



**Association for the
Advancement of
Artificial Intelligence**

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

AAAI

About

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

Introduction

Vision & Mission

Brand Ethos

Audience

Boilerplate

About
Introduction



**Association for the
Advancement of
Artificial Intelligence**

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 AAI

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](https://www.aaai.org)

Messaging

A framework demonstrating how AAI 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 AAI 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 AAI's work and that their membership also confers those traits onto them.

TOPE

The tone of AAI 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.

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.

AAAI is a global scientific society committed to the advancement of artificial intelligence. AAI 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 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 AAI's logos

Primary Logo

Secondary Logos

Brand Mark

Clear Space

Minimum Sizes

Usage Restrictions

Logo Usage

Primary Logo

The primary logo for AAI 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.

Primary logo, full-color



**Association for the
Advancement of
Artificial Intelligence**

Primary logo, inverse



**Association for the
Advancement of
Artificial Intelligence**

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.

Primary logo, 1-color, blue



Primary logo, 1-color, white



Primary logo, 1-color, black



Logo Usage Secondary Logos

The first secondary logo for AAI 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 AAI 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 AAI.org.

Abbreviated logo, full-color



Abbreviated logo, inverse



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.

Abbreviated logo, 1-color, blue



Abbreviated logo, 1-color, white



Abbreviated logo, 1-color, black



Logo Usage Secondary Logos

The second secondary logo for AAI 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.

Abbreviated and full title logo, full-color



Abbreviated and full title logo, inverse



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.

Abbreviated + full title logo, 1-color, blue



Abbreviated + full title logo, 1-color, white



Abbreviated + full title logo, 1-color, black



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.

Brand mark, full-color



Brand mark, inverse



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.

Brand mark, 1-color, blue



Brand mark, 1-color, white



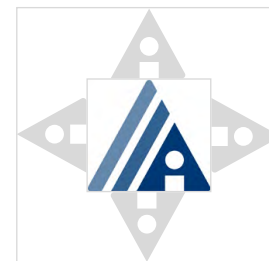
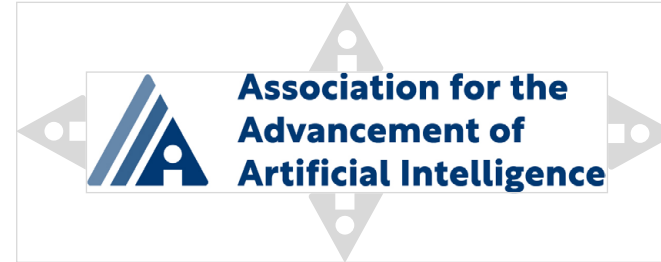
Brand mark, 1-color, black



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.

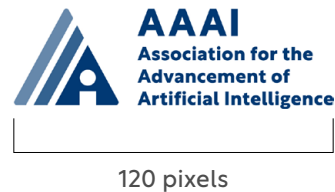
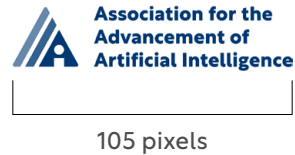


Logo Usage Minimum Sizes

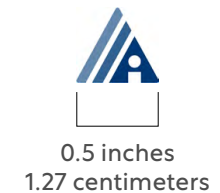
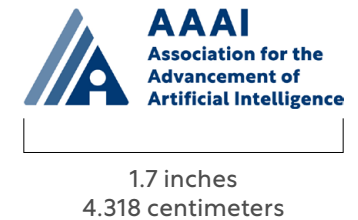
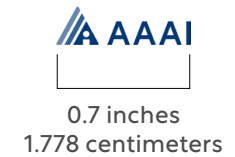
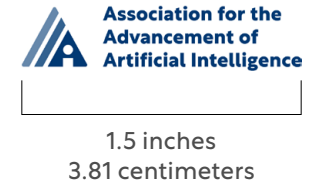
Never implement the AAI logos or marks at a size smaller than specified in both digital and print formats.

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

DIGITAL



PRINT

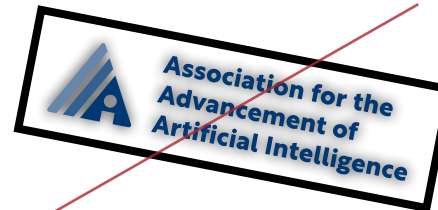
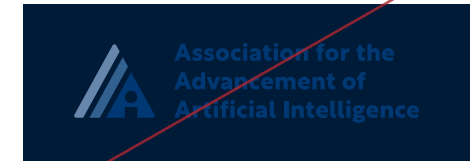


Logo Usage Usage Restrictions

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 AAI'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 AAI's extended color palette, which has been designed to be as flexible as possible.

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

The remaining colors add depth and variety to the AAI brand and should be used as noted on [pages 30](#) and [31](#).

PMS

For spot-printing applications

CMYK

For 4-color printing

RGB / HEX

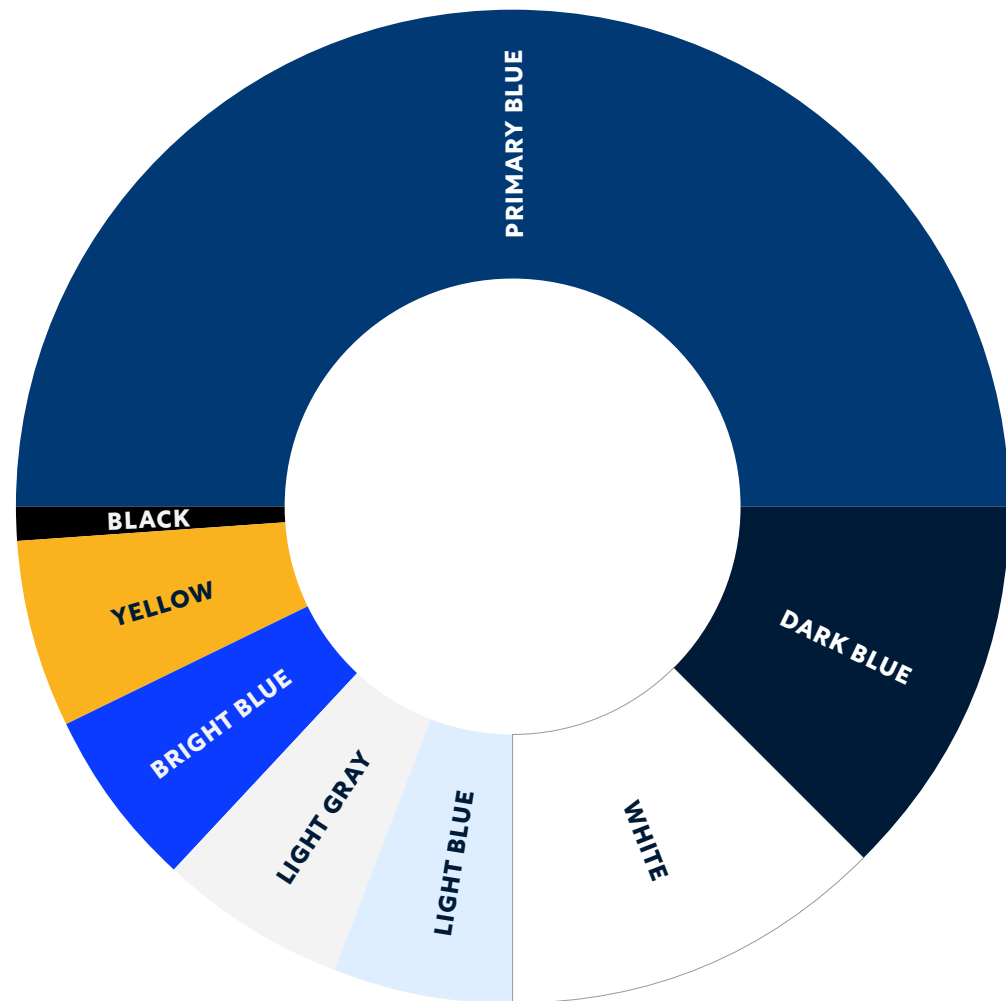
For all digital applications

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

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 AAI 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 AAI.

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 AAI — 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

AaBbCcDdEe0123

AaBbCcDdEe0123

AaBbCcDdEe0123

AaBbCcDdEe0123

AaBbCcDdEe0123

AaBbCcDdEe0123

AaBbCcDdEe0123

AaBbCcDdEe0123

AaBbCcDdEe0123

AaBbCcDdEe0123

AaBbCcDdEe0123

Rustica Extra Bold

Rustica Bold

Rustica Medium

Rustica Regular

Rustica Semi Light

Rustica Light

Roboto Black

Roboto Bold

Roboto Medium

Roboto Regular

Roboto Light

Design Elements Type Setting

When setting and styling typography using AAI'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 AAI'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.

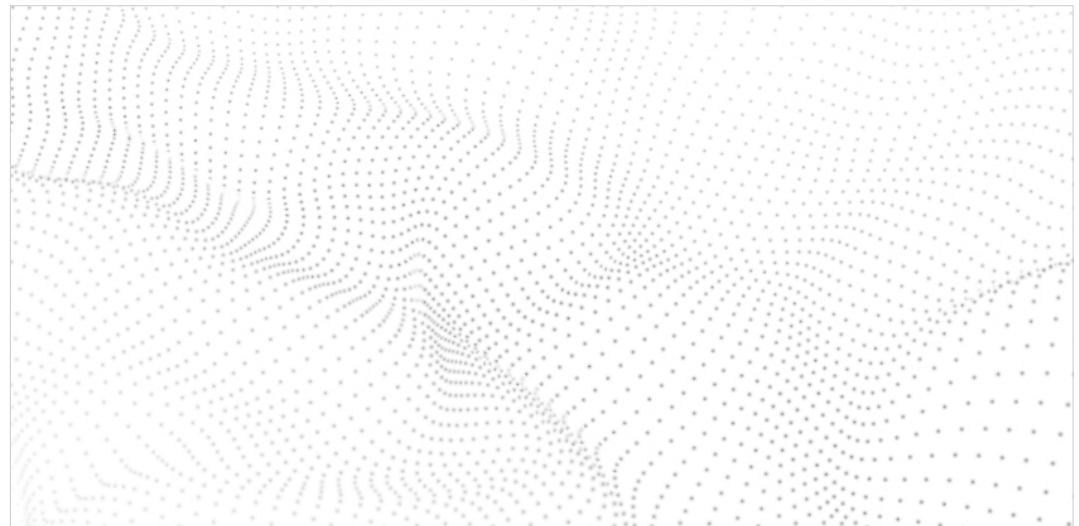
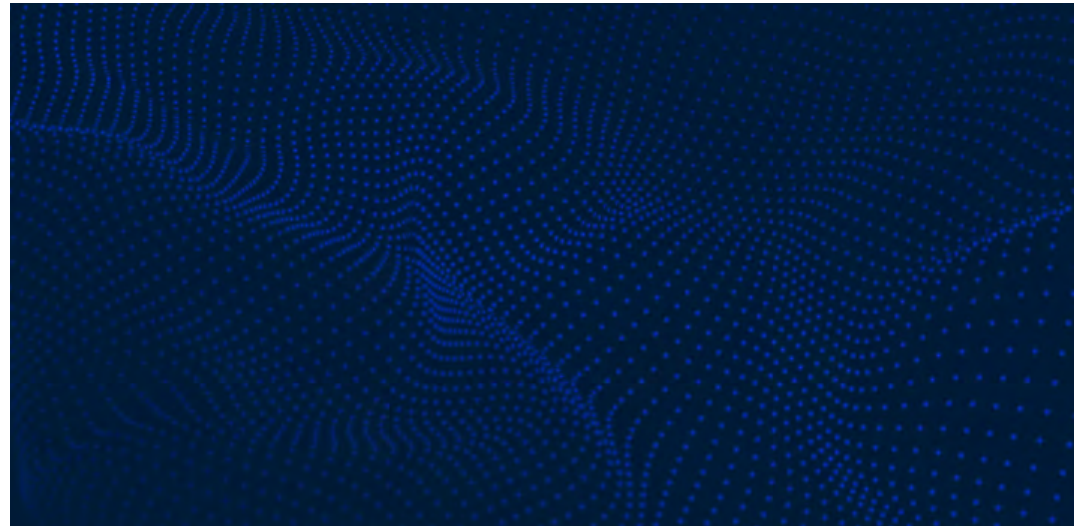
1101 Pennsylvania Avenue, NW
Suite 300
Washington, DC 20004

info@AAAI.org
1-202-360-4062
AAAI.org

Design Elements Graphical Elements

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

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



Design Elements Iconography

Style

A set of monoline-style icons have been developed for AAI. 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](#).

MAIN MENU ICONS

Conferences & Symposia



Publications



AI Magazine



Membership



Career Center



About AAI



AI Topics



Contact



Ethics & Diversity



UTILITY ICONS

Search



Menu Open



Menu Close



Dropdown Menu



Forward Arrow



User



Loading



Alert



Design Elements Photography

When sourcing stock photography for AAI, 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.

AAI 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.



Brand Expression

A demonstration of how the AAI 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 AAI, 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.



Logo



Favicon

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/](https://www.linkedin.com/company/association-for-the-advancement-of-artificial-intelligence-aaai/)

Facebook

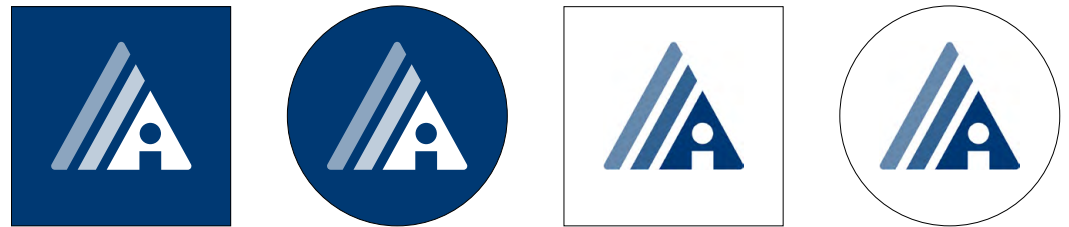
[facebook.com/AAAIorg/](https://www.facebook.com/AAAIorg/)

X

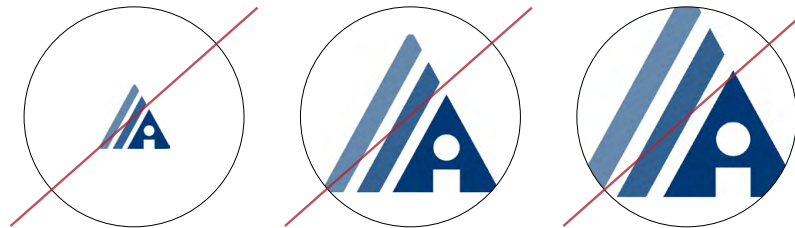
x.com/RealAAAI

YouTube

[youtube.com/@RealAAAI](https://www.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.

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 AAI.

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, #ffffff

Button Style 1

Normal State:
Roboto, Bold, #fab31e,
Outlined

Button Style 1

Hover State:
Roboto, Bold, #fab31e,
Filled

Button Style 2 →

Normal State:
Roboto, Bold, #fab31e

Button Style 2 →

Hover State:
Roboto, Bold, #fab31e,
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, #000000

Button Style 1

Normal State:
Roboto, Bold, #0a3bff,
Outlined

Button Style 1

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

Button Style 2 →

Normal State:
Roboto, Bold, #0a3bff

Button Style 2 →

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

Brand Expression Stationery

The following design samples are examples of how AAI's brand elements are properly implemented.



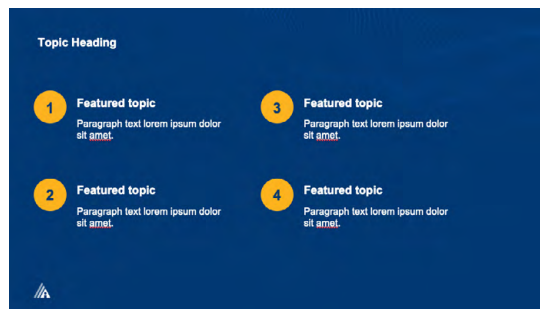
Letterhead



Business card

Brand Expression Slide Decks

The following design samples are examples of how AAI's brand elements are properly implemented.



Brand Expression Apparel

The following design samples are examples of how AAI's brand elements are properly implemented.



Enamel lapel pin



Tote bag

Brand Expression Digital Graphics

The following design samples are examples of how AAI's brand elements are properly implemented.



Social media posts promoting AAI's online resources

Asset Index

A directory of AAI'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: AAI Logo → Digital → Primary (Full Title)



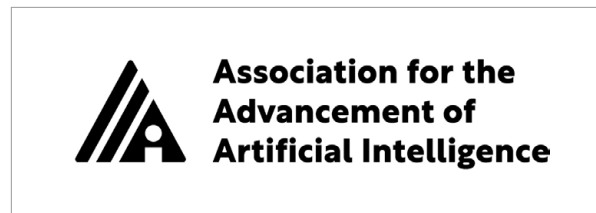
AAAI-Logo-Title-FullColor.jpg
AAAI-Logo-Title-FullColor.png
AAAI-Logo-Title-FullColor.svg

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)



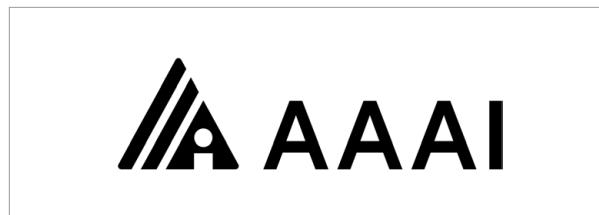
AAAI-Logo-Abbrev-FullColor.jpg
AAAI-Logo-Abbrev-FullColor.png
AAAI-Logo-Abbrev-FullColor.svg

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



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

AAAI-Logo-Abbrev-White.png
AAAI-Logo-Abbrev-White.svg



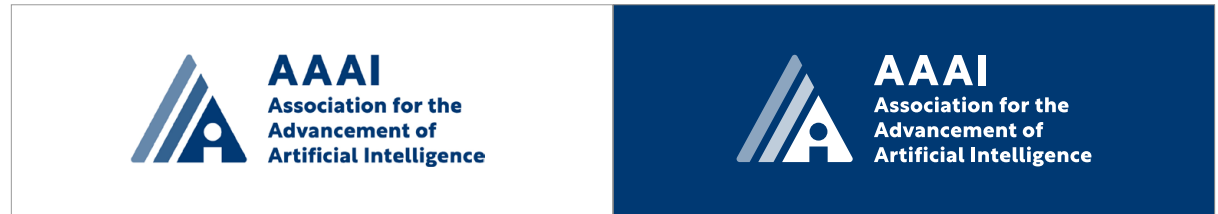
AAAI-Logo-Abbrev-Black.jpg
AAAI-Logo-Abbrev-Black.png
AAAI-Logo-Abbrev-Black.svg

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



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

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



AAAI-Logo-Abbrev+Title-Black.jpg
AAAI-Logo-Abbrev+Title-Black.png
AAAI-Logo-Abbrev+Title-Black.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: AAI Logo → Digital → Mark



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



AAAI-Logo-Mark-Inverse.png
AAAI-Logo-Mark-Inverse.svg



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



AAAI-Logo-Mark-White.png
AAAI-Logo-Mark-White.svg



AAAI-Logo-Mark-Black.jpg
AAAI-Logo-Mark-Black.png
AAAI-Logo-Mark-Black.svg

Asset Index Print Use Files

Primary

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

Folder Path: AAI 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)



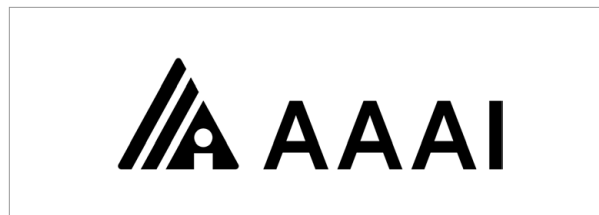
AAAI-Logo-Abbrev-FullColor.eps
AAAI-Logo-Abbrev-FullColor.jpg

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

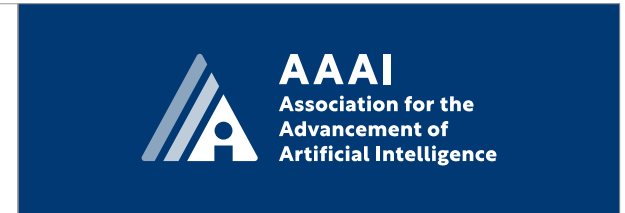
Secondary

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

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



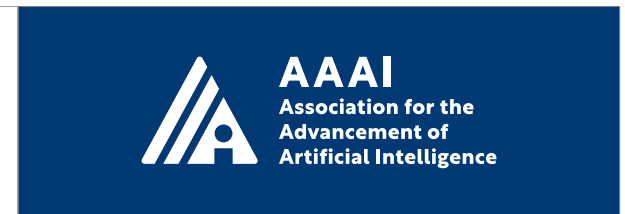
AAAI-Logo-Abbrev+Title-FullColor.eps
AAAI-Logo-Abbrev+Title-FullColor.jpg



AAAI-Logo-Abbrev+Title-Inverse.tif



AAAI-Logo-Abbrev+Title-Blue.eps
AAAI-Logo-Abbrev+Title-Blue.jpg



AAAI-Logo-Abbrev+Title-White.eps



AAAI-Logo-Abbrev+Title-Black.eps
AAAI-Logo-Abbrev+Title-Black.jpg

Asset Index Digital Use Files

Brand Mark

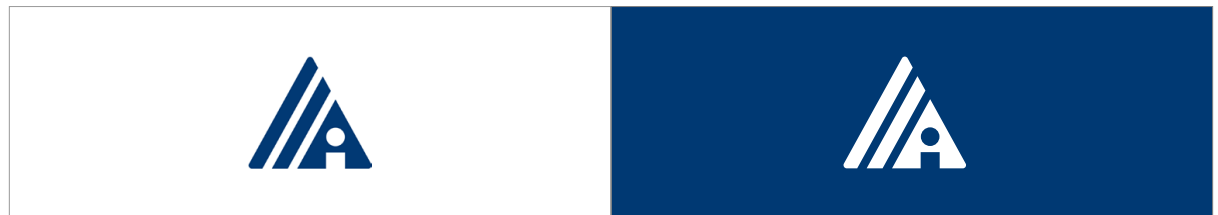
This chart is a quick reference for identifying the appropriate files needed for print applications.

Folder Path: AAI Logo → Print → Mark



AAAI-Logo-Mark-FullColor.eps
AAAI-Logo-Mark-FullColor.jpg

AAAI-Logo-Mark-Inverse.tif



AAAI-Logo-Mark-Blue.eps
AAAI-Logo-Mark-Blue.jpg

AAAI-Logo-Mark-White.eps



AAAI-Logo-Mark-Black.eps
AAAI-Logo-Mark-Black.jpg

Part 2

Sub Brands

AAAI/IAAI/EAAI Conference

Instructions on how to use the AAAI/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



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



AAAI/IAAI/EAII 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

PRIMARY BLUE PMS 654 C	DARK BLUE PMS 648 C	WHITE
CMYK 100 86 29 15	CMYK 100 86 47 60	CMYK 0 0 0 0
RGB 0 57 115	RGB 0 27 55	RGB 255 255 255
HEX 003973	HEX 001b37	HEX ffffff

TYPOGRAPHY

AaBbCcDdEe0123
AaBbCcDdEe0123
AaBbCcDdEe0123
AaBbCcDdEe0123
AaBbCcDdEe0123
AaBbCcDdEe0123

Rustica Extra Bold
Rustica Bold
Rustica Medium
Rustica Regular
Rustica Semi Light
Rustica Light

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

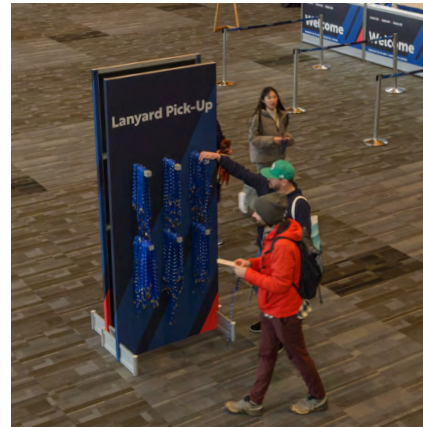


AAAI/IAAI/EAAI Conference Design Samples

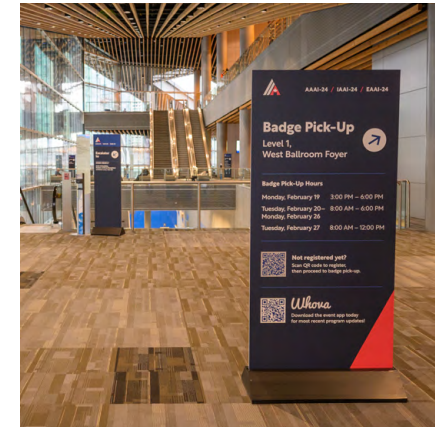
The following design samples are past examples of how the AAAI/IAAI/EAAI Conference brand elements are properly implemented.



Registration counters



Lanyard holders



Wayfinding signage

AAAI Symposium Series

Instructions on how to use the AAAI Symposium Series brand

Logos

Color & Typography

Photography

Design Elements

Design Samples

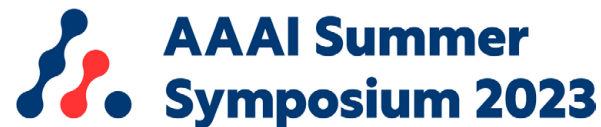
AAAI Symposium Series Logos

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.



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

PRIMARY BLUE PMS 654 C CMYK 100 86 29 15 RGB 0 57 115 HEX 003973	DARK BLUE PMS 648 C CMYK 100 86 47 60 RGB 0 27 55 HEX 001b37	WHITE CMYK 0 0 0 0 RGB 255 255 255 HEX ffffff
SPRING LAVENDER PMS 257 C CMYK 18 44 0 0 RGB 204 153 204 HEX cc99cc	SUMMER RED PMS 032 C CMYK 0 92 83 0 RGB 255 51 51 HEX ff3333	FALL PURPLE PMS 248 C CMYK 37 98 3 0 RGB 168 40 140 HEX a8288c
LAVENDER → RED GRADIENT	RED → PURPLE GRADIENT	PURPLE → LAVENDER GRADIENT

TYPOGRAPHY

AaBbCcDdEe0123
AaBbCcDdEe0123
AaBbCcDdEe0123
AaBbCcDdEe0123
AaBbCcDdEe0123
AaBbCcDdEe0123

Rustica Extra Bold
Rustica Bold
Rustica Medium
Rustica Regular
Rustica Semi Light
Rustica Light

Part 2 | Sub Brands

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.



Stock city and event location photography

AAAI Symposium Series Design Elements

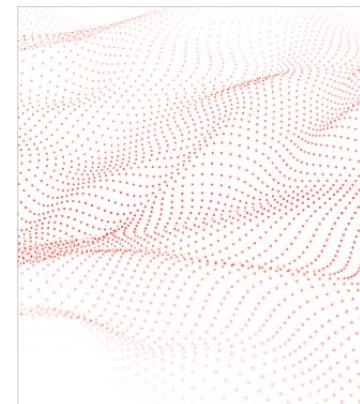
Maintain consistency with the AAAI brand by incorporating the particle wave element set in the season's assigned accent color into design materials.

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

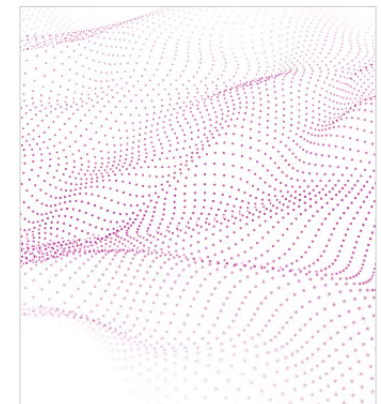
A floor plan using the AAAI Symposium Series' color palette and typography may be created to help direct attendees through the event.



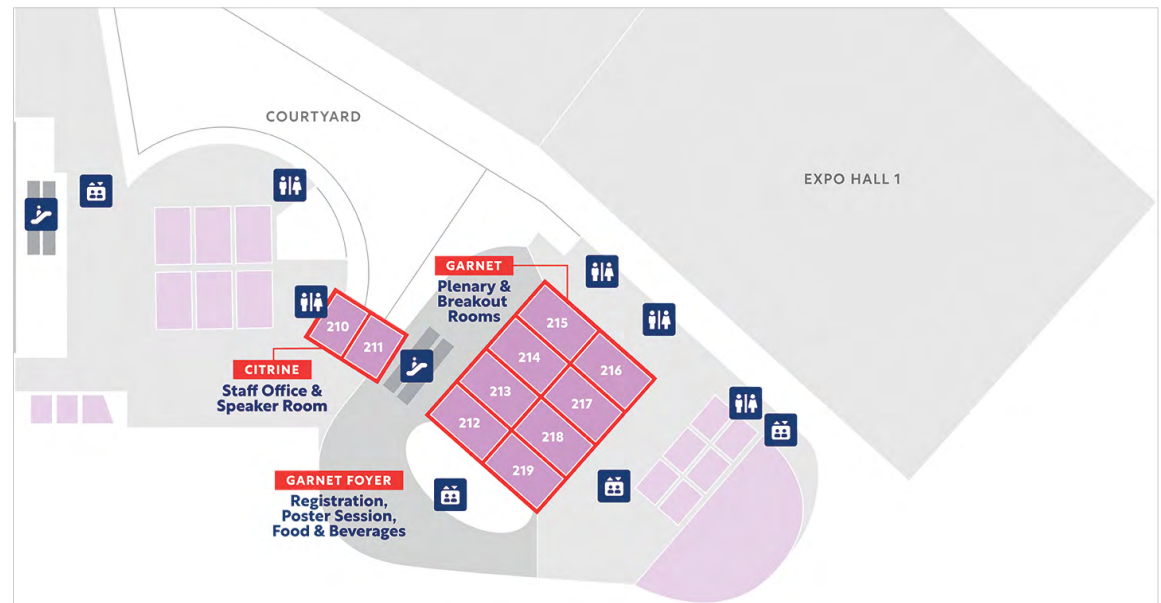
Spring particle wave



Summer particle wave



Fall particle wave



Floor plan design

AAAI Symposium Series Design Samples

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



Poster event signage



Certificate template



Social media post

Partner Conferences

A directory of logos for AAI-affiliated conferences

Logos

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.

AIES



AAAI / ACM conference on
**ARTIFICIAL INTELLIGENCE,
ETHICS, AND SOCIETY**

AIIDE



The AAAI Conference
on Artificial Intelligence
and Interactive
Digital Entertainment

HCOMP



IAAI



ICWSM



ICWSM

International
AAAI Conference
on Web and Social Media

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:

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ellison@AAAI.org