

Brand Guidelines

 **Artificial
Analysis**



Artificial Analysis

Introduction

This manual is intended to serve as an essential tool for anyone working with Artificial Analysis, whether they are communication managers or those responsible for applying the brand across various media and platforms.

Throughout these pages, a set of basic brand guidelines is presented. These guidelines are critical for ensuring consistency in the brand's visual identity and proper usage, as well as how the brand is portrayed to its audience and the atmosphere it aims to create.

No elements that constitute the brand identity should be altered, as any modifications could weaken the brand. All participating companies must adhere strictly to these guidelines, with any specific cases being detailed comprehensively.

Understanding the brand and applying its elements correctly ensures more cohesive communication and strengthens its image. Despite the brand's diversity and scope, it speaks with one unified voice, regardless of the medium, platform, or context in which it is applied.



Vertical version



Horizontal version
(main version)



Wide horizontal version



Symbol

Logotype versions

There are four versions of the logo, with the primary version being the horizontal format. However, when necessary, the other versions may be used as appropriate for the application.

Great. 😊



CMYK	C 63% M 74% Y 0% K 0%	C 30% M 44% Y 0% K 0%	C 63% M 100% Y 38% K 51%	C 55% M 100% Y 27% K 12%
RGB	R 136 G 66 B 253	R 195 G 148 B 255	R 67 G 0 B 59	R 116 G 26 B 102
Web Hex	#8842fd	#c394ff	#43003b	#741a66
Pantone	2665 C	2645 C	2627 C	255 C

Color Scheme

The color palette combines rich purple variations with vibrant, fresh, and modern accent tones. This contrast creates a tech-forward aesthetic while maintaining a clean, minimal appearance, resulting in a modern, dynamic, and iconic brand atmosphere. The core purple from the previous identity is retained and expanded with new variations, adding contrast, versatility, and a more contemporary character while preserving a sense of gravitas that conveys depth and presence. When needed, a range of tints can further extend the palette, introducing visual rhythm and flexibility across all branded materials.



Apply outlines



Apply more than one color



Apply effects



Invert the elements order



Apply transparencies and/or watermarks



Apply any type of distortion

Incorrect uses

Examples of logo's incorrect usage.

These guidelines apply to all four logo versions.



Using different typefaces



Move elements



Change the elements proportions



Disrespect the security area



Apply other color schemes that are not defined in this manual

Incorrect uses

Examples of logo's incorrect usage.

These guidelines apply to all four logo versions.