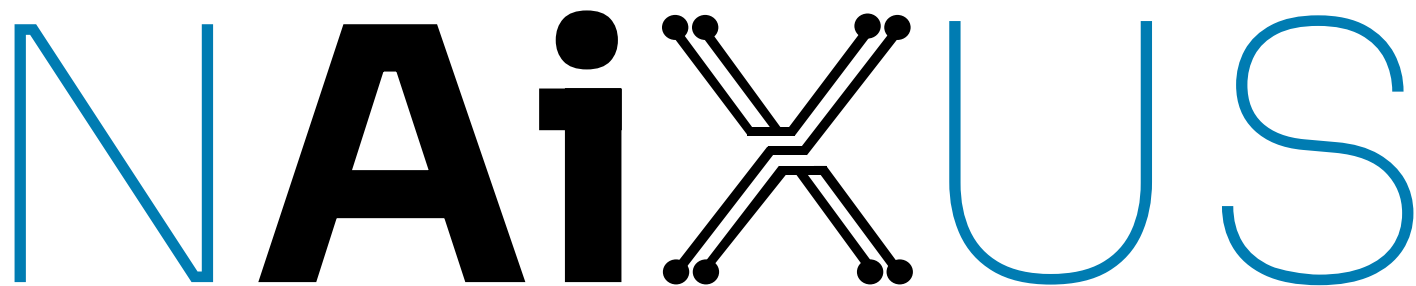


# NAIXUS

## Logo Identity guide



Network for Artificial Intelligence, Knowledge and SUStainable development –  
a nexus and central meeting point between AI and SDGs

# 1

## Logo specifics

### Logo Construction

Blue area indicates **Safe Zone**. Other graphical and visual elements can be safely positioned up to the adjoining Gray area.

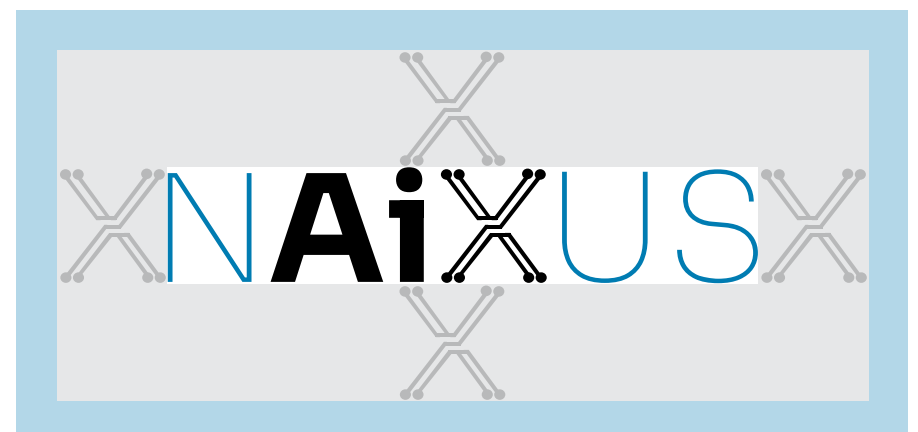
Gray indicates **Clear Space**. The Gray area must be kept free of all other graphical and visual elements. The minimum required Clear Space is defined by the measurement “X”.

NAiXUS

### Logo Clear space

Blue area indicates **Safe Zone**. Other graphical and visual elements can be safely positioned up to the adjoining Gray area.

Gray indicates **Clear Space**. The Gray area must be kept free of all other graphical and visual elements. The minimum required Clear Space is defined by the measurement “X”.



# 2

## Colour specifications

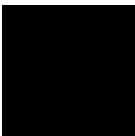
### Colours

Blue area indicates **Safe Zone**. Other graphical and visual elements can be safely positioned up to the adjoining Gray area.

Gray indicates **Clear Space**. The Gray area must be kept free of all other graphical and visual elements. The minimum required Clear Space is defined by the measurement “X”.



**CMYK:** C(85) M(41) Y(12) K(1)  
**RGB:** R(0) G(124) B(178)  
#007cb2



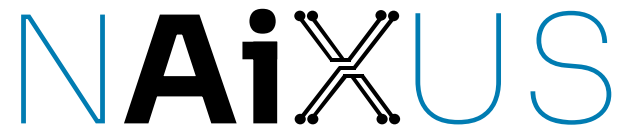
**CMYK:** C(100) M(100) Y(100) K(100)  
**RGB:** R(0) G(0) B(0)  
#000000

# 3

## Logo Styles

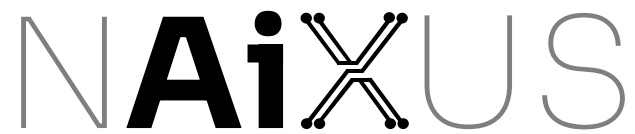
### Primary Full Tone Colour

This is the primary logo to use, is main go-to version of the logo, except for limited exceptions below.



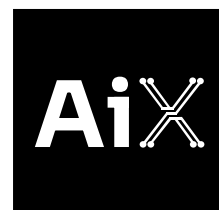
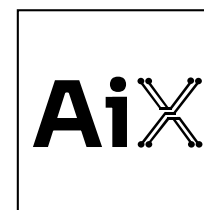
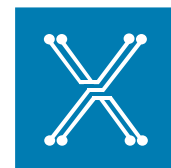
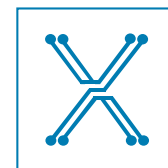
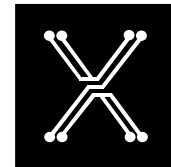
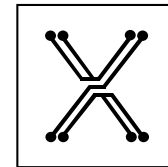
### Primary Full Tone Colour

The greyscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.



### Social media

Versions of the Social Media profile image. Such as: Twitter, Facebook, Instagram etc, ...



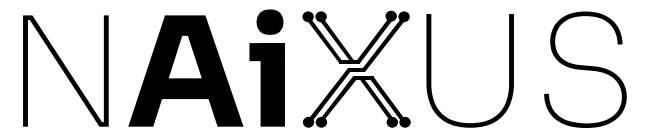
# 4

## Positive and negative

### Positive

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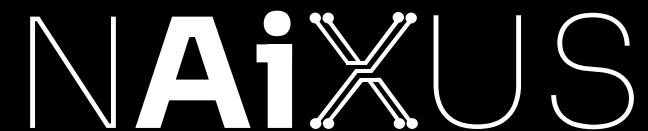
The positive version of the logo may be used on backgrounds with a brightness value of 0%–20%.

The logo 'NAIxUS' is displayed in black on a white background. The 'i' is a solid black dot with a vertical stem. The 'X' is formed by two intersecting lines, each with small dots at the ends, resembling a circuit or neural network connection.

### Negative

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In all other cases, the logo is displayed in the negative, so may be used on backgrounds with a brightness value of 20%–100%.

The logo 'NAIxUS' is displayed in white on a black background. The 'i' is a solid white dot with a vertical stem. The 'X' is formed by two intersecting lines, each with small dots at the ends, resembling a circuit or neural network connection.

# 5

## Typeface

### Sora (Bold)

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Sora Bold is the primary font used for the logotype/logo wording “Ai”. It can be used as the standard when stronger emphasis is needed, such as in: stationery, brochures and all forms of general correspondence.

**A B C D E F**  
**a b c d 1 2 3**

**A B C D E F G H I J K L M N O P Q**  
**R S T U V X Y Z a b c d e f g h i j k l**  
**m n o p q r s t u v x y z 1 2 3 4 5 6**  
**7 8 9 / ( ) ! ? ” # \$ % &**

### Sora (Light)

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Sora Light is the secondary font used for the logotype/logo wording “N” and “US”. It should be used for all forms of standard body text, ranging from: stationery, brochures and all forms of general correspondence.

A B C D E F  
a b c d 1 2 3

A B C D E F G H I J K L M N O P Q  
R S T U V X Y Z a b c d e f g h i j k l  
m n o p q r s t u v x y z 1 2 3 4 5 6  
7 8 9 / ( ) ! ? ” # \$ % &

### Sora (Regular)

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Sora Regular is the font used for the logo slogan and should only be used for that.

A B C D E F  
a b c d 1 2 3

A B C D E F G H I J K L M N O P Q  
R S T U V X Y Z a b c d e f g h i j k l  
m n o p q r s t u v x y z 1 2 3 4 5 6  
7 8 9 / ( ) ! ? ” # \$ % &