

Brand Guidelines

AI.STARTUP.HUB Brand Identity Guide

Logo



The AI.STARTUP.HUB Hamburg promotes the successful growth of AI startups in northern Germany by combining entrepreneurial experience and technical expertise.



Horizontal version.



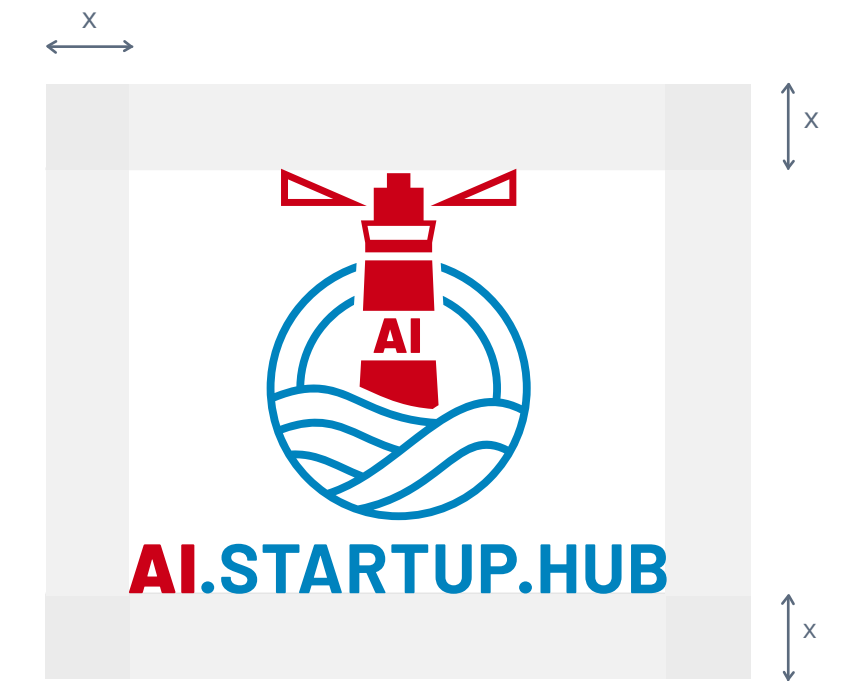
Stacked version.

Logo Use

The logo should be used 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 for the full color logo.



Logo should be scaled with all elements as a group.

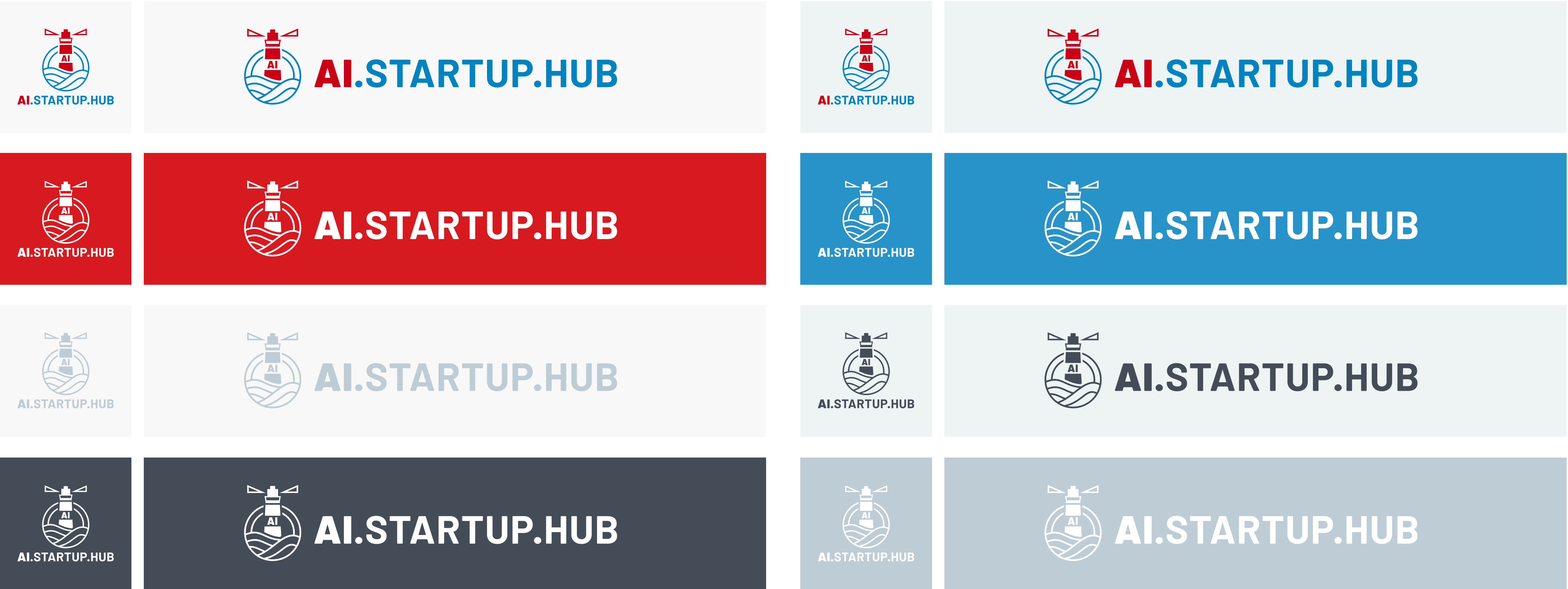


Example where enough padding is left around the logo to encroach on logo (safe zone).

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

Logo Use

The logo can also be placed on other solid color backgrounds as illustrated below. The same rules apply with the scaling and safe zone.



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.STARTUP.HUB
Red

Pantone: tbc

Hex: #d71920

RGB: 215, 25, 32

CMYK: 0%, 88%,85%, 16%

AI.STARTUP.HUB
Blue

Pantone: tbc

Hex: #2793c8

RGB: 39, 147, 200

CMYK: 81%, 27%, 0%, 22%

Other Primary Colors

Text

#073360

Dark Gray

#434c57

Medium Gray

#becdd5

Light Gray

#eef3f4

Off White

#f8f8f8

Gradients

#d9027d

#00b5e2

#ff4046

#d71920

Typography

Barlow is a slightly rounded, low-contrast, grotesk type family. Drawing from the visual style of the California public, Barlow shares qualities with the state's car plates, highway signs, busses, and trains. This is the Normal family, which is part of the superfamily along with Semi Condensed and Condensed, each with 9 weights in Roman and Italic.

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

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

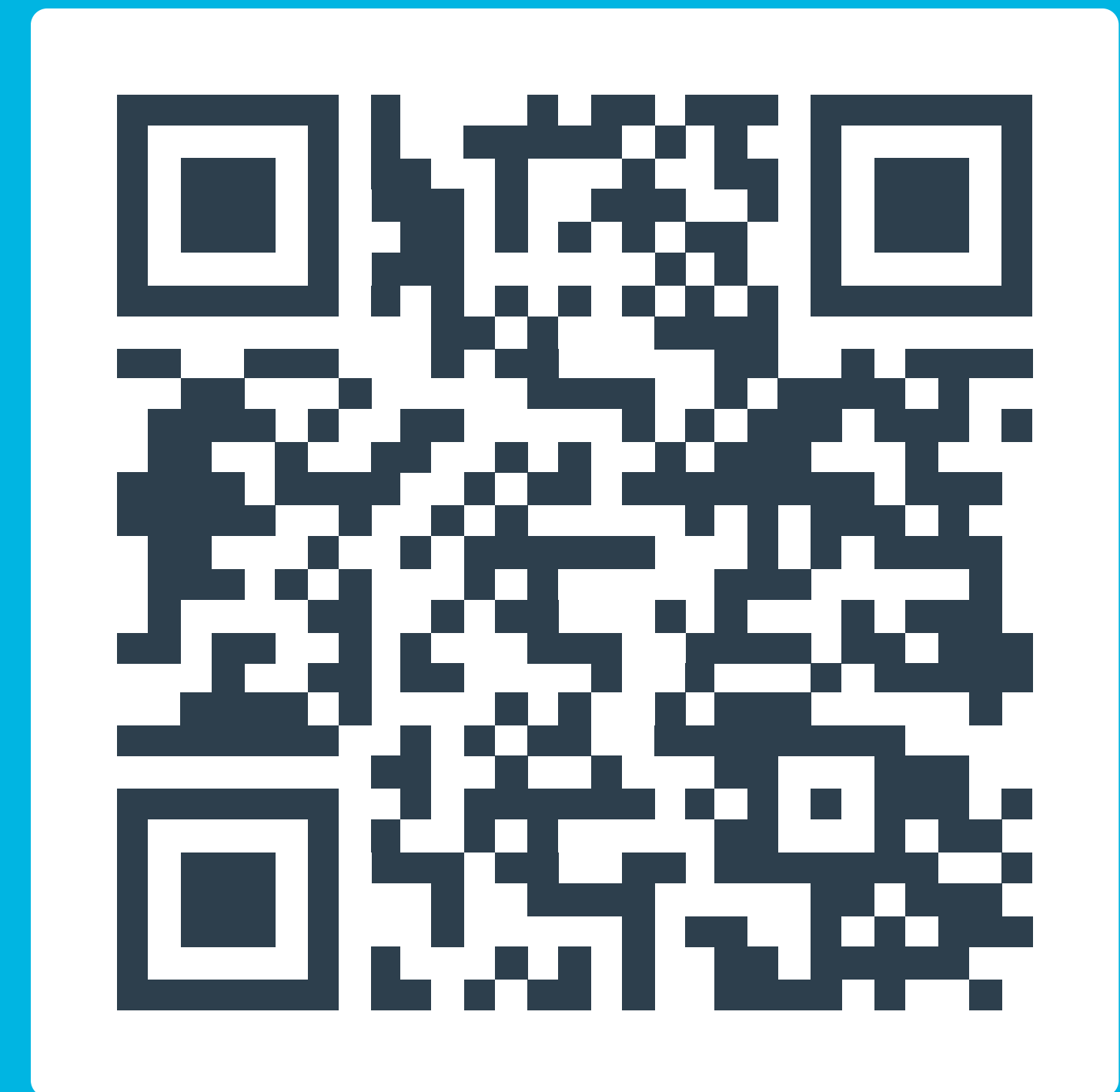
Regular 400

Narrow 400

Downloads

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

www.aistartuphub.com/brand/



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@aistartuphub.com