

# Content Authenticity Initiative

Brand Guidelines

- 01 Identity
- 02 Typography
- 03 Color
- 04 Applications

# Identity

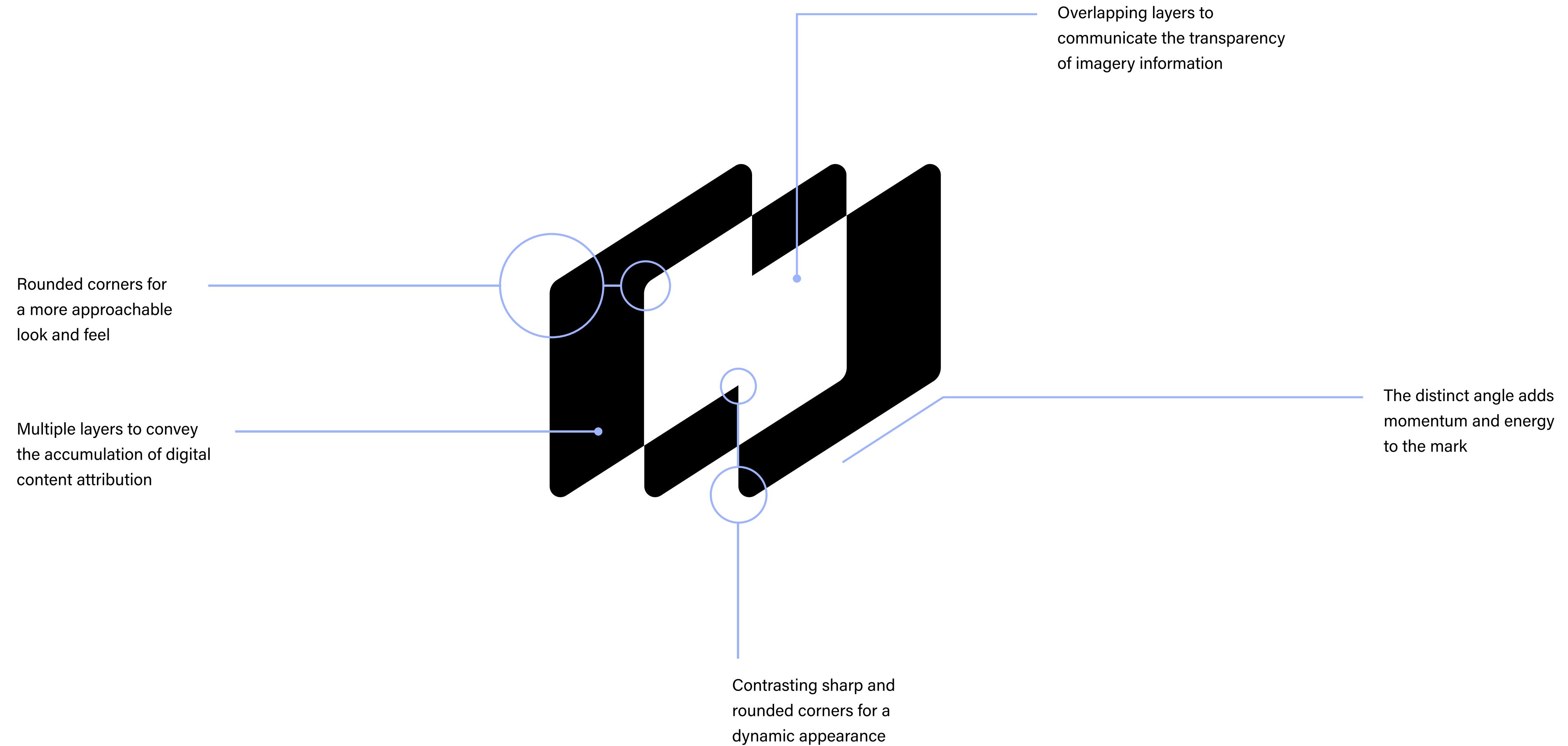
# Identity

Meticulous craft and care went into the creation of our identity suite, so equal attention to detail is required for successful usage and implementation. Following these rules helps ensure a consistent brand across all communications.

- Symbol
- Symbol Anatomy
- Symbol Clearspace & Usage
- Lockup
- Lockup Anatomy
- Lockup Clearspace & Usage
- Member Lockup
- Member Lockup Examples

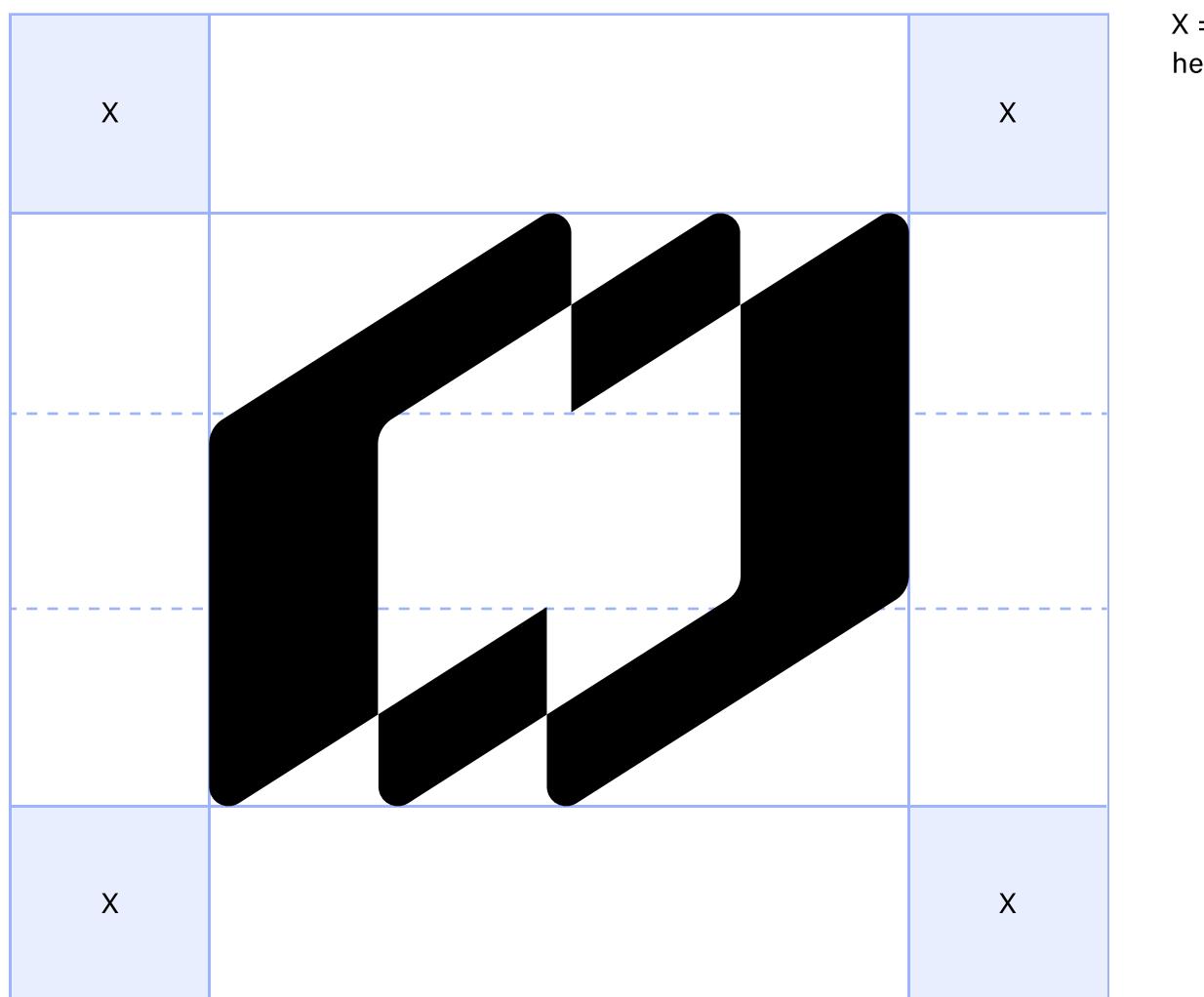
Our symbol is the primary expression of our brand identity. Visually it ties together the concepts of layered information and transparency in a unique and dynamic way. The symbol embodies the Content Authenticity Initiative mission of bringing transparency to digital content attribution.





To preserve the integrity of our symbol, ensure that there is always adequate space between it, other elements, and/or boundaries within a page. Clearspace ensures that headlines, text, and other elements do not encroach on the symbol.

As shown in the example, the dimensions of the clearspace are relative to the symbol, where "X" is equal to 1/3 the height of the symbol. A margin equivalent to X should never contain any other design elements. To maintain legibility, the symbol should never be scaled smaller than the minimum size provided.



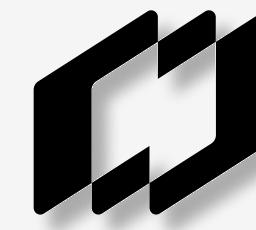
Minimum Width

Print Width: 0.5 in  
Digital Display: 40 px

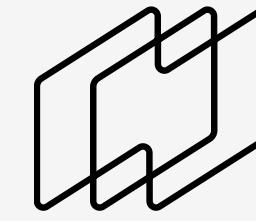
## Symbol Don'ts

Below are examples of incorrect symbol usage. It should not be altered, distorted, scaled beyond minimum size, or used on colors that are illegible or not part of our brand.

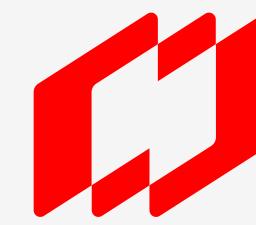
- ⊗ Do not apply effects to the symbol.



- ⊗ Do not outline the symbol.



- ⊗ Do not set the symbol in non-brand colors.

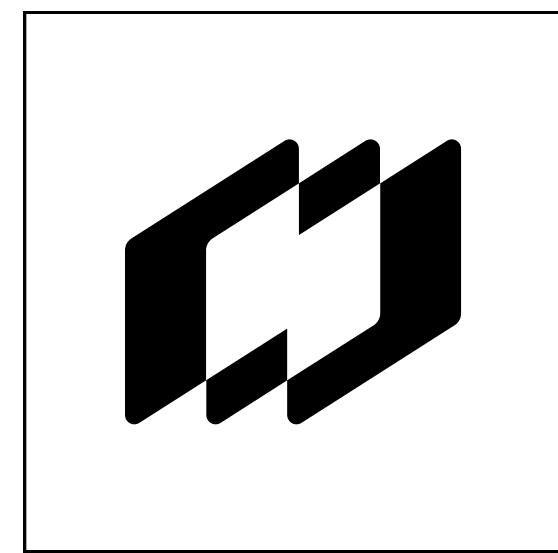
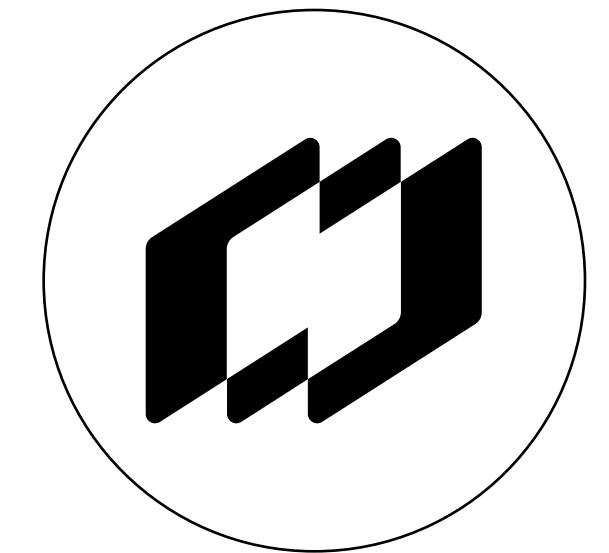
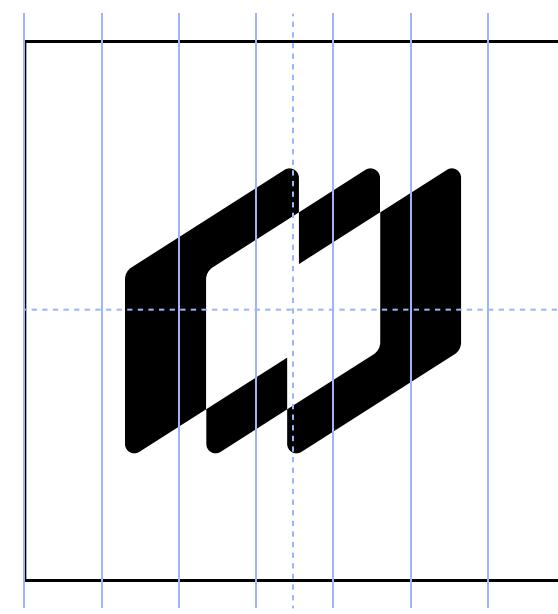
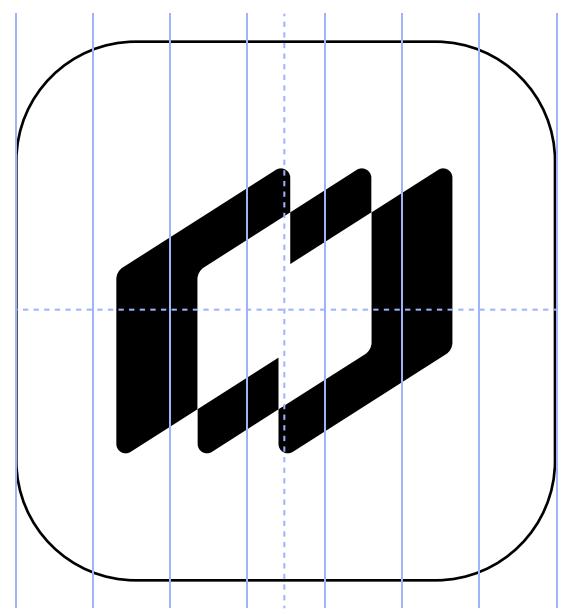
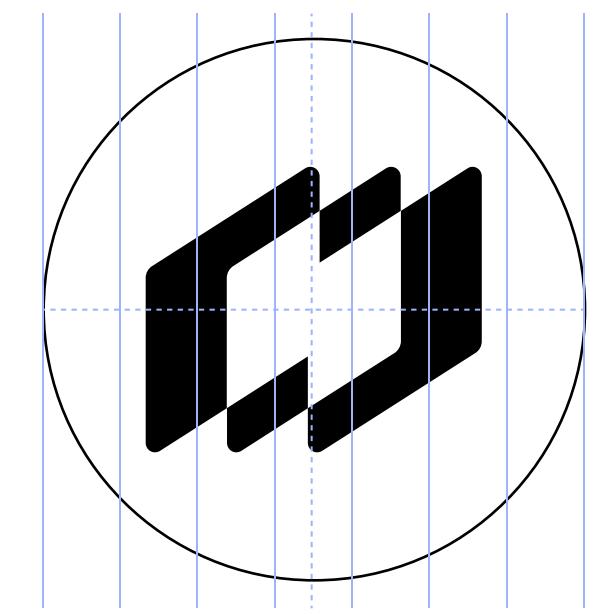


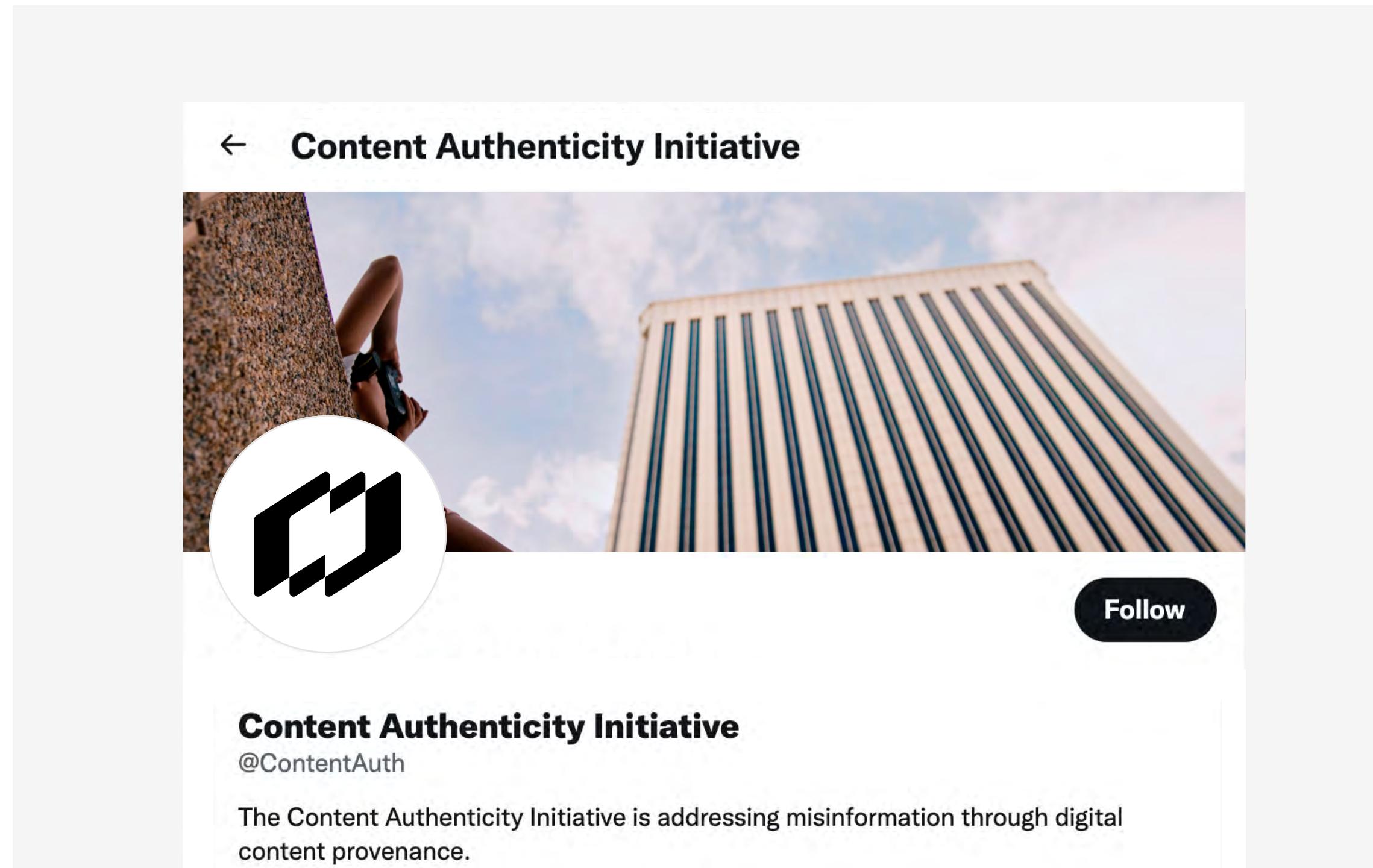
- ⊗ Do not stretch or alter the angle of the symbol.



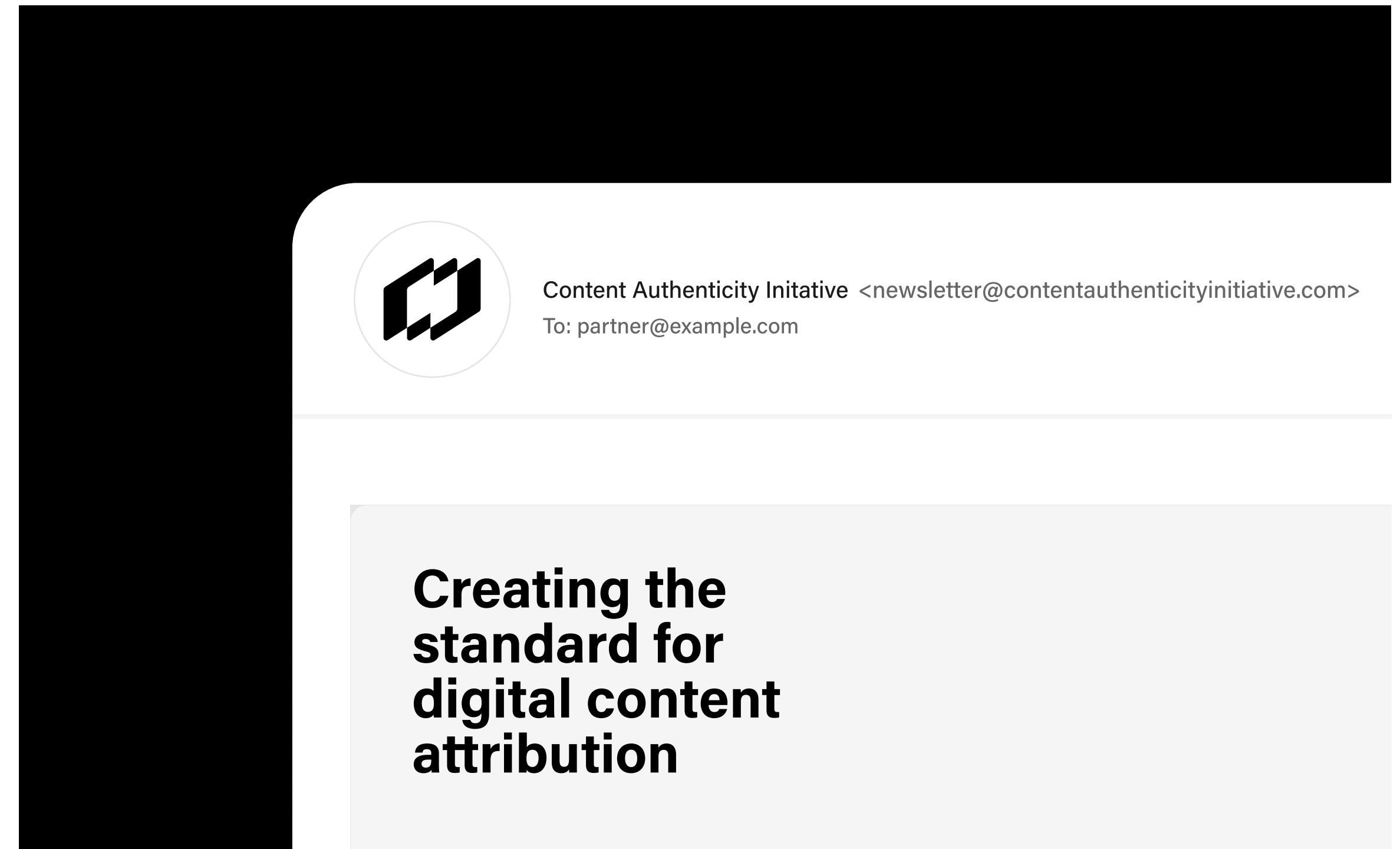
Below are the different digital avatar shapes.

The symbol is  
centered vertically  
and horizontally





✓ Symbol in use as social media avatar.

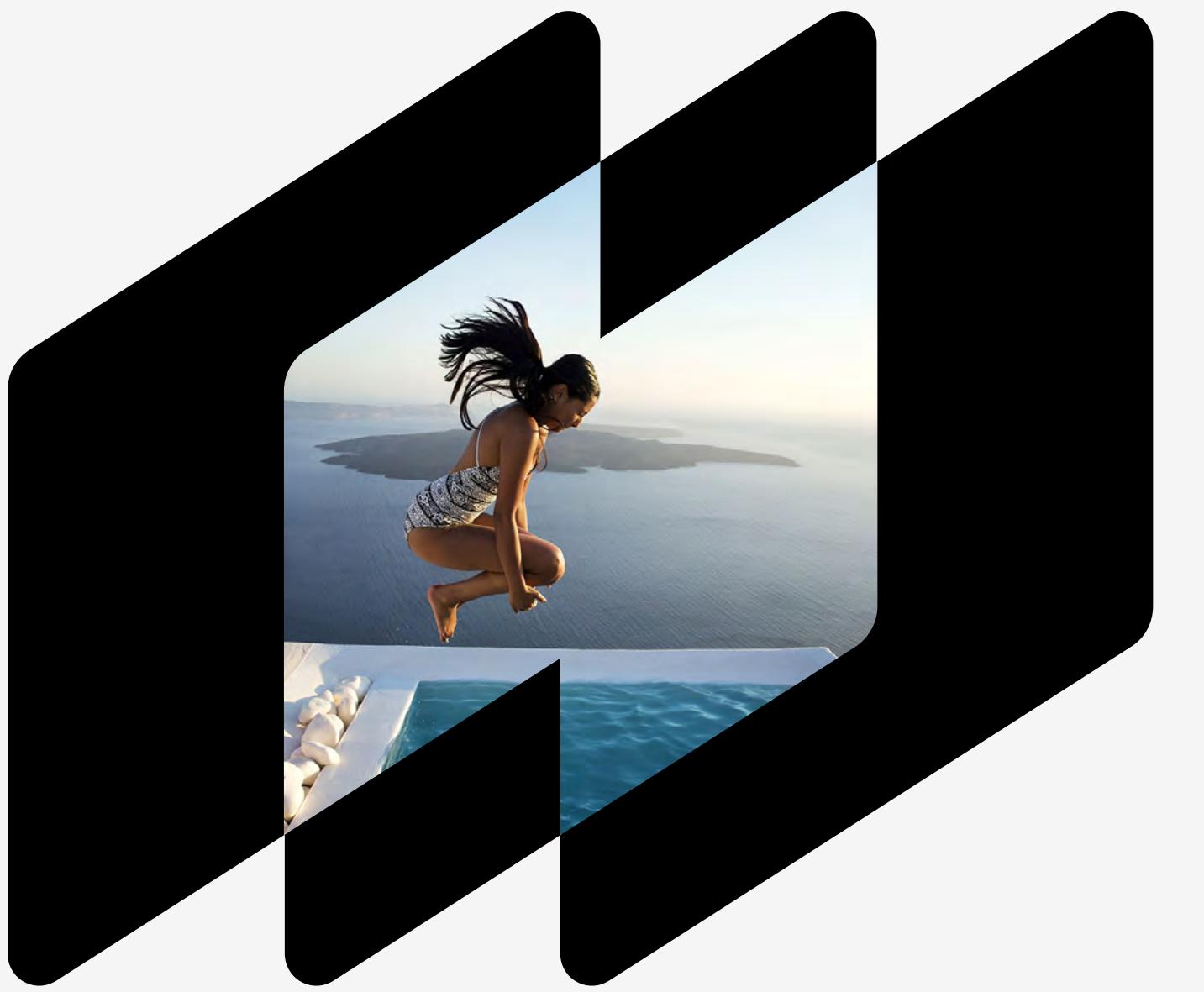


✓ Symbol in use as a newsletter avatar.



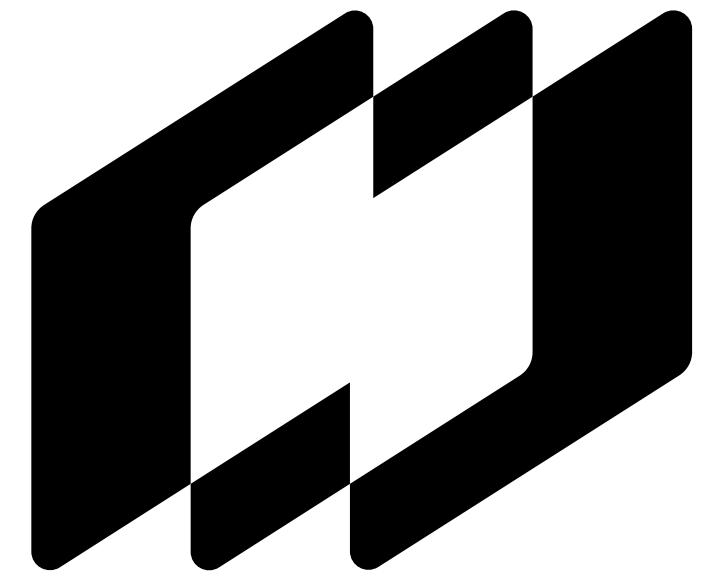
Ⓐ Symbol in use as a framing device to highlight the subject.

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Ⓐ Symbol in use at large scale for visual impact.

Our logo lockup combines our symbol and wordmark to create a compelling unit. Whenever space allows, opt for the lockup as it most clearly represents the Initiative.



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The lockup should always be surrounded by a minimum margin of clearspace so headlines, text, and other elements do not encroach upon it. In the example shown below, the height of the lockup is equal to 2X. A margin equivalent to X is drawn around it to create the minimum clearspace. To maintain legibility, the lockup should never be scaled smaller than the minimum size provided.



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**Minimum Width**

Print Width: 1.5 in  
Digital Display: 112 px

Below are examples of incorrect lockup usage. It should not be altered, distorted, scaled beyond minimum size, or used on colors that are illegible or not part of our brand.

- ⊗ Do not apply effects to the lockup.



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- ⊗ Do not outline the lockup.



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- ⊗ Do not set the lockup in non-brand colors.

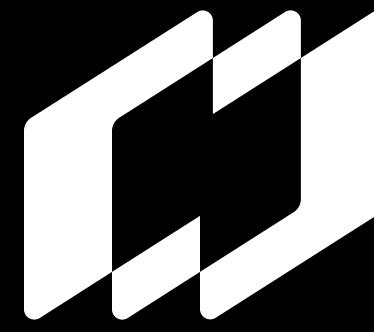


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- ⊗ Do not stretch or alter the angle of the symbol.



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- Ⓐ White lockup used on dark backgrounds.

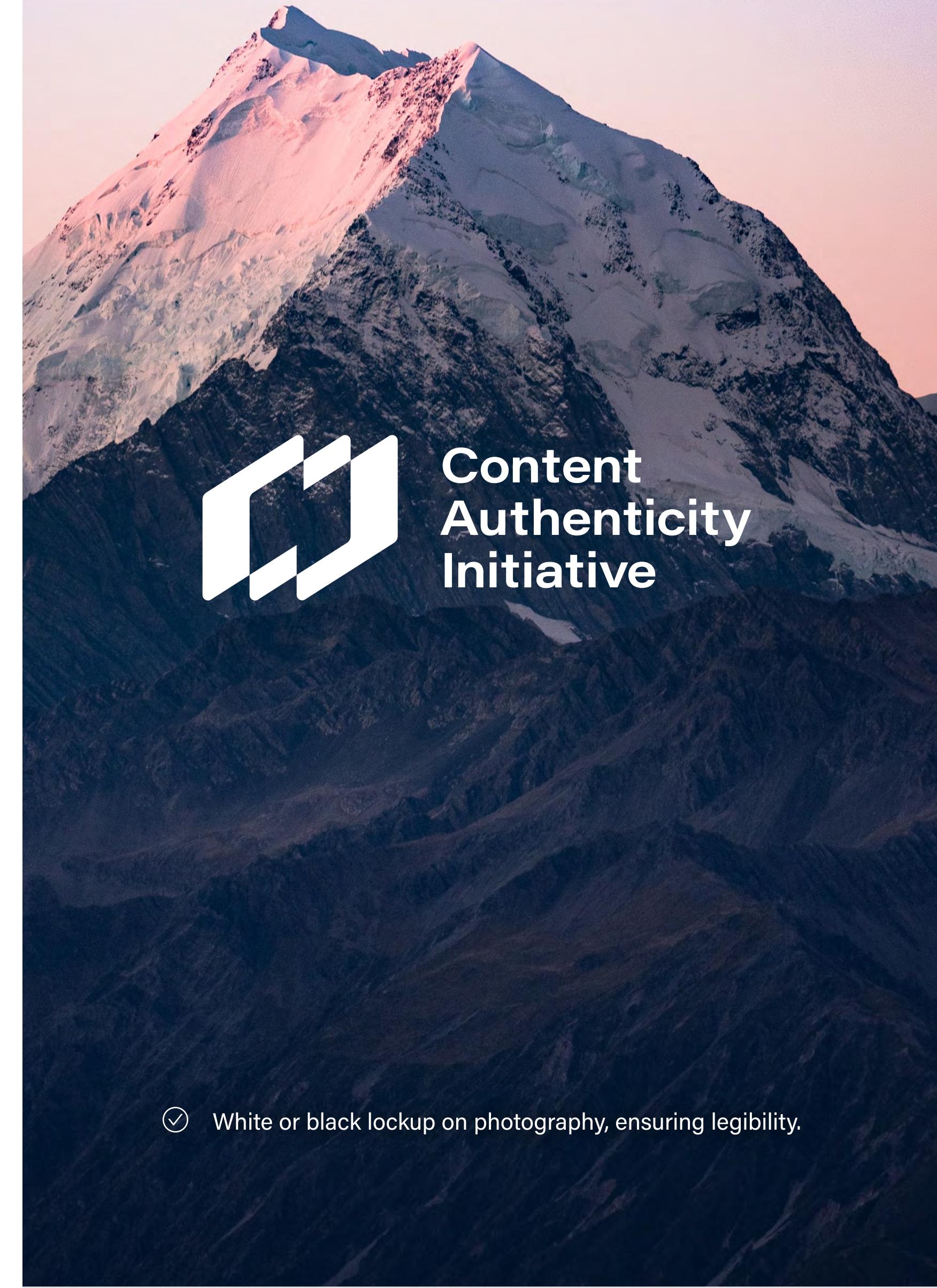
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For consistency and legibility, the lockup should only be used in Black, White, or our brand colors.



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- Ⓐ Black lockup used on light backgrounds.



- Ⓐ White or black lockup on photography, ensuring legibility.

Use the symbol as a framing device to highlight CAI's mission.

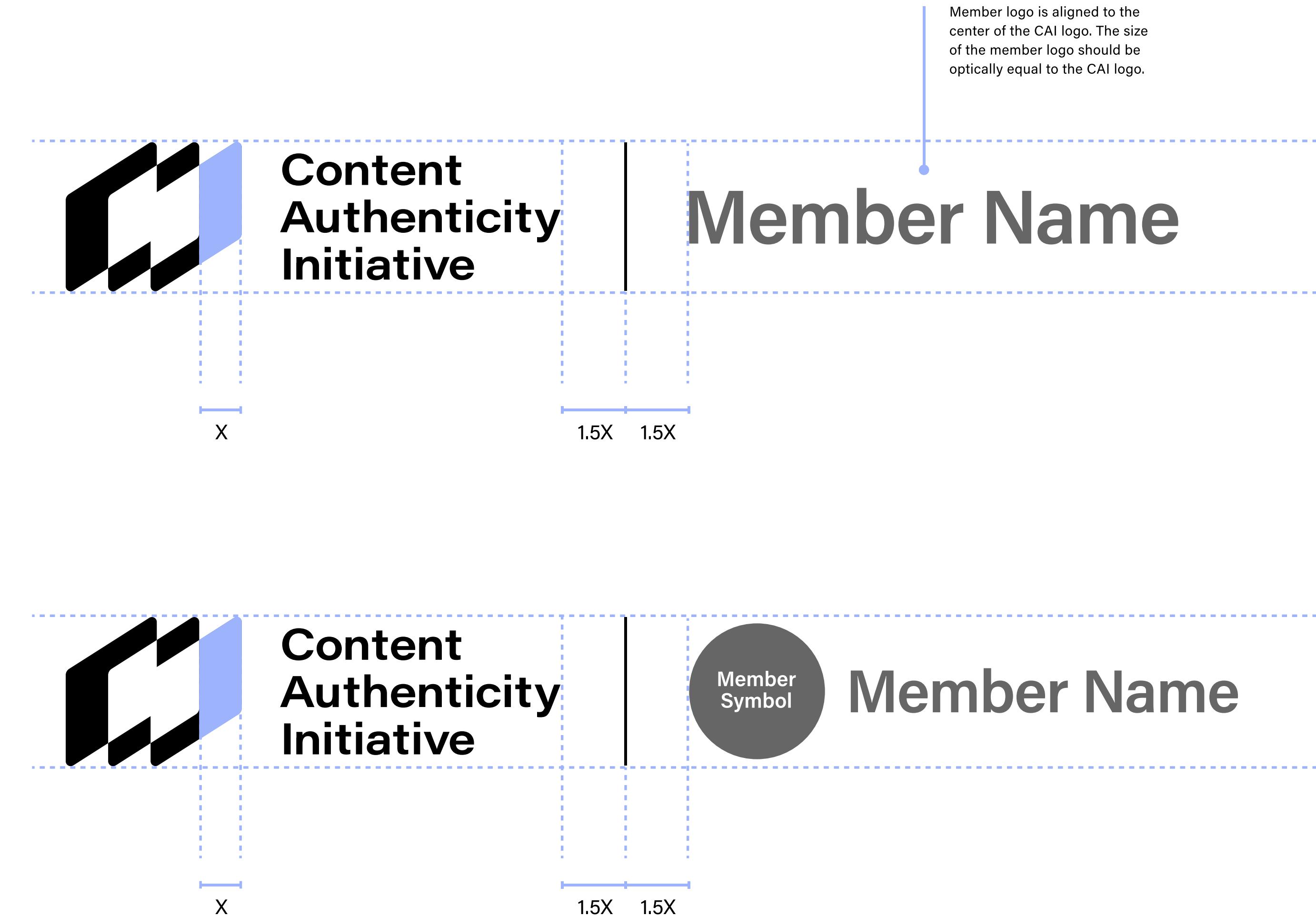


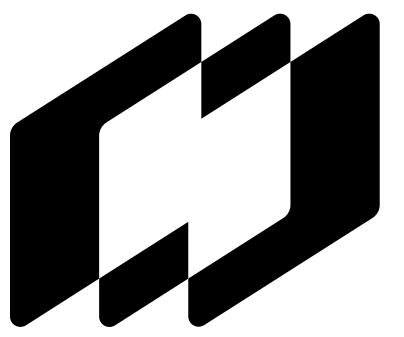
## Creating the standard for digital content attribution

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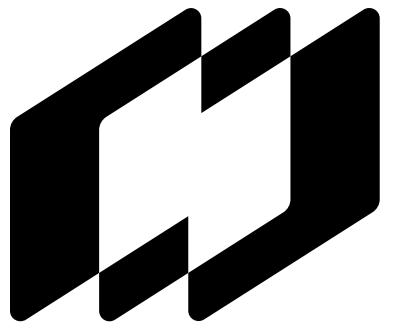
Place symbol against solid backgrounds for high-impact moments.

Use the lockup for quicker brand recognition when space allows.





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# Typography

# Typography

These guidelines provide you with the tools you need to create typographic communications. Use these pages as guidance as you implement your typographic system.

- Typeface
- Hierarchy

Our approach to typography is concise, entirely built around Acumin Pro in various weights. Use Acumin Pro Wide for headlines and Acumin Pro for body copy. We chose Acumin for its contemporary form and relation to the logo lockup.

Acumin Pro can be licensed via Adobe:  
<https://fonts.adobe.com/fonts/acumin>

# Acumin Pro

**Regular**  
**Medium**  
**Bold**

**HEADLINE**

Acumin Pro Bold  
Case: Sentence  
Tracking: 0%  
Leading: 100% of pt size

**SUBHEAD**

Acumin Pro Bold  
Case: Sentence  
Tracking: 0%  
Leading: 110% of pt size

**BODY COPY**

Acumin Pro Regular  
Case: Sentence  
Tracking: 0%  
Leading: 150% of pt size



# Our members

**We are focused on cross-industry participation, with an open, extensible approach for providing media transparency**

The Content Authenticity Initiative (CAI) was announced by Adobe in 2019 in partnership with Twitter and the New York Times. We are now a group of hundreds of creators, technologists, journalists, activists, and leaders who seek to address misinformation and content authenticity at scale. We are focused on cross-industry participation, with an open, extensible approach for providing media transparency that allows for better evaluation of content provenance.

**URL CALLOUTS**

Acumin Pro Medium  
Case: All Caps  
Tracking: 0%  
Leading: 110% of pt size

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**BUTTONS**

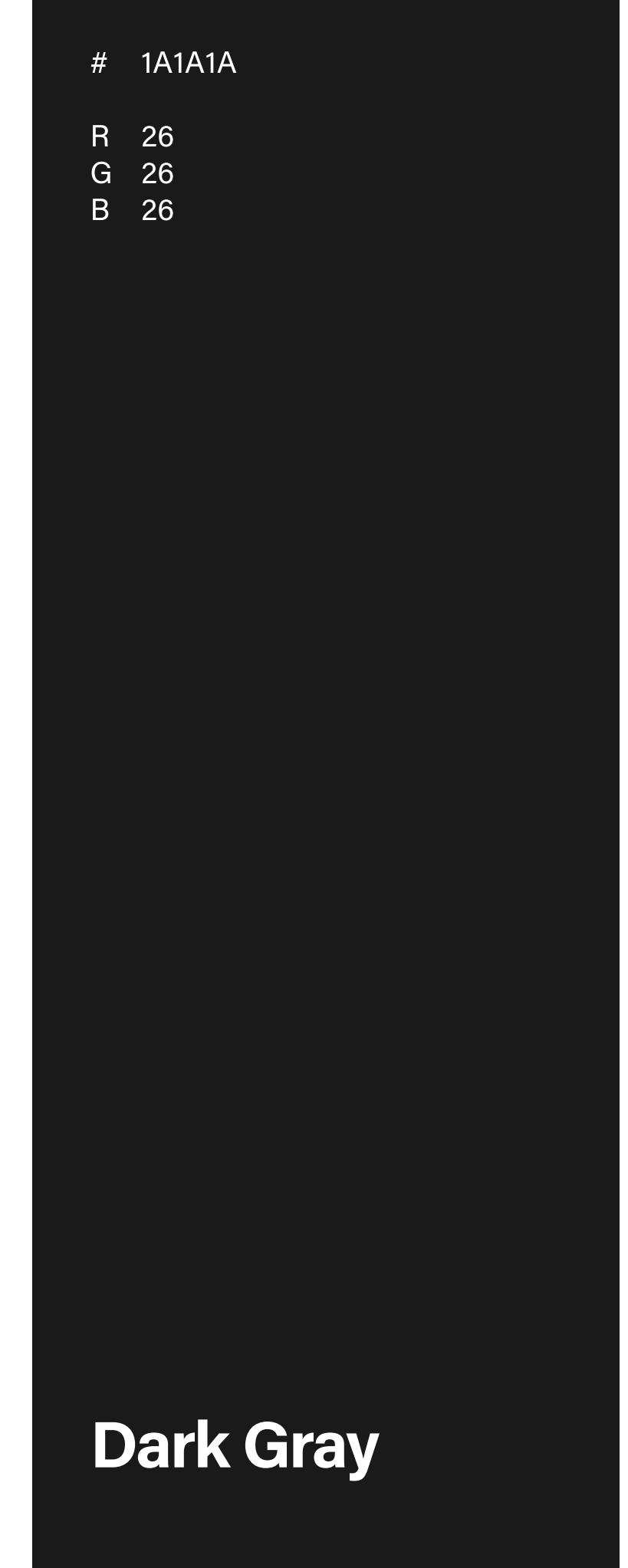
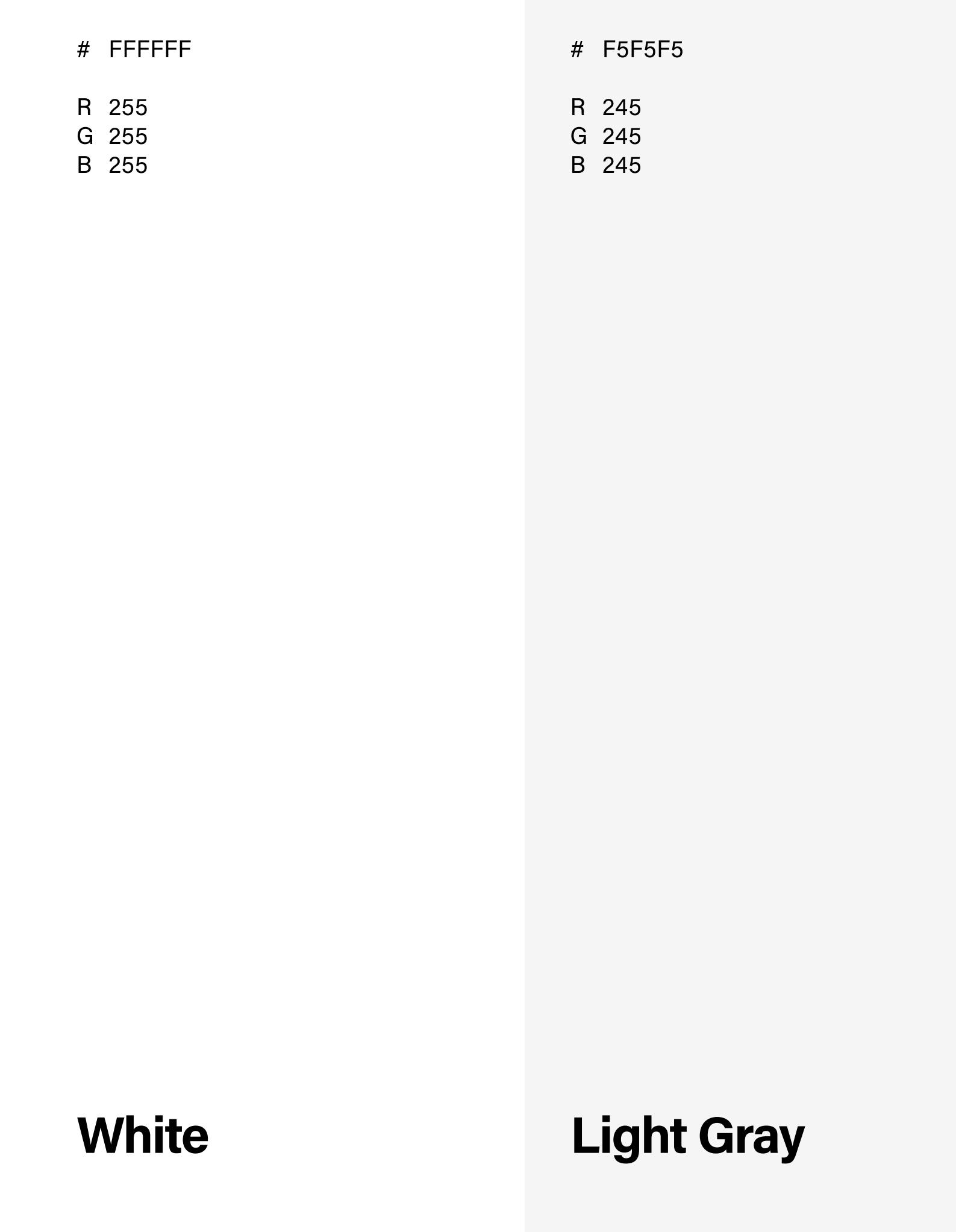
Acumin Pro Bold  
Case: Sentence  
Tracking: 0%  
Leading: 100% of pt size

[Learn more](#)

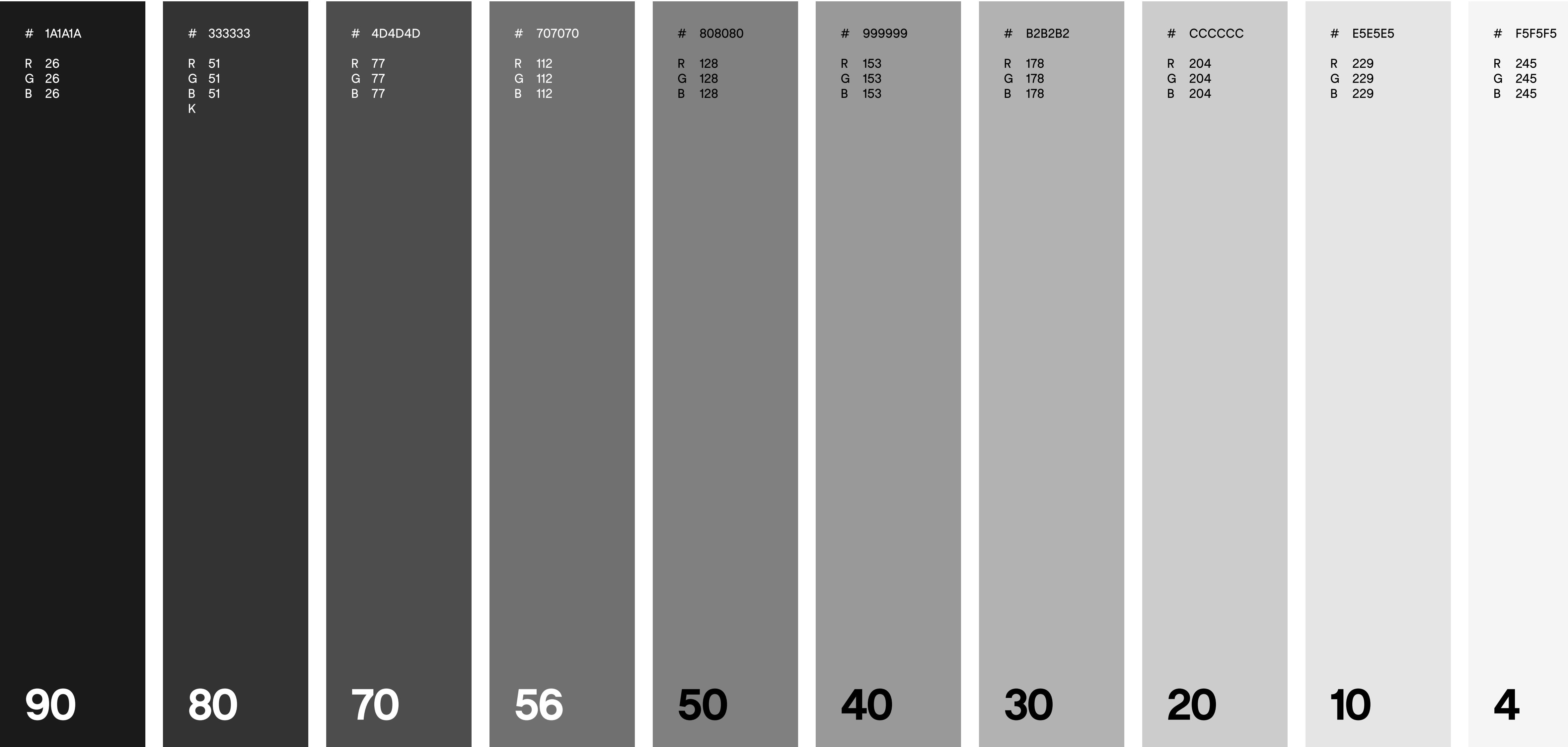
[Learn more](#)

# Color

We use consistent colors so we can strengthen our brand awareness. The primary palette consists of six colors that are applied to typography or as background.



Our neutrals color palette can be used for supporting graphical elements such as borders and backgrounds or secondary text.



We can borrow from Content Credentials branding's secondary color palette, mainly for backgrounds and UI elements. It's warm and engaging while maintaining a contemporary and distinctive feel.

# FFF4D9	YELLOW-20	# FFEDE3	ORANGE-20	# E7ECFE	BLUE-20	# F3E4E9	PINK-20	# DCF9EB	GREEN-20
# FFE9B2	YELLOW-40	# FFDBC7	ORANGE-40	# CED9FD	BLUE-40	# E7C9D3	PINK-40	# B9F2D7	GREEN-40
# FFDE8C	YELLOW-60	# FFC9AB	ORANGE-60	# B6C6FC	BLUE-60	# DBAEBD	PINK-60	# 96ECC2	GREEN-60
# FFD366	YELLOW-80	# FFB78F	ORANGE-80	# 9DB3FB	BLUE-80	# CF93A7	PINK-80	# 73E5AE	GREEN-80
# FFC840	YELLOW-100	# FFC840	ORANGE-100	# 85A0FA	BLUE-100	# C37891	PINK-100	# 50DF9A	GREEN-100
# CCA033	YELLOW-120	# CC845C	ORANGE-120	# 6A80C8	BLUE-120	# 9C6074	PINK-120	# 40B27B	GREEN-120
# 997826	YELLOW-140	# 996345	ORANGE-140	# 506096	BLUE-140	# 754857	PINK-140	# 30865C	GREEN-140
# 665019	YELLOW-160	# 66422E	ORANGE-160	# 354064	BLUE-160	# 4E303A	PINK-160	# 20593E	GREEN-160
# 33280C	YELLOW-180	# 332117	ORANGE-180	# 1B2032	BLUE-180	# 27181D	PINK-180	# 102D1F	GREEN-180

# Illustration

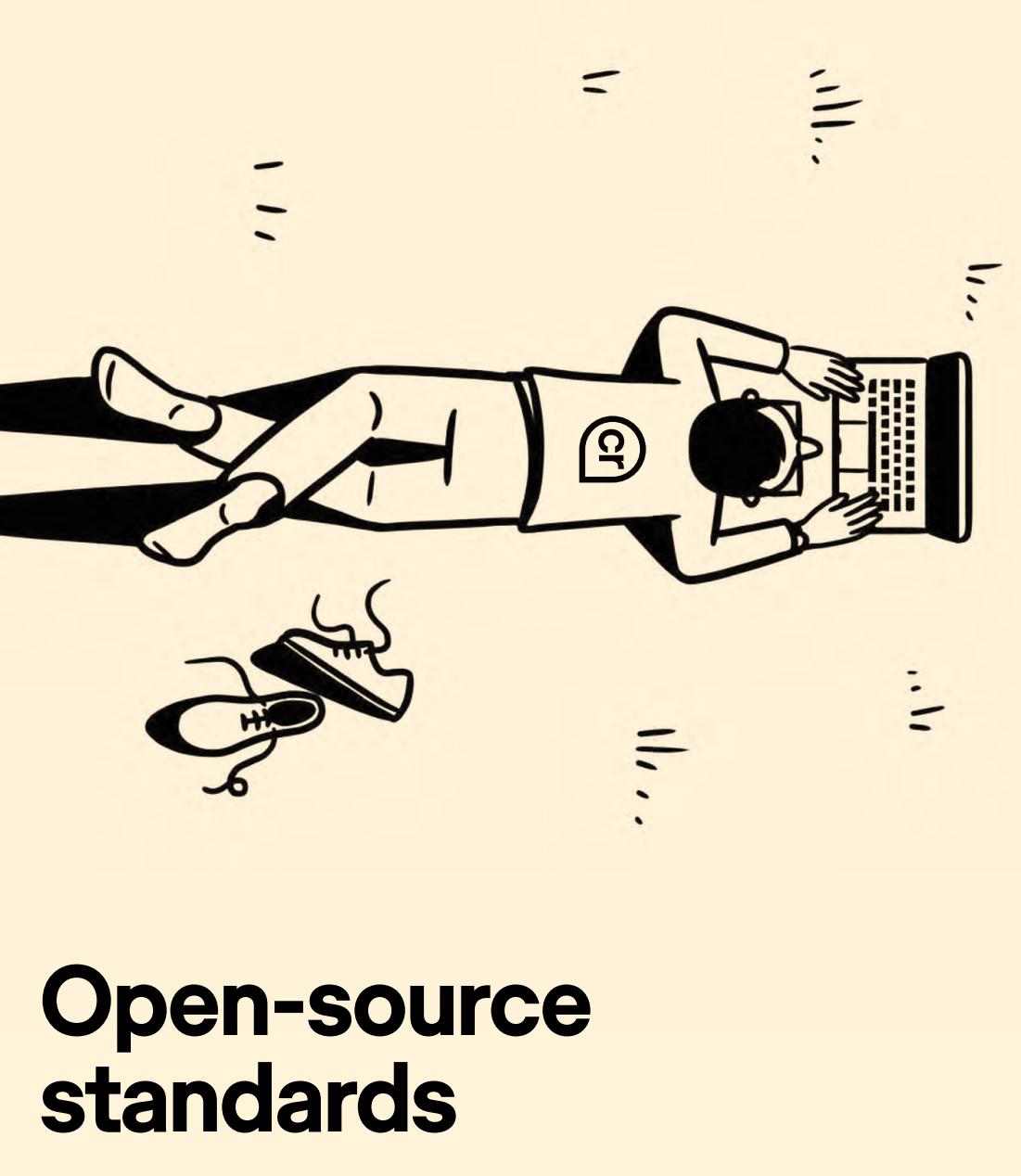
## Make your mark



Our illustration style has to convey the human touch and can't feel too geometric or cold; rather, it should feel warm, simple and inviting.

Our illustration style is based on line drawing. A sensitive line that can be reinforced with solid colors. The drawing is monochromatic in black and paired with white or one of our secondary tints as a background.

Black drawing on white and secondary colors. One of our secondary tints could serve as the background of the illustration.



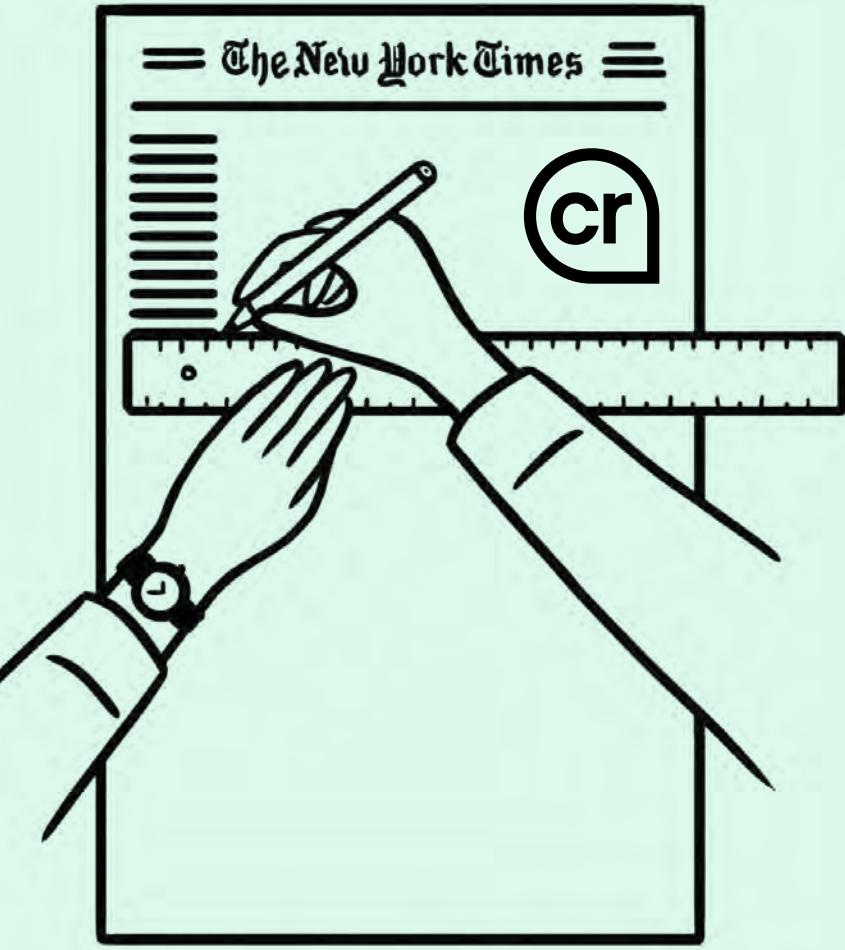
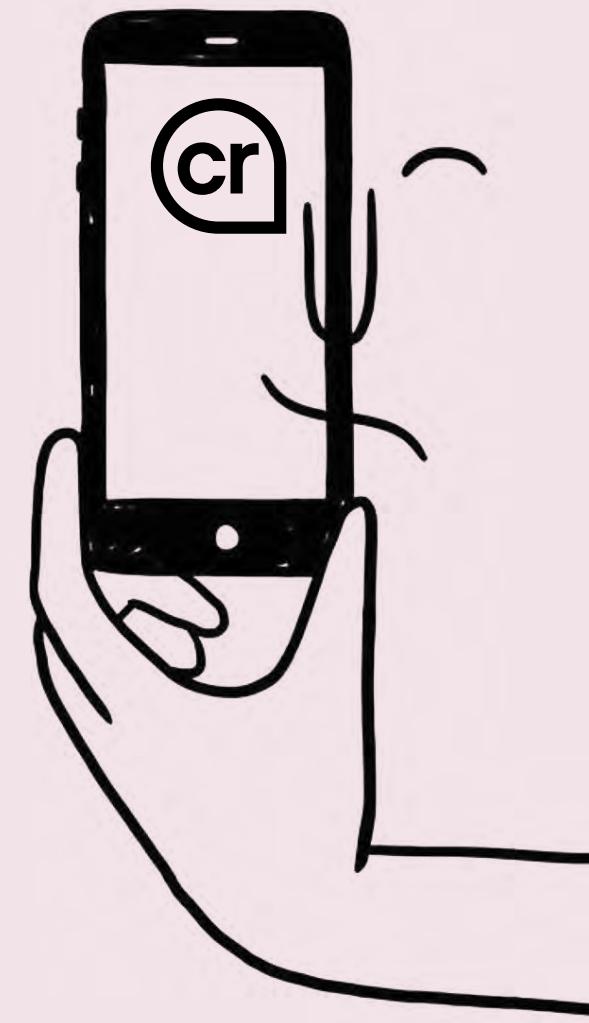
## Open-source standards



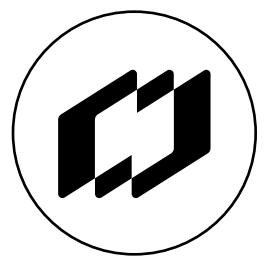
**Verify**  
**Verify**  
**Verify**  
**Verify**  
**Verify**



## Join the movement



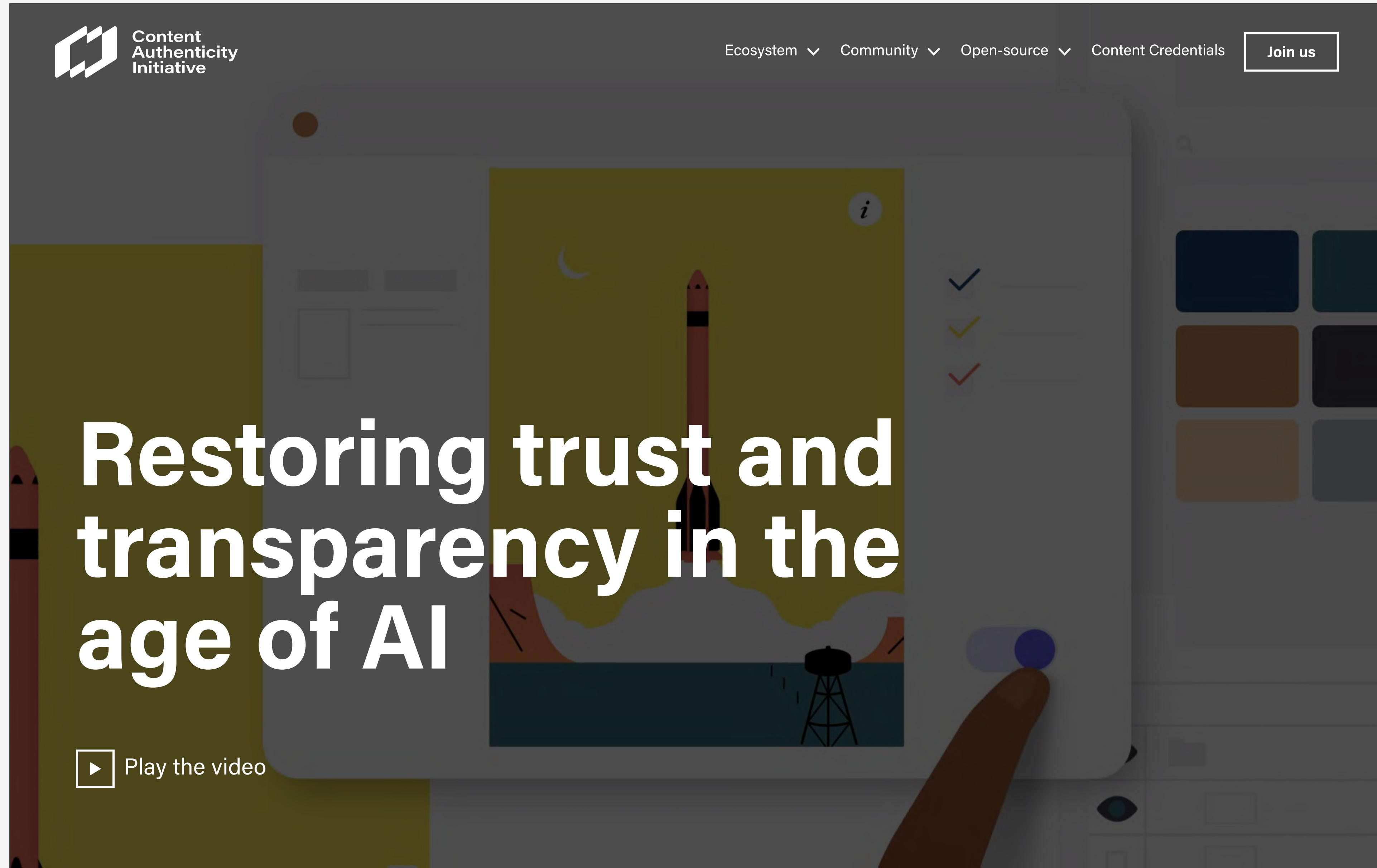
# Applications



Content Authenticity Initiative <newsletter@contentauthenticityinitiative.com>  
To: partner@example.com

# Creating the standard for digital content attribution





The image shows a screenshot of the Content Authenticity Initiative website. The header features the logo 'Content Authenticity Initiative' with a stylized 'C' icon. The top navigation bar includes links for 'Ecosystem', 'Community', 'Open-source', 'Content Credentials', and a prominent 'Join us' button. The main visual is a dark, abstract illustration of a rocket launching from a launch pad at night, with a crescent moon in the background. Overlaid on this image is a large white text block that reads: 'Restoring trust and transparency in the age of AI'. At the bottom left of this overlay, there is a play button icon followed by the text 'Play the video'.

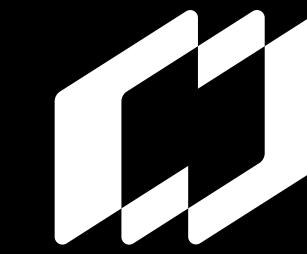
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Initiative

Ecosystem ▾ Community ▾ Open-source ▾ Content Credentials

Join us

Restoring trust and transparency in the age of AI

Play the video



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Initiative**

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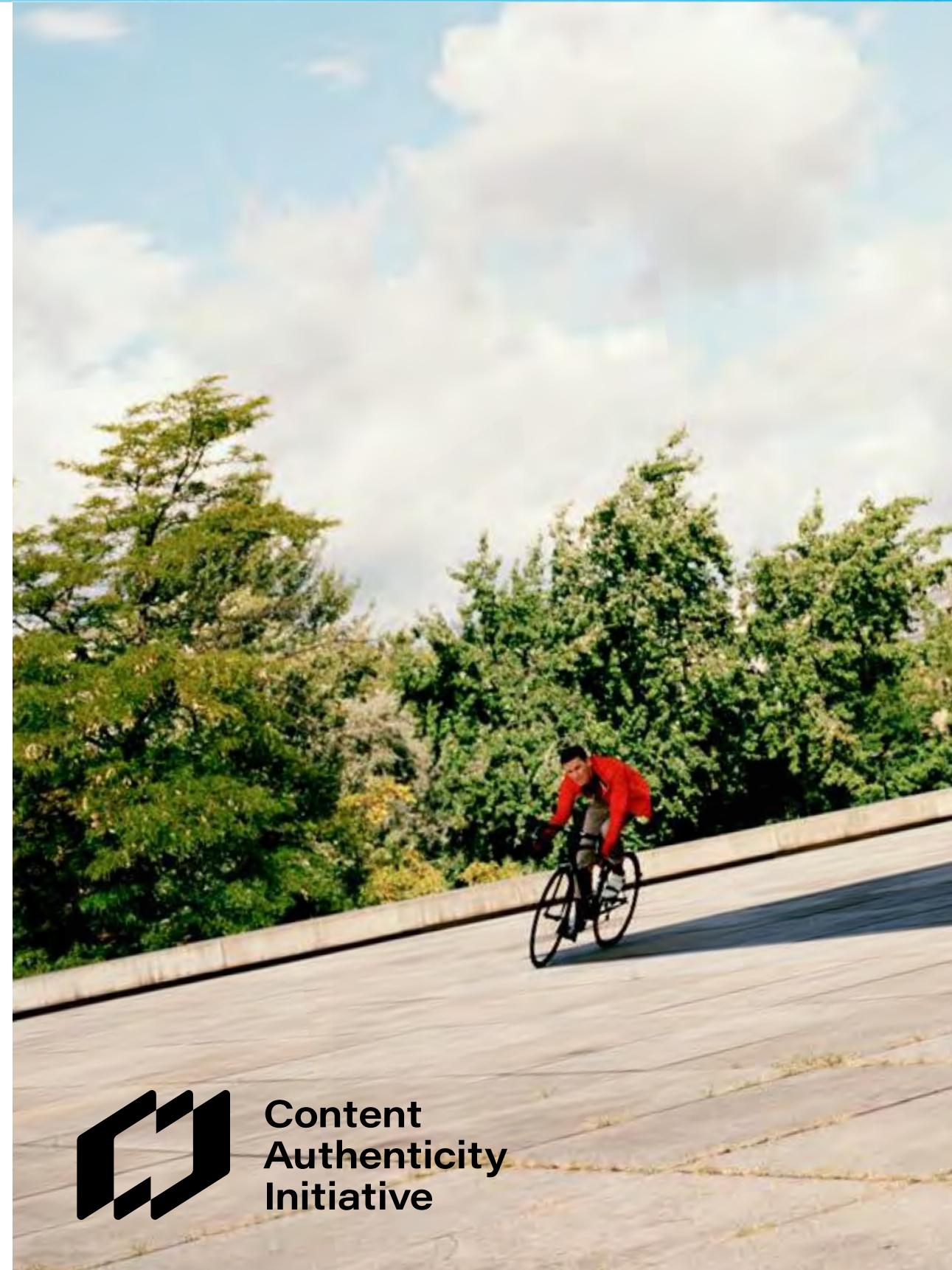
Content Authenticity Initiative Guidelines



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# Join the movement for content transparency

We are focused on cross-industry approach for providing  
media transparency







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