Brand Guidelines

AI.Fund Management GmbH Brand Identity Guide

Logo

AI.FUND is a highly-focused entrepreneurial investment fund committed to empower economic growth and prosperity through the development and adoption of AI solutions from Europe.
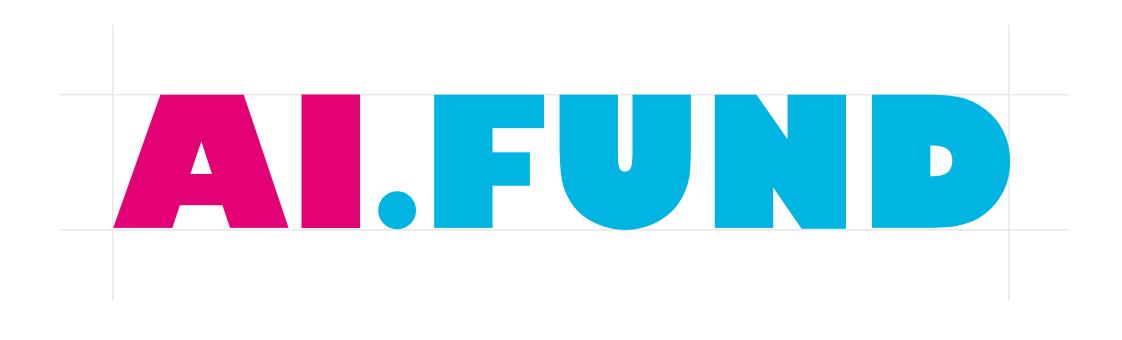
Logo Use

The logo should always be on a white background, with enough padding when placed on a page or around other page or graphic elements. Only the two primary brand colors should be used.

Logo should be scaled with all elements as a group.

Example where enough padding is left around the logo to encroach on logo (safe zone).

Do not change the color, skew, add elements or make any changes to the logo. Please also share any new designs with the AI.FUND Marketing team for approval.
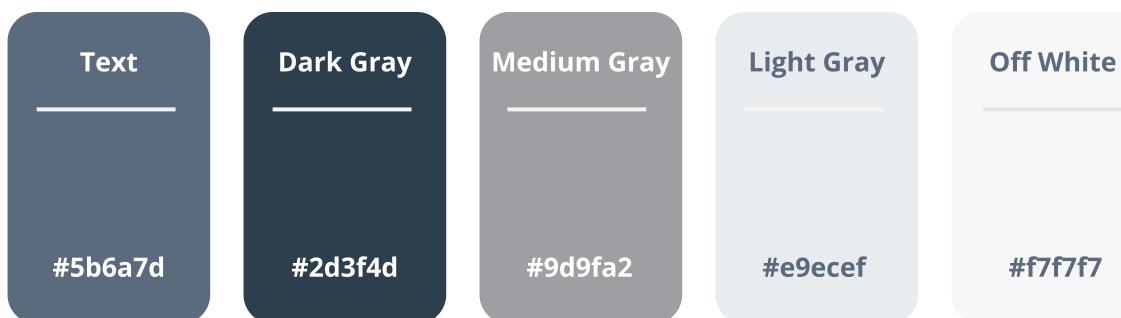
Colors

The color palette should cover all the required colors. The options are reduced so not to dilute the brand visuals, and keep the designs clean and recognizable.

AI.FUND Magenta

Pantone: **Process Magenta C**

Hex: **#e30276**

RGB: **227, 2, 118**

CMYK: **5%, 100%, 21%, 0%**

AI.FUND Cyan

Pantone: **306 C**

Hex: **#00b5e2**

RGB: **0, 181, 226**

CMYK: **71%, 6%, 4%, 0%**

Other Primary Colors

Text	Dark Gray	Medium Gray	Light Gray	Off White
#5b6a7d	#2d3f4d	#9d9fa2	#e9ecef	#f7f7f7

Gradients

#d9027d	#00b5e2	#fe309a	#e30276

Primary Font

Open Sans is to be used for most marketing materials. It has been chosen for its wide font weights, clear legibility, and compatibility with online and offline use. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets.

Extra-bold 800 italic

Extra-bold 800

Bold 700 italic

Bold 700

Semi-bold 600 italic

Semi-bold 600

Regular 400 italic

Regular 400

Light 300 italic

Light 300

Secondary Font

Arial is used as the secondary font, and is the preferred font to be used on presentations and other offline documents and stationery. It has been chosen for its basic font weights, clear legibility, and compatibility with offline use.

Black 800

Bold 700

Bold 700 italic

Bold 600

Regular 400 italic

Regular 400

Narrow 400

Downloads

To download logos, icons, team photos, or this brand guide, please visit the link below:

www.ai-fund.vc/brand/

AI.FUND

Downloads

Contact

If you have any questions regarding the brand guidelines, need the logo in a specific file format, or photos of our executive staff for PR, please contact the Marketing team at:

marketing@ai.hamburg