



BRAND GUIDELINE

THE DEFINITION
OF THE BRAND
GUIDELINES v1.0

HYPER-AI

Revolutionising big data applications
with autonomous cloud-to-edge resources

Responsible Agency:

Trust-IT Services srl

Creation date:

April 2024



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LOGO- TYPES

HYPER-AI

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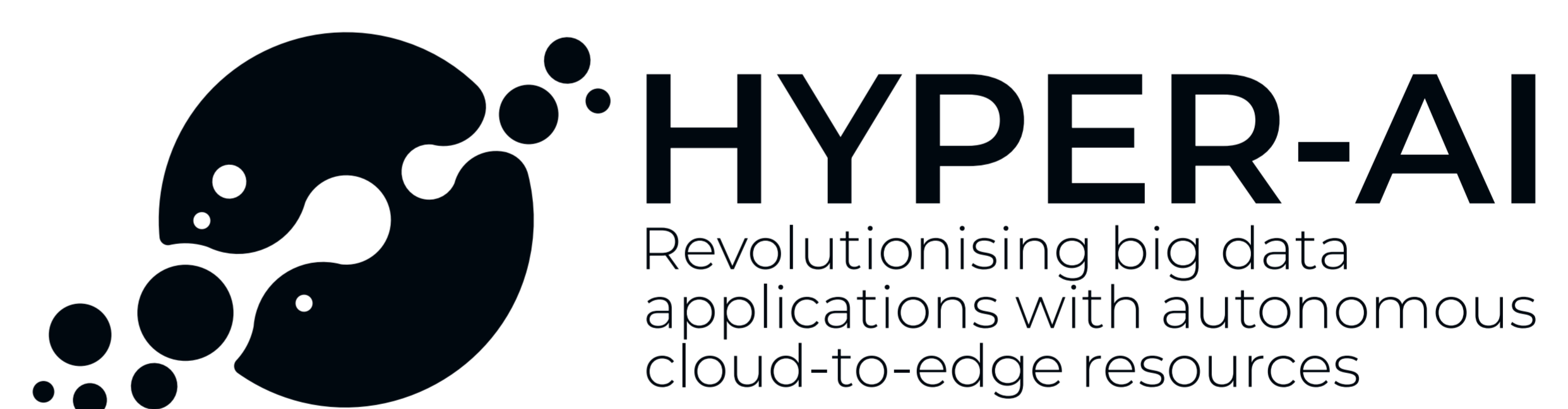
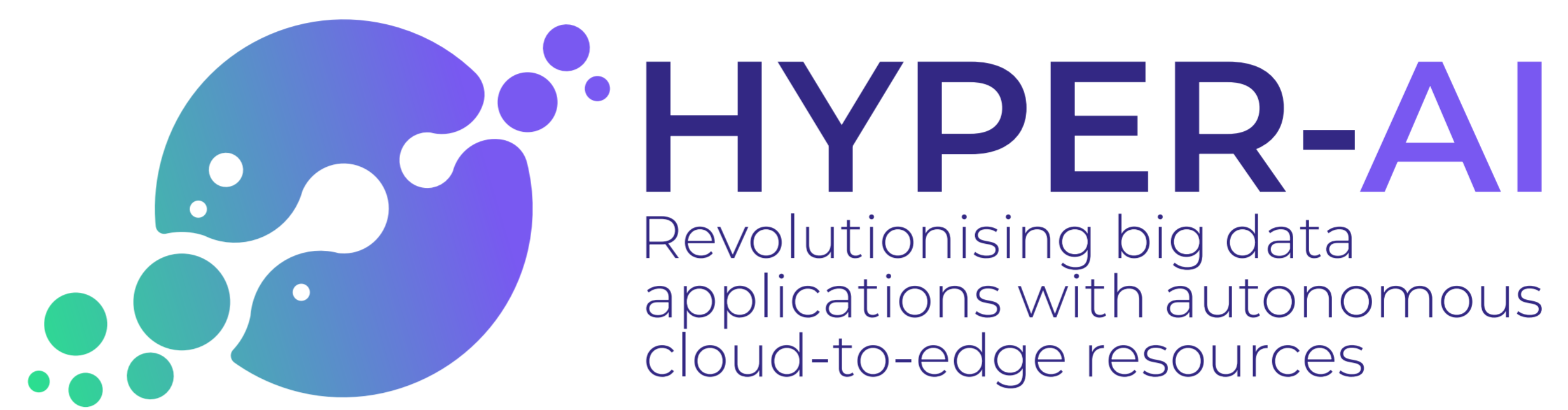
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RECOMMENDED FORMATS:

.eps | .svg | .ai | .png

CORPORATE LOGOTYPES



INCORRECT LOGO APPLICATIONS





COLOR SYSTEM

HYPER-AI

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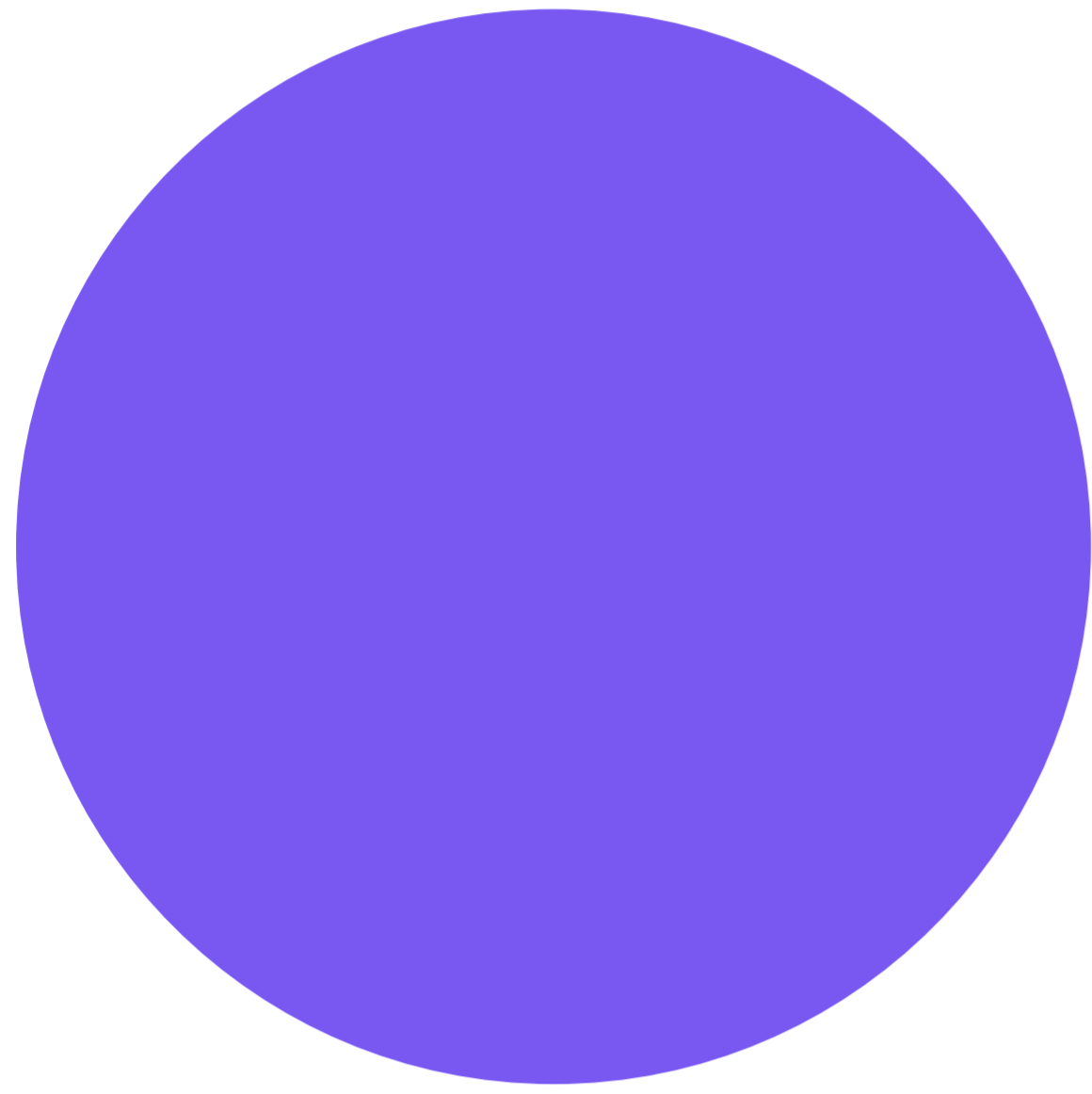
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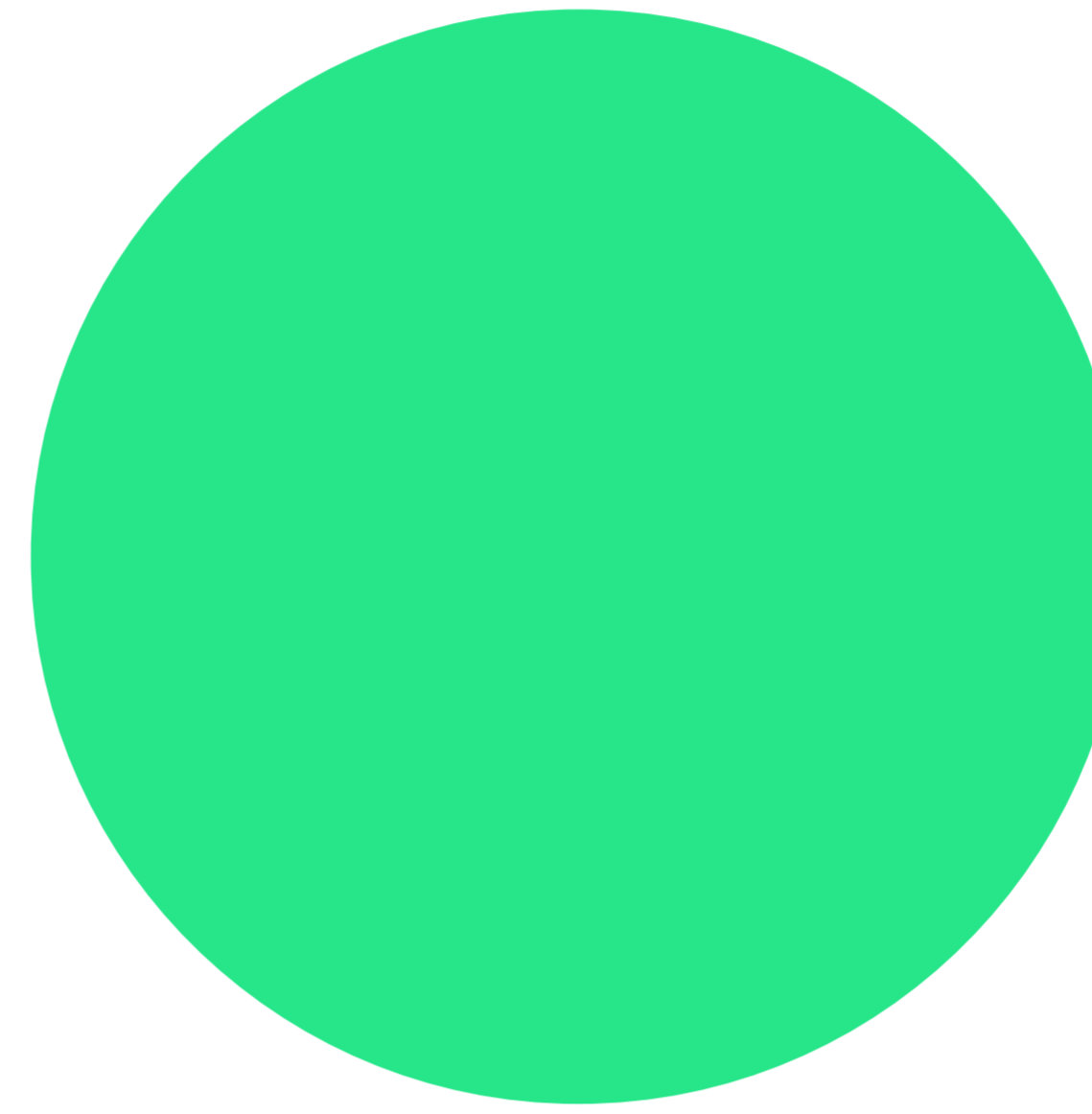
CORPORATE COLORS

Purple



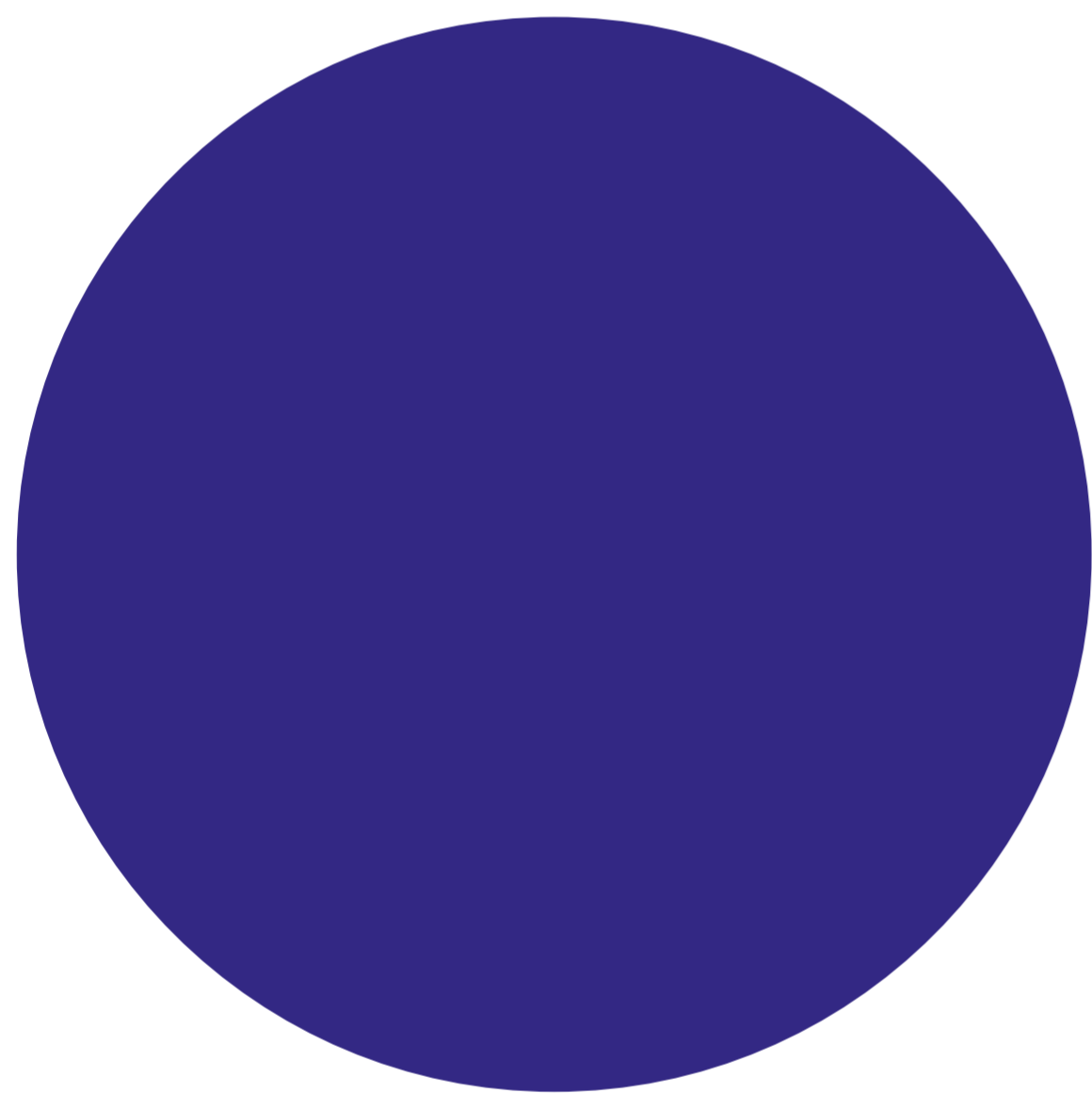
R=121 G=88 B=241
HEX #7958F1
CMYK 50 63 00 05

Green



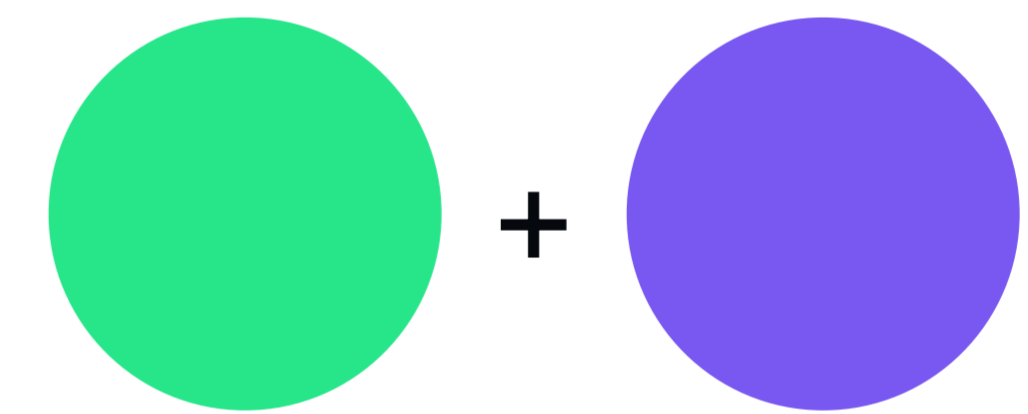
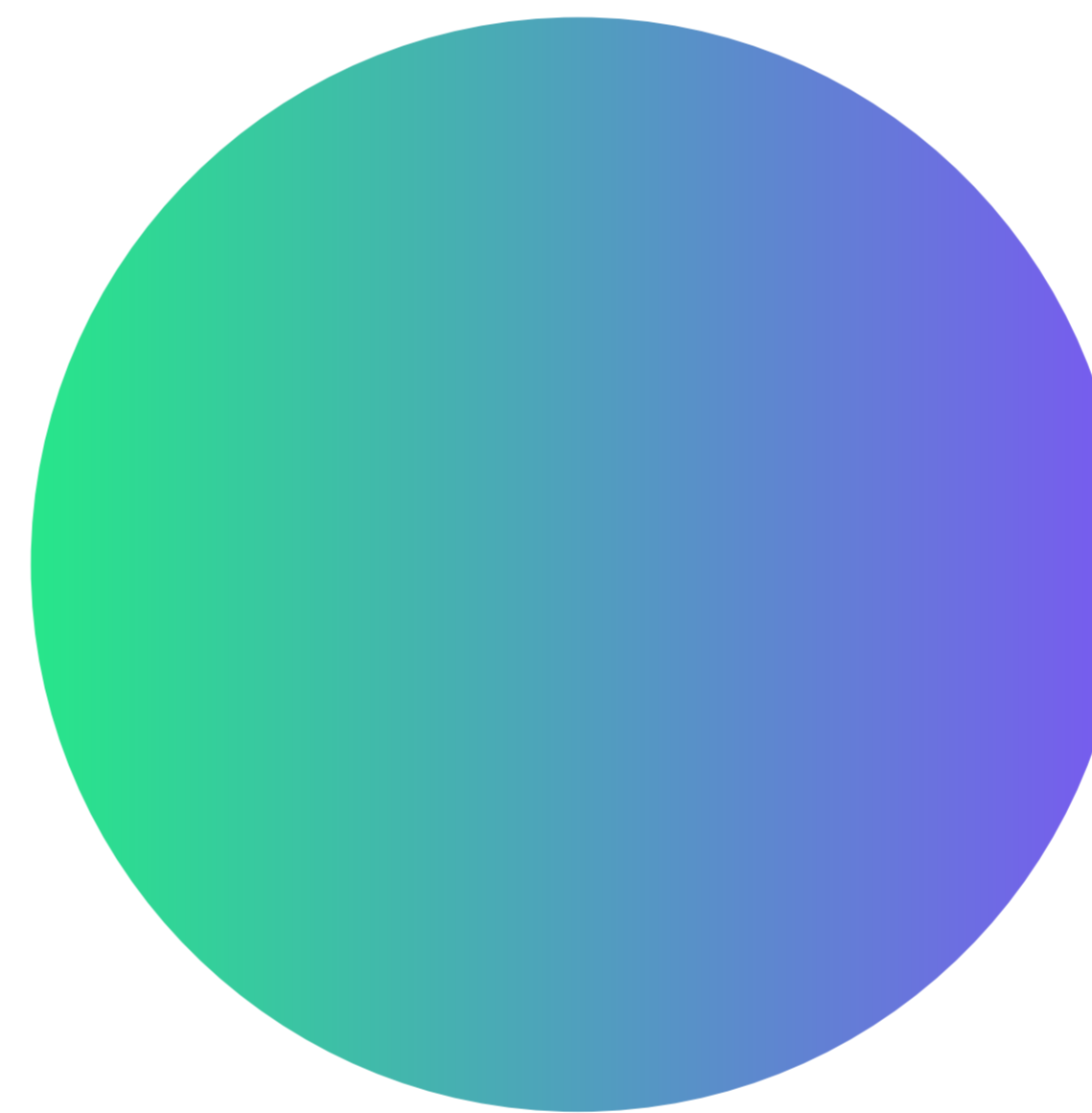
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HEX #27E68A
CMYK 83 00 40 10

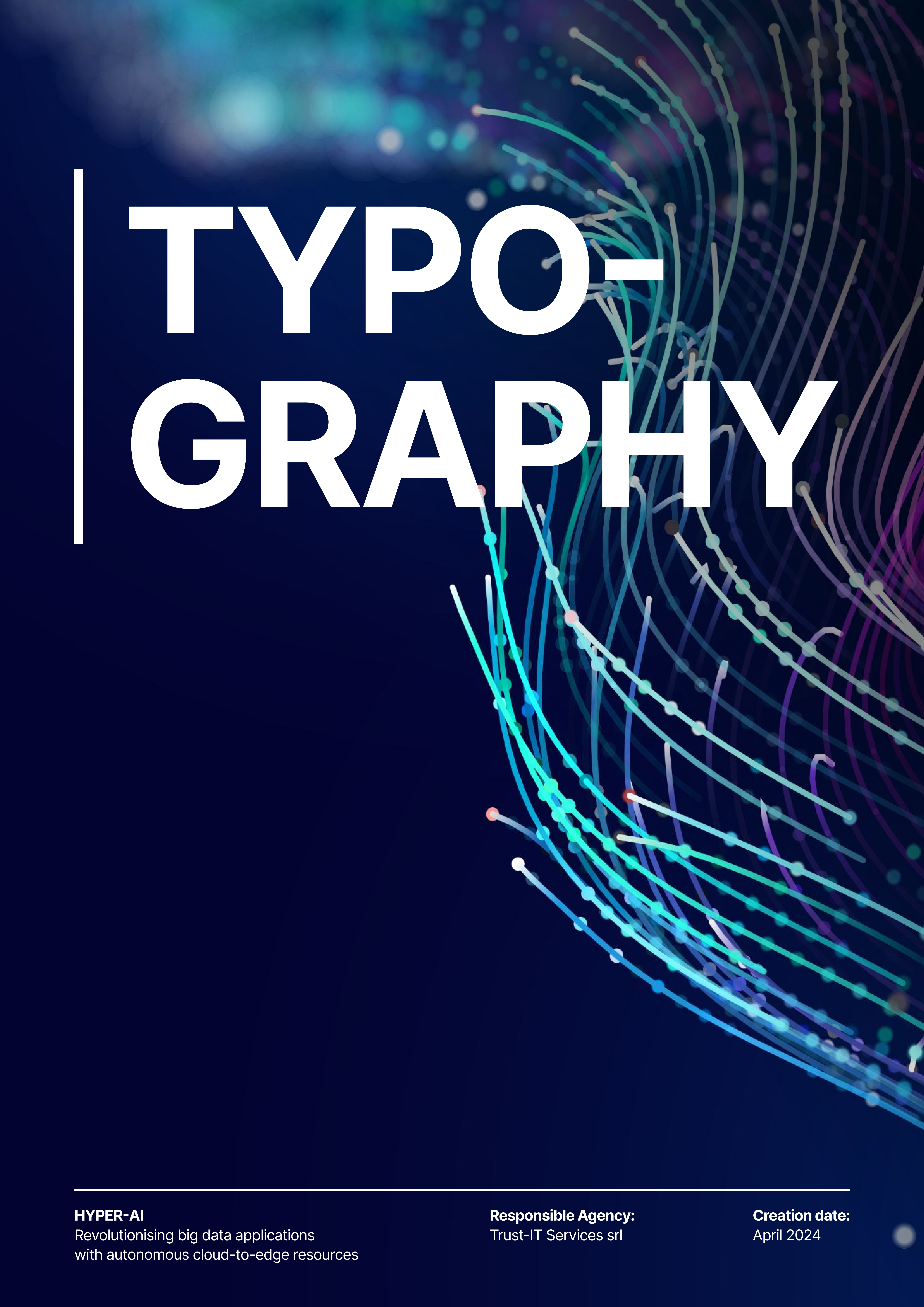
Dark Purple



R=51 G=40 B=132
HEX #332884
CMYK 61 70 00 48

Gradient





TYPO- GRAPHY

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GENERAL RECOMMENDATIONS:

Web Min. Size 18pt

Print Minimum Size 8px

INSTITUTIONAL FONTS

Calibri

0123456789

BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

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APPLI- CATIONS

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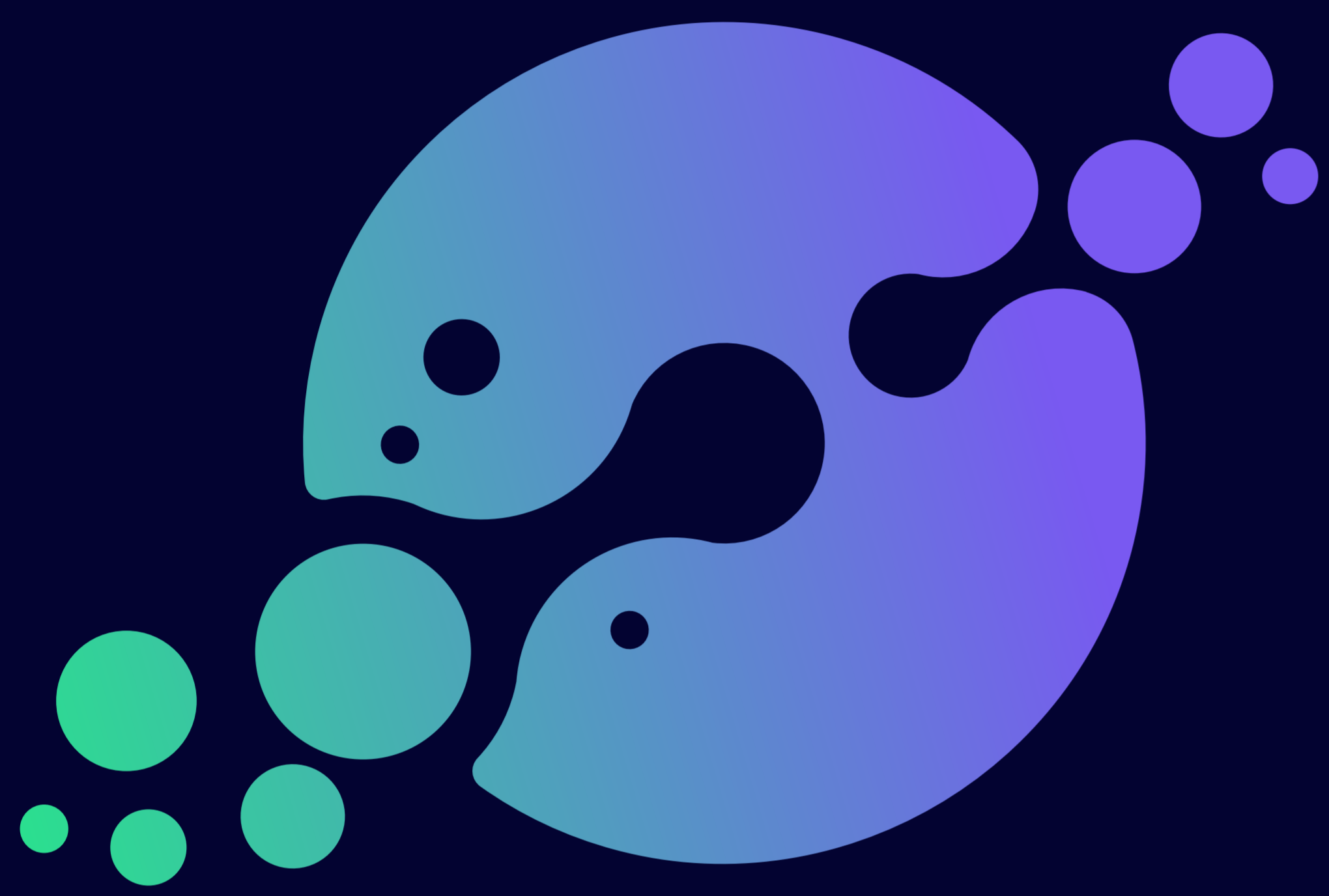
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GRAPHIC MOCKUP





HYPER-AI

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