

# Brand Guidelines

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AI for Hamburg GmbH Brand Identity Guide

# Logo

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AI.HAMBURG promotes the knowledge and broad application of artificial intelligence and in particular machine learning in companies in the region.

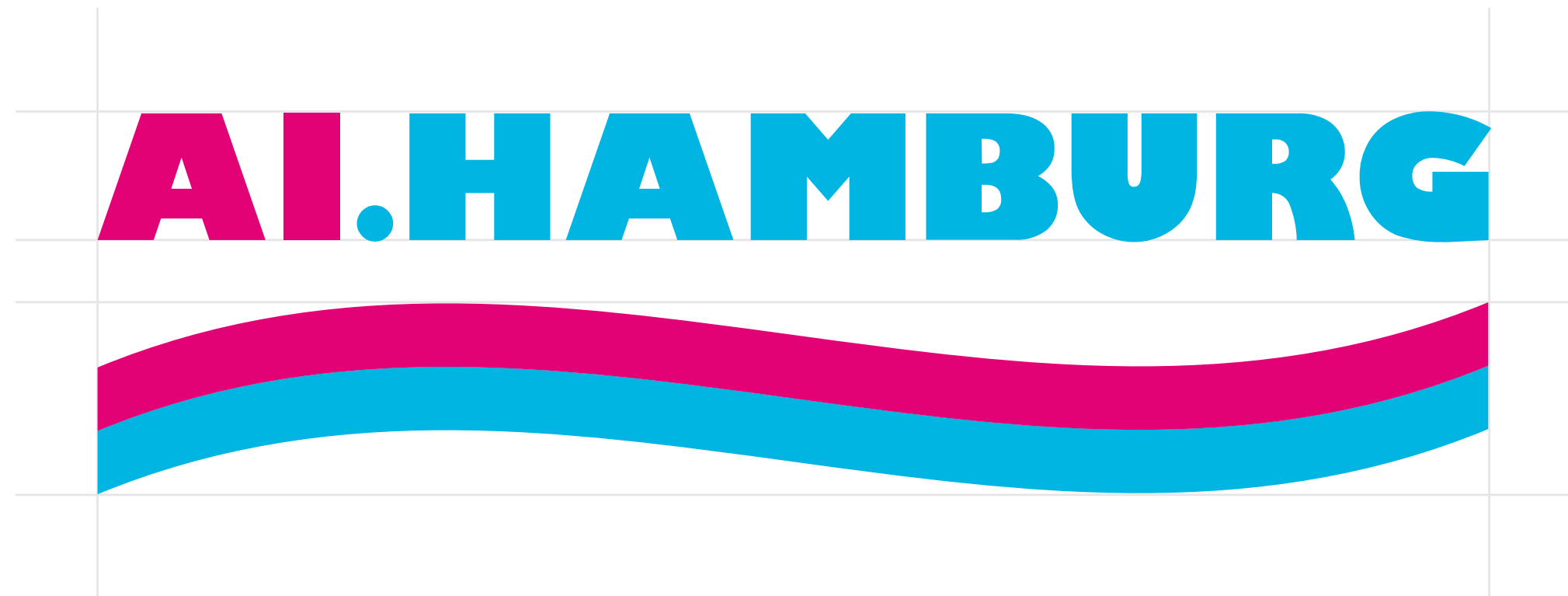
# AI.HAMBURG



# 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.HAMBURG 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.HAMBURG  
Magenta

Pantone: **Process Magenta C**  
Hex: **#e30276**  
RGB: **227, 2, 118**  
CMYK: **5%, 100%, 21%, 0%**

AI.HAMBURG  
Cyan

Pantone: **306 C**  
Hex: **#00b5e2**  
RGB: **0, 181, 226**  
CMYK: **71%, 6%, 4%, 0%**

## Other Primary Colors

Text  
#5b6a7d

Dark Gray  
#58595c

Medium Gray  
#9d9fa2

Light Gray  
#dadce1

Off White  
#f1f2f2

## Gradients

#d9027d #00b5e2

#fe309a #e30276

# Typography

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**Open Sans** is to be used on all 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**

Note: More font weights and styles are available.

# Typography

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**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

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

[www.ai.hamburg/brand/](http://www.ai.hamburg/brand/)



Downloads

# Contact

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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](mailto:marketing@ai.hamburg)**