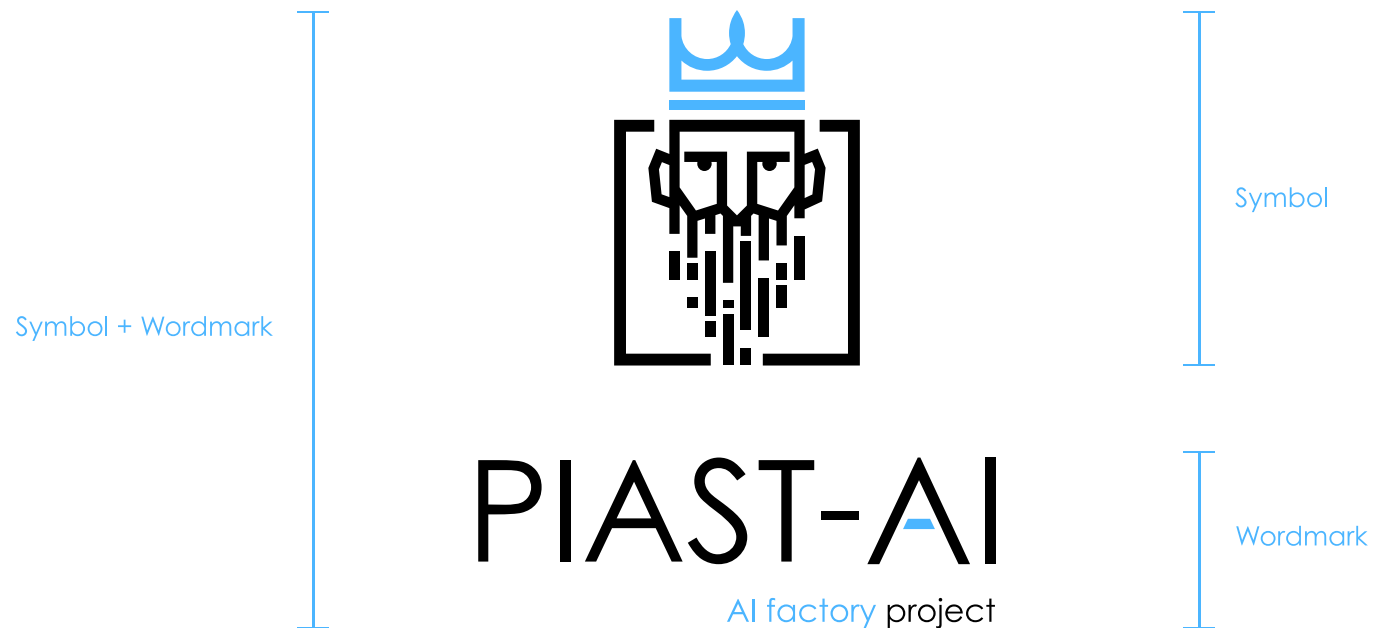


# PIAST-AI

AI factory project

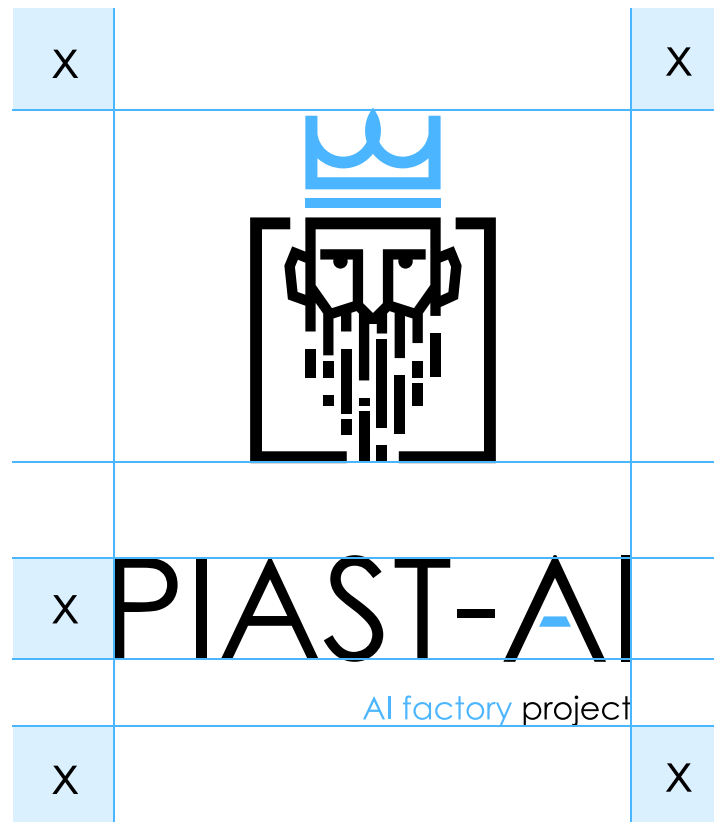
Visual Identity Guidelines

# Design



# Clear space

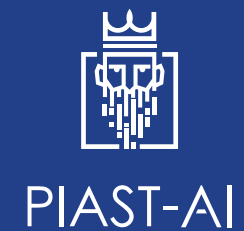
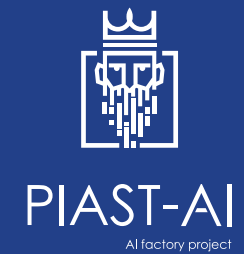
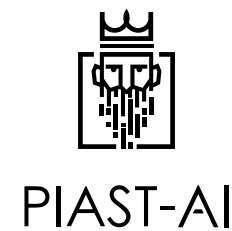
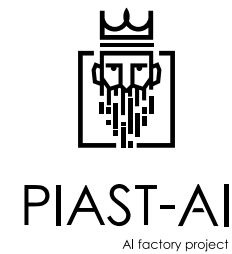
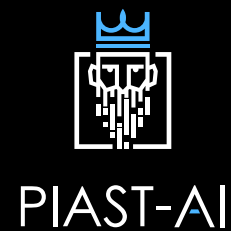
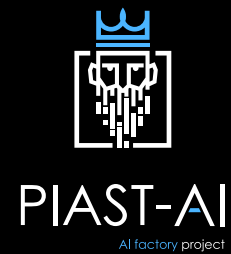
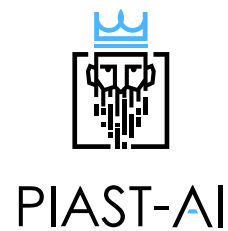
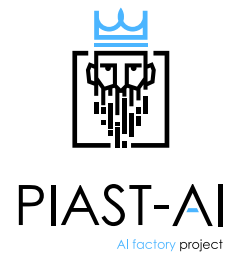
Clear space in brand guidelines refers to the minimum area surrounding a logo that must remain free of any other graphic elements or text to ensure clarity and visibility.



# Logo variations

To ensure flexibility and consistency across various applications, we provide several approved logo variations.

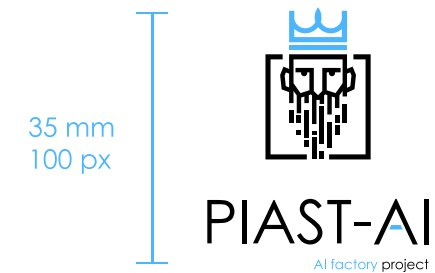
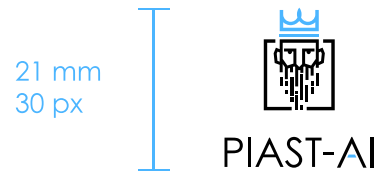
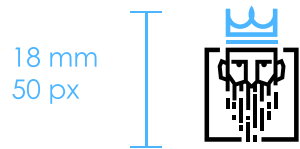
**Always use the appropriate version of the logo depending on the context, and never alter or create unauthorized variations.**



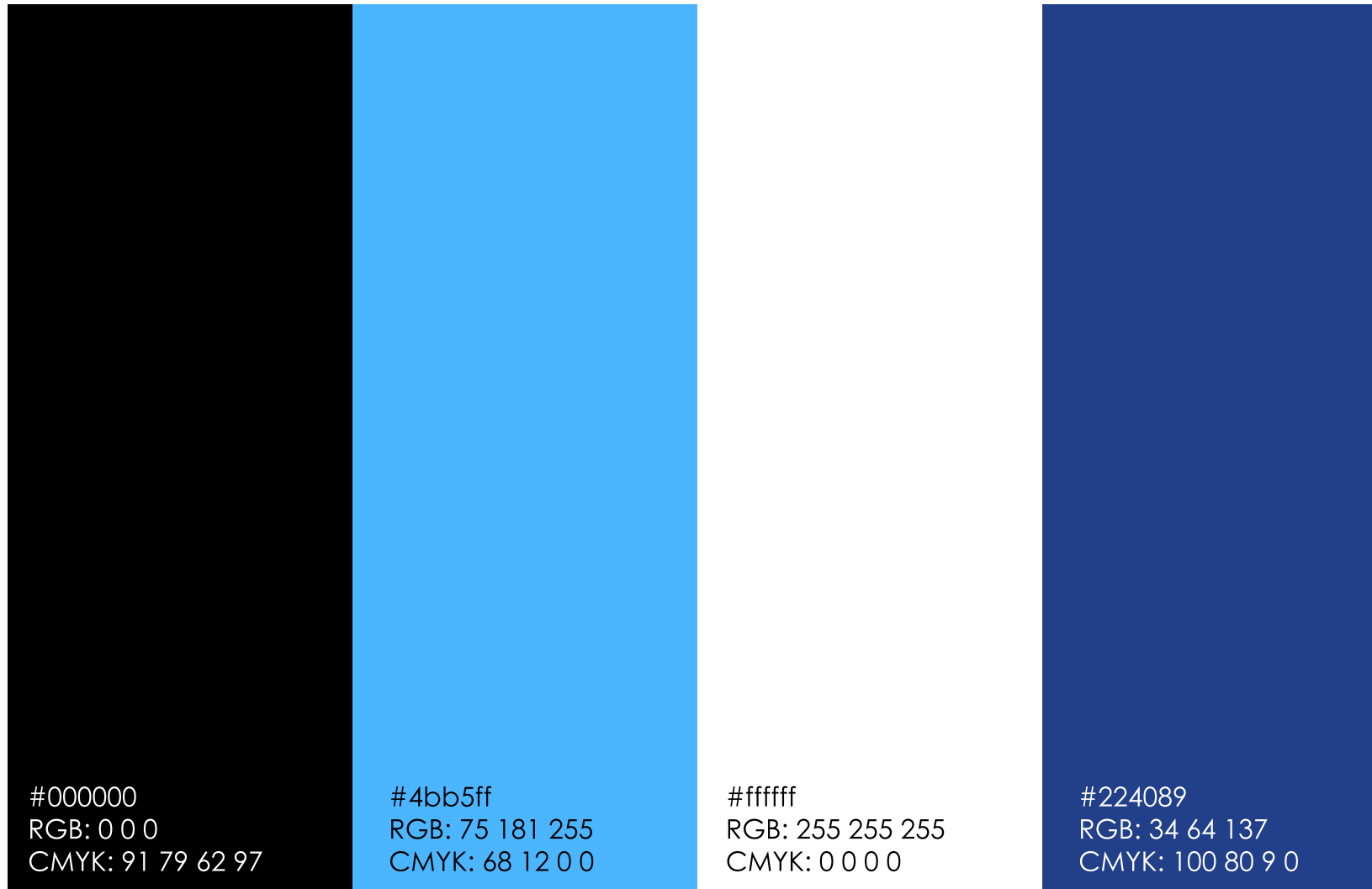
# Minimal logo size

To ensure legibility and brand integrity, the logo must never be reproduced smaller than the minimum size defined below. Using the logo below these sizes can result in loss of detail and reduced visibility, especially on small or low-resolution formats.

**Always scale proportionally and maintain clearspace as defined in this guide.**



# Color palette



# Typography

We chose **Century Gothic** as our primary font in most of brand communications.

# Century Gothic

Regular **Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

## Do's and Don'ts

In exceptional cases, different types of backgrounds may be used (solid color, gradient, photo), as long as the visibility of the logo is not impaired. Do not use the logo on the backgrounds that disrupt the visibility of the logo, do not compress or stretch the logo, do not change the proportions of the logo, do not change the color of the logo, do not violate the logo's protective field.

