

Guiden AI

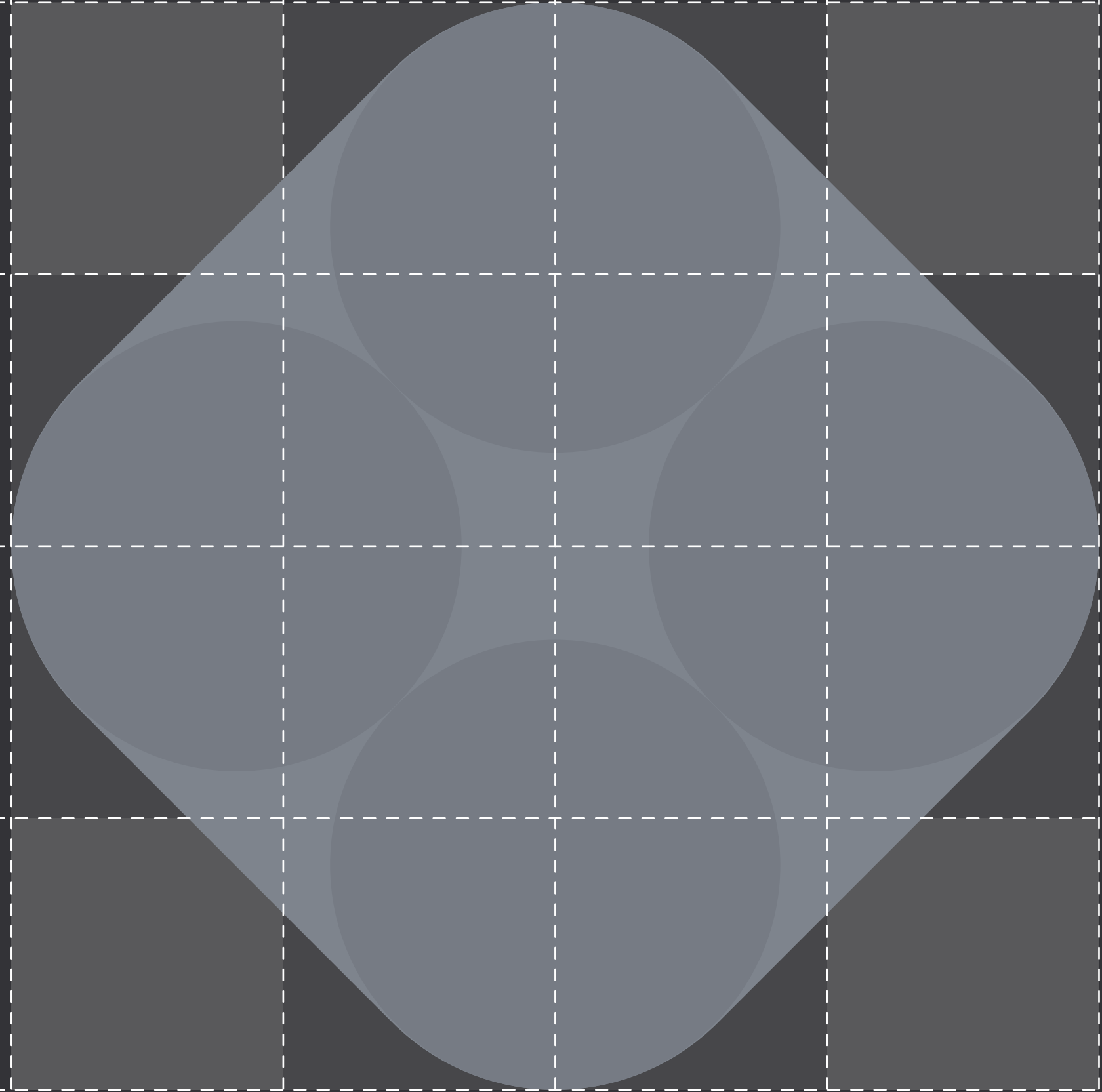
Brand Guidelines

GuidenAI

Symbol

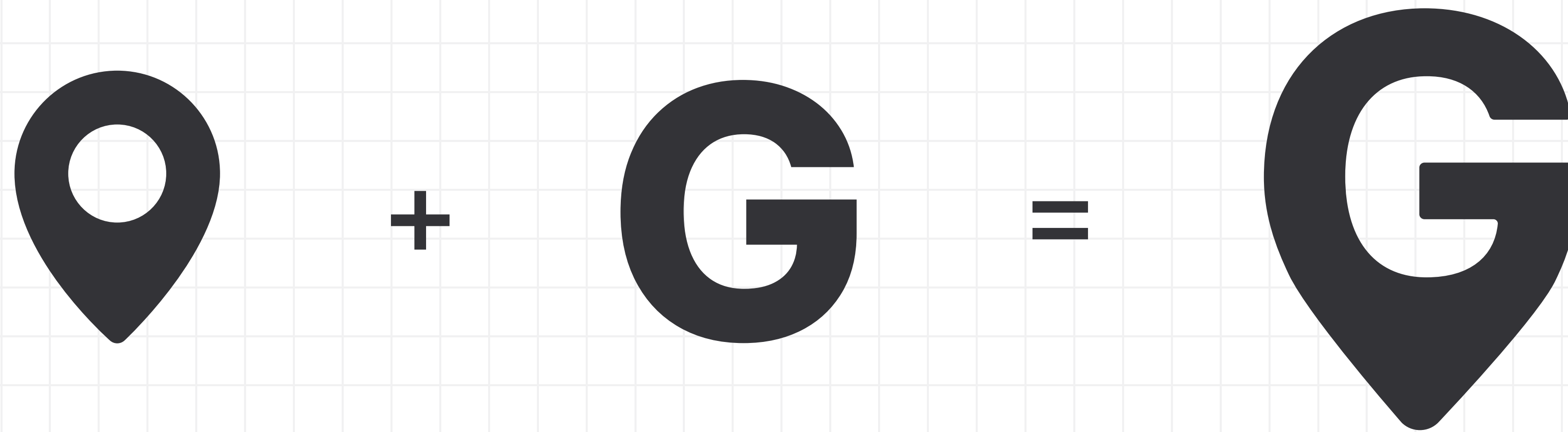
Our symbol can be use as shorthand on its own
or locked up with our wordmark





G

GuidenAI



Symbol Meaning

GuidenAI's emblem merges the letter "G" with a location pin, symbolizing precise AI-guided travel insights. It reflects our commitment to being your trusted travel companion.

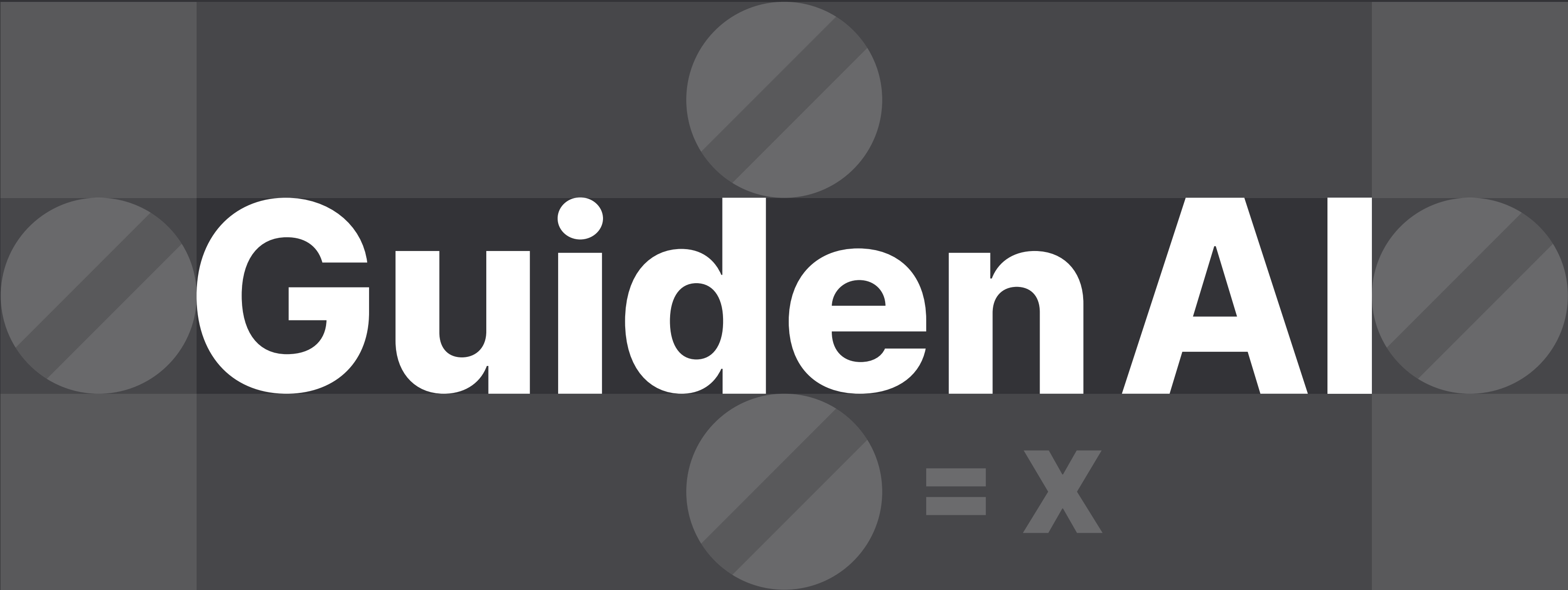
Guiden AI

Guiden AI

Wordmark

Our wordmark is carefully refined and is unique to us. It should never be altered or manually typed out.

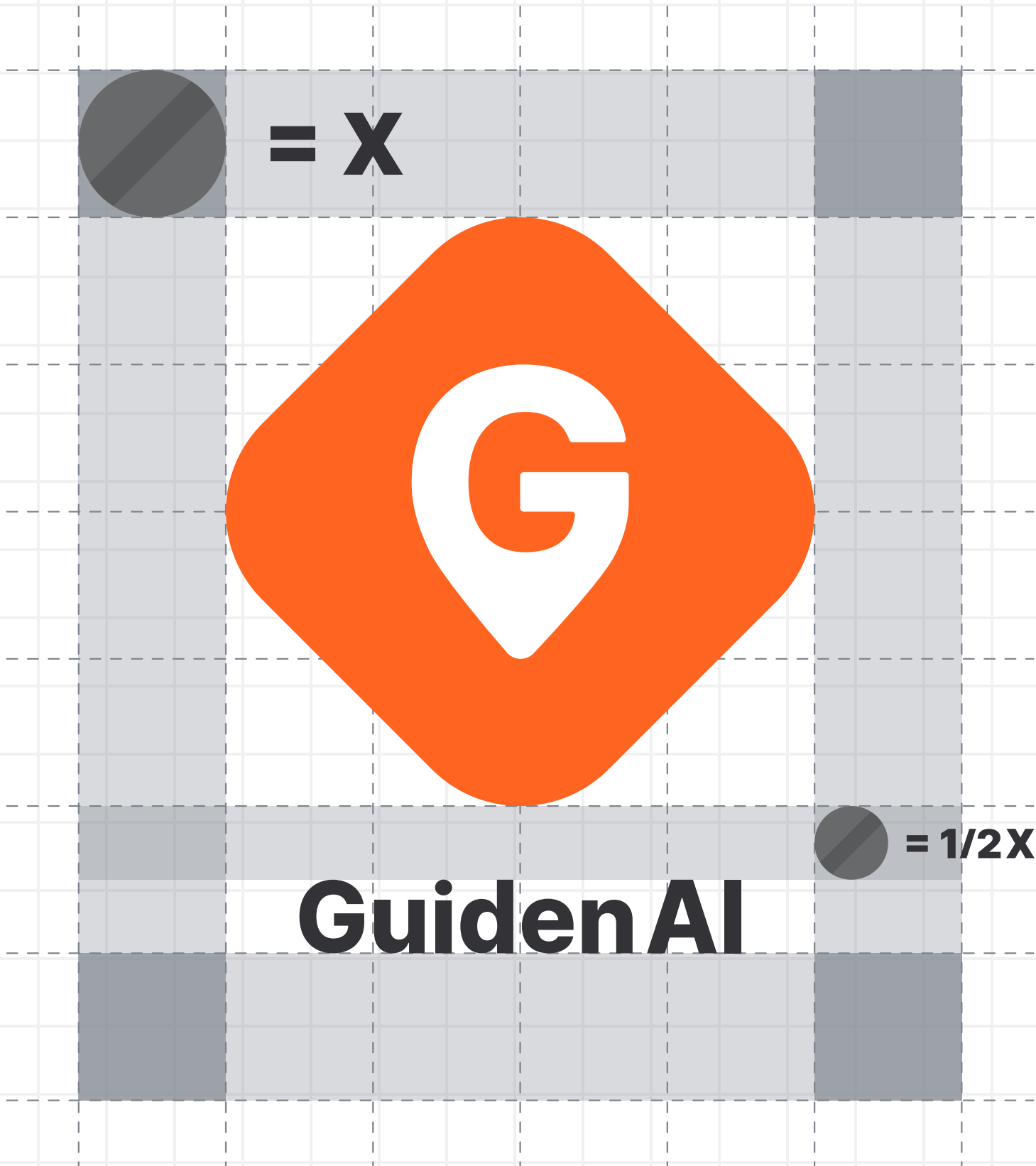
GuidenAI



Clearspace

The clear space around our wordmark should always be maintained when used independently from our symbol.

GuidenAI



Logo Lockup

Although the wordmark & symbol can exist independently, it's crucial to preserve the appropriate clear space & alignment when they're combined.

GuidenAI



■ #FFFFFF
C : 0% R : 255
M : 0% G : 255
Y : 0% B : 255
K : 0%

GuidenAI

Logo Color

Logo will be used in **White** when it's displayed on color backgrounds.



■ #FF6421
C : 0% R : 255
M : 75% G : 100
Y : 95% B : 33
K : 0%

GuidenAI

■ #333337
C : 71% R : 51
M : 65% G : 51
Y : 59% B : 55
K : 56%

And it will switch to **GuidenAI Orange** with the Wordmark in **Dark Grey** when appearing on White backgrounds.

GuidenAI



■ #FFFFFF
C : 0% R : 255
M : 0% G : 255
Y : 0% B : 255
K : 0%

GuidenAI

B&W

When we are not able to use color, the logo will switch to **White** on dark backgrounds.



■ #333337
C : 71% R : 51
M : 65% G : 51
Y : 59% B : 55
K : 56%

GuidenAI

And **Dark Grey** on light backgrounds.

Guiden AI

Inter - Thin

Lorem Ipsum is simply dummy text of the printing and typesetting industry...

Inter - Regular

Lorem Ipsum is simply dummy text of the printing and typesetting industry...

Inter - Bold

Lorem Ipsum is simply dummy text of the printing and typesetting industry...

Inter - ExtraLight

Lorem Ipsum is simply dummy text of the printing and typesetting industry...

Inter - Medium

Lorem Ipsum is simply dummy text of the printing and typesetting industry...

Inter - ExtraBold

Lorem Ipsum is simply dummy text of the printing and typesetting industry...

Inter - Light

Lorem Ipsum is simply dummy text of the printing and typesetting industry...

Inter - SemiBold

Lorem Ipsum is simply dummy text of the printing and typesetting industry...

Inter - Black

Lorem Ipsum is simply dummy text of the printing and typesetting industry...

Typography

Our brand typeface is Inter.

Inter

GuidenAI



Iconography

Our Iconography style, We use minimalist icons in our designs, aiming for a clean and clear visual aesthetic.

GuidenAI

You find the spots,
we connect the dots!

```
var message = "Hiya! What can I do for you?";
```

Mascot

We use the mascot based on pre-existing action sets,
with a single artist tasked with ensuring consistency in
style during its creation.



GuidenAI

**Thanks
For Watching**

GuidenAI

