, and problem-solving, facilitating both academic and practical advancements in AI. The event helps bridge the gap between research and real-world applications, driving innovation through collective knowledge.

4. ETHICS AND RESPONSIBILITY IN AI

DeepFlow stresses the ethical implications of AI, encouraging participants to consider its societal impact. The event highlights key topics such as bias, fairness, and privacy, promoting the responsible use of AI. By addressing these issues, DeepFlow aims to shape AI practitioners who prioritize human values and contribute to AI development that benefits society as a whole.

3. HANDS-ON LEARNING AND EXPERIMENTATION

DeepFlow emphasizes the importance of hands-on learning, allowing participants to directly engage with AI technologies through workshops, hackathons, and real-world projects. This practical approach enables attendees to develop essential AI skills and build confidence in applying their knowledge to solve complex problems. The event nurtures creativity and critical thinking through experiential learning, ensuring participants gain valuable, actionable experience.

5. EMPOWERING THE NEXT GENERATION

DeepFlow is committed to empowering young talent by providing them with mentorship, networking opportunities, and hands-on experience. The event creates pathways for students and early-career professionals to engage with industry leaders and build the skills needed to lead in AI. By focusing on youth development, DeepFlow ensures that the next generation is equipped to drive AI innovation forward.

LOGO SPECIFICS

LOGOMARK

The logo mark for “Around Universities” combines the letter “D” with an arrow passing through it, symbolizing movement, progress, and exploration—aligning perfectly with DeepFlow’s mission of engaging with universities. The “D” represents DeepFlow, discovery, and direction, while the arrow conveys speed, connectivity, and the seamless flow of knowledge across institutions. Designed with a geometric and minimalist approach, it maintains a modern, tech-driven aesthetic that integrates well into branding. Potential refinements could include dynamic gradients, motion elements, or directional lines to further emphasize the sense of innovation and AI-driven exploration.



PRIMARY LOGOMARK

The primary logo mark features a stylized “D” with an arrow passing through it, symbolizing movement, connectivity, and progress. Above the logo, the text “DeepFlow Around Universities” reinforces the theme of exploration and knowledge exchange across institutions in a modern, tech-driven design.



CLEAR SPACE



The Around Universities logo is a sleek, minimalist design centered on a bold, navy blue “D” with a dynamic, arrow-like swoop integrated into its form, symbolizing fluidity and progress, which aligns with a tech or innovation-focused brand like DeepFlow. The swoop, starting from the bottom left, curves upward and extends outward to the right, appearing in vibrant color variations—yellow, red, and blue—while the “D” remains a consistent navy blue, creating a striking contrast against both white and navy backgrounds across the iterations. Some variations include the text “AROUND UNIVERSITIES” in a clean, sans-serif font, suggesting a potential rebranding or related project, while one iteration prominently displays “DEEPFLOW” in navy blue, reinforcing the core brand identity. The color swatches (navy blue, red, yellow) at the bottom highlight the palette being explored, with the designer testing different combinations to enhance the logo’s professional yet energetic appeal for applications likely tied to education or technology.



VALUES



**WHITE
BACKGROUND**

This combination creates a high-contrast, vibrant look that ensures the logo stands out sharply, conveying clarity and energy while maintaining a professional tone suitable for an educational context.



**YELLOW
BACKGROUND**

This cohesive color scheme allows the swoosh to blend seamlessly, emphasizing its dynamic, arrow-like shape, while the navy "D" provides a bold anchor, resulting in a unified and striking design that exudes warmth and innovation.



**BLACK
BACKGROUND**

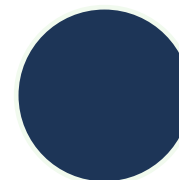
This combination delivers a sleek, modern aesthetic with strong visibility, as the white and yellow elements pop against the dark backdrop, maintaining the logo's professional yet forward-thinking identity, ideal for versatile branding applications in educational or tech-related settings.

COLOUR SPECIFICATIONS

PRIMARY COLORS

The first primary color, a deep navy blue, is presented with the CMYK values of 100%, 75%, 0%, and 55%, RGB values of 0, 29, and 116, and a HEX code of #001D74. This rich, dark blue serves as the foundational color for the "D" in the DeepFlow logo, providing a professional and trustworthy tone that aligns with the educational and tech-focused branding of "Around Universities."

The second primary color, a bright white, is defined with CMYK values of 4%, 2%, 1%, and 0%, RGB values of 240, 242, and 247, and a HEX code of #F0F2F7. This crisp white is used in variations of the DeepFlow logo, particularly for the "D" when set against darker backgrounds like navy blue or black, ensuring high contrast and visibility while maintaining a clean, modern aesthetic for the brand.



CMYK **96 81; 40; 33**
RGB **29; 53; 87**
HEX **#1d3557**



CMYK **4 0; 7; 0**
RGB **241; 250; 238**
HEX **#f1faee**

COLOUR SPECIFICATIONS

SECONDARY COLORS

intended to complement the primary colors of the DeepFlow logo and provide distinct identities for different universities. Since the goal is to assign each university its own unique accent color, I'll describe the five secondary colors shown and suggest how they could be paired with different universities for differentiation, assuming a hypothetical set of five universities.



CMYK **77; 44; 24; 2**
RGB **69; 123; 157**
HEX **#457b9d**



CMYK **2; 24; 44; 77**
RGB **69; 123; 157**
HEX **#457b9d**



CMYK **2; 14; 98; 0**
RGB **230; 57; 70**
HEX **#e63946**



CMYK **86; 35; 100; 28**
RGB **31; 102; 51**
HEX **#a8dadc**

LOGO BEST PRACTICES



First, the logo should not be placed on a low-contrast background, such as using the navy blue “D” with a blue swoosh on a navy blue background, as seen in some artboards, because it reduces legibility and makes the logo blend into the background, diminishing its visibility. Second, the guidelines recommend against overcrowding the logo with insufficient clear space; for instance, placing text or other elements too close to the logo, closer than the height of the “D,” as this creates visual clutter and detracts from its prominence, unlike the properly spaced examples shown. Third, the logo should not be distorted or altered in proportion, such as stretching the “D”

or swoosh unevenly, which would disrupt its clean, modern design—none of the artboards show this, but it’s a critical rule to maintain consistency. Finally, the guidelines prohibit applying effects like shadows, gradients, or outlines to the logo, as these modifications, not present in the artboards, would compromise its minimalist aesthetic and professional appearance, ensuring the “Around Universities” logo remains consistent and impactful across all branding applications.

TYPOGRAPHY



BEBAS NEUE

AABBCC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BUS NESTIBUSDANT EOS EVENDIA IPIC TE NOBIT VIT DOLOR SIN-
VELEST IPIENDE STIBUS IMA PORENDI BLA SA VENDIPIS DOLUPTATIO
EXERA VOLOR A NOBITAE PERIOS DUCIPSA CONSED ULPA NET ALIQUI A
IDERIT UNTO DOLOREP UDAESTI VELIA COMNI DOLORIB ERSPERA TIORIT
EA NEMQUAM ALITAEC TURECTUM IPIET OFFIC TEM.

OLUPTUR ACCAE MO BLAUDAE COREIUR, ARI DIT ARI COMMAGNAM
DITISCI NUM ALIBUSD AECATIAI. OCCULLAM SAM, UT LAM DOLUPTAT EVEL
EOSSENDAM EX EA SIMUS PORIA PRATIUS APERSPIS AS UT QUAM EXCERO
VENDI QUAE RE, CORE, AUT ET INCTUR SINCIPIET QUUNT, IDELICIIS NONSED
MAGNITA TINVENDELEST PEDIGNAM, VOLUPTAS EXCERIT, ISTE ODIGNIS ES
SI NUMQUAT URIBERIS EOS ETUSTIAEPRO TEM ET EIUNTIIS AUT RES ET VOL-
ORI RE VEL ELLA COMNI APICIATIS VOLUPTA TESTEMOSSED QUIBUSCITEM
AD ESTIUS REPTION CON ET, COMMIME ODISQUIATUR, NONSED QUISCITET
EARUM ANIHILLAUT EX EATEMOL ORITATIIS RES DICTE REM ELLAM ERUM
FACEARC HICIASIMUS DOLENI IDERIA NONECTORRO TORE ET EXPED QUE
OFFICIUM RATEM DOLUM QUIS ARIT LANDITI DENEM NIENIET, QUAE SUM

APERIBUS ET ES NON RERIT ACCUS MA ES ENT LIC TOR MAGNATU REPUDI
ACIPSUM EUM IDI RES ES ACILITA AUT REPRATUR?

CERIS UTECEPE LLATEM ETUR? FERFERS PIENIMA NONECUM, VELIA
AUTEM RESTI NIAE PRATEM QUE QUIS ALIA AXIM ATUREPED UNT VELIQUA-
TUS NOSTIBERIBUS MAXIMUSAM, SUM ADIT QUAE LAMUS INT.

IDITINCIENDAM EST A NECTATIS DIASSIMOLOR MA SUNTO QUIBUS
AD QUAE. IN PLATEM DOLUPTAE MAXIM ESERCHITEM ET OFFICIIS AD ETUR
ACERUM CUM CONSE DOLUPTA TIHSSIM INIMIL INCINECATI ODITIUS ET, INT.

OR AUT OCCUSAE NECTIAM QUE QUAT VOLEST PLAM ET EXPED QUI
VENT ADI QUI ANDEBIT ULPARCITIS DOLORROR

USE OF TYPEFACE

The typeface is presented in various weights and styles—likely including regular, bold, and light, as suggested by the placeholder labels “ABCDEF...VWXYZ” and their associated font sizes (e.g., 1234567890@#£\$% &*())—to provide flexibility for different typographic needs while maintaining a cohesive look. For optimal use, the guidelines suggest applying Helvetica Arabic in navy blue or white to align with the primary colors of the “Around Universities” logo, ensuring readability against backgrounds like white or navy blue, as seen in the layout. The typeface should be used with consistent spacing and alignment, as demonstrated in the evenly spaced text blocks, to support the logo’s modern aesthetic and enhance the overall clarity and professionalism of “Around Universities” branding materials.

League Spartan Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890!@£\$%^&*()

Austrian

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890!@£\$% &*()

League Spartan Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890!@£\$%^&*()

Poppins

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz



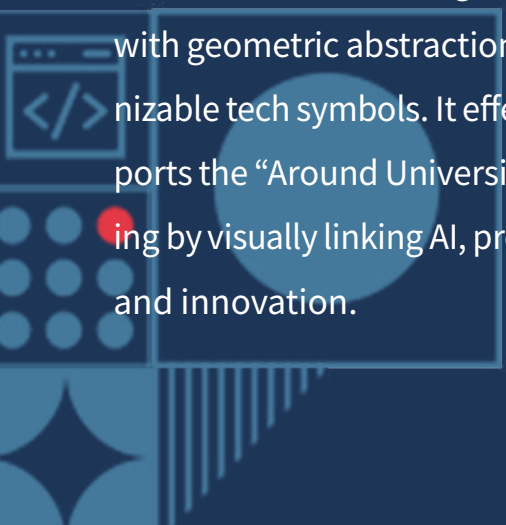
BRAND APPLICATION

The Brand Application section for DeepFlow Around Universities outlines how our event identity should come to life across various platforms and media. This includes everything from digital mockups, social media posts, and online advertisements to printed posters, banners, and other promotional materials. Each piece of collateral is designed to reflect DeepFlow's vibrant, innovative

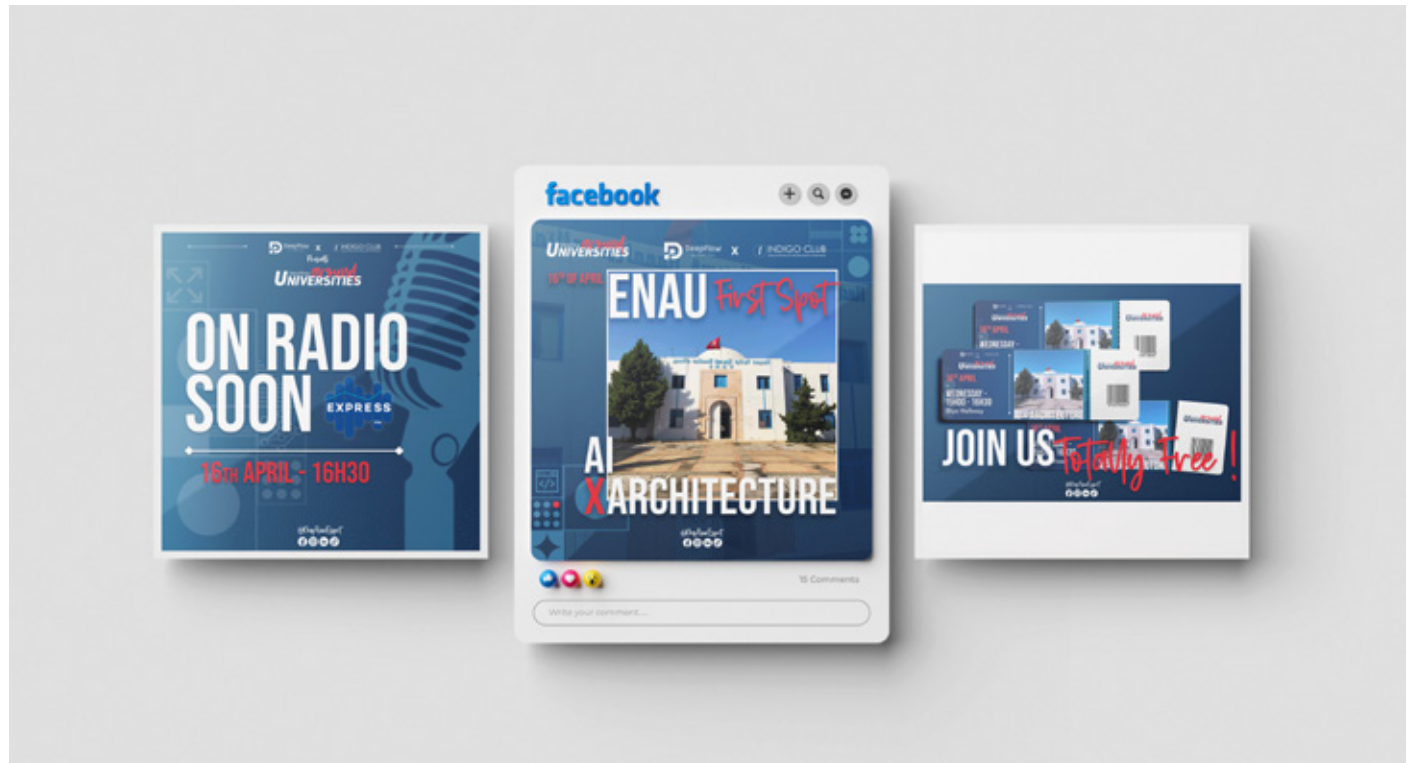
spirit, featuring a consistent color palette, dynamic typography, and contemporary imagery that resonate with a university audience. Whether in digital or physical form, every brand element is crafted to maintain a cohesive look and feel, ensuring that the event's energy and commitment to creativity are immediately recognizable and engaging across all touchpoints.

with geometric abstraction
nizable tech symbols. It eff
ports the “Around Universi
ing by visually linking AI, pr
and innovation.

with geometric abstraction
nizable tech symbols. It eff
ports the “Around Universi
ing by visually linking AI, pr
and innovation.



POSTS



POSTER



COVERS





1, 2 RUE ANDRÉ AMPÈRE - 2083 - PÔLE TECHNOLOGIQUE
- EL GHAZALA, ARIANA, TUNISIA
HAZEM MRAD - DEEPFLOW MEDIA MANAGER
CLUB.DEEPFLOW@ESPRIT.TN
+216 94 282 894