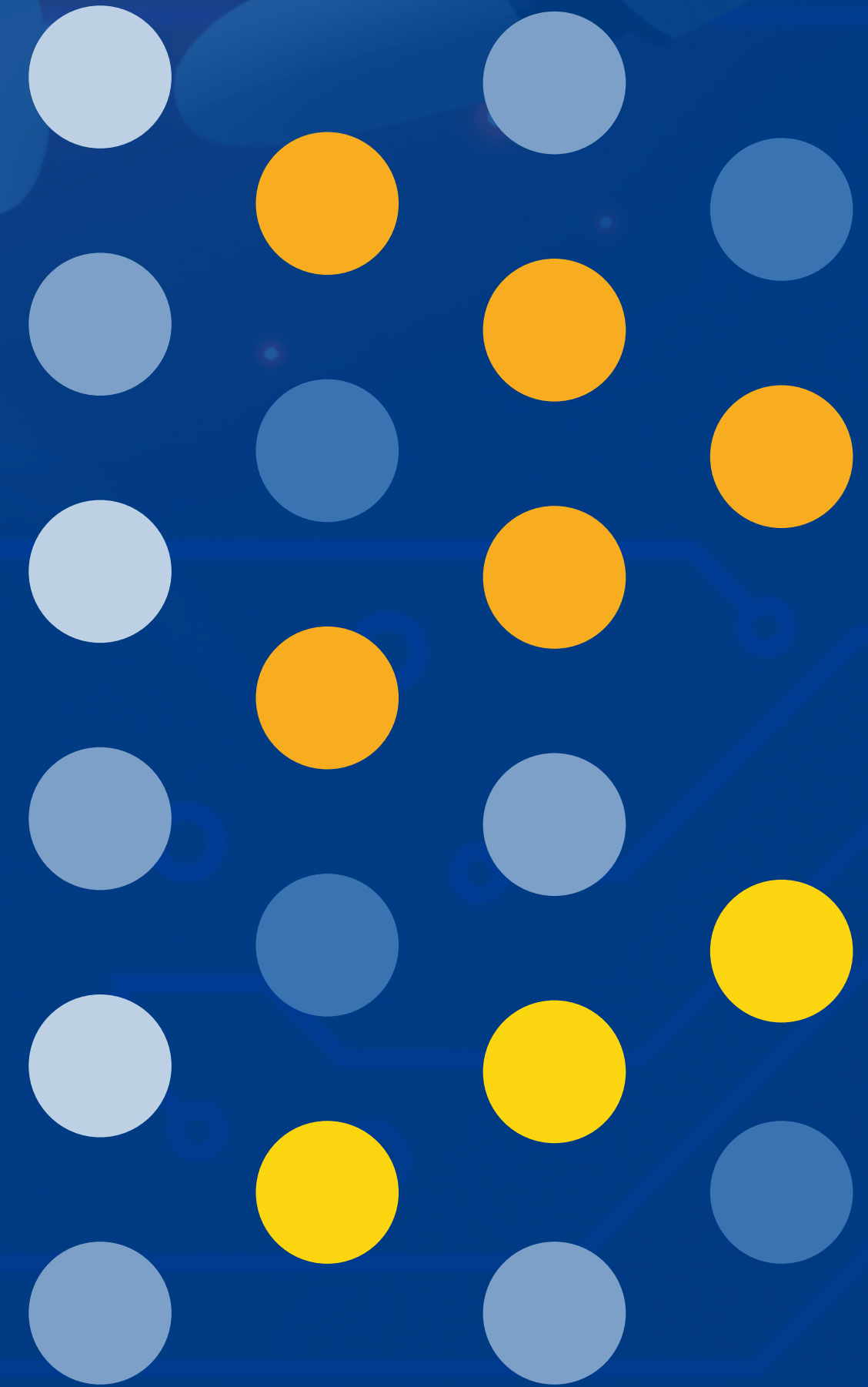


AI-BOOST

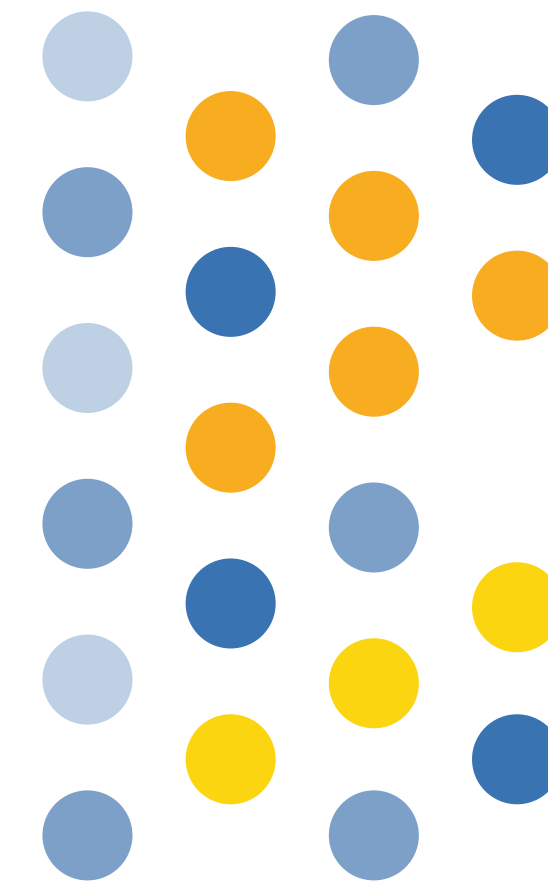
BRAND GUIDELINES



CONCEPT

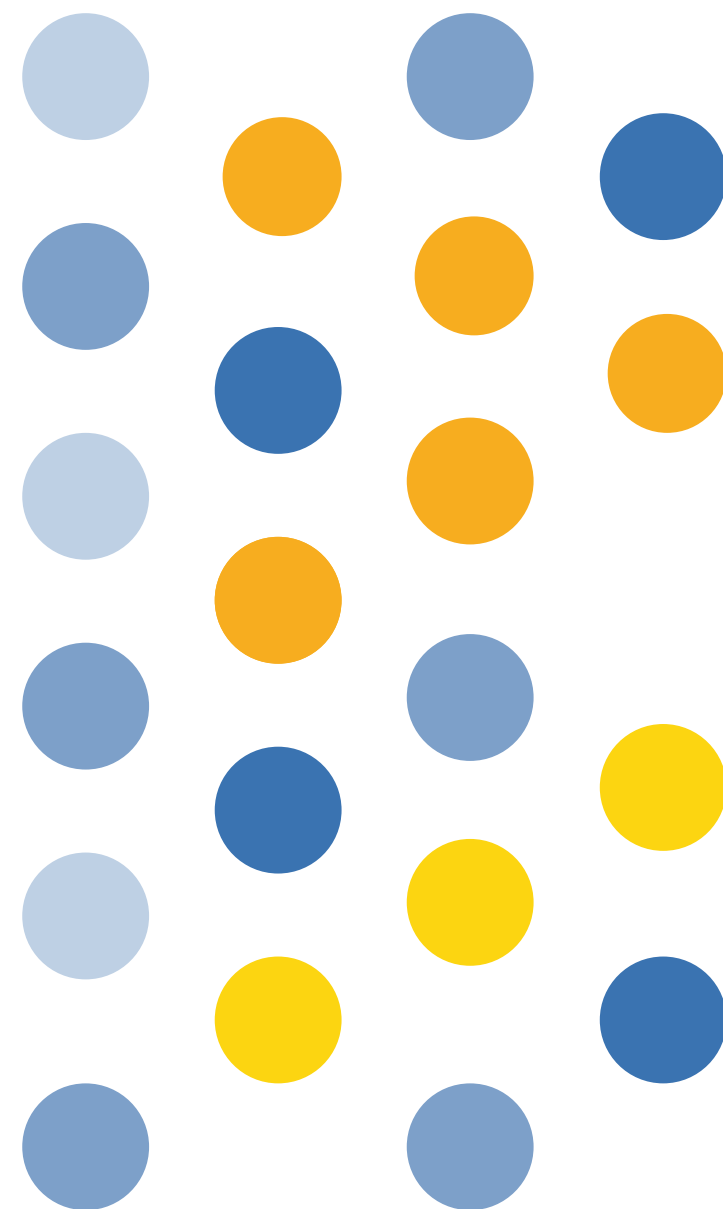
AI-BOOST stands as a concerted and centralised point for the most talented European AI specialists, a strong symbol acts as the endeavour's stamp of quality, the colourful dots are a **representation of people, units, elements gathered to construct solutions and meaning**, the icon poses itself as a puzzle based on the letterform B, and within, the letters AI in the warm tones yellow and orange. The icon's playfulness is a manifestation of creativity and resourcefulness that AI-BOOST aims to inspire.

LOGOTYPE



AI-BOOST

Delivering the next level of European
AI Open competitions



AI-BOOST

Delivering the next level of European
AI Open competitions

#004494
R0 G68 B148
C100 M84 Y11 K1
Pantone 2945 C

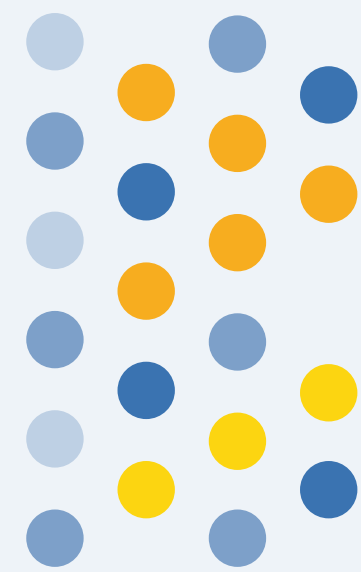
#4073AF
R64 G115 B175
C79 M53 Y7 KO
Pantone 660 C

#7FA1C9
R127 G161 B201
C37 M20 YO K21
Pantone 659 C

#BFD0E4
R191 G208 B228
C23 M22 Y3 KO
Pantone 657 C

#F8AE21
R248 G174 B33
C2 M35 Y98 KO
Pantone 2010 C

#FFD617
R255 G214 B23
C1 M13 Y97 KO
Pantone 109 C



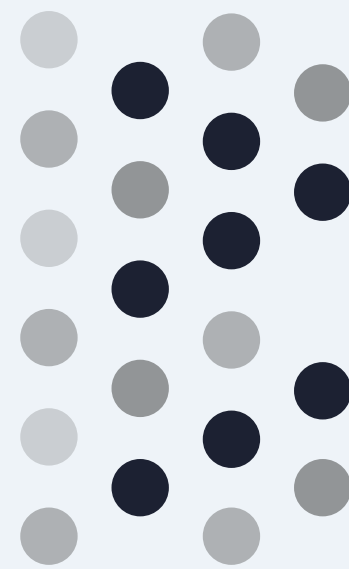
AI-BOOST

The color intensity on light
backgrounds should be minimal

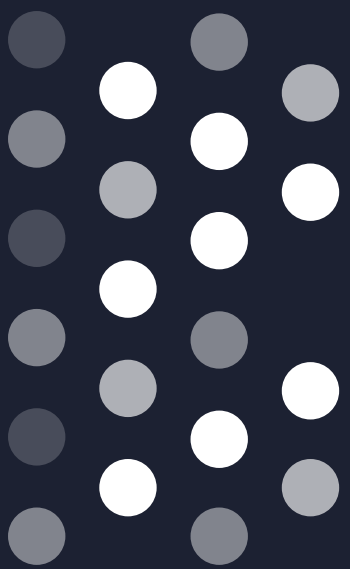


AI-BOOST

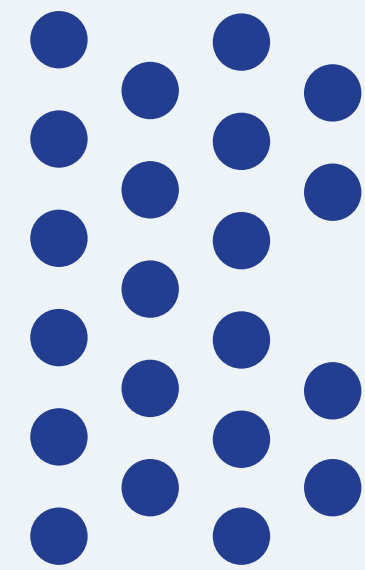
On dark backgrounds
the text is rendered in white



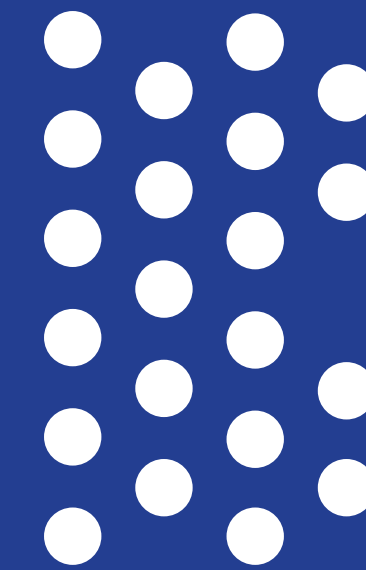
AI-BOOST



AI-BOOST



AI-BOOST



AI-BOOST

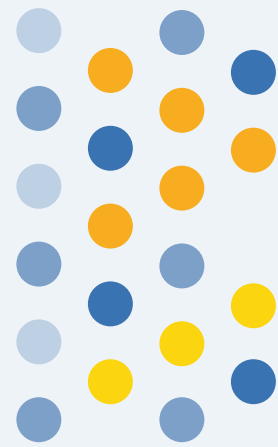


The height of the font is used
as a unit of measurement

DM Sans
to be used
in digital
and print

Free download at [Google Fonts](#)

20 mm

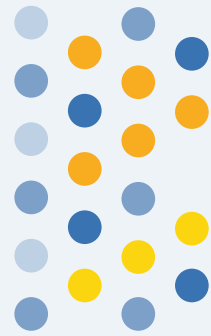
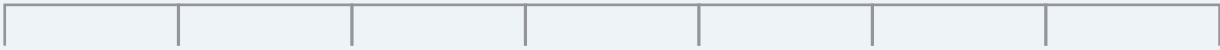


AI-BOOST

Delivering the next level of European
AI Open competitions

with tagline

15 mm



AI-BOOST

withthout tagline

Modifying
the colors



Distorting
the proportions



Rotating for
special effect





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must display the EU funded logo.

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reports, must include the
disclaimer alongside the logo.

Available formats

for printing: *eps*.

All other types of use: *png*.

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