

AI4LAM

Brand guidelines v1.

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Introduction

Artificial Intelligence for Libraries, Archives & Museums is an international, participatory community focused on advancing the use of artificial intelligence in, for and by libraries, archives and museums.

Core values

Innovative and Inspiring

Impactful

Open, Transparent and Repeatable

Collaborative

Inclusive

Our parola

Individually we are slow and isolated;
collectively we can go faster and farther.

Logo

- 2.1 Logo
- 2.2 Safe area
- 2.3 Example
- 2.4 Positive vs. negative
- 2.5 Favicon



Logo

The logo can be used with or without the tagline depending on the context on where it is used.

The logo consists of the text "AI4LAM" in a bold, sans-serif font. The "AI" is in a dark red color, the "4" is in a dark grey color, and the "LAM" is in a black color. There is a small square dot at the end of the "M".The logo consists of the text "AI4LAM" in a bold, sans-serif font. The "AI" is in a dark red color, the "4" is in a dark grey color, and the "LAM" is in a black color. There is a small square dot at the end of the "M".

Artificial Intelligence for
Libraries and Museums

The missing unit in the letter L represents digitalization at work within AI4LAM. It reveals the pixelisation of a typographic form—where a continuous shape is broken into discrete units.

Nothing is lost. The square has simply been displaced in time and space, embodying transformation rather than absence. This shift reflects how knowledge moves through AI systems: extracted, translated, and recontextualized without losing its core value.

The logo thus expresses AI4LAM's role in this process—guiding the transition from analogue to digital, from material to data, while preserving meaning, integrity, and trust.

Safe area

Minimum spacing around the logo should always correspond to the logo's size $\times 1$.

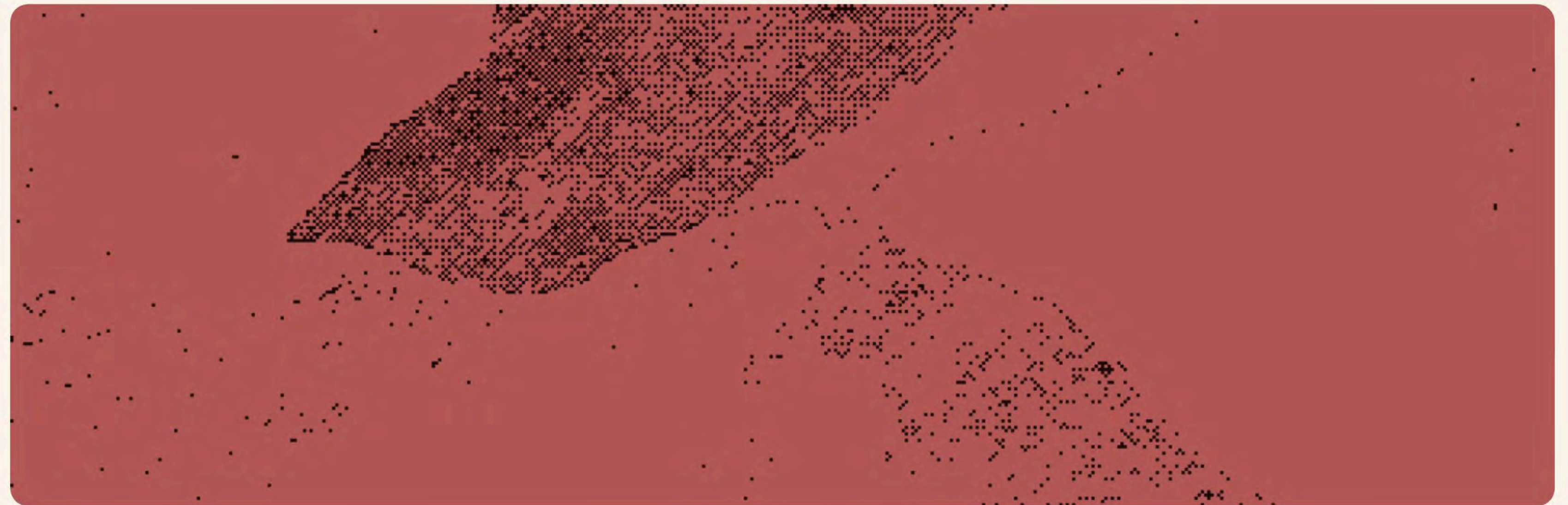


Example



Presentation Template

Lorem ipsum dolor sit amet



Positive vs. negative

AI4LAM[®]

AI4LAM[®]

AI4LAM brand guidelines

Logo

Favicon



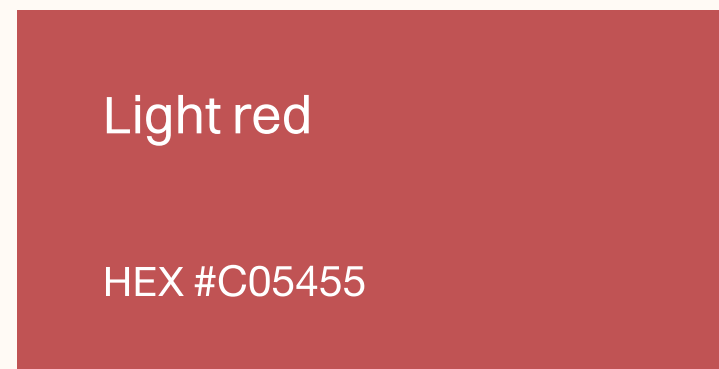
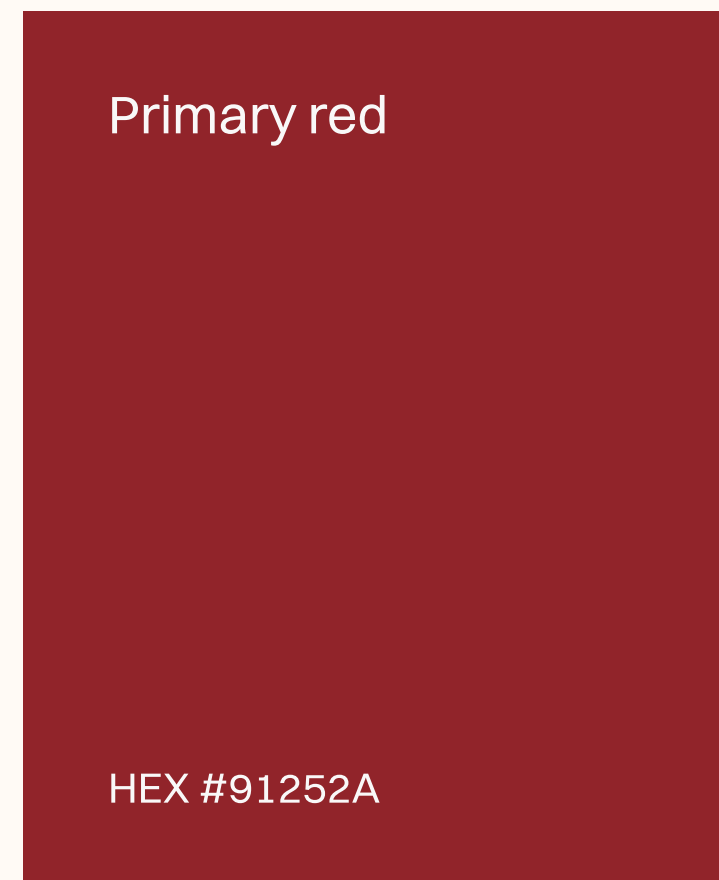
Colors

- 3.1 Light mode
- 3.2 Example
- 3.3 Dark mode
- 3.4 Example

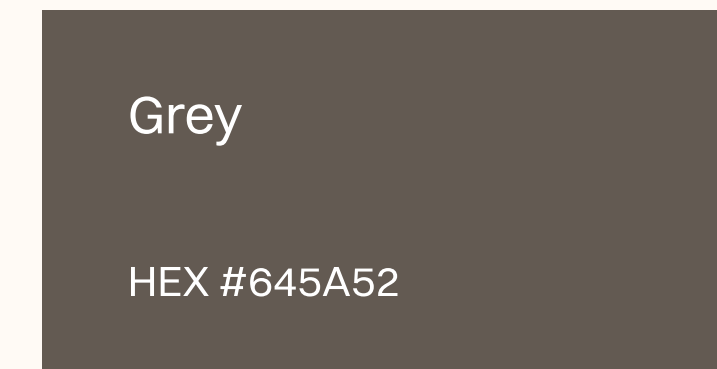
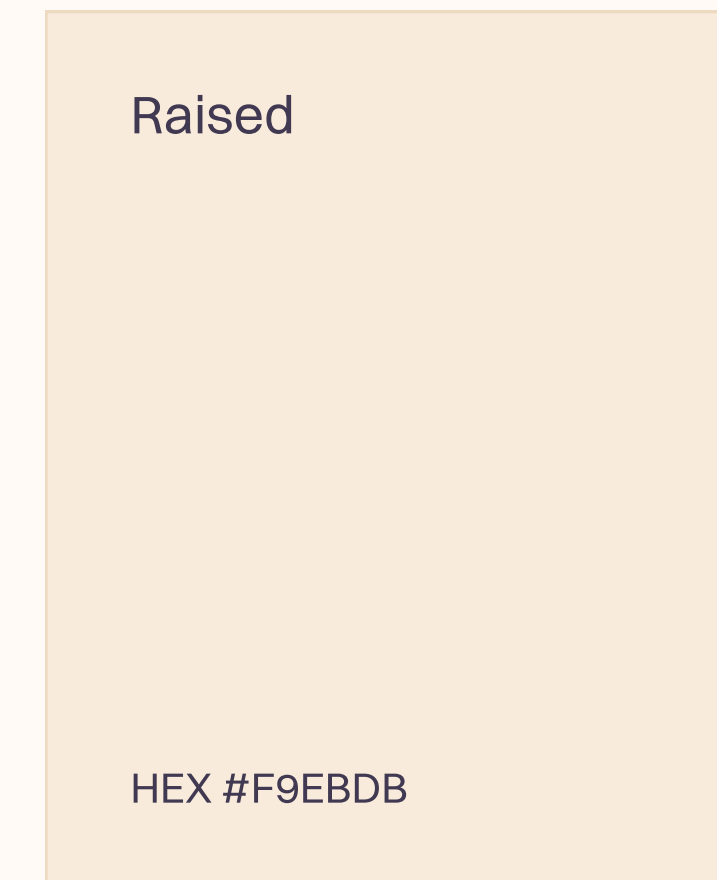
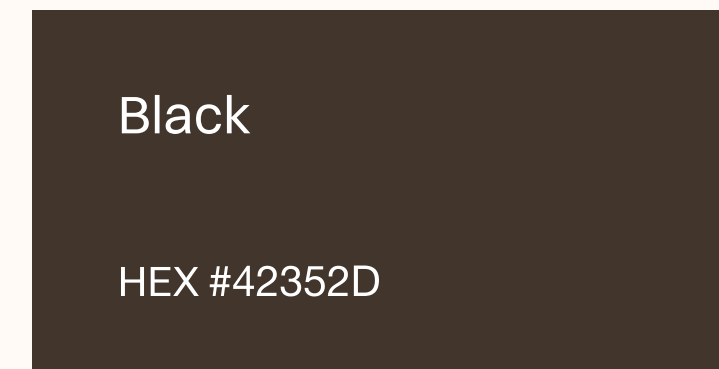
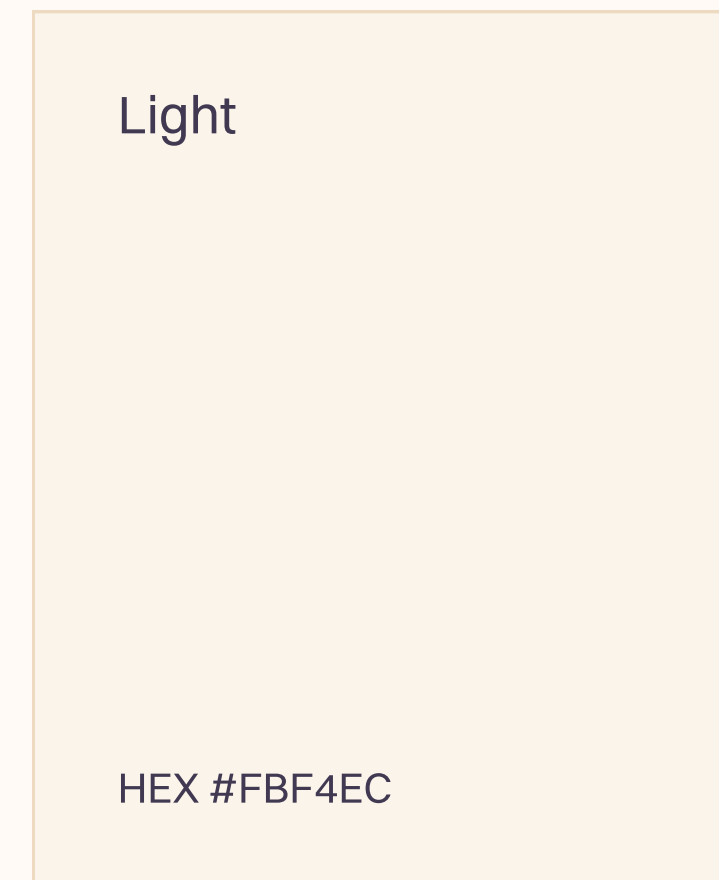


Light mode

Primary



Neutrals



Example

Areas of work

– Evaluation
The Metadata Working Group will explore and share the ways in which AI technologies can be applied to the creation and enhancement of metadata for cultural heritage resources. It will also address the role of metadata in collecting, curating, and describing the resources needed for AI, machine learning, and data science more broadly.

Booking

+ Metadata

+ Speech-to-Text

+ Teaching and Learning AI

Join the AI4LAM
Individually we are slow and isolated; collectively we can go faster and farther. AI4LAM is an international, participatory community focused on advancing the use of artificial intelligence in, for and by libraries, archives and museums.

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News [See all news](#)

Light

Raised

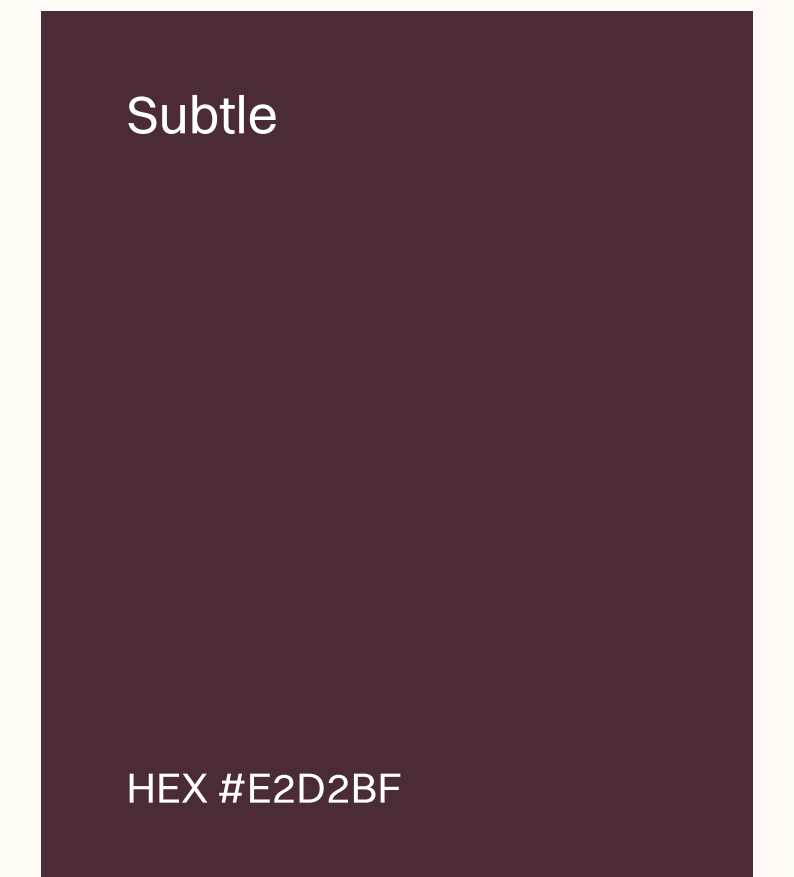
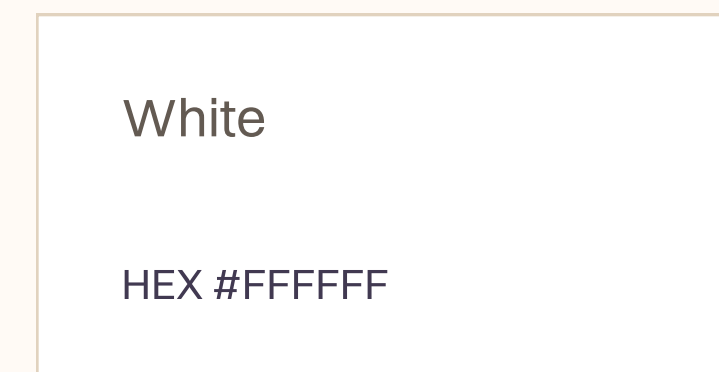
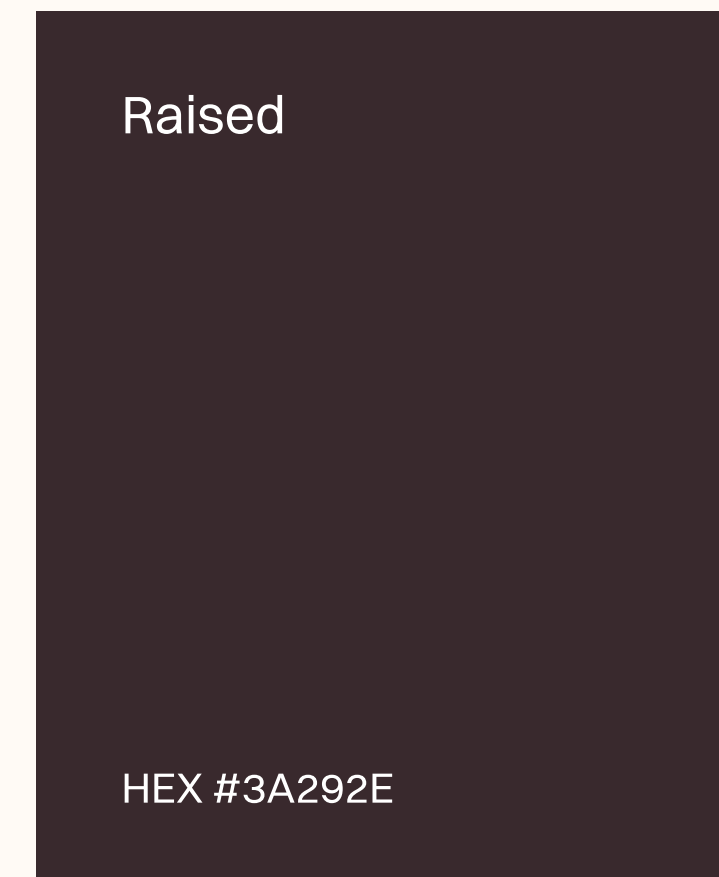
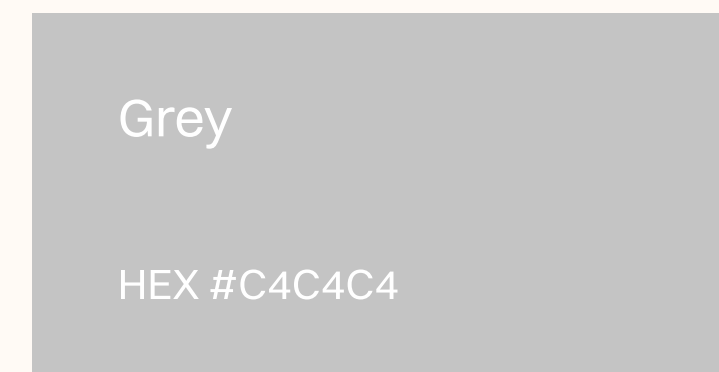
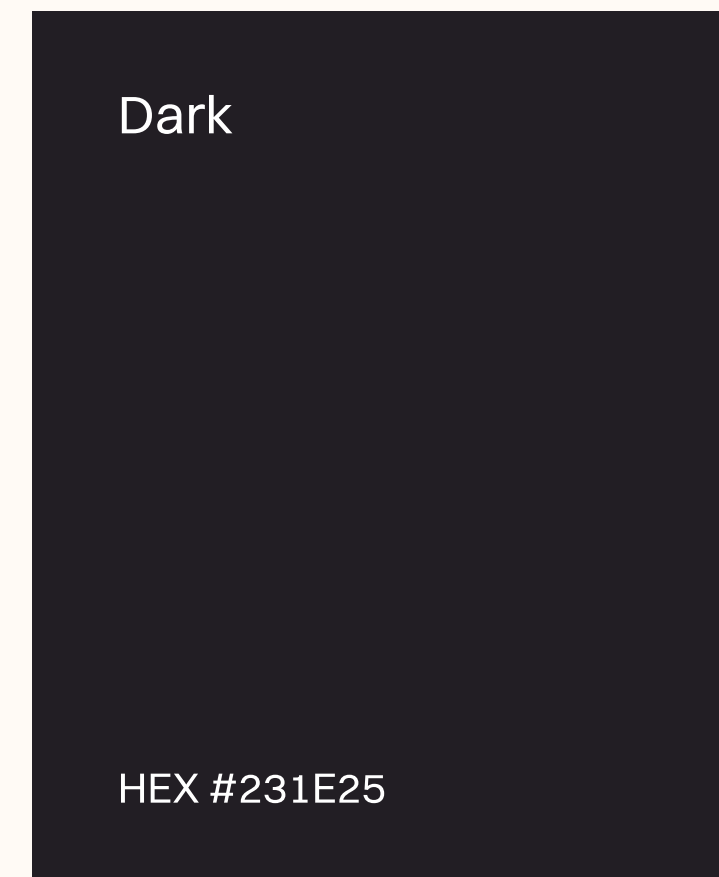
Primary red

Dark mode

Primary



Neutrals



Example

The image shows a dark-themed website layout with three color callouts on the right side: a black circle labeled 'Dark', a dark grey circle labeled 'Raised', and a coral circle labeled 'Coral'. Lines connect these circles to specific elements in the layout.

Areas of work

- Evaluation
The Metadata Working Group will explore and share the ways in which AI technologies can be applied to the creation and enhancement of metadata for cultural heritage resources. It will also address the role of metadata in collecting, curating, and describing the resources needed for AI, machine learning, and data science more broadly.
[Booking](#)
- + Metadata
- + Speech-to-Text
- + Teaching and Learning AI

Join the AI4LAM

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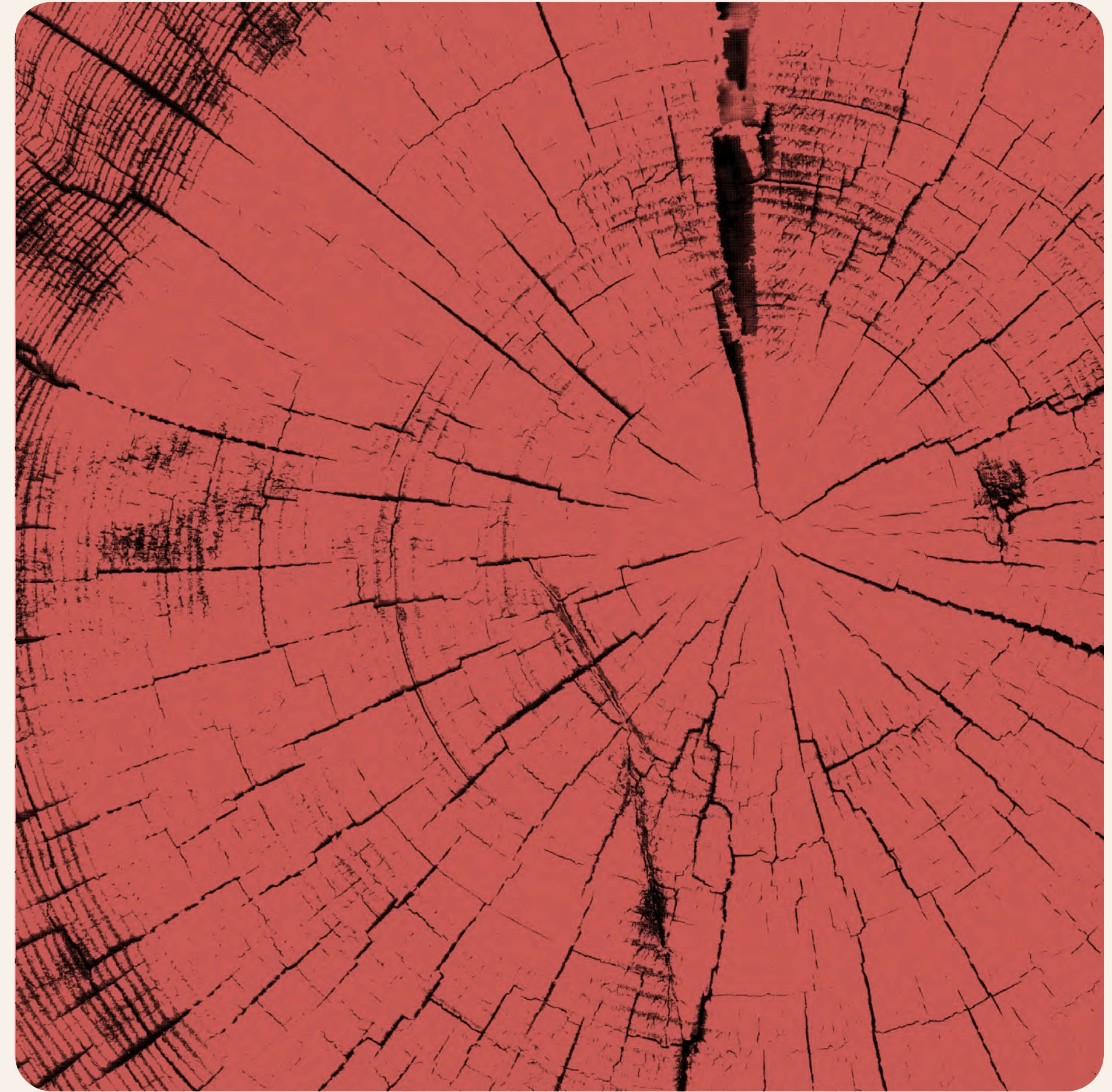
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News [See all news](#)

The layout includes a grid of four news items at the bottom, each with a different background image or color scheme, demonstrating the use of the brand colors.

Typography

- 4.1 Font
- 4.2 Font weights
- 4.3 Typographic scale
- 4.4 Example



Font

Satoshi is a modernist sans serif typeface. Its design combines typically grotesk-style letterforms, with some characters that are quite geometrically-designed.

[Download font](#) ↓

Satoshi

Font weights

Regular is used for almost all communication.

Bold is only used for smaller text like sub headers in the footer for instance.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#\$%&?@)

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#\$%&?@)

Typographic scale

These are sizes that are used for web.

They won't necessarily work the same way for print and other digital design, but the principle is the same: use as few sizes as possible for a clean and minimalist expression

Heading 1

size 60 px

line height 120%

Heading 2

size 32 px

line height 120%

Heading 3

size 26 px

line height 120%

Heading 4

size 22 px

line height 120%

Large

size 22 px

line height 150%

Medium / Quote

size 20 px

line height 150%

Small

size 18 px

line height 150%

Extra Small

size 16 px

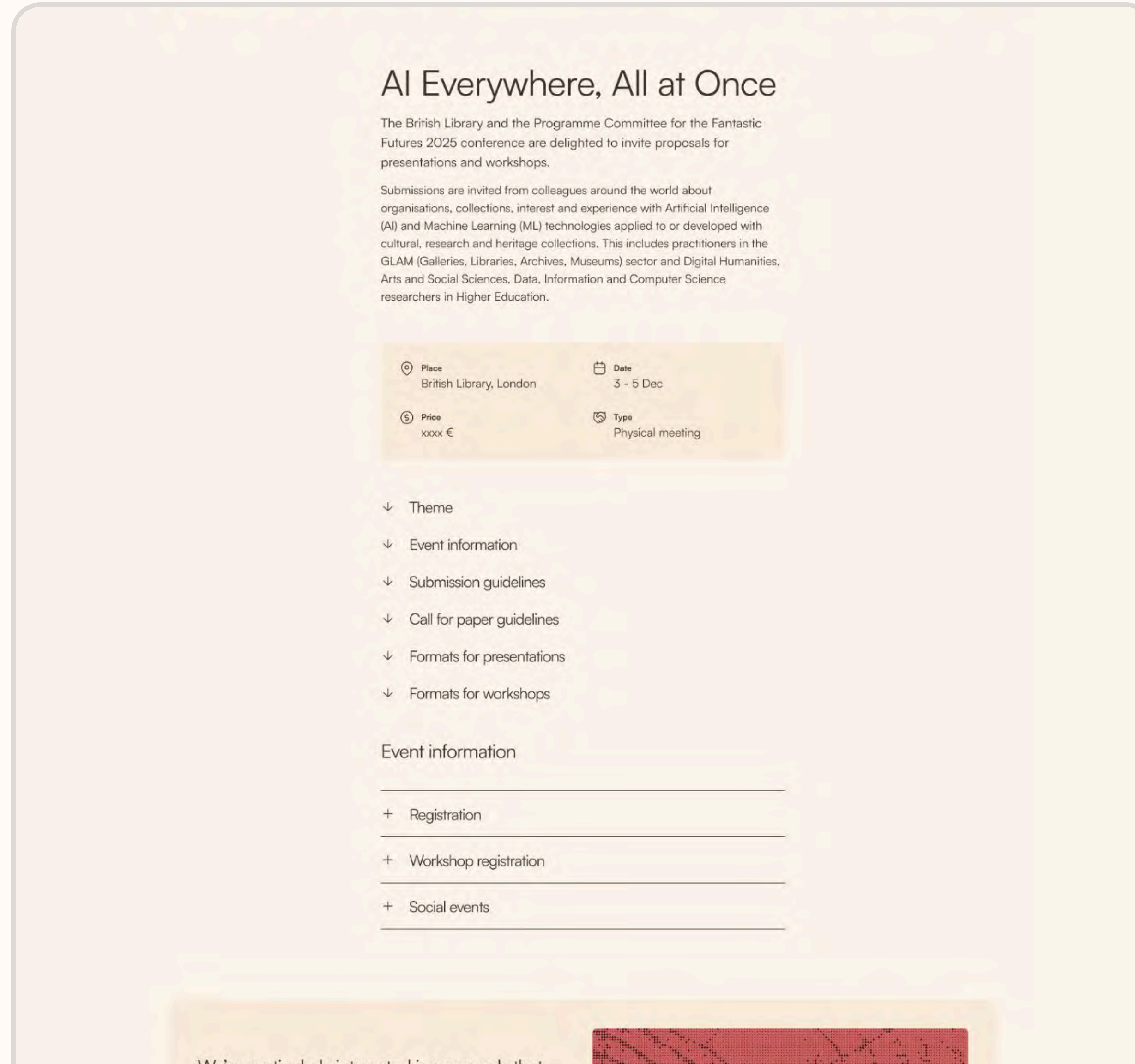
line height 150%

Extra extra Small

size 14 px

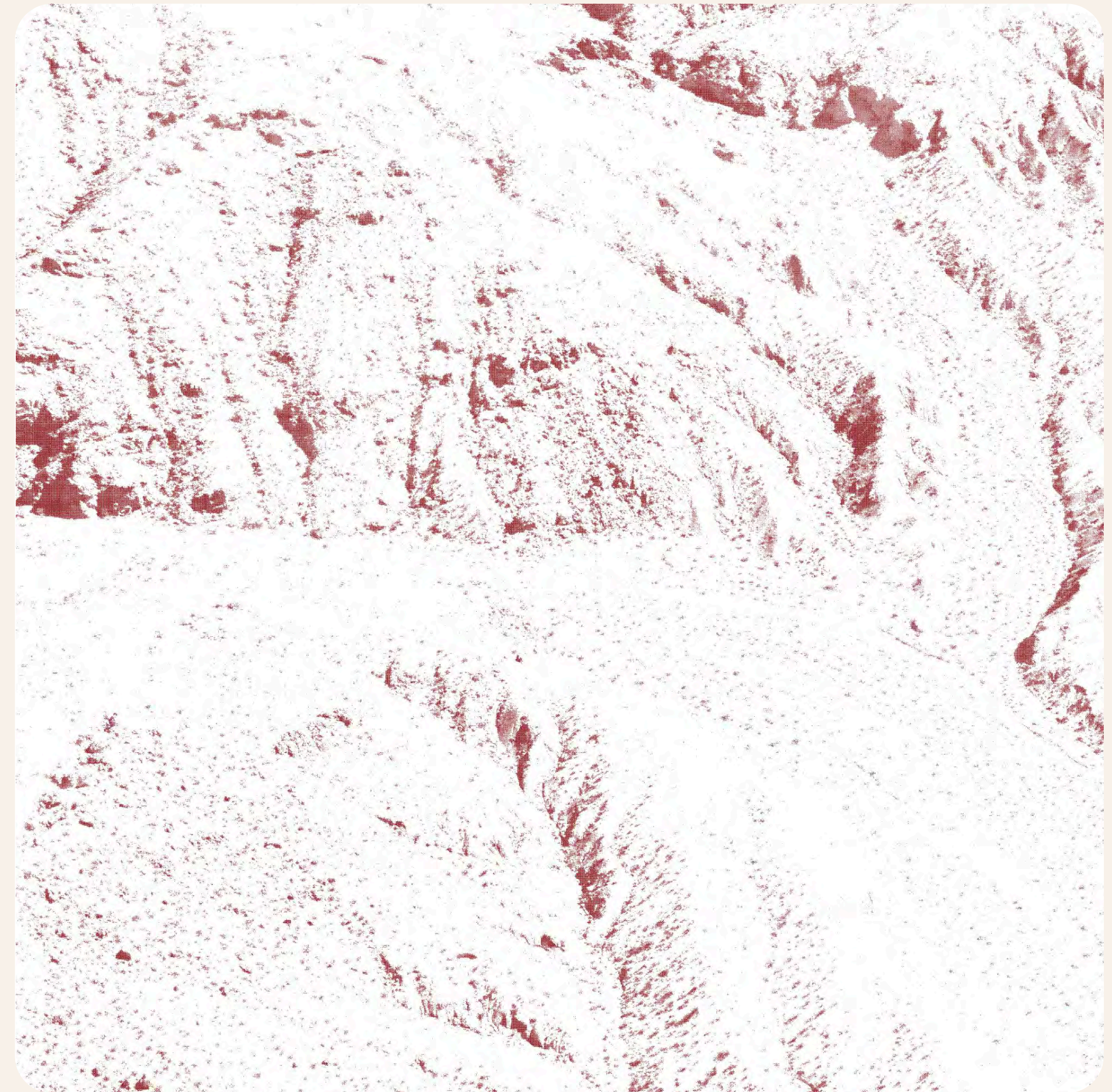
line height 150%

Example



Visual assets

- 5.1 The digital imprint of the past
- 5.2 Dither effect
- 5.3 Do's and don'ts
- 5.4 Example

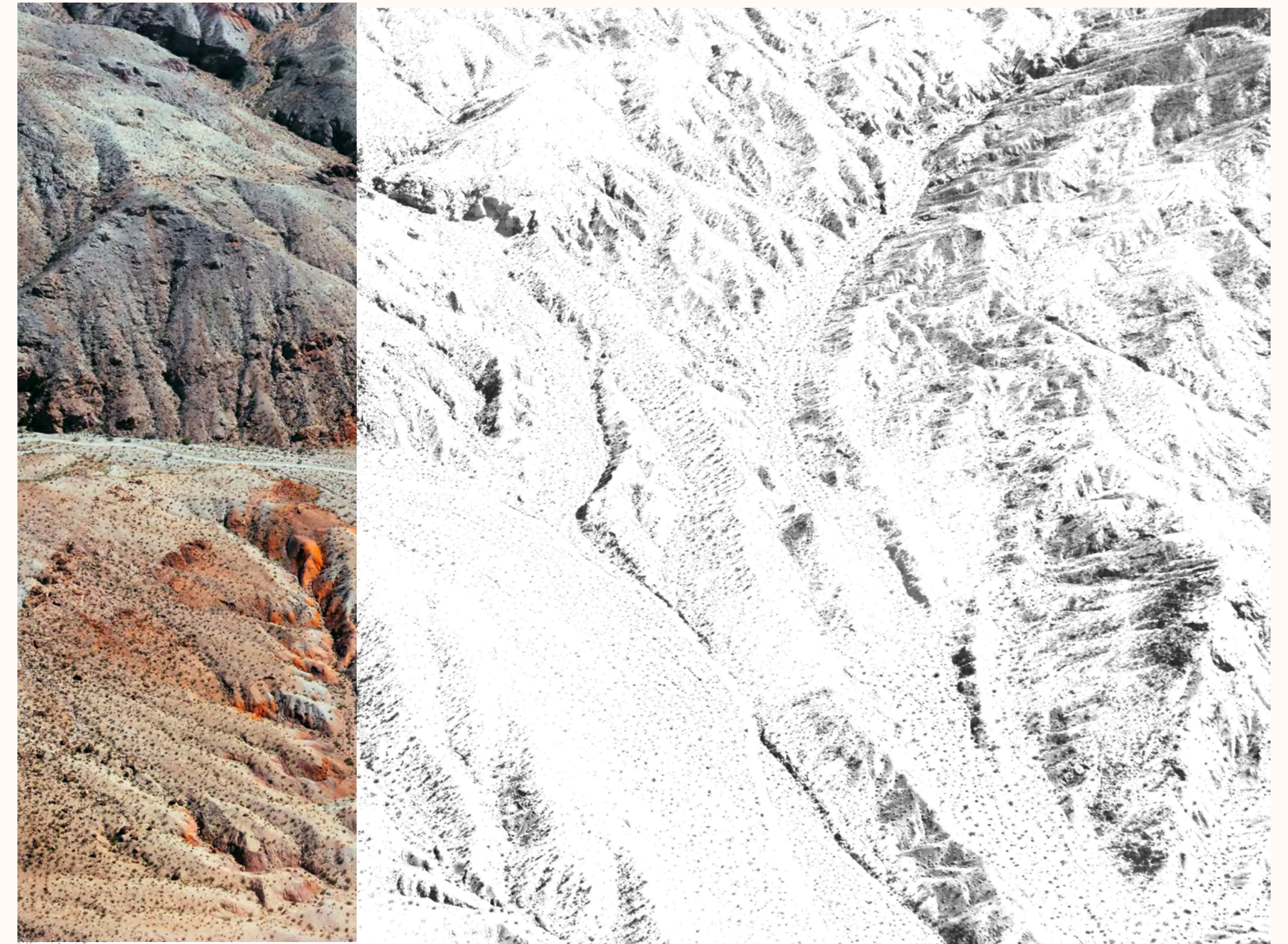


The digital imprint of the past

The visual direction reflects the materiality of AI—a translation of digital matter into something tactile and human. Libraries, archives, and museums are fundamentally rooted in materiality: paper fibers, ink pigments, photographic grains, architectural stone.

The dither effect becomes a bridge between these worlds. It captures the transition from the physical to the immaterial: the moment where texture becomes data, where surfaces dissolve into pixels, where cultural heritage transforms into digital knowledge.

This treatment visualizes movement, fragmentation, and recomposition—echoing how AI processes information and how LAM institutions transform their collections for new forms of access and preservation.

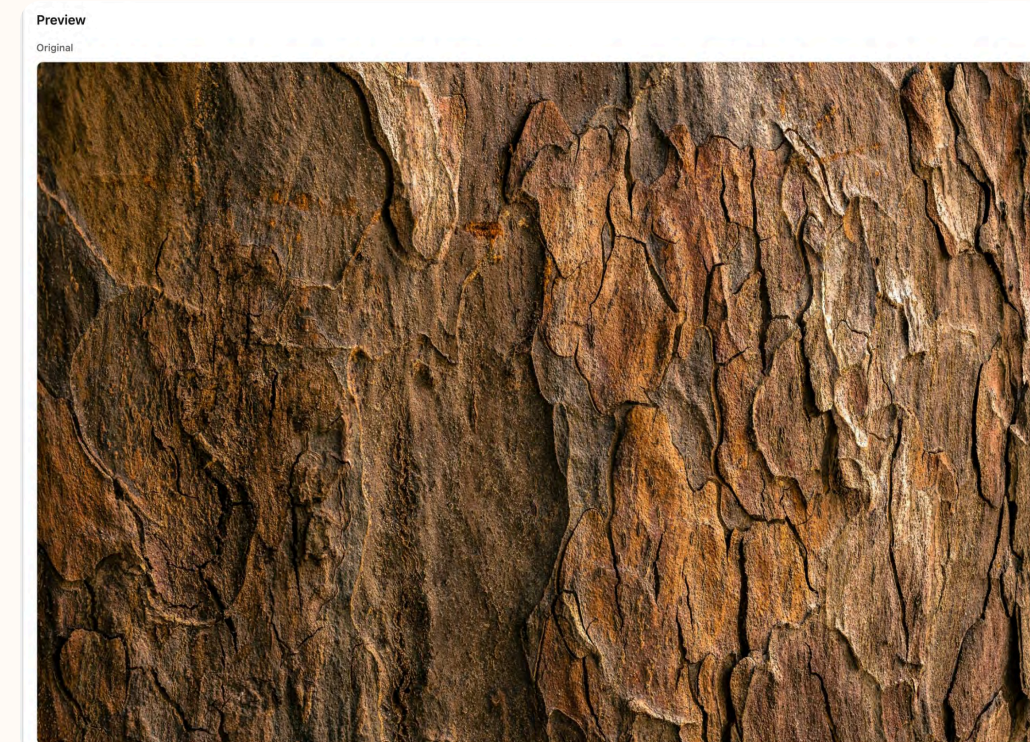


Dither effect

To get the desired effect upload the image and adjust the intensity of the dither so that the image becomes a bit less detailed rather than more detailed. Then choose the overlay color and blend modes.

You can choose to download or upload directly into the Wordpress library.

The screenshot shows the 'Image Effects' tool interface. At the top, there is an 'Upload Image' section with a 'Change Image' button. Below this are two tabs: 'Dither Effects' (selected) and 'Duotone Effects'. The 'Dither Settings' section includes an 'INTENSITY' slider set to 26% and a 'Color Overlay' section with 'None' and 'Burgundy' color options. The 'Blend Mode' section has 'Lighten' and 'Darken' options. At the bottom, there is an 'OPACITY' slider set to 75%.



Two buttons are shown: a 'Download' button with a downward arrow icon and an 'Upload to Library' button with an upward arrow icon.

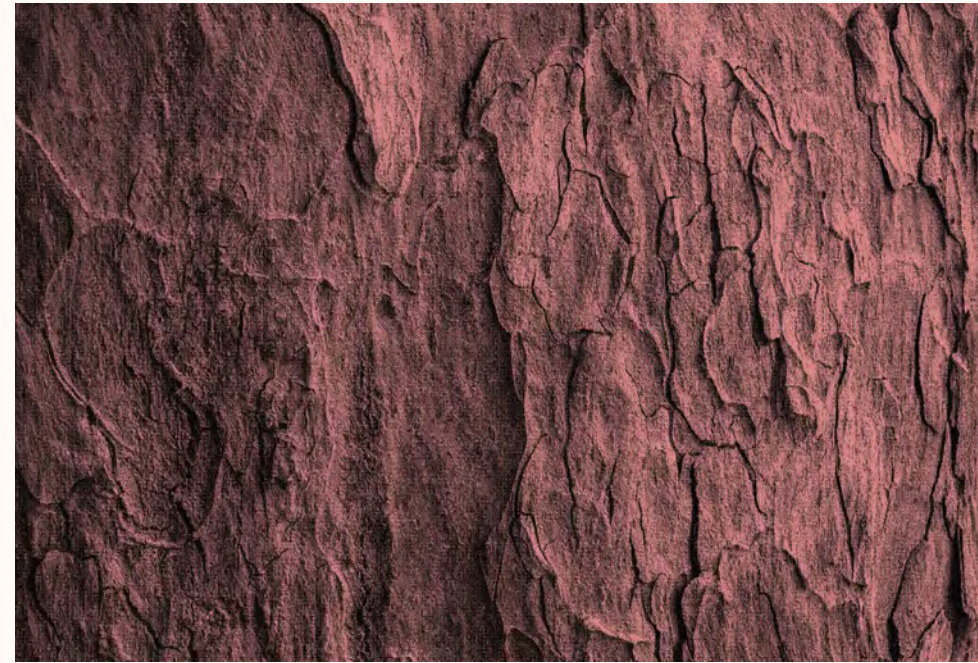
Do's and don'ts

Too detailed and the image becomes dirty and dark

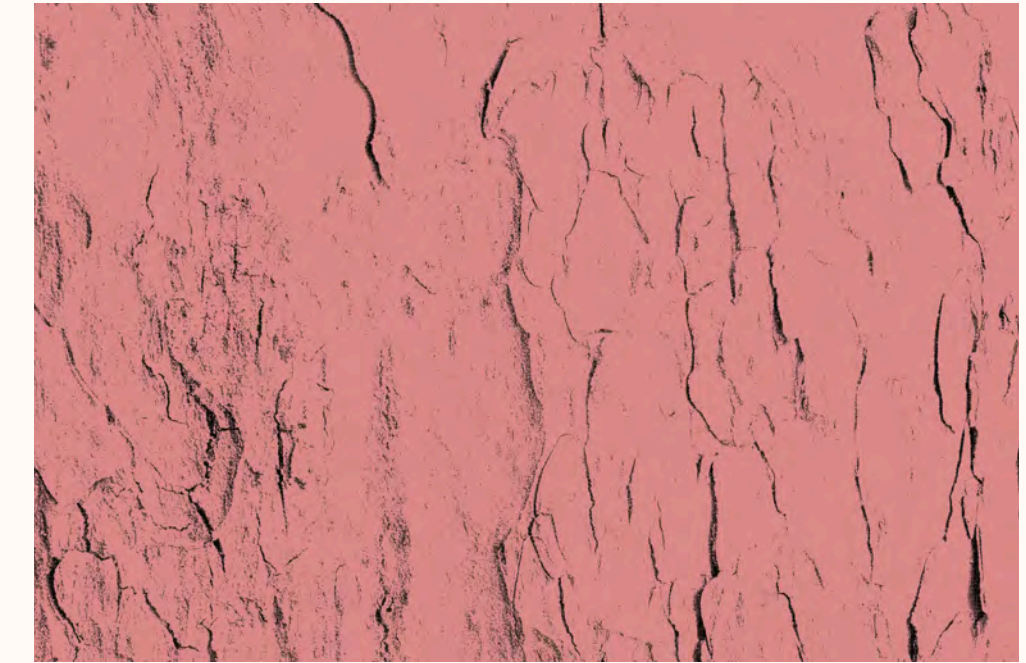
Not enough details and the image becomes too vague

We don't want to distort people's faces so we'll only use the "duotone" effect and not the "dither" effect on portraits.

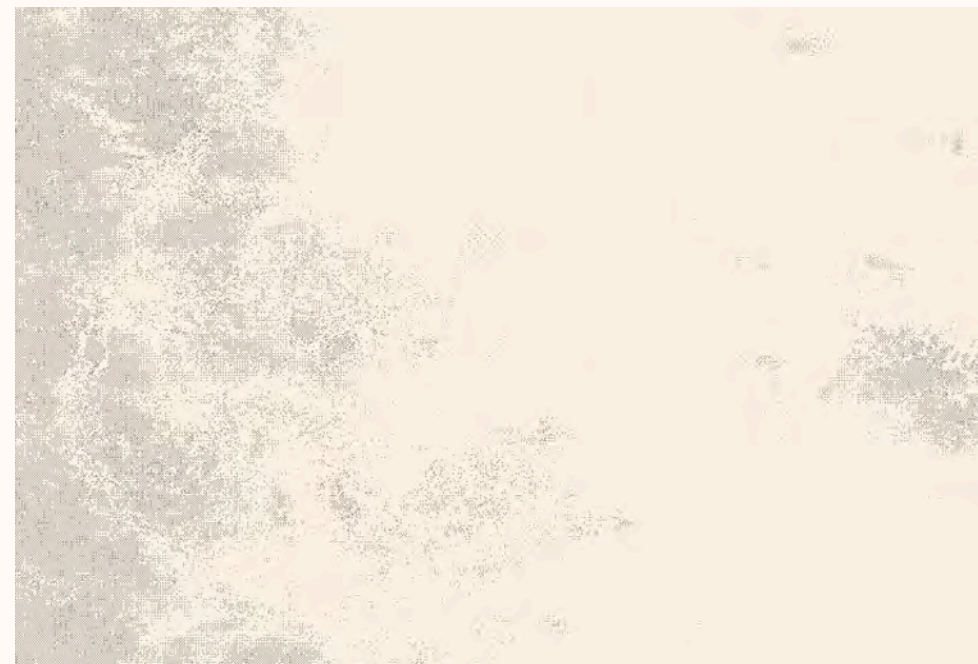
×



✓



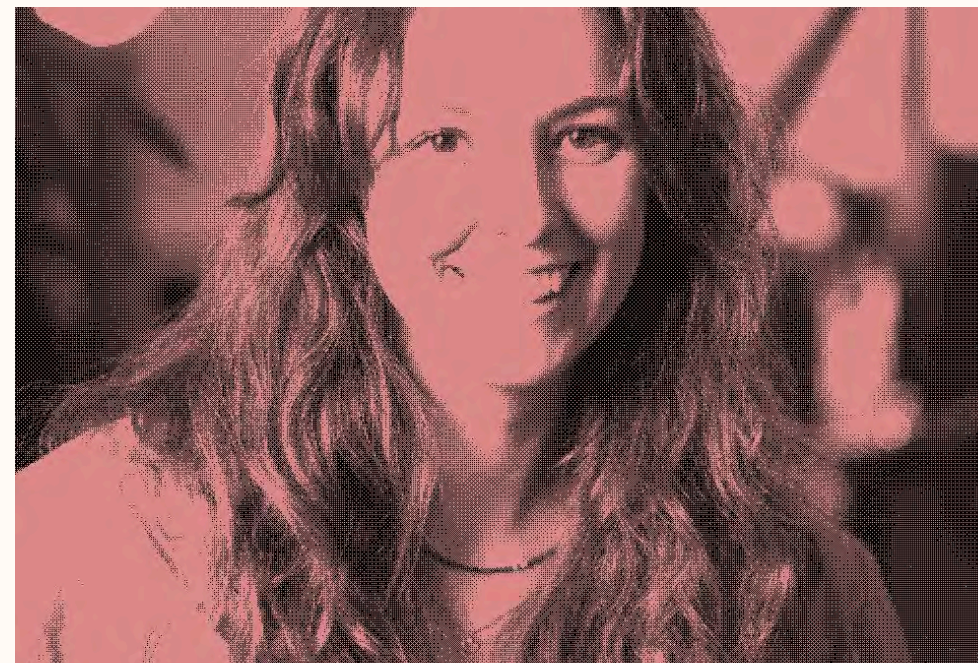
×



✓



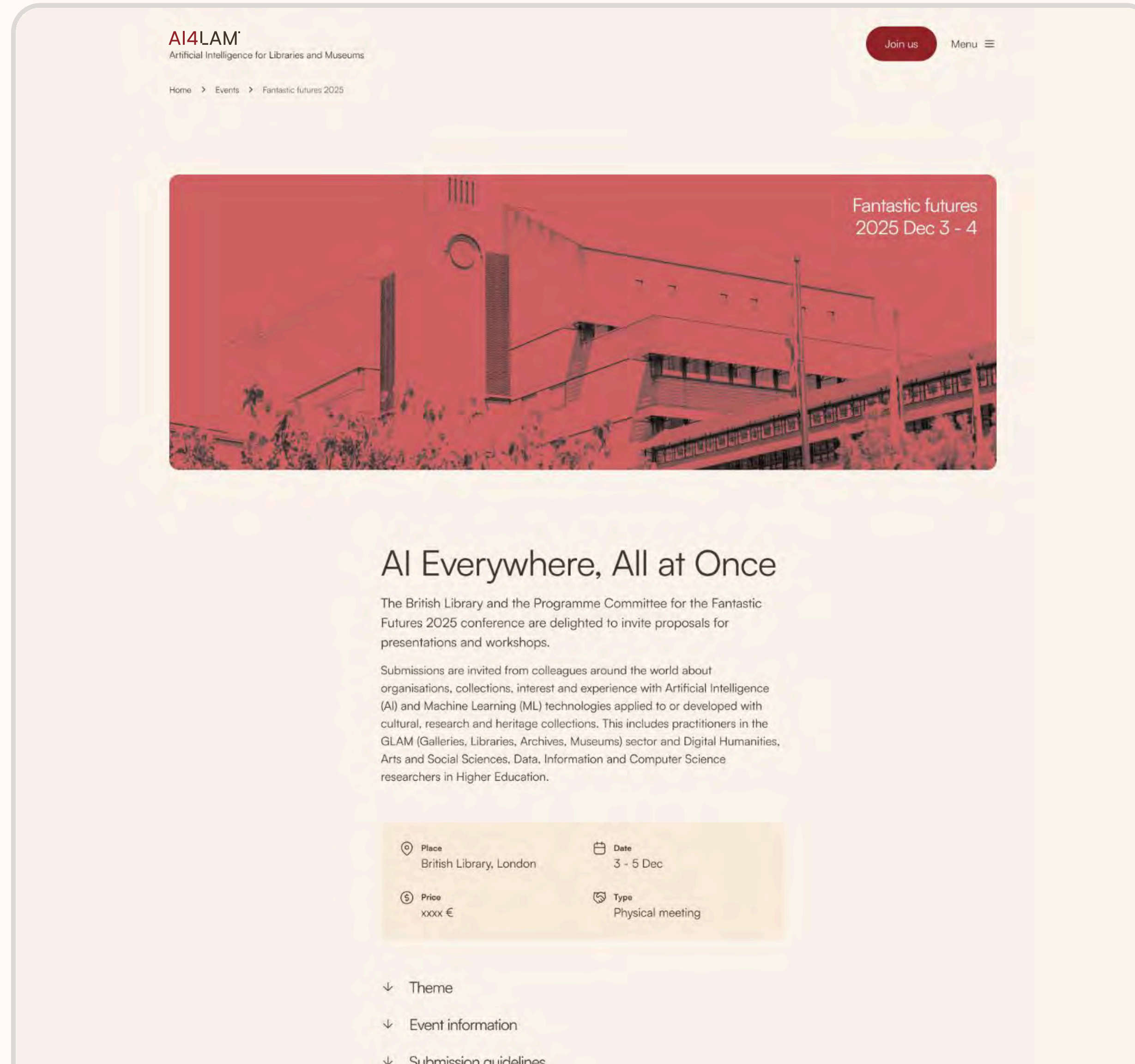
×



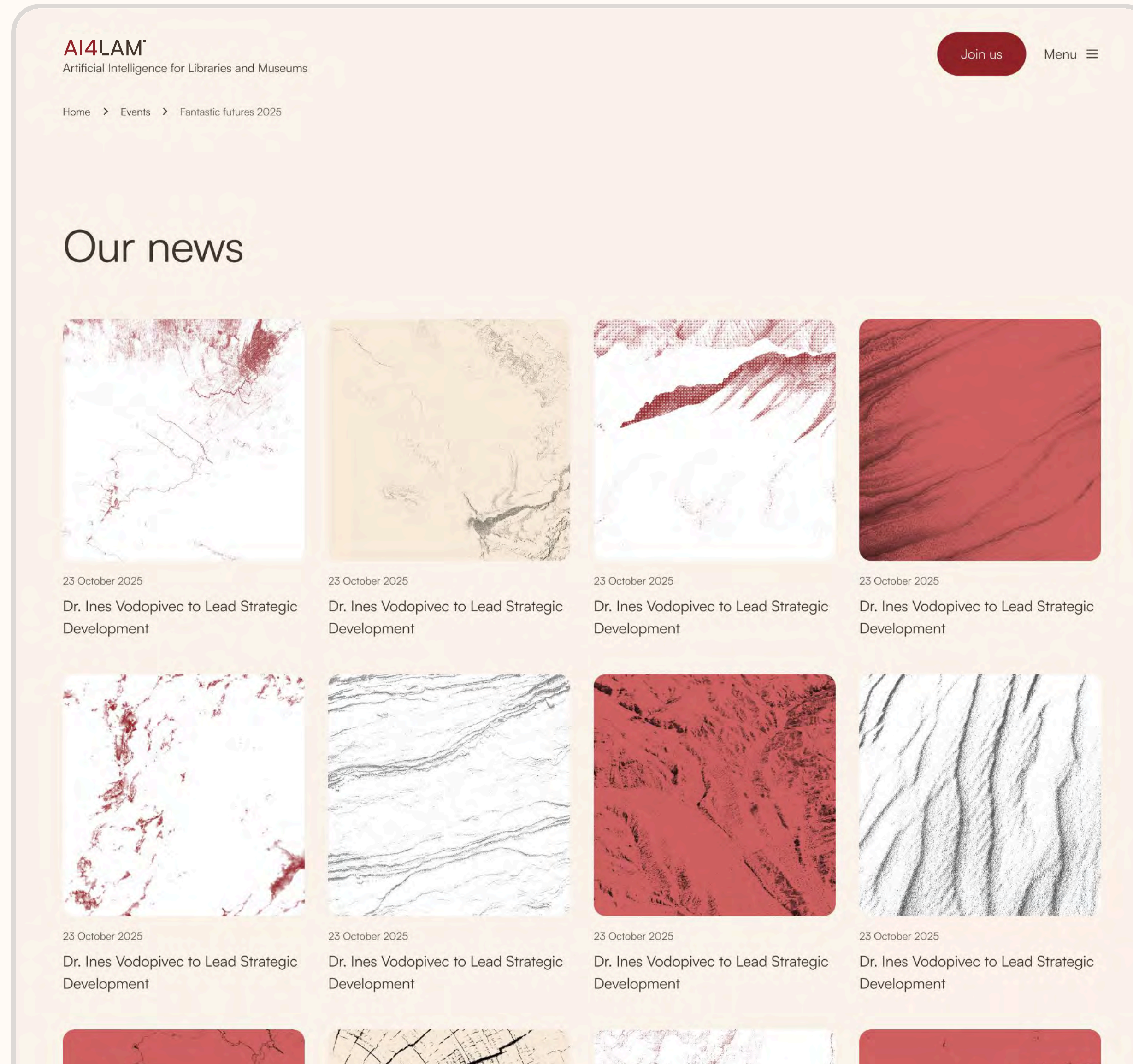
✓



Example



Example



AI4LAM brand guidelines

If you have any questions please contact
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designed by dekode.no