



McMaster
Artificial Intelligence

Brand Standards Manual

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Full Logo

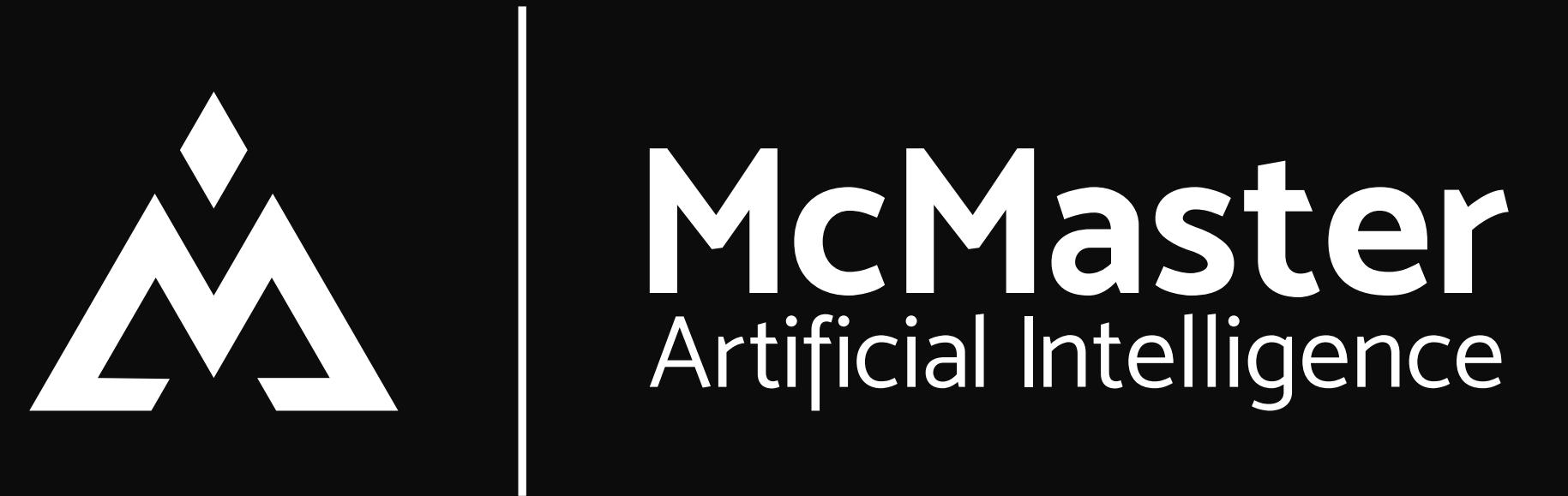
Full logo



Logomark

Wordmark
Mosk Bold

Primary Logo (#000000 Black)



Primary Logo (#ffffff White)

Logomark



Logo (#000000 Black)



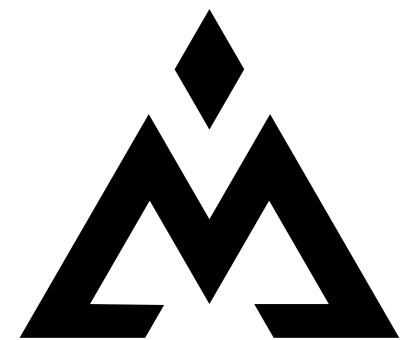
Logo (#ffffff White)

Logo Usage

✓ DO:



Use the full logo.



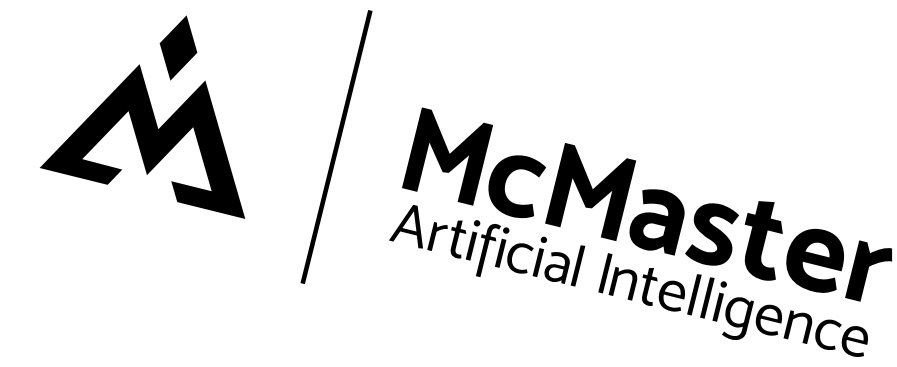
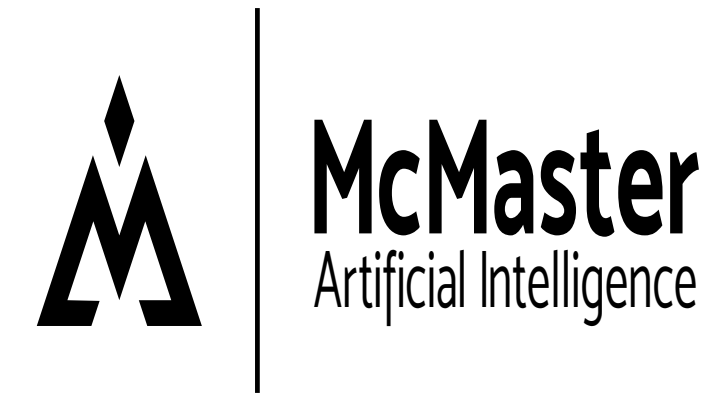
Use the logomark.



Use appropriate contrast.

✗ DO NOT:

Warp, rotate, crop, or modify the logo.



McMaster
Artificial Intelligence

Use the wordmark alone.



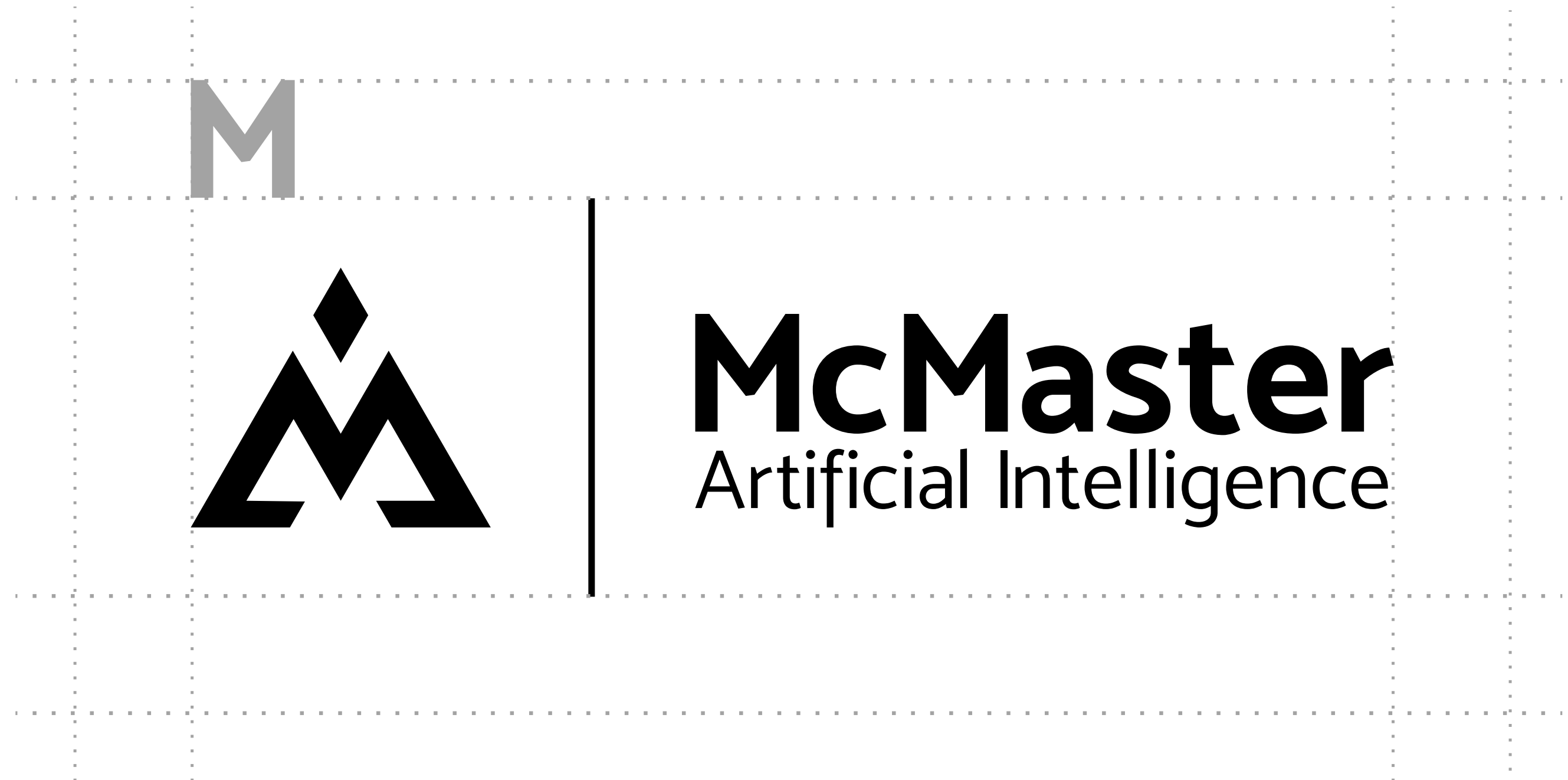
Alter logo colours.



Use the vertical bar outside of the full logo.

Logo Usage: Margins

A minimum margin should be preserved around the logo to allow appropriate spacing and breathing room.



Naming Conventions

✓ Correct stylizations

McMaster Artificial Intelligence Society

Full, official name. Use for formal documents.

McMaster AI Society

Use for formal settings where Artificial Intelligence is implied.

McMaster AI

Use in some circumstances.

Mac AI

Use for most settings.

✗ Incorrect stylizations

McMaster Artificial Intelligence

Only used in the logo.

Mac AI Society

Should not be used.

MACAI

MacAi

MAC AI

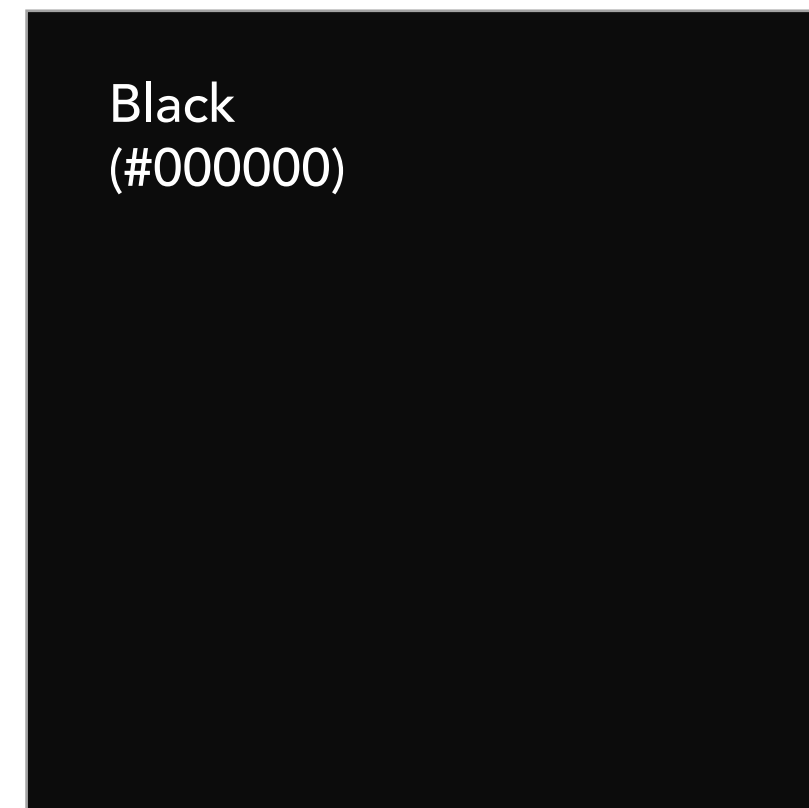
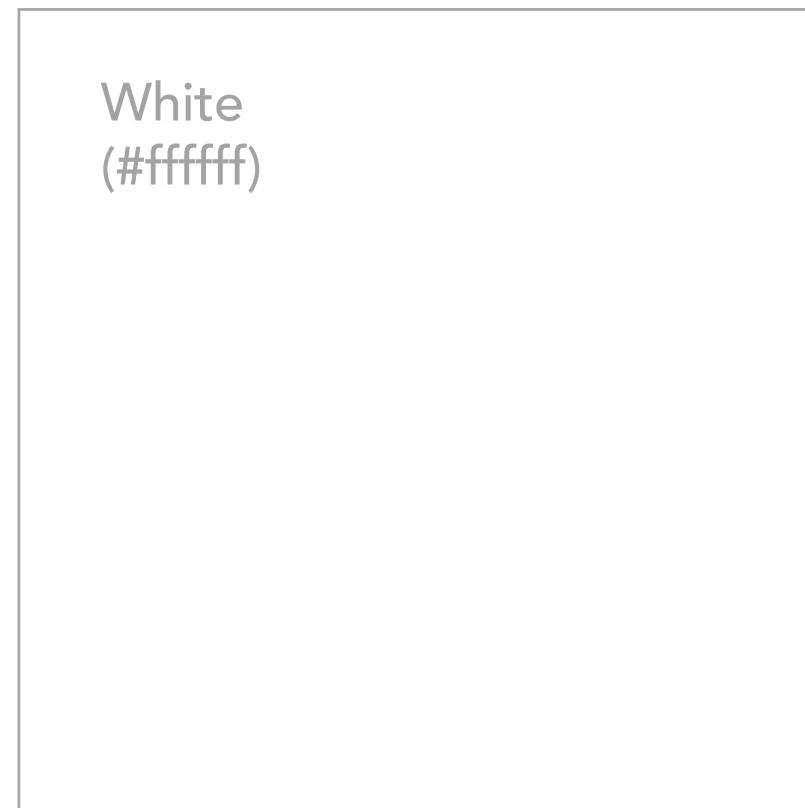
Mac Ai

MacAI

mac ai

*Any variation other than Mac AI should **never** be used.*

Colours



Gold should be used as an accent colour. All type and logos should be in White or Black.



Typography

Fonts

Avenir Black

Use for general titles and headers.

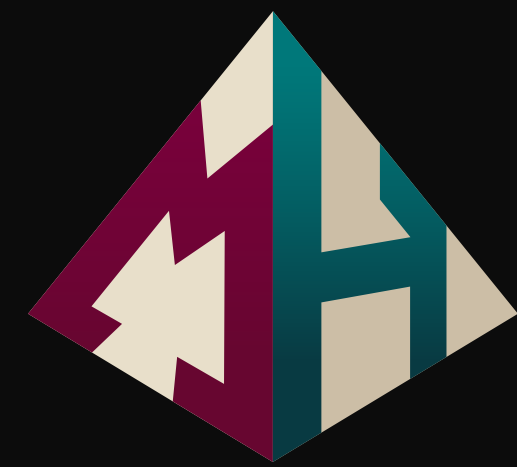
Avenir Book

Use for all body copy.

This is an example of a paragraph set in Avenir Book. Ensure proper line height and spacing for readability, as well as contrast with the background.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%^&*

The McMaster Artificial Intelligence Society is a group of enthusiastic students dedicated to learning and promoting knowledge about artificial intelligence within the McMaster community.



MacHacks

Full Logo

The full, light version of the logo should be used whenever possible.

Full logo



Logomark

*Wordmark
Helvetica Neue Bold*

Always prioritize good readability — the dark version should be used when necessary.

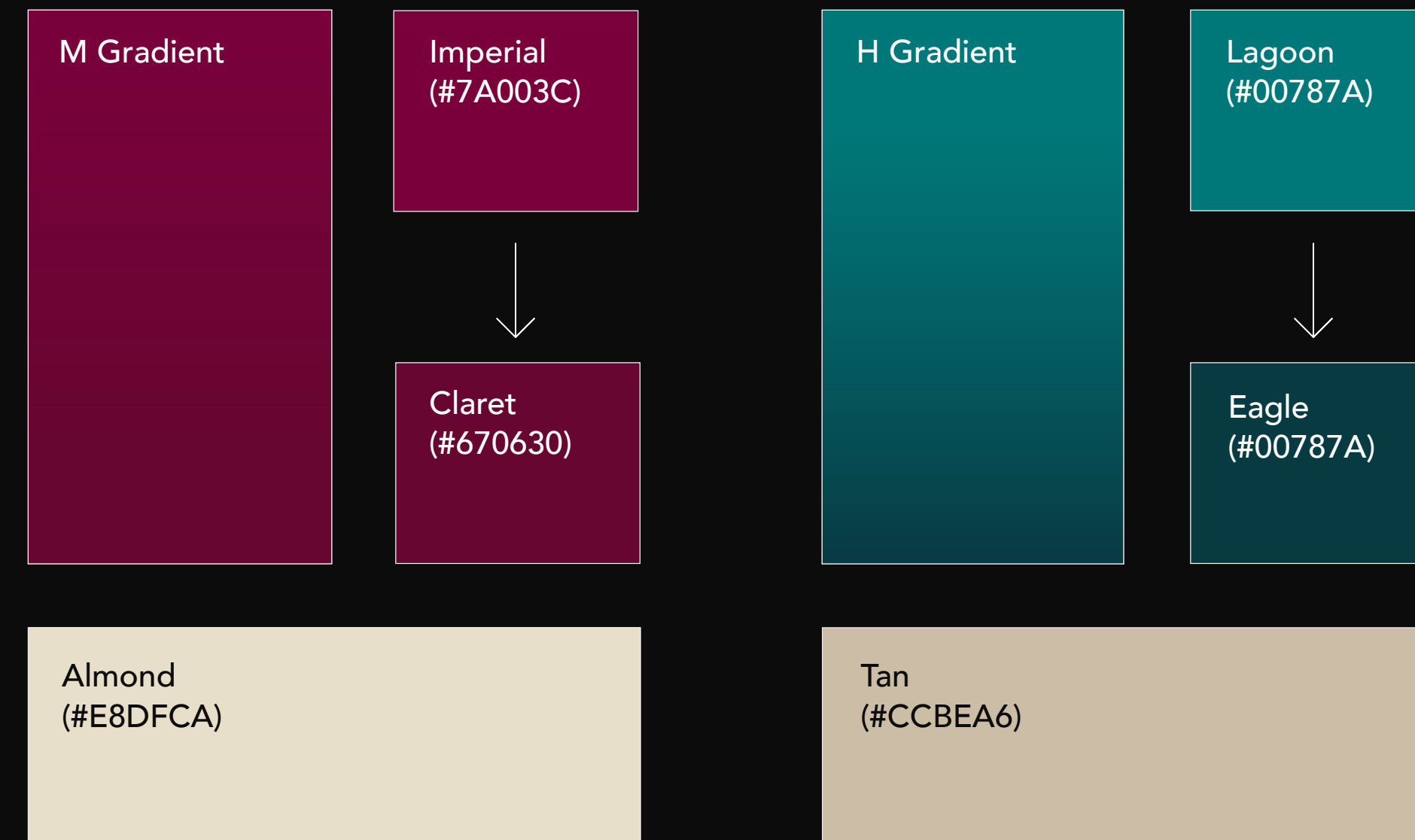


Logomark

The logomark can be used alone for merchandise and certain marketing materials.



Colours



Imperial and Lagoon can be used as accent colours. The gradients should not be used outside of the logo.

Dark backgrounds should be used whenever possible, and type should always be Black or White.

Logo Usage

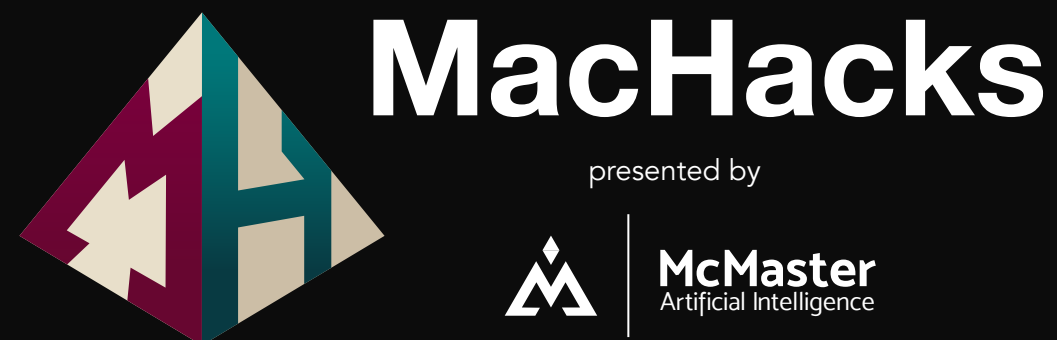
✓ DO:



Use the full logo.



Use the logomark.



Use in conjunction with the Mac AI logo.

Rearrange elements for aesthetic effect.

✗ DO NOT:



Use the wordmark alone.



Alter logo colours.



Warp, rotate, or crop the logo.

Naming Conventions

Any variation other than MacHacks should **never** be used.

Incorrect stylizations include Mac Hacks, machacks, MACHacks, etc.



Mac AI
Ventures

Full Logo

Full logo



Logomark

Wordmark
Mosk Bold

Primary Logo (#000000 Black)



Primary Logo (#ffffff White)

Logomark



Logo (#000000 Black)



Logo (#ffffff White)

Logo Usage

✓ DO:



Mac AI
Ventures

Use the full logo.



Use the logomark.



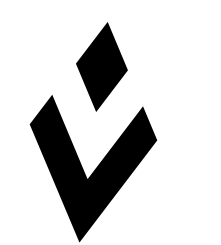
Use appropriate contrast.

✗ DO NOT:

Warp, rotate, crop, or modify the logo.



Mac AI
Ventures



Mac AI
Ventures



Mac AI
Ventures

Mac AI
Ventures



Mac AI
Ventures

Use the wordmark alone.



Mac AI
Ventures

Alter logo colours.



Use the vertical bar
outside of the full logo.

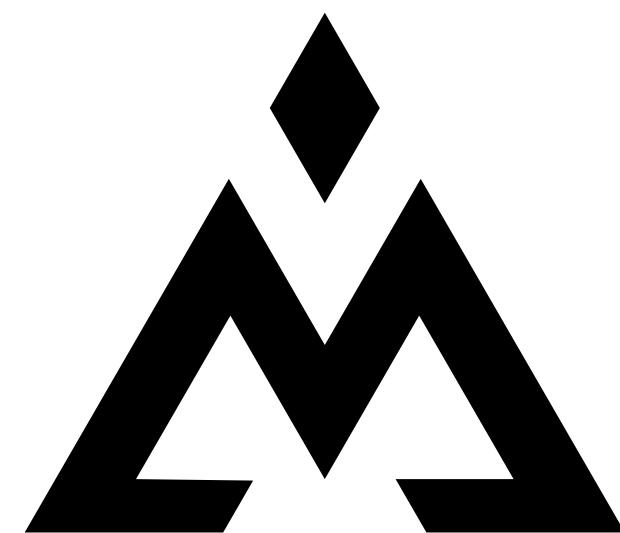
Contact Mac AI using any of the following channels for any questions or feedback:

✉ macai@mcmaster.ca

f facebook.com/mcmasterai

in linkedin.com/company/mcmasterai

📷 instagram.com/macaisociety



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