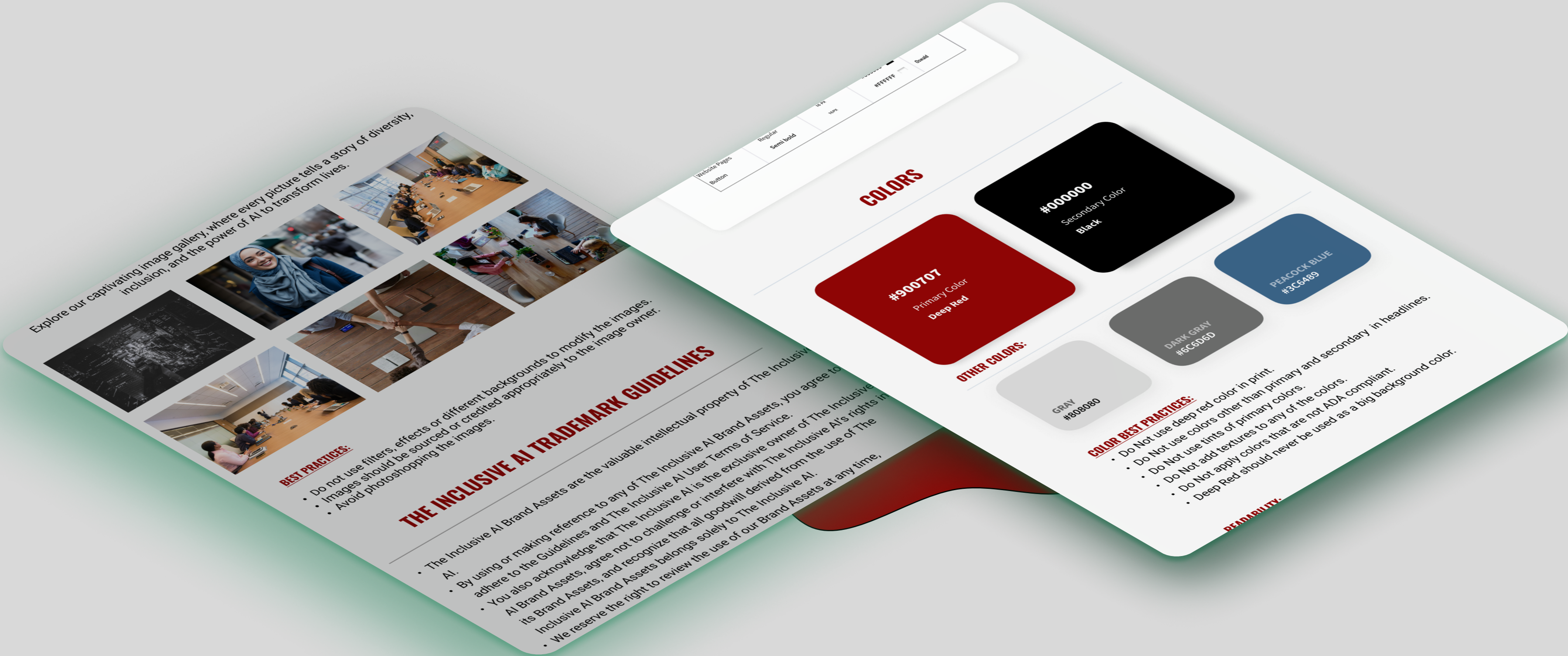


The Inclusive AI

STYLE GUIDE



OUR BRAND

MISSION STATEMENT:

At The Inclusive AI, we are on a mission to pave the way for a more accessible and equitable AI future. We aim to drive positive change, making artificial intelligence a force for inclusive globally.

SUCCESS STRATEGIES:

- **Focus On User-Centric Design:** Implementing diverse user perspectives is crucial for making AI technology equitable. We conduct user experience testing thoroughly to ensure that the AI products resonate with diverse user groups, including people with disabilities.
- **Inclusive AI Narratives:** We focus on creating media content like articles, and blogs that support diverse voices and perspectives. By curating effective content, hold a grip of thorough understanding surrounding AI technologies and simultaneously encouraging an inclusive culture.
- **Ethical Evaluation:** Our motive is to conduct thorough reviews of AI applications, and analyze them for their extensive features, inclusivity, accessibility and how they benefit broadly to users. We aim to ensure that AI tools have a positive societal impact on people and organizations.

OUR DESIGN PHILOSOPHY:

At The Inclusive AI, our design philosophy focuses on empowering users from around the globe through Artificial Intelligence by being inclusive, accessible, and ethical.

OUR VOICE TONE:

Our language is clear, concise, to the point and inclusive. We convey expertise in our field by narrating engaging content, ensuring that our message resonates with credibility and authority to our diverse readers across the globe.






TYPOGRAPHY



Website Overall Font :

Oswald

Type Variations

SUBJECT	WEIGHT	SIZE	TEXT COLOR	FONT
Heading	Bold, Black	16PX	#000000 	Roboto Serif
Subheading	Normal	16PX	#000000 	Roboto Serif
Paragraph	Regular	14 PX	#000000 	Roboto Serif
Website Pages	Regular	16 PX	#000000 	Roboto Serif
Button	Semi bold	16PX	#FFFFFF 	Oswald

COLORS

#900707

Primary Color
Maroon

#000000

Secondary Color
Black

OTHER COLORS:

GRAY
#808080

DARK GRAY
#6C6D6D

PEACOCK BLUE
#3C6489

COLOR BEST PRACTICES:

- Do Not use deep red color in print.
- Do Not use colors other than primary and secondary in headlines.
- Do Not use tints of primary colors.
- Do Not add textures to any of the colors.
- Do Not apply colors that are not ADA compliant.
- Deep Red should never be used as a big background color.

READABILITY:

- Font Color: For optimal readability and accessibility, use white (#FFFFFF) as the font color when the background color is maroon (#900707).
- Contrast Ratio: Ensure that the color contrast ratio between text and background meets accessibility standards (WCAG guidelines recommend a minimum contrast ratio of 4.5:1 for normal text and 3:1 for large text).
- Font Size: Maintain a minimum font size of 16 pixels for body text to enhance readability, with larger font sizes for headings and other important content.

ICONOGRAPHY

ICON SIZE:
WIDTH : 75 PX
HEIGHT : 75 PX



Icons are very important in our design system because they help us find things quickly. Explore wide range of icons, especially used in our application directory to highlight specific categories.



LOGOS

The Inclusive AI logo is presented in a simple white and deep red color. It is present in header and footer of our website. This clarity highlights our brand identity.

The logo consists of the text "The Inclusive AI" in a sans-serif font. "The" and "AI" are white, while "Inclusive" is deep red. The text is centered on a light gray rectangular background.

Logo Dimension: Width: 776 x Height: 151

LOGO VERSIONS:



Logo Dimension: Width: 500 x Height: 500

The logo consists of the text "The Inclusive AI" in a sans-serif font. "The" and "AI" are white, while "Inclusive" is black. The text is centered on a light gray rectangular background.

Logo Dimension: Width: 500 x Height: 500

The text "The Inclusive AI" is written in a large, black, handwritten-style script font. The text is centered on a white background.

Logo Dimension: Width: 1130 x Height: 500

BANNERS:



Logo Dimension: Width: 728 x Height: 117

LOGO BEST PRACTICES:

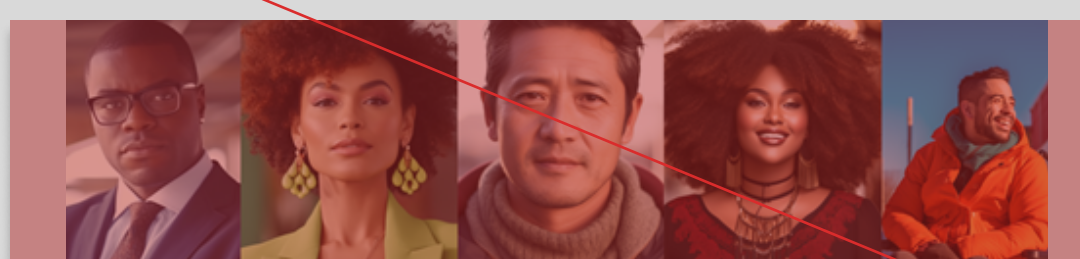
Do not alter, crop or modify any of our logos or banners.

The logo consists of the text "The Inclusive AI" in a sans-serif font. "The" and "AI" are white, while "Inclusive" is black. The text is centered on a light gray rectangular background. A red diagonal line is drawn across the logo, indicating it is incorrect.

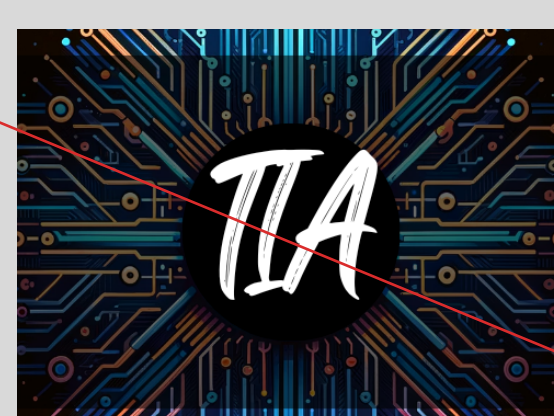
Do not alter the bold style of our logo

The logo consists of the text "The Inclusive AI" in a sans-serif font. "The" and "AI" are white, while "Inclusive" is black. The text is centered on a light gray rectangular background. A red diagonal line is drawn across the logo, indicating it is incorrect.

Do not change the color or style of our logo



Do not crop and alter our web banner with different colors.



Do not change or replace our logo version into different format or background.

ACCEPTABLE MONOGRAMS:



Logo Dimension: Width: 500 x Height: 500



Logo Dimension: Width: 500 x Height: 500

ACCEPTABLE CIRCULAR LOGOS:



Logo Dimension: Width: 500 x Height: 500



Logo Dimension: Width: 500 x Height: 500

ACCEPTABLE BLACK LOGOS:



Logo Dimension: Width: 644 x Height: 122



Logo Dimension: Width: 714 x Height: 38

IMAGE GALLERY

Explore our captivating image gallery, where every picture tells a story of diversity, inclusion, and the power of AI to transform lives.



BEST PRACTICES:

- Do not use filters, effects or different backgrounds to modify the images.
- Images should be sourced or credited appropriately to the image owner.
- Avoid photoshopping the images.

THE INCLUSIVE AI TRADEMARK GUIDELINES

- The Inclusive AI Brand Assets are the valuable intellectual property of The Inclusive AI.
- By using or making reference to any of The Inclusive AI Brand Assets, you agree to adhere to the Guidelines and The Inclusive AI User Terms of Service.
- You also acknowledge that The Inclusive AI is the exclusive owner of The Inclusive AI Brand Assets, agree not to challenge or interfere with The Inclusive AI's rights in its Brand Assets, and recognize that all goodwill derived from the use of The Inclusive AI Brand Assets belongs solely to The Inclusive AI.
- We reserve the right to review the use of our Brand Assets at any time, and we retain the right to terminate or modify any permissions granted by The Inclusive AI.