

AIDMG

AI DRIVING
METAVERSE GROUP

Brand Identity Guidelines



AIDMG stands at the crossroads of innovation and experiences, redefining mobility with AI and the metaverse. We believe in empowering, not marketing.

Our Corporate Identity Book is more than a guide; it's our story, ethos, and invitation to you. It's about crafting experiences that resonate, creating a narrative where technology meets humanity.

Welcome to AIDMG, where every page is a step towards a future woven with the magic of AI-driven experiences. Here, we don't just see technology; we see the possibility of a world transformed.

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Logo



Introduction

Horizontal logo

The horizontal logo is used across all communication. It is the preferred version to be used for all product promotional material.

Vertical logo

The vertical logo is used when horizontal logo would look to small in context.

DO NOT use the logo with, or as a part of, another logo or symbol or create a logo-like graphic that competes with the logo. You may only use logo formats which are provided from AIDMG.

HORIZONTAL LOGO



For all material maintain a minimum clear area around our company logo and claim.

VERTICAL LOGO



Variations

To allow for flexibility across our communications alternative versions of the logo are available.

Recommended use

Our recommended logo is in blue and turquoise.

Negative use

Whenever logo interacts with colourful backgrounds it should be used in white version.

Alternative use

When you can't use the full colour logo, please use suggested.

RECOMMENDED



NEGATIVE



ALTERNATIVE



Colours



Colour Palette

Correct colour reproduction is essential for AIDMG branded items to ensure colour consistency across different materials.

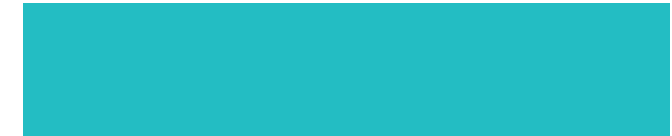
Colour proportion

The relative amounts of colour are important to brand consistency. AIDMG turquoise should be used for emphasizing.

PRIMARY COLURS

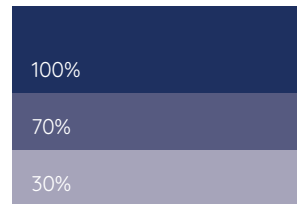


Pantone 295C 2945U
CMYK 97 73 17 17
RGB 14 74 128
Hex # 0e4a80

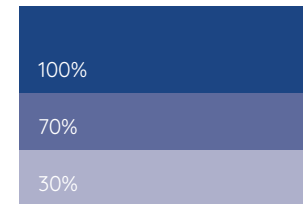


Pantone 325C 325U
CMYK 70 0 27 0
RGB 35 189 195
Hex # 23bdc3

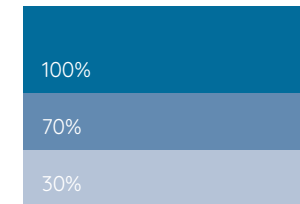
SECONDARY COLOURS



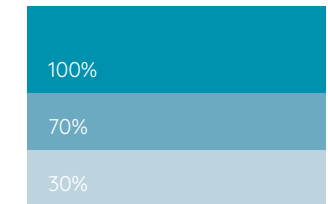
CMYK 100 90 33 25
RGB 0 41 84
Hex # 002954



CMYK 100 84 20 5
RGB 5 61 119
Hex # 053d77



CMYK 91 53 20 3
RGB 0 99 140
Hex # 00638c



CMYK 83 28 25 0
RGB 0 134 161
Hex # 0086a1

Typography



Typography

Primary typography is Quicksand

Across most communication use light, regular, and bold.

Alphanumerics

Alphanumerics – ie highlighted data used in infographics and more expressive typography – should be set in upper case. This is in contrast to headlines which should always be set in title case.

Digital materials

Trebuchet is a font for digital materials, it is a part of the standard operating system. These fonts are ONLY for office files and digital communication materials.

PRIMARY TYPOGRAPHY

A bcdefg

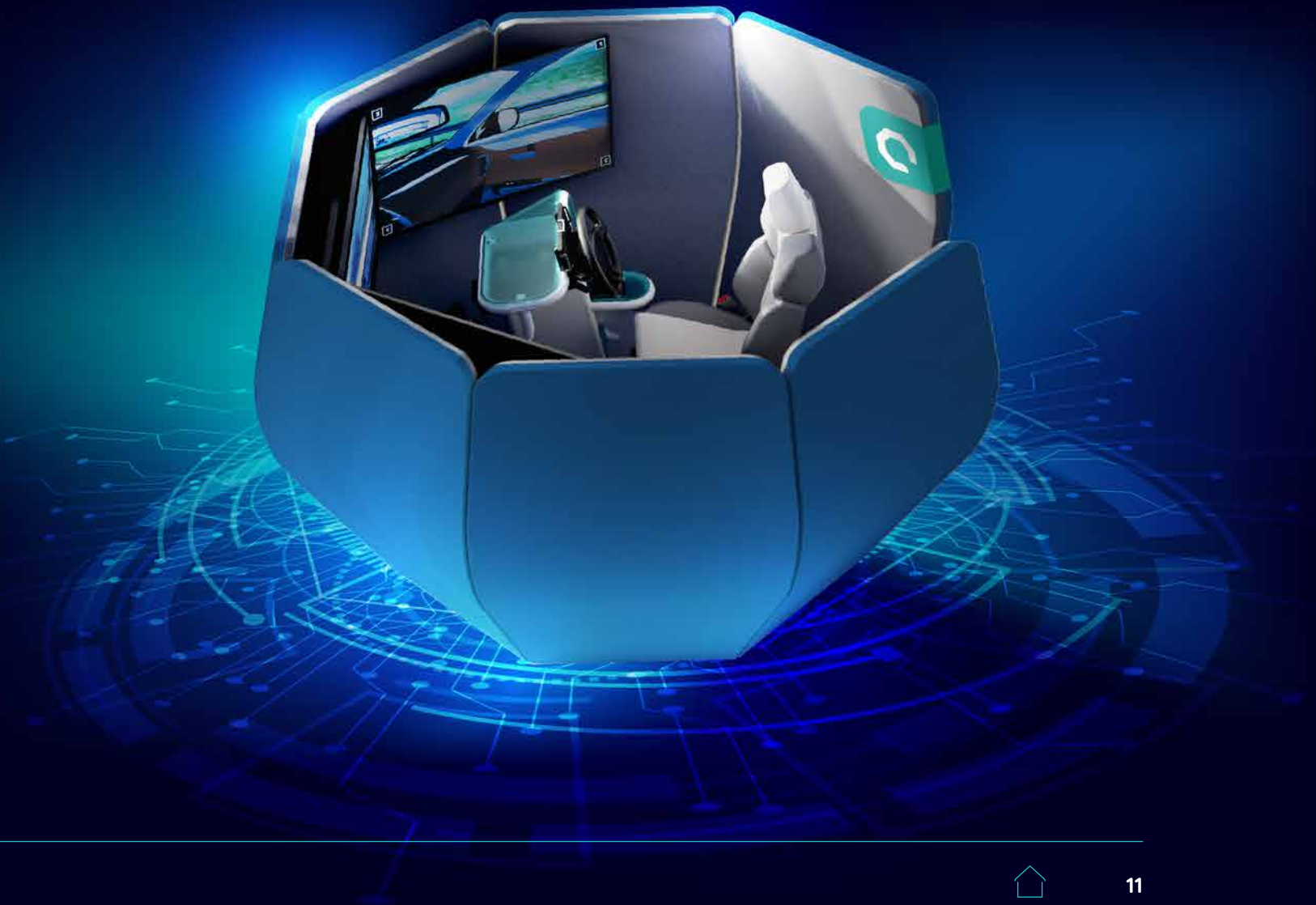
Quicksand Light
Quicksand Regular
Quicksand Medium
Quicksand SemiBold
Quicksand Bold

TYPOGRAPHY FOR DIGITAL MATERIALS

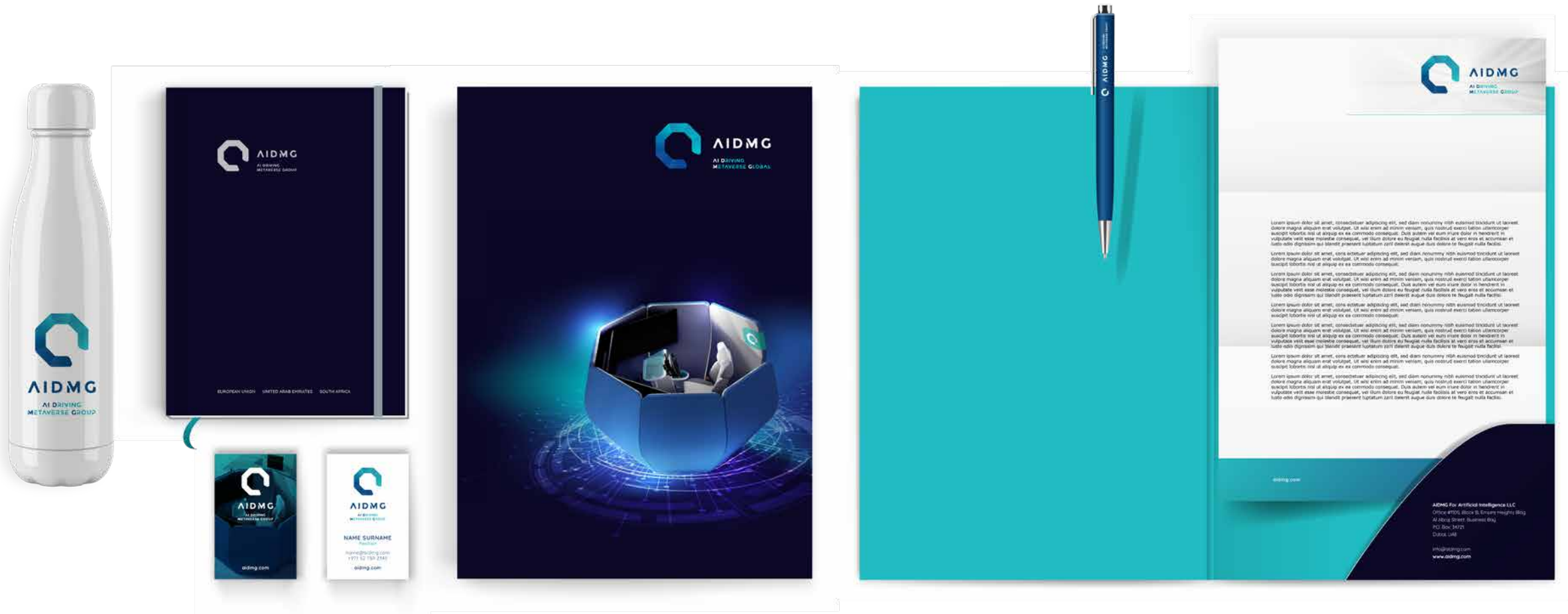
A bcdefg

Trebuchet Regular
Trebuchet Bold

Promotional materials



PROMOTIONAL MATERIALS STATIONARY



PROMOTIONAL MATERIALS PRINTED MATERIALS



PROMOTIONAL MATERIALS DIGITAL



Contacts



Protecting our brand

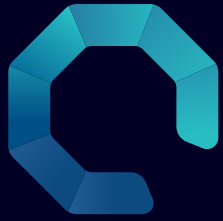
For consistency, care must be taken to not alter any of the guidelines.

For any questions regarding the usage or application of the AIDMG brand please do not hesitate to contact us.

BRAND IDENTITY

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AIDMG

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METAVERSE GROUP

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