lorAI visual identity guide

version 2026-10-30



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1. Logo

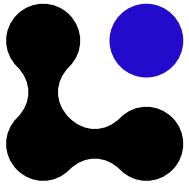
Primary Logo



Meaning of Logo

Logomark

The central dot with three connected dots represents us and our partner institutes working together, united by a common goal of advancing AI through collaboration and excellence.





Logotype

lorAI stands for Low Resource Artificial Intelligence, with the dots in the letters ‘A’ and ‘i’ echoing the connected-dot symbol of the logo.

Logo Colours

Black

Hex
#000000

RGB
0/0/0

CMYK
0/0/0/100

Core Blue

Hex
#240acb

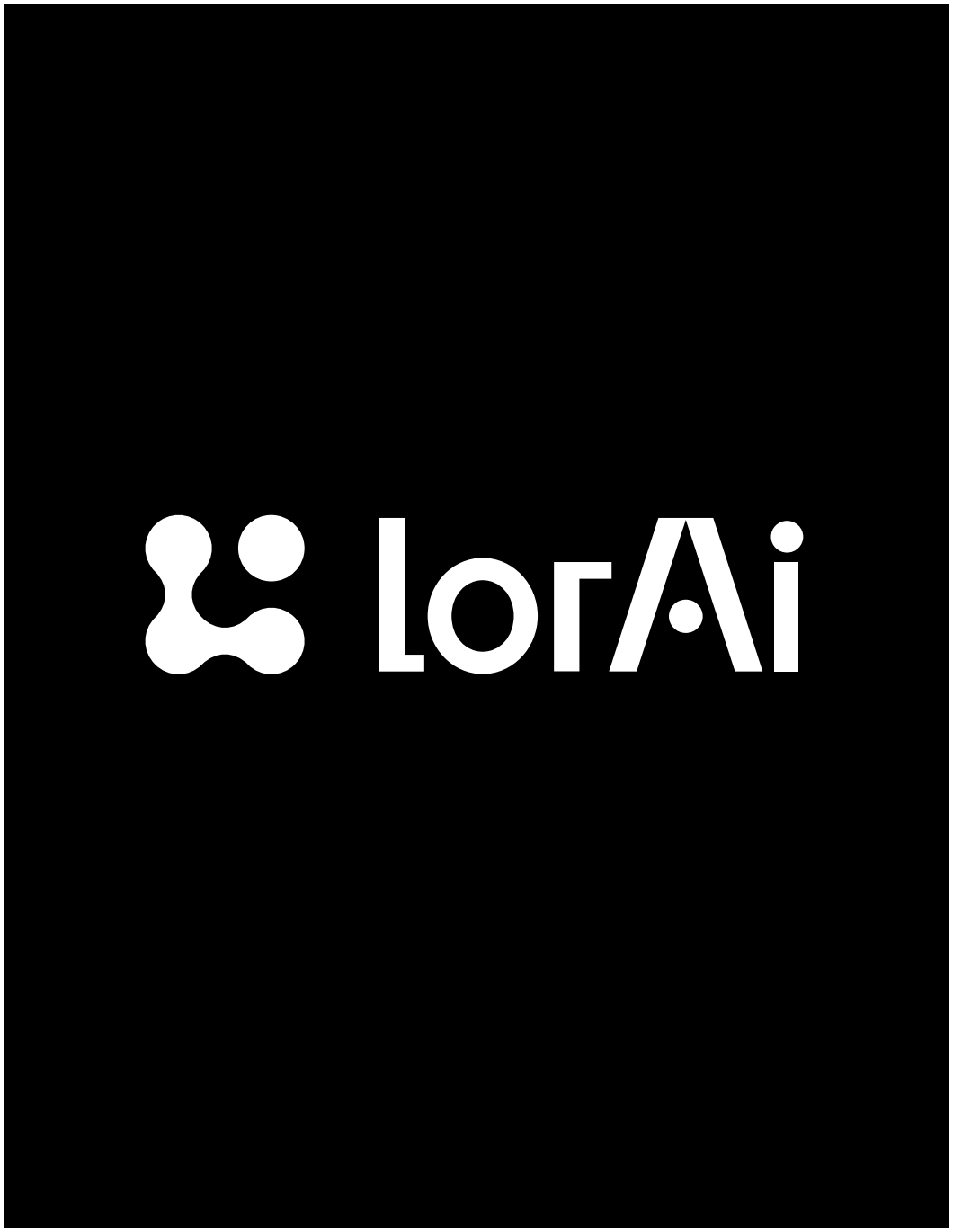
RGB
36/10/203

CMYK
82/94/0/0



Black and White



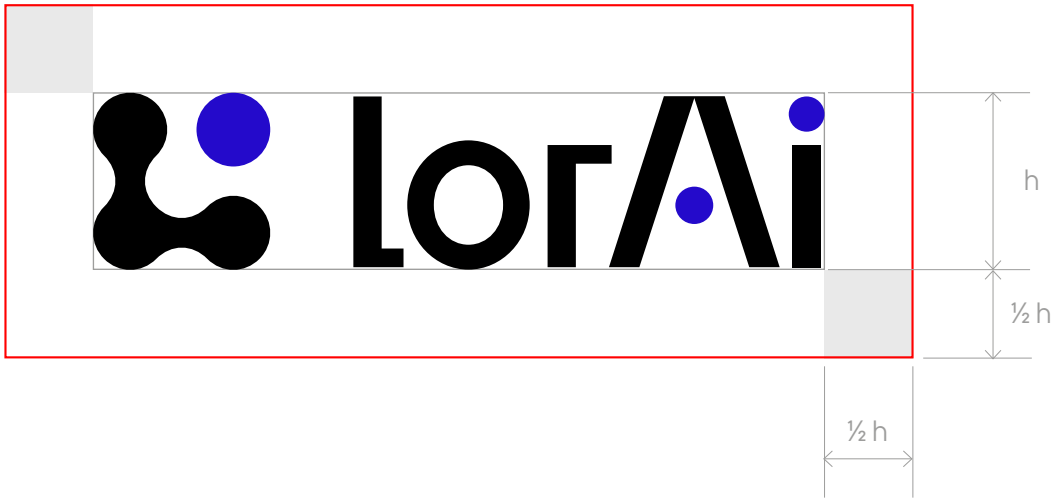


Clearance Zone

The clearance zone corresponds to half the height (h) of the logo, marked in red in the diagram.

It defines the minimum breathing space around the logo that must not be invaded by other graphic elements.

This ensures its legibility and visual independence.



Minimum Size



Dos and Don’ts: Logo



DON'T stretch or alter the wordmark in any way.
The logo must always be resized proportionally without distortion.



DON'T use logotype “lorAI” without the logomark
(though the logomark may stand alone).



DON'T use any effects or use the logo as a mask.



DO refer to the official lorAI brand guidelines.



DON'T place the logo on a background with insufficient contrast or busy imagery.



DO use the white or black version of the logotype on a coloured background, referencing the chapter *"Logo on Colour Backgrounds"*

2. Typography

Primary Typeface

Hammersmith One is our bold, expressive primary font. It highlights only the most important information.

Usage

- Main titles
- Highlighted words
- Calls-to-action

Available

Google Fonts
fonts.google.com/specimen/Hammersmith+One

Hammersmith One

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

a b c d e f g h i j k
l m n o p q r s t u
v w x y z

0 1 2 3 4 5 6 7 8 9

Secondary Typeface

TT Commons Pro is our versatile secondary font. It balances the strength of our headline font, providing clarity and harmony across all communication.

Usage

- Subtitles
- Body text

Available

Adobe CC
fonts.adobe.com/fonts/tt-commons-pro

TT Commons Pro

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

a b c d e f g h i j k
l m n o p q r s t u
v w x y z

a b c d e f g h i j k
l m n o p q r s t u
v w x y z

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

Google Workspace Typeface

Roboto is a font we use as a secondary typeface only within Google Workspace settings to keep a clear and consistent style.

Usage

- Subtitles
- Body text

Available

Google fonts
fonts.google.com/specimen/Roboto

Roboto

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

a b c d e f g h i j k
l m n o p q r s t u
v w x y z

0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

a b c d e f g h i j k
l m n o p q r s t u
v w x y z

0 1 2 3 4 5 6 7 8 9

3. Brand Colours

Hex / RGB / CMYK

Primary Colours

Core Blue

Hex
#240acb

RGB
36/10/203

CMYK
82/94/0/0

Cloud Grey

Hex
#e6e7ed

RGB
230/231/237

CMYK
3/3/0/7

Bright Indigo

Hex
#474bdc

RGB
71/75/220

CMYK
68/66/0/14

Secondary Colours

Deep Indigo

Hex
#170144

RGB
23/1/68

CMYK
66/100/0/72

Radiant Lilac

Hex
#c286f8

RGB
194/134/248

CMYK
22/46/0/0

Solar Amber

Hex
#f8b01e

RGB
248/176/30

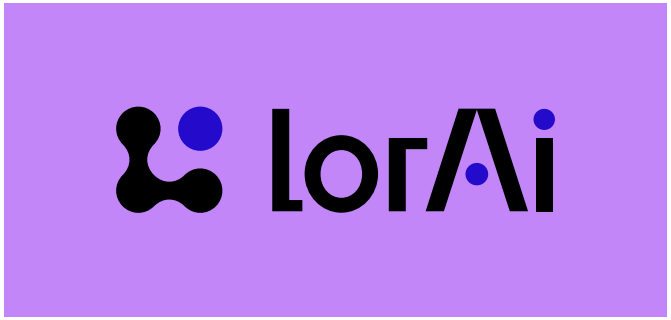
CMYK
0/37/100/0

Logo on Colour Backgrounds

When placing the logo on a solid brand colour background, always use the version that provides maximum contrast and legibility.

Full-colour logo version
on Cloud Grey and Radiant Lilac





White logo version
on Core Blue, Brigth Indigo and Deep Indigo







Black logo version
on Solar Amber



4. Partnership

Partnership Pairing

When pairing the lorAI logo with partner logotypes, please follow these guidelines:

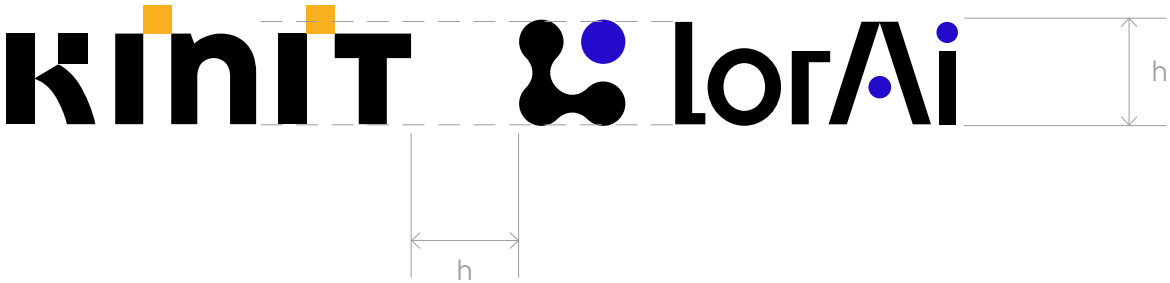
Minimum distance
The minimum distance between the two logotypes must equal the height (h) of the lorAI logo.

Clearance zones
Always respect and maintain the independent clearance zone of the partner logotype.

Optical sizing
The relative sizes of the logotypes must be visually balanced (proportional to one another).

Alignment
Align the logotypes optically (we recommend aligning by the baseline of the wordmark or the central axis).

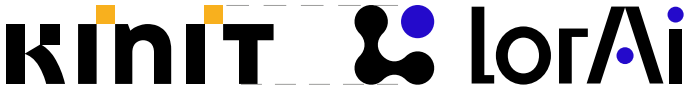




Dos and Don’ts: Partnership Pairing



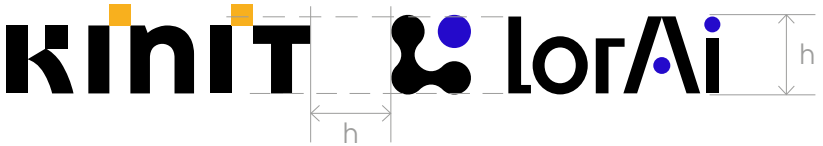
DON'T violate the minimum distance from the partner logo



DON'T size logotypes based solely on geometry
(e.g., making both logos the exact same size)
— as this results in a lack of visual balance and equality.



DON'T alter or change the official colour palette of the logotypes.



DO strive to use the established spacing rules.



DON'T place the logotypes on a background with insufficient contrast or busy imagery.



DO use the white or black version of the logotypes on a coloured background, referencing the brand guidelines of either partner.