

ARTIFICIAL INTELLIGENCE MEETUPS

BRAND GUIDELINES

Introduction

Welcome

Welcome to the AIM Brand Guide. This set of branding guidelines is designed to ensure a consistent look and tone across all communications. By adhering to these guidelines, we can maintain a cohesive and professional appearance that reflects our brand's values and goals. Consistency in our visual and verbal identity helps build recognition, trust, and credibility with our audience. This guide covers essential elements such as logo usage, color palette, typography, and more, providing clear instructions to ensure that everyone represents AIM in a unified and effective manner.



Contents

Introduction

About
Mission & Vision

Our Logo

Logo proportions
Logo variation
Logo variations to be avoided

Color

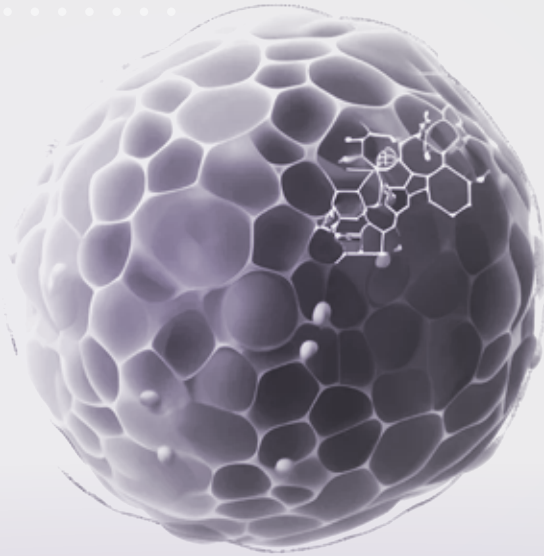
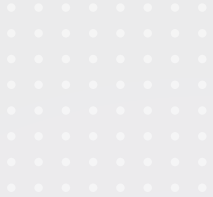
Primary colors

Typography

Primary Design Typeface

Mockups

AIM products mockup



Introduction

About

Welcome to AIM , a vibrant community of AI enthusiasts dedicated to exploring the future of technology. Our group includes a diverse mix of researchers, industry professionals, and curious minds all eager to learn and share knowledge about AI. By joining AIM, you can engage in lively discussions on AI topics and trends, learn from the collective wisdom of our members, and be inspired by new and emerging ideas. We pride ourselves on creating a welcoming and inclusive environment that encourages learning and collaboration. Together, we aim to advance the field of AI and create meaningful connections within our community.

Mission & Vision

Mission

At AIM (Artificial Intelligence Meetups), our mission is to stay updated on the latest AI advancements, collaborate on projects, and share valuable resources. We aim to inspire each other through shared experiences and success stories, fostering an environment of informal information sharing. Our goal is to increase our knowledge and wisdom in AI while promoting inclusivity and organic growth within our community.

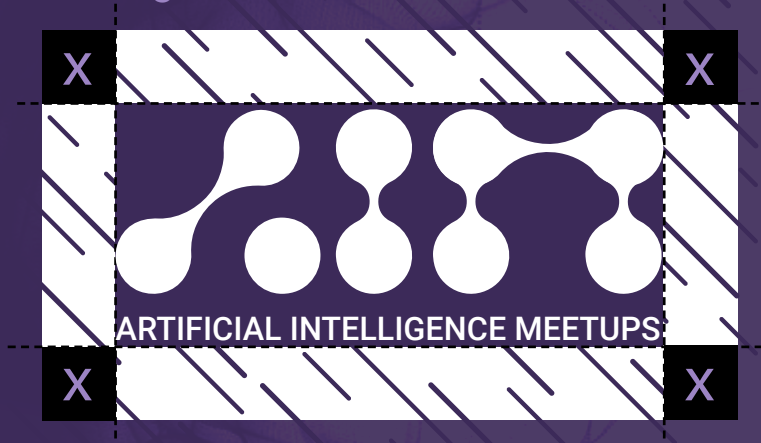
Introduction

Vision

Our vision is to create a dynamic, inclusive community where AI enthusiasts and professionals can connect, collaborate, and grow. We strive to be a leading platform for discussing AI-related topics, research work, emerging trends, and industry experiences. By building strong connections and continuously sharing insights in an organic and welcoming manner, we aim to advance the field of AI. We prioritize inclusivity, learning and growth, collaboration, fun and enjoyment, and innovation, ensuring a vibrant and engaging environment for all members.

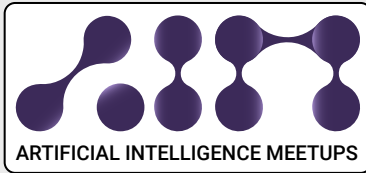
Our logo

Our Logo



Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo no graphic elements should encroach the border around the logomark.

Logo variation



Dark logo on light background



Light logo on dark background



Color Logo

Our logo

Our logo is the face of **AIM** the primary visual expression that we use to identify ourselves. meaning that we need to be careful to use it correctly and to do so consistently.

here is how our logo should be used on different backgrounds.



Unacceptable logo use

1. Do not distort horizontally
2. Do not distort vertically
3. Do not add excessive drop shadow
4. Do not outline
5. Do not use other colors not in the brand guide

Our logo

1.  ARTIFICIAL INTELLIGENCE MEETUPS

2.  ARTIFICIAL INTELLIGENCE MEETUPS

3.  ARTIFICIAL INTELLIGENCE MEETUPS

4.  ARTIFICIAL INTELLIGENCE MEETUPS

5.  ARTIFICIAL INTELLIGENCE MEETUPS

Color

Color

Primary colors

African Violet
HEX #9c84c4
CMYK 20, 33, 0, 23
RGB: 156, 132, 196

Russian Violet
HEX #3C2A59
CMYK 33, 53, 0, 65
RGB 60, 42, 89

Royal Blue
HEX #162875
CM YK 81, 66, 0, 54
RGB 81, 66, 0, 54

Seasalt
HEX #F9F8F8
CMYK 0, 0, 0, 2
RGB 249, 248, 248

Timberwolf
HEX #CDD3CE
CMYK 3, 0, 2, 17
RGB 205, 211, 206

Ambition

A soft purple reflecting our ambition and the drive to achieve great things in the field of AI.

A darker purple signifying depth, wisdom, and the ambitious nature of our goals.

Innovation, Trust, and Inclusivity

A deep, rich blue symbolizing trust, reliability, and the innovative spirit of our community.

Neutral

A clean, neutral white provides a balanced background, ensuring clarity and simplicity in our designs.

A light, subtle green gray, adding a touch of calm and balance, complementing the more vibrant colors in our palette.

Typograhpy

Headlines

The the primary font is Roboto Bold this typface should be used for headings and call to actions.

Roboto BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?

Body Text

The body text font is roboto regular and should be used for body text.

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?



Mockups

Mockups

