Brand Guidelines

Version 1.0 | Published June 2024
Why do we have guidelines?

Whether it is a flyer, an email, a social media post, or website updates, every communication from the Association for the Advancement of Artificial Intelligence (AAAI) conveys a specific intended message and a subtle message about AAAI’s services and ethos.

Through consistency in design, aesthetics, and messaging, we will help our audiences better identify AAAI and understand who we are and the value we offer.

On the following pages are the specific details of the logo, graphic, and messaging standards that we champion for our brand. Anyone that will be using the AAAI brand should read these guidelines. Please review all before using the logo, color, and typography and creating messaging.
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Part 1

AAAAI
Part 1 | AAAI

About

*General background information about AAAI to provide context for the organization as a whole*

Introduction

Vision & Mission

Brand Ethos

Audience

Boilerplate
About
Introduction

The Association for the Advancement of Artificial Intelligence (AAAI) is the premier scientific society dedicated to advancing the scientific understanding of the mechanisms underlying thought and intelligent behavior and their embodiment in machines.

These brand guidelines are the framework for who we are, what we do, and how we communicate with the public. We maintain the power of our brand by keeping our brand elements and design and copy standards highly consistent.
About
Vision & Mission

Our vision is the reason we are here. The goal we aim to achieve with our work.

Our mission is how we carry out that vision and how we reach our goal.

VISION
To champion the use of AI, where it can make a positive impact on and improve lives.

MISSION
To convene the best minds, promote high-quality research, and champion the responsible use of artificial intelligence.
About Brand Ethos

Every organization has a “brand personality” that communicates its core values. These are our personality traits.

Each bold term serves as the primary characteristic, while the other words expand on that trait.

→ **Scientific**
   - Community  |  Technology  |  Research

→ **Educate**
   - Collaborate  |  Advance  |  Convene

→ **Global**
   - Trusted  |  Prestigious  |  Inspiring
About Audience

Our audiences are the people we reach, and hope to reach, with our communications. It’s important to remember that each messaging piece will reach people who have known us since our founding and people who don’t know anything about us.

PRIMARY

→ Academia

→ AI Industry Professionals (researchers and companies)

SECONDARY

→ Government Officials / Policymakers

TERTIARY

→ General Public
About Boilerplate

The boilerplate is for use in news releases, about sections on social media, and in other online directories where an “about” section is required.

ABOUT AAAI

Founded in 1979, the Association for the Advancement of Artificial Intelligence (AAAI) (formerly the American Association for Artificial Intelligence) is a nonprofit scientific society devoted to advancing the scientific understanding of the mechanisms underlying thought and intelligent behavior and their embodiment in machines.

AAAI aims to promote research in and responsible use of artificial intelligence. AAAI also aims to increase public understanding of artificial intelligence, improve the teaching and training of AI practitioners, and provide guidance for research planners and funders concerning the importance and potential of current AI developments and future directions.

WEBSITE ADDRESS

AAAI.org
Messaging

A framework demonstrating how AAAI should be communicating when writing brand materials

Positioning Statement

Voice & Tone

Core Message

Copy Standards
Messaging Positioning Statement

To build any messaging properly, it is first necessary to understand what is most important for any audience to know about us. Our positioning statement summarizes what people should understand about the association, our reason for being, and what makes us unique.

Founded in 1979, the Association for the Advancement of Artificial Intelligence (AAAI) (formerly the American Association for Artificial Intelligence) is a nonprofit scientific society devoted to advancing the scientific understanding of the mechanisms underlying thought and intelligent behavior and their embodiment in machines.

AAAI’s goals are:

• Promoting research in, and responsible use of, artificial intelligence (AI)
• Increasing public understanding of artificial intelligence
• Improving the teaching and training of AI practitioners
• Guiding research planners and funders concerning the importance and potential of current AI developments and future directions

AAAI’s activities include:

• Organizing and sponsoring conferences, symposia, and workshops
• Publishing a quarterly magazine for all members
• Publishing a series of proceedings, including the annual proceedings for the AAAI Conference on Artificial Intelligence
• Advocating for members throughout the world through educational programs and governmental outreach
• Awarding grants and scholarships
Messaging
Voice & Tone

Our brand voice is the foundation of the messages that we are trying to convey through our communication and reflects our brand ethos.

Our brand tone is the style and attitude of our brand and how we want to sound to our audiences.

VOICE

The AAAI voice is reflective of our brand ethos. The members should truly feel that this is their organization and one that they can be proud of AAAI’s work and that their membership also confers those traits onto them.

TONE

The tone of AAAI is one of an “Expert as Equal.” We are inclusive and welcoming and do not talk down to anyone. While we are experts, so are our members and potential members, as they are peers in the scientific community.
AAAII is a global scientific society committed to the advancement of artificial intelligence. AAAII supports its members’ and partners’ research and responsible use of AI, shares those findings through events and publications, and increases public understanding as a community of experts in the field.

**Messaging**

**Core Message**

Our core messaging is the underlying message we want to express in each of our communications. This does not need to be stated in copy, it captures the spirit of the association that we try to convey through content and design.
Messaging
Copy Standards

Following language guidelines can help us to maintain a consistent and respectful tone, which will help strengthen the brand and our relationship with our audiences.

CAPITALIZATION

- **AAAI** is always capitalized
- **AI** is always capitalized, but artificial intelligence is not unless in standard usage (for example when at the beginning of a sentence or in a title).

VOCABULARY

- **AAAI** is read as Triple AI when speaking.
- **Association for the Advancement of Artificial Intelligence** is never used in speech or spelled out in print, except when used in the positioning statement or when discussing the original name of the association.
Logo Usage

A set of rules demonstrating the acceptable usage of AAAI’s logos

Primary Logo
Secondary Logos
Brand Mark
Clear Space
Minimum Sizes
Usage Restrictions
Logo Usage

Primary Logo

The primary logo for AAAI is the full-title version in full color. It should be used whenever possible, in both print and digital formats.

An inverse version of the primary logo is also available. This version may be used when placing the logo over a dark background.

When any version of the logo is placed on a website, it must be linked to AAAI.org.
Logo Usage

Primary Logo

There are three 1-color versions of the primary logo designed to be used in instances where 4-color printing is not an option. This may include, but is not limited to, black and white printing, screen printing, embroidery, embossing, and engraving.
Logo Usage
Secondary Logos

The first secondary logo for AAAI is the abbreviated version, which contains only the organization’s acronym. This version is optimal for small-scale implementations, as well as those where it is known what AAAI stands for.

An inverse version of this secondary logo is also available. This version may be used when placing the logo over a dark background.

When choosing the proper color format, apply the same rules as you would for the primary logo.

When any version of the logo is placed on a website, it must be linked to AAAI.org.
Logo Usage
Secondary Logos

There are three 1-color versions of this secondary logo designed to be used in instances where 4-color printing is not an option. This may include, but is not limited to, black and white printing, screen printing, embroidery, embossing, and engraving.
Logo Usage

Secondary Logos

The second secondary logo for AAAI is the combination abbreviated and full title version. This version is optimal for implementations where it’s important to indicate both the abbreviated and full title of the organization.

An inverse version of this secondary logo is also available. This version may be used when placing the logo over a dark background.

When choosing the proper color format, apply the same rules as you would for the primary logo.

When any version of the logo is placed on a website, it must be linked to AAAI.org.
Logo Usage
Secondary Logos

There are three 1-color versions of this secondary logo designed to be used in instances where 4-color printing is not an option. This may include, but is not limited to, black and white printing, screen printing, embroidery, embossing, and engraving.
Logo Usage
Brand Mark

AAAI's brand mark is a well-known symbol within the professional AI community as it has been attached to the organization since its founding over 40 years ago.

There may be special instances in which it’s acceptable for the brand mark to stand on its own, for example, on signage at AAAI events, as profile pictures on social media, as the website’s favicon, and on apparel.

When choosing the proper color format, apply the same rules as you would for the primary logo.

When any version of the logo is placed on a website, it must be linked to AAAI.org.
Logo Usage
Brand Mark

There are three 1-color versions of the brand mark designed to be used in instances where 4-color printing is not an option. This may include, but is not limited to, black and white printing, screen printing, embroidery, embossing, and engraving.
Logo Usage

Clear Space

Remember to keep ample spacing around all versions of the logo. The height of the mark’s smallest triangle at the logo’s given size can be used as a guide.

It is important to keep this space around the logo at all times, especially when using other logos or graphics near it.
Logo Usage
Minimum Sizes

Never implement the AAAI logos or marks at a size smaller than specified in both digital and print formats.

When the logos become smaller than these sizes, the text and design elements become difficult to read. Stick to these guidelines to ensure the AAAI logo is readable at all times.

### DIGITAL

- **Association for the Advancement of Artificial Intelligence**
  - 105 pixels

### PRINT

- **Association for the Advancement of Artificial Intelligence**
  - 1.5 inches
  - 3.81 centimeters

- **AAAI**
  - 0.7 inches
  - 1.778 centimeters

- **Association for the Advancement of Artificial Intelligence**
  - 1.7 inches
  - 4.318 centimeters

- **AAAI**
  - 0.5 inches
  - 1.27 centimeters
Logo Usage

Usage Restrictions

Do not implement any of the AAAI logos in the following formats:

🚫 Change the color of the logo
🚫 Stretch or squash the logo
🚫 Recreate the logo using a non-brand font
🚫 Place the logo over a background that makes it difficult to read
🚫 Tilt the logo or add other design elements, like a border or drop shadow
🚫 Rearrange elements of the logo
🚫 Use previous versions of the logo
🚫 Place other logos or elements within the logo’s clear space requirements

Read more on page 56 about how to appropriately alter the AAAI logo when developing the annual AAAI Conference brand.
Design Elements

*Expanded design elements that support AAAI’s visual brand identity beyond the logo*

Color Palette

Color Proportions

Accessible Color Combinations

Typography

Type Setting

Graphical Elements

Iconography

Photography
### Design Elements

#### Color Palette

The following swatches make up AAAI’s extended color palette, which has been designed to be as flexible as possible.

Primary Blue is AAAI’s main brand color and should be used when designing any collateral for the brand.

The remaining colors add depth and variety to the AAAI brand and should be used as noted on pages 30 and 31.

**PMS**
For spot-printing applications

**CMYK**
For 4-color printing

**RGB / HEX**
For all digital applications

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRIMARY BLUE</strong></td>
<td>PMS 654 C</td>
<td>CMYK 100 86 29 15</td>
<td>RGB 0 57 115</td>
<td>HEX 003973</td>
</tr>
<tr>
<td><strong>DARK BLUE</strong></td>
<td>PMS 648 C</td>
<td>CMYK 100 86 47 60</td>
<td>RGB 0 27 55</td>
<td>HEX 001b37</td>
</tr>
<tr>
<td><strong>BRIGHT BLUE</strong></td>
<td>PMS 2935 C</td>
<td>CMYK 90 70 0 0</td>
<td>RGB 10 59 255</td>
<td>HEX 0a3bff</td>
</tr>
<tr>
<td><strong>LIGHT BLUE</strong></td>
<td>PMS 650 C</td>
<td>CMYK 15 3 0 0</td>
<td>RGB 222 238 255</td>
<td>HEX deeeff</td>
</tr>
<tr>
<td><strong>LIGHT GRAY</strong></td>
<td>PMS Cool Gray 1 C</td>
<td>CMYK 6 4 5 0</td>
<td>RGB 243 243 243</td>
<td>HEX f3f3f3</td>
</tr>
<tr>
<td><strong>YELLOW</strong></td>
<td>PMS 137 C</td>
<td>CMYK 0 34 90 0</td>
<td>RGB 250 179 30</td>
<td>HEX fab31e</td>
</tr>
<tr>
<td><strong>WHITE</strong></td>
<td></td>
<td>CMYK 0 0 0 0</td>
<td>RGB 255 255 255</td>
<td>HEX ffffff</td>
</tr>
<tr>
<td><strong>BLACK</strong></td>
<td>PMS Black 6</td>
<td>CMYK 100 100 100 100</td>
<td>RGB 0 0 0</td>
<td>HEX 000000</td>
</tr>
</tbody>
</table>
Design Elements
Color
Proportions

This color wheel serves as a guide to the color proportions that should be considered when designing all branded materials.

- The AAAI brand leans heavily on Primary Blue.
- Dark Blue and White work well for backgrounds and typography.
- Light Blue and Light Gray should be reserved for background colors when needed.
- Bright Blue and Yellow are only to be used as accent colors.
- Black may be used when needed for setting paragraph text.
Design Elements
Accessible Color Combinations

The following color combinations pass the Web Content Accessibility Guidelines (WCAG) and may be used when designing materials for AAAI.

**WCAG Level AA**
**Strong Accessibility**
Offers contrast level of at least 4.5 to 1.

**WCAG Level AAA**
**Excellent Accessibility**
Offers contrast level of at least 7 to 1.
## Design Elements

### Typography

Two typefaces are used when creating brand-related design materials for AAAI — Rustica and Roboto.

Rustica is made up of several weights that are flexible enough to support multiple heading levels. It can be synced through Adobe Fonts by Adobe Creative Cloud subscribers or licensed through the typeface’s designer, TipoType.

When Rustica is not available, Roboto or Arial may be used in its place.

Roboto should be used when setting secondary- and tertiary-level information like paragraph copy, captions, meta information, buttons, etc. It can be downloaded through Google Fonts or synced through Adobe Fonts.

### CORE BRAND FONTS

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rustica Extra Bold</td>
<td>AaBbCcDdEe0123</td>
</tr>
<tr>
<td>Rustica Bold</td>
<td>AaBbCcDdEe0123</td>
</tr>
<tr>
<td>Rustica Medium</td>
<td>AaBbCcDdEe0123</td>
</tr>
<tr>
<td>Rustica Regular</td>
<td>AaBbCcDdEe0123</td>
</tr>
<tr>
<td>Rustica Semi Light</td>
<td>AaBbCcDdEe0123</td>
</tr>
<tr>
<td>Rustica Light</td>
<td>AaBbCcDdEe0123</td>
</tr>
<tr>
<td>Roboto Black</td>
<td>AaBbCcDdEe0123</td>
</tr>
<tr>
<td>Roboto Bold</td>
<td>AaBbCcDdEe0123</td>
</tr>
<tr>
<td>Roboto Medium</td>
<td>AaBbCcDdEe0123</td>
</tr>
<tr>
<td>Roboto Regular</td>
<td>AaBbCcDdEe0123</td>
</tr>
<tr>
<td>Roboto Light</td>
<td>AaBbCcDdEe0123</td>
</tr>
</tbody>
</table>
Design Elements

Type Setting
When setting and styling typography using AAAI’s core brand fonts, this sample may be used as a guide or starting point.

Layout
To help keep the layout clean and logical, adequate space around copy blocks is required. The spacing increments demonstrated are based on the x-height of the headline text and should never appear tighter than 2x stacked.

Type Size
A minimum type size of 6 points is recommended for all typefaces.

Justification
Left-aligned text layouts is the preferred orientation for all internal and external communications.

About AAAI’s Member Organization
The Association for the Advancement of Artificial Intelligence (AAAI) is the premier scientific society dedicated to advancing the scientific understanding of the mechanisms underlying thought and intelligent behavior and their embodiment in machines.

1101 Pennsylvania Avenue, NW
Suite 300
Washington, DC 20004

info@AAAI.org
1-202-360-4062
AAAI.org
Design Elements
Graphical Elements

The particle wave graphical element is a supporting visual feature of AAAI’s brand. It is intended to abstractly convey technological activity, mirroring the spirit of AAAI’s ever-evolving organization.

When designing with this element, remember that it should never distract, but rather support the story and essence of AAAI.
## Design Elements

### Iconography

#### Style
A set of monoline-style icons have been developed for AAAI. Brevity and clarity are key. Icons are illustrated in a simplified manner with as few details as possible to clearly communicate the message.

#### Stroke
All icons should appear even in weight with a butt cap, miter join corner, and stroke aligned center.

#### Consistency
All icons should work harmoniously with one another, maintaining the same stylistic rules throughout.

#### Color
The icons should always remain transparent with a solid outline. When applying a palette color to the stroke, remember to check for contrast accessibility as demonstrated on page 31.
Design Elements
Photography

When sourcing stock photography for AAAI, always select images that are well-lit, convey a concise message, and contain a clear focal point. Photography should always remain free of oversaturated tones, artistic filters, etc.

AAAI is a worldwide organization, and the subjects shown within photography should be reflective of that.

There may be instances in which copy needs to overlay photography. In those instances, a brand palette gradient may be overlaid to increase readability of the copy.

AAAI Members
Brand Expression

A demonstration of how the AAAI logos and design elements should work together to tell a complete brand story

Website Logo & Favicon

Social Media Channels & Profile Picture

Digital Type Styling

Design Samples
Brand Expression
Website Logo & Favicon

When building an online presence for AAAI, the following logo and favicon should be used to communicate the organization's identity.

When posted on a website, the logo must be linked to AAAI.org.
Brand Expression
Social Media Channels & Profile Picture

To maintain a consistent digital presence, use the inverse brand mark on a primary blue background or the full color brand mark on a white background in all social media profile pictures.

LinkedIn
linkedin.com/company/association-for-the-advancement-of-artificial-intelligence-aaai/

Facebook
facebook.com/AAAIOrg/

X
x.com/RealAAAI

YouTube
youtube.com/@RealAAAI

Always leave ample spacing between the brand mark and the edge of the frame

Avoid implementations of the brand mark that cause difficulty reading, cropping, etc.
Part 1 | AAAI

AAAI Brand Guidelines

Brand Expression
Digital Type Styling

Visual brand consistency is achieved by adhering to these type styles for headings, paragraphs, and buttons when creating digital content for AAAI.

This may include, but is not limited to, email marketing, website design, and on-screen presentations.

DARK BACKGROUND

Heading 1
Rustica, Medium, #ffffff

Heading 2
Rustica, Medium, #ffffff

Heading 3
Rustica, Regular, #ffffff

HEADING 4
Rustica, Bold, All Caps, #ffffff

Heading 5
Rustica, Bold, #ffffff

Paragraph lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Roboto, Medium, #003973

Button Style 1
Normal State:
Roboto, Bold, #0a3bff,
Outlined

Hover State:
Roboto, Bold, #0a3bff,
Filled

Button Style 2
Normal State:
Roboto, Bold, #0a3bff

Hover State:
Roboto, Bold, #0a3bff,
Underlined

LIGHT BACKGROUND

Heading 1
Rustica, Medium, #003973

Heading 2
Rustica, Medium, #003973

Heading 3
Rustica, Regular, #003973

HEADING 4
Rustica, Bold, All Caps, #003973

Heading 5
Rustica, Bold, #003973

Paragraph lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Roboto, Medium, #00000

Button Style 1
Normal State:
Roboto, Bold, #fab31e,
Outlined

Hover State:
Roboto, Bold, #fab31e,
Filled

Button Style 2
Normal State:
Roboto, Bold, #fab31e

Hover State:
Roboto, Bold, #fab31e,
Underlined
Brand Expression

Stationery

The following design samples are examples of how AAAI’s brand elements are properly implemented.

Letterhead

Employee Name
Position

info@AAAI.org
1-202-340-4062
AAAI.org

Business card
The following design samples are examples of how AAAI’s brand elements are properly implemented.
Brand Expression
Apparel

The following design samples are examples of how AAAI’s brand elements are properly implemented.

Enamel lapel pin

Tote bag
Brand Expression
Digital Graphics

The following design samples are examples of how AAAI’s brand elements are properly implemented.

Social media posts promoting AAAI’s online resources
Asset Index

A directory of AAAI’s logo files for digital and print formats

Digital Use Files
Print Use Files
Asset Index
Digital Use Files

Primary
This chart is a quick reference for identifying the appropriate files needed for digital applications.

Folder Path: AAAI Logo → Digital → Primary (Full Title)

AAAI-Logo-Title-FullColor.jpg
AAAI-Logo-Title-FullColor.png
AAAI-Logo-Title-FullColor.svg

AAAI-Logo-Title-Inverse.png
AAAI-Logo-Title-Inverse.svg

AAAI-Logo-Title-Blue.jpg
AAAI-Logo-Title-Blue.png
AAAI-Logo-Title-Blue.svg

AAAI-Logo-Title-White.png
AAAI-Logo-Title-White.svg

AAAI-Logo-Title-Black.jpg
AAAI-Logo-Title-Black.png
AAAI-Logo-Title-Black.svg
Asset Index
Digital Use Files

Secondary
This chart is a quick reference for identifying the appropriate files needed for digital applications.

Folder Path: AAAI Logo → Digital → Secondary (Abbreviated)

- AAAI-Logo-Arrow-FullColor.jpg
- AAAI-Logo-Arrow-FullColor.png
- AAAI-Logo-Arrow-FullColor.svg

- AAAI-Logo-Arrow-White.png
- AAAI-Logo-Arrow-White.svg

- AAAI-Logo-Arrow-Black.jpg
- AAAI-Logo-Arrow-Black.png
- AAAI-Logo-Arrow-Black.svg
Asset Index
Digital Use Files

**Secondary**
This chart is a quick reference for identifying the appropriate files needed for digital applications.

**Folder Path:** AAAI Logo → Digital → Secondary (Abbreviated + Full Title)

- AAAI-Logo-Abbrev+Title-FullColor.jpg
- AAAI-Logo-Abbrev+Title-FullColor.png
- AAAI-Logo-Abbrev+Title-FullColor.svg

- AAAI-Logo-Abbrev+Title-Blue.jpg
- AAAI-Logo-Abbrev+Title-Blue.png
- AAAI-Logo-Abbrev+Title-Blue.svg

- AAAI-Logo-Abbrev+Title-Black.jpg
- AAAI-Logo-Abbrev+Title-Black.png
- AAAI-Logo-Abbrev+Title-Black.svg

- AAAI-Logo-Abbrev+Title-Inverse.png
- AAAI-Logo-Abbrev+Title-Inverse.svg

- AAAI-Logo-Abbrev+Title-White.png
- AAAI-Logo-Abbrev+Title-White.svg
Asset Index
Digital Use Files

Brand Mark
This chart is a quick reference for identifying the appropriate files needed for digital applications.

Folder Path: AAAI Logo → Digital → Mark

<table>
<thead>
<tr>
<th>Digital Use Files</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAAI-Logo-Mark-FullColor.jpg</td>
</tr>
<tr>
<td>AAAI-Logo-Mark-FullColor.png</td>
</tr>
<tr>
<td>AAAI-Logo-Mark-FullColor.svg</td>
</tr>
<tr>
<td>AAAI-Logo-Mark-Inverse.png</td>
</tr>
<tr>
<td>AAAI-Logo-Mark-Inverse.svg</td>
</tr>
<tr>
<td>AAAI-Logo-Mark-Blue.jpg</td>
</tr>
<tr>
<td>AAAI-Logo-Mark-Blue.png</td>
</tr>
<tr>
<td>AAAI-Logo-Mark-Blue.svg</td>
</tr>
<tr>
<td>AAAI-Logo-Mark-White.png</td>
</tr>
<tr>
<td>AAAI-Logo-Mark-White.svg</td>
</tr>
<tr>
<td>AAAI-Logo-Mark-Black.jpg</td>
</tr>
<tr>
<td>AAAI-Logo-Mark-Black.png</td>
</tr>
<tr>
<td>AAAI-Logo-Mark-Black.svg</td>
</tr>
</tbody>
</table>
Asset Index
Print Use Files

Primary
This chart is a quick reference for identifying the appropriate files needed for print applications.

Folder Path: AAAI Logo → Print → Primary (Full Title)

AAAI-Logo-Title-FullColor.eps
AAAI-Logo-Title-FullColor.jpg

AAAI-Logo-Title-Inverse.tif

AAAI-Logo-Title-Blue.eps
AAAI-Logo-Title-Blue.jpg
AAAI-Logo-Title-White.eps

AAAI-Logo-Title-Black.eps
AAAI-Logo-Title-Black.jpg
Asset Index
Digital Use Files

Secondary
This chart is a quick reference for identifying the appropriate files needed for print applications.

Folder Path: AAAI Logo → Print → Secondary (Abbreviated)

- AAAI-Logo-Abbrev-FullColor.eps
- AAAI-Logo-Abbrev-FullColor.jpg
- AAAI-Logo-Abbrev-Inverse.tif
- AAAI-Logo-Abbrev-Blue.eps
- AAAI-Logo-Abbrev-Blue.jpg
- AAAI-Logo-Abbrev-White.eps
- AAAI-Logo-Abbrev-Black.eps
- AAAI-Logo-Abbrev-Black.jpg
Asset Index
Digital Use Files

Secondary
This chart is a quick reference for identifying the appropriate files needed for print applications.

**Folder Path**: AAAI Logo → Print → Secondary (Abbreviated + Full Title)

<table>
<thead>
<tr>
<th>File Name</th>
<th>File Extension</th>
<th>File Description</th>
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</thead>
<tbody>
<tr>
<td>AAAI-Logo-Abbrev+Title-FullColor.eps</td>
<td></td>
<td>Full Color File</td>
</tr>
<tr>
<td>AAAI-Logo-Abbrev+Title-FullColor.jpg</td>
<td></td>
<td>Full Color File</td>
</tr>
<tr>
<td>AAAI-Logo-Abbrev+Title-Inverse.tif</td>
<td></td>
<td>Inverse File</td>
</tr>
<tr>
<td>AAAI-Logo-Abbrev+Title-Blue.eps</td>
<td></td>
<td>Blue File</td>
</tr>
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<td>AAAI-Logo-Abbrev+Title-Blue.jpg</td>
<td></td>
<td>Blue File</td>
</tr>
<tr>
<td>AAAI-Logo-Abbrev+Title-White.eps</td>
<td></td>
<td>White File</td>
</tr>
<tr>
<td>AAAI-Logo-Abbrev+Title-Black.eps</td>
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Asset Index
Digital Use Files

Brand Mark
This chart is a quick reference for identifying the appropriate files needed for print applications.

Folder Path: AAAI Logo → Print → Mark

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Part 2
Sub Brands
AAAII/IAAI/EAAI Conference

Instructions on how to use the AAAII/IAAI/EAAI Conference brand

Logos
Color & Typography
Photography
Design Samples
Part 2 | Sub Brands

AAAI/IAAI/EAAI Conference Logos

The AAAI Conference on Artificial Intelligence takes place annually and is AAAI’s largest conference.

When creating the event’s annual brand mark, the AAAI logo may be altered to include a symbol representing the host city or country. When making this temporary alteration to the logo, it is imperative that the original AAAI brand mark is still recognizable.

Shown here are past conference brand marks that demonstrate how to properly alter the logo. Keep in mind that the logo should be created in such a way that it is easily adaptable on light and dark backgrounds and can operate well on large and small scales.

AAAI-23 BRAND MARK
Washington, DC, USA

AAAI-24 BRAND MARK
Vancouver, Canada
Part 2 | Sub Brands

AAAI/IAAI/EAAI Conference Logos

The lockups shown here are needed when building the final set of logo files for any AAAI conference. This includes:

1. Brand mark
2. Brand mark with all partner organizations in horizontal format
3. Brand mark with all partner organizations, event dates, and event city and country in horizontal format
4. Brand mark with all partner organizations in vertical format
5. Brand mark with all partner organizations, event dates, and event city and country in vertical format
Part 2 | Sub Brands

AAAI/IAAI/EAAI Conference

Color & Typography

Maintain consistency with the AAAI brand by using Primary Blue, Dark Blue, and White in designed materials. These selected colors also allow for flexibility when designing.

When approved, an accent color that is relevant to the city in which the event is taking place may be used to further enhance the designed materials. For example, a shade of red was added to the palette when the event took place in Vancouver, Canada.

Set all copy in Rustica.

COLOR

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TYPOGRAPHY

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Part 2 | Sub Brands

AAAI/IAAI/EAAI Conference Photography

A stock photo of the city in which the conference will take place is often used in the event’s promotional materials. This photo should also be reflective of the correct season.

Select a simple photo or one that has an ample amount of open space to allow for overlaying copy when designing.

Past conferences have been captured by professional photographers, and those photos may also be used when promoting the event.

Photography should always remain free of oversaturated tones, artistic filters, etc.

Stock city photography

Professional event photography of past AAAI/IAAI/EAAI conferences
Part 2 | Sub Brands

AAAI/IAAI/EAAI Conference Design Samples

The following design samples are past examples of how the AAAI/IAAI/EAAI Conference brand elements are properly implemented.

Registration counters

Lanyard holders

Wayfinding signage
Part 2 | Sub Brands

AAAI Symposium Series

Instructions on how to use the AAAI Symposium Series brand

Logos
Color & Typography
Photography
Design Elements
Design Samples
AAAI Symposium Series Logos

The AAAI Symposium Series is comprised of three seasonal symposia occurring on an annual basis in spring, summer, and fall.

Each season’s logo is differentiated by its own accent color, which is then carried throughout all designed signage and event materials.

When referring to each of the symposia, always list AAAI, followed by the season, Symposium, and the current year.

Full-color, inverse, and 1-color logos are available for each version.
Part 2 | Sub Brands

AAAI Symposium Series
Color & Typography

Maintain consistency with the AAAI brand by using Primary Blue, Dark Blue, and White in designed materials. These selected colors also allow for flexibility when designing.

Each symposium is assigned an accent color, as noted on the swatch. To add depth and variety, the paired gradient is unique to each event may be used sparingly when appropriate.

Set all copy in Rustica.

### COLOR

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<thead>
<tr>
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<table>
<thead>
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### TYPOGRAPHY

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AAAI Symposium Series
Photography

A stock photo of the city in which the symposium will take place is often used in the event’s promotional materials. This photo should also be reflective of the correct season.

Photography should always remain free of oversaturated tones, artistic filters, etc.
Maintain consistency with the AAAI brand by incorporating the particle wave element set in the season’s assigned accent color into design materials.

When designing with this element, remember that it should never distract, but rather, support the story and essence of AAAI and the symposia.

A floor plan using the AAAI Symposium Series’ color palette and typography may be created to help direct attendees through the event.
Part 2 | Sub Brands

AAAI Symposium Series

Design Samples

The following design samples are examples of how the AAAI Symposium Series brand elements are properly implemented.
Partner Conferences

A directory of logos for AAAI-affiliated conferences

Logos
Part 2 | Sub Brands

Partner Conferences Logos

AAAI partners with a number of smaller conference organizations that discuss, research, and use artificial intelligence in their respective disciplines.

For more information on how to use these logos, contact info@AAAI.org to be connected with the appropriate conference committee member.
Contact

This brand manual and the branded elements contained within were developed in collaboration with stakeholders at the Association for the Advancement of Artificial Intelligence (AAAI) and Shift Collaborative.

For questions regarding the use of brand assets or messaging and communications support, please contact:

Meredith Ellison, AAAI Executive Director
ellison@AAAI.org