

PIAST-AI

AI factory

Visual Identity Guidelines

Design

Symbol + Wordmark



PIAST-AI

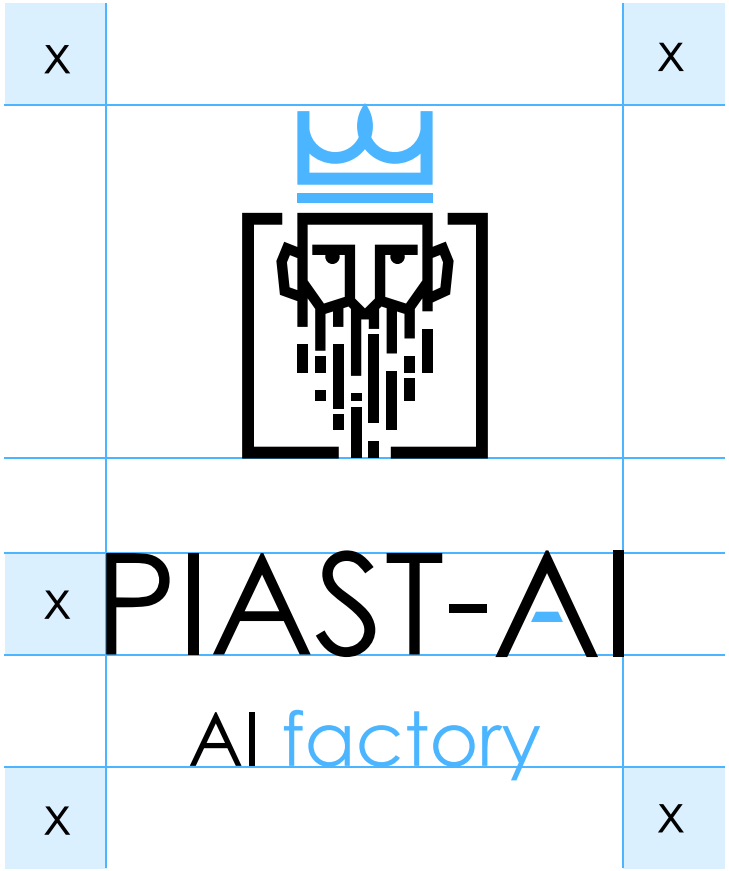
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Symbol

Wordmark

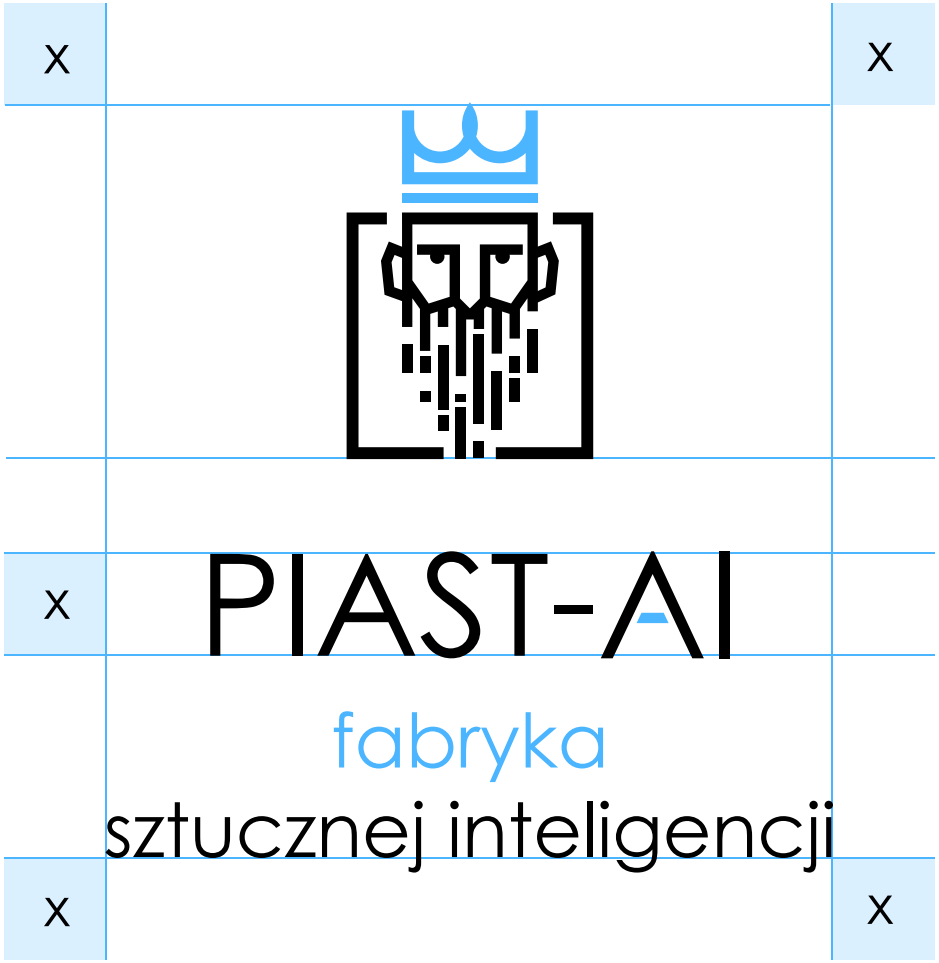
Clear space

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.



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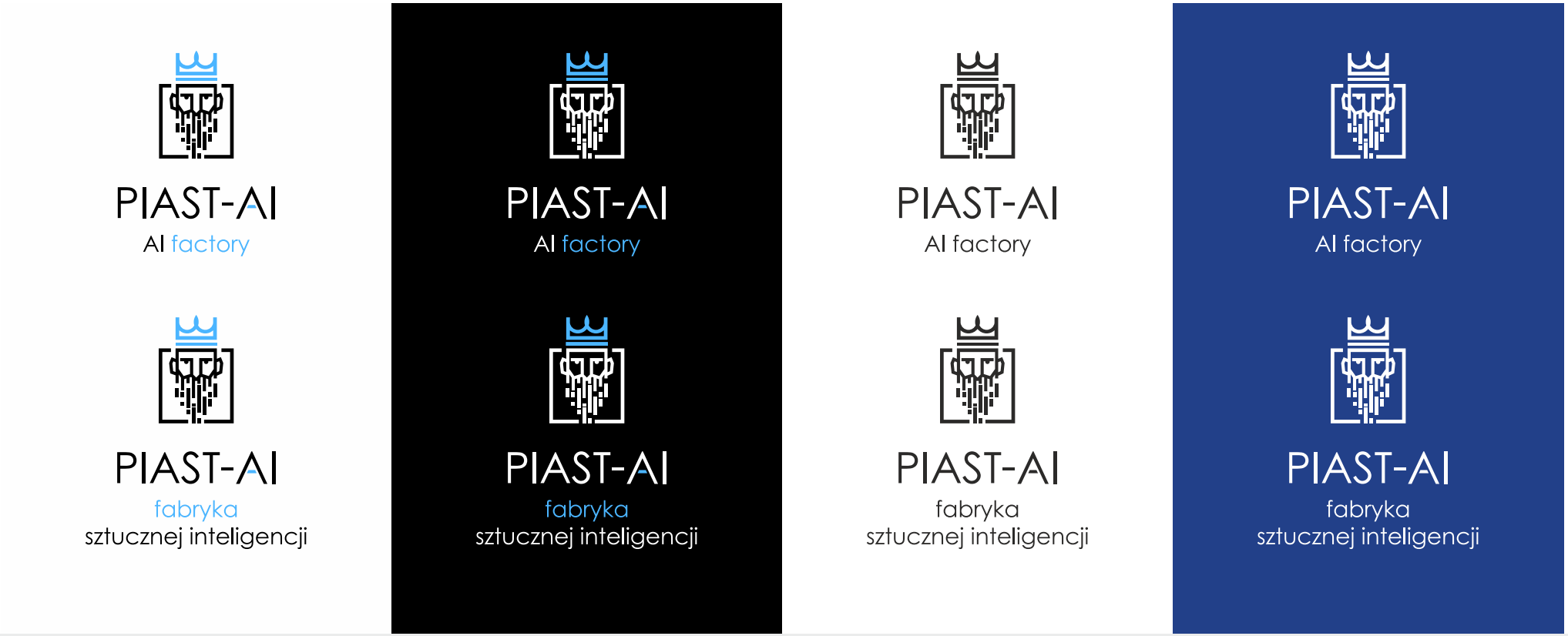
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Logo variations

To ensure filexibility 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.



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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 secie proportionally and maintain clearspace as defined in this guide.

18 mm
50 px



21 mm
30 px



PIAST-AI

35 mm
100 px



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18 mm
50 px



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39 mm
112 px



PIAST-AI
fabryka
sztucznej inteligencji

Color palette

#000000
RGB: 0 0 0
CMYK: 91 79 62 97

#4bb5ff
RGB: 75 181 255
CMYK: 68 12 0 0

#ffffff
RGB: 255 255 255
CMYK: 0 0 0 0

#224089
RGB: 34 64 137
CMYK: 100 80 9 0

Typography

We chose **Century Gothic as our primery 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 impared. 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.

