

Visual Identity



Funded by
the European Union



Artistic Intelligence

Responsiveness, accessibility, responsibility, equity (ARTinRARE)

- CA23158



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Logo

Page 03

The Artistic Intelligence logo is derived from a newly discovered “soft cell” shape (found in a wide variety of phenomena in nature), reflecting interconnection and innovation – relating the Action’s aim to link and validate emerging initiatives in practice-based research within a common framework of artistic intelligence, coordinated by the application of new computational techniques.



Logo

Page 04

Logo Variations



Logo

Page 05

Logo Variations

Always make sure to use the darker logo versions on lighter coloured backgrounds and the lighter logo versions on darker coloured backgrounds.

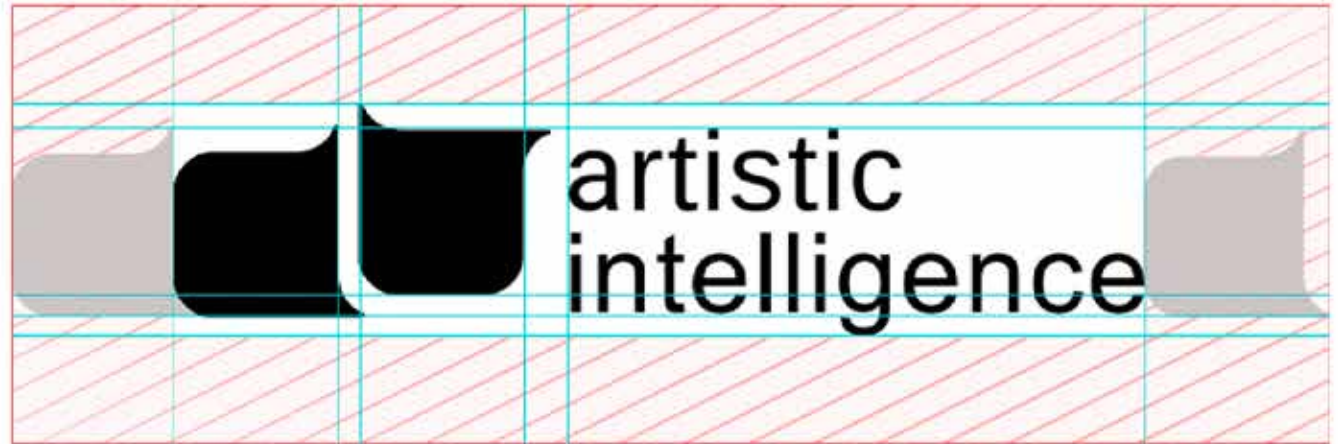


Logo

Page 06

Construction/Margins

To ensure the logo is always easily readable, a margin area defined by the width of the soft-cell shape is placed around the logo.



Visual Identity

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Colours

To consistently reproduce the Artistic Intelligence identity, please use these secondary colours.



#000000



#eaeaea



#ffd200



#2c243d



#ea3f2a



#c4b89e

Typography

Page 08

Primary

Arimo is a contemporary sans serif design that is metrically compatible with Arial. Arimo offers improved on-screen readability characteristics, designed for clarity and balance.

It is available under an open-source license, which permits both personal and commercial use. It can be downloaded via Google Fonts and Adobe Fonts.

Arimo Regular

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Arimo Italic

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Arimo Bold

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Arimo Bold Italic

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Typography

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Typography Alternative

Alternatively, Arial can be used. A clean, modern, and versatile logo type. Its simplicity ensures readability across mediums and adapts to different situations such as for web and publication. It is an accessible, and universally recognisable font.

Arial Regular

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Arial Italic

Responsiveness, accessibility, responsibility, equity

Arial Bold

Responsiveness, accessibility, responsibility, equity

Arial Bold Italic

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How to use

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Using logo w.images

When applying the logo to photographic backgrounds, ensuring optimal readability should be prioritised. This requires minimising visual noise and maximising contrast to preserve the integrity of the visual identity.



How to use

Page 11

Incorrect use of logo

When using the logo, do not transform it by changing the proportions, colours and framing, or skew, add shadows and rotating the logo.



Thank you!



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www.artisticintelligence.info

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