[] ADVANCED AI SOCIETY
The alliance for verifiable AI

FOR PARTNERS AND PRESS

Brand Guidelines

Everything you need to show that you work with us, cite us, or report on us — the files, the rules, and the words. Almost all of it is yours to use without asking.

01 · PERMISSION

START HERE

We want you to talk about us.

If you are a member, partner, event co-host, journalist or researcher, or you are simply explaining who we are, **use our logo. You do not need to ask for permission.** The few rules below exist so that no one can fake a claim about *certification*.

You may, without asking

- Use the logo to show that you are a member, partner, or event participant.
- Use the logo when citing, quoting, reviewing, or reporting on our work.
- Use the logo to say the organization exists — in a list, a slide, a directory.

You may not, ever

- Redraw, recolor, stretch, rotate, or rebuild the logo. Use the supplied files.
- Claim or imply a certification.

DOWNLOAD THE FILES

Download the files from this page rather than a shared drive, so you always have the current version.

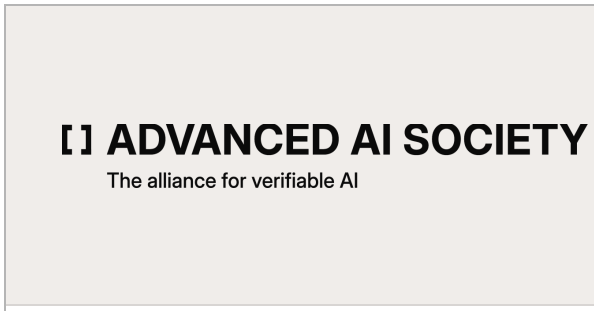
Choose a format under any logo to download that file, or download the logo in every format as a zip.

Use each file as it is. Never separate the mark from the name, and never move or centre the descriptor.

Every format below is a link: click it to download that file, or download every logo at once.

DOWNLOAD ALL LOGOS (.ZIP, 1.8 MB)

Every logo, in both inks, as SVG and PNG at three sizes, plus favicons.



Institutional · under

The default institutional logo: the descriptor under the wordmark. Press, partner pages, documents.

advanced-ai-society-logo-institutional-under-...

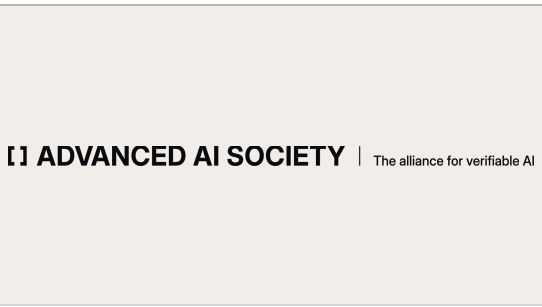
BLACK · FOR LIGHT BACKGROUNDS

SVG | PNG 596 | PNG 1193 | PNG 2386

OFF-WHITE · FOR DARK BACKGROUNDS

SVG | PNG 596 | PNG 1193 | PNG 2386

Download all formats (.zip, 318 KB)



Institutional · beside

The descriptor beside the wordmark, behind a rule. Wide, short spaces: headers, banners.

advanced-ai-society-logo-institutional-beside-...

BLACK · FOR LIGHT BACKGROUNDS

SVG | PNG 930 | PNG 1860 | PNG 3720

OFF-WHITE · FOR DARK BACKGROUNDS

SVG | PNG 930 | PNG 1860 | PNG 3720

Download all formats (.zip, 310 KB)

Institutional · stacked

The two-line logo with the descriptor beside it, each line level with the wordmark.

advanced-ai-society-logo-institutional-stacked-...

BLACK · FOR LIGHT BACKGROUNDS

SVG | PNG 572 | PNG 1145 | PNG 2290

OFF-WHITE · FOR DARK BACKGROUNDS

SVG | PNG 572 | PNG 1145 | PNG 2290

Download all formats (.zip, 330 KB)

Primary

Mark and wordmark, no add-on. The default in a tight space.

advanced-ai-society-logo-primary-...

BLACK · FOR LIGHT BACKGROUNDS

SVG | PNG 596 | PNG 1193 | PNG 2386

OFF-WHITE · FOR DARK BACKGROUNDS

SVG | PNG 596 | PNG 1193 | PNG 2386

Download all formats (.zip, 209 KB)

Primary · stacked

Mark beside a two-line wordmark, for narrow or square spaces.

advanced-ai-society-logo-primary-stacked-...

BLACK · FOR LIGHT BACKGROUNDS

SVG | PNG 348 | PNG 696 | PNG 1392

OFF-WHITE · FOR DARK BACKGROUNDS

SVG | PNG 348 | PNG 696 | PNG 1392

Download all formats (.zip, 211 KB)

Bracket mark

Favicons, avatars and app icons only. Not a small logo.

advanced-ai-society-logo-bracket-mark-...

BLACK · FOR LIGHT BACKGROUNDS

SVG | PNG 128 | PNG 256 | PNG 512

OFF-WHITE · FOR DARK BACKGROUNDS

SVG | PNG 128 | PNG 256 | PNG 512

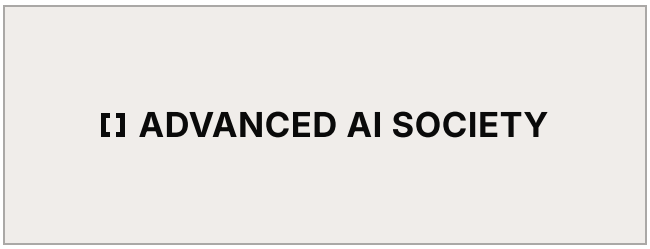
Download all formats (.zip, 25 KB)

File names follow the card. *Institutional* · *under*, off-white, 1193 px wide, saves as advanced-ai-society-logo-institutional-under-offwhite-1193px.png.

SVG or PNG. Use SVG where the Inter typeface is installed, such as in design tools. Use PNG everywhere else: it looks the same on every machine, and each file is trimmed to the edge of the logo.

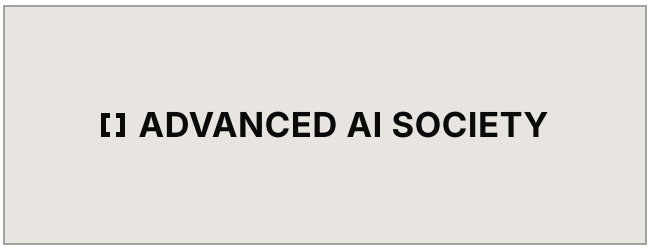
PICK THE FILE BY THE BACKGROUND

Black on light backgrounds, off-white on dark ones. The black is #0A0A0A and the off-white is #F0EDEA. If a file does not suit a background, switch to the other file. Never invert, tint or recolor it.



Light background, black logo.

Dark background, off-white logo.



Greige background, black logo.

CLEAR SPACE AND MINIMUM SIZE

Clear space: leave at least the height of the bracket mark on all four sides, and keep text, lines, other logos and busy imagery out of it.

THE DASHED LINE SHOWS THE MINIMUM. DO NOT DRAW IT.

Minimum sizes are widths. Below them, use the bracket mark instead of shrinking the logo.

Lockup, screen	120 px wide
Lockup, print	40 mm wide
Bracket mark, screen	24 px wide
Bracket mark, print	8 mm wide

WHAT WRONG LOOKS LIKE

Each example is the real logo with one thing done wrong.

DO

A **Use the black logo on light backgrounds**

At least 120 px wide on screen and 40 mm in print, with clear space on all four sides.

B **Use the off-white logo on dark backgrounds**

Pick the file that suits the background. Never invert or recolor either one.

DON'T

1 **Don't stretch it**

Changing the width alone distorts the logo. Scale width and height together.

2 **Don't squash it**

Changing the height alone distorts the logo. Scale width and height together.

3 Don't rotate it

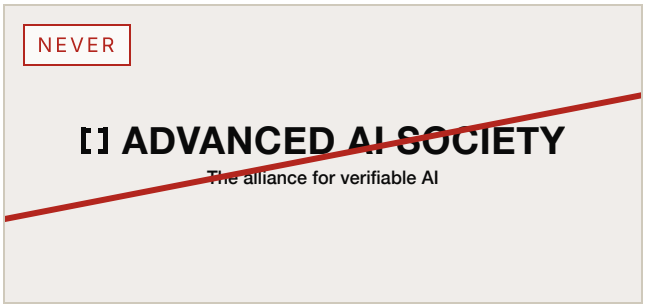
The logo always sits level.

4 Don't recolor it

Use the black file or the off-white file, nothing else.

5 Don't make it neon

Neon is never a logo color.

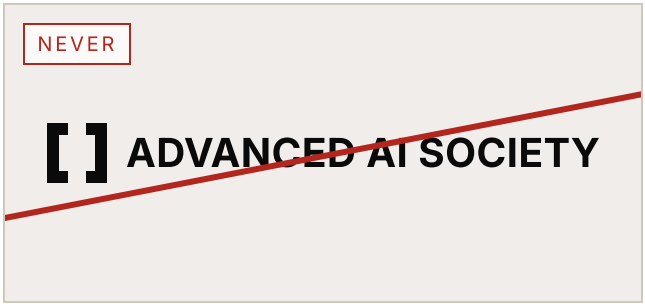


6 Don't center the descriptor

The descriptor starts under the first letter of the name, or sits beside it.

7 Don't center it under the stacked logo

The stacked logo takes its descriptor beside it, on two lines.

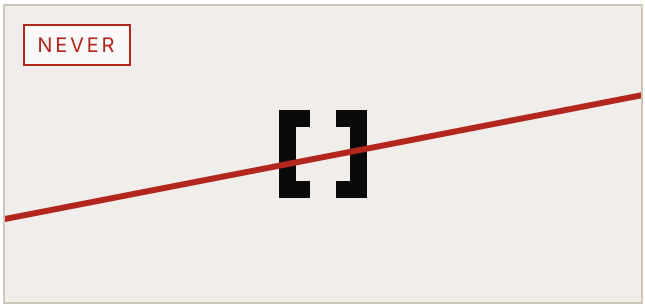


8 Don't rebuild it from parts

Always use the supplied file. Never set the name in type next to the mark.

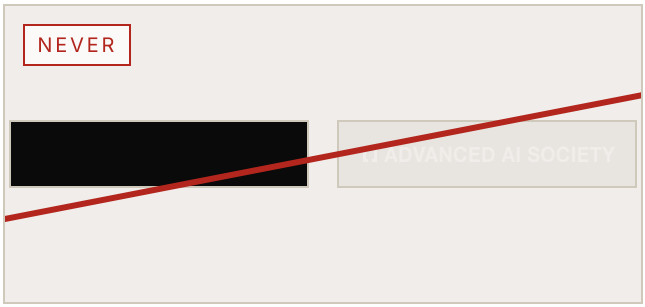
9 Don't use the name without the mark

The name set in type on its own is not the logo.



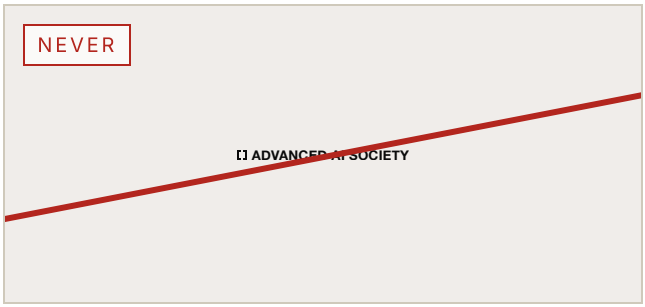
10 Don't use the mark as the logo

The bracket mark on its own is only for icons and avatars.



11 Don't use the wrong file for the background

Black on light backgrounds, off-white on dark ones.



12 Don't make it too small

Below 120 px wide, use the bracket mark instead.

13 Don't crowd it

Leave clear space at least as tall as the bracket mark on all sides.

14 Don't add effects

No shadows, glows, outlines, gradients or textures.

15 Don't place it on a busy background

Use a plain area of the image, or put a solid panel behind the logo.

NAMING US IN PROSE

Use these forms exactly as written.

Our name is never abbreviated

Write **Advanced AI Society** in full every time, including in captions, tables and chart labels. In text, never set it in capitals.

Acme is a member of the Advanced AI Society.	COPY
Acme is an Advanced AI Society member.	COPY
in partnership with the Advanced AI Society	COPY
hosted by Acme, with the Advanced AI Society	COPY
Proof-of-Control, an open standard chaired and maintained by the Advanced AI Society, hosted at LF Decentralized Trust	COPY

Use the full Proof-of-Control line the first time it appears. Where space is tight, such as a chart footnote or slide credit, *hosted at LF Decentralized Trust* is enough, provided the full line appears elsewhere on the page.

Avoid

~~Acme's Advanced AI Society~~	Never possessive.
~~the AAIS Society~~	Not our name.

~~Advanced AI Society approved~~	We do not approve or endorse products, and there is no certification program yet.
~~an Advanced AI Society event~~	Only for events we run. Otherwise, use a partnership line above.
~~ADVANCED AI SOCIETY~~	Never in capitals in a sentence.

07 · DESCRIPTION

DESCRIBING US

ONE LINE — 9 WORDS

Advanced AI Society is the alliance for verifiable AI.

COPY

BOILERPLATE — 37 WORDS

Advanced AI Society is the alliance for verifiable AI. We unite market leaders and deployers with insurers, policymakers, and civil society to standardize, deploy, and scale open verification, an AI security approach purpose-built for the agentic age.

COPY

PRESS BOILERPLATE — 66 WORDS

Advanced AI Society is the alliance for verifiable AI. Its members build verifiable AI solutions that allow anyone to openly verify how autonomous agents act in deployment. Through the Open Verification Lab, the Society develops Proof-of-Control, an industry-led open standard hosted at LF Decentralized Trust. Its Ecosystem Growth pillar aligns market leaders, regulators, and civil society to make open verification standard practice. Learn more at advancedaisociety.org.

COPY

08 · CONTACT

QUESTIONS?

You do not need our approval for anything in sections 01 to 07. Write to us if your use falls outside them.

hi [at] advancedaisociety.org