Brand toolkit
29th July 2024

Ai2

00/
Contents

Brand Toolkit
Contents

01/
Brand strategy

Brand strategy
Purpose

The motivating reason why
we exist.

Breakthrough AI to solve the
world's biggest challenges

Brand strategy
Essence

The bedrock of our business
and the core of everything we do.

True Openness

Brand strategy
Actionable values

Together, these define the way we run our business. They inform everything we do, from our internal conduct to the way we interact with stakeholders, including customers, partners, and investors.

Each adds context to the others, meaning there's no hierarchy—they're all equally important. We always present them together and, to make them easier to remember, we always show them in this order.

1. We're open to all

True openness means more than open source. By sharing everything we make, we connect the AI community to tackle tough challenges, test solutions, and advance AI.

2. We're grounded in science

Our best-in-class approach helps us find breakthroughs that are rigorous and true and allows us to be flexible in the face of new information.

3. We focus on impact

Focus lets us optimize the impact of every endeavor and prioritize what matters most. This means we concentrate on the projects that will make the biggest difference.

4. We innovate together

Greatness is never achieved alone. We foster the conditions for deep collaboration internally and work closely with partners externally to stay at the forefront of impactful AI.

Brand strategy
Personality

The human traits that inform
our tone of voice and vibe.

Inclusive
Disciplined
Audacious
Collaborative

Brand strategy
Collaborative advantage

What makes us different
from our competitors.

We're setting the standard
for truly–open AI to deliver
large–scale impact

Our brand narrative declares our point of view, creating a differentiating proposition that gives stakeholders a reason to care and be inspired.

Open Up to Breakthrough

Breakthrough AI doesn't need to slow down, it needs to open up.

Openness in AI invites diverse minds to contribute to collective intelligence. It removes barriers, pushing us to consider every perspective and explore from every angle. The strength of the open community empowers us to take risks and solve complex problems. It creates space for bigger thinking for those with the ambition to test, learn, and push boundaries.

Open-first AI drives accountability. It creates a network of oversight that provides confidence in development, ensuring that new technology is accurate before it is shipped. Accuracy breeds trust, driving the vibrant open-source community to be the fastest and most effective means to innovate. Faster, more significant breakthroughs. Trusted, more reliable technology. We'll only get there if we do things differently.

We're Ai2: Committed to breakthrough AI to solve the world's biggest problems.

02/
Tone of voice

Our voice is one of the most powerful tools we have.

In the ever-expanding world of AI, where everyone sounds similarly well-intentioned, the way we write and speak offers an opportunity to stand out in a sea of sameness, show up consistently, and strengthen connections with the people that count.

Tone of voice
Principles

Please see our tone of voice guidelines for detailed advice on how to write for the brand, including written examples.

When used effectively, our tone of voice helps us:

- Demystify AI and its applications

- Establish ourselves as a trusted voice and leader in the space

- Galvanize our people, making them feel committed to and united behind our cause

- Attract the next generation of talent

- Inspire investors with stories of the impact their funding will make

Tone of voice
Personality traits

Our four personality traits don't only describe our approach to AI, they inform our tone of voice and guide how we express ourselves.

Inclusive

For us, 'inclusive' means being open-first. As such, we write warmly and welcomingly, addressing our audiences as partners not others. We lead with confident expertise and simplify our language when needed, without losing technical precision or changing meaning.

Disciplined

We're grounded in science–and proud. Our writing reflects this dedication, while moving us beyond past academic preconceptions. We demonstrate our knowledge through clear, concise content that avoids flowery language and superfluous words.

Collaborative

Deep collaboration opens up AI. As a non-commercial entity, we convene different people–from developers to policymakers–by speaking their language. We write about shared goals and transparency to build trust and establish ourselves as AI leaders.

Audacious

Bold, determined, and intent on making a difference–that's us. We deliver large-scale impact, and everything we write confirms this. We're here to build the AI tools of tomorrow, but we're always careful to explain the method behind our next-generation thinking.

Personality traits elaboration

How our personality traits sound

How they don't sound

Inclusive is...

Open, authentic and clear.

Disciplined is...

Concise, meticulous and considered.

Audacious is...

Self-assured, groundbreaking and impact-driven.

Collaborative is...

Partnering, objective and adaptable.

Inclusive is never...

Unprofessional, gimmicky or marketing to the masses.

Disciplined is never...

Lacking in substance, pedantic or stuffy.

Audacious is never...

Arrogant, reckless or single-minded.

Collaborative is never...

Following, aloof or inconsistent.

03/
Visual identity

Core elements

Our brand's visual identity is comprised of six core elements:

1. Logo
2. Blocks
3. Color
4. Corner pins
5. Breakthrough graphic
6. Typography

✦Ai2

Creating
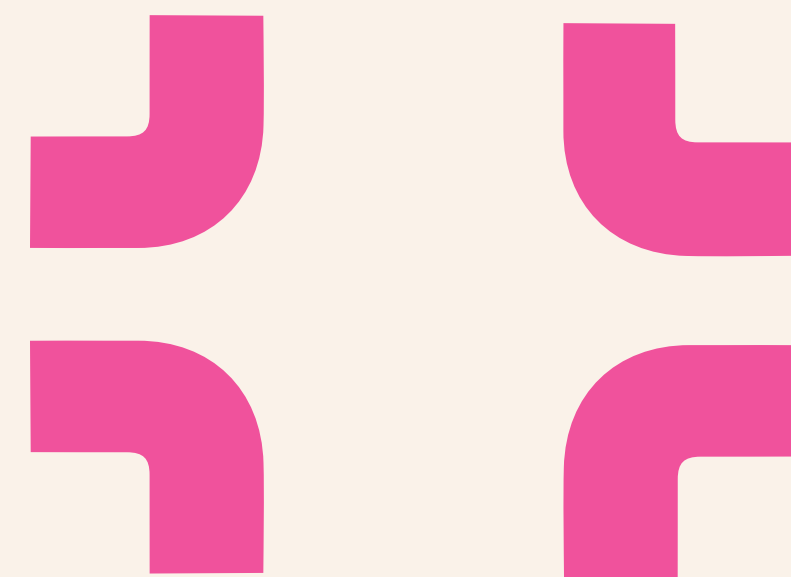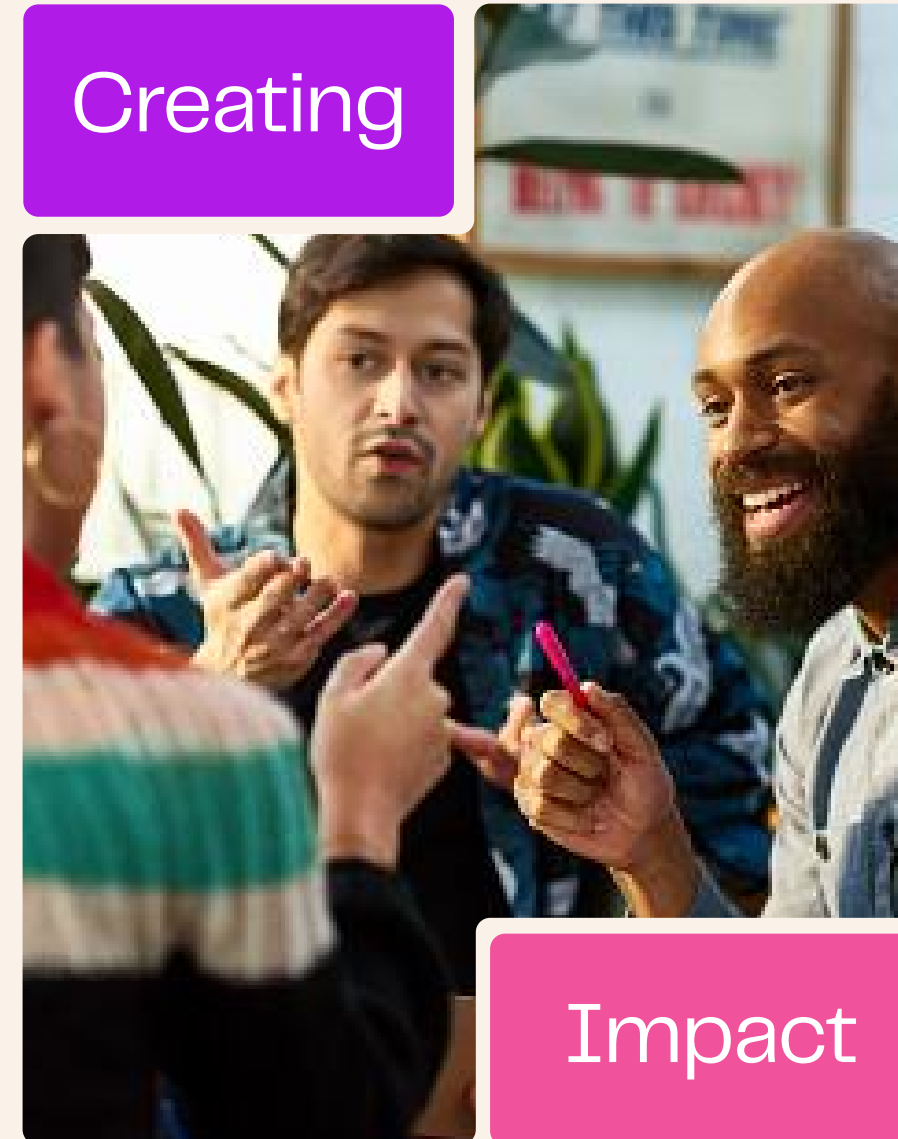
Impact

Telegraf light

Telegraf Regular

Telegraf Medium

Telegraf Semi Bold

04/
Logo

At the heart of our brand is our logo. It represents who we are and what we do.

It's our strongest visual identifier. It feels collaborative, technical, and impactful.

Logo
Principles

Our logo is at the center of our brand. It has a high sense of craft and nods directly to what we do and the breakthrough moments we create.

We should respect it by making sure we always use it at the right size and never altering it.

Logo
Variants

There are two primary variations of our logo.

Logo hero usage: Our brand color is pink. Our pink logo should primarily be used on all hero brand executions on either dark (dark teal) or light (off white) backgrounds. Examples of hero assets include web banners, brochure covers, social profiles, social banners, advertisements, campaigns.

Logo secondary usage: When visual variation is required, the dark teal logo can be placed on our three remaining bright core colors—pink, purple, and green. This application should only seen when hero usage is predominantly visible.

Logo
Usage

Logo
Spacing and size

Our logo looks best when it's given the space to stand out. Follow these clear space parameters and make sure no graphic element encroaches beyond these boundaries.

Minimum required height:
Print: 10mm
Digital: 30px

30px

Logo
Placement

Our logo should always be the first brand element audiences see and engage with. As such, it should sit at the top left of any creative where possible.

Logo
Do's and dont's

Always use the approved artwork from the assets library.

Don't recreate or edit our logo in any way.

Don't outline

Don't shorten

Don't squash

Don't change the color
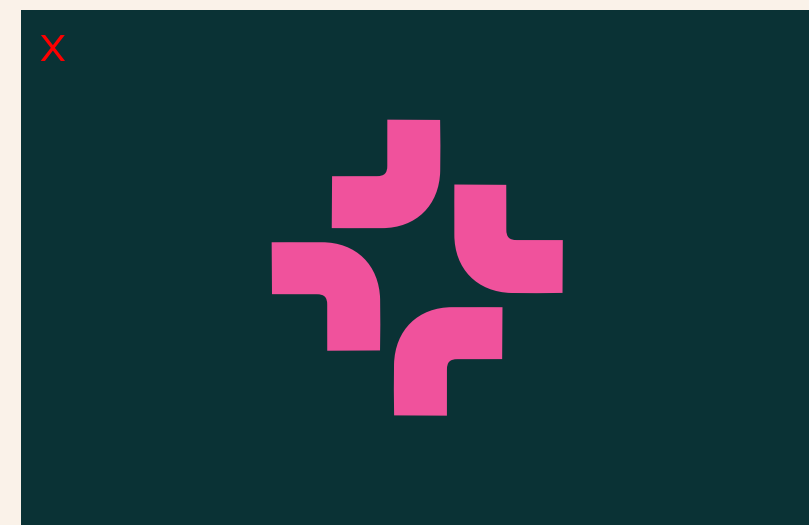
Don't change the space
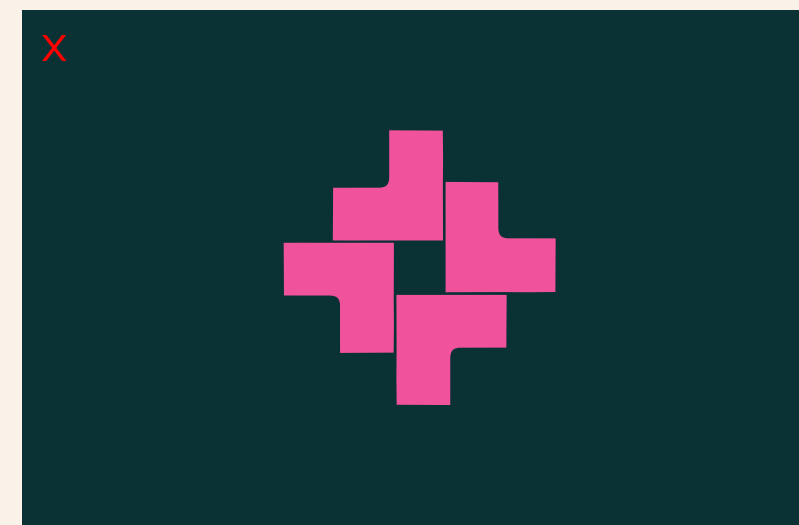
Don't adjust the curves

Don't change the case

Don't use without the brand mark
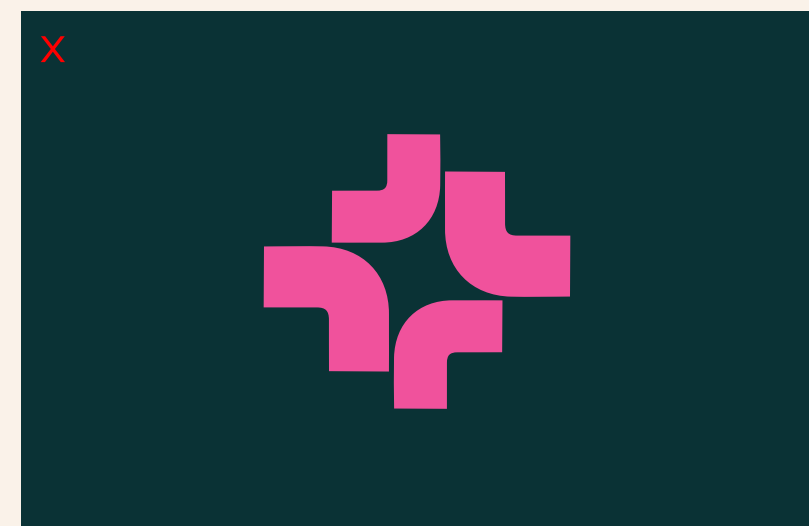
Don't enlarge shapes
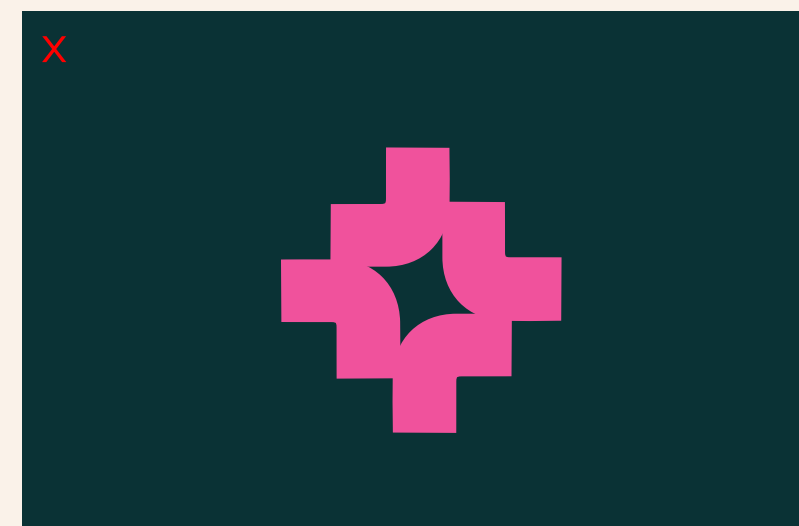
Don't change the weight

Don't use a tint

Don't pair with other marks

Logo
Brand mark

Logo
Brand mark

Our brand mark is formed of four corner pins. They're symbolic of the ways that teams join forces and collaborate across Ai2.

The corner pins represent AI networks, synchronicity and the collaboration amongst our teams.

The negative space inside the mark forms a centre star that reflects our breakthrough.

For times when we're short of space, the brand mark is the simplest way to express ourselves.

30px

✥Ai2

Logo
Brand mark grid

Our brand mark sits on a 5x5 geometric square grid.
This helps with symmetry and visual balance, and
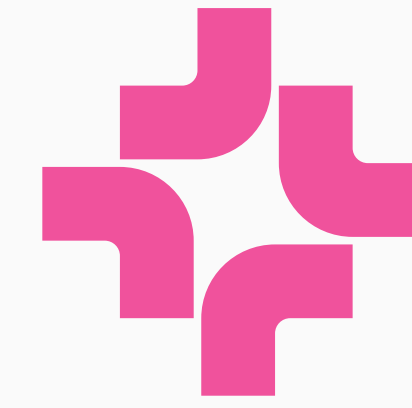makes for a sophisticated brand mark.
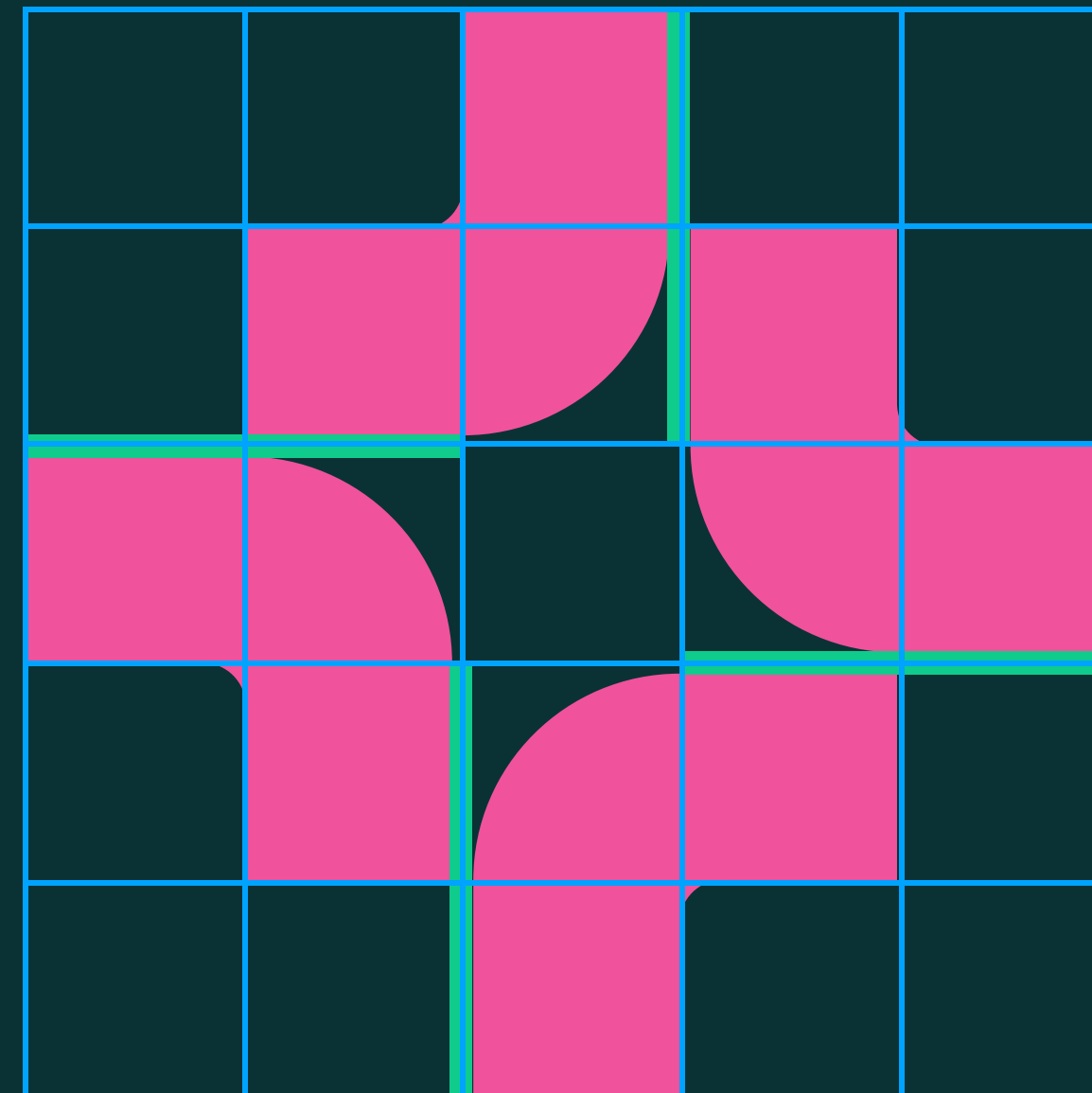
30px

✦Ai2

Logo
Brand mark
small scale

Here we demonstrate how the brand mark looks at small scale across apps, footers, and as a favicon.

Minimum required height:
Print: 10mm
Digital: 30px

BRAND STRATEGY

TONE OF VOICE

VISUAL IDENTITY

LOGO

SUB BRAND LOGOS

COLOR

GRAPHIC LANGUAGE

TYPOGRAPHY

IMAGERY

ICONOGRAPHY

TOUCH POINTS

BRAND TOOLKIT

Logo Co-branding

Logo
Co-branding

Co-branding of Ai2 white papers is permissible with active partners, and with the review and approval of our brand team.

Partner logo sizing

X

✦Ai2 ✦Ai2

Breakthrough AI to solve the world's biggest problems.

X
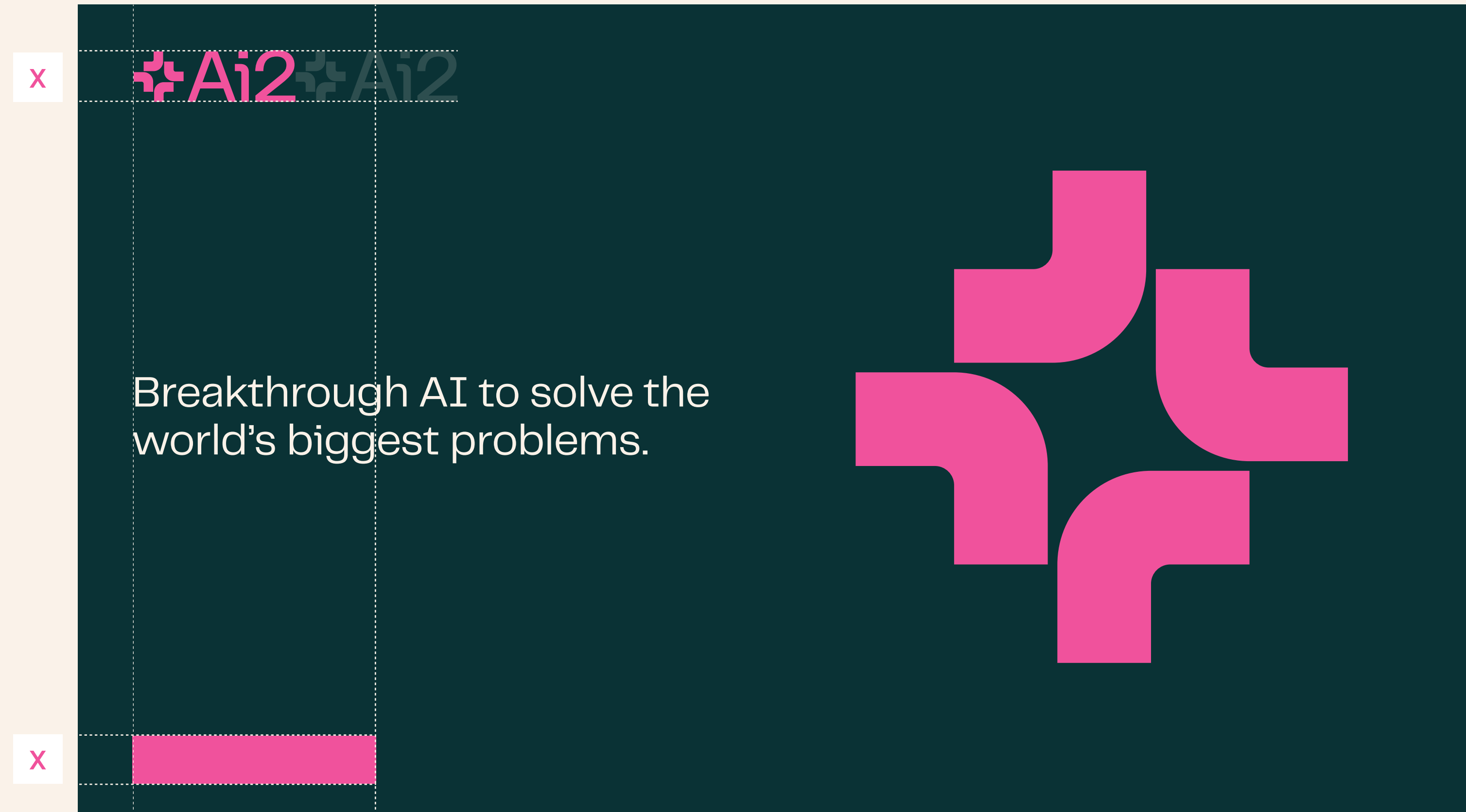
The width of the partner logo can be no wider than the 1.5x the width of the Ai2 logo.

Logo
In motion

Motion allows us to be playful. We use it to represent breakthrough and problem solving, and reflect the creativity of our personality.

Logo
Motion

Our logo in motion shows our four corner pins coming together to reflect the ways in which people and teams across Ai2 unite.

The spin of our brand mark highlights the creative solutions and breakthrough outcomes that occur when we join forces.

Brand mark wipe
Motion

Brand mark wipes can be used to transition between film content.

Here we see our four corner pins shift and reconfigure, reflecting the ways in which our teams problem solve.

Brand mark wipe and logo
Motion

Here our logo animation begins with the brand mark wipe. This could be used when bookending film content, wiping from previous the frame, and resolving on our logo.

BRAND STRATEGY

TONE OF VOICE

VISUAL IDENTITY

LOGO

SUB BRAND LOGOS

COLOR

GRAPHIC LANGUAGE

TYPOGRAPHY

IMAGERY

ICONOGRAPHY

TOUCH POINTS

05/
Sub brand logos

We have various sub brands across Ai2.

To ensure consistency and show that they're part of the same family, we brand them all in a uniform way.

Sub brand logos
Principles

Our sub brand logos are created using the same design rules as our primary logo.

Color application, sizing, and brand mark lock-up rules all apply.

Primary logo

Sub brand logo

Sub brand logos
Creation

Sub brand logos are created by locking up the brand mark alongside the sub brand name. Names should be typed out using PP Telegraf Custom.

✥ OLMo

✥ Dolma

✥ Tulu

✥ RewardBench

✥ WildBench

✥ Climate Modeling

✥ Satlas

✥ Unified–IO

Sub brand logos Usage

Sub brand logos
Spacing and size

As with our primary logo, our sub brand logos also look best when they're given the space to stand out.

Follow these clear space parameters and make sure no graphic element encroaches beyond these boundaries.

Minimum required height:
Print: 10mm
Digital: 30px
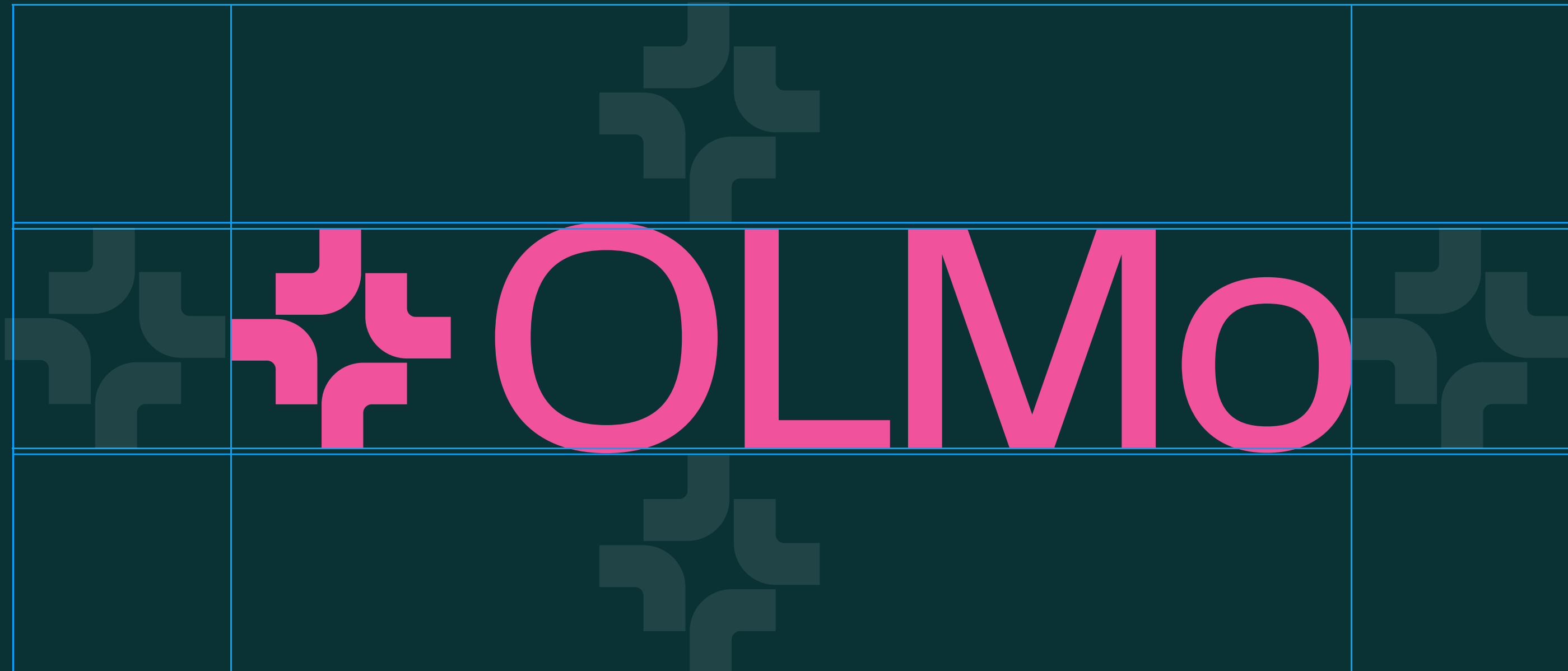
OLMo

30px Olmo

Sub brand logos
Placement

To make it clear which sub brand we're focusing on, we should place our sub brand logo in the top left of any creative where possible.
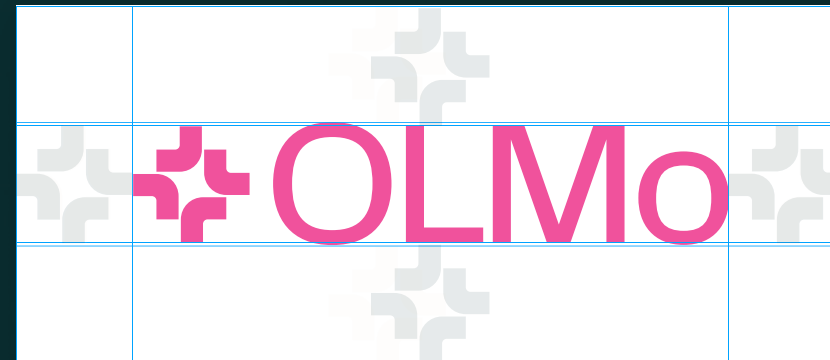
06/
Color

Our colors are simple, yet bold and energetic. They give our visual identity room for variation, allowing us to flex between the technical, functional, and creative.

They also help make our brand more recognizable, working together with other core elements.

Color
Core palette

Color
Core palette reference

Our colors reflect our brand personality through a vibrant, digital-first palette. They complement one another to create a contemporary and playful feel.

Pink: Warm, welcoming, and approachable.

Purple and green: Bold, audacious, and confident.

Dark teal and off white: Background colors allow for functionality and sophistication.

Tints can be used for data visualizations to ensure information is displayed clearly and effectively. See page 53 for examples.

Ai2 Teal
Hex. 105257
R.16 G.82 B.87
C.88 M.43 Y.50 K.41
PMS. 5473

Ai2 Pink
Hex. F0529C
R.240 G.82 B.156
C.0 M.80 Y.0 K.0
PMS. 212

Ai2 Purple
Hex. B11BE8
R.177 G.27 B.232
C.53 M.75 Y.0 K.0
PMS. Purple

Ai2 Green
Hex. 0FCB8C
R.15 G.203 B.140
C.75 M.0 Y.69 K.0
PMS. 3395

Ai2 Dark Teal
Hex. 0A3235
R.10 G.50 B.53
C.92 M.55 Y.57 K.64
PMS. 5463

Ai2 Off White
Hex. FAF2E9
R.250 G.242 B.233
C.02 M.06 Y.10 K.0

Tint	90%	Tint	90%	Tint	90%	Tint	90%
	80%		80%		80%		80%
	70%		70%		70%		70%
	60%		60%		60%		60%
	50%		50%		50%		50%
	40%		40%		40%		40%
	30%		30%		30%		30%
	20%		20%		20%		20%
	10%		10%		10%		10%

Color
Balance

We use our dark teal for backgrounds and to add warmth and sophistication. The lighter teal is used to create texture, like when applying to our breakthrough graphic (see page 71 for an example).

We use our off white when trying to evoke an open, welcoming feeling.

We use bright backgrounds sparingly when we want to dial up playfulness. We can also use them for small pops of color to emphasize and highlight.

The color blocks here reflect the right balance of usage.

Color
UI palette

This is our extended UI palette. Alongside our core colors, we use grey tints for functionality and legibility and a set of alert colors that work harmoniously with—but still stand out enough from—the rest of the palette.

Ai2 Dark Teal

Ai2 Off White

Ai2 Pink

Ai2 Purple

Ai2 Green

Ai2 Dark Blue (to be used on pink only)
Hex. 0A2B35

Error
Hex. FF6F6E

Warning
Hex. FFA31C

800
Hex. 343434

500
Hex. 838383

Confirmation
Hex. 549C35

Information
Hex. 2A88EF

300
Hex. BEBEBE

100
Hex. DEDEDE
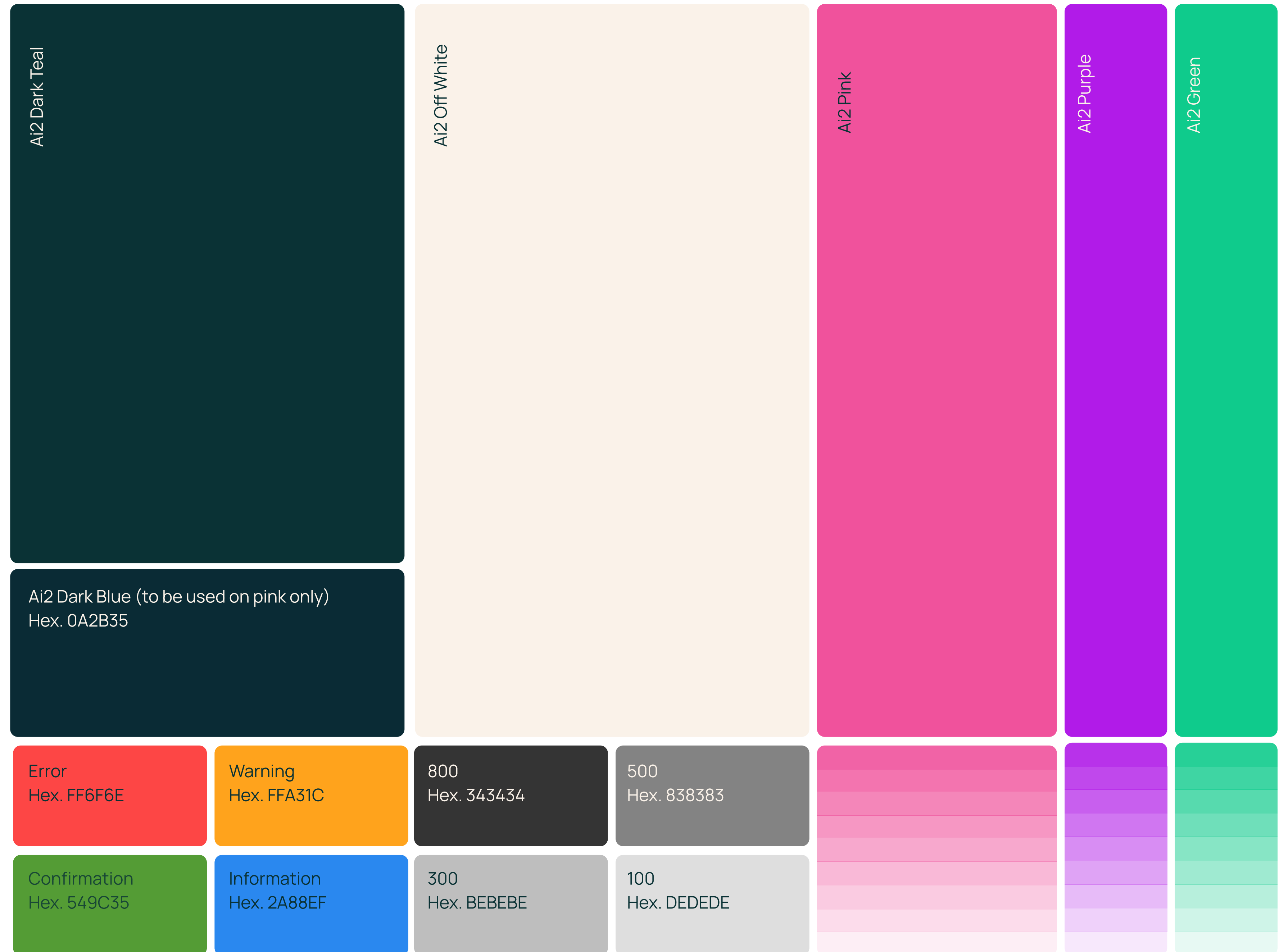
Color
Supporting
palette

We have a supporting color palette that we use for charts, graphs, and other infographic elements only.

It's rich, bold, and works in harmony with our core palette. To ensure graphs are cohesive with the rest of our brand, we use colors from our core palette first.

Color
Supporting palette

Our supporting palette should be used sparingly and mainly for accents of color when we need a wider palette for the likes of infographics.

These colors should never dominate the page or exceed the usage of our core colors.

Ai2 pink tint   90%

Ai2 Lime	Ai2 Sky	Ai2 Orange	Ai2 Yellow
Hex. BEF576	Hex. 12CCE5	Hex. F65834	Hex. FFF500
R.190 G.245 B.118	R.18 G.204 B.229	R.246 G.88 B.52	R.255 G.245 B.0
C.32 M.0 Y.83 K.0	C.67 M.0 Y.14 K.0	C.0 M.76 Y.78 K.0	C.7 M.0 Y.88 K.0

Tint 80%	Tint 80%	Tint 80%	Tint 80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%

Color
Supporting palette examples

BRAND STRATEGY

TONE OF VOICE

VISUAL IDENTITY

LOGO

SUB BRAND LOGOS

COLOR

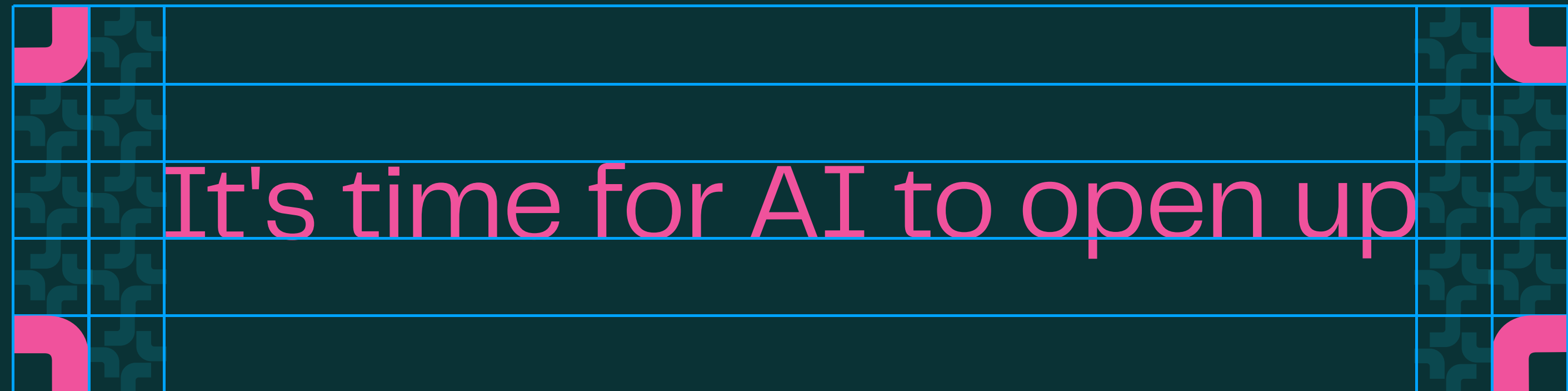GRAPHIC LANGUAGE

TYPOGRAPHY

IMAGERY

ICONOGRAPHY
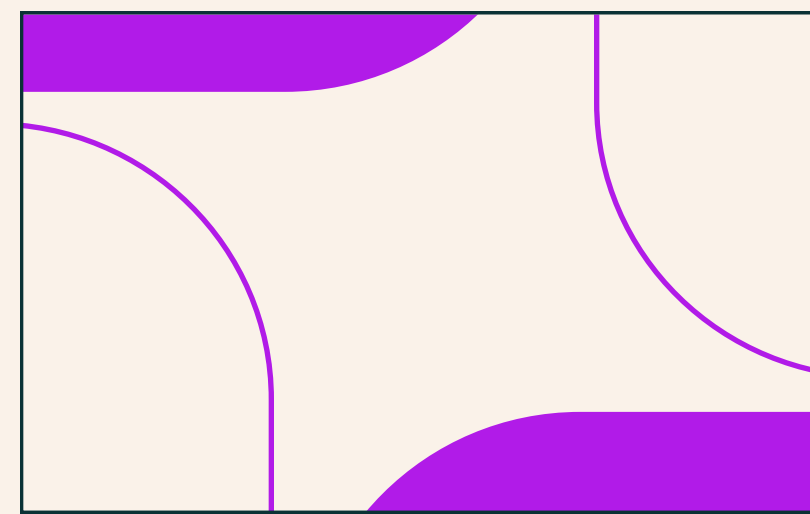
TOUCH POINTS

Bar Charts

| 12 month | 30 days | 7 days | 24 hours | | ○ Total Profits |

60k
50k
40k
30k
20k
10k
0

Jan Feb Mar Apr May Jun Jul Aug Sep

Candlestick Charts

| 12 month | 30 days | 7 days | 24 hours | | ○ Total Profits |

60k
50k
40k
30k
20k
10k
0

Jan Feb Mar Apr May

Line Charts

| 12 month | 30 days | 7 days | 24 hours | | ○ Total Profits |

60k
50k
40k
30k
20k
10k
0

Jan Feb Mar Apr May

Column Charts

| 12 month | 30 days | 7 days | 24 hours | | ○ Total Profits |

Jan Feb Mar Apr May

Area Charts

| 12 month | 30 days | 7 days | 24 hours | | ○ Total Profits |

60k
50k
40k
30k
20k
10k
0

Jan Feb Mar Apr May

Bubble Charts

| 12 month | 30 days | 7 days | 24 hours | | ○ Total Profits |

60k
50k
40k
30k
20k
10k
0

Jan Feb Mar Apr May Jun Jul

Bar Charts

○ Total Profits   ○ Total Profits

20k
10k
0
-10k
-20k

Jan Feb Mar Apr May

Polygon Charts

Jan Feb Mar Apr May Jun Jul

○ Audience	46%
○ Earnings	24%
○ Sales	15%
○ Marketing	8%
○ Visitors	7%
○ Others	7%

Color
Accessibility

Color
Accessibility and combinations

This palette is representative of the level of each color we should use and see. It highlights which color combinations are appropriate for use as headers, body copy, and call-to-action buttons from an accessibility perspective.

Headers: Yes
Body: Yes
CTAs: Yes

Aa

Headers: Yes
Body: No
CTAs: No

Aa

Headers: Yes
Body: Yes
CTAs: Yes

Aa

Headers: Yes
Body: No
CTAs: No

Aa

Headers: Yes
Body: Yes
CTAs: Yes

Aa

Headers: Yes
Body: Yes
CTAs: Yes

Aa

Headers: Yes
Body: Yes
CTAs: Yes

Aa

07/
Graphic
language

Our graphic language incorporates visual elements and brand principles to create a cohesive and recognizable visual identity.

Graphic language
Corner pins

Corner pins
Principles

We open up the center point of our logo to create a space that represents breakthrough.

We can then occupy this space with copy and imagery to showcase the ways in which we're contributing to positive change.
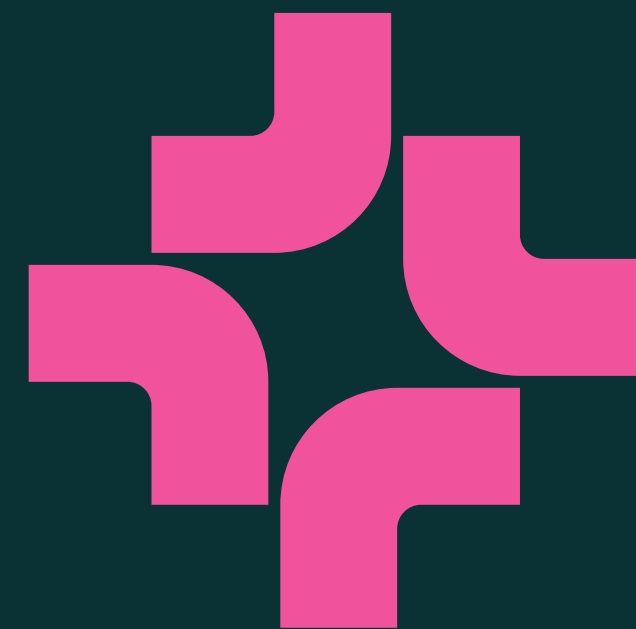
Closed brackets

Open brackets

Corner pins
Text

Here's an example how we use our corner pins with text.

Note that corner pins can be used in all of our core color palette combinations.

It's time for AI to open up

Corner pins
Text placement

Follow these clear space parameters and make sure no graphic element encroaches beyond these boundaries.

It's time for AI to open up

Corner pins
Text motion

Our corner pins with text in motion.

Corner pins
Imagery

Here's an example of how we use our corner pins with imagery.

Corner pins
Imagery
format

When combining corner pins with imagery:

- Use either two or four corner pins. If using two, corner pins should be placed in the top right and bottom left corners of the image frame. If using four, place a corner pin on each corner of the image frame.

- Only use colors from the core palette and follow accessibility guidance for color combinations.

- Apply the same rules in a portrait format.

Corner pins
Imagery
placement sizing

Use these guides to inform corner pin placement and always be sure to align corner pins to edges of the image frame.

For horizontal images, the corner pins should be 1/10th of the image height.

For portrait images, the corner pins should be 1/10th of the image width.

Corner pins
Imagery motion

Our corner pins with imagery in motion.

Graphic language Breakthrough expression

Breakthrough expression
Principles

We symbolize the idea of AI breakthroughs using a crop of our logo mark.

Breakthrough

Cropping the mark

Breakthrough
graphic expression

Breakthrough expression
Crops light

Here are some examples of how this breakthrough expression works using different colors from our core palette on a light background.
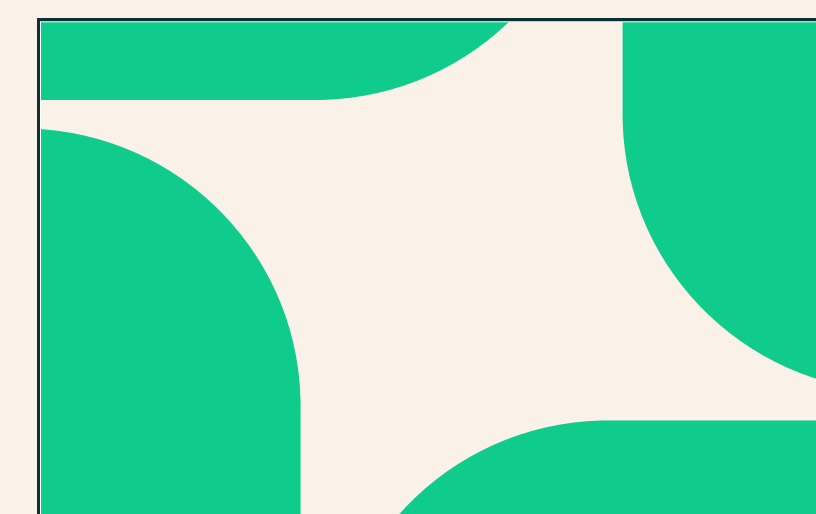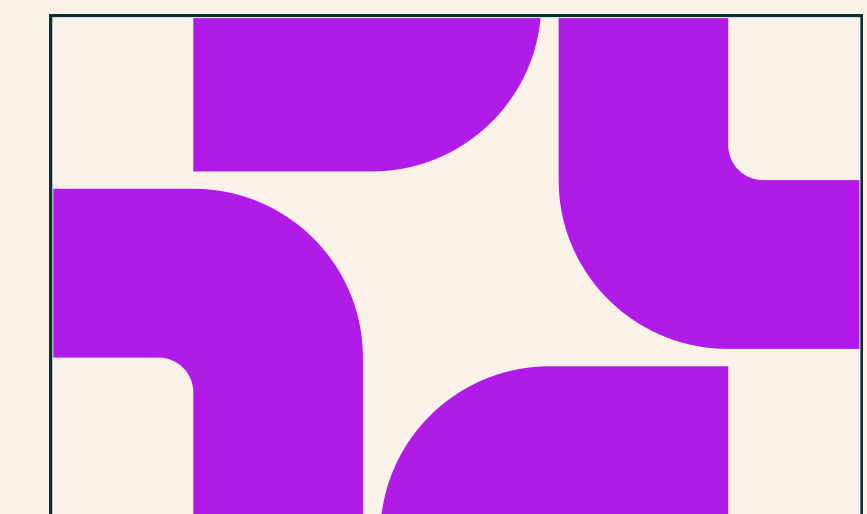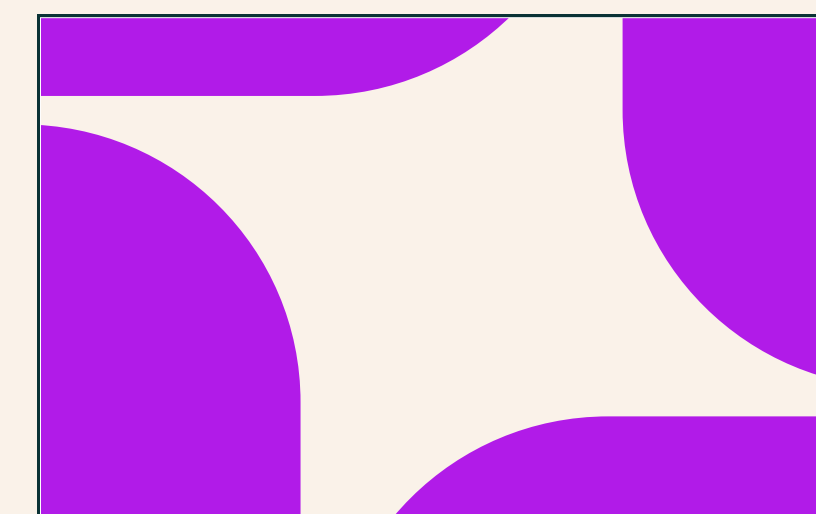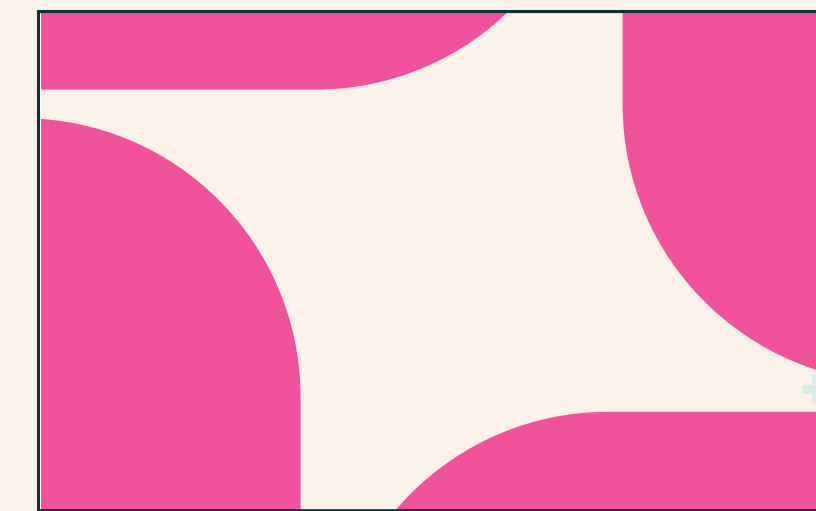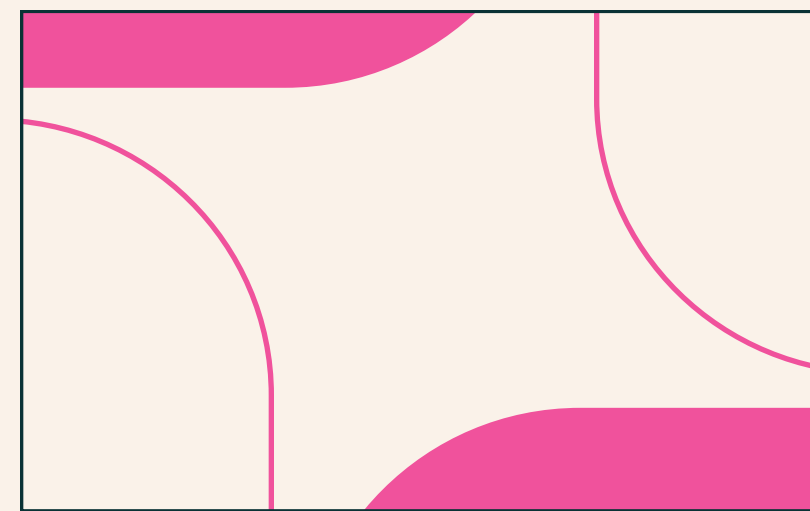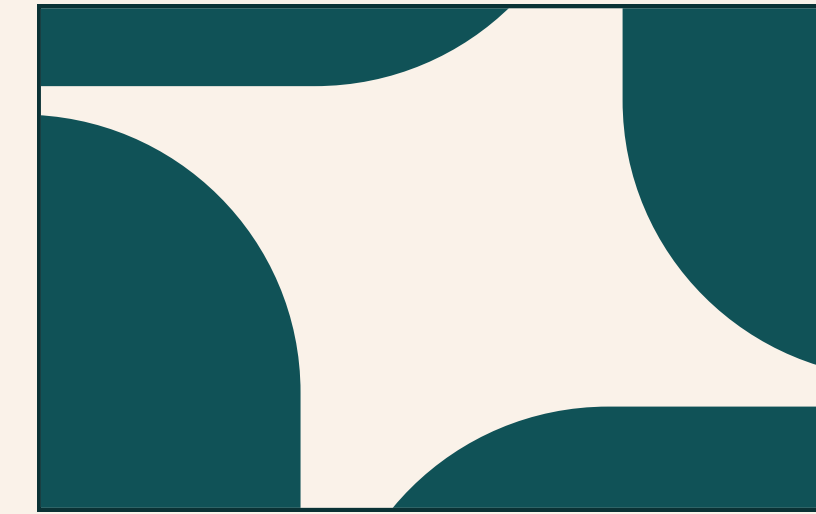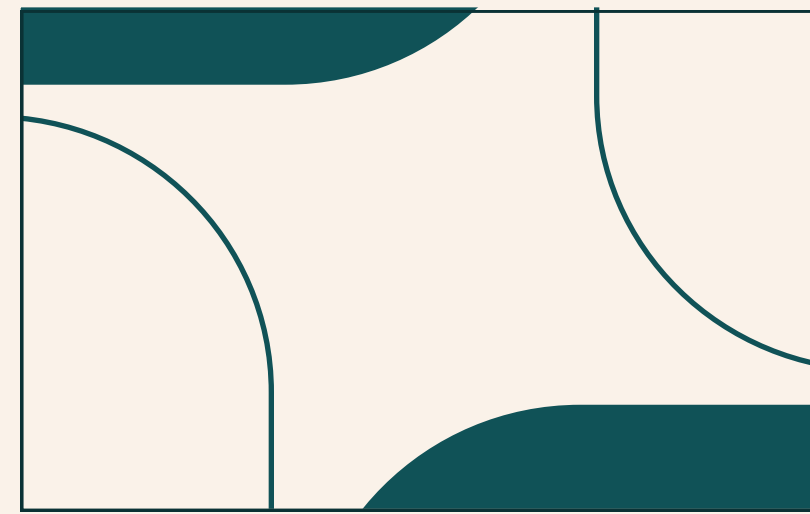
Breakthrough expression
Crops dark

Here are some examples of how this breakthrough expression works using different colors from our core palette on a dark background.
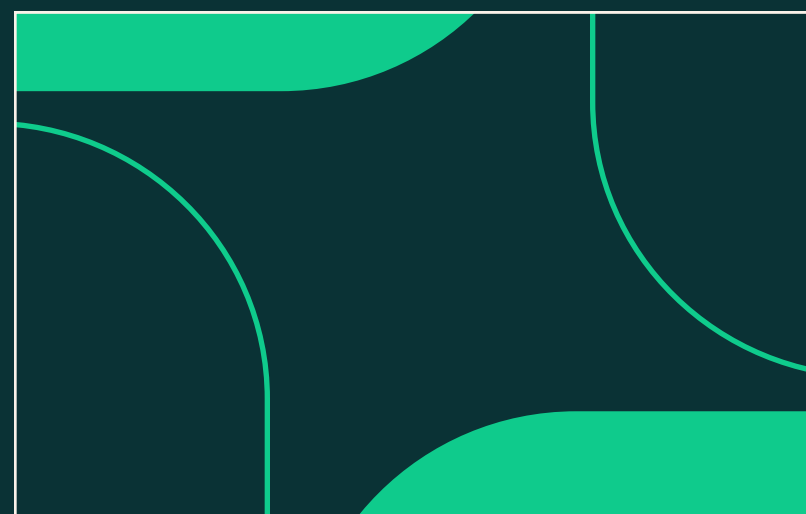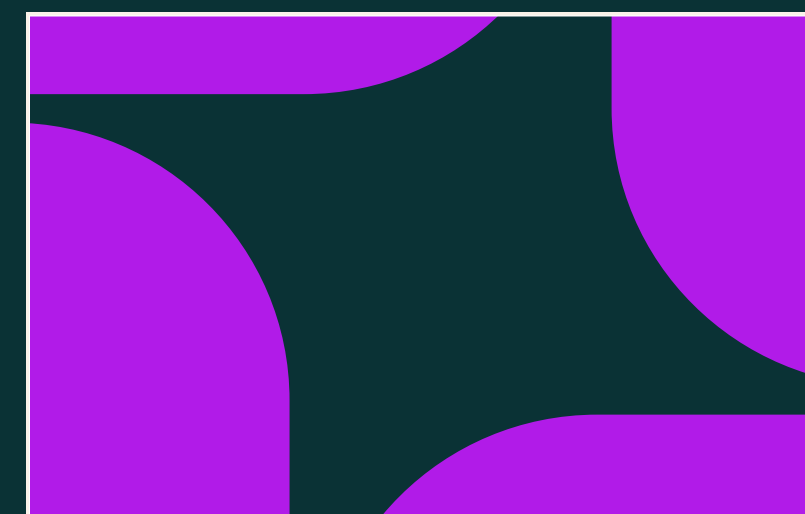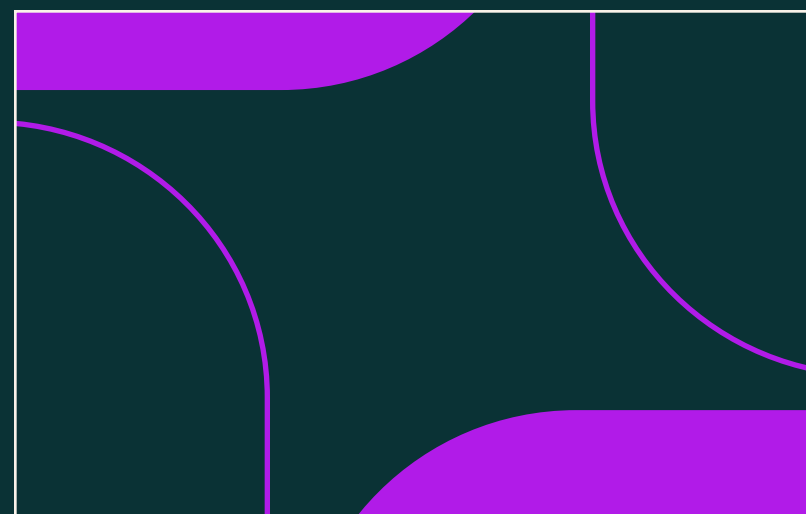
Breakthrough expression
Graphic

Our breakthrough expression is formed by aligning the brand mark to the center of an art board—both vertically and horizontally.

As a guide, the width and height of the brand mark is calculated by scaling it to 1.75x of the longest edge of the art board. Feel free to scale the graphic as you see fit for your design output.

The margins for the containing content are taken from the space between the corner pins. Use these a guide for minimum amount of spacing between copy and graphic expression.
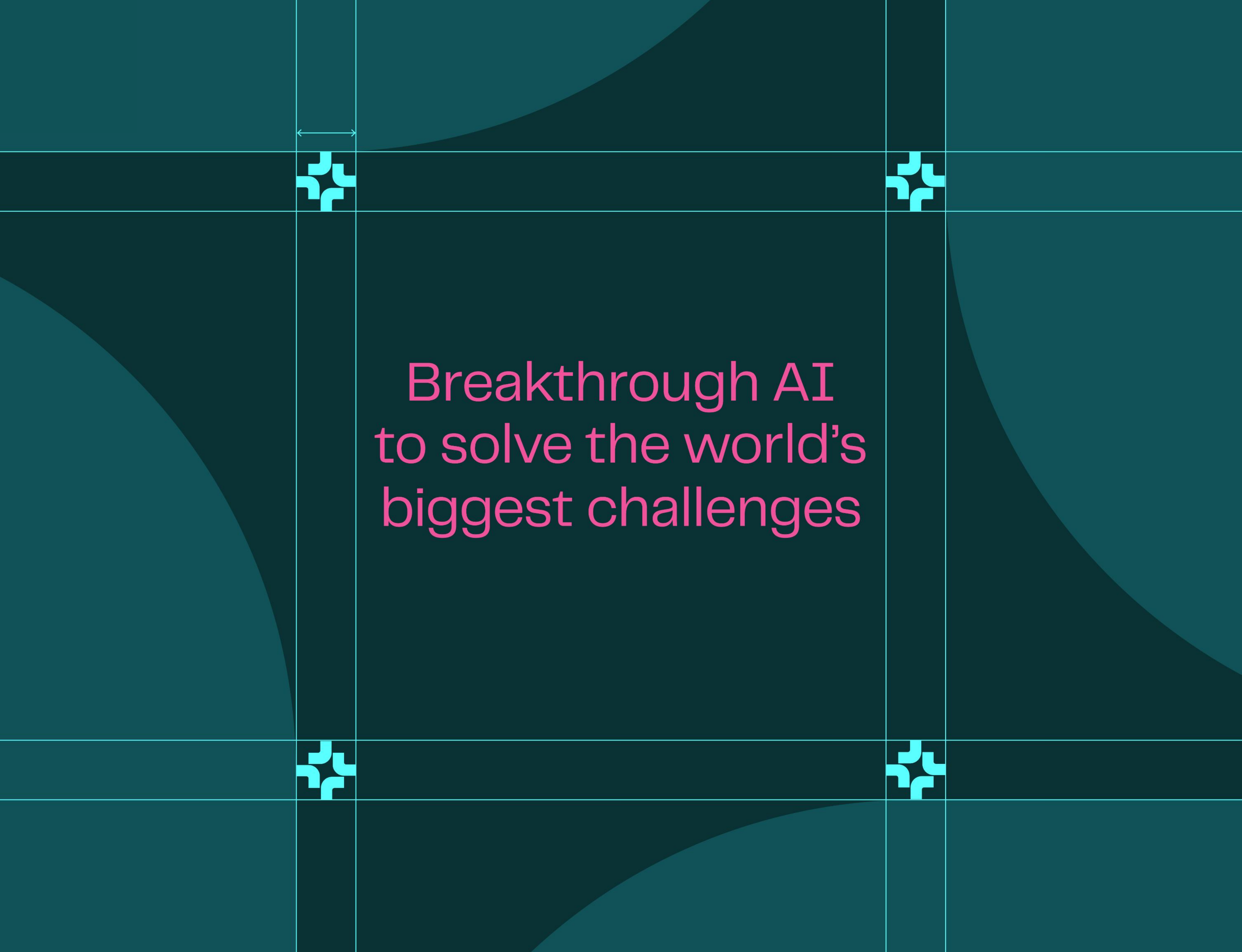
Breakthrough AI to solve the world's biggest challenges

Graphic language Blocks

Blocks
Principles

Here we demonstrate how we create our blocks referencing our corner pins.

1. Square corner pins

2. Extending square corner pins
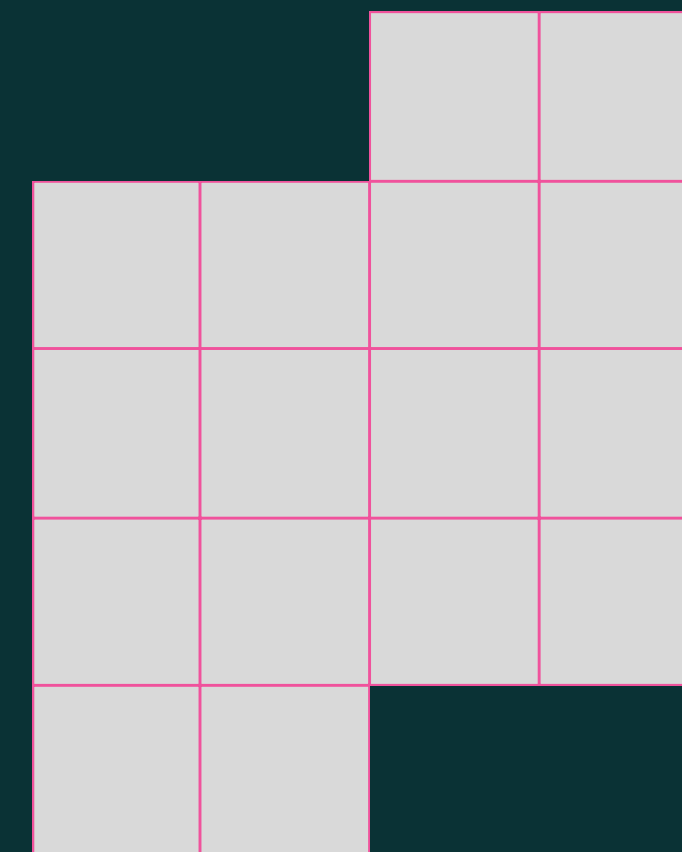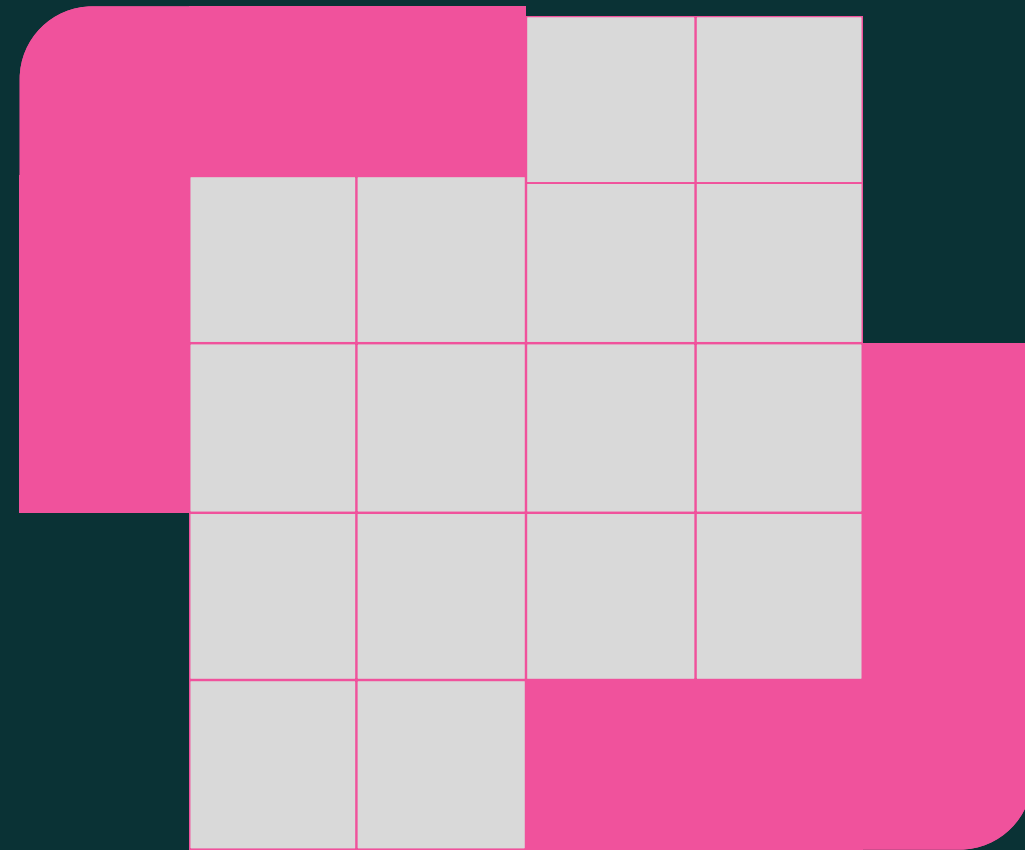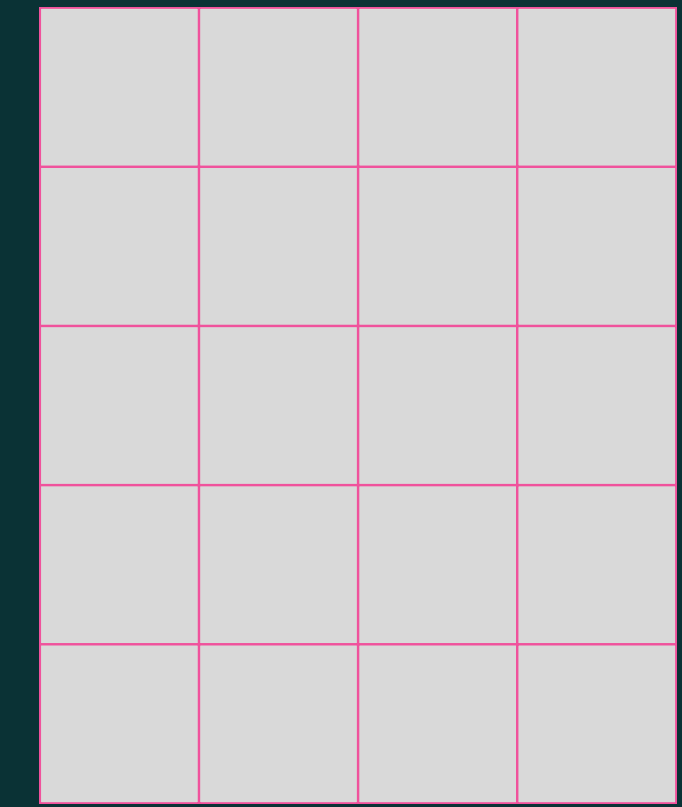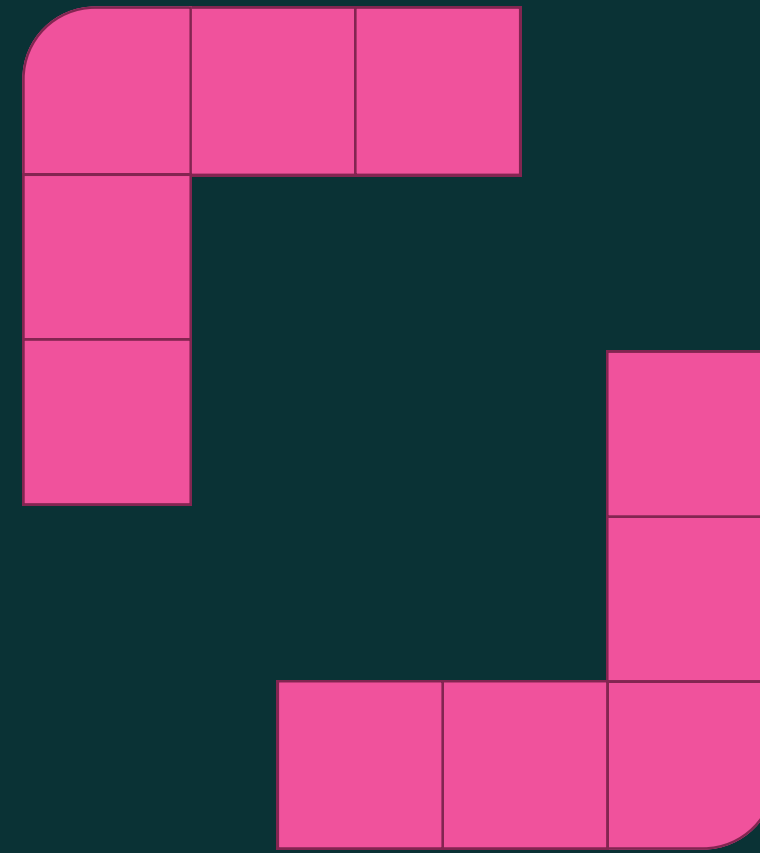
3. Content grid

4. Framing content grid

5. Subtracting square corner pins

6. Content block that remains

Blocks
Principles

Here's an example of the blocks in application with imagery. Note how we've used the missing space to incorporate text.

Creating

impact

Blocks
Principles

Here are various examples of how our blocks work in a horizontal grid setup.

Blocks
Principles

Here are various examples of how our blocks work in a horizontal grid setup.

Blocks
Principles

Here are various examples of how our blocks
work in a vertical grid setup.

Blocks
Principles

Here are various examples of how our blocks
work in a vertical grid setup.

Blocks
Instagram grid

Some block applications will require us to set up specific grids, like these Instagram examples.

Instagram post
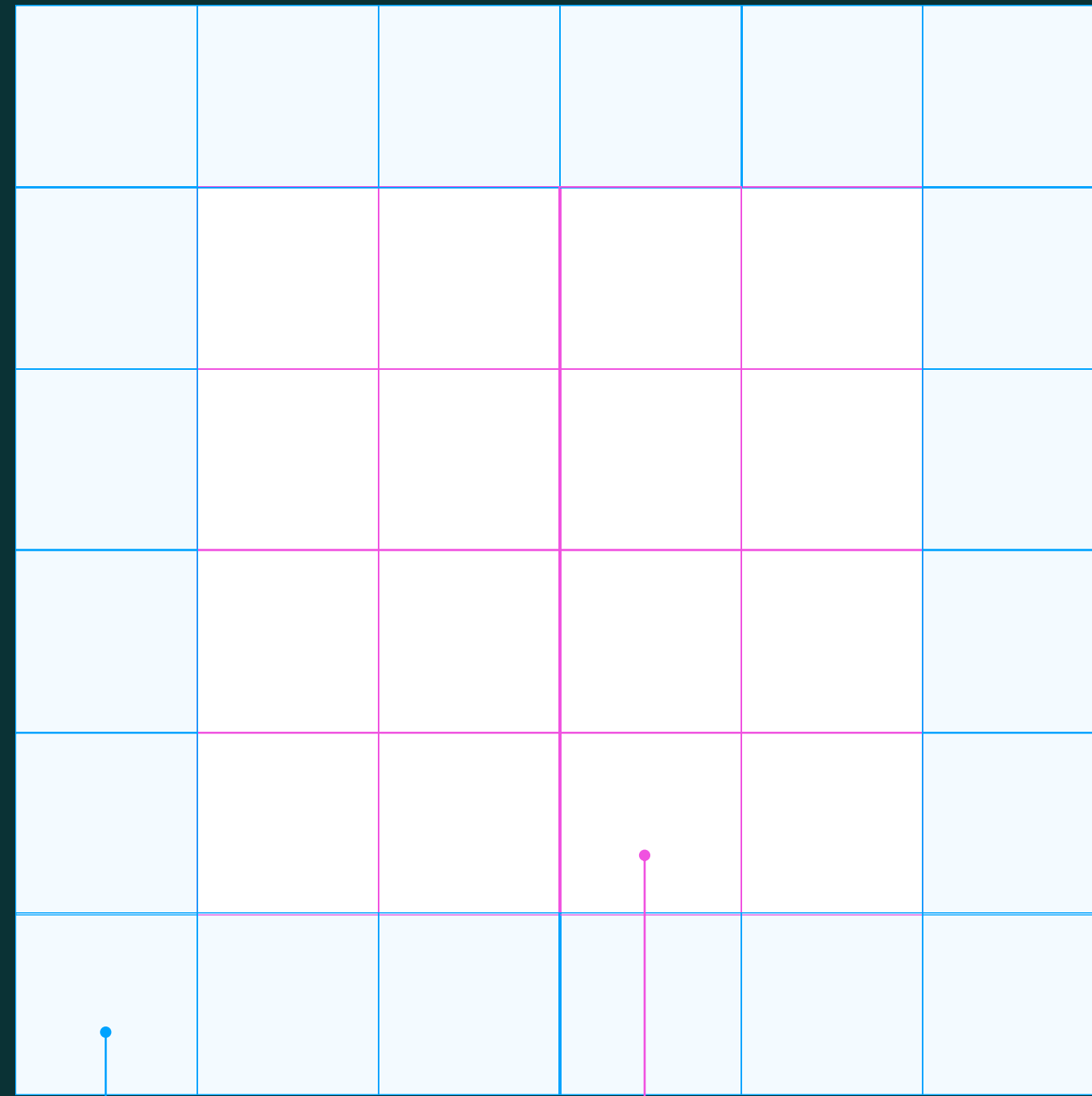
Instagram Story

Image space

Clear space to allow your image to breathe
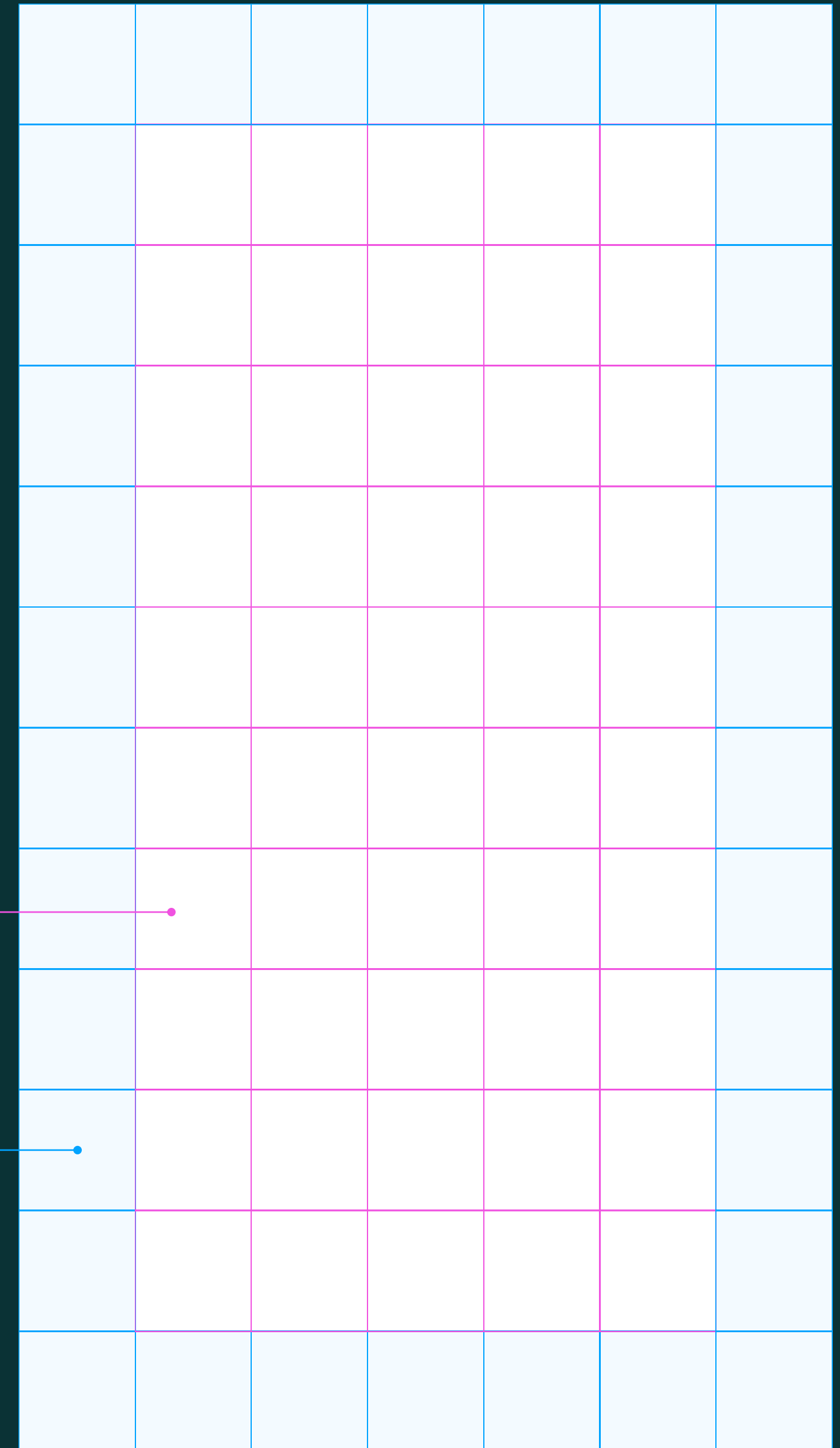
Blocks
Instagram post

Here we have various examples of different Instagram post blocks.
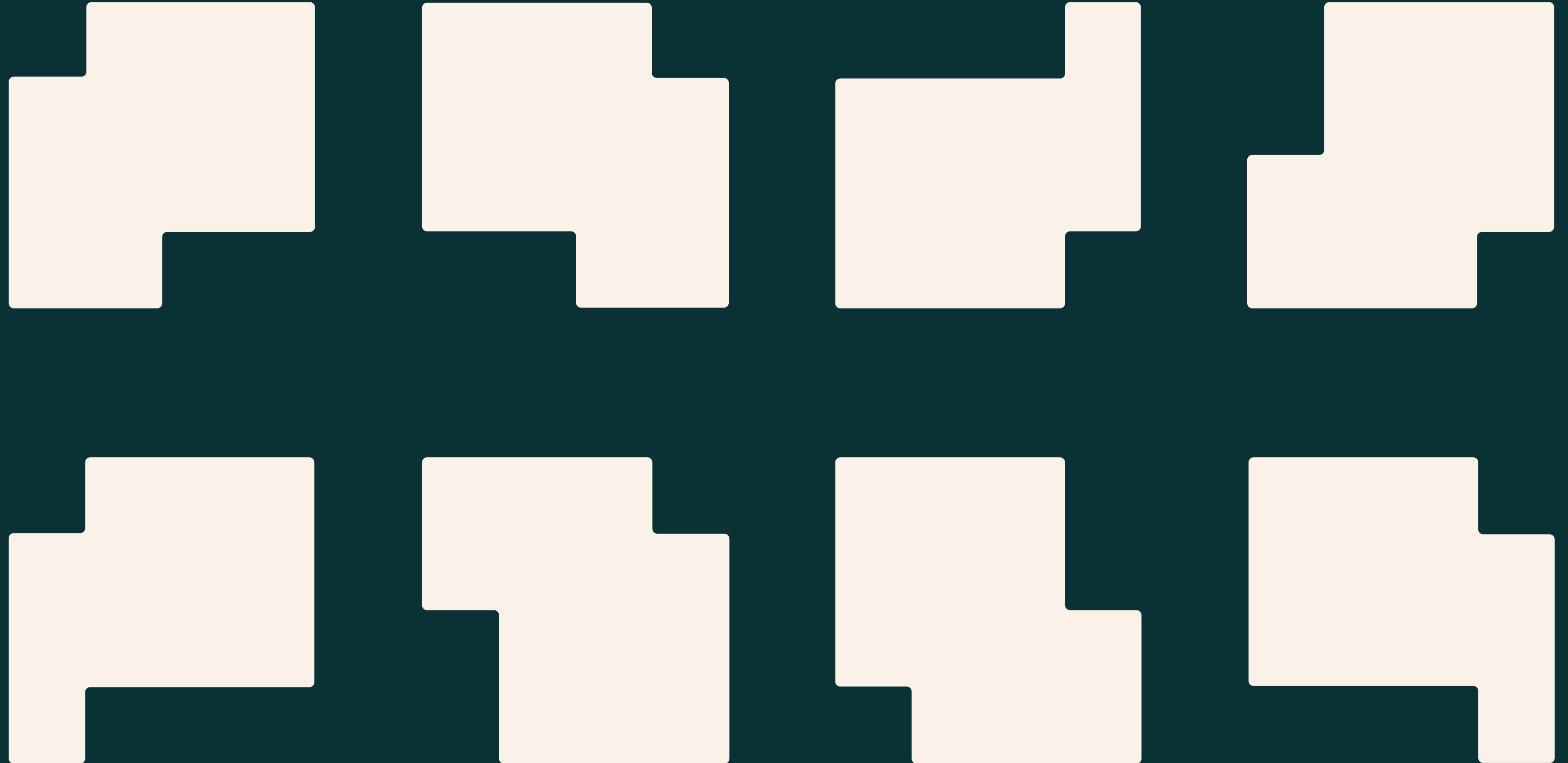
Blocks
Instagram
Story

Here we have various examples of different
Instagram Story blocks.
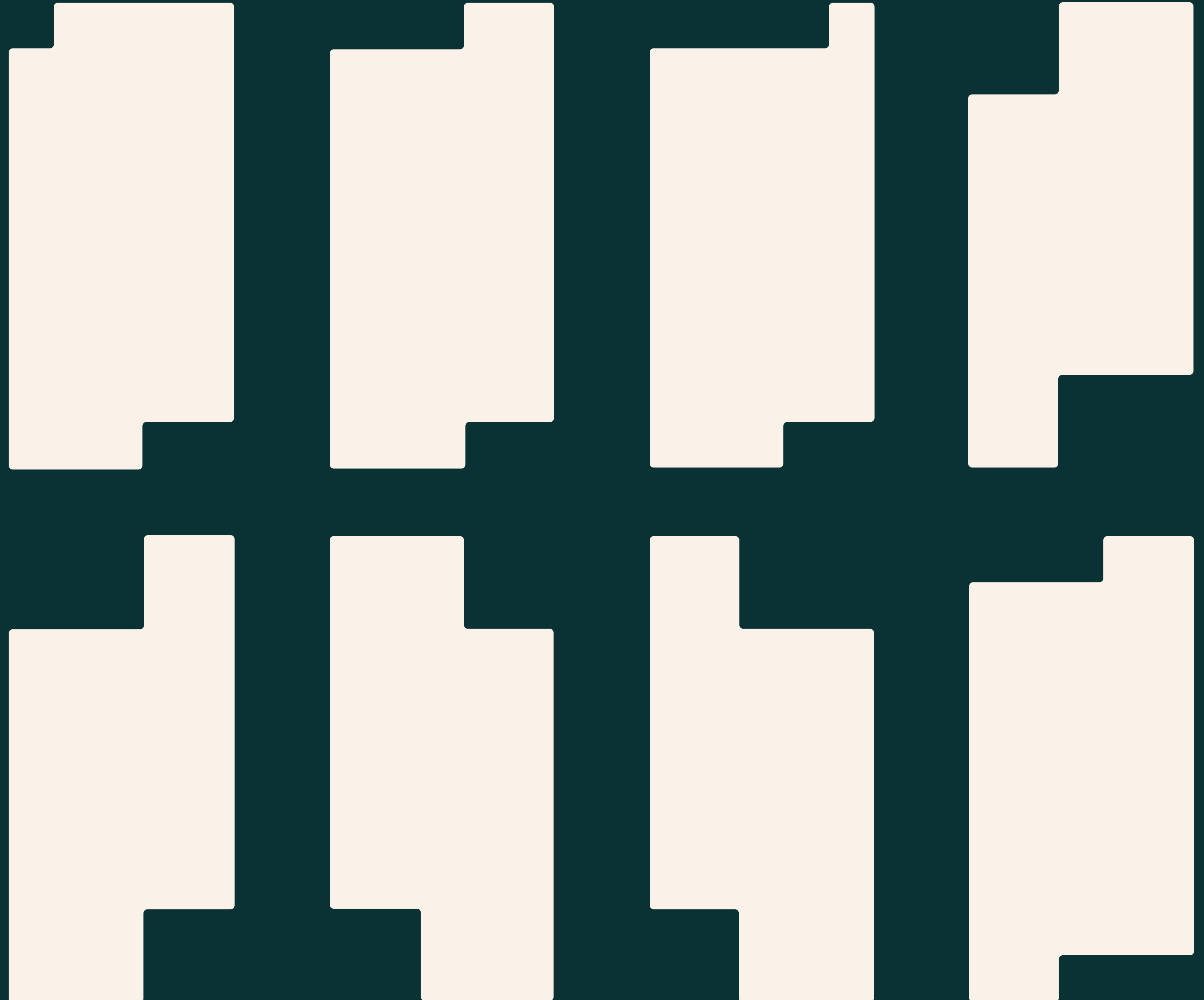
Graphic language
Rounded
corners

Rounded corners
Principles

We've used rounded corners on images and blocks to communicate a sense of simplicity, safety, and openness.

For usage on screen, we recommend a square corner radius of around 4px. When a rounder edge is required for larger graphics, increase the pixel size accordingly.

4px

08/
Typography

Our typography is simple and clear. Balancing approachability and personality with a sophistication that's representative of our tech grounding.

As a brand, we have two main fonts.

For boldness, brand personality, and a key link back to our logo, we use Telegraf.

And for body copy, we use Manrope, our complimentary secondary font.

Typography
Primary font

Typography
Primary font

Telegraf is our brand typeface. We use it for headline copy across digital and print applications.

Telegraf combines the forms of mid-century grotesques with rigid angles that complement our brand mark. As its weight increases, Telegraf's counters become more rectangular to help with on-screen viewing at small sizes, and to increase impact at large sizes.

Telegraf Light
Telegraf Regular
Telegraf Medium
Telegraf Semi bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZ
z@£$‰^&!()"? *0123456789

Telegraf

Typography
Primary font weights

Intro headers can be set in Telegraf light.

Headlines can be set in Telegraf Regular or Telegraf Medium.

Subheads can be pulled out in Telegraf Semi bold.

Intro header: Telegraf Light

Size: 68px

Tracking: Set to 0

Kerning option: Metrics

Leading: Set to 110% of type size

Headline: Telegraf Regular

Size: 68px

Tracking: Set to 0

Kerning option: Metrics

Leading: Set to 110% of type size

Subheader: Telegraf Semi bold

Size: 42px

Tracking: Set to 0

Kerning option: Metrics

Leading: Set to 125% of type size

We're open–first

Breakthrough AI to solve the world's biggest challenges

Creating space for bigger thinking

Typography
Body font

Typography
Body font

We use Manrope for body copy and to support our brand typeface.

Manrope is a modern-sans serif font that is a crossover of different font types: it is semi-condensed, semi-rounded, semi-geometric, semi-din, and semi-grotesque. It employs minimal stroke thickness variations and a semi-closed aperture, making it a great supporting font for our headline font Telegraf.

Manrope is a free, open-source font.

Manrope Light
Manrope Regular
Manrope Medium
Manrope Semi bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz@£$%^&!()''?*0123456789

Manrope

Typography
Body font weights

Body copy should be set in set in Manrope Regular.

Copy can be pulled out Manrope Semi Bold or Bold.

Intro Copy

Size: 42px

Tracking: Set to 0

Kerning option: Metrics

Leading: Set to 120% of type size

Breakthrough AI doesn't need to slow down, it needs to open up.

Subheadline

Size: 38px

Tracking: Set to 0

Kerning option: Metrics

Leading: Set to 125% of type size

At Ai2, we know greatness is never achieved alone. We also know innovation always comes through collaboration.

Body Copy (Large)

Size: 28px

Tracking: Set to 0

Kerning option: Metrics

Leading: Set to 135% of type size

That's why we create the conditions for deep collaboration with our people internally. And for working closely with our partners externally.

Body Copy

Size: 18px

Tracking: Set to 0

Kerning option: Metrics

Leading: Set to 140% of type size

Open-first AI drives accountability. It creates a network of oversight that provides confidence in development, ensuring that new technology is accurate before it is shipped. Accuracy breeds trust, driving the vibrant open-source community to be the fastest and most effective means to innovate. Faster, more significant breakthroughs. Trusted, more reliable technology. We'll only get there if we do things differently.

Typography
Font pairing

Typography
Font pairing

Telegraf
Display font

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Manrope
Body font

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Typography
Font pairing

Here's an example of Telegraf and Manrope working together.

Breakthrough AI

At Ai2, we know greatness is never achieved alone. We also know innovation always comes through collaboration.

That's why we create the conditions for deep collaboration with our people internally. And for working closely with our partners externally.

09/
Imagery

Our art direction is all about confidence, vibrancy, and collaboration. The strength of our imagery comes from championing people in a natural way.

Imagery
Principles

For depth, we break our photography into these three categories. All our imagery should:

- Be warm and human to balance the technical side of our brand

- Use natural light when shooting in an office environment to reflect an open, welcoming space

- Feature rich black undertones

- Subtly reference primary and secondary colors through clothing and objects

Collaboration

Sense of focus
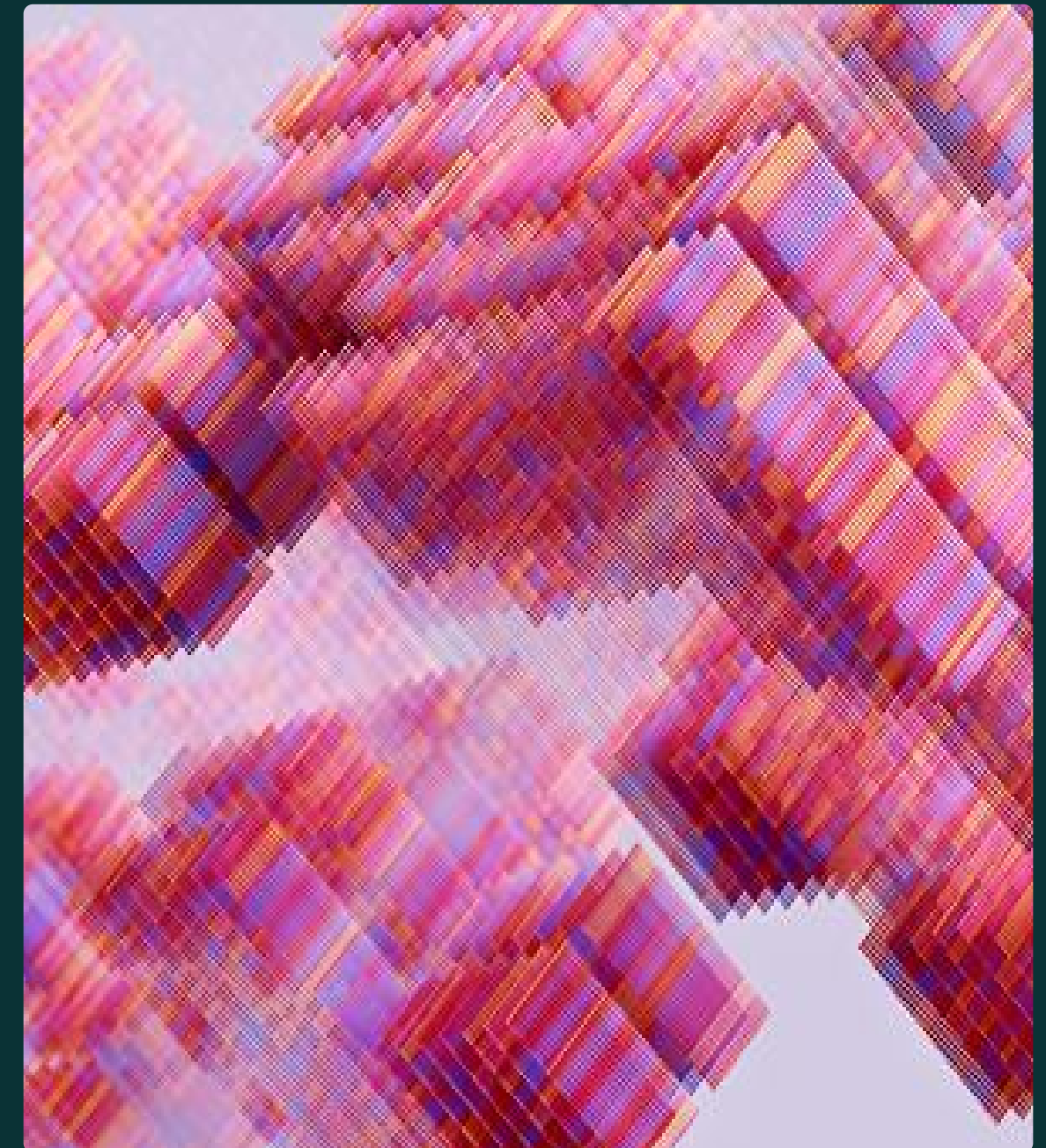
Abstract

Imagery
Collaboration

'Collaboration' imagery should:

- Feature unposed, natural shots of people not looking at the camera

- Display a sense of positive company culture, e.g., people listening, collaborating, contemplating, suggesting, and enjoying their work

Imagery
Sense of focus

'Sense of focus' imagery should:

- Be bold and captivating

- Make people or objects the focus and place them at the center of our crops

- Feature unposed, natural shots of people not looking at the camera

- Use close-ups to portray a sense of focus

- Diverse camera angles add interest
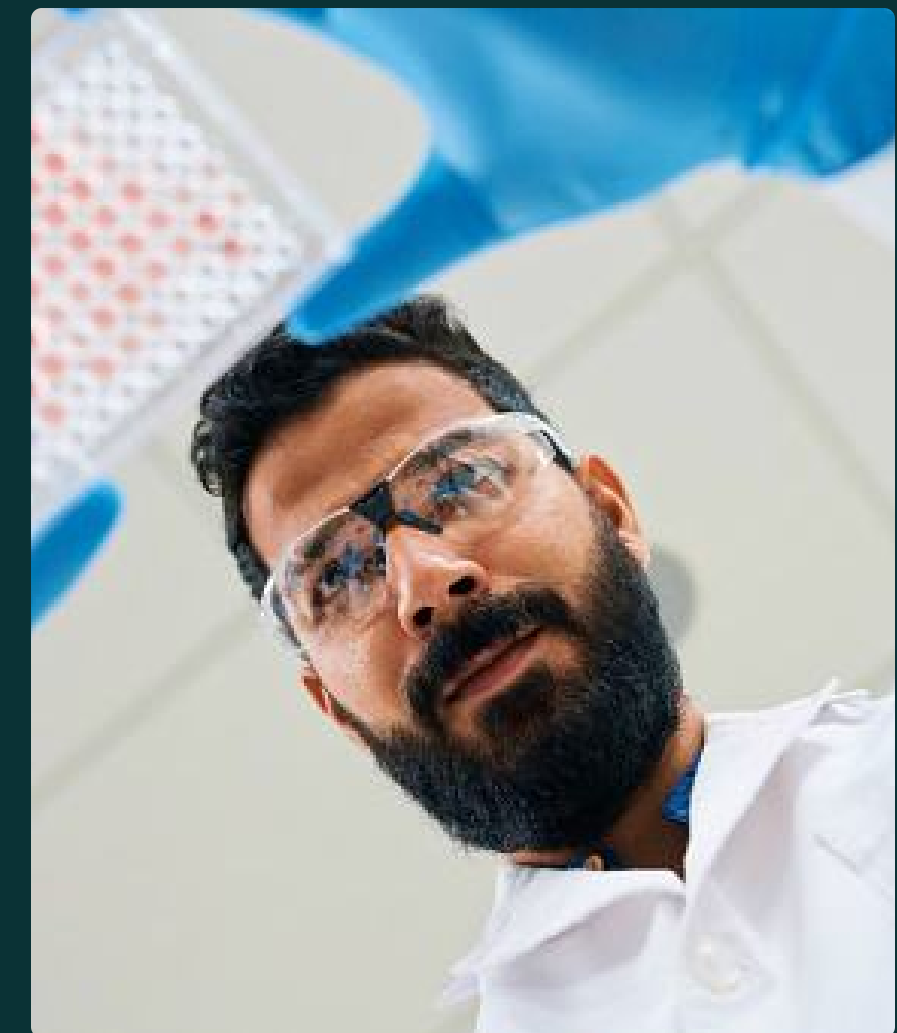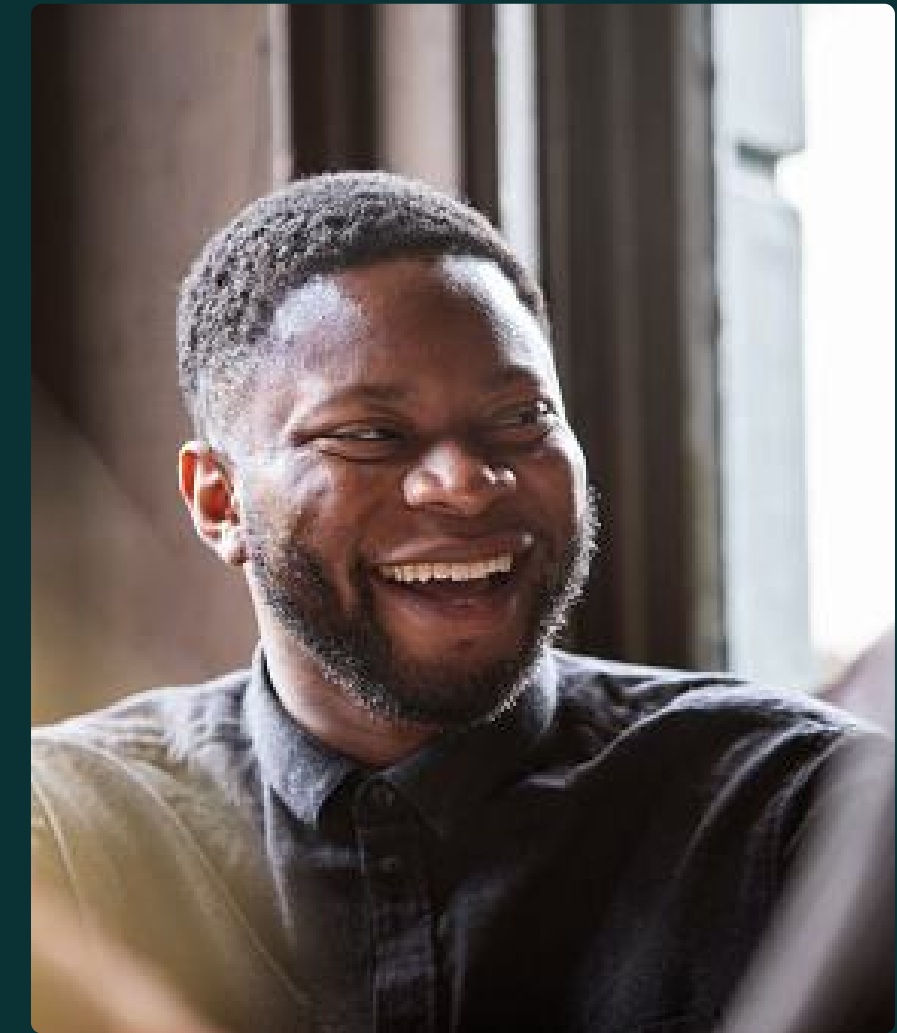
Imagery
Abstract

Abstract imagery should:

- Be energetic, graphic, and possess a strong sense of being computer generated

- Avoid anything overly cliché

- Heavily reference our primary color palette

- Be used when people photography feels out of place
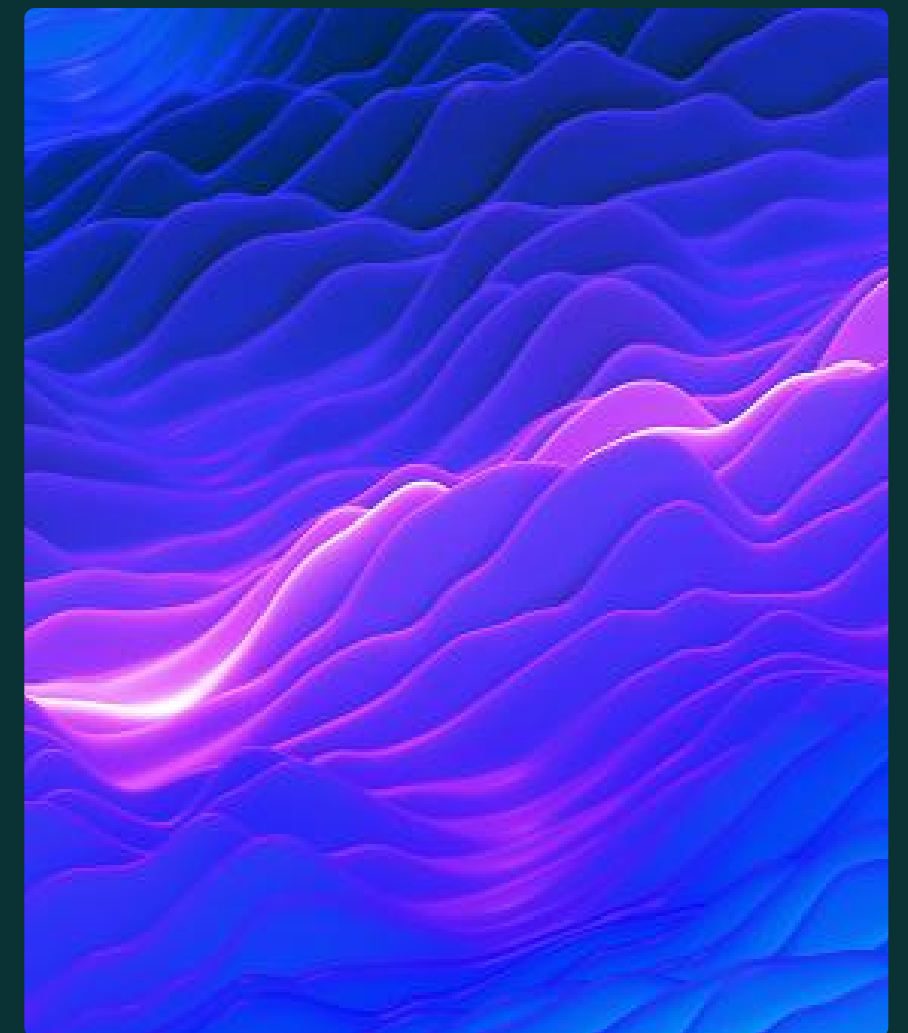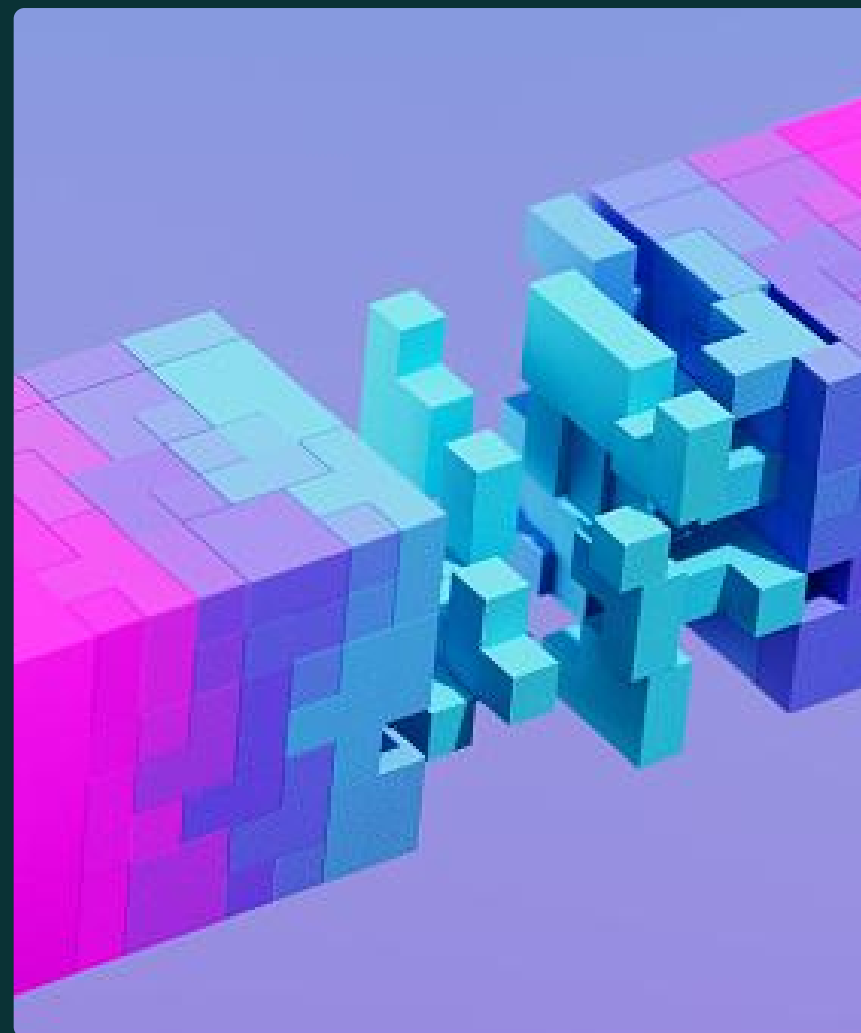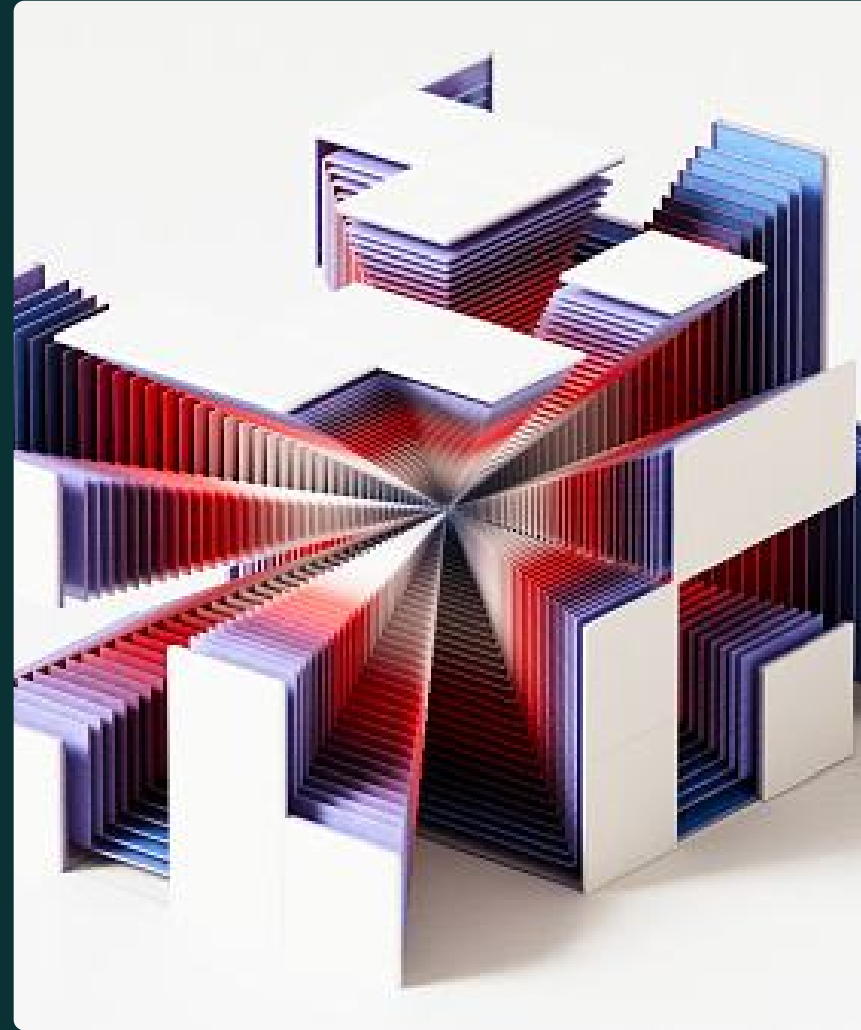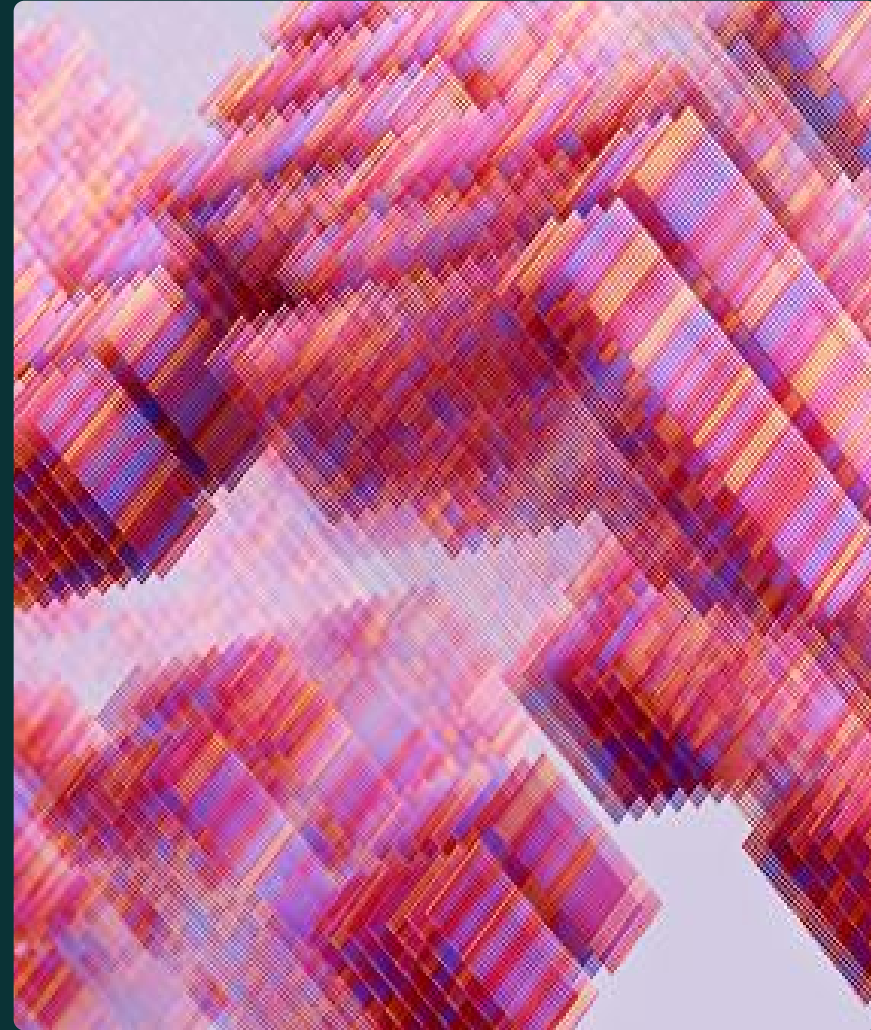
10/
Iconography

Our icons are simple graphic representations that convey concepts, actions, or objects in a clear and concise manner.

They're particularly helpful in user interfaces and experiences, enabling users to navigate and interact with digital products.

Icons
Principles

Icons should reflect our brand and nod directly back to the graphic language we've created using our logo.

Using our brand mark to create an ownable suite of icons

Mirroring our brand mark through use of negative space
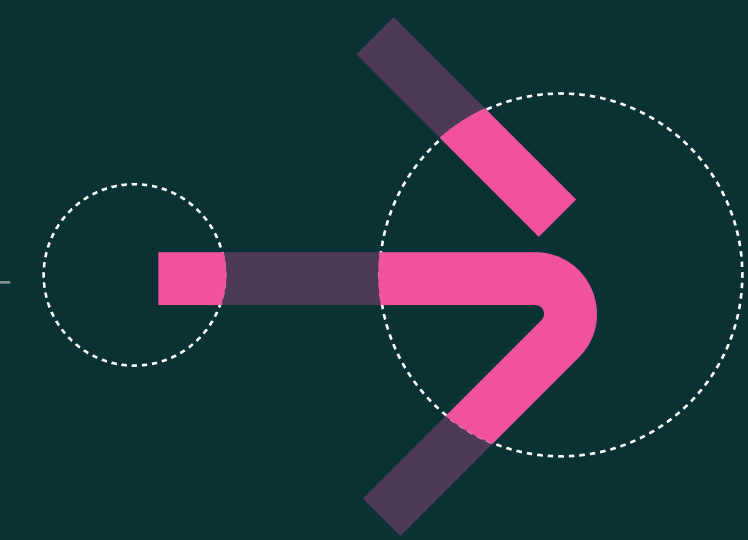
Creating sympathy by using the same corner radius and weight of line

Icons
Anatomy

Key spacing, line weights, and characteristics of our branded icons.
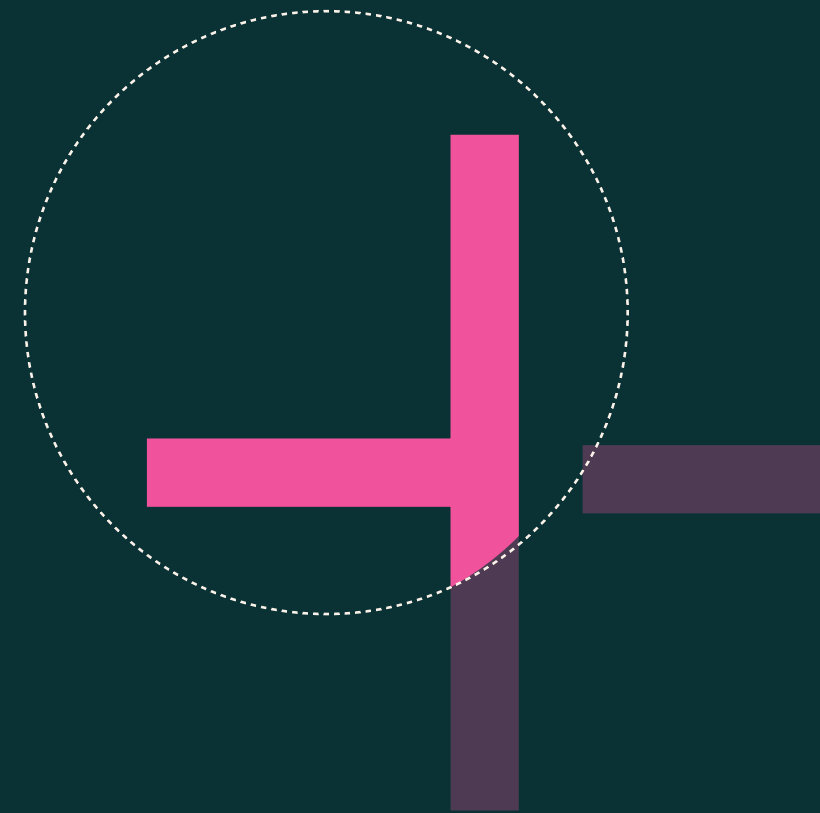
Where possible, our icons should nod to our corner pins and feature a purposeful break much like our brand mark
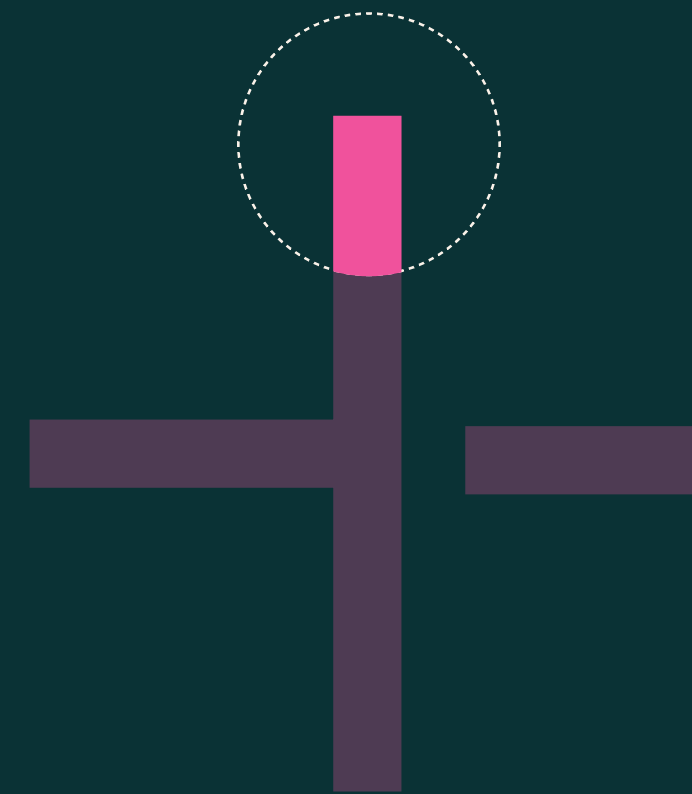
All edges should be square

3px

3px

22px
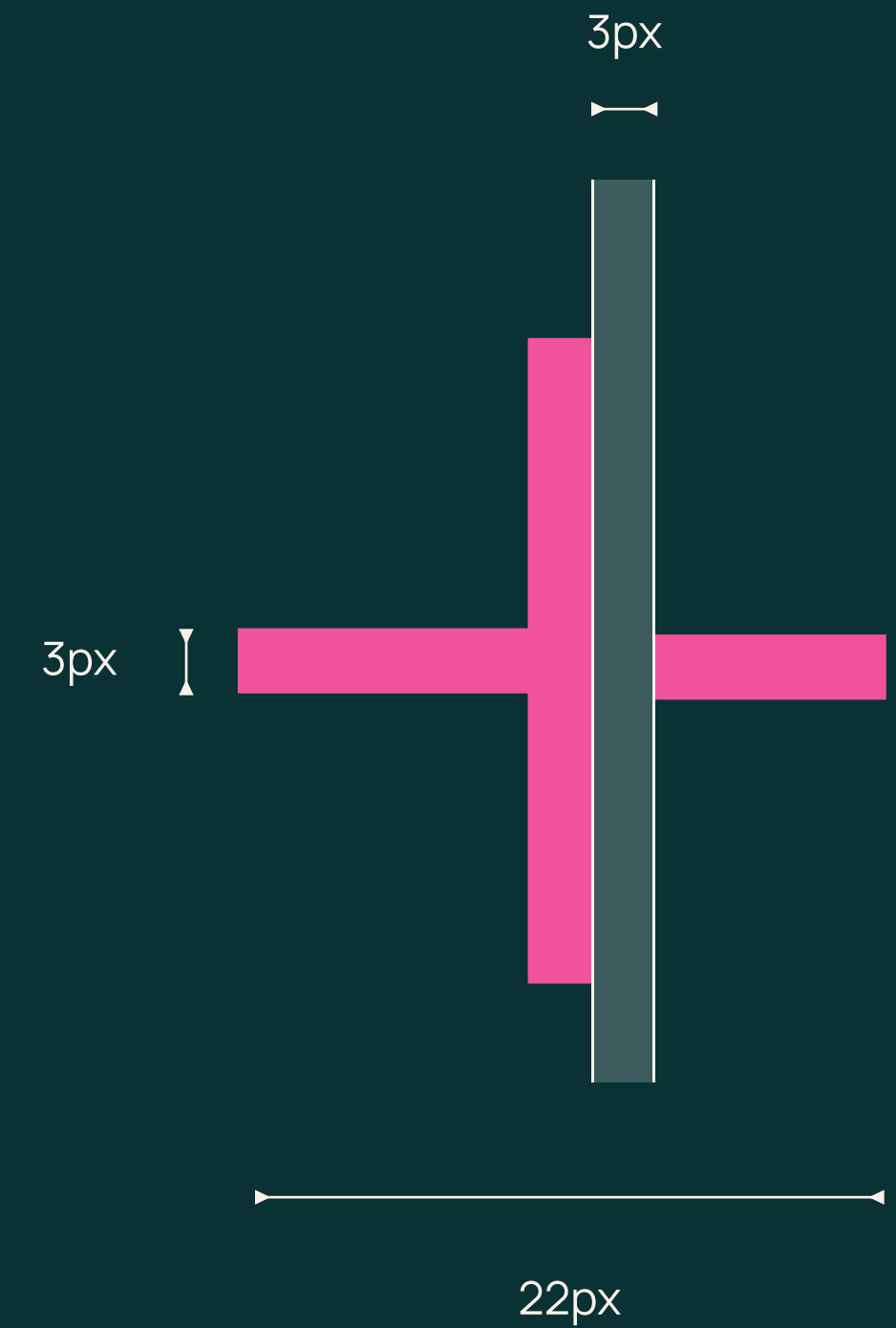
Our line weight should be 3px, as should the gap

Icons
Sample icon suite

Chat

Read time
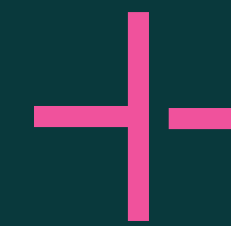
Plus/Add

Arrow
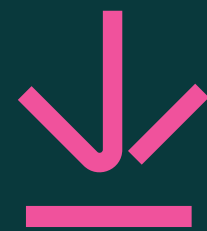
Download

Search

Close
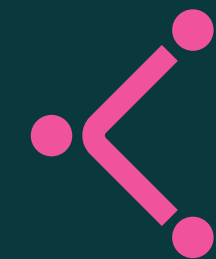
Share

Icons
Usage

Use this set of guides to ensure consistency when creating new icons.

32px
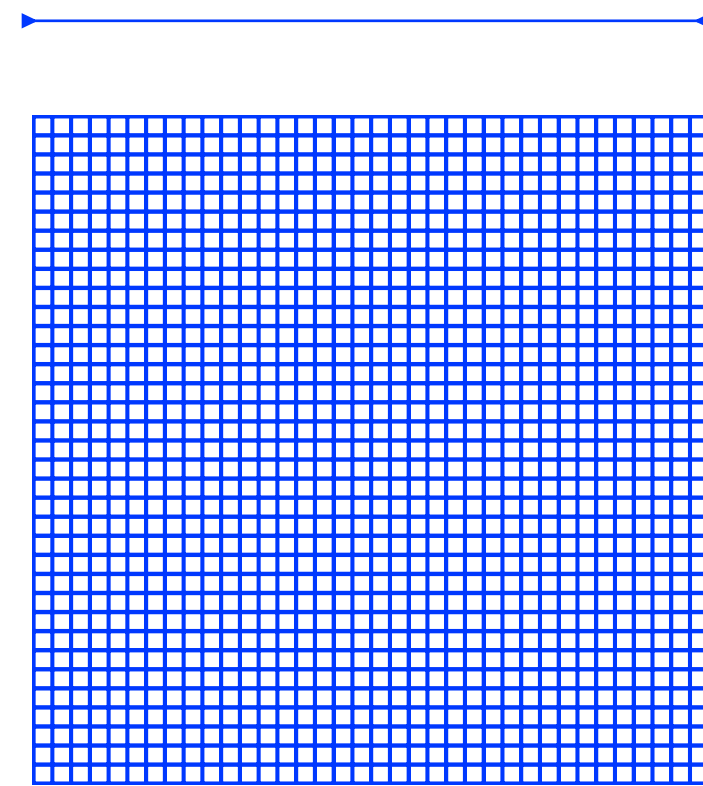
Icons are to be drawn on a 32px x 32px grid and shouldn't extend beyond that

4px

4px
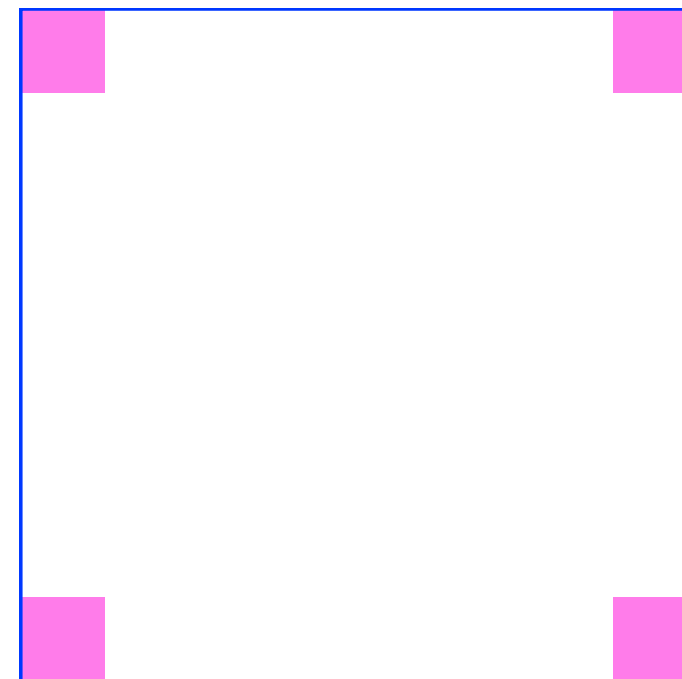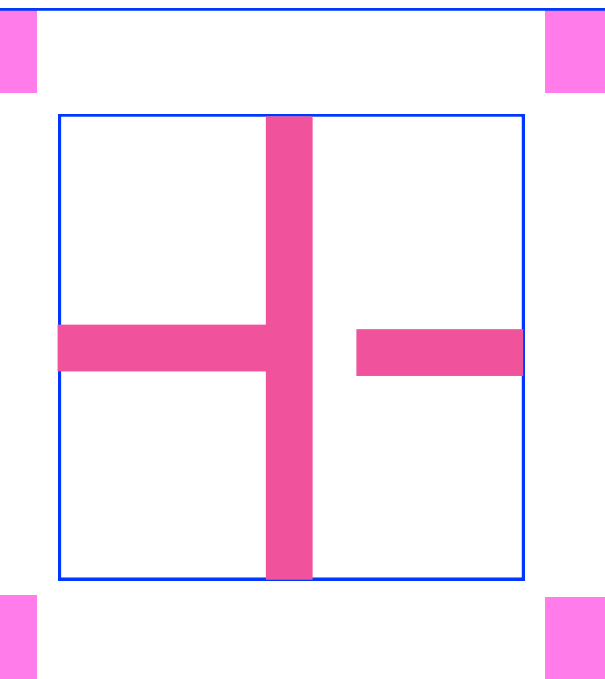
22px

All square icons should be 22px x 22px

24px
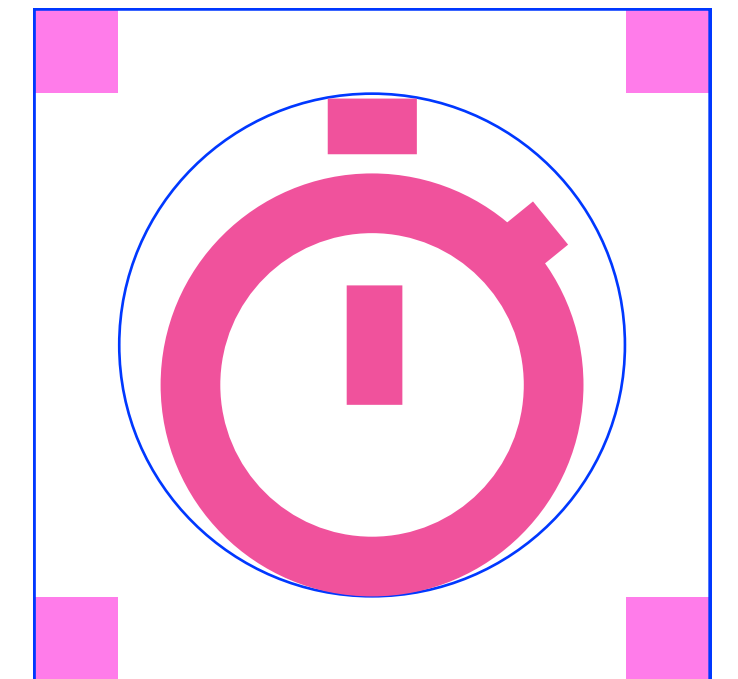
All circular icons should be 24px x 24px

11/
Touch points

Our touch points help provide consistency for everyday collateral.

Remember, it's not about creating sameness. Using our core brand elements, we can produce cohesive yet visually interesting assets—from slide decks to business cards to merchandise.

Touch points
Google Slides light mode

BRAND TOOLKIT

Touch points
Google Slides dark mode
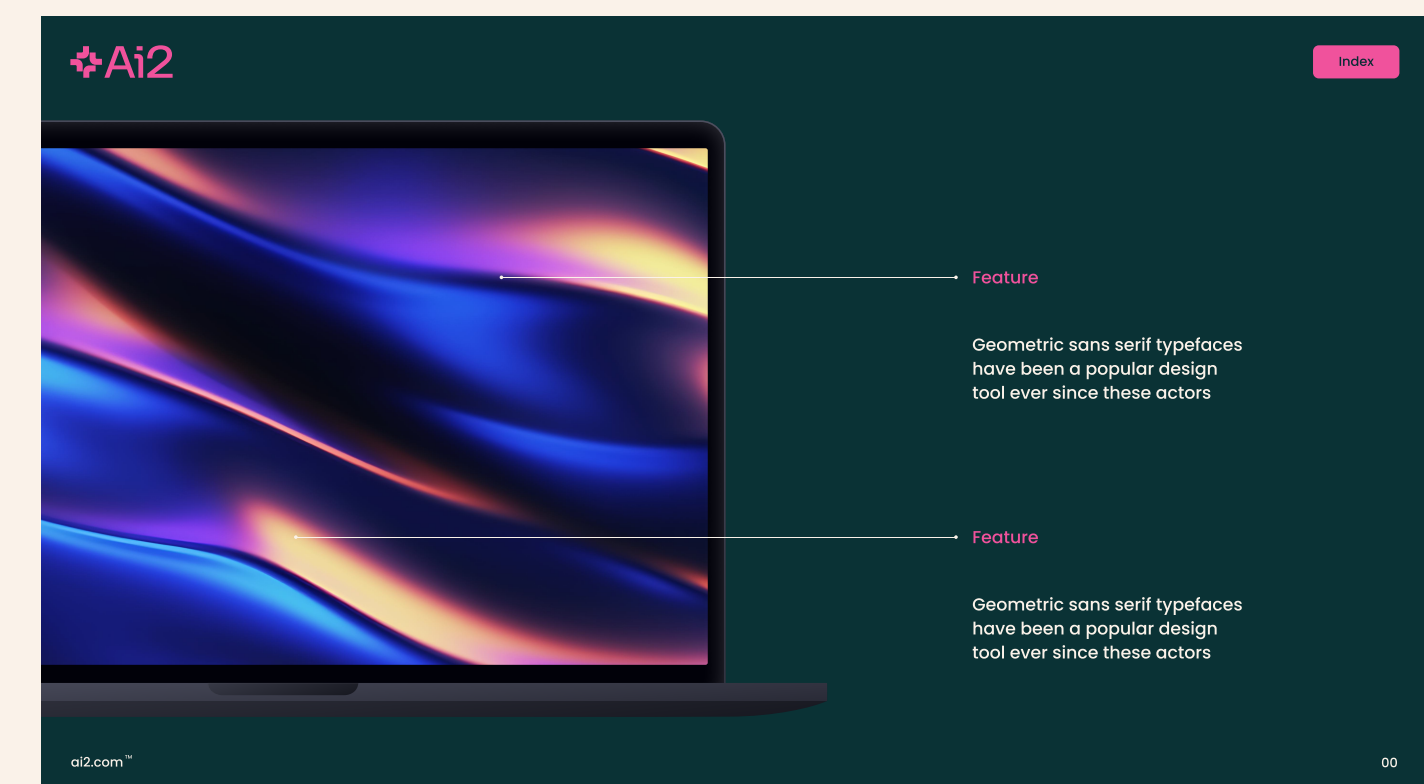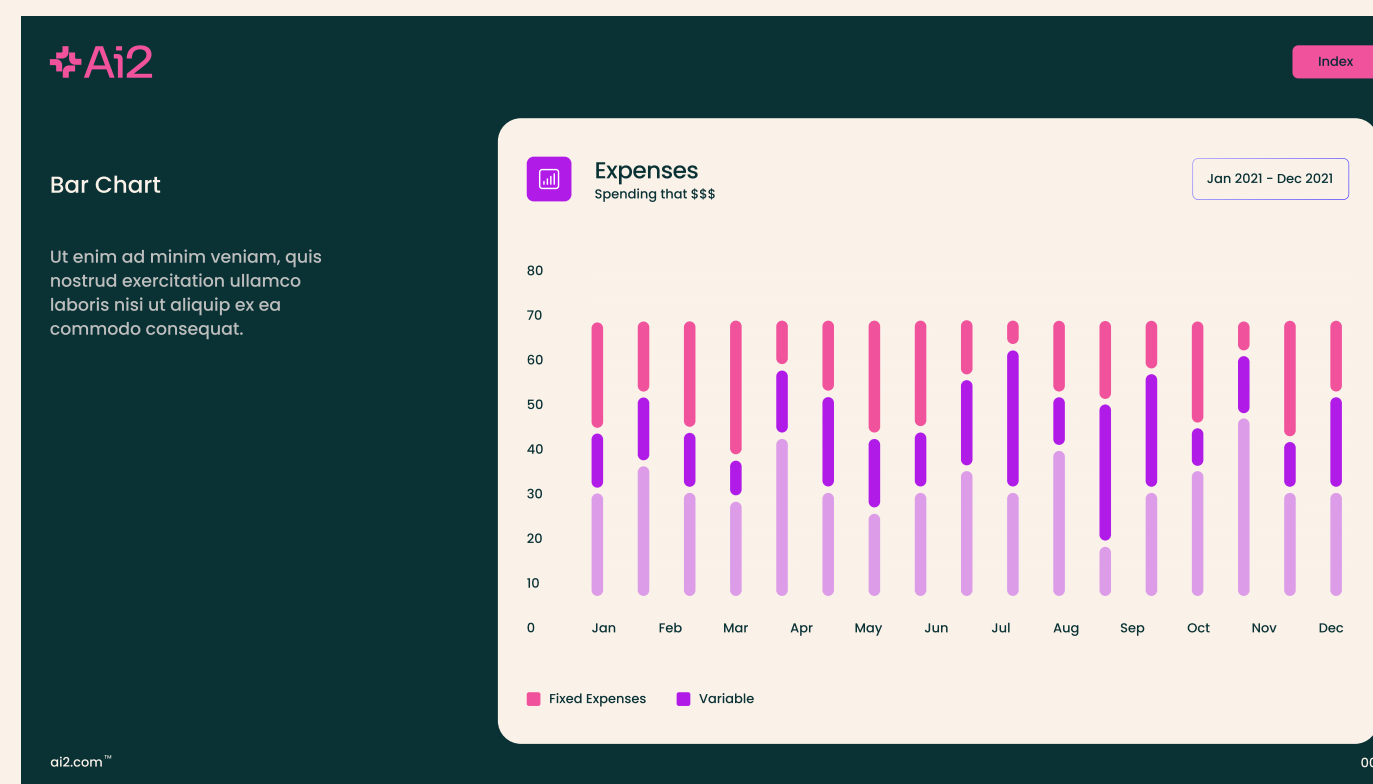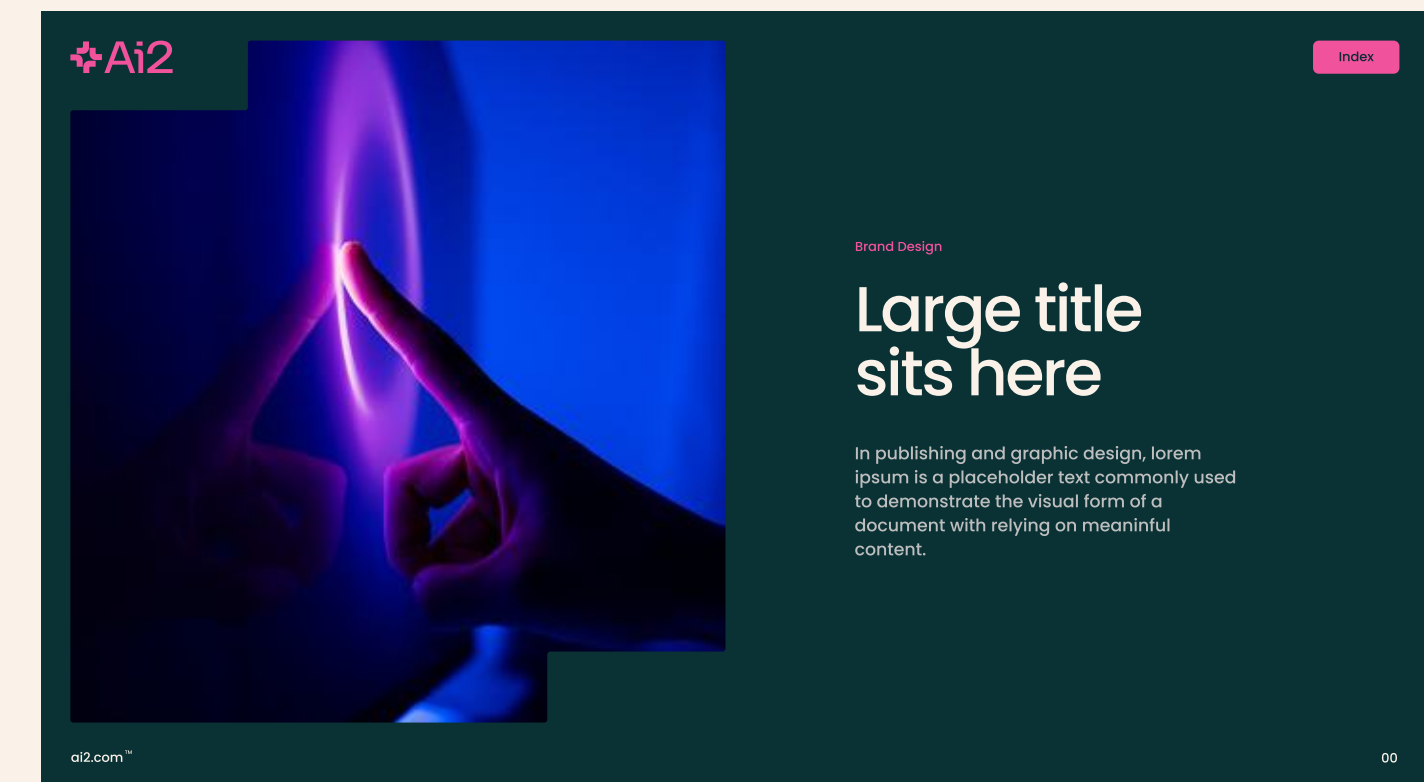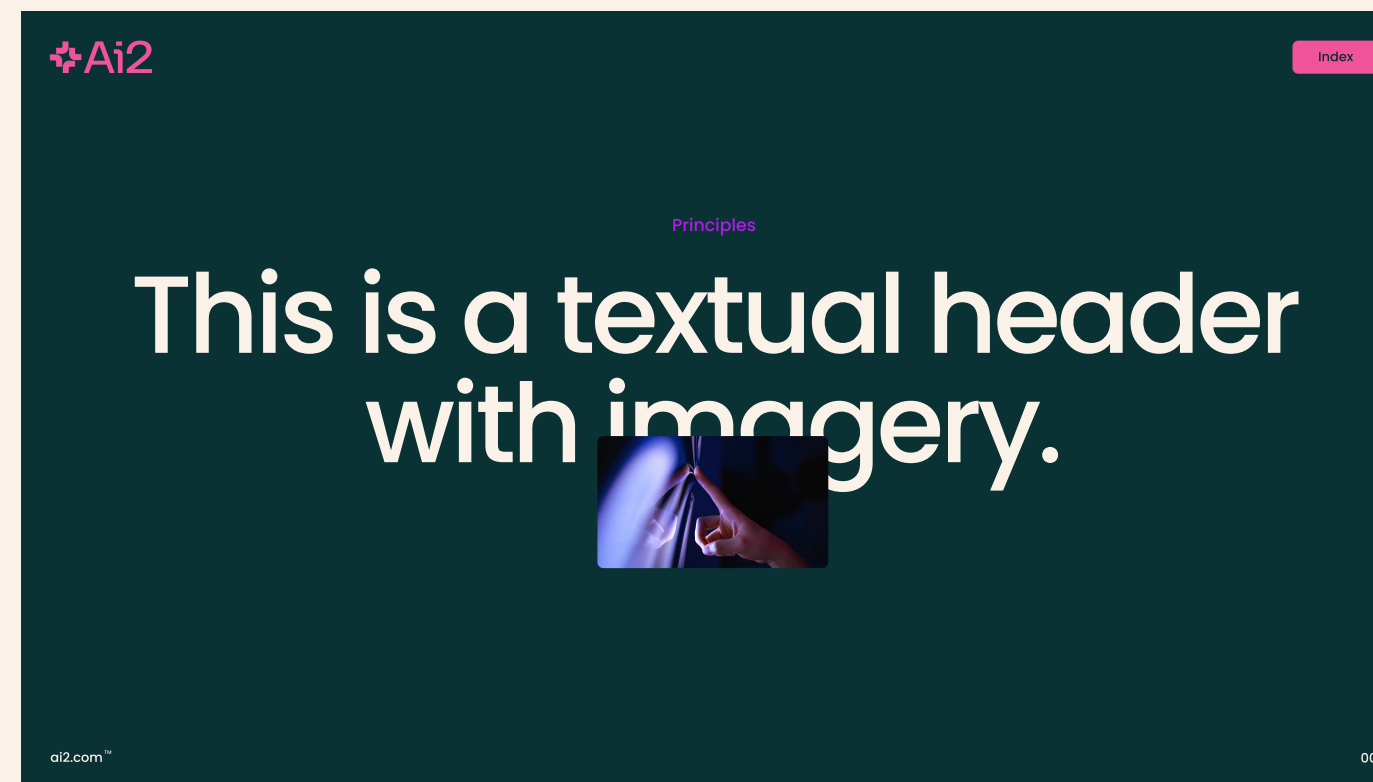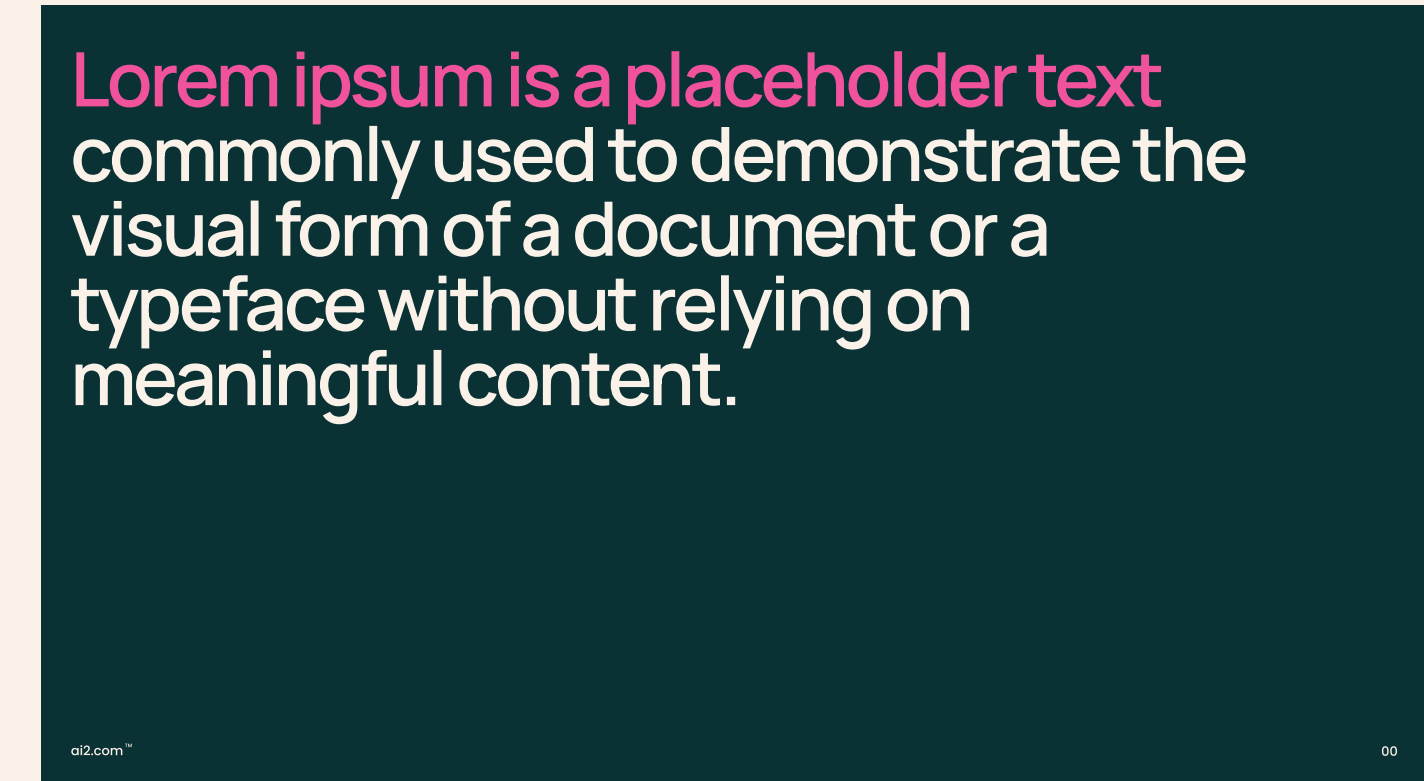
BRAND STRATEGY

TONE OF VOICE

VISUAL IDENTITY

LOGO

SUB BRAND LOGOS

COLOR

GRAPHIC LANGUAGE

TYPOGRAPHY

IMAGERY

ICONOGRAPHY

TOUCH POINTS

Ai2

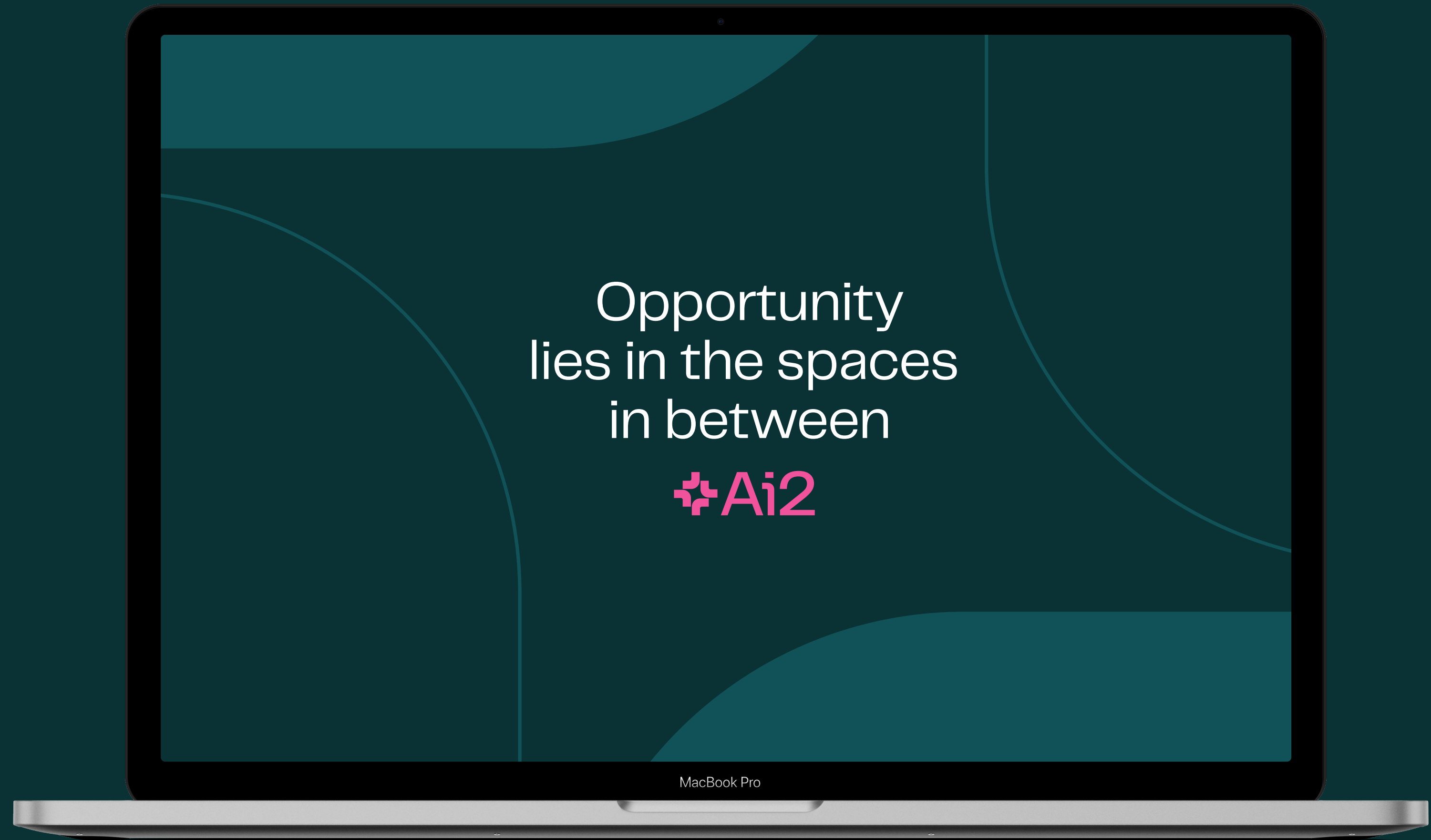Company Name,
14 Street name,
WA 9046

XXX Month 2024

Sarah Sample

Re: Lorem ipsum dolor sit amet consectetur adipiscing

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas mollis sed arcu viverra tincidunt. Cras et eros feugiat, pretium quam sed, blandit libero. Mauris tristique magna condimentum lorem euismod, eget faucibus sem maximus. Donec pellentesque erat vel fermentum tristique.

Pellentesque volutpat interdum nisi in rutrum. Sed fringilla justo eget eros mattis, vitae faucibus enim euismod. Integer at est id mi lacinia pellentesque non et neque. Aliquam metus nisl, tempor ac consequat in, tincidunt in nulla. In hac habitasse platea dictumst. Praesent et risus a metus tempus.

Malesuada eu in augue. Phasellus gravida nulla sit amet malesuada scelerisque. Donec sit amet malesuada velit, sit amet dapibus elit. Etiam luctus diam sem. Pellentesque pellentesque imperdiet leo eu suscipit. Duis consequat vestibulum augue at dignissim. Vivamus erat nisl, pulvinar ac turpis gravida, molestie dapibus quam. Nullam mattis mauris vel lorem lobortis, nec aliquet turpis vulputate. Suspe ndisse tincidunt, neque malesuada suscipit, est lectus hendrerit nibh, sed molestie justo augue nec

Regards

Simon Sample

2157 N Northlake Way #110,
Seattle

t: 206 548 5600
t: 206 548 5700

ai2-info@allenai.org
www.allenai.org

Touch points
Business card

Touch points
Envelope

Touch points
Wall paper

Opportunity
lies in the spaces
in between

✦Ai2

MacBook Pro

Touch points
Social banner

et. Sit amet facilisis magna etiam tempor. Integer quis auctor elit sed vulputate mi sit amet mauris. Faucibus scelerisque eleifend donec pretium vulputate sapien nec sagittis. Scelerisque viverra mauris in aliquam. In est ante in nibh mauris cursus. Orci porta non pulvinar neque laoreet suspendisse interdum consectetur libero. Lacus vestibulum sed arcu non odio euismod lacinia. Felis bibendum ut tristique et.

In dictum non consectetur a erat nam at lectus urna. Facilisis volutpat est velit egestas dui id ornare arcu odio. Massa tincidunt dui ut ornare lectus sit. Eget dolor morbi non arcu risus quis. Justo laoreet sit amet cursus. Mauris nunc congue nisi vitae suscipit tellus. Euismod quis viverra nibh cras pulvinar.

 Nunc mattis enim ut tellus elementum sagittis. Nisl vel pretium lectus quam id leo in vitae turpis. Facilisis magna etiam tempor orci eu lobortis elementum. Hendrerit gravida rutrum quisque non tellus orci ac auctor augue. Erat velit scelerisque in dictum non consectetur. Arcu odio ut sem nulla pharetra diam. Neque laoreet suspendisse interdum consectetur. Id volutpat lacus laoreet non curabitur gravida arcu.

Thanks

John

✦Ai2

Johnathan Smith
Principal Engineer

john.smith@allenai.org
www.allenai.org
+1 234.568.8897

Email signature
light

et. Sit amet facilisis magna etiam tempor. Integer quis auctor elit sed vulputate mi sit amet mauris. Faucibus scelerisque eleifend donec pretium vulputate sapien nec sagittis. Scelerisque viverra mauris in aliquam. In est ante in nibh mauris cursus. Orci porta non pulvinar neque laoreet suspendisse interdum consectetur libero. Lacus vestibulum sed arcu non odio euismod lacinia. Felis bibendum ut tristique et.

In dictum non consectetur a erat nam at lectus urna. Facilisis volutpat est velit egestas dui id ornare arcu odio. Massa tincidunt dui ut ornare lectus sit. Eget dolor morbi non arcu risus quis. Justo laoreet sit amet cursus. Mauris nunc congue nisi vitae suscipit tellus. Euismod quis viverra nibh cras pulvinar.

Nunc mattis enim ut tellus elementum sagittis. Nisl vel pretium lectus quam id leo in vitae turpis. Facilisis magna etiam tempor orci eu lobortis elementum. Hendrerit gravida rutrum quisque non tellus orci ac auctor augue. Erat velit scelerisque in dictum non consectetur. Arcu odio ut sem nulla pharetra diam. Neque laoreet suspendisse interdum consectetur. Id volutpat lacus laoreet non curabitur gravida arcu.

Thanks

John

✤Ai2

Johnathan Smith
Principal Engineer

john.smith@allenai.org
www.allenai.org
+1 234.568.8897

Touch points
Lanyard

Touch points
Sweater

Touch points
T-shirts

Touchpoints
Water bottles

Touchpoints
Notepad

Touch points
Paddle board
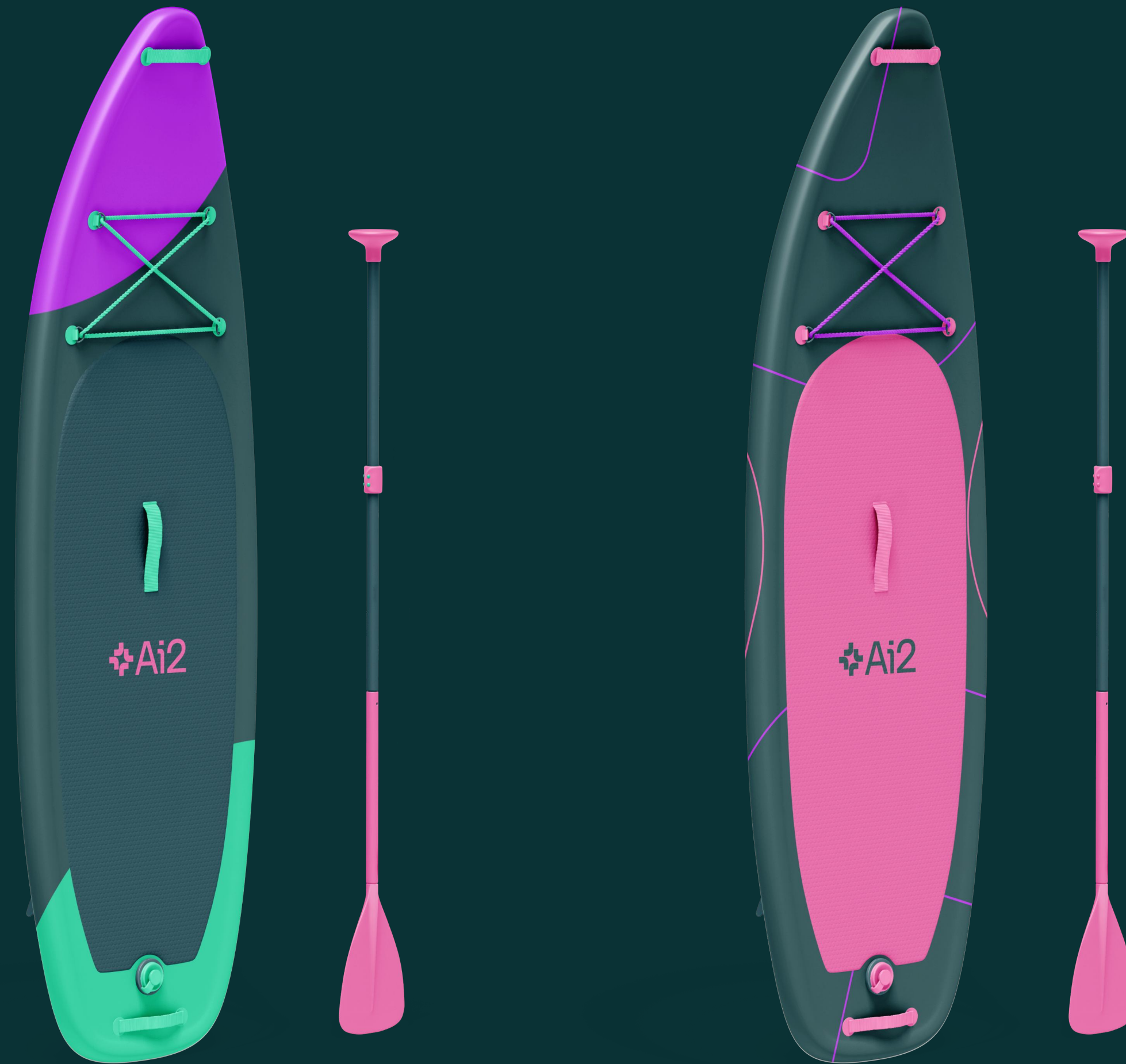
Touch points
Mobile

Touch points
Brand application

BRAND TOOLKIT

Meeting room
01

Ai2

Ai2

Ai2