

A CREATIVE.AI

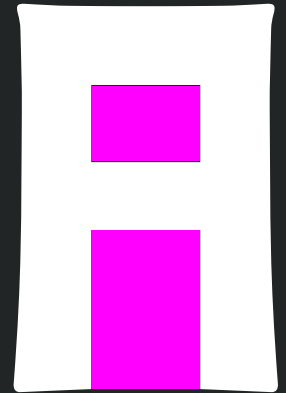
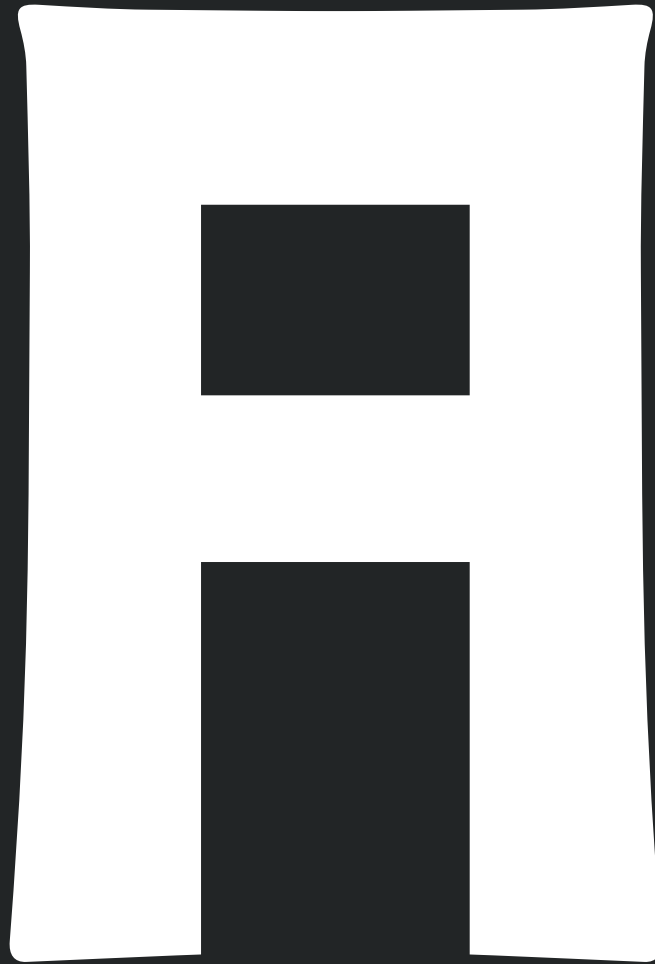
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Logo - Icon

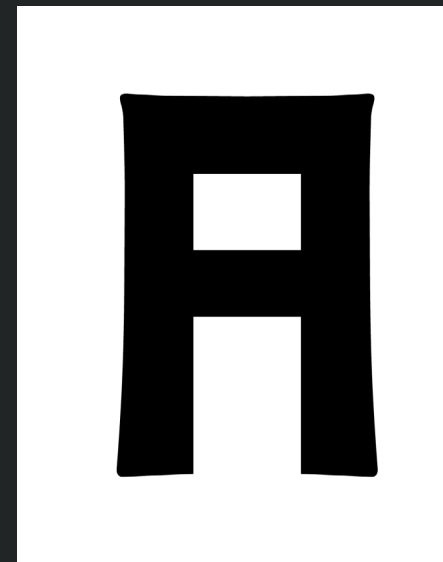
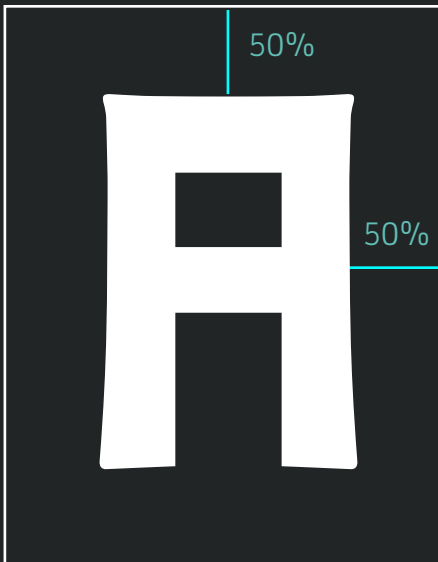
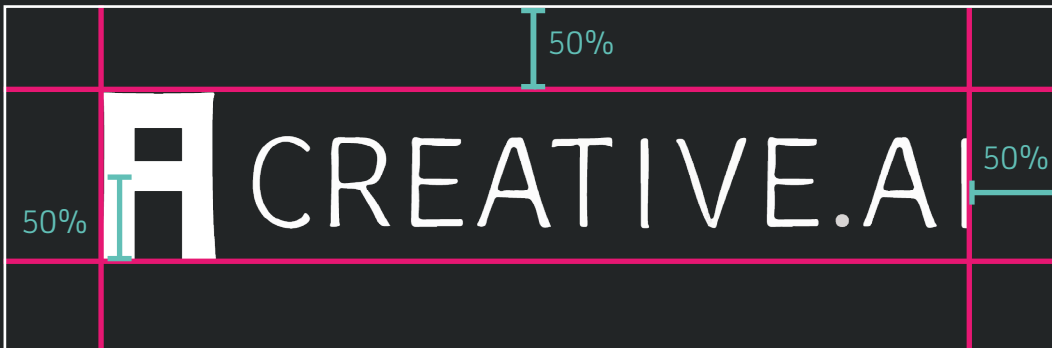
The logo is made by AI with touchups by a designer. It's consists of an I intersecting the A. Keeping some of the edges the AI generated made it stand out, and is an example of how AI can help your creative workflow.



Logo - Usage

The logo should have a padding around itself of at least 50% if the icon, both in written and icon form. There can be no other elements in this area.

The logo should appear in either white on dark backgrounds, or black on light backgrounds



Logo - With SMP

The logo is paired with the generated text with the tagline standing to the right. it needs to have an aligned I and R, so right-centered SMP.



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Logo - Animations

The icon animation is based on the generation made from the AI and follows the background animation generated pictures. If the logo is animated the background shouldn't be animated animation in the background, and can be used to gain attention to the logo. The icon animation should not be used with the text animation

The text animation can be used both with the AI generated backgrounds and on solid backgrounds. It can be used alone or with a static icon.



*This is an
animated slide.
Press the pictures
to see the
animation*

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Fonts

The fonts were paired by AI.
Primarily using Artifakt Element and with Monda as a secondary font.

Artifakt Element

Aa

Monda

Aa

Bold
Bold italic

AaBbCcDdEeFfGgH
hIiJjKkLlMmNnOoP
pQqRrSsTtUuVvWxX
yZzÆæØøÅå
0123456789”%&/()=

Web: 30pt
Print: 25pt

Light

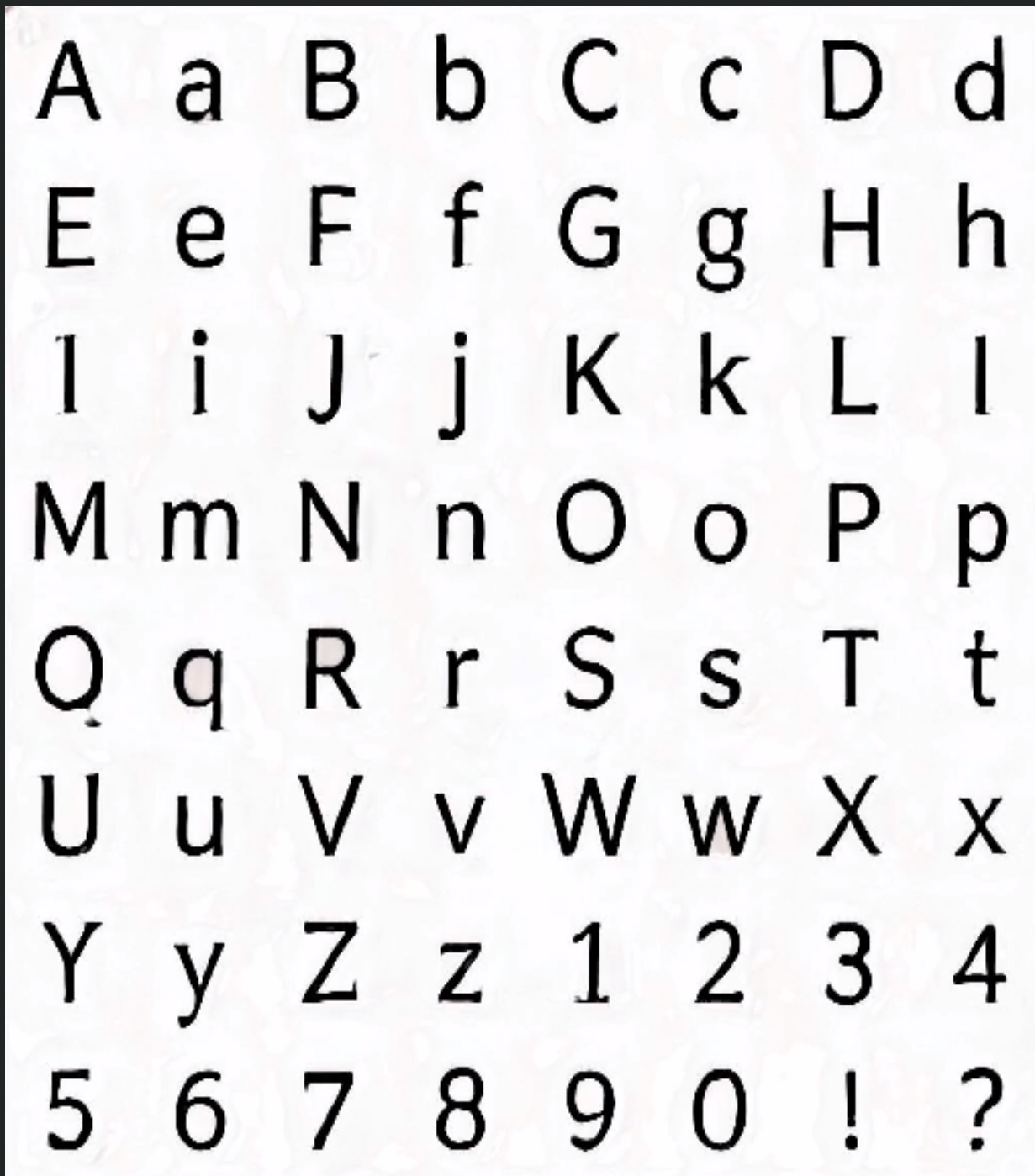
AaBbCcDdEeFfGgH
hIiJjKkLlMmNnOoP
pQqRrSsTtUuVvWxX
yZzÆæØøÅå
0123456789”%&/()=

Web: 12pt
Print: 8pt

Generated font

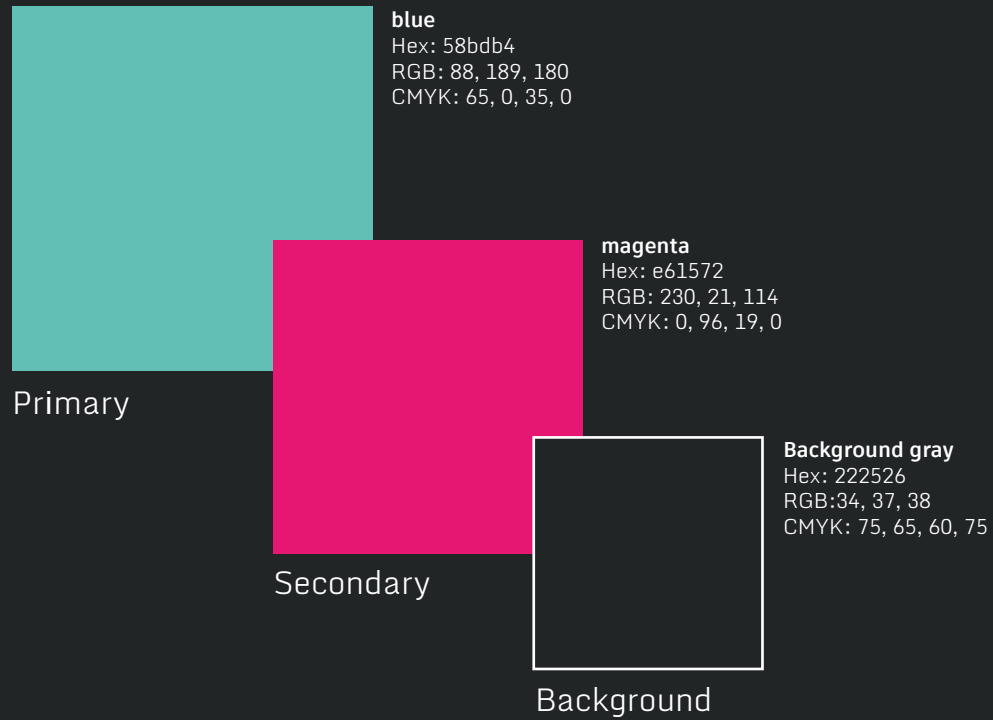
The generated font is used to highlight, as it grabs attention. The generated font should only be shown animated and can therefore only be used in digital media. The only exception is the logo.

For animations and logotype, the generated font should be used to showcase the use of AI.



Colors

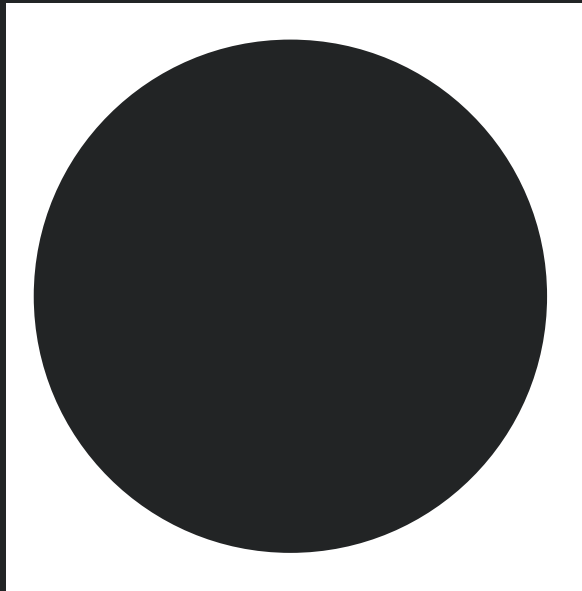
There are three colours in the range: The blue, the magenta and the grey. The blue is used as the main colour, magenta as an accent colour, the grey is used for the background. Additionally, black and white can be used.



Key Graphical element

To symbolise the neural network connections, the graphical element is a circle. Usually accompanied by a line to symbolize connections

Lines should be 4% of the circles size.

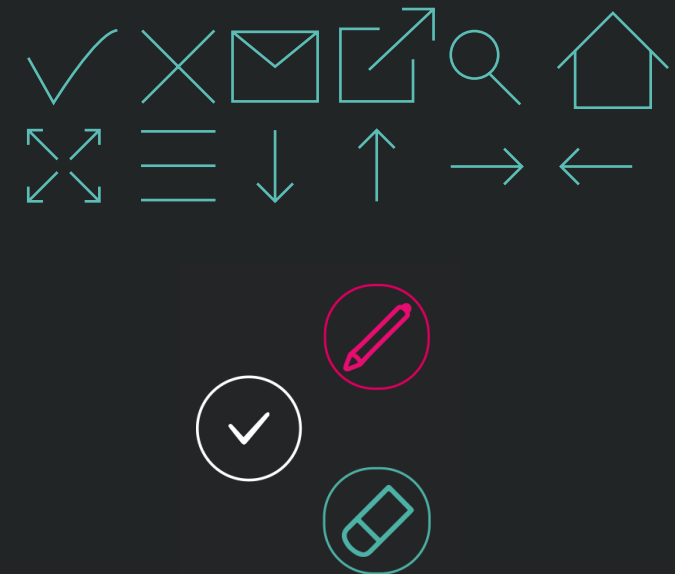
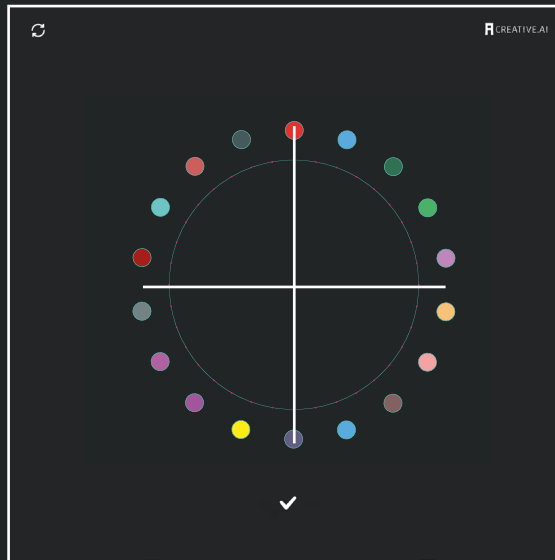


Graphical elements

The UI should stay simple, follow the graphical elements and use simple lines and circles.

On the example of the logogen shown, the sliders are using black and white with the magenta to signify how far the slider is. Interactive circles should be outlined with the blue color.

For graphical elements consist of thin lines or solid shapes. The key element is a circle, which should be centered. The line width can be thicker if the icons are interactive.



Animation - General

*This is an
animated slide.
Press the pictures
to see the
animation*

General animation should show merging. This signifies the neurons used by the AI. To grab attention, AI generated Animation is used. When loading use animation that shows the neurons working together. The merging, ai generated, animation can be easily mass-produced and should be used to grab attention for example on social media.

Loading
animation



AI
animation



Picture style

Creative.Ai uses vibrant images, generated by AI. These pictures should mesmerize the viewer.



In use

Here are some examples of the identity in use

