



AI Revenue Institute

Brand Guidelines

VERSION 1.2 – JULY 16, 2026

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brand foundation

Brand Attributes

Guided by the core attributes highlighted to the right, we communicate with the confidence of an established expert while remaining approachable, clear, and human. Our perspective is contemporary, but never complicated—helping people navigate AI-driven change with practical insight and clarity.



ATTRIBUTES

Simple

Established

Contemporary

Authoritative

Approachable

Casual

Brand Overview

AI Revenue Institute's identity is built on a carefully considered system of visual elements. Together, the logo, color palette, typography and supporting graphics create a cohesive brand that is recognizable, consistent and enduring across every application.



LOGO



TYPOGRAPHY

Helvetica Light
Helvetica Regular
Helvetica Bold

Open Sans Light
Open Sans Regular
Open Sans Bold

COLOR



WHITE
Foundation

CMYK 0 0 0 0
RGB 255, 255, 255
HEX #FFFFFF

GRAY
Signature

CMYK 0 0 0 68
RGB 107 115 122
HEX #6B737A

PURPLE
Accent

CMYK 75 100 0 0
RGB 102 46 145
HEX #662E91

logo design

Primary Logo

The AIRI logo is built from simple foundational shapes, reflecting the belief that clarity should sit at the center of a complex and fast-changing AI landscape. Using circles, triangles, and clean outlines, the mark feels structured and stable while remaining modern, approachable, and easy to recognize.

The triangular “a” shape represents structure, direction, and the structured systems behind AI and machine learning. Paired with the centered circle, it subtly references connected networks, intelligence, and learning models. The standalone “i” introduces a human presence within the system, representing the people behind the insight, strategy, and decision-making.

The outlined construction of each shape reinforces openness and transparency, helping the logo feel clear, lightweight, and accessible. By reducing the identity to its most essential geometric forms, the mark reflects the Institute’s approach: making advanced ideas and actionable intelligence feel understandable, useful, and grounded in human insight.

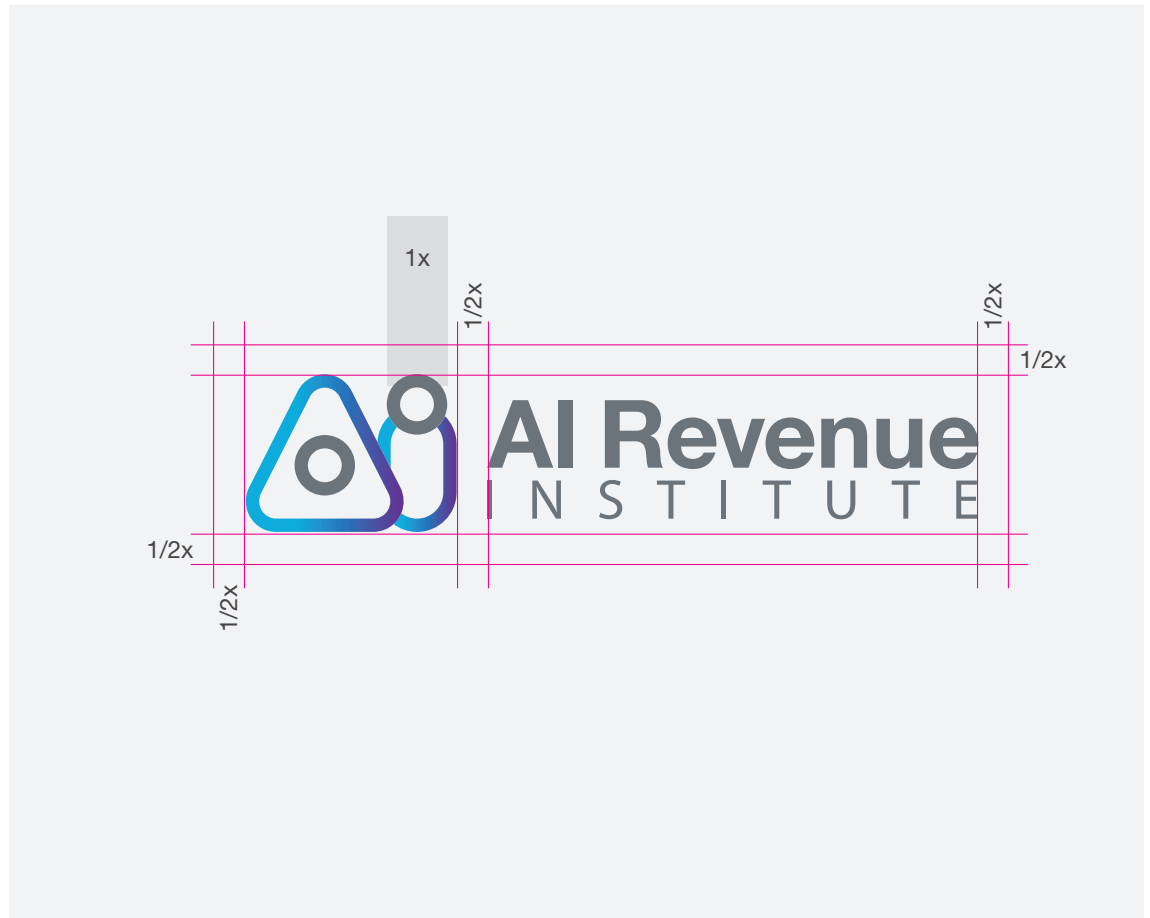


Clear Space

The AIRI logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space.

The minimum clear space is based on the width of the circular dot element in the logomark.

Refer to the diagram for minimum spacing requirements.



Color Variations

FULL COLOR

The full color version of the AIRI logo is the primary logo. It should be used over light color backgrounds and imagery that will not compete with the legibility of the logo.

WHITE

The white version of the AIRI logo should be used when the readability of full color version will be compromised or a 1 color version is required .

Be sure that the logo is always legible and unobstructed .

Note: A black version of the logo is available for single-color reproduction only. Use the full-color logo whenever possible.



ON LIGHT BACKGROUND



ON AIRI GRADIENT



Incorrect Logo Usage

Use the AIRI logo exactly as it appears in brand-approved logo files. Do not edit or modify the AIRI logo in any way.



DO NOT:

Stretch



Skew



Add shadows, glows or other effects



Alter the distance between elements



Modify colors



Place in replacement of text



Invert Colors



Rearrange elements



typography

Primary Typeface

Helvetica Neue was selected for its clarity, balance, and timeless simplicity. Its clean structure supports the AIRI brand by keeping communication modern, approachable, and easy to read across both print and digital environments.

Our branded communications use Helvetica as the primary typeface for print and digital materials.

If Helvetica is not available, please use **Open Sans Bold**, which is available through [Google Fonts](#).



Helvetica Neue

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#\$()*? !@&#%+-/	Light Oblique	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#\$()*? !@&#%+-/</i>
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#\$()*? !@&#%+-/	Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#\$()*? !@&#%+-/</i>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#\$()*? !@&#%+-/	Bold Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#\$()*? !@&#%+-/</i>

Additional fonts in the typeface not shown include:
UltraLight, UltraLight Italic, Thin, Thin Italic, Medium, Medium Italic, Condensed Black, Condensed Bold

Type Hierarchy

The example to the right showcases ways that Helvetica can be used to establish hierarchy in the content by mixing fonts and color. This allows text to be more interesting and easier to read and understand.

SAMPLE HIERARCHY

THIS IS AN OVERLINE SET IN HELVETICA BOLD

This is a Title set in Helvetica Bold

This is an introduction paragraph set in Helvetica Bold

This is a Header set in Helvetica Regular

This is a subhead set in Helvetica Bold

This text is set in Helvetica Regular. Make sure the text is not too light or too small, making it difficult to read. This text is set in Helvetica Regular. Make sure the text is not too light or too small, making it difficult to read. This text is set in Helvetica Regular. Make sure the text is not too light or too small, making it difficult to read.

CTA BUTTON

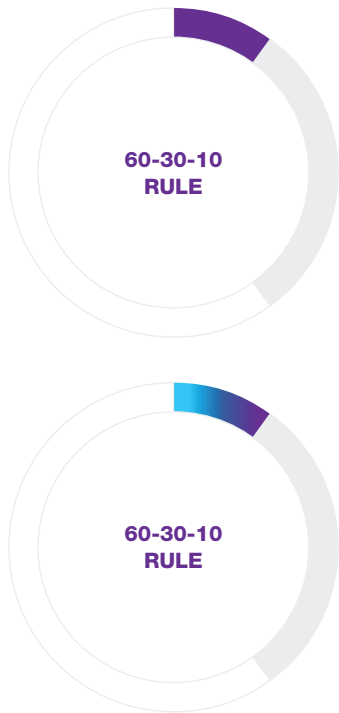
color



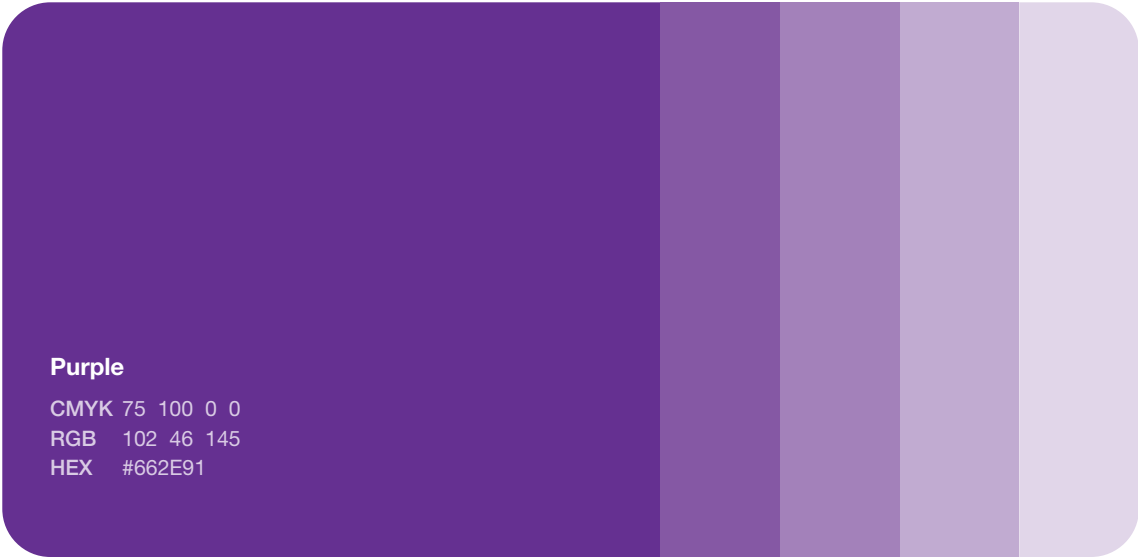
Primary Colors

The AIRI primary color is Purple. The supporting brand colors are Vivid Sky Blue, Han Blue, Gray and Pale Silver. Brand colors should be used for backgrounds, headlines, subheads, icons, buttons and other graphic details.

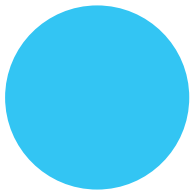
The brand palette for AIRI is primarily clean, using a light gray monochromatic color palette. Purple and the brand gradient should be used for accents throughout to add a pop of color.



PRIMARY BRAND COLOR

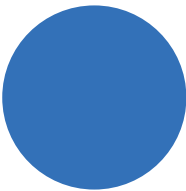


BRAND COLORS



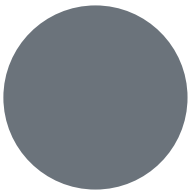
Vivid Sky Blue

CMYK 63 0 0 0
RGB 0 200 255
HEX #00C8FF



Han Blue

CMYK 80 53 0 0
RGB 57 114 194
HEX #3972C2



Gray

CMYK 0 0 0 68
RGB 107 115 122
HEX #6B737A



Pale Silver

CMYK 1 1 0 8
RGB 233 234 235
HEX #E9EAEB

Brand Gradients

AIRI GRADIENT

Gradients can be used to provide vibrancy to a page or design. Use these to break up white space and create depth to a design.

See the gradient slider composition below for colors and location of gradient stops.



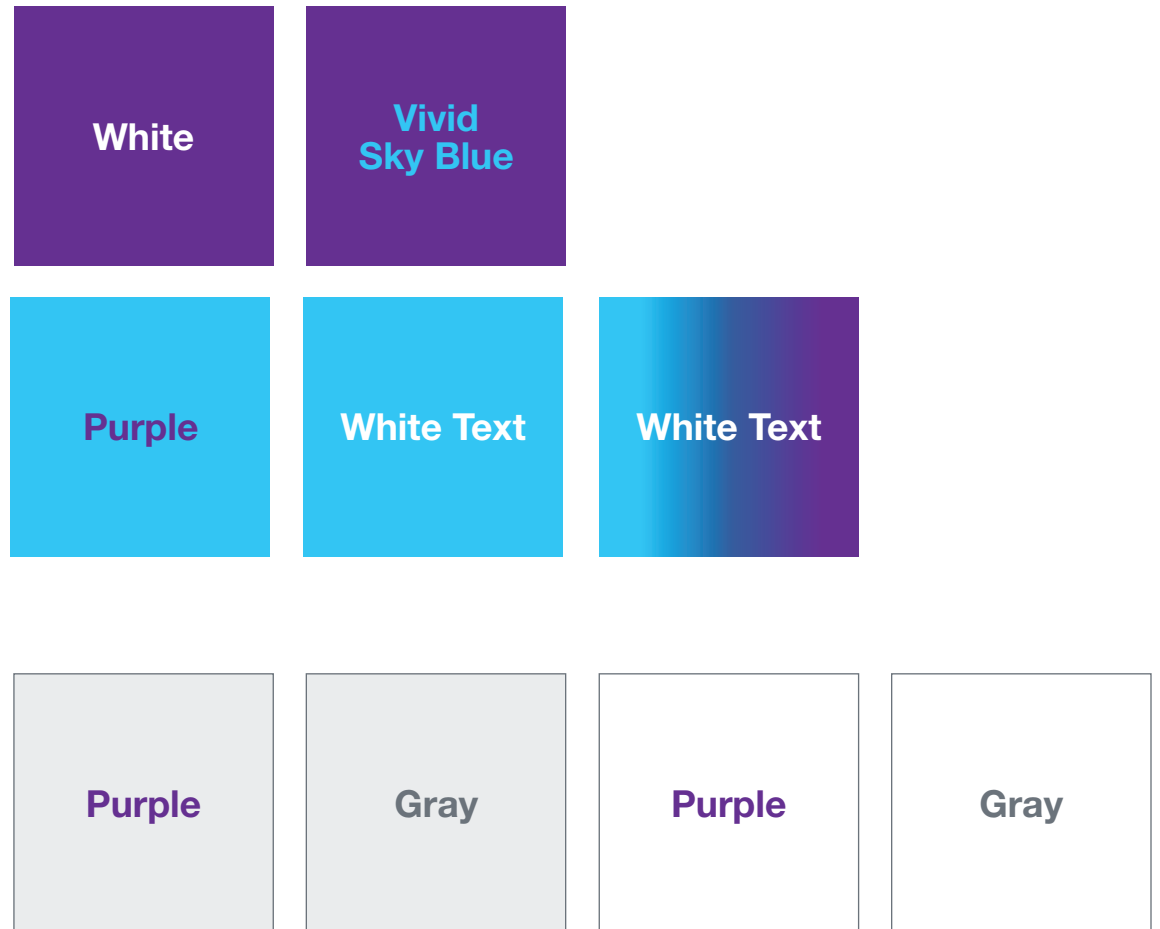
Vivid Sky Blue

Purple



Accessible Color Usage

Color combinations should always maintain strong contrast and readability across digital and print environments. Approved pairings are designed to meet accessibility standards while preserving the clarity and simplicity of the brand. White text should be used on darker brand colors and gradients, while purple and gray text should only appear on light backgrounds where contrast remains strong and legible. Consistent use of these approved combinations helps create a clear, approachable experience across every application.



Secondary Brand Colors

A secondary color palette has been developed to support the AIRI brand story. These colors were created to be used for backgrounds, charts, diagrams, illustrations and specific situations where more color is helpful.

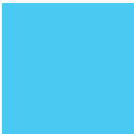
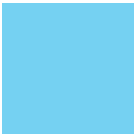
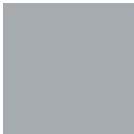
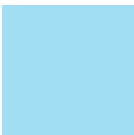
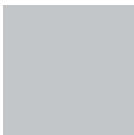
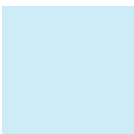
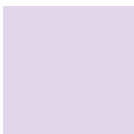
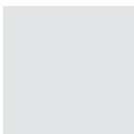
These colors should never overpower or take precedence over the primary color palette but work together to keep a visual balance.



PRIMARY COLOR PALETTE

Vivid Sky Blue CMYK 63 0 0 0 RGB 0 200 255 HEX #00C8FF		Purple CMYK 75 100 0 0 RGB 102 46 145 HEX #662E91		Gray CMYK 0 0 0 68 RGB 107 115 122 HEX #6B737A	
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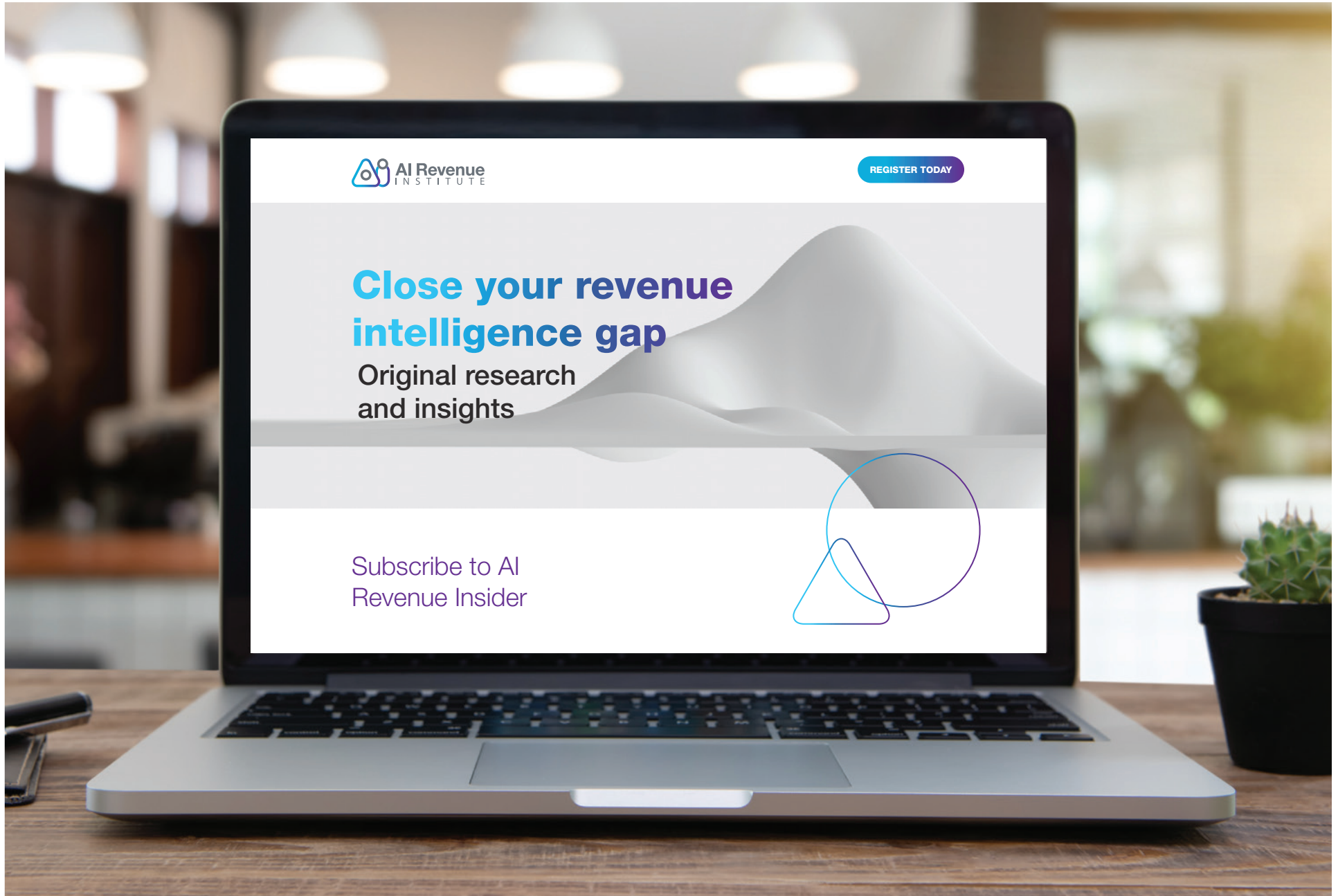
SECONDARY COLOR PALETTE

80% 4C 58 0 1 0 RGB 51 211 255 HEX #33D3FF		80% 4C 54 76 0 0 RGB 133 88 167 HEX #8558A7		80% 4C 0 0 0 54 RGB 137 144 150 HEX #899096	
60% 4C 48 0 2 0 RGB 102 222 255 HEX #66DEFF		60% 4C 37 53 0 0 RGB 163 130 189 HEX #A382BD		60% 4C 0 0 0 41 RGB 167 172 177 HEX #A7ACB1	
40% 4C 34 0 2 0 RGB 153 233 255 HEX #99E9FF		40% 4C 22 33 0 0 RGB 194 171 211 HEX #C2ABD3		40% 4C 0 0 0 27 RGB 196 200 204 HEX #C4C8CC	
20% 4C 18 0 1 0 RGB 204 244 255 HEX #CCF4FF		20% 4C 10 15 0 0 RGB 224 213 233 HEX #E0D5E9		20% 4C 0 0 0 14 RGB 226 228 230 HEX #E2E4E6	

brand board

All elements combine into a cohesive brand identity.







AI Revenue Institute

airevenueinstitute.com