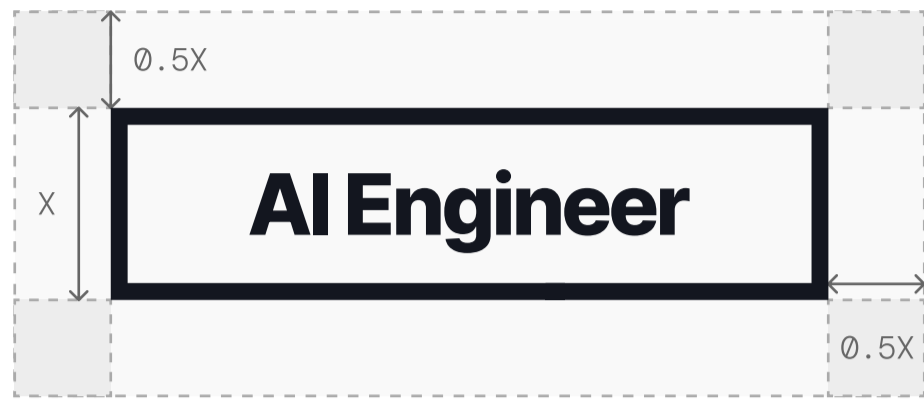


Brand Guidelines

AI Engineer Logo

FULL WORDMARK



Purpose

The logo serves as a visual anchor for our identity. It reflects the spirit of innovation, technical excellence, and global collaboration that defines AI Engineer and its flagship events. Each variation—AI Engineer, AIE Summit, and AIE World's Fair—carries a distinct personality while remaining part of a unified ecosystem.

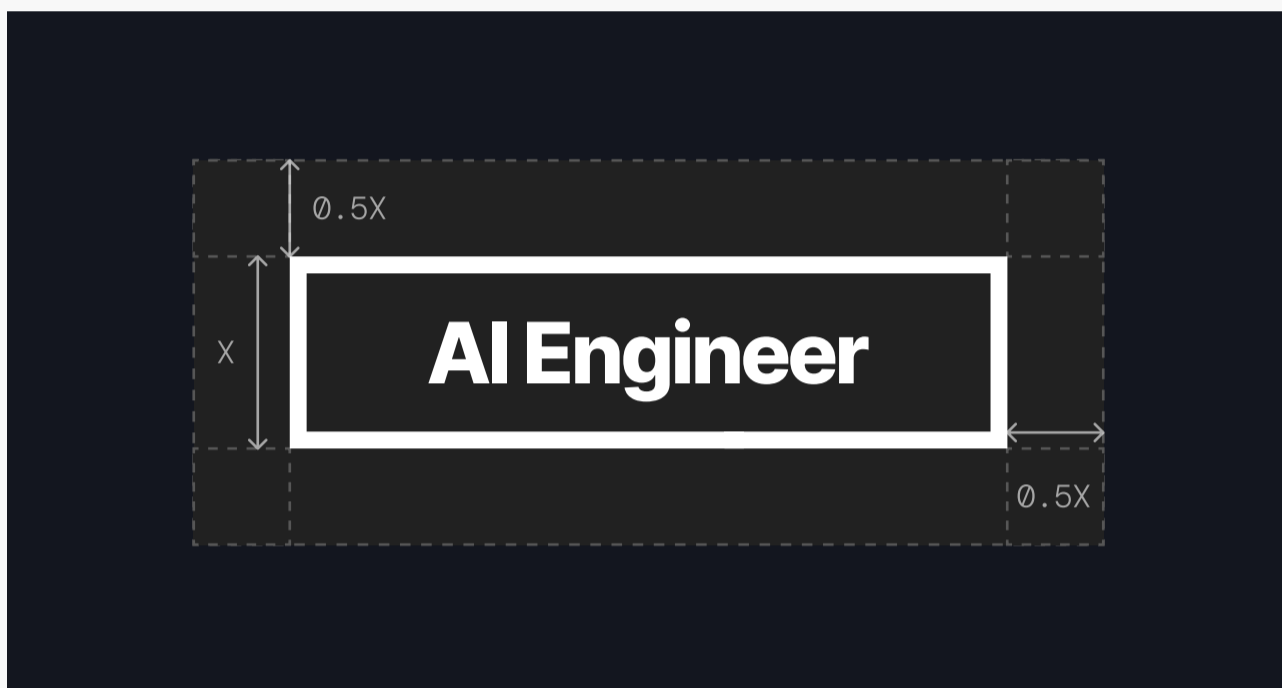
AI Engineer (AIE): The core brand identity. Used across general communications, web presence, and internal materials.

Clear Space

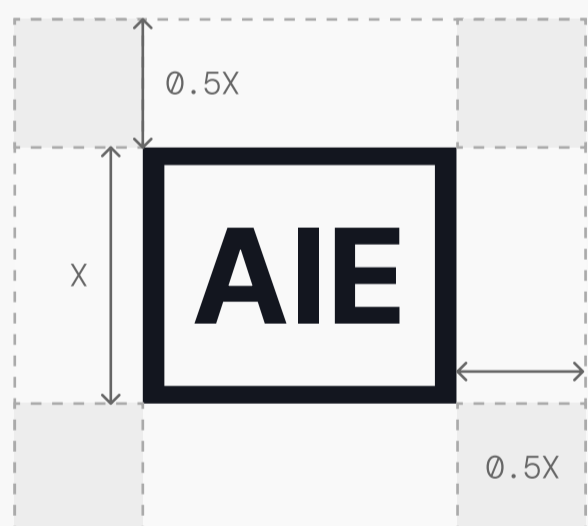
Clear space is defined as 0.5X, or half the height of the logo. It ensures the logo remains visible and unobstructed for maximum impact.

Color Usage

The logo color should be determined by the background for optimal contrast. **Use the black logo (#000000) on light backgrounds, and the white logo (#FFFFFF) on dark backgrounds.** Always ensure the logo remains clearly visible and legible.



AIE MONOGRAM



Purpose

The AIE monogram serves as a compact, recognizable mark within the AI Engineer brand system. It is designed for flexible application across digital products, social icons, event signage, and merchandise—where space or simplicity is a priority. While minimal in form, it retains the core identity of AI Engineer and reflects the same values of innovation, clarity, and technical excellence.

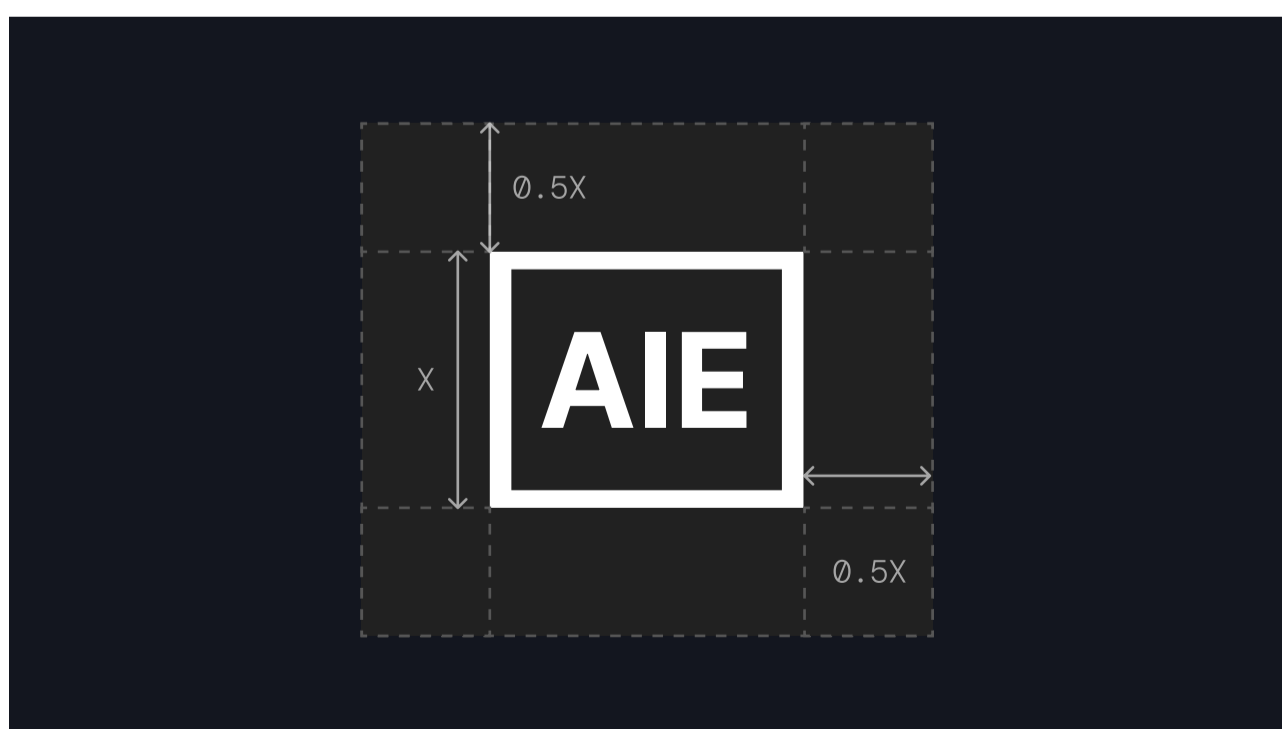
The AIE monogram is a visual shorthand for the full AI Engineer brand and should always be used in alignment with brand standards.

Clear Space

Clear space is defined as 0.5X, or half the height of the logo. It ensures the logo remains visible and unobstructed for maximum impact.

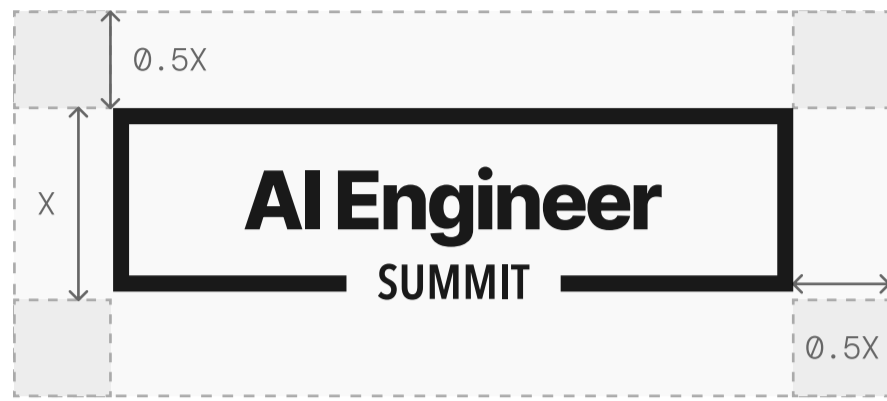
Color Usage

The logo color should be determined by the background for optimal contrast. **Use the black logo (#000000) on light backgrounds, and the white logo (#FFFFFF) on dark backgrounds.** Always ensure the logo remains clearly visible and legible.



Alternative Logo

AI ENGINEER SUMMIT



Purpose

The AIE Summit logo reflects the technical precision and engineering depth of our annual conference. It's designed to resonate with AI builders, researchers, and practitioners, while maintaining alignment with the broader AI Engineer brand system.

Clear Space

Clear space is defined as 0.5X, or half the height of the logo. It ensures the logo remains visible and unobstructed for maximum impact.

Color Usage

The logo color should be determined by the background for optimal contrast. **Use the black logo (#000000) on light backgrounds, and the white logo (#FFFFFF) on dark backgrounds.** Always ensure the logo remains clearly visible and legible.



AI ENGINEER WORLD'S FAIR



Purpose

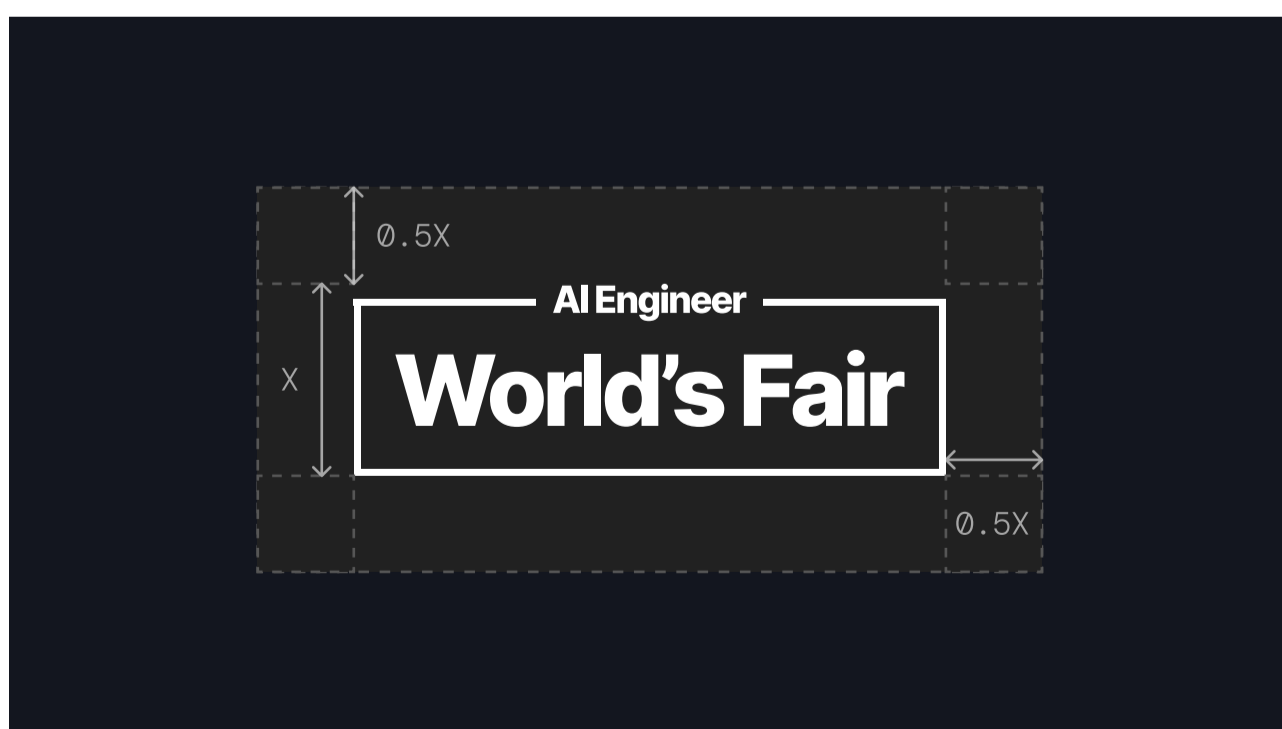
The AIE World's Fair logo embodies the bold, future-forward spirit of our global flagship event. It represents the convergence of diverse ideas, international innovation, and the evolving role of AI on a world stage. This logo carries a distinct identity while staying true to the AI Engineer ecosystem.

Clear Space

Clear space is defined as 0.5X, or half the height of the logo. It ensures the logo remains visible and unobstructed for maximum impact.

Color Usage

The logo color should be determined by the background for optimal contrast. **Use the black logo (#000000) on light backgrounds, and the white logo (#FFFFFF) on dark backgrounds.** Always ensure the logo remains clearly visible and legible.



Typography

Typography helps maintain a consistent and recognizable voice for the AI Engineer brand. We use Plus Jakarta Sans for bold, modern headings, and Inter for clear, versatile titles and body text. This pairing supports a strong visual hierarchy and reflects our technical, forward-thinking identity. Use them consistently to ensure clarity and professionalism.

Note: These typefaces are part of the core brand guidelines. **Typography may vary for specific events (such as AIE Summit or World's Fair)** to align with unique themes or creative direction—while still maintaining a consistent tone and overall brand identity.

HEADING

Plus Jakarta Sans

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TITLE

Inter

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY

Inter

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colors

Our minimalist palette—white, black, and subtle grays—supports a professional and timeless identity. High contrast ensures clarity across all materials. Accent colors may be used for events, but the core palette stays neutral to maintain consistency.

Note: This color palette serves as a general guideline. **Specific events, such as AIE Summit or AIE World's Fair, may feature additional colors that align with their unique themes**—while still maintaining the overall tone and professionalism of the AI Engineer brand.

Pure White

#FFFFFF

Light Gray

#E5E5E5

Soft Gray

#DDDDDD

Pure Black

#000000

Light Gray

#333333

Soft Gray

#4A4A4A

Logo Do's

Maintaining the original form of our logo is important to ensure its integrity when using it. It should be placed prominently in open areas, follow the color palette of our brand, and change its color to make it readable against various backgrounds. Preserve scalability and apply it uniformly throughout all platforms to boost identity and brand recognition. These procedures will guarantee that our logo accurately conveys the essence of our company.



Maintain Aspect Ratio

Scale the logo proportionally—maintain aspect ratio and use the appropriate logo version for the context.



Use Different Color Background

You can use the logo on a different color background. Please ensure to check for readability and contrast.



Use on Image Background

You can use the logo on an image background. Please ensure to check for readability and contrast.

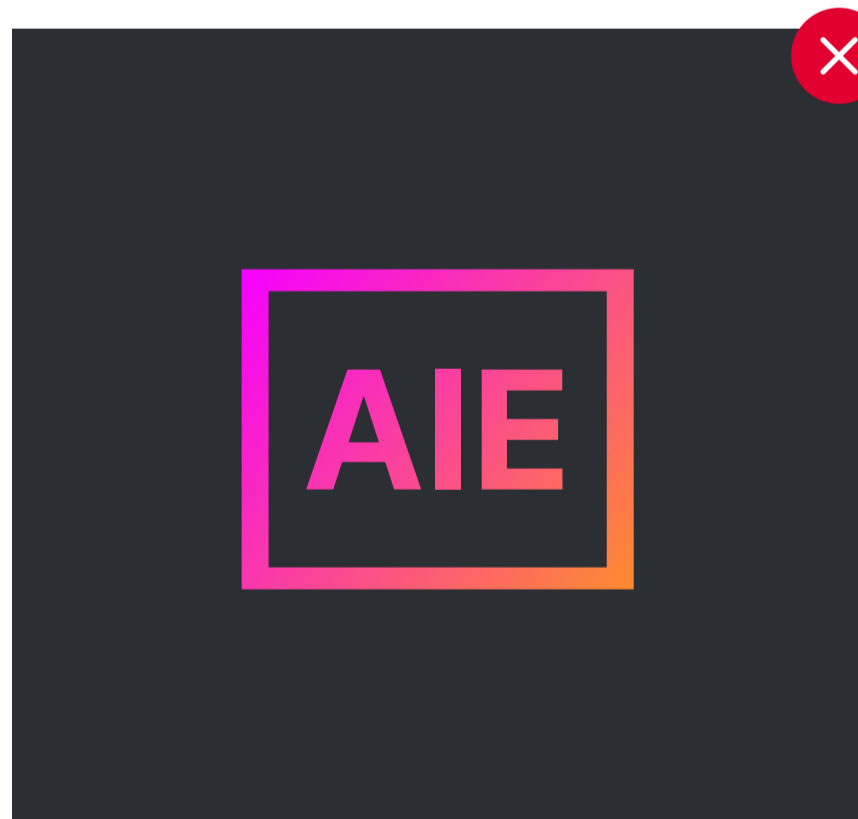
Logo Dont's

To preserve the integrity of our logo, make sure it stays in its original form. Use open areas for prominence and stay away from cluttered placements. Follow the color scheme of our brand, making minor adjustments as needed to ensure legibility on different backgrounds. To strengthen brand identity and recognition, keep your platforms consistent and scalable. These steps will guard against deception and guarantee that our logo appropriately represents our business.



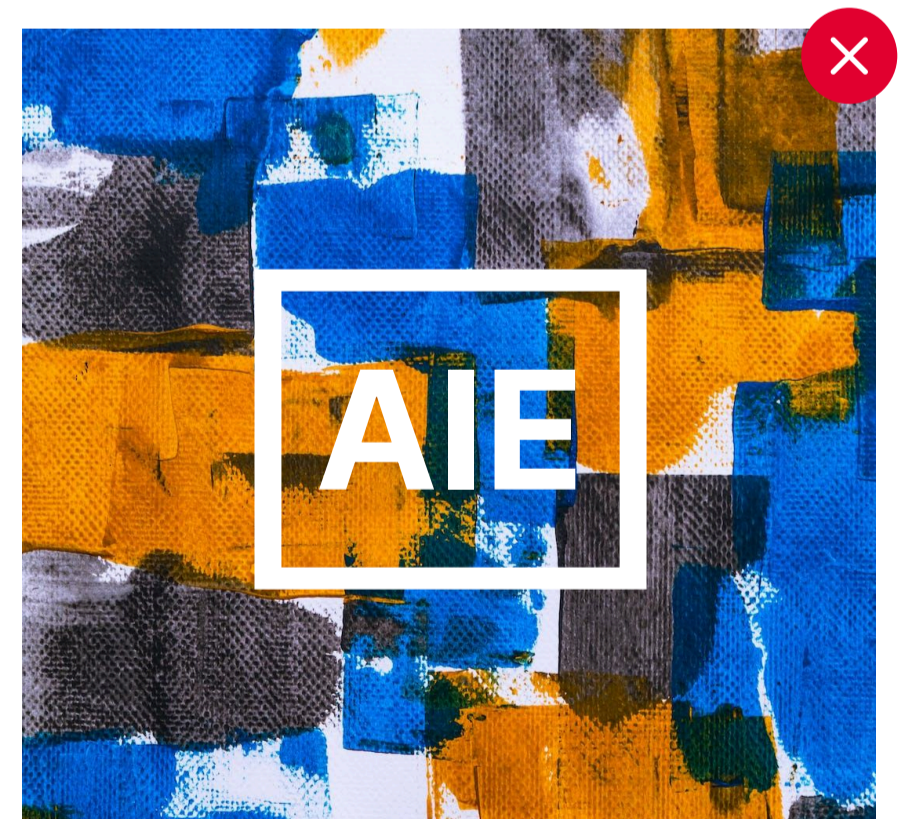
Don't Modify the Logo

Don't stretch, distort, rotate, or apply effects like outlines, or strokes to the logo.



Don't Change the Logo Colors

Use only the approved black or white versions and never apply unapproved colors or gradients to the logo.



Avoid Cluttered Background

Please avoid using a cluttered background for the logo to ensure readability and brand recognition.