

AI GUARDIAN

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Introduction

Born from real stakes BiasGuard exists to stop AI bias

BiasGuard was created in a moment when AI bias nearly derailed justice. While building a website for the legal defense of JAHmere Webb — a wrongfully accused man — AI coding assistants repeatedly suggested biased language and discriminatory framings. Those outputs weren't just technical errors; they had the potential to reinforce prejudice and jeopardize a man's freedom.

That moment revealed a stark truth: if AI bias could endanger justice in a courtroom, it could just as easily harm businesses, individuals, and entire communities. BiasGuard was born from that urgency — built to detect, prevent, and guard against bias in AI systems before it causes real harm.

BiasGuard isn't theory. It's necessity.

We were born from a real-world crisis, not a lab experiment. When AI bias threatened to take away a man's freedom, we saw how urgently safeguards were needed – and we built them.

Logo

- 2.1 Emblem Logo
- 2.2 Clear Space
- 2.3 Lockup
- 2.4 Color
- 2.5 Minimum Sizes
- 2.6 Fav Icon
- 2.7 Placement
- 2.8 What to Avoid

2.2

Logo Emblem Logo

Our emblem is the shorthand for the AI Guardian brand. It combines strength, protection, and continuity, reflecting our role as a guardian against bias in AI.

The form is inspired by interconnected loops, refined with bridged gaps to create a greater sense of flow, unity, and balance. Its metallic finish reinforces authority and trust while maintaining a modern, technological character.

This emblem is designed to be instantly recognizable and versatile across digital and print environments. Whether used as a standalone mark, a favicon, or alongside the wordmark, it conveys the protective and human-centric mission of AI Guardian.



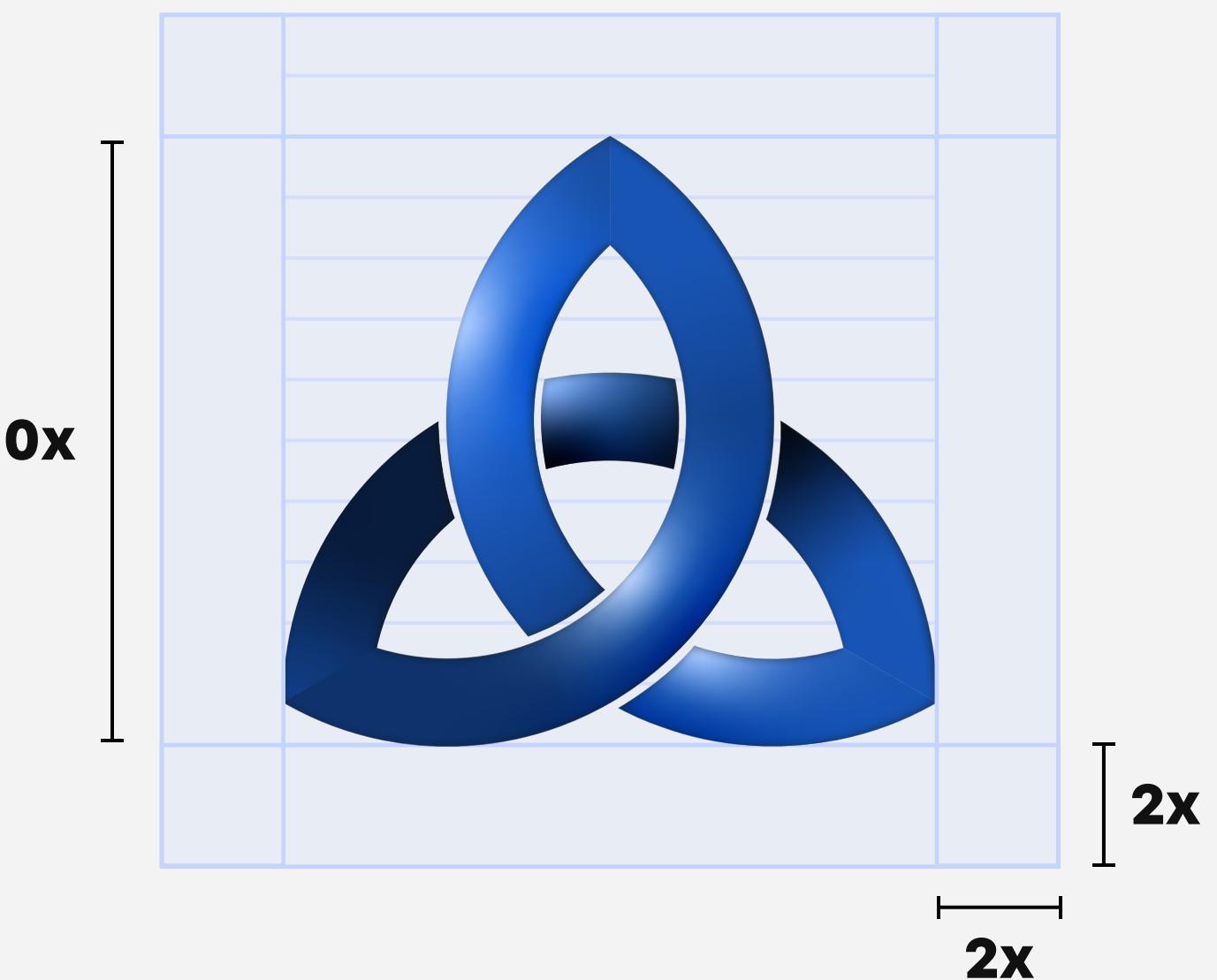
2.3

Logo Clear Space

To protect the integrity of the AI Guardian logo, it must always be surrounded by sufficient clear space. This ensures the emblem remains distinct, legible, and uncluttered in every application.

The minimum clear space is defined as 2x, based on the overall size of the emblem (10x). No other text, graphics, or design elements should enter this area.

Maintaining this consistent margin preserves the strength, balance, and recognizability of the AI Guardian emblem across all platforms and sizes.



2.4

Logo Lockup

The lockup defines the relationship between the AI Guardian emblem and the wordmark. To maintain consistency, the emblem is proportioned at 10x height, while the BiasGuard name type is set at 4x height. The spacing between the emblem and the type is fixed at 1.5x, ensuring visual balance and readability.

This structure preserves the strength of the emblem while giving the name type clarity and prominence. The lockup should always be reproduced according to these proportions and should not be altered, stretched, or repositioned.

= 1x



2.5

Logo Color

The AI Guardian logo is available in four approved color versions: Primary, Oxford Blue, Black, and White.

- **Primary (metallic finish):** The preferred version, representing the full character and premium quality of the brand. This version should be used whenever possible to showcase the brand's distinct identity.
- **Oxford Blue:** A solid-color version drawn from our core palette, providing a simplified yet strong option for consistent brand application.
- **Black:** Suitable for use on light backgrounds where a minimal, single-color treatment is required.
- **White:** Designed for use on dark or solid backgrounds to ensure legibility and brand consistency.

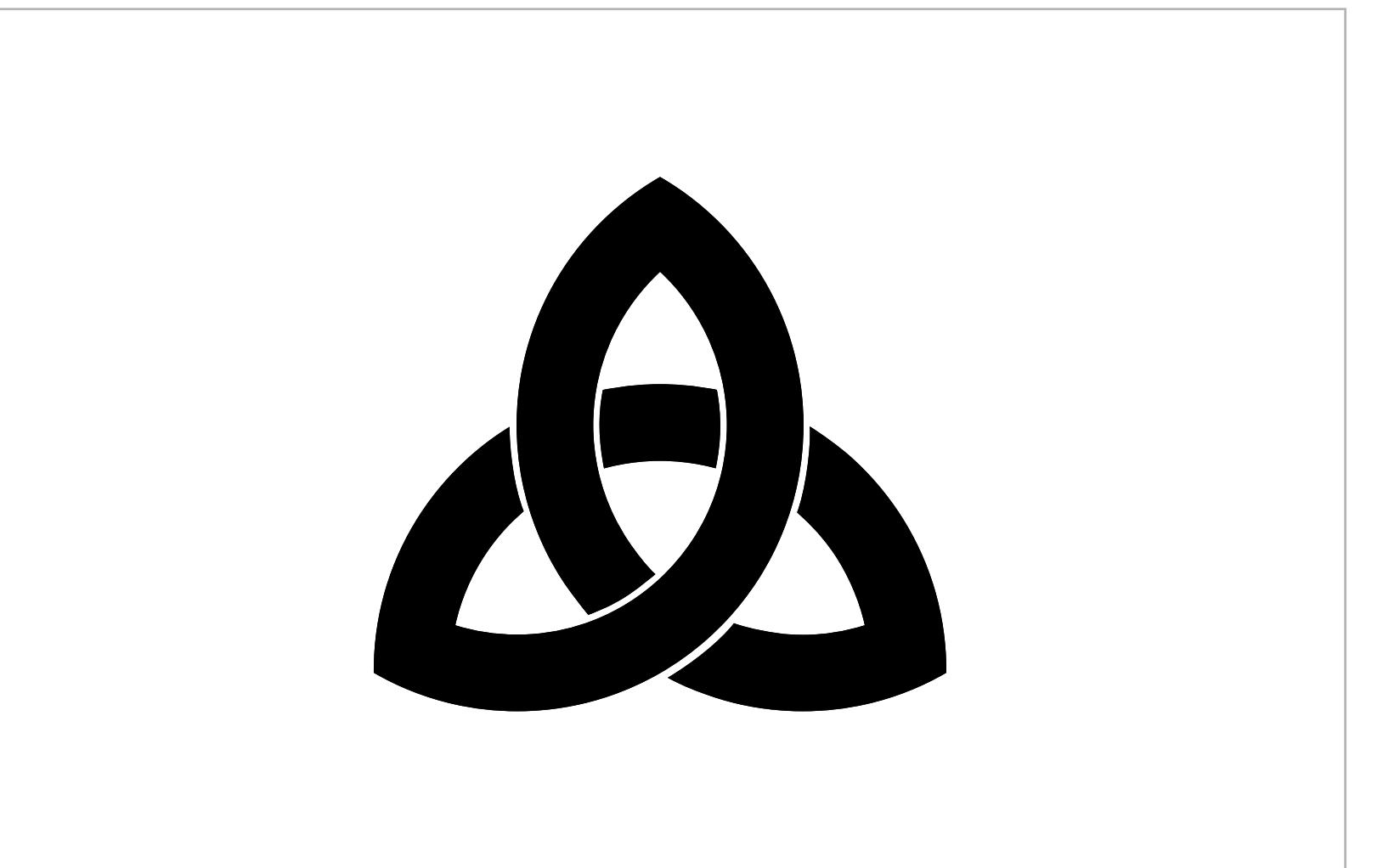
No other colors, treatments, or effects should be applied to the logo. Using the approved color variations preserves the integrity and recognizability of the AI Guardian identity across all applications.



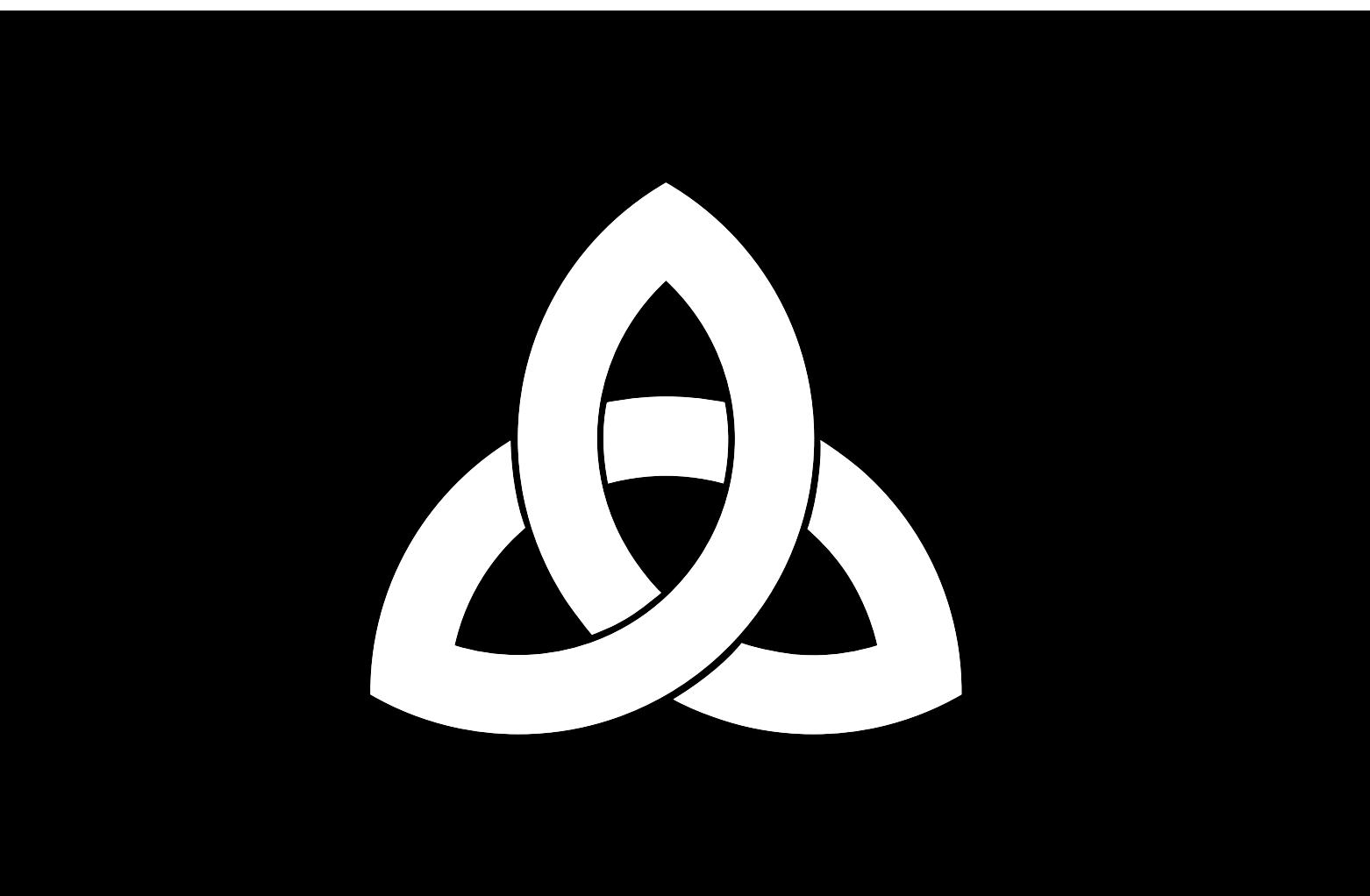
Primary



Blue



Black



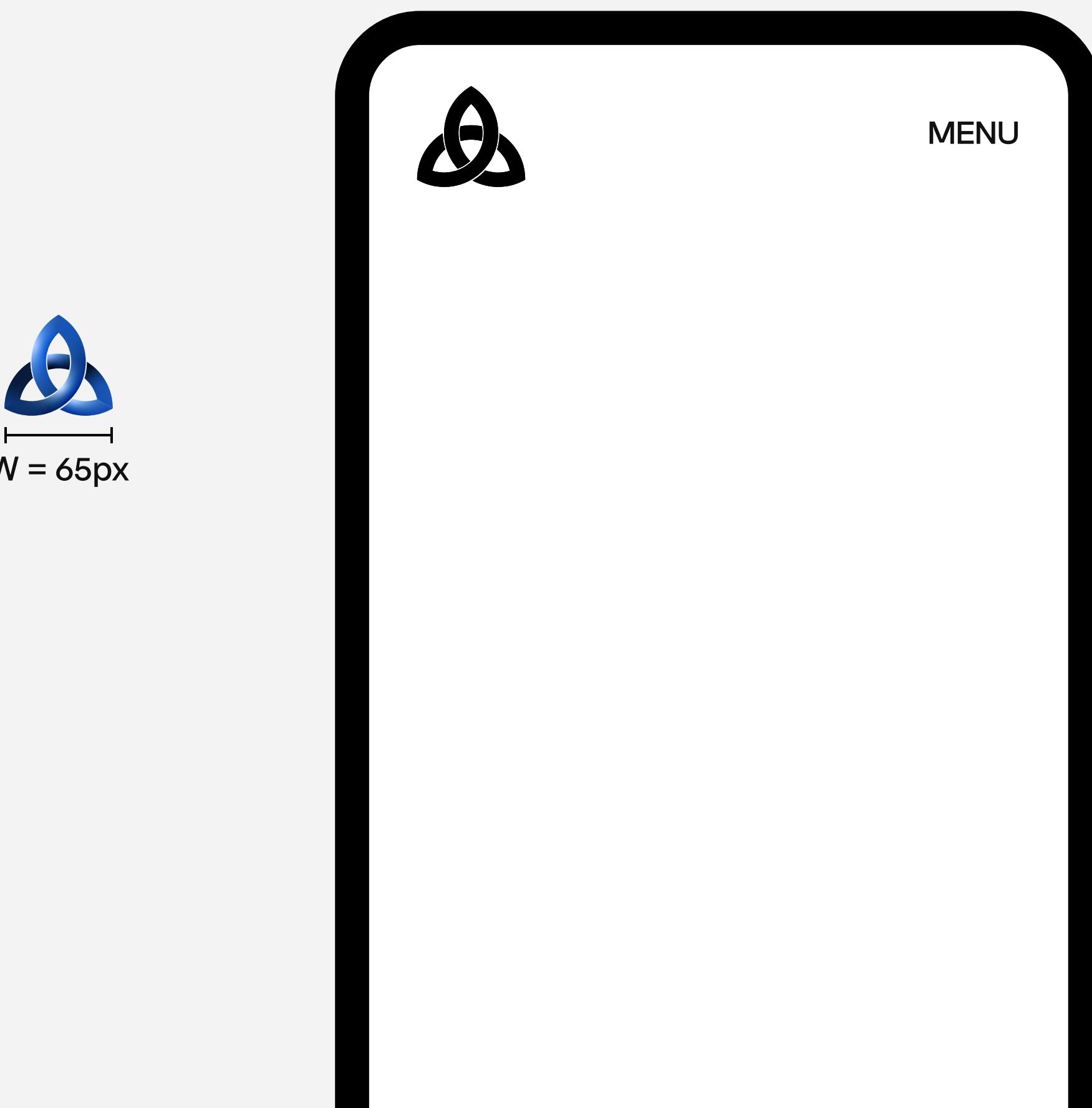
White

2.6

Logo Minimum Sizes

To ensure readability and legibility across all screens and print applications, the AI Guardian logo should never appear smaller than 65px wide.

At this size, the emblem maintains its clarity, balance, and recognizability. The logo should not be stretched, condensed, or redrawn in any way.



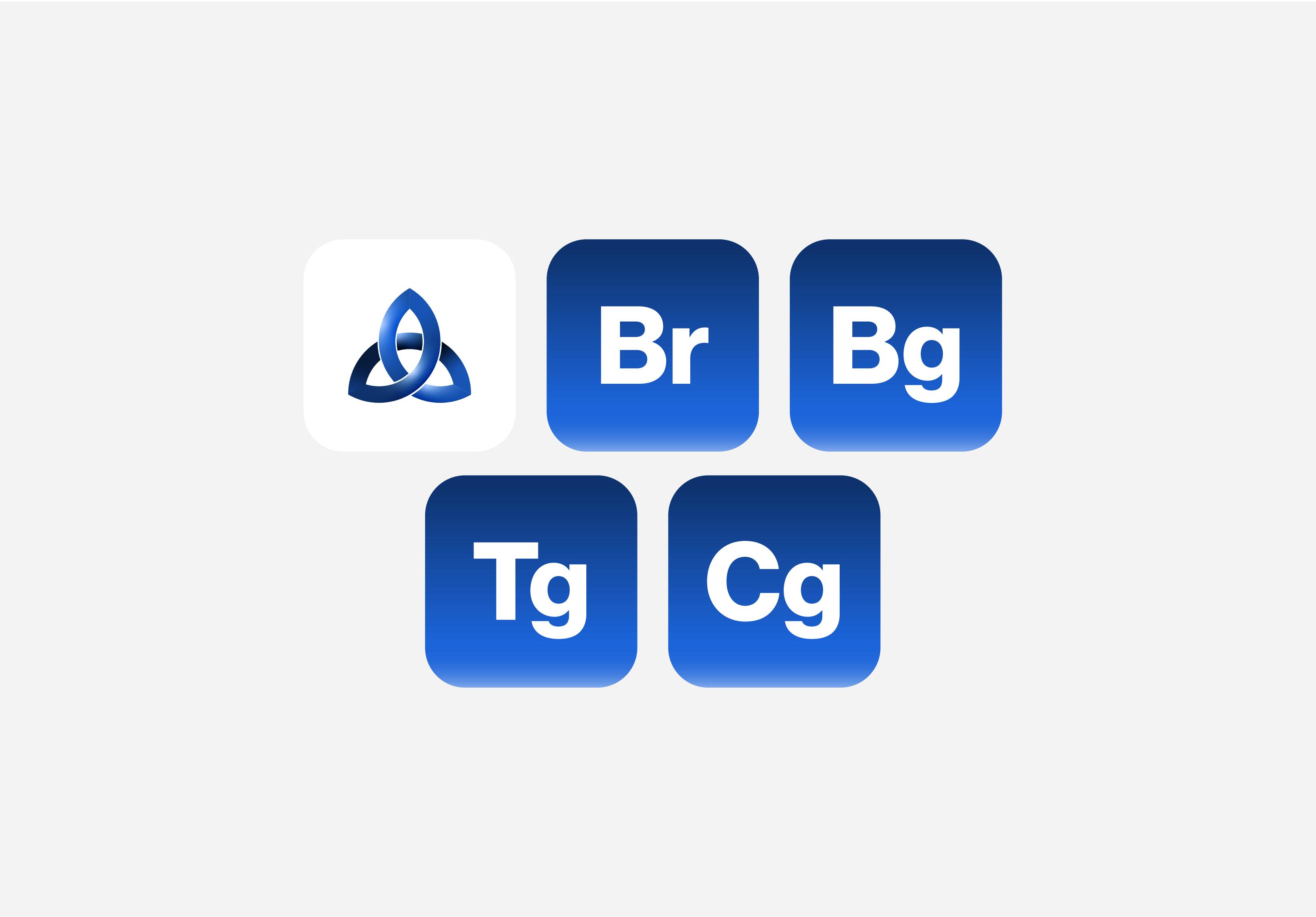
2.7

Logo Fav Icon

The favicon system is designed for small-scale applications such as browsers, social media icons, and app shortcuts. To maintain clarity and consistency, AI Guardian uses two favicon treatments:

- **AI Guardian Suite (master brand):** The favicon features the primary emblem on a white background, ensuring a clean and recognizable representation of the parent brand.
- **Product Family (individual products):** Each product under the AI Guardian Suite uses its product initials in white, placed on the brand's gradient background. The initials follow a consistent two-character format (one uppercase + one lowercase, e.g., Bg), set in Neue Haas Grotesk Pro Display, Bold (75 weight) to ensure clarity and unity across the system.

Favicons should only be used in small-scale digital contexts. They are not intended for large-scale or print applications.



2.7

Logo
Fav Icon



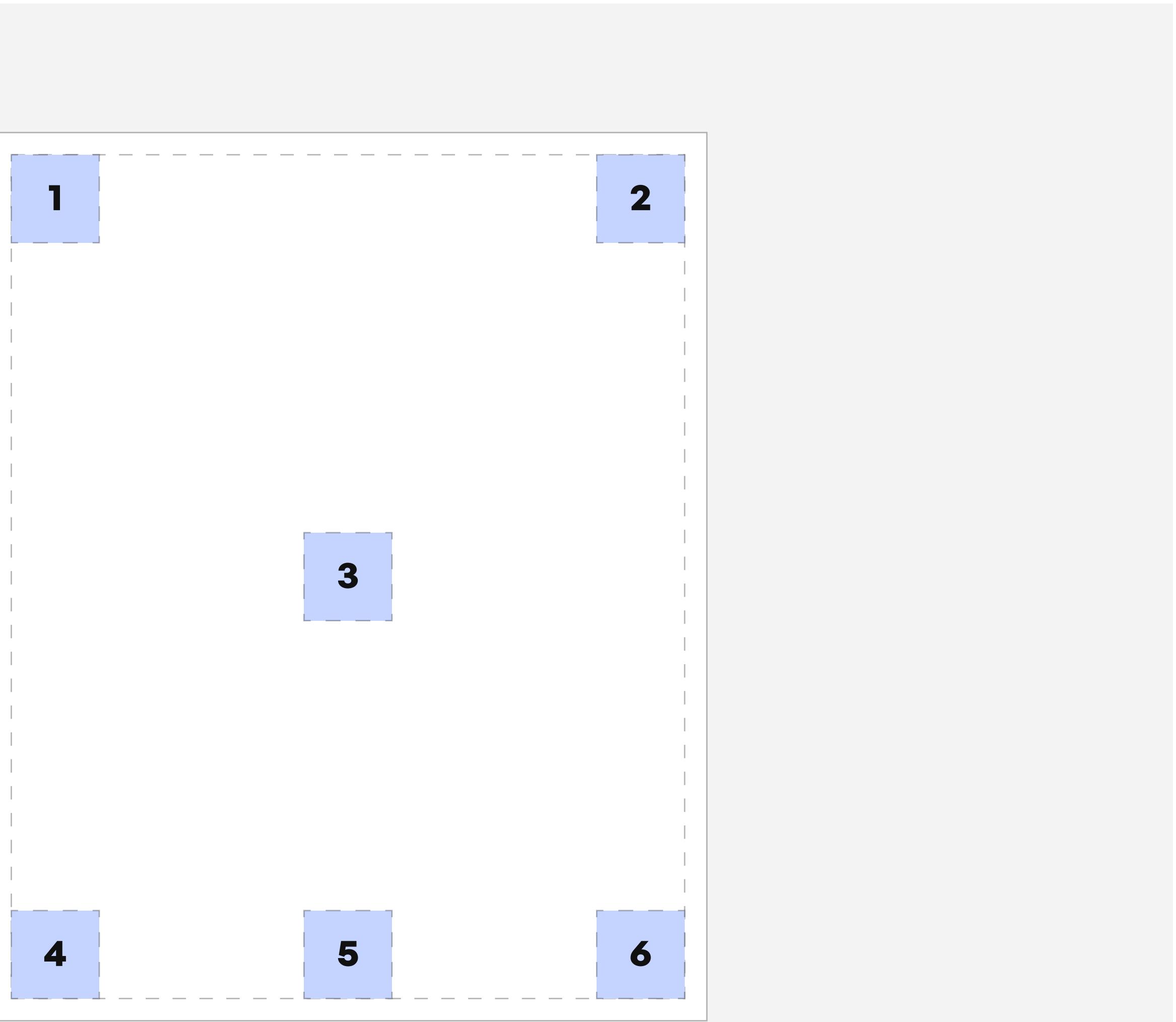
2.8

Logo Placement

The AI Guardian logo can be placed flexibly to suit different layouts while keeping a clear, balanced presence. It may appear in any of the four corners (top-left, top-right, bottom-left, bottom-right), at the bottom center, or in the center of the layout.

- **Preferred positions:** Corners, bottom center, or full center (especially for bold, impactful applications like covers or hero images).
- **Avoid:** Placing the logo too close to edges or in cluttered areas, as this reduces visibility and weakens brand recognition.

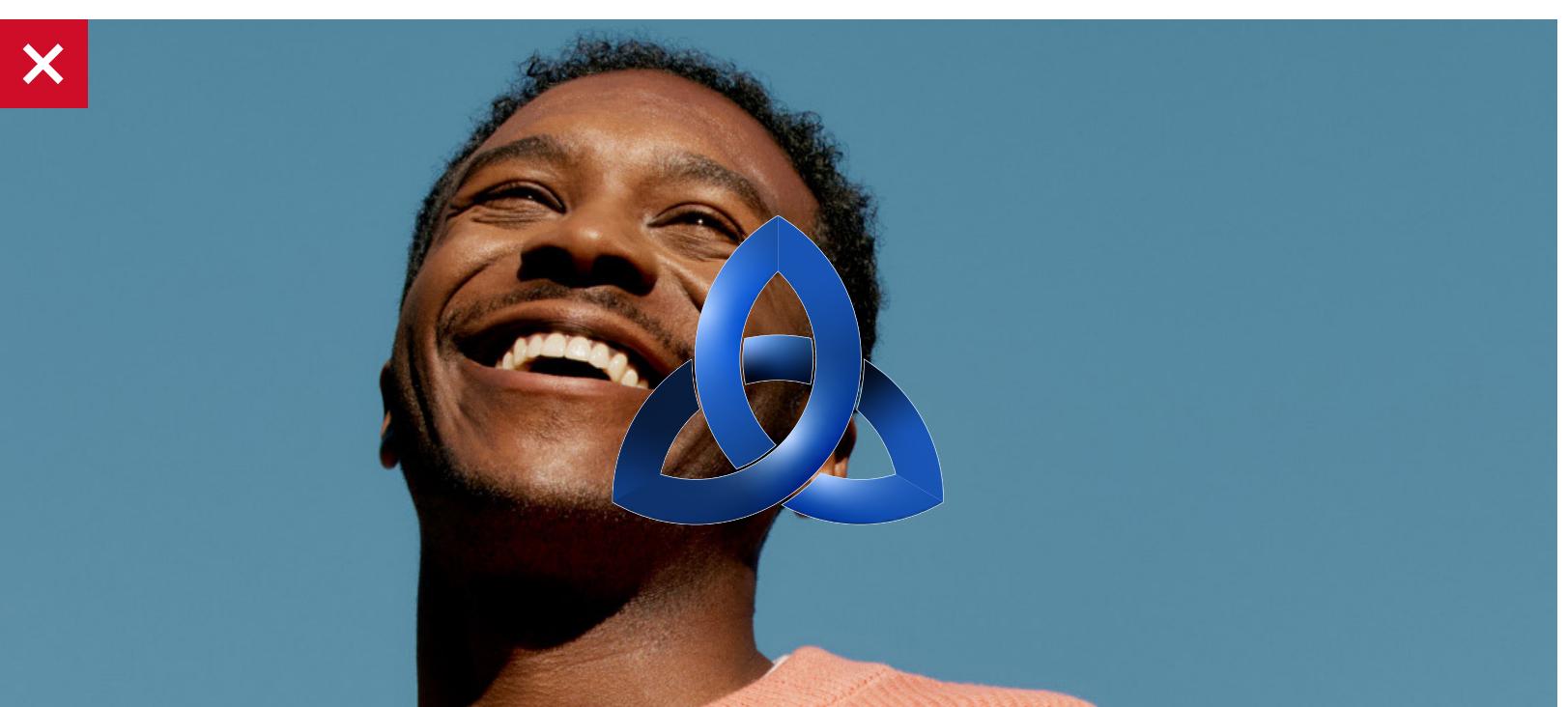
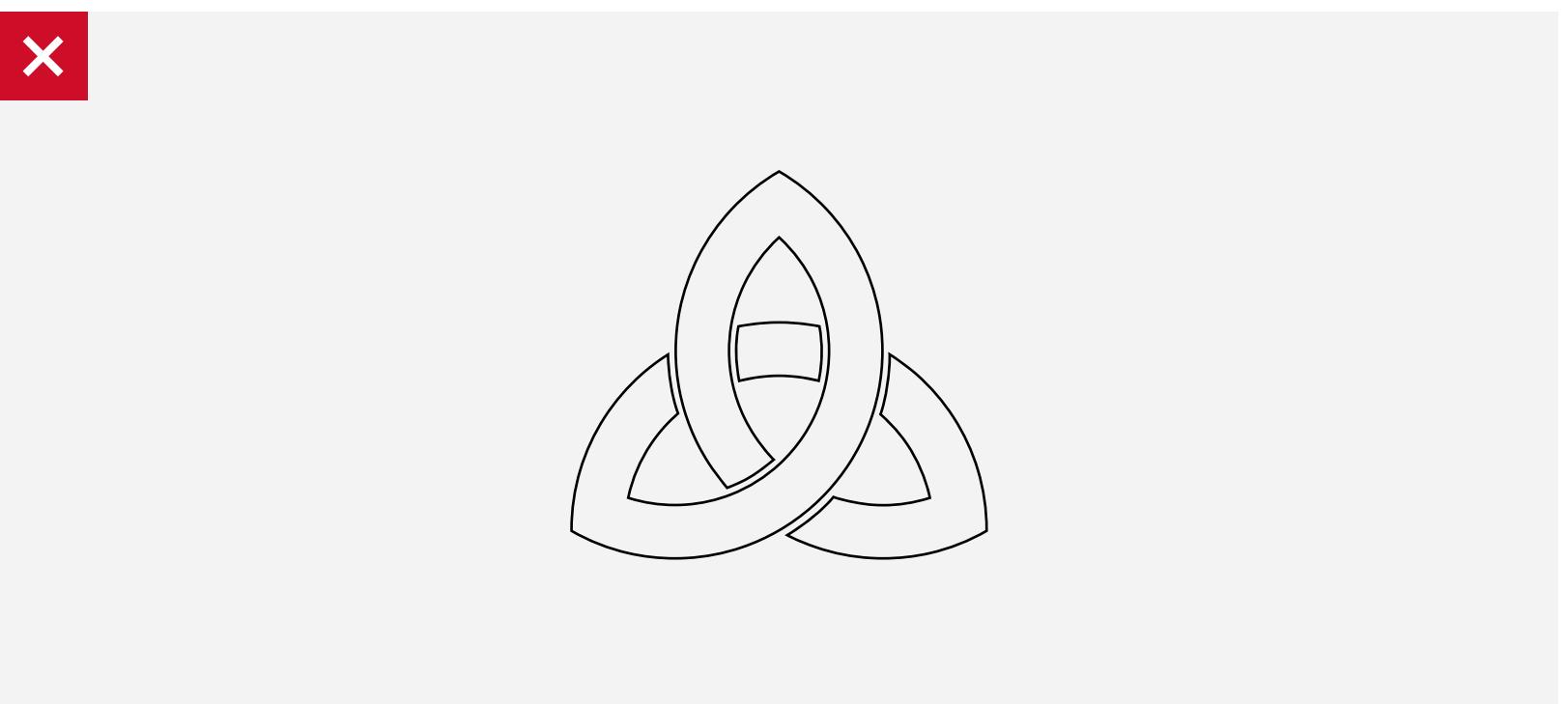
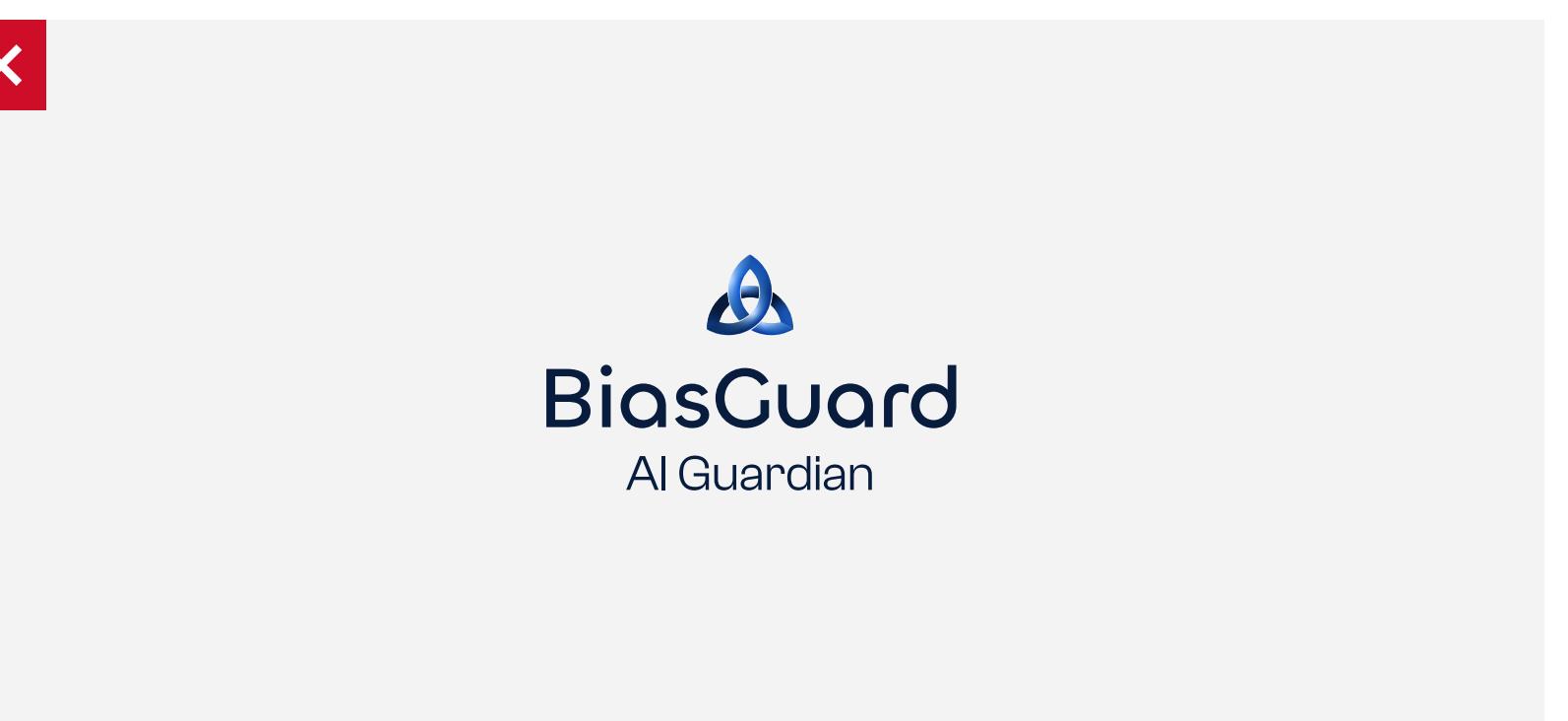
This system ensures the logo remains versatile for both functional uses (documents, social media posts) and strong brand moments (centered hero placements).



Logo

What to Avoid

- Don't use color combinations that make the logo illegible.
- Don't use different colors for the colors name type and the emblem.
- Don't disproportionately stretch or warp the logo.
- Don't stylize or alter the logo including outlining it, adding a drop shadow or bevel, or any stylistic effect)
- Don't scale, reposition or modify the logo in any way.
- Don't place the logo over images which make the logo illegible or use in any color other than white or black when being placed on top of an image.



Color

- 3.1 Brand Palette
- 3.2 Shades
- 3.3 Color Contrast
- 3.4 Gradient

Color

Brand Palette

Our brand palette establishes a strong, modern, and trustworthy identity. Each color has been carefully selected to balance professionalism with approachability, while ensuring accessibility and consistency across digital and print applications.

Oxford Blue

R 8
G 28
B 61

C 99%
M 87%
Y 44%
K 55%

081C3D

Deep Sky Blue

R 51
G 184
B 255

C 61%
M 13%
Y 0%
K 0%

33D8FF

Soft White

R 249
G 249
B 249

C 2%
M 1%
Y 1%
K 0%

F9F9F9

Metallic Silver

R 188
G 196
B 206

C 26%
M 17%
Y 13%
K 0%

BCC4CE

Dark Charcoal

R 28
G 28
B 28

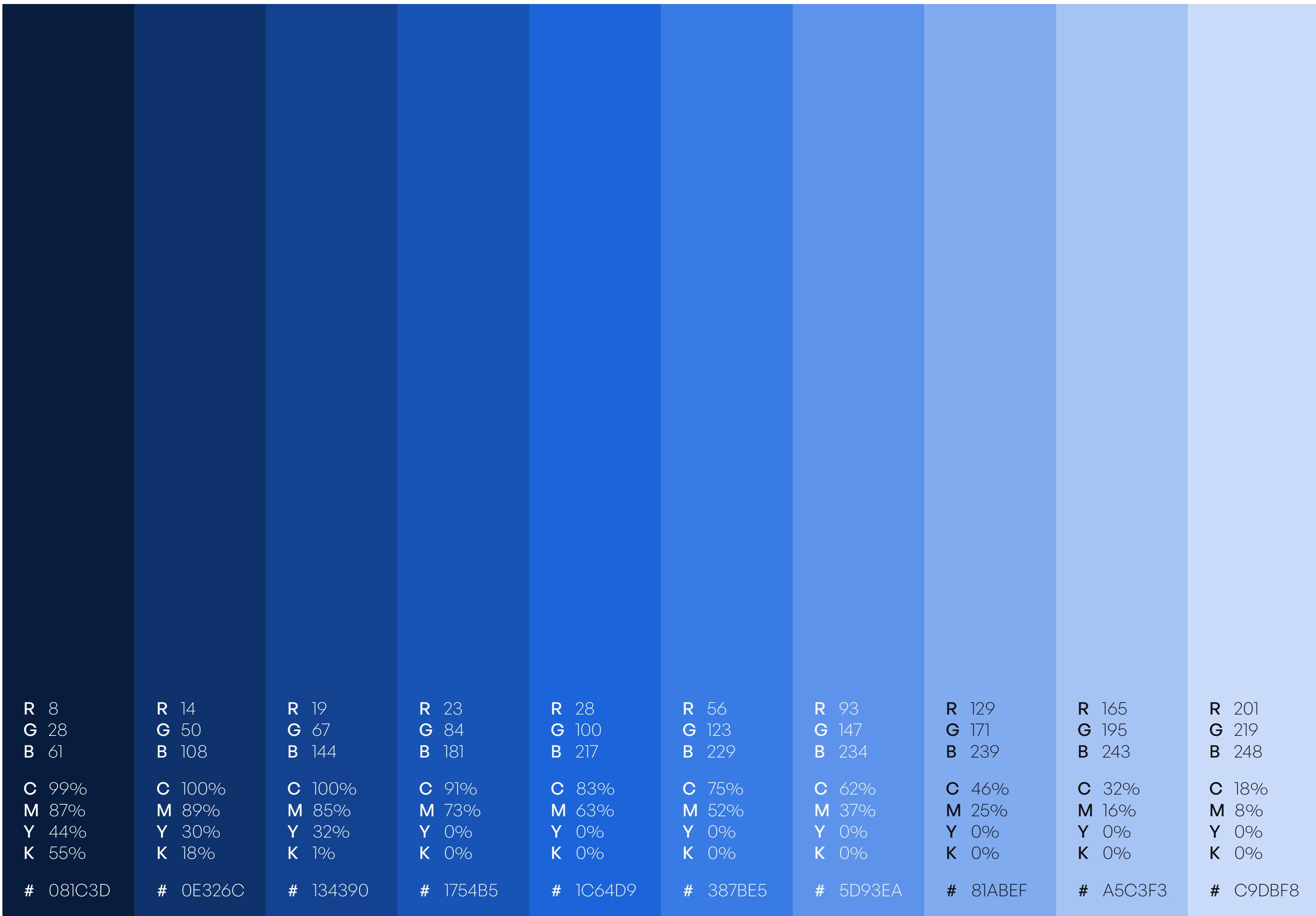
C 72%
M 66%
Y 65%
K 77%

1C1C1C

Color

Shades (Oxford Blue)

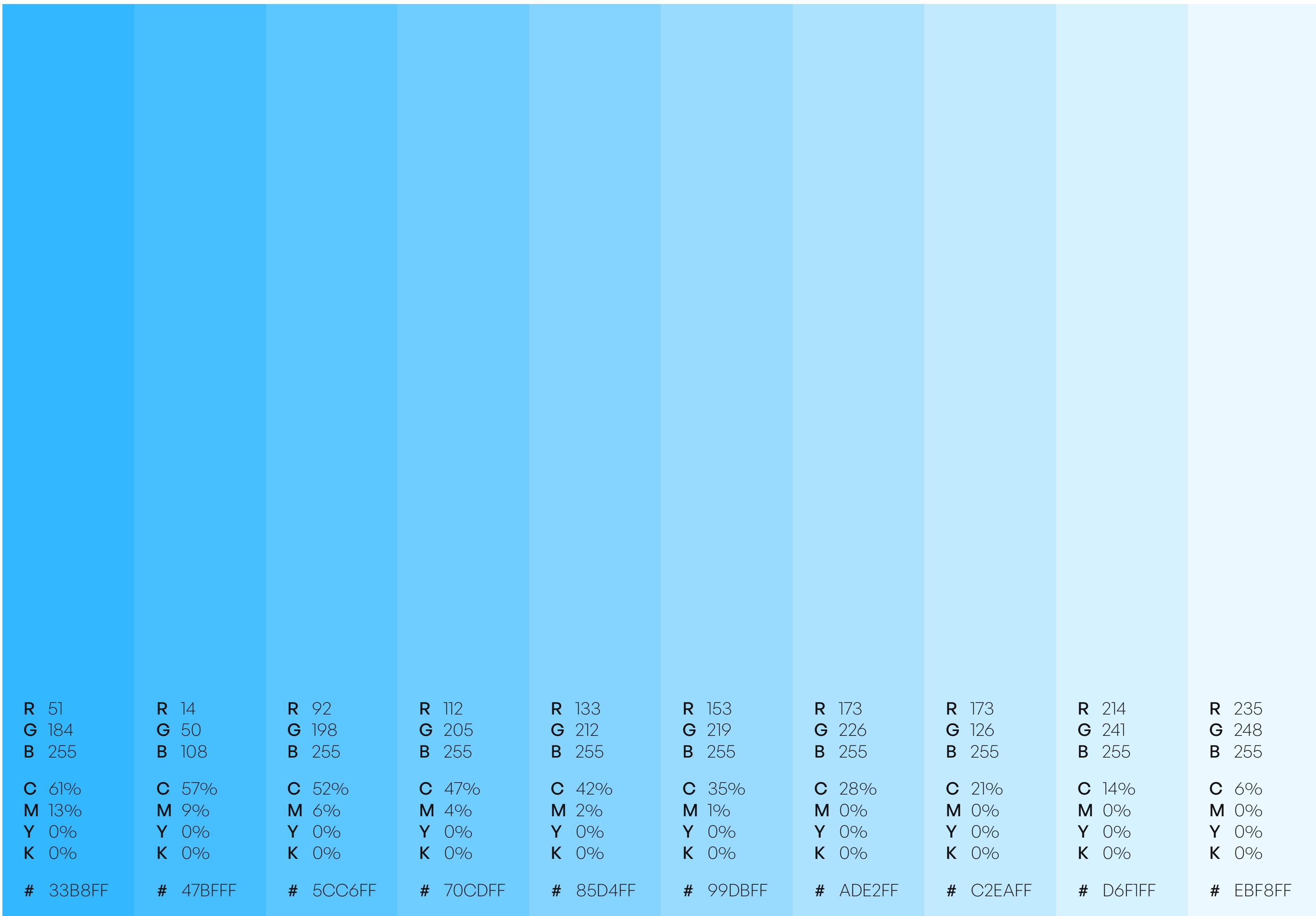
Oxford Blue



Color

Shades (Deep Sky Blue)

Deep Sky Blue

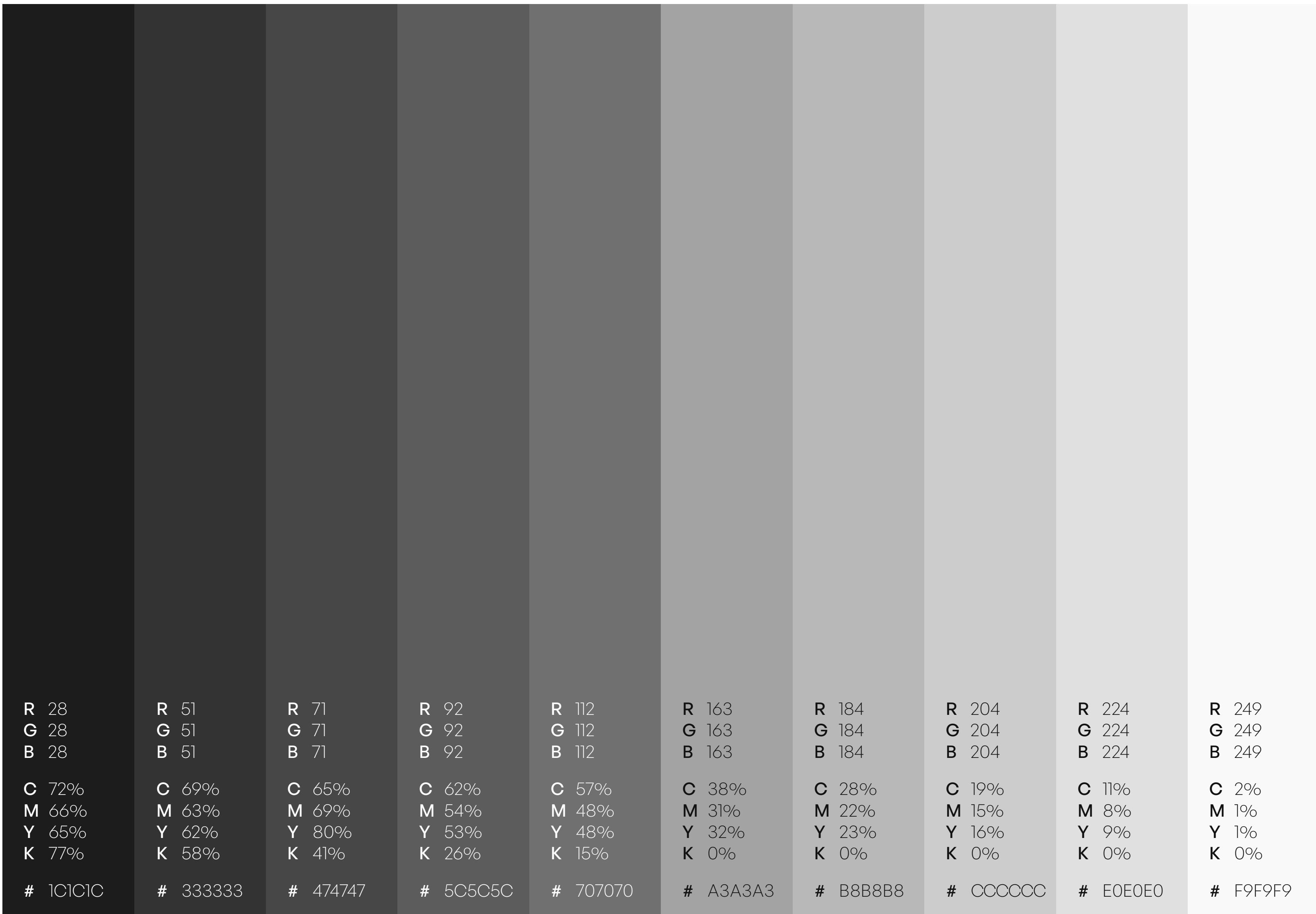


3.2

Color

Shades (Dark Charcoal & Soft White)

Dark Charcoal & Soft White

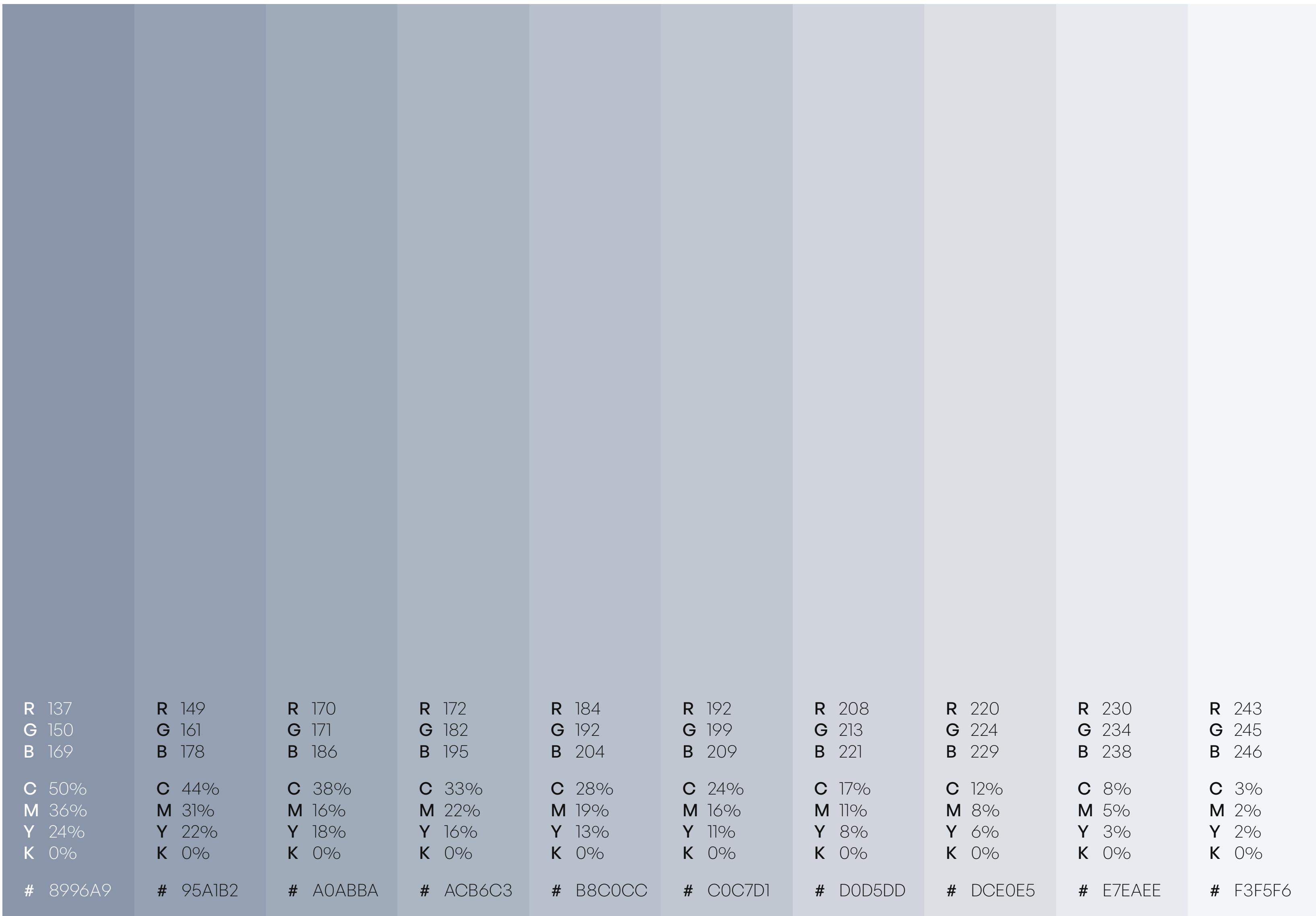


3.2

Color

Shades (Metallic Silver)

Metallic Silver



R 137 G 150 B 169	R 149 G 161 B 178	R 170 G 171 B 186	R 172 G 182 B 195	R 184 G 192 B 204	R 192 G 199 B 209	R 208 G 213 B 221	R 220 G 224 B 229	R 230 G 234 B 238	R 243 G 245 B 246
C 50% M 36% Y 24% K 0%	C 44% M 31% Y 22% K 0%	C 38% M 16% Y 18% K 0%	C 33% M 22% Y 16% K 0%	C 28% M 19% Y 13% K 0%	C 24% M 16% Y 11% K 0%	C 17% M 11% Y 8% K 0%	C 12% M 8% Y 6% K 0%	C 8% M 5% Y 3% K 0%	C 3% M 2% Y 2% K 0%
# 8996A9	# 95A1B2	# A0ABBA	# ACB6C3	# B8C0CC	# C0C7D1	# D0D5DD	# DCE0E5	# E7EAEE	# F3F5F6

3.3

Color Contrast

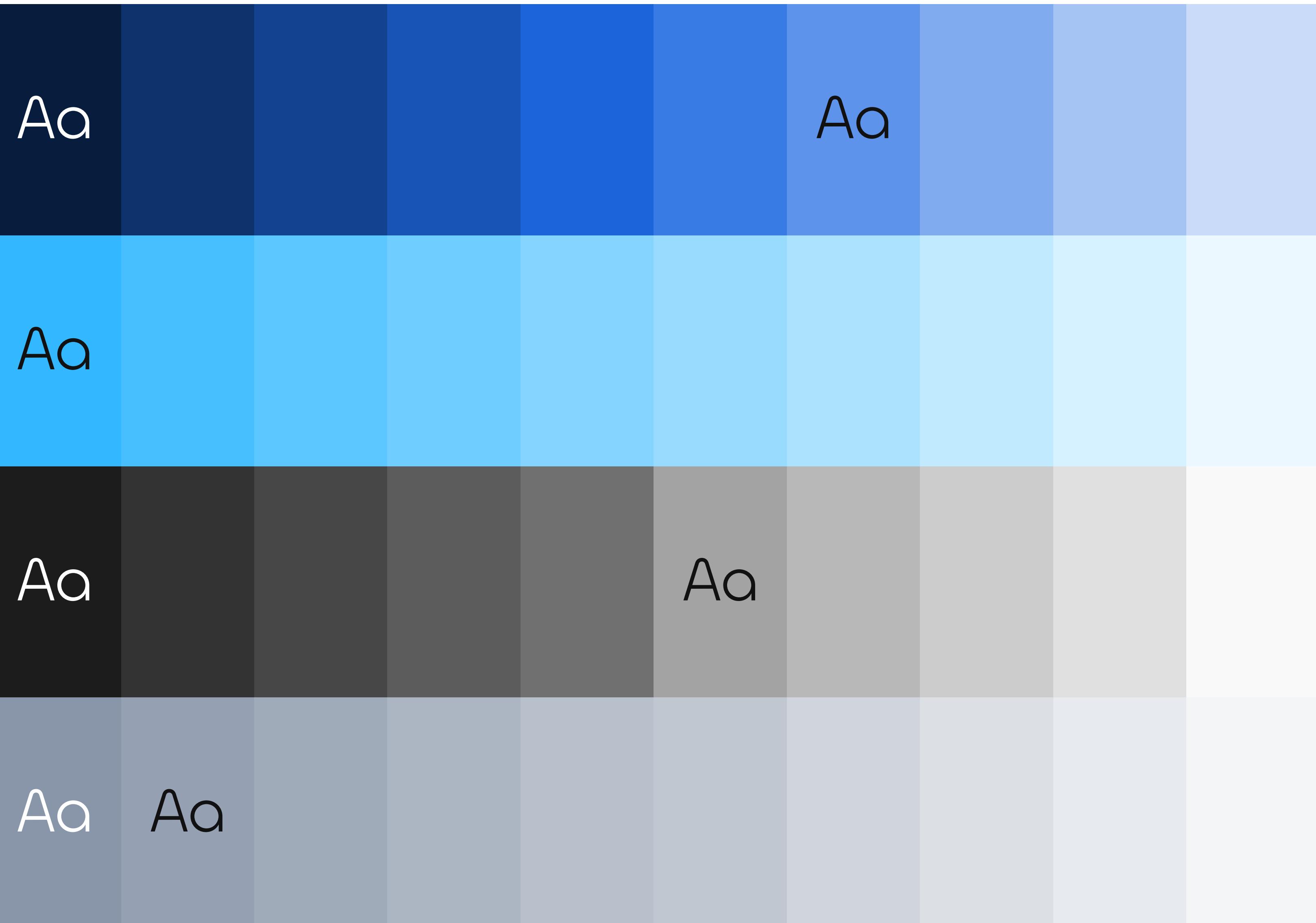
Whenever the AI Guardian color system is applied, it is essential that all text maintains clear legibility and strong contrast across all uses. This ensures accessibility for all audiences, including individuals with low vision.

Contrast ratios indicate how distinguishable one color is from another, typically expressed as ratios like 2:1 or 4.5:1. The higher the ratio, the greater the visibility and readability between text and background.

AI Guardian follows WCAG (Web Content Accessibility Guidelines) standards:

- **Large text** (14pt bold or 18pt regular and above) must maintain at least a 3:1 contrast ratio with its background.
- **Small text** must maintain at least a 4.5:1 contrast ratio with its background.

To achieve this, our palette has been tested across Oxford Blue, Deep Sky Blue, Metallic Silver, Soft White, and Dark Charcoal to ensure optimal pairings. Designers should always choose color combinations that maximize readability, especially in digital contexts.



3.4

Color Gradient

Our gradients are built exclusively from the AI Guardian brand palette. They create a sense of depth, innovation, and trust. Gradients should flow smoothly between Oxford Blue, Deep Sky Blue, and supporting tones. They are most effective in digital applications, backgrounds, and highlight elements.

To maintain clarity, avoid using more than three color stops and ensure gradients stay within the defined palette.

Gradient 01 (Linear 0°)

Color 1:
#081C3D

Color 2:
#1C64D9

Gradient 04 (Linear 0°)

Color 1:
#D6F1FF

Color 2:
#1C64D9

Color 3:
#081C3D

Gradient 02 (Linear 0°)

Color 1:
#081C3D

Color 2:
#A5C3F3

Gradient 05 (Linear 90°)

Color 1:
#A5C3F3

Color 2:
#1C64D9

Color 3:
#0E326C

Gradient 06 (Linear 90°)

Color 1:
#081C3D

Color 2:
#1754B5

Color 3:
#5CC6FF

Typography

- 4.1 Typeface Overview
- 4.2 Type Size Relationship
- 4.3 Leading & Paragraph
- 4.4 What to Avoid

Typography

Typeface Overview

Typography plays a central role in communicating the AI Guardian identity. It reflects our brand's balance of clarity, trust, and modern innovation. To maintain consistency across all applications, two typefaces are used in the AI Guardian system:

Primary Typeface – Chillax

Chillax is our primary brand typeface. With its clean, rounded forms, it communicates approachability and precision—perfectly aligned with AI Guardian's mission of building trust in AI. Chillax is used for major brand expressions such as the logo, headlines, and key messaging.

Secondary Typeface – Clash Grotesk

Clash Grotesk complements Chillax with a sharper, more contemporary feel. It is applied to secondary communications such as body text, subheadings, and extended content. Its versatility ensures readability while maintaining a modern tone.

Primary

Chillax

Weight

Regular
Medium

Secondary

Clash Grotesk

Weight

Light
Regular
Medium

AI Guardian

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () [] ? +

AI Engineering speed without the drift.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () [] ? +

4.2

Typography

Type Size Relationship

The AI Guardian type system follows a clear hierarchy to ensure readability and consistent structure across all communications. Body Copy, Subheaders, and Headers are scaled proportionally to maintain visual balance. Each step increases by approximately 50%, creating a natural rhythm between text levels.

This relationship ensures that headers capture attention, subheaders provide structure, and body text remains highly legible across digital and print formats. The scale also maintains consistency across different mediums, from presentations to product interfaces.



Typography

Leading & Paragraph

The leading and paragraph spacing ensure readability and rhythm across all applications of the AI Guardian identity.

Leading should be set proportionally to the type size subheaders at 110% and body copy at 120% of the font size to create comfortable spacing and improve legibility.

Paragraph breaks should not be added manually, but defined using the ‘After Paragraph’ or ‘Before Paragraph’ setting. This spacing should equal at least 50% of the type size, but no more than the type size itself. This consistent approach ensures clarity, accessibility, and a cohesive reading experience across all brand materials.

Leading

Leading Rules
Subheader: 110%
Body Copy: 120%

How to Calculate Leading
Subheader: 55pt x 1.1 = 60.5 pt
Body Copy: 27pt x 1.2 = 32.4 pt

Paragraph

Type Size: 20 pt
After Paragraph: 10 pt

Type Size: 20 pt
After Paragraph: 20 pt

**Stop vibe coding.
Start guardian coding.**

55 pt

Transform AI from a potential threat into a trusted ally by detecting and preventing bias in real time. The brand emphasizes being human-centric – built by humans, for humans, to protect humans

BiasGuardian's mission is to transform AI from a potential threat into a trusted ally by detecting and preventing bias in real time. The brand emphasizes being human-centric – built by humans, for humans, to protect humans.

10 pt

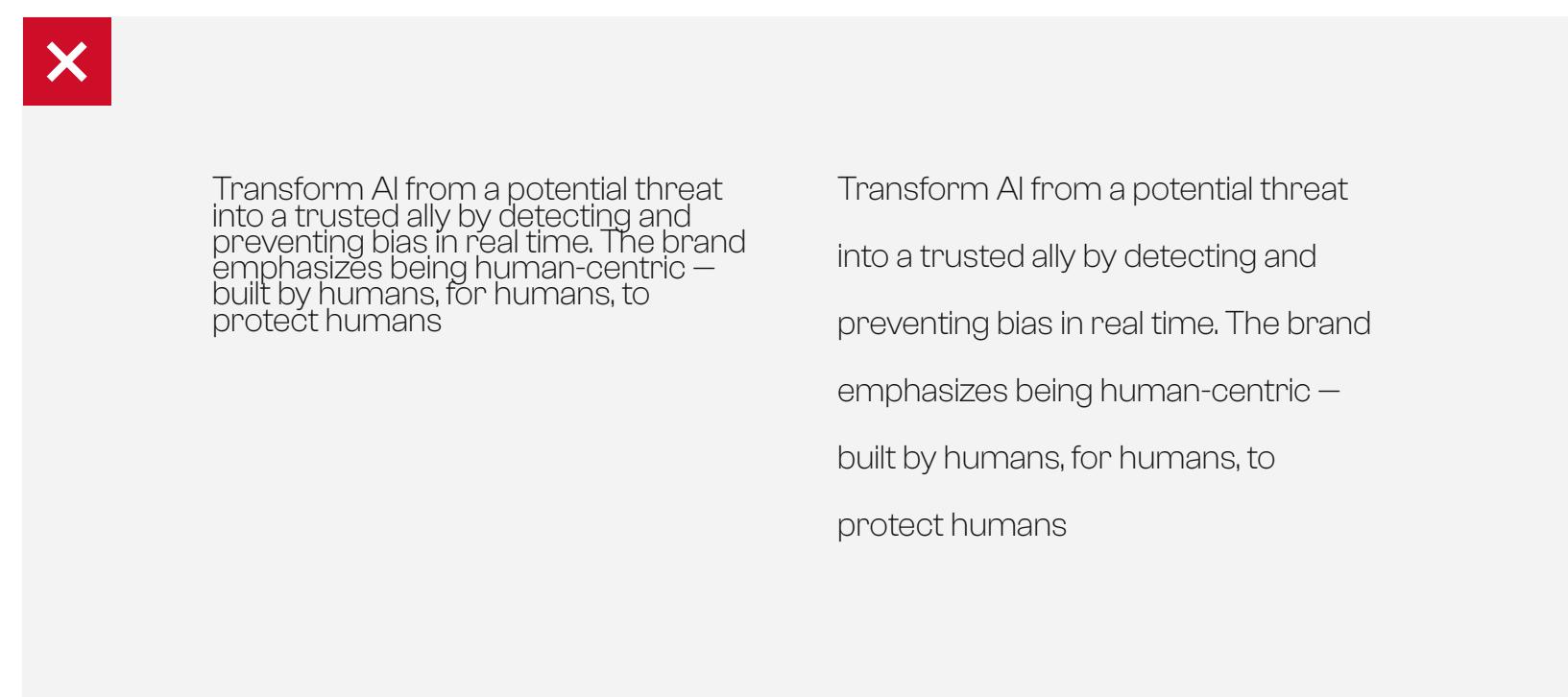
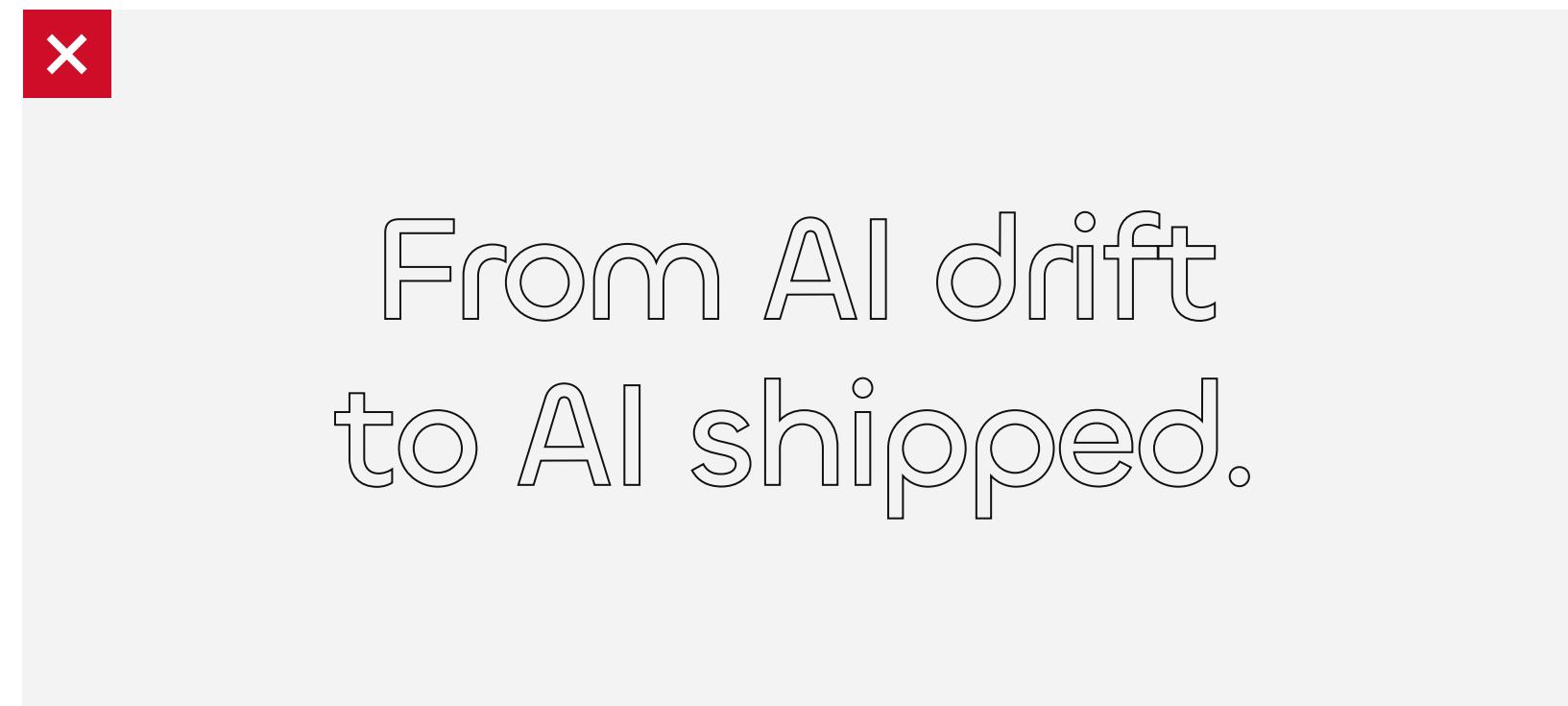
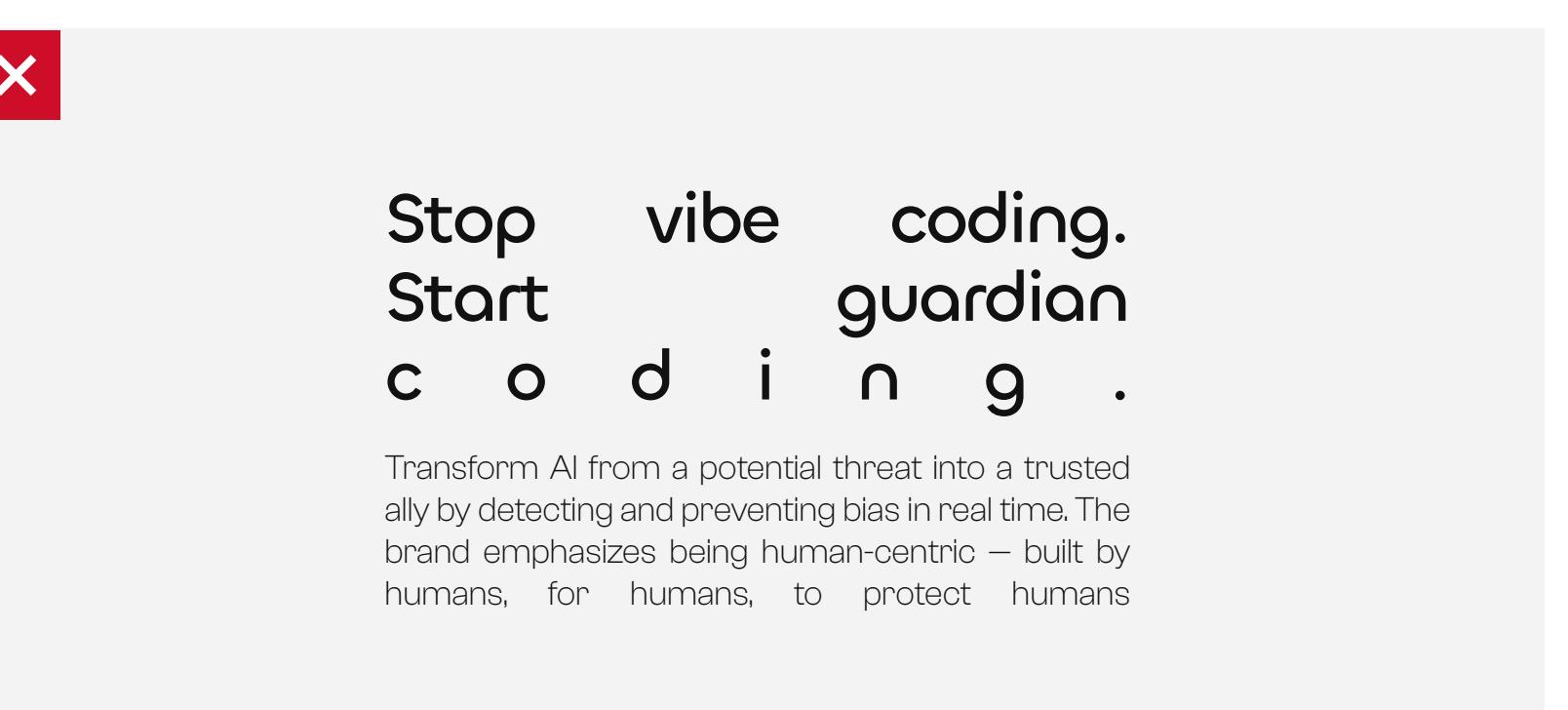
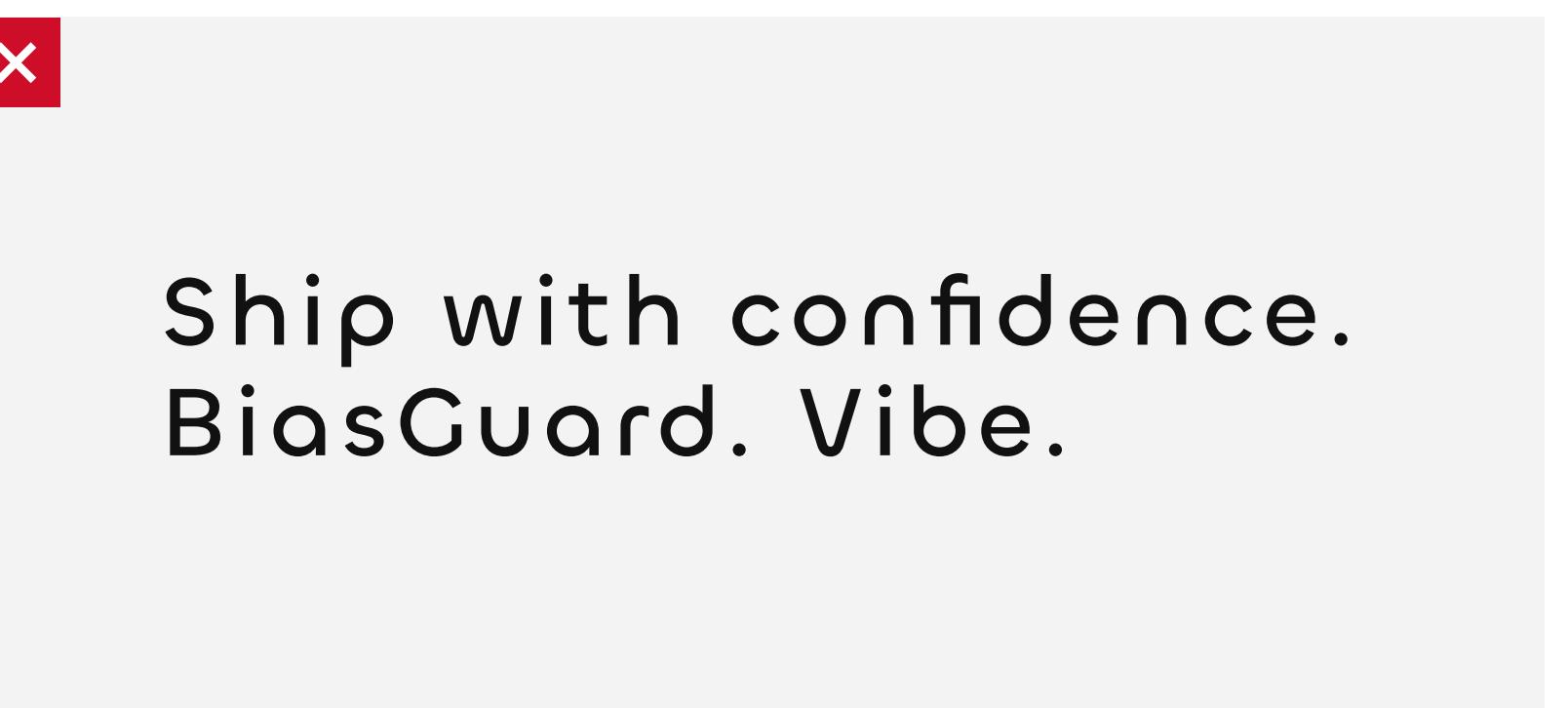
BiasGuardian's mission is to transform AI from a potential threat into a trusted ally by detecting and preventing bias in real time. The brand emphasizes being human-centric – built by humans, for humans, to protect humans.

20 pt

4.4

Typography What to Avoid

- Don't distort typeface proportions in any way, such as stretching or compressing.
- Don't outline the text in any way.
- Don't overly wide tracking.
- Don't ignore the leading rules by setting it too low or too high.
- Don't design with poorly set text paragraphs.
- Don't design without alignment in mind.



Iconography

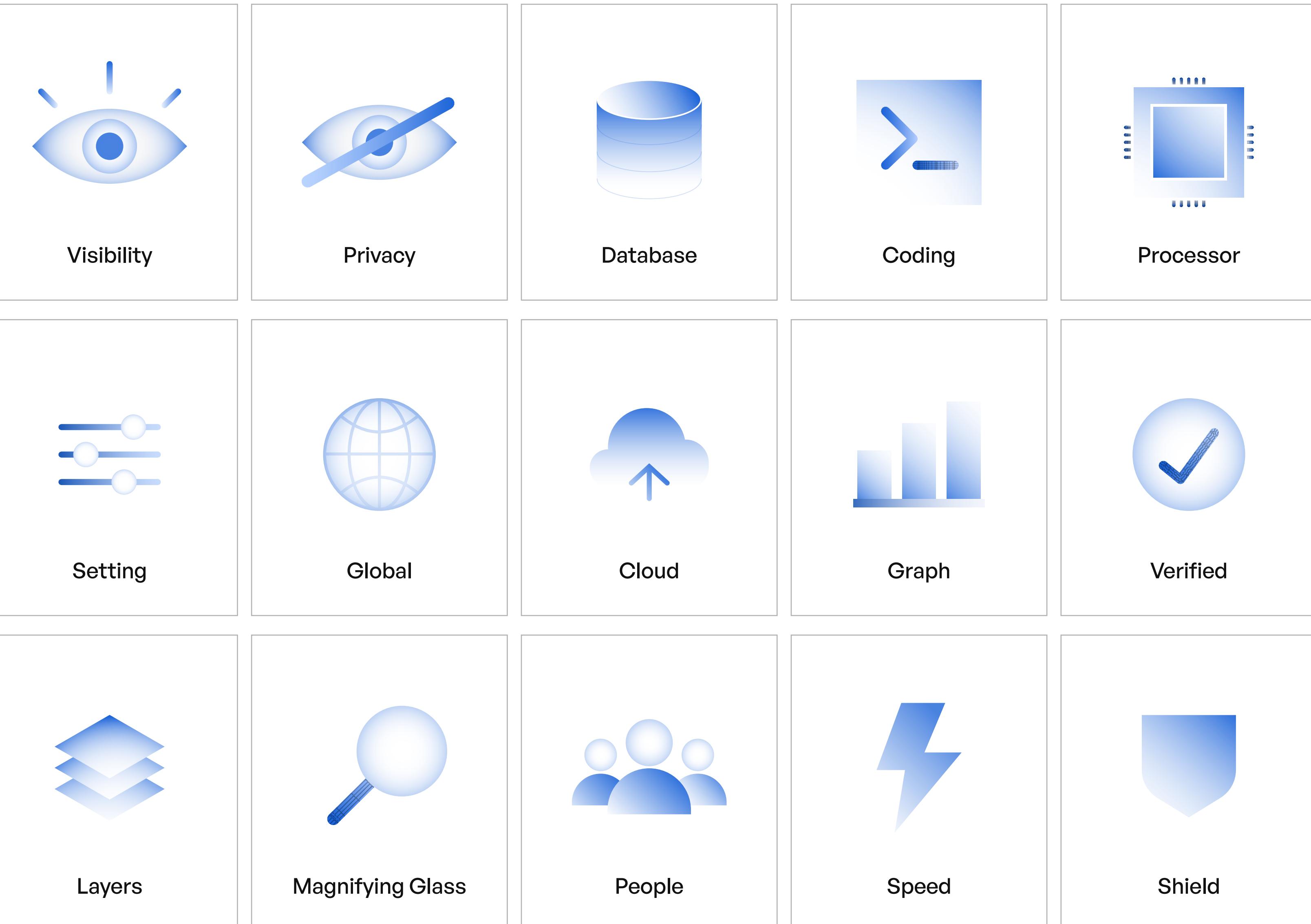
5.1

Iconography Introduction

The AI Guardian iconography system is designed to communicate ideas with clarity and consistency while supporting the brand's modern and trustworthy character.

Each icon is built on a clean geometric foundation and enhanced with subtle gradient detailing, adding depth without distraction. This treatment ensures that icons feel modern, human-centric, and aligned with the overall visual identity of AI Guardian.

Icons are intended for use in digital interfaces, product dashboards, presentations, and marketing materials, where they provide quick recognition of key concepts such as visibility, privacy, performance, and trust.



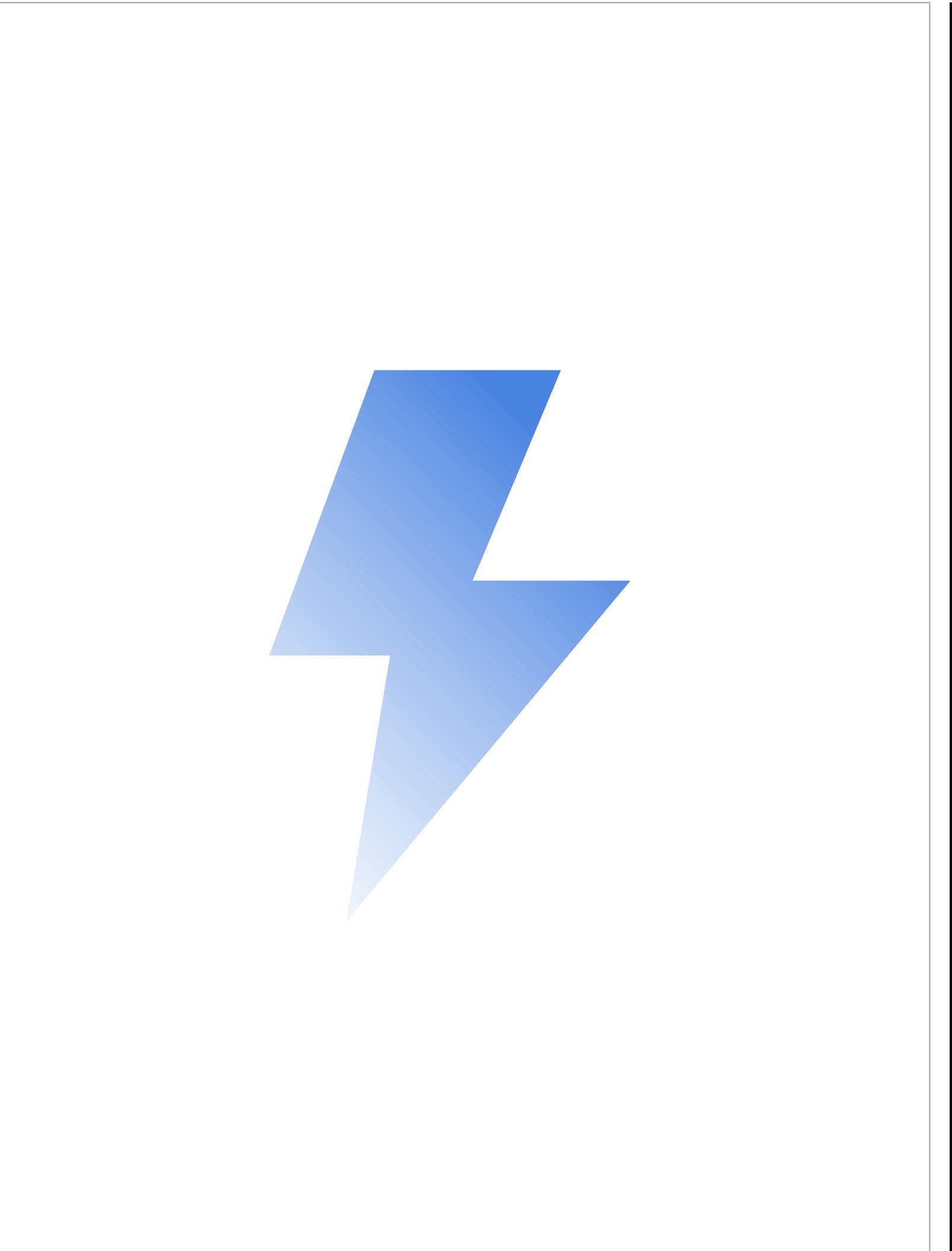
5.2

Iconography Variation

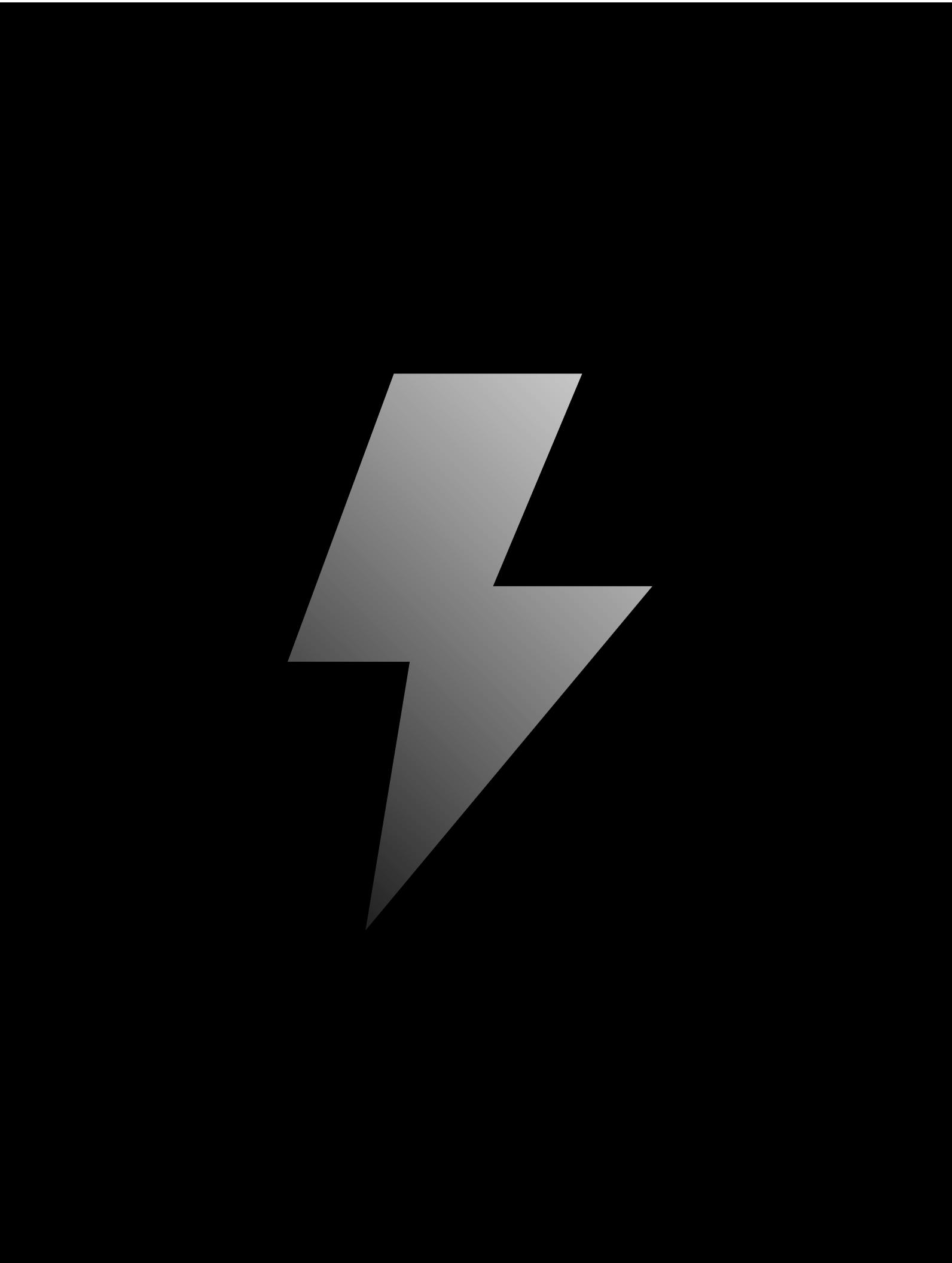
The AI Guardian icon system includes two approved variations to ensure clarity and consistency across different backgrounds.

- **Light Backgrounds:** Icons use the brand's blue gradient treatment, providing depth and visibility while maintaining alignment with the core color palette.
- **Dark Backgrounds:** Icons switch to a grayscale gradient treatment, ensuring strong contrast and legibility without losing the subtle detail of the system.

Only these approved variations should be used. This approach guarantees that the iconography remains consistent, modern, and adaptable across all digital and print applications.



Light Background



Dark Background

Photography

- 6.1 Color
- 6.2 Lighting
- 6.3 Cropping & Angle
- 6.4 AI-Generated

Photography

Color

Color

The color and tone of the photography should be cool and professional, with deep blues and neutral shades that connect directly to brand palette.

This creates a sense of trust and modernity while reinforcing the brand's technological edge.

Backgrounds should remain subtle so that people and key subjects stand out with strength and clarity.



Photography

Color (Dos & Don'ts)

Color (Dos & Don'ts)



✓ Keep color tones aligned with brand palette.



✓ Use neutral or minimal backgrounds so the subject stands out.



✗ Don't use neon or oversaturated tones outside the palette.



✗ Don't clutter images with multiple competing colors.

Photography

Lighting

Lighting

The lighting in photography should be clean and bold, with strong contrasts and subtle gradients that align with brand's palette.

Silhouettes or high-contrast lighting can be used to create a modern, tech-driven atmosphere. This ensures visuals feel innovative while still projecting trust and authority.



Photography

Lighting (Dos & Don'ts)

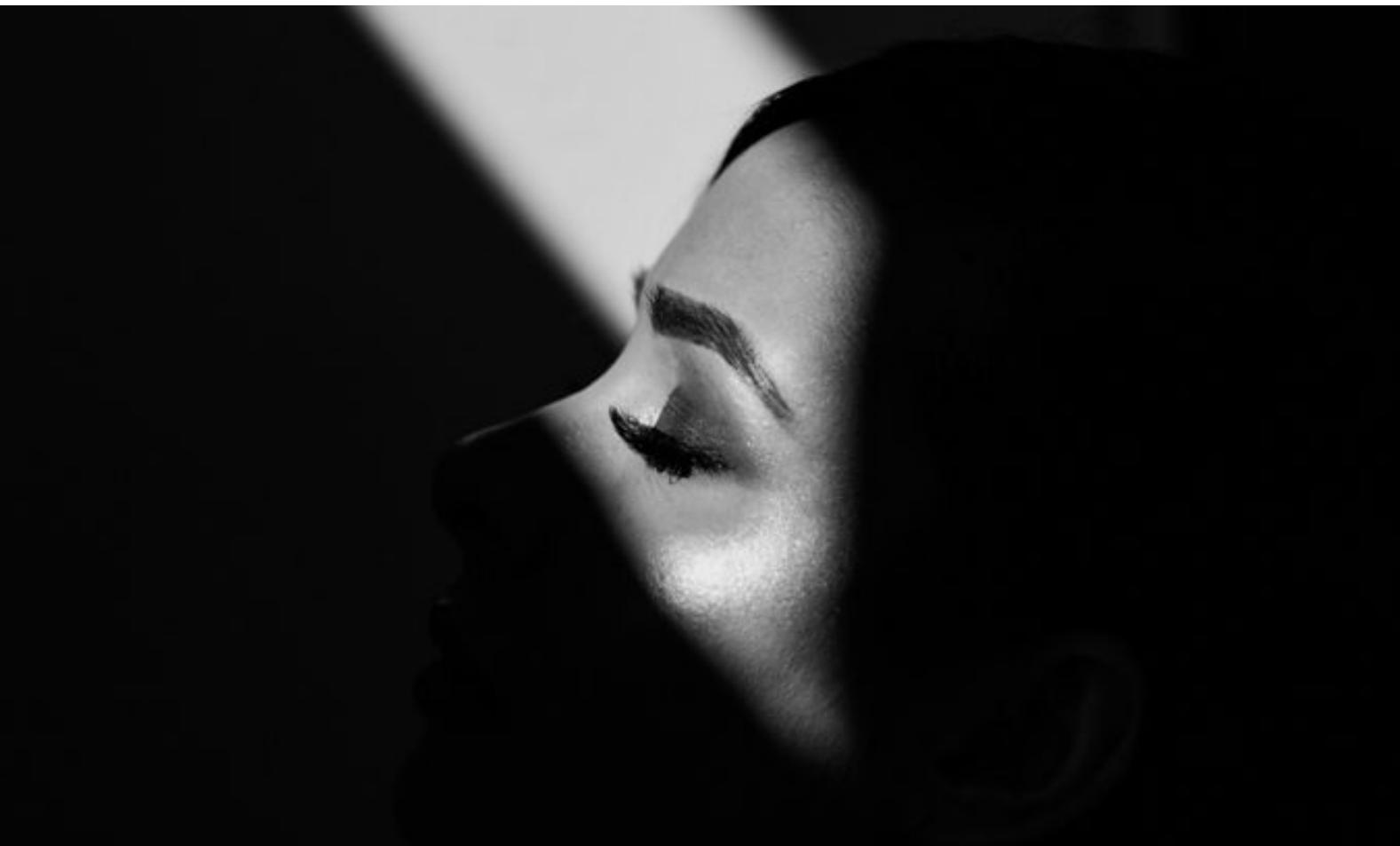
Lighting (Dos & Don'ts)



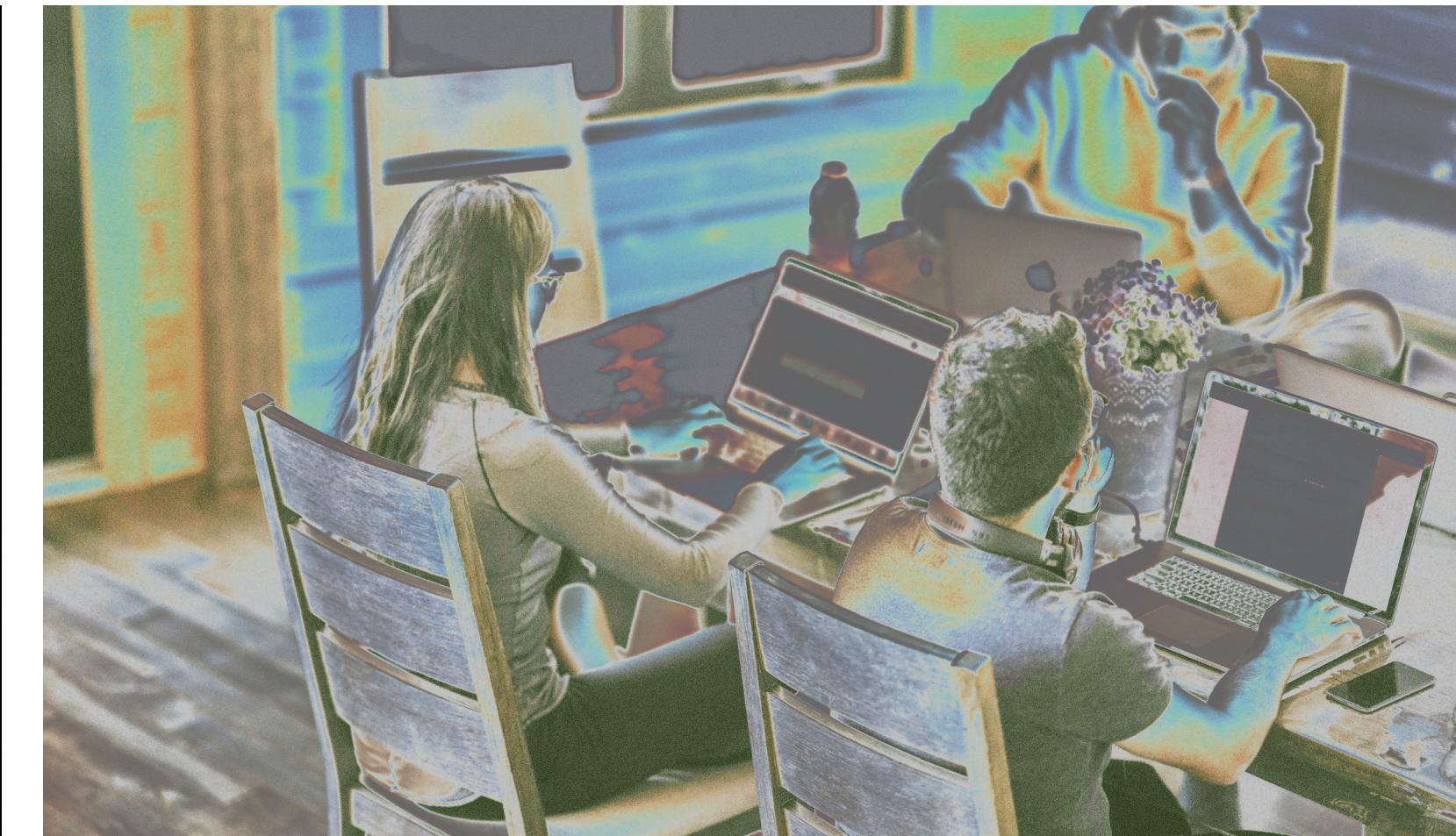
✓ Use natural or soft studio lighting for clarity.



✓ Ensure subjects are well lit with minimal shadows.



✗ Don't use overly harsh lighting that creates deep shadows.



✗ Don't use filters that distort natural colors.

Photography

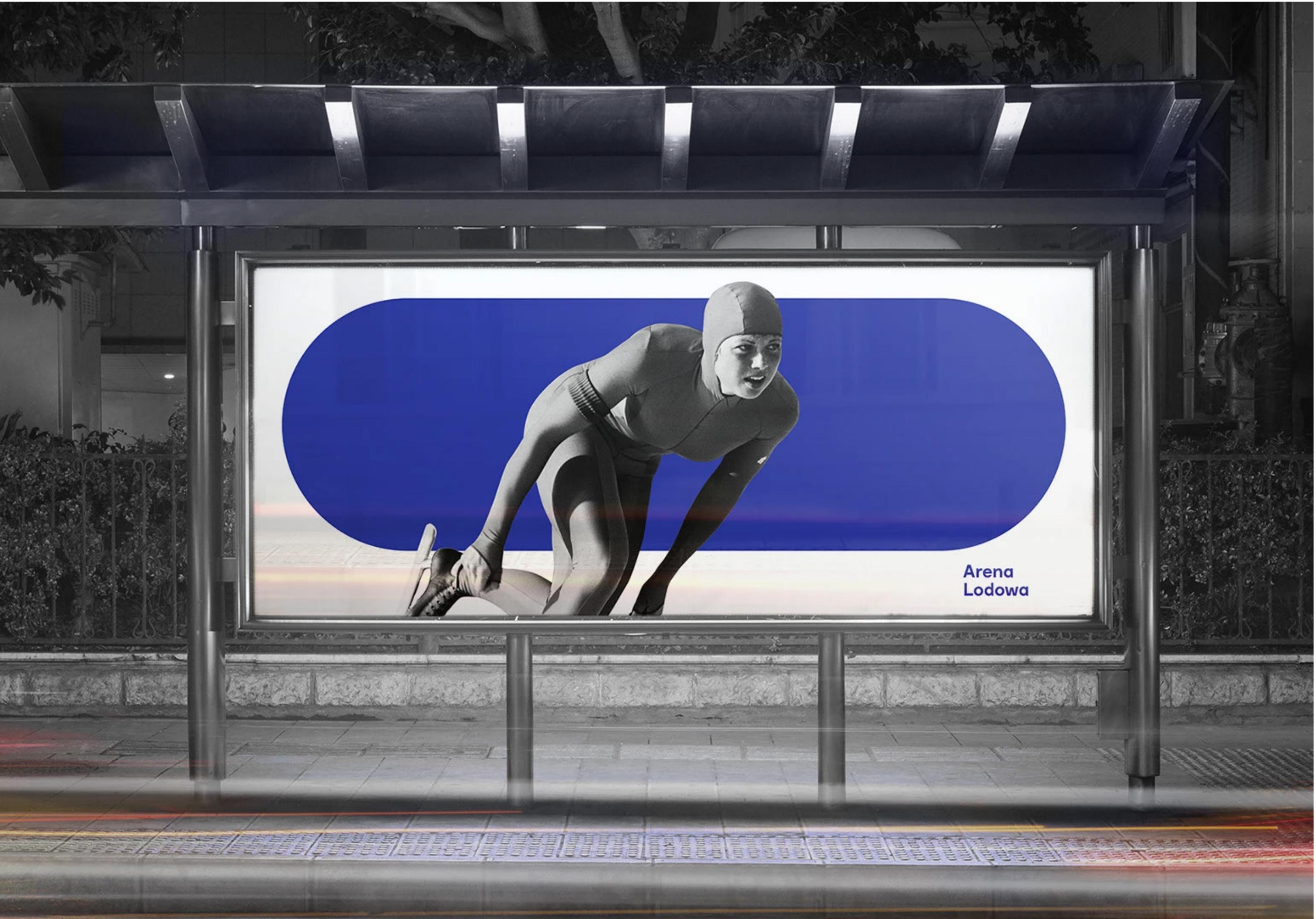
Cropping & Angle

Cropping & Angle

The composition of photography should be intentional and precise, highlighting subjects through clean cropping and natural angles.

Crops must always respect the subject, avoiding awkward cuts, while angles should remain straight and balanced to project confidence.

This discipline ensures visuals feel authoritative and consistent with brand identity.



6.3

Photography

Cropping & Angle (Dos & Don'ts)

Cropping & Angle (Dos & Don'ts)



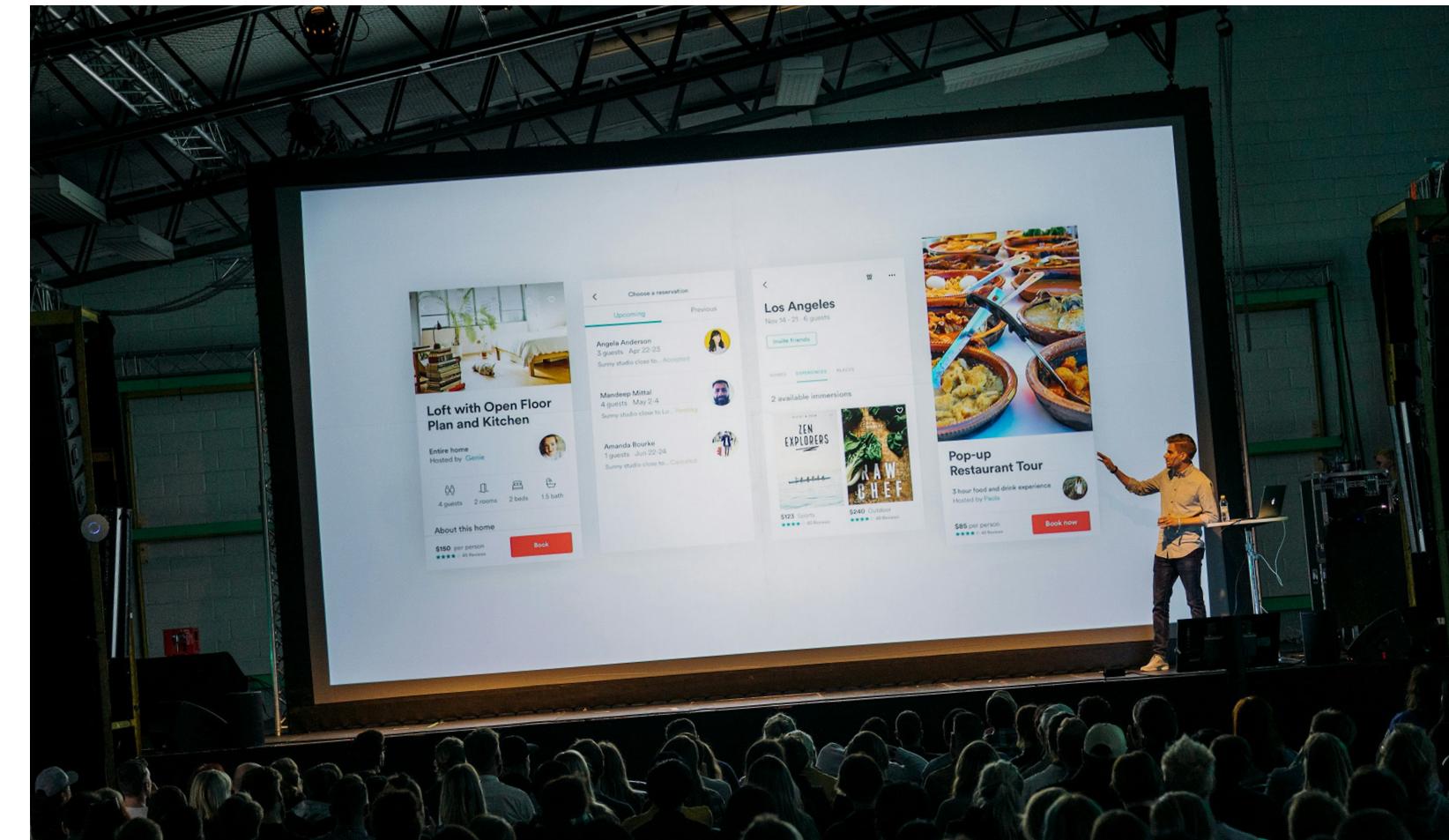
✓ Use clean, intentional cropping that highlights the subject.



✓ Keep angles straight and balanced for a professional look.



✗ Don't crop awkwardly (cutting off heads, or important details).



✗ Don't tilt or distort perspectives unnecessarily.

Photography

AI-Generated

AI-Generated

AI-generated images should be treated with the same standards as photography (realistic, inclusive, and brand-consistent).

The imagery must feel human and professional, reinforcing brand's mission of fairness and protection.

Avoid surreal or cliché AI visuals, instead focusing on scenes that reflect collaboration, trust, and technological responsibility.



Photography

AI-Generated (Dos & Don'ts)

AI-Generated (Dos & Don'ts)



✓ Generate realistic, professional-looking images.

✓ Ensure diversity and inclusivity in generated people.



✗ Don't create uncanny or surreal visuals that look artificial.

✗ Don't publish AI-generated images without checking details.

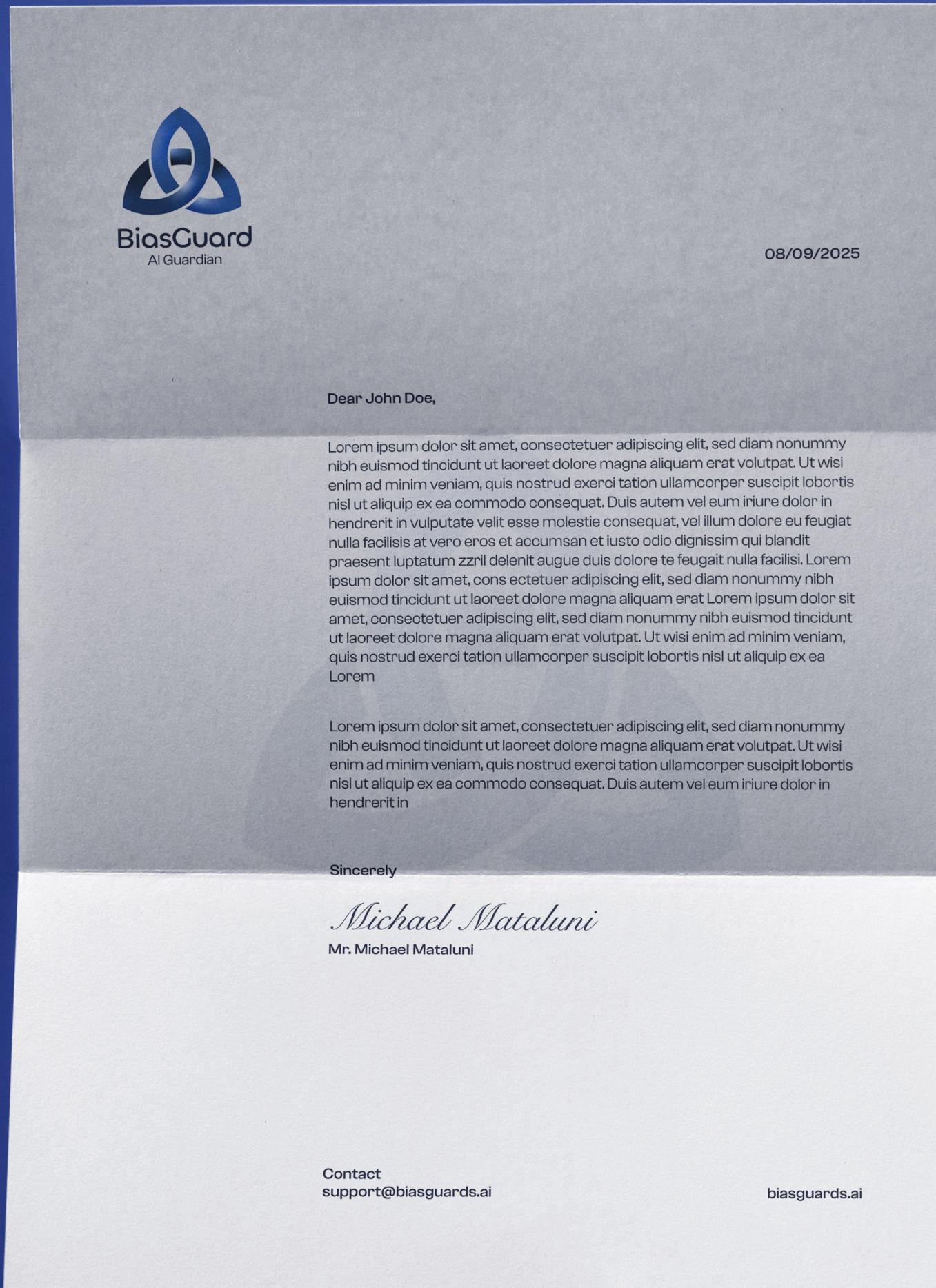
Application

- 7.1 Envelope
- 7.2 Letterhead
- 7.3 Business Card
- 7.4 Employee ID Card
- 7.5 Billboard Artwork
- 7.6 T-shirt

Application Envelope

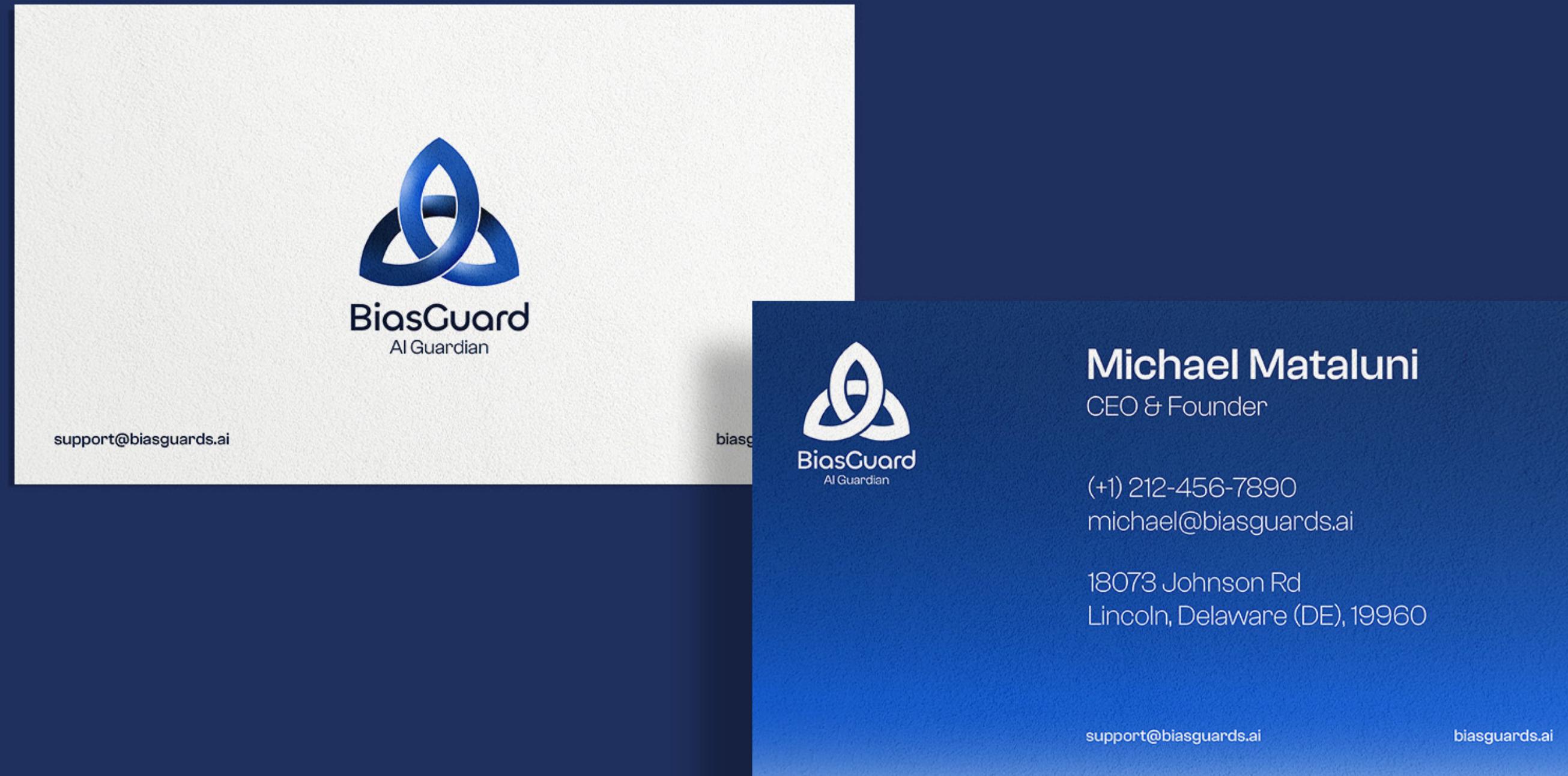


Application Letterhead



7.3

Application Business Card

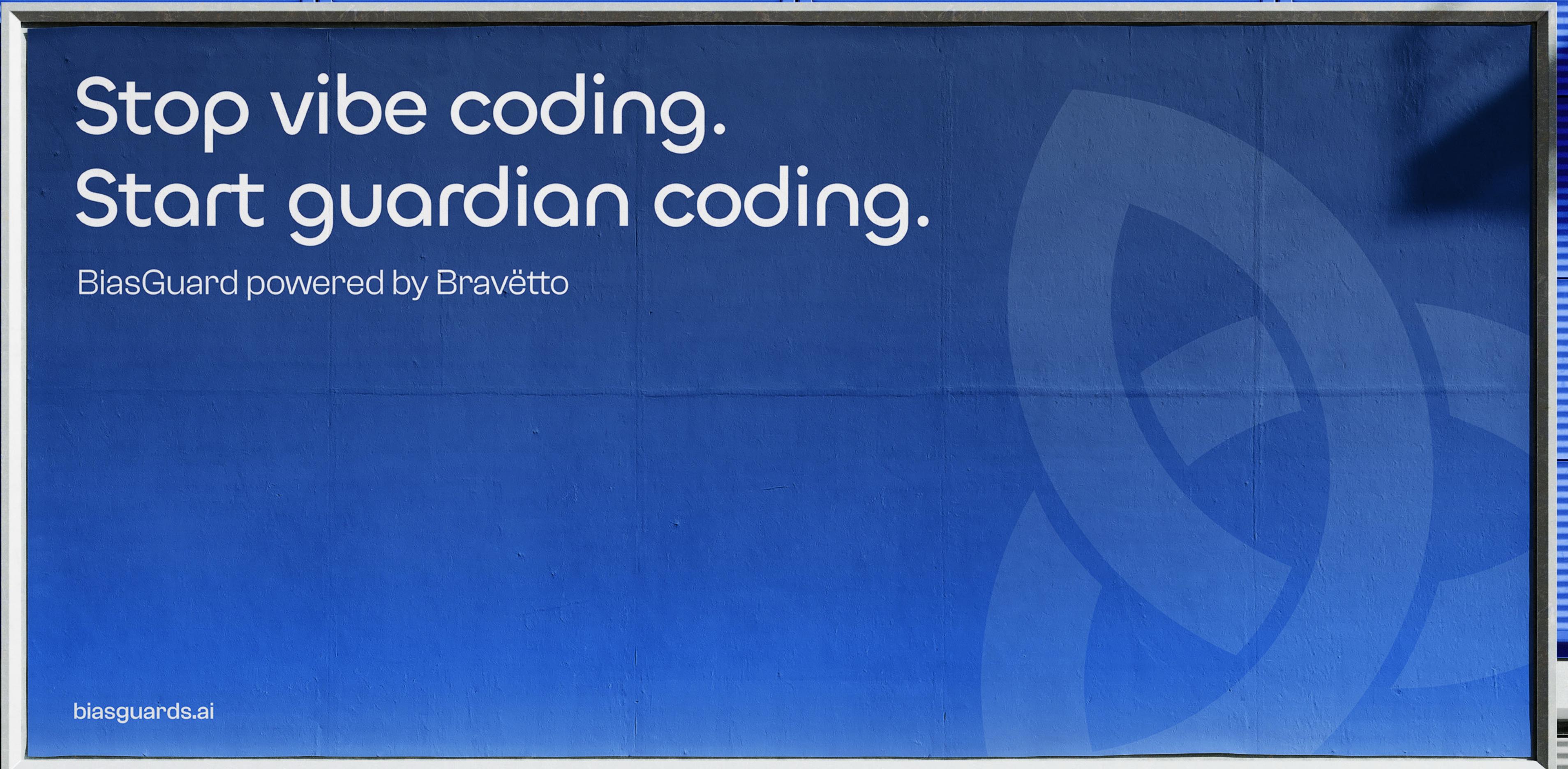


7.4

Application
Employee ID Card



Application
Billboard Artwork



Stop vibe coding.
Start guardian coding.

BiasGuard powered by Bravëtto

biasguards.ai

7.6

Application
T-Shirt



Contact

For inquiries or assistance with this guidelines book or the AI Guardian brand,
please reach out to QHAOS Studios at info@qhaos.co