



LOGO STYLEGUIDE



## PRIMARY USE

THE EXPERT.AI LOGO IS A GRAPHIC COMPRISED OF THE LOGOTYPE AND ICON.

THE PRIMARY LOGO SHOWN HERE, IS THE HORIZONTAL COMBINATION OF THE ICON AND LOGOTYPE WITH THE ICON POSITIONED AT A 60% OFFSET FROM THE LETTER 'E'

THE LETTERING IS CREATED USING A CUSTOMISED MUSEO 300 TYPEFACE.

THE LOGO SHOULD ALWAYS BE PRODUCED FROM THE MASTER ARTWORK INCLUDED IN THE SOURCE LOGO ARTWORK FOLDER.



## STACKED VERSION

THE PRIMARY LOGO SHOULD NEVER BE USED SMALLER THAN 35MM IN WIDTH.

IN SITUATIONS WHERE WIDTH IS LIMITED, YOU MAY USE THE STACKED VERSION OF THE LOGO SHOWN ON THIS PAGE.

ALWAYS USE THE ORIGINAL SOURCE ARTWORK NAMED 'EAI STACKED' TO MAINTAIN CONSISTENCY.

## MINIMUM SIZE



## EXCLUSION ZONE

AN EXCLUSION ZONE IS A FOUR SIDED CLEARSPACE AROUND THE LOGO. THIS CLEARED AREA SHOULD BE MAINTAINED TO PROTECT THE LOGO'S INTEGRITY AND MAKE SURE THE LOGO IS EASY TO READ.

A MINIMUM CLEARSPACE ON ALL FOUR SIDES OF THE LOGO SHOULD BE EQUAL TO 50% SIZE OF THE LOGO ICON.



Minimum Clearspace is equal to 50% of the size of the Expert.ai icon.

## REVERSED

IN SITUATIONS WHERE THE LOGO APPEARS ON A DARK BACKGROUND, USE THE REVERSED VERSION OF THE LOGO TO ENSURE LEGIBILITY.

THE REVERSED LOGO INCLUDES A WHITE HEXAGON AND WHITE TYPOGRAPHY.

ALWAYS USE THE SOURCE LOGO ARTWORK CALLED 'EAI REVERSED'



## GRAYSCALE

WHEN PRINT USAGE IS LIMITED TO BLACK INK ALONE, USE THE GRAYSCALE VERSIONS OF THE LOGO AS SHOWN HERE.

THE GRAYSCALE ARTWORK CAN BE FOUND IN THE LOGO ARTWORK FOLDERS AND IS CALLED 'EAI GRAYSCALE'.



## LOGO POSITIONING

THE PREFERRED LOGO POSITION IS IN THE TOP LEFT CORNER OR LEFT CENTRE. THIS IS THE DEFAULT LOGO POSITIONING FOR MARKETING AND COMMUNICATIONS.

USE SECONDARY POSITIONING AS A SIGN-OFF FOR A CAMPAIGN WHERE THE CAMPAIGN MESSAGE IS LEADING THE COMMUNICATION, OR AN INTERNAL POSTER WHERE IT IS CLEAR THAT THE COMMUNICATION IS FROM EXPERT.AI

### UNIQUE FORMATS

FOR UNIQUE FORMATS THAT ARE NARROW AND SMALL SCALE (DIGITAL WEB BANNERS) USE THE STACKED LOGO. FOR NARROW TRADE SHOW SIGNAGE, THE LOGO SHOULD BE PLACED AT THE TOP CENTER OR LEFT-HAND SIDE OF YOUR FORMAT TO LEAD YOUR COMMUNICATION. WHEN PLACING THE LOGO, TRY TO ADHERE TO CLEARSPACE REQUIREMENTS AS MUCH AS POSSIBLE WITHIN YOUR RESTRICTED SIZE.

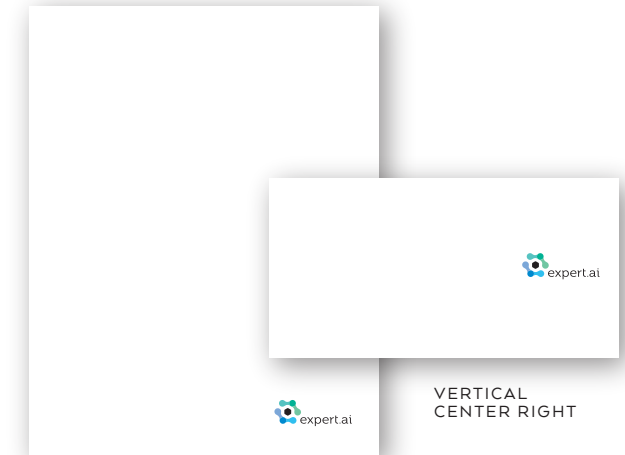
## PRIMARY



TOP LEFT

VERTICAL  
CENTER LEFT

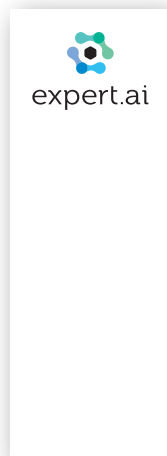
## SECONDARY



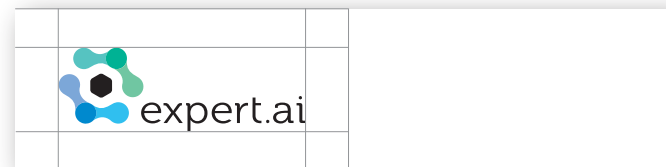
BOTTOM RIGHT

VERTICAL  
CENTER RIGHT

## UNIQUE FORMATS



NARROW DIGITAL  
BANNERS



WIDE DIGITAL BANNERS AND TRADE SHOW BANNERS



## FAVICON & APP ICON

THE EXPERT.AI ICON GRAPHIC CAN BE USED ALONE AS A SMALLER REPRESENTATION OF THE BRAND FOR THE BROWSER AND FOR MOBILE INTERFACES.

IT CAN BE USED IN FIVE DIFFERENT FORMATS AS SHOWN HERE

REMEMBER, THE FAVICON IS NOT THE BRAND LOGO AND SHOULD NEVER REPLACE THE LOGO.

IT CAN BE USED AS 32 X 32PX



STANDARD



ONE BRAND  
COLOUR



ONE BRAND  
COLOUR  
REVERSED



BLACK



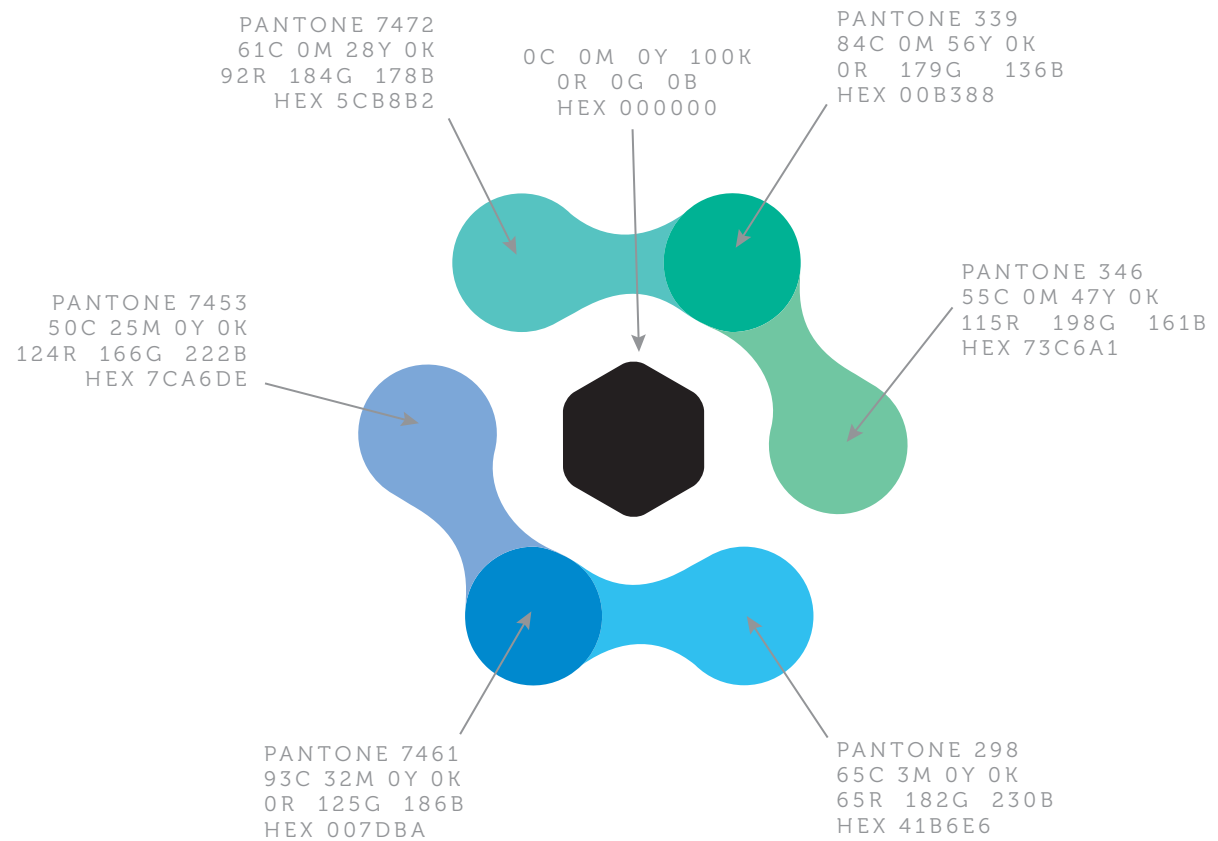
BLACK  
REVERSED

## BRAND PALETTE

THERE ARE SEVEN COLOURS THAT CREATE THE BRAND PALETTE. THESE SHOULD BE USED CONSISTENTLY IN ALL EXPERT.AI BRANDING.

THE PALETTE INCLUDES THREE SHADES OF BLUE, THREE SHADES OF GREEN PLUS PURE BLACK.

TO ENSURE PROPER USE, ALWAYS BEGIN WITH THE ORIGINAL LOGO ARTWORK FILES PROVIDED.



## D O N ' T

NEVER ADJUST THE STRUCTURE,  
COLOUR, PROPORTIONS, ELEMENTS  
OR DIRECTION OF THE LOGO.



✘ MOVE OR SCALE ELEMENTS



✘ ADD DROP SHADOWS OR EFFECTS



✘ REMOVE ELEMENTS



✘ USE ON BACKGROUND COLOURS NOT IN BRAND PALETTE



✘ STRETCH OR TRANSFORM



✘ CHANGE THE FONT



✘ CHANGE COLOURS



✘ OUTLINE

USE SPARINGLY AND FOR SHORT HEADLINES ONLY  
NEVER USE ALL CAPS WITH THIS FONT.

Museo 300  
abcdefghijklmnopqrstuvwxyz  
0123456789'?!"(%)#@/&<-+÷x=>\$€:;,.\*

**Museo 700**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789'?!"(%)#@/&<-+÷x=>\$€:;,.\***

USE A MIX OF WEIGHTS AND CAPITALISATION FROM  
THESE FONT FAMILIES

## TYPOGRAPHY

IN ORDER TO MAINTAIN BRAND CONSISTENCY, PLEASE USE THESE FONT FAMILIES.

MUSEO SHOULD BE USED SPARINGLY AND ONLY FOR SHORT HEADLINES, NEVER FOR LARGE BODIES OF TEXT.

NEVER USE MUSEO IN ALL CAPS.

FOR EMAIL TEXT CONTENT, EMAIL SIGNATURES AND WORD DOCUMENT FOR OUT-OF-HOUSE RECIPIENTS, USE VERDANA AS AVENIR MAY NOT BE AVAILABLE TO THE RECIPIENT.

AVENIR LIGHT  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ  
0123456789'?!"(%)#@/&<-+÷x=>\$€:;,.\*

AVENIR ROMAN  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ  
0123456789'?!"(%)#@/&<-+÷x=>\$€:;,.\*

**AVENIR HEAVY**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMANÑOPQRSTUVWXYZ**  
**0123456789'?!"(%)#@/&<-+÷x=>\$€:;,.\***

*AVENIR OBLIQUE*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMANÑOPQRSTUVWXYZ*  
*0123456789'?!"(%)#@/&<-+÷x=>\$€:;,.\**

FOR EMAIL AND OTHER SITUATIONS WHERE AVENIR IS NOT PRACTICAL,  
PLEASE USE VERDANA AS A DEFAULT SUBSTITUTE.

VERDANA REGULAR  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ  
0123456789'?!"(%)#@/&<-+÷x=>\$€:;,.\*

**VERDANA BOLD**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMANÑOPQRSTUVWXYZ**  
**0123456789'?!"(%)#@/&<-+÷x=>\$€:;,.\***