

THE AI JOURNAL

# Brand Style Guideline

LEADING CONVERSATIONS ABOUT AI

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# Who We Are

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and Mission

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# Purpose

*To provide clarity and confidence in an evolving AI landscape.*

The AI Journal exists to equip organizations, leaders, and decision-makers with trusted knowledge, real-world insight, and informed perspective, so they can engage with AI responsibly, strategically, and with intent.

# Vision

*A world where AI decisions are guided by understanding, not hype.*

The AI Journal envisions a future in which artificial intelligence is adopted with discernment, transparency, and long-term value, shaped by informed leadership, credible expertise, and ethical consideration.

# Mission

*To be the global reference point for authoritative AI insight.*

The AI Journal delivers high-quality editorial content, firsthand industry access, expert-led research, and meaningful collaboration, bridging innovation and application to support better AI decisions across business, technology, and society.

# The AI Journal Tone

Our tone is authoritative, clear, and grounded, balancing editorial rigor with accessibility. We communicate with confidence, without hype; with intelligence, without arrogance; and with clarity that supports informed decision-making.

We speak as a trusted reference point, close to the technology, fluent in its implications, and committed to making complexity understandable. Our voice is thoughtful, precise, and composed, delivering insight with credibility and relevance, and leadership without noise.

We are:

- Authoritative but not dogmatic
- Clear but not simplistic
- Insightful but not speculative
- Credible but not distant
- Editorial but not academic
- Confident but not loud

# The AI Journal Personality

The AI Journal is the steady, authoritative presence in a fast-moving and often overhyped AI world.

We are intelligent, discerning, and deeply informed, delivering insight with clarity, credibility, and editorial discipline. Our strength lies in understanding AI not as a trend, but as a system shaping business, technology, and society.

We are forward-looking and progressive, continuously exploring what's next, while remaining grounded in evidence, responsibility, and real-world application.

We are:

- The Trusted Authority (credible, rigorous, respected, sets the standard)
- The Clear Interpreter (analytical, precise, translates complexity into understanding)
- The Industry Insider (connected, experienced, present where AI is built and applied)
- The Responsible Guide (measured, ethical, long-term in outlook)

We are composed under pressure, confident without ego, and influential without noise.

We are the rare intersection of editorial excellence, industry proximity, and principled leadership in AI.

# Brandmarks

- 10 Brand Formula
- 11 Our Icon
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- 14 Logo Placement

Each element is thoughtfully designed to reflect the clarity, enduring, and editorial authority that define **The AI Journal**.  
Use this guide to ensure our brand remains cohesive across all visuals, messaging, and presentations.

# THE AI JOURNAL

## BRAND FORMULA

The typographic form of The AI Journal is deliberate, composed, and enduring. Led by a refined serif typeface, the logo conveys editorial authority, intellectual depth, and trust, anchoring the brand in a tradition of credible journalism while remaining relevant in a contemporary AI context.

The serif structure brings rhythm, contrast, and nuance, reflecting the Journal’s role as a careful interpreter of complex systems. Rather than expressing speed or disruption, the typography signals discernment, stability, and confidence, positioning The AI Journal as a reference point, not a reaction.





The image shows the letters 'AIJ' in a large, dark blue serif font. The 'A' has a small dot on its right side, the 'I' is a simple vertical bar, and the 'J' has a large, elegant curve at its base.

## OUR ICON

The AI Journal icon is a distilled expression of the brand's editorial authority and interpretive role within the AI landscape. Derived directly from the logotype, the icon preserves the integrity of the serif form, ensuring consistency, recognition, and timelessness across all brand touchpoints.

The sculpted detail within the letterform introduces a moment of intentional disruption: a subtle intervention that references intelligence, interpretation, and human decision-making within complex systems. It reflects the Journal's role in shaping, questioning, and contextualizing AI, rather than presenting technology as opaque or self-directed.

LOGO



# OUR LOGOS

## Clear Space Guidelines

To maintain the clarity and impact of The AI Journal logo, it's important to provide ample breathing room in all applications.

Ensure that:

- The top and bottom clear space is equal to 1.5x the height of the "X".
- The left and right clear space is equal to 1.5x the width of the "X".

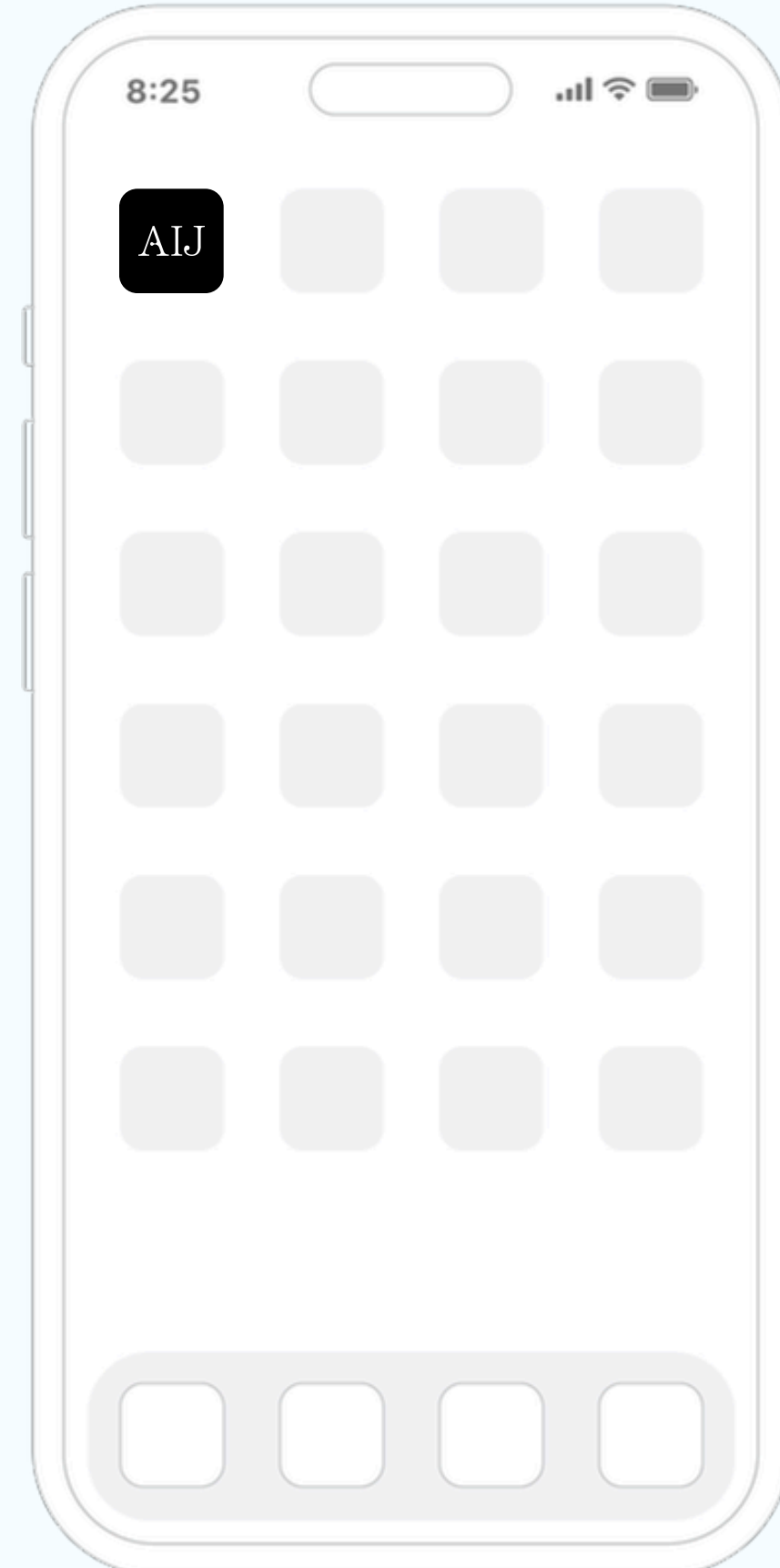
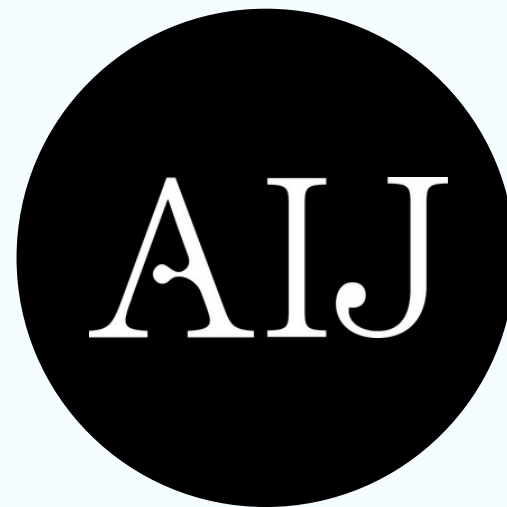
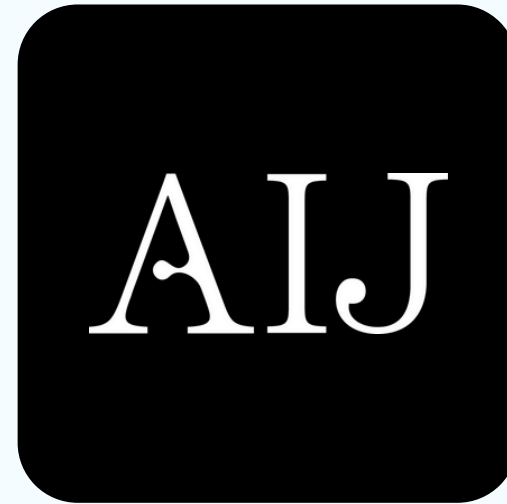
This spacing protects the logo from visual clutter and ensures it remains prominent and professional across all placements. Avoid placing text, graphics, or other elements within this defined area.



## FAVICON

We use the icon only for our favicon, social avatars and app tile. This design has the unique ability to be legible at small sizes.

In social situations, we never shout. So here the icon is a little smaller, while still sitting slightly to the right to make it optically central.



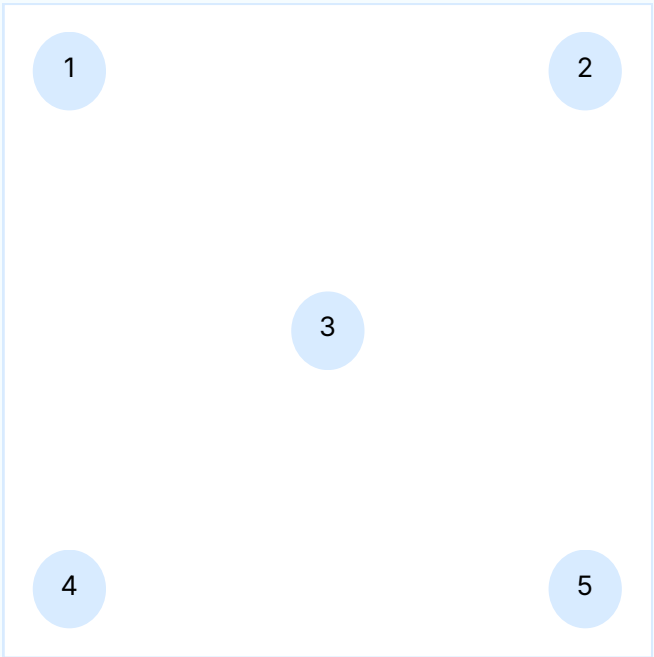
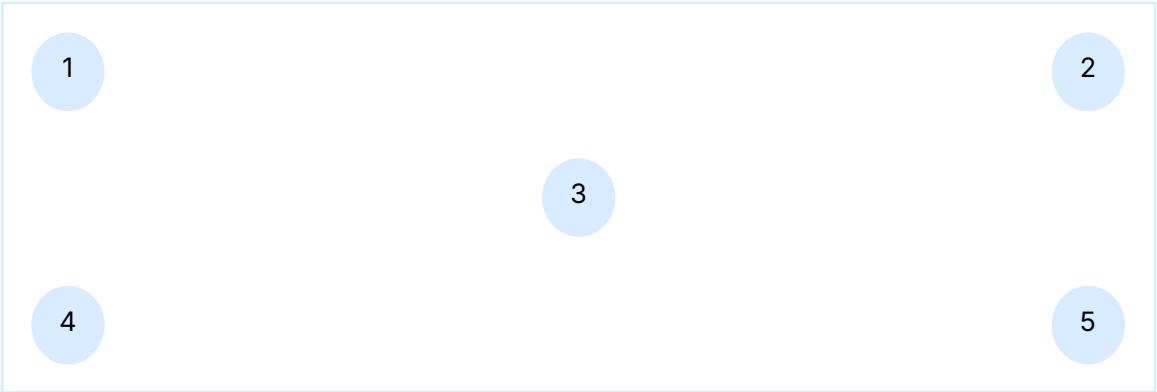
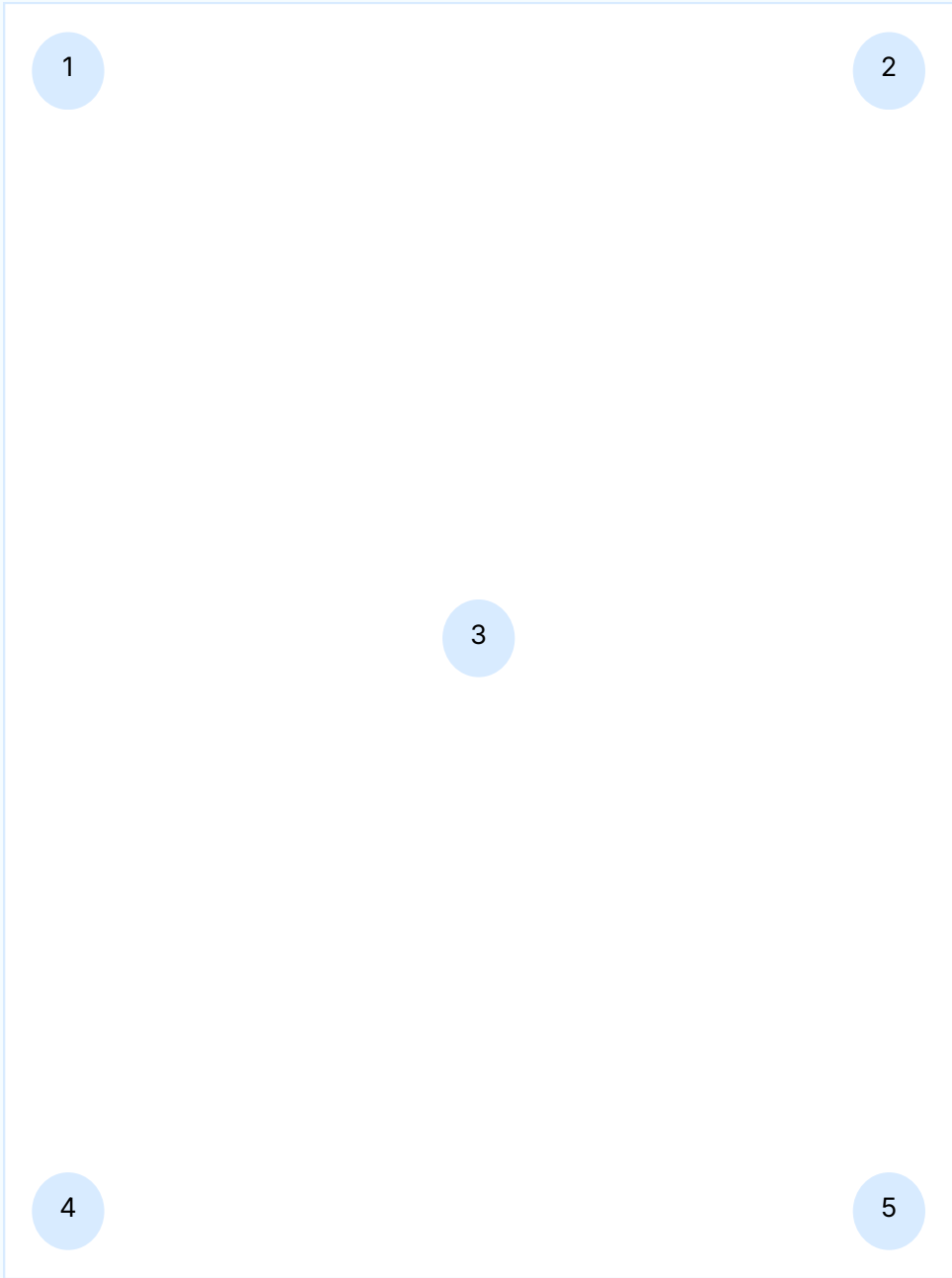
LOGO

# LOGO PLACEMENT

Regardless of communication size or dimension, the Logo can only ever be placed in five locations. This keeps Logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system. Please keep in mind the Logo exclusion zone when placing the Logo in the corner.

In no particular order, the placement options are:

- 1. Top left corner
- 2. Top right corner
- 3. Centred
- 4. Bottom left corner
- 5. Bottom right corner

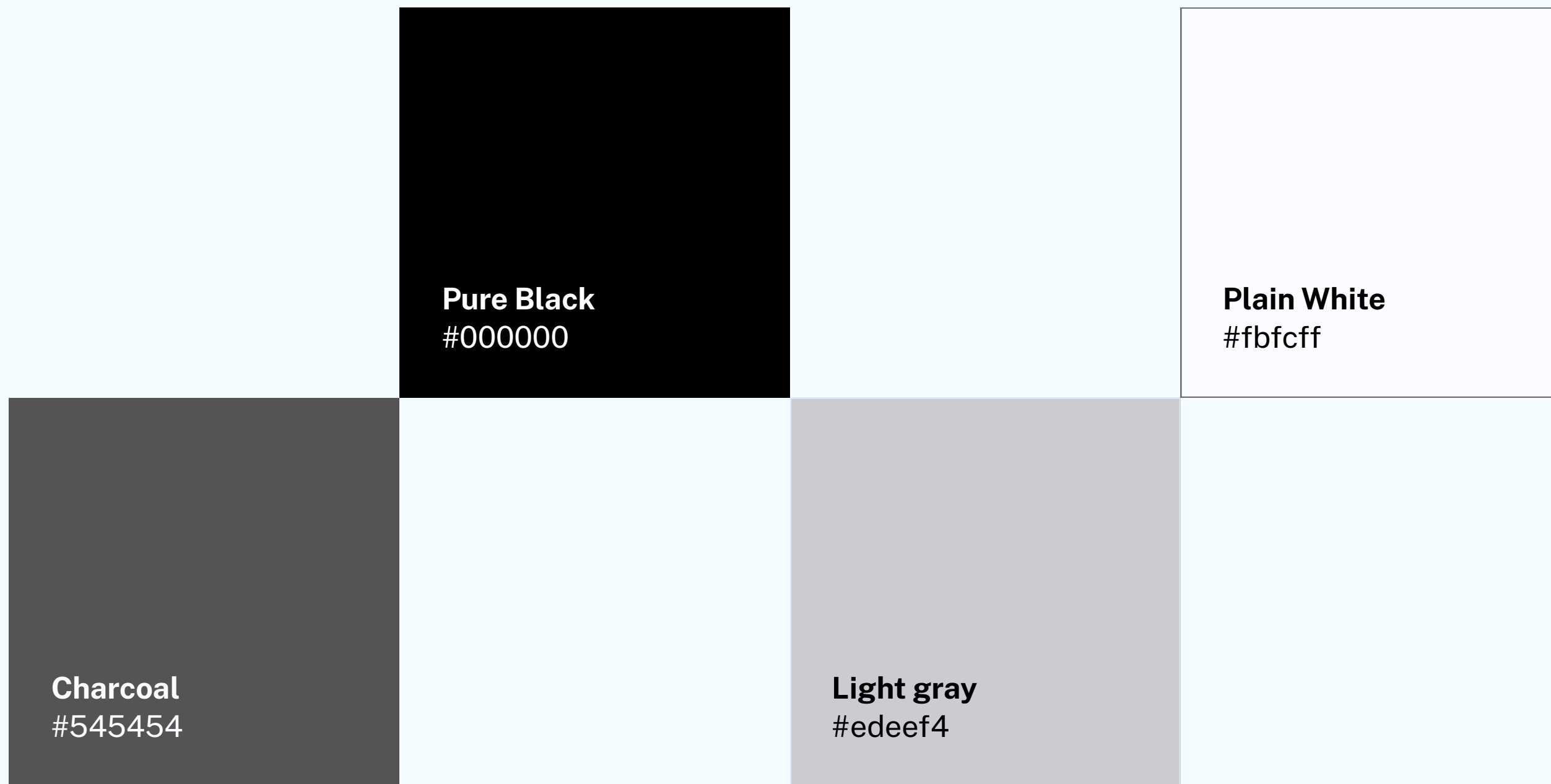


# Colours

**16** Primary Colours

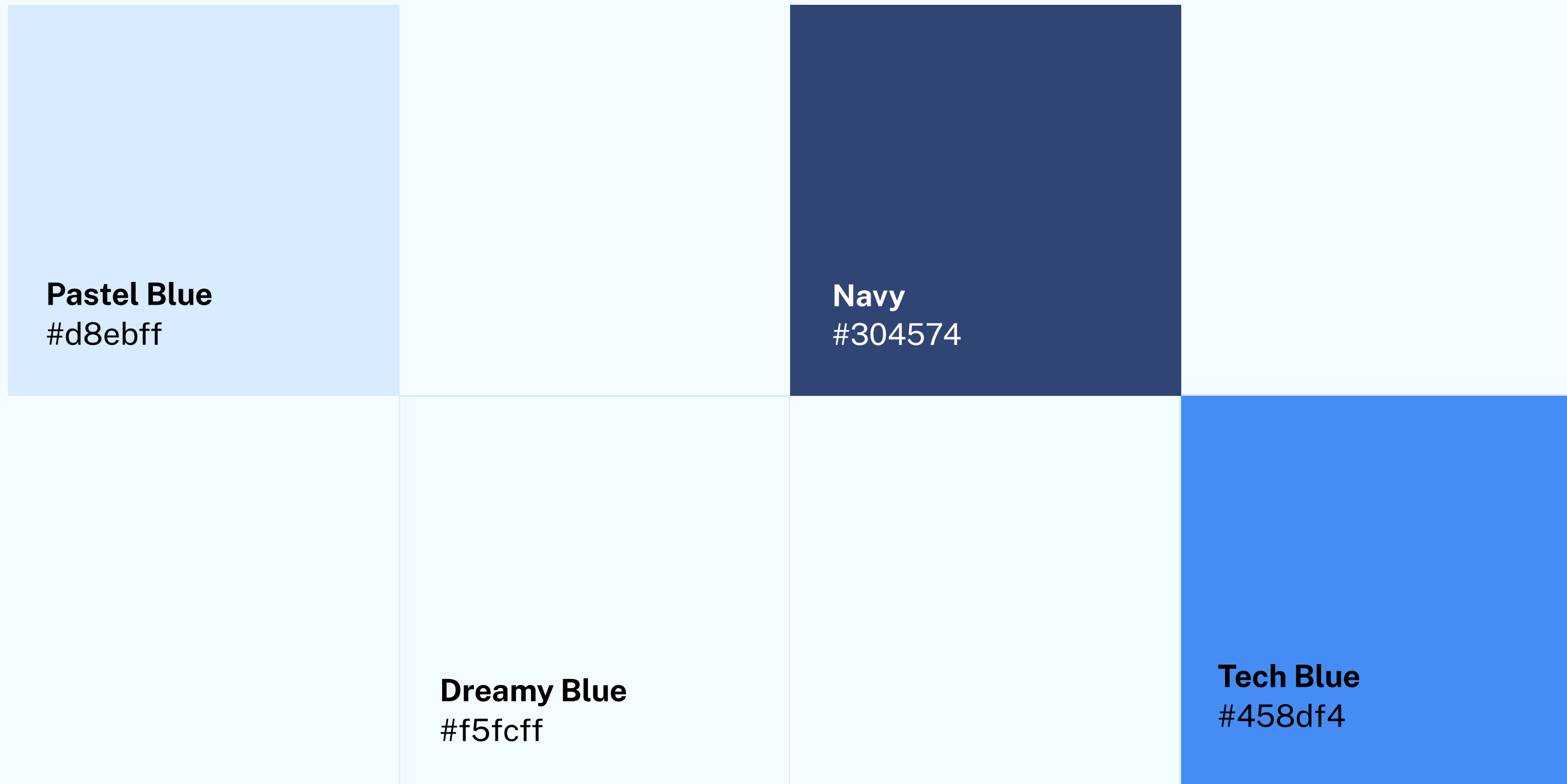
**17** Supporting Colours

**18** Colour Combination



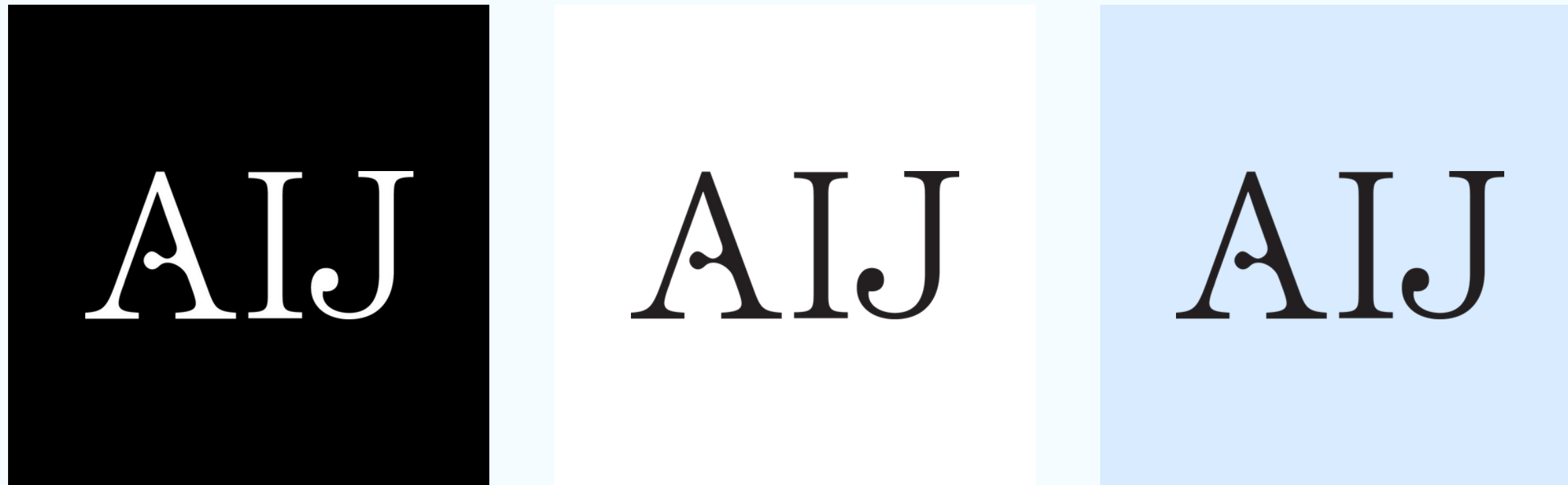
## PRIMARY COLOURS

The AI Journal primary colours reflect the brand's core values of grounded confidence. **Pure Black** offers depth and stability, ideal for backgrounds and headings. **Charcoal and Light Gray** add muted balance, and **Plain White** provides a neutral, resilient base perfect for backgrounds, subtle accents and supportive elements.



## SUPPORTING COLOURS

The AI Journal supporting colours complement the primary palette, adding flexibility while maintaining visual consistency. **Navy** grounds designs with clarity and strength, ideal for text and high-contrast elements. **Tech Blue** brings contrast and space, ensuring a clean, refined look across all applications. **Pastel Blue** provides a soft background tone, as **Dreamy Blue**, used for main content slides.



## Acceptable Colour Combinations

- High Contrast Pairings
  - Contrast is key: colours used together must have a high level of contrast to ensure legibility and visual impact. For example, pairing light colours with dark colours is acceptable and recommended.
  - Dominant light colours: Light colours can be used as dominant colours in a design. Darker colours are used to complement and provide contrast, either in small or large portions.
- Darker colours as accents
  - Darker colours: When a light colour is used as the dominant colour, darker colours may be used as accents or secondary elements. This creates a balanced and visually appealing design.
  - Flexible usage: Darker colours can be used in both small and large portions alongside lighter colours, as long as the overall contrast is maintained.



# Typography

**20** Primary Typeface

**21** Secondary Typeface

**22** Digital Hierarchy

(.,,:!?\$&\*%#@  
0123456789

AaBbCcDdEe  
FfGgHhIiJjKkLl  
MmNnOoPpQq  
RrSsTtUuVvXx  
ZzWwYy

## HEADLINE FONT

**Scotch Text Regular** is used for primary headlines, bringing a strong editorial presence and clarity to key messages. Its serif confident letterforms help establish tone and emphasis, making it ideal for drawing attention to important content while reinforcing the brand's sophisticated and modern identity.

(.,,:!?\$&\*%#@  
0123456789

AaBbCcDdEe  
FfGgHhIiJjKkLl  
MmNnOoPpQq  
RrSsTtUuVvXx  
ZzWwYy

## BODY COPY

**Inter family** is used for body copy, chosen for its exceptional readability and versatility across both digital and print formats. With its clean, modern structure and balanced spacing, Inter ensures that longer texts remain easy to read while complementing the bold and refined nature of the headline fonts. Its wide availability and adaptability also make it a practical choice for maintaining consistency across all platforms and devices.

Scotch Text Regular

AI Expertise  
Every Wednesday.

Inter Family

Top 10 AI Automation Software  
Solutions Every Team Should  
Know About in 2026

For teams managing hybrid work, tight deadlines, and multiple apps, AI automation can save hours, reduce errors, and make collaboration effortless. After testing dozens, here are the 10 best AI automation tools for 2026, each chosen for its ability to help teams work smarter and faster.

# HIERARCHY

When creating layouts using all typefaces, clear hierarchy can be established by making sure sub headlines are no larger than 50% of the ascender height of the headline and body copy is no larger than 50% of the cap height of sub headlines.

# Applications

**24** Offline Collaterals

**26** Online Collaterals

## BUSINESS CARDS



OOH

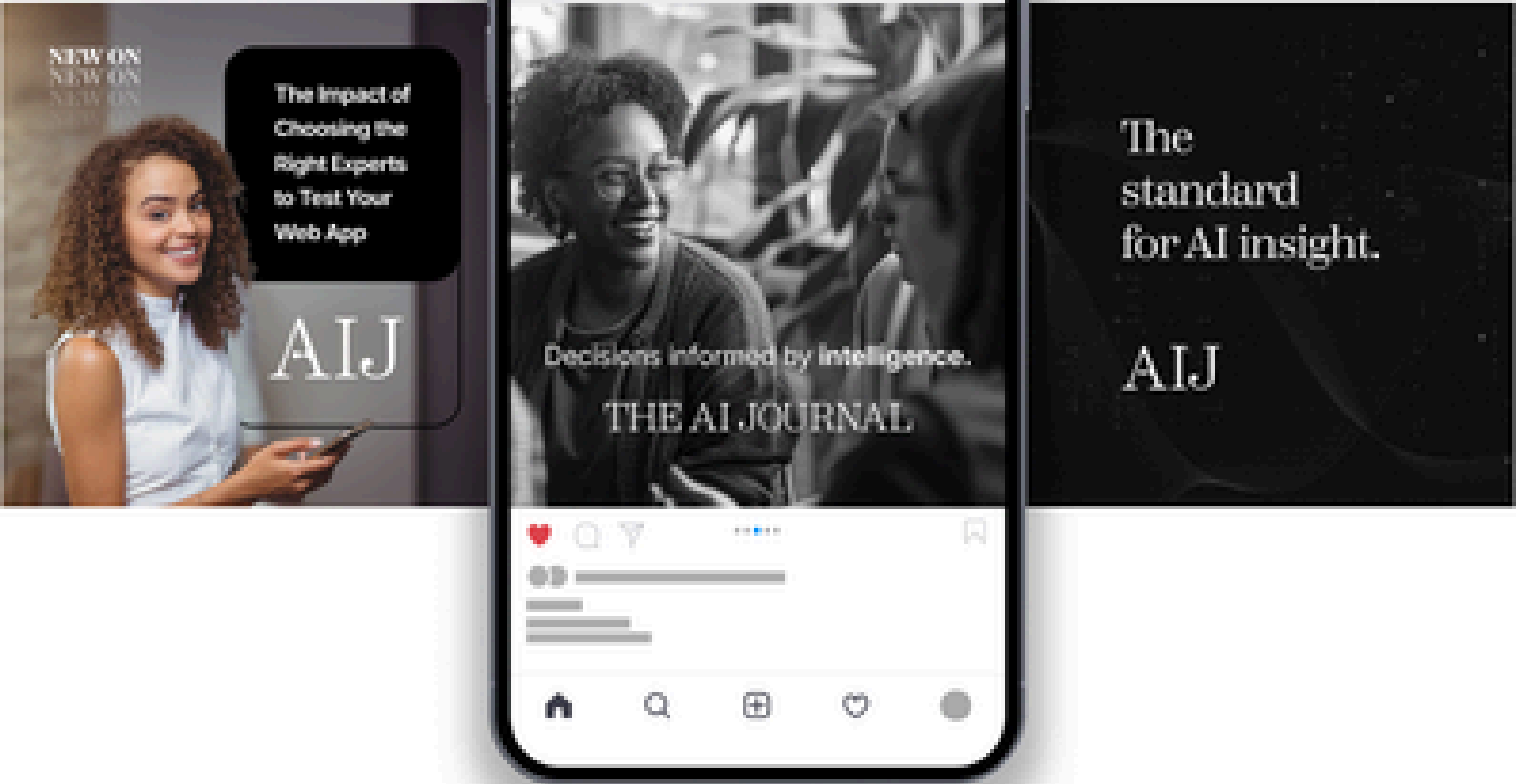
Beyond the hype.  
Into **understanding.**

[aijourn.com/](https://aijourn.com/)



THE AI JOURNAL

SOCIAL MEDIA





INSTAGRAM STORIES



THE AI JOURNAL

**THANK YOU**