AI CERTs™

Brand
Guidelines

Version 1.0 — January 2024

Introduction

When it comes to our brand identity, each of its elements were carefully designed to bring it to life, create effective communication, and convey and support the AI Certs brand and messaging. Consistency of visual impression builds and strengthens our brand — creating communication that is clear, memorable and distinct, and directly translates to building both mind and market share. That's why it's essential to always use the original visual identity assets, and to follow the application rules outlined in this guideline.

Brand Foundation

Mission

At AI Certs™, our mission is to certify and empower 1 billion individuals with premier AI and Blockchain certifications. Join us in our mission to shape the AI and Blockchain industry!

Value Proposition

Social Impact and Global Vision

Comprehensive AI Certification™ Portfolio

Pioneering in AI and Blockchain Convergence

Innovative Certification Testing

Expertise-Driven Team

Extensive Network of Subject Matter Experts

Industry Recognition and Validation

Logos

Global Logo

The logo is the most important expression of the AI Certs brand and should be treated with the greatest care. The AI Certs logo is a proprietary artwork, and original files should always be used. The allowed brand colors for the global logo are Gold, Black and White. You always should use your company logo

Original

Original with Tagline

Global Logo

Original

White

Black

Golden & White

Original with Tagline

White with Tagline

Black with Tagline

Golden & White with Tagline

Typography

Typography

Fonts

Gotham

Gotham is a font that exudes a feeling of elegance and is best used for expressive language to achieve a high-end look and feel.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqr stuvwxyz

1234567890?!&%$

Montserrat

Montserrat is a font that is flexible enough to be used in a variety of formats and styles, from print to digital work.

Montserrat is best used in Heading, body copy or paragraphs of text, subheads, captions, links or numbers.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqr stuvwxyz

1234567890?!&%$

Montserrat is best used in body copy or paragraphs of text, subheads, captions, links or numbers

Typography

Pairing Examples

TYPEFACE FAMILY IN USE

Headline
Montserrat, Semibold

Integrated Partnership Offerings

Body
Montserrat, Medium

In this dynamic era where AI and Blockchain technologies are reshaping the digital landscape, maintaining a competitive edge is essential for organizations aiming to meet the multifaceted needs of their associates and partners.

Subhead
Montserrat, Semibold

Innovation

Color
Palettes

Color Palettes

The Traditional palette is inspired by colors that pay respect to where the AI Certs brand came from and how it can be elevated into a fresh look for the future.

COLOR PALETTE

HEX: #D4AB4C
RGB: 212_171_76
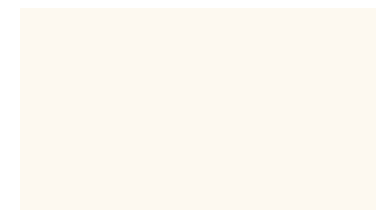CMYK: 0_19_64_17

HEX: #4D5060
RGB: 77_80_96
CMYK: 20_17_0_62
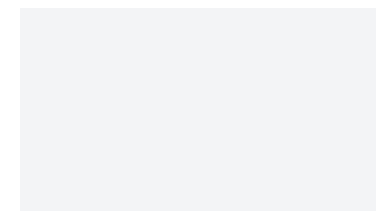
HEX: #F3F4F6
RGB: 243_244_246
CMYK: 1_1_ 0_4
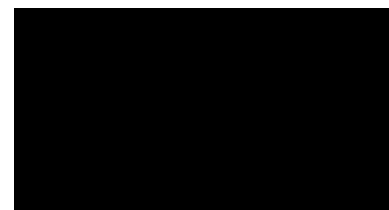
HEX: #000000
RGB: 0_0_0
CMYK: 0_0_0_100
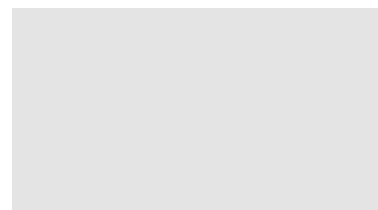
HEX: #E4E4E4
RGB: 228_228_228
CMYK: 0_0_ 0_11

HEX: #FDF9F0
RGB: 253_249_240
CMYK: 0_2_5_1

HEX: #1C1F30
RGB: 28_31_48
CMYK: 42_35_0_81

Color Palettes

Traditional Theme

COLOR HEIRARCHY

The Traditional palette may appear simple; however, there are mechanics to follow in order to maintain appropriate balance with the colors.

The swatches here attempt to demonstrate the relationship among our colors in terms of hierarchy and application. The large swatch represents the dominant color in any given design, while the accompanying swatches correspond to the ratio of supporting and accent colors that work best. Take note of the sizes shown in each relationship: those help guide how much of that color should make an appearance.

Sunray

Dark Gunmetal

Independence

Floral White

Black

Platinum

Anti-Flash White

White

Color Palettes

Modern Theme

COLOR PALETTE

Sunray	HEX: #D4AB4C RGB: 212_171_76 CMYK: 0_19_64_17
Black	HEX: #000000 RGB: 0_0_0 CMYK: 0_0_0_100
Dark Gunmetal	HEX: #1C1F30 RGB: 28_31_48 CMYK: 42_35_0_81
Independence	HEX: #4D5060 RGB: 77_80_96 CMYK: 20_17_0_62
White	HEX: #4D5060 RGB: 77_80_96 CMYK: 20_17_0_62

The color themes allow flexibility for network franchisees to be unique in their marketplace and highlight their personal style.

The Modern Theme uses only four colors: Sunray, Dark Gunmetal, Independence and White.

Social Media Images

Social Media Images

E-Book

Certificate Blueprint

⫶AI CERTs™

AI Certification Program

AI+ Executive™

In a world increasingly defined by digital transformation and technological innovation, artificial intelligence (AI) has emerged as a game-changing force with profound implications for industries, economies, and societies at large. Recognizing the pivotal role that AI plays in shaping the future, AI CERTs is proud to introduce a cutting-edge platform dedicated to AI learning and certification.

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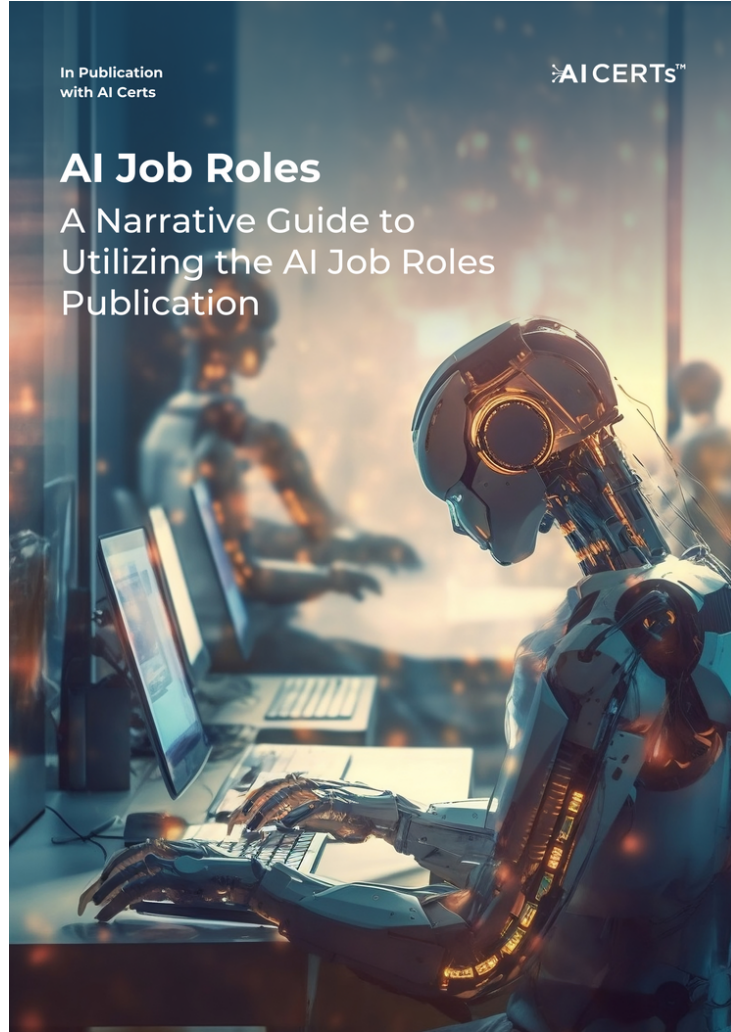

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Bitcoin Certification Program

Bitcoin+ Executive™

Bitcoin+ Executive™ certification, tailored for business leaders and available on the AI Certs platform, participants will acquire the expertise and understanding required to strategically harness blockchain technology within their organizations. Executives will delve into practical applications and the recent trends in blockchain, enabling them to make well-informed decisions and guide their organizations toward a future marked by blockchain-driven achievements.

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Publications