



dAIEDGE BRAND IDENTITY

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The purpose of this guide is to assist the Consortium in using correctly the dAIEDGE logo. In order to maintain the integrity of the dAIEDGE project brand identity, it is important to apply all the given instructions properly.

1. LOGO

The logo depicts a beam of light which represents the intersection of artificial intelligence and a high-speed computer network. The circular shape at the top is inspired by the connection points that allude to both technology and connectivity, as well as the union of the consortium that forms the European Network of AI Centres of Excellence.

The colour palette is composed of blue tones, representing technology and artificial intelligence. We used a straight, linear and geometric typography to represent a fast and agile technological network.



1.2 LOGO VERSIONS

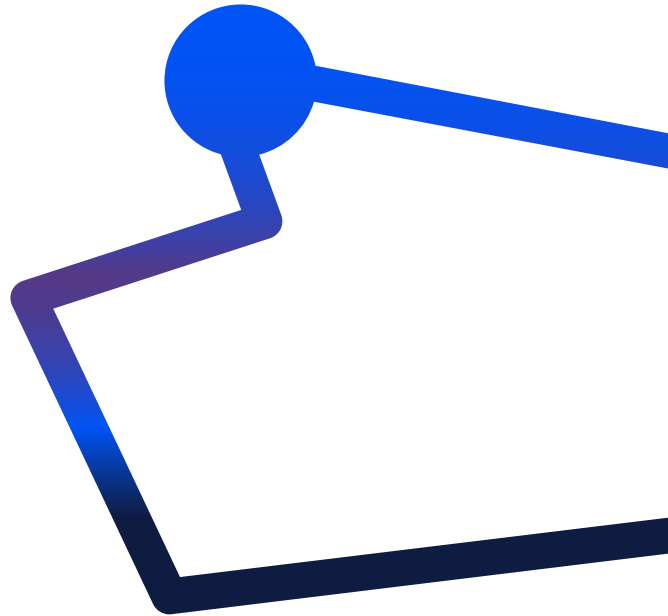
POSITIVE



NEGATIVE

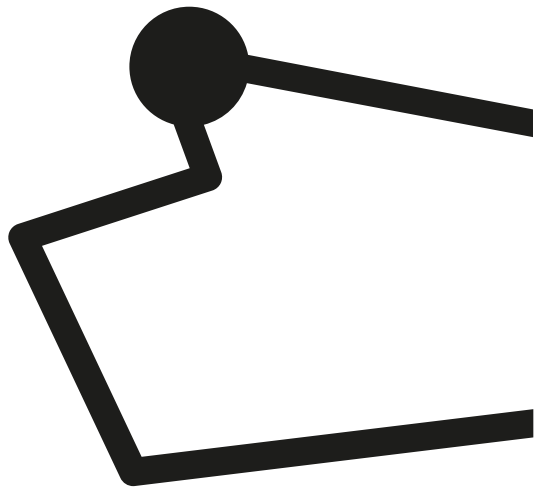


2. ISOTYPE

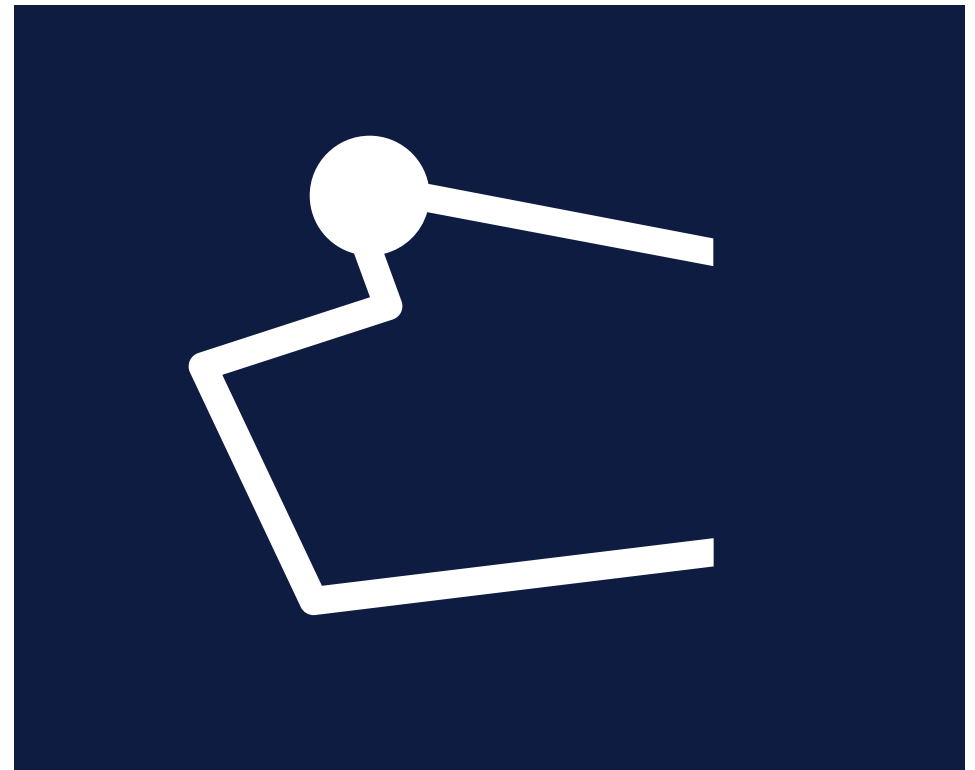


2.1 ISOTYPE VERSIONS

POSITIVE

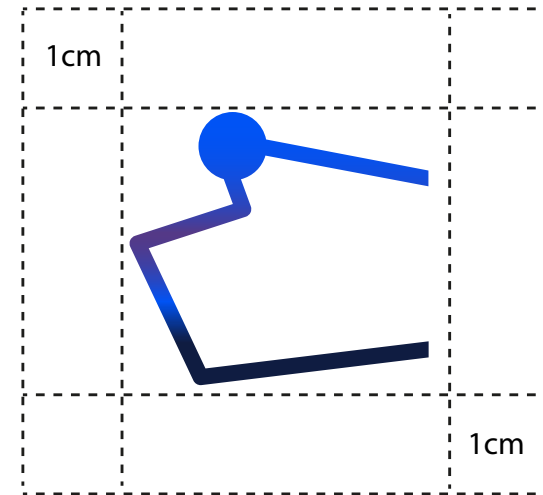


NEGATIVE



3. CLEAR SPACE

The free space is the area surrounding the logo and isotype that must be kept free of any elements, including text, graphics, borders or other logos. The clear space has to be 1cm.



4. LOGO MISUSE

It is important that the appearance of the logo is consistent. The logo should not be misinterpreted, modified or added to.

No attempt should be made to alter the logo in any way. Its orientation, colour and composition must remain as indicated in this document.



Do not distort or alter the proportions of the logo



Do not add contours to the logo



Do not change any elements or colour



Do not use any other fonts



Do not rotate the logo to any angle

5.OUR COLOUR PALETTE

The chromatic range used for dAIEDGE is made up of blue tones, these tones represent technology and Artificial Intelligence.

Color Code
#1947ed

CMYK
C:88%
M:67%
Y:0%
K:0%

RGB
R:25
G:71
B:237

Color Code
#121a37

CMYK
C:100%
M:92%
Y:44%
K:49%

RGB
R:18
G:26
B:55

Color Code
#4a3179

CMYK
C:82%
M:88%
Y:6%
K:1%

RGB
R:74
G:49
B:121

6. THE TYPEFACE FAMILY

The primary font is Montserrat
Medium (Google font).

**Montserrat
Medium**

**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



**Thank you for the proper use
of dAIEDGE brand identity**

daiedge.eu