Fundamental principles and basic elements of Partnership on AI visual style

Brand Elements

MOODBOARD

disponível para
bolsa,
estágio e
freelance
HARRISON
UNREPORTED
UNREPORTED
UNREPORTED
UNREPORTED
UNREPORTED
REPORT IT
TO STOP IT

LOGOTYPE

01 PAI primary logo
02 PAI brandmark for use such as social media, favicon and secondary collaterals

01

02

LOGO COLOR COMBINATIONS

Option 01
Option 02
Option 03
Option 04
Option 05

01

02

03

04

05

LOGOTYPE' S SAFE AREAS

A generous amount of space, or 'safe area', must surround the logo. Text or other graphic elements should not be placed within this area

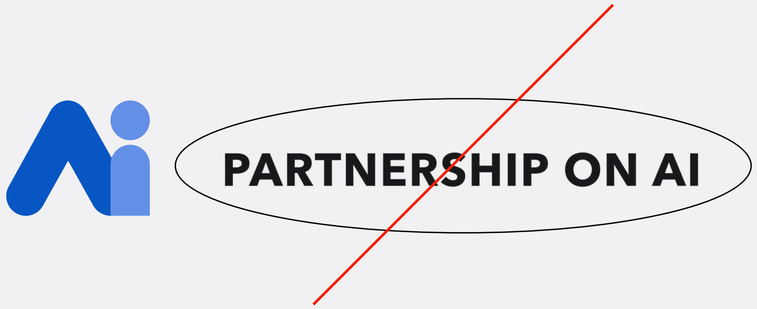
UNACCEPTABLE LOGO TREATMENT

01 Scaling of the logo either vertically or horizontally
02 Changing the proportions of the logo elements
03 Adding new design elements to the logo
04 The use of inappropriate colors

01

02

03



04

BRAND FONTS

01 Display brand font. The display font is meant to be used for titles and short sentences

02 Text font. Text font, or secondary font, creates a rich feeling of contrast and balance when paired with our display font

01

Josefin Sans - bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()

02

Karla - regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()

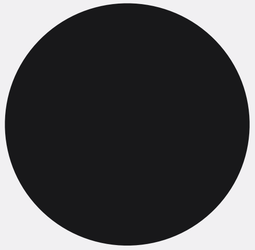
PRIMARY COLOR PALETTE

Our core color palette is minimal which allows the overall branding to stay timeless and not feel dated in a few years

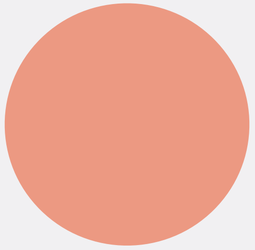
The combination of cream and grey gradient offers inviting and elegant options for the backgrounds and major graphic elements

Emphasis colors such as blue and shade of salmon should be paired with the neutral color palette to stay aligned with the branding

R=150 G=151 B=151
C=0 M=0 Y=0 K=47
Pantone P 179-7 C
#969797



R=24 G=24 B=26
C=74 M=68 Y=64 K=78
Pantone 20-0200 TPM
Gunpowder
#18181a

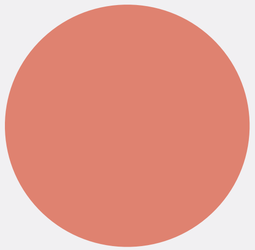


R=236 G=153 B=130
C=0 M=49 Y=40 K=0
Pantone P 52-4 U
#ec9982

R=8 G=87 B=195
C=93 M=66 Y=0 K=0
Pantone 2132 C
#0857c3

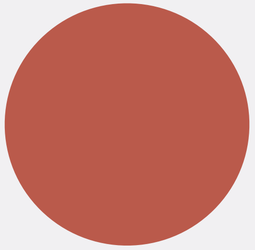
EXTENDED COLOR PALETTE

The extended color palette is mainly used for graphic elements such as typography, frames, illustrations, buttons and text

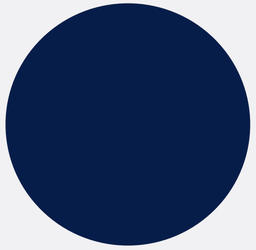


R=223 G=130 B=112
C=0 M=60 Y=39 K=1
Pantone 2030C
#df8270

R=100 G=144 B=232
C=67 M=39 Y=0 K=0
Pantone 2727 U
#6490E8



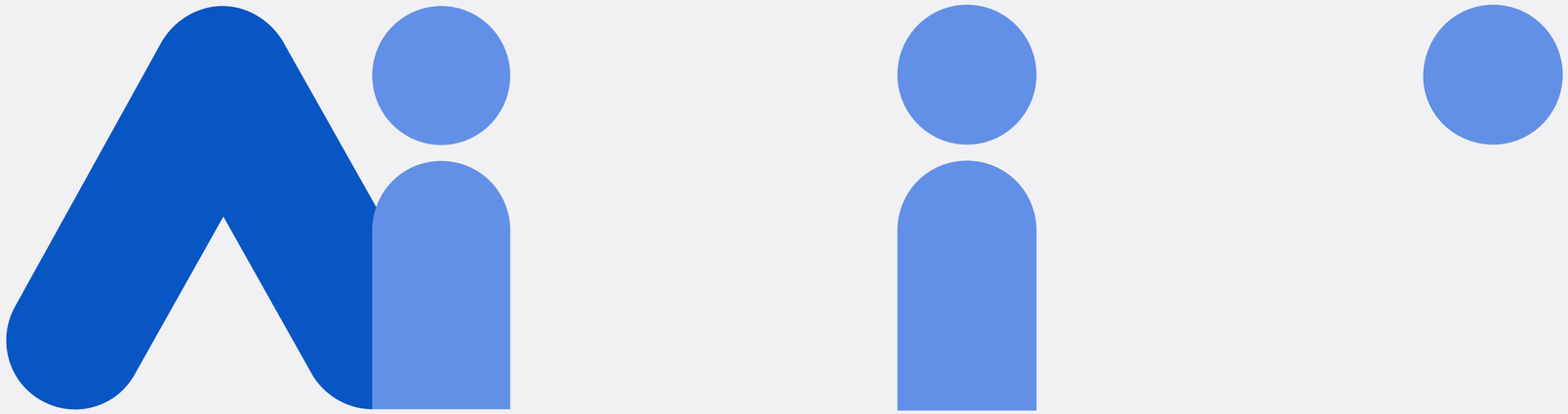
R=186 G=90 B=75
C=0 M=75 Y=98 K=13
Pantone P 34-16 U
#ba5a4b



R=7 G=29 B=73
C=100 M=78 Y=0 K=66
Pantone 2768 C
#071D49

SYMBOL

The graphic element is based on a circle
as part of “i”

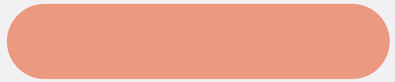


GRAPHIC ELEMENTS

01 Circle
02 Button
03 Many circles
04 intersection circles
05 Many dots

01

02



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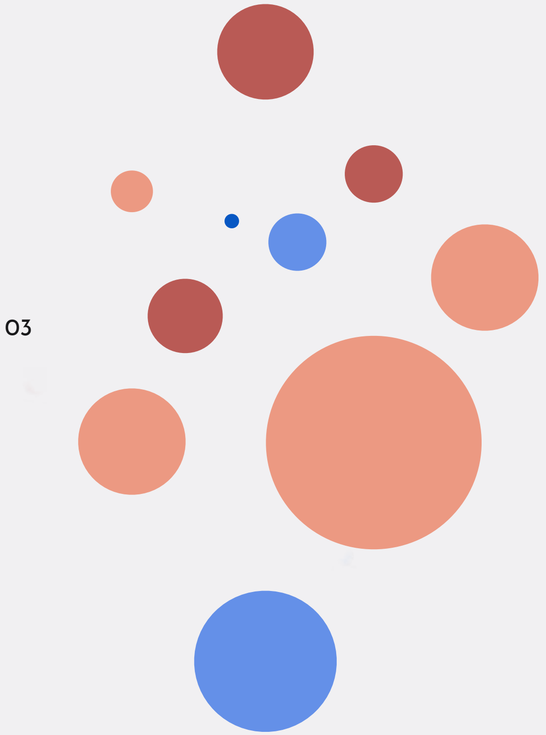
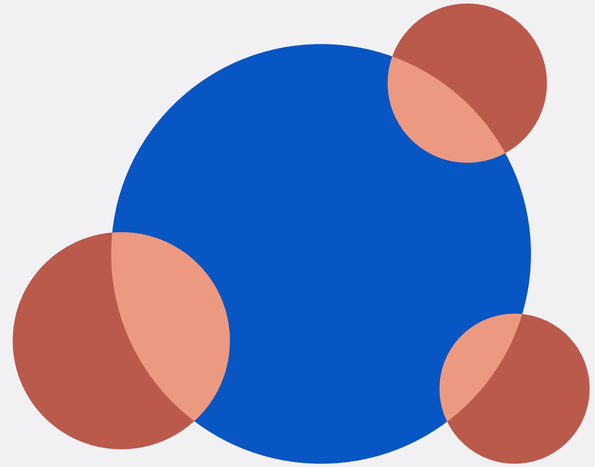


04



05

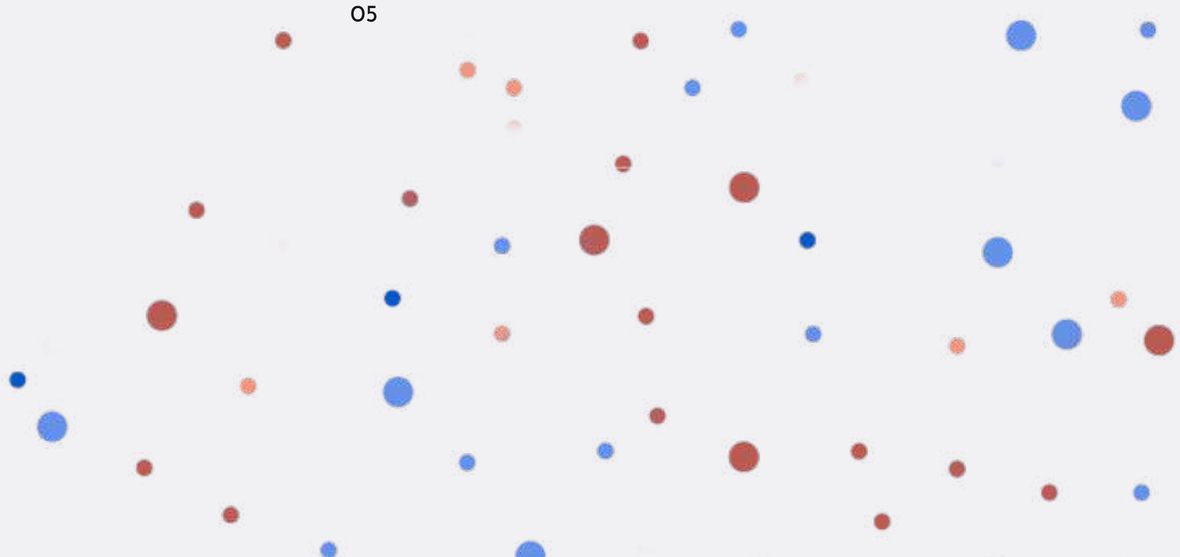
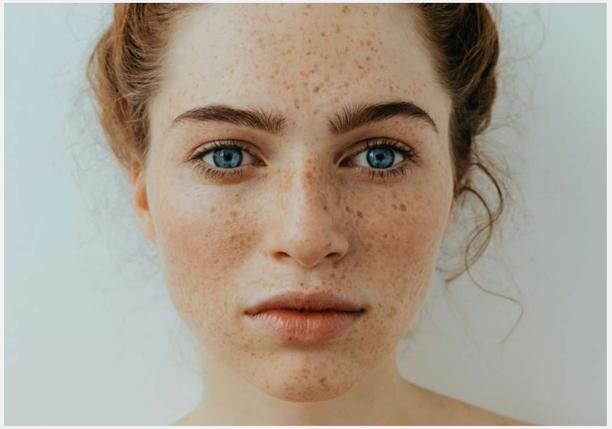
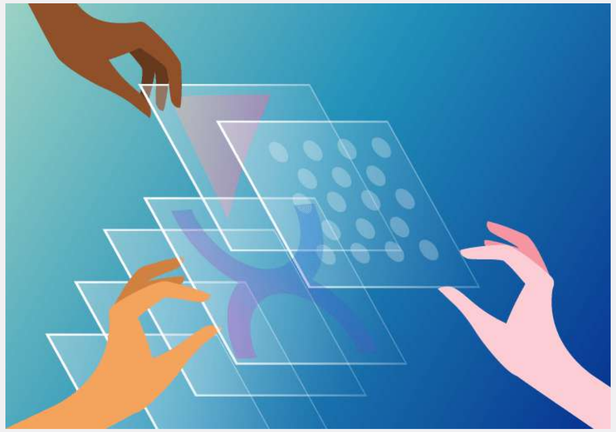
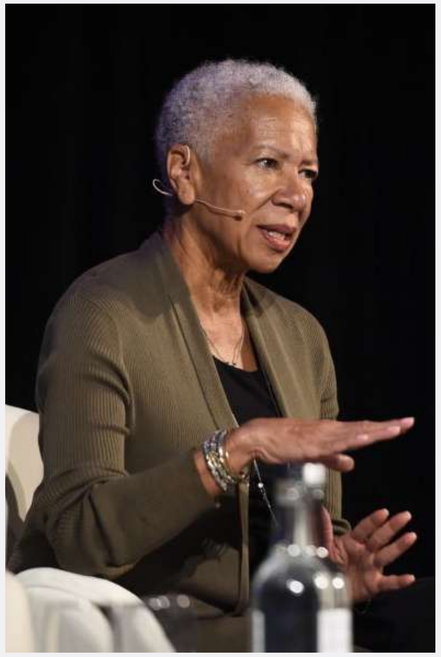


IMAGE USE GUIDELINES

It is recommended to choose images displaying connection between new technologies and people. Portraits should engage through the warm and emotional portrayal of individuals or groups. It is recommended to choose correctly exposed, sharp images with good contrast. Photographs should be natural and don't look like staging footage







INAPPROPRIATE CHOICE OF PHOTOGRAPHS

It is forbidden to use stock photo images. Photographs should not be overloaded with details, overly contrast or too straightforward.

Core Messaging

ABOUT US

The Partnership on AI is the leading forum addressing the most important and difficult decisions on the future of AI.

We are a non-profit that invites diverse voices into the process of technical governance, design, and deployment of AI technologies.

Our essential Partners work together across industry, academia, and civil society to understand the implications of AI advancements and ensure they benefit society equitably.

Through dialogue, insight, education, and guidance, PAI informs responsible AI solutions and identifies opportunities to address humanity's pressing challenges.

TAGLINE

Advancing Responsible AI

OUR DEFINITION

Responsible AI

The practice of developing and ensuring AI technologies are ethical, transparent, and inclusive for the benefit of people and society.

People & Society

We seek to ensure that AI technologies benefit and empower as many people as possible, including underrepresented groups and marginalized communities.

BRAND PROMISE

The most trusted forum on Responsible AI

MANIFESTO

Diverse voices are essential to evolve AI Responsibly.

The PAI forum provides a safe, trusted space for hard conversations.

Our structured process activates a breadth and depth of perspectives that drives alignment and unites forces.

By focusing on equity for people and society, we can create meaningful outcomes that will continue to shape the future of Responsible AI.

OUR VISION

A future where Artificial Intelligence empowers humanity by contributing to a more just, equitable and prosperous world.

MANTRA

Diverse voices are convening to shape AI so it is inclusive by design.

OUR MISSION

Bring diverse voices together across global sectors, disciplines, and demographics to tackle the most pressing concerns for positive outcomes in the field of AI.

PURPOSE

AI holds the promise to progress scientific understanding with the clear potential to equitably advance society. We are seeing rapid adoption across a range of domains and contexts, and the potential for AI technologies to benefit humanity are vast, but like all technologies, AI is not inherently neutral.

We know AI can disproportionately harm communities of color, poor communities, and those otherwise marginalized in society. Careful attention must be paid to ensure that risks and unintended consequences are appropriately considered.

Through collaborative learning and practice, leading civic, academic, scientific, and technology organizations are moving toward executional clarity for what it means to develop Responsible AI.

Piece by piece we're removing uncertainty in the AI field.

Together, with our Partners, we're addressing pertinent challenges and advancing perspectives so Responsible AI can lead the way.

Our Values

EQUITY & INCLUSION

As an independent body, PAI exists for the benefit of people and society. We empower diverse voices to participate from ideation through implementation, striving for fairness, equity, and inclusion.

LEARNING & COMPASSION

We aim to provide and participate in an unbiased process with open hearts and minds. Our work emphasizes shared learning, open dialogue, and direct communication.

TRANSPARENCY & ACCOUNTABILITY

We aim to provide and participate in an unbiased process with open hearts and minds. Our work emphasizes shared learning, open dialogue, and direct communication.

DILIGENCY & EXCELLENCE

Scientific rigor is at the forefront of our evidence-based approach with leading AI experts, scientists, and researchers who are engaging to produce impactful knowledge-based outputs.

CONVICTION & DEPENDABILITY

Committed to tackling the hard questions through meaningful dialogue, research, insights, and guidance, we're determined to maintain courage in the face of adversity, and are dedicated to facilitating effective processes that lead to significant outcomes.