



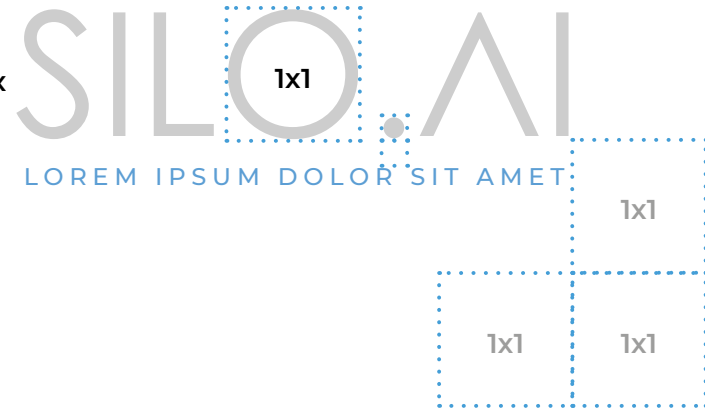
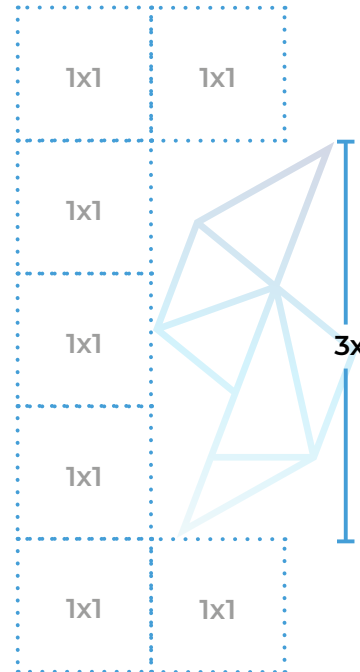
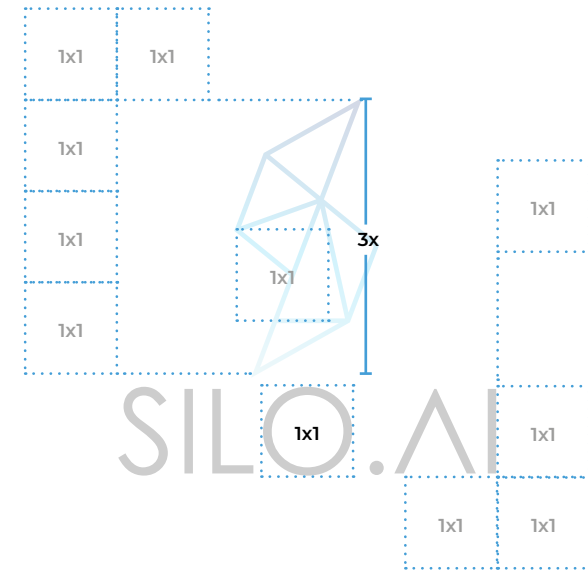
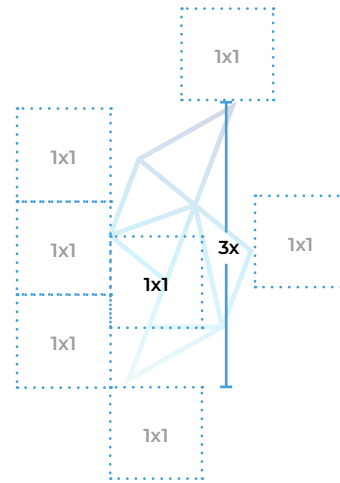
SILO.AI
BRAND GUIDELINES



The anatomy of the Silo.AI logo. Don't manually add the SILO.AI text to the S-logo, always use premade combination you need. Margins are defined by $\frac{1}{3}$ of the S-logo height, which is the full size of the O in SILO (1x1 square in the illustration on the right).

In a nutshell: the logo space is the full rectangle occupied by the logo. Any content around the logo should be placed one 1x1 square away from this.

When placing a tagline below the SILO.AI text, the margin is defined by the size of the dot of the logo. Ideally, tagline width is identical to the text part of the logo. This can be achieved by font spacing and kerning.







DO'S & DON'TS

Silo.AI's main color varieties are gradient blue, white, black and the individual combinations of these three. There is always a working combination for any background color. Make sure that you select a contrasting logo version according to your background.

In a nutshell: Pick a logo that is clearly visible. Silo.AI often uses a blue background color, so if you want to use the standard gradient S, make sure to accompany it with the SILO.AI text.



-  Ok
-  Not ok
-  Allowed when full logo is used.
Not allowed when only "S" shape used.
-  Allowed when only "S" shape is used.
Not allowed when full logo with white text used

