

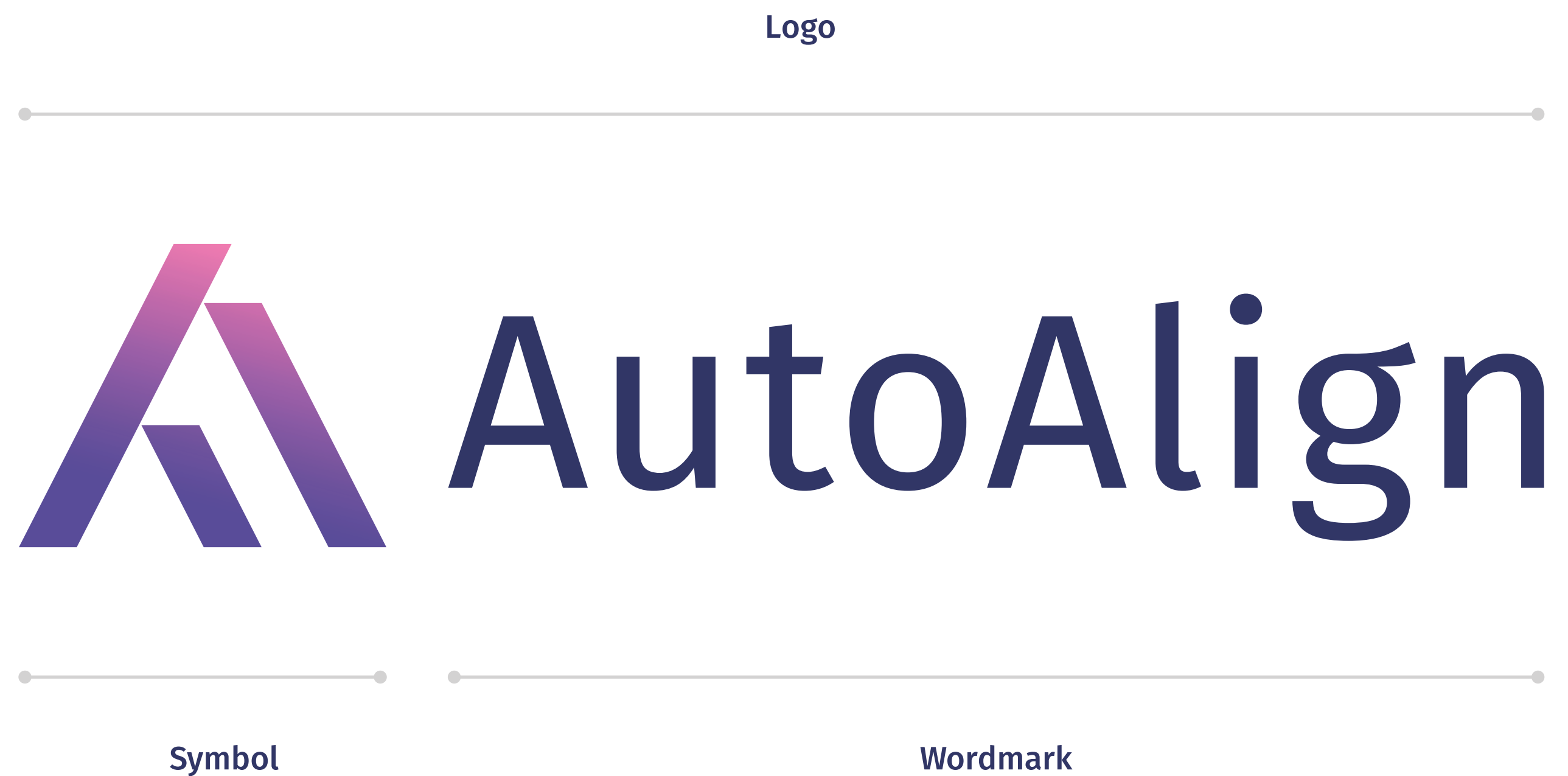


Brand Guidelines

Logo Lockup

We have two elements within our logo lockup: The AutoAlign symbol and wordmark.

The full logo is our default for most applications. The symbol can be used as shorthand when brand context has already been established or when space is limited.



Symbol

The AutoAlign symbol should be used in cases when brand context has already been established, or where a company icon or avatar is required.

Reduce the size of the symbol by 15% when placing it within a circle.



Clear Space


A minimum area of space must always surround the logo lockup.

This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.



Colour Palette

There are 8 primary brand colors that should only be used as a background or accent, never as the color of text.




Delft Blue

HEX #333766
RGB R 51 / G 55 / B 102
CMYK C 91 / M 87 / Y 32 / K 21




Persian Pink

HEX #FE7BBF
RGB R 254 / G 123 / B 191
CMYK C 0 / M 65 / Y 0 / K 0




Ultra Violet

HEX #5B4C97
RGB R 91 / G 76 / B 151
CMYK C 77 / M 82 / Y 6 / K 0




Purpureus

HEX #974EC3
RGB R 151 / G 78 / B 195
CMYK C 53 / M 78 / Y 0 / K 0




True Blue

HEX #3C66AD
RGB R 60 / G 102 / B 173
CMYK C 83 / M 62 / Y 2 / K 0



Deep Sky Blue

HEX #1FC5FF
RGB R 31 / G 197 / B 255
CMYK C 62 / M 2 / Y 0 / K 0




Oxford Blue

HEX #081332
RGB R 8 / G 19 / B 50
CMYK C 96 / M 88 / Y 47 / K 62




Periwinkle

HEX #DDD4FF
RGB R 221 / G 212 / B 255
CMYK C 11 / M 16 / Y 0 / K 0




Gradient 1

LEFT Ultra Violet
RIGHT Persian Pink
STEPS L 25% / M 60% / R 100%



Gradient 1

LEFT Oxford Blue
RIGHT Delft Blue
STEPS L 100% / M 50% / R 100%



Gradient 1

LEFT Delft Blue
RIGHT Ultra Violet
STEPS L 25% / M 50% / R 100%

Mono Logo on Darker Colour Background



Logo on White Background



Mono Logo on Lighter Colour Background



Logo on Dark Background



Typography

Fira Sans is a humanist sans-serif typeface optimized for legibility.

We use Fira Sans Extra Light as our primary headline and paragraph font. Fira Sans Semibold may be used for smaller headlines.

Fira Sans

Extra Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+<>?{| \

Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**1234567890!@#\$%^&*()_+<>?{| **



AutoAlign is an AI safety company that allows businesses to confidently deploy LLM and generative AI solutions. The company created Sidecar, the first fully automated guard rail firewall system that dynamically interacts with, and adapts alongside, LLMs hyper-evolution. This provides the most robust generative AI security that works comprehensively with every major model, so enterprises can leverage safe and effective AI solutions across their businesses. If your enterprise is ready to launch AI with confidence, reach out today: www.autoalign.ai