



ADVANCED INTEGRATION

BRAND
GUIDELINES

March 2024

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OUR VALUES

Based in Dubai, Advanced Integration is a new global solutions provider covering the entire spectrum of artificial intelligence, from Deep Learning solutions to edge and embedded inferencing devices.

Operating in highly specialized markets such as smart cities, healthcare, retail, automotive and energy, Advanced Integration needs to forge a strong, trust-inspiring image (expertise and support for customers' projects).

That's why we need to pay particular attention to the values we convey in our communications:

innovation, quality, reliability, expertise

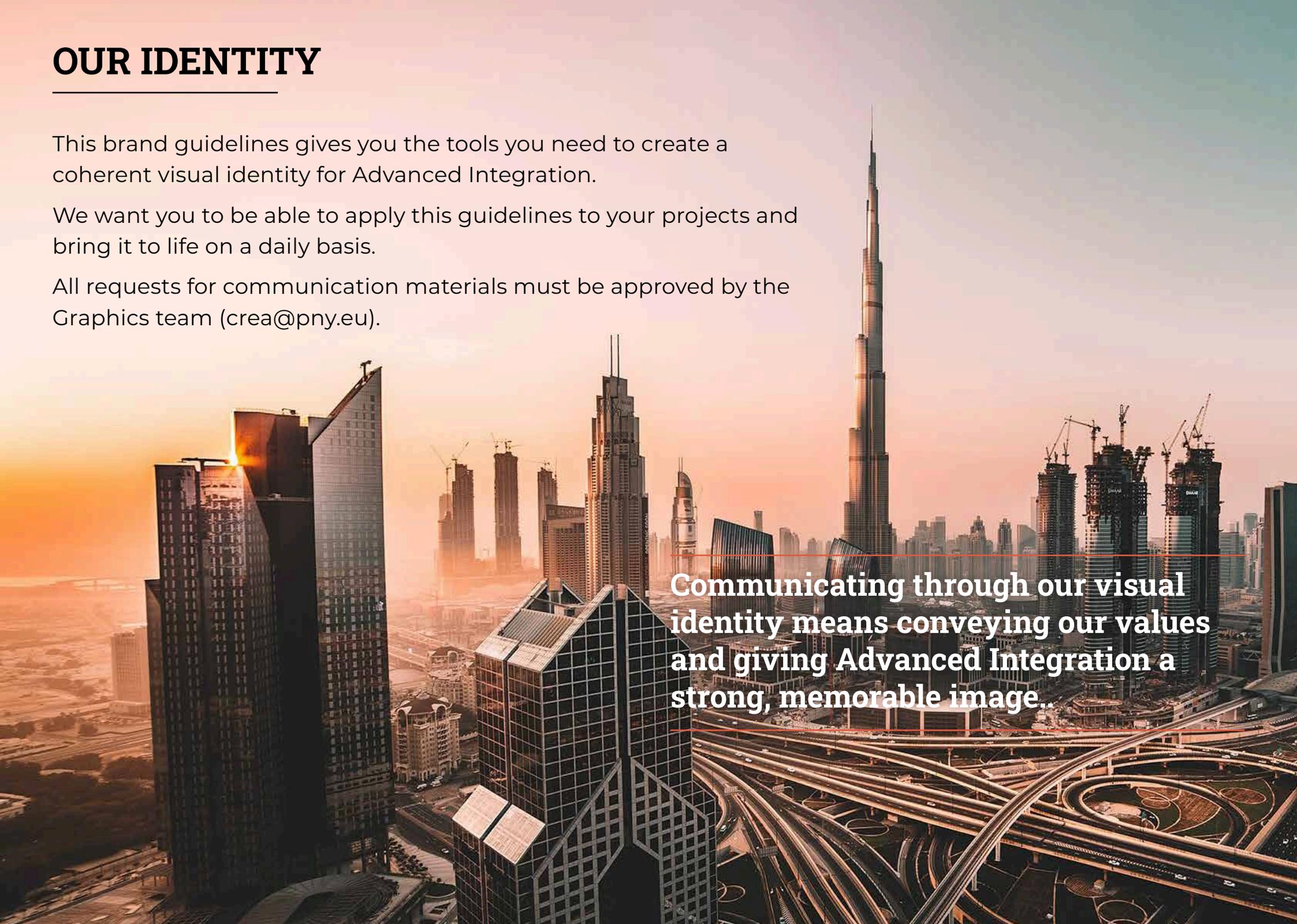
whether in print or digital media.

OUR IDENTITY

This brand guidelines gives you the tools you need to create a coherent visual identity for Advanced Integration.

We want you to be able to apply this guidelines to your projects and bring it to life on a daily basis.

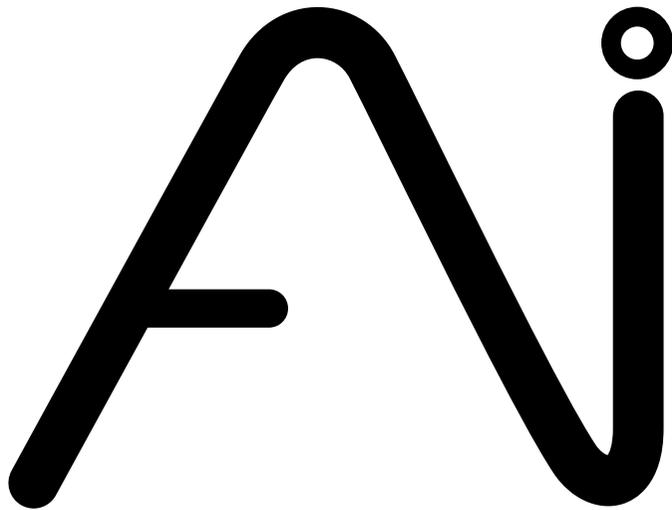
All requests for communication materials must be approved by the Graphics team (crea@pny.eu).



Communicating through our visual identity means conveying our values and giving Advanced Integration a strong, memorable image..

LOGOS





ADVANCED INTEGRATION

LOGOS

MASTERBRAND LOGO

This is the recommended version of our logo. This is our main logo.

This logo is the basis of our identity. It appears on all our communication media.

CMYK:

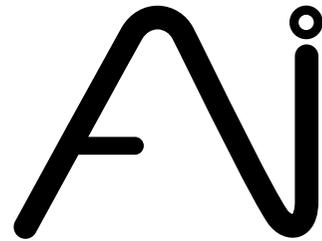
■ C = 0 % ;
M = 0 % ;
J = 0 % ;
K = 100 %

RGB:

■ R = 0
G = 0
B = 0

LOGOS

DECLINATION



HORIZONTAL VERSION

This version can be used if the “Advanced Integration” baseline is not sufficiently legible.

SIMPLIFIED VERSION

This version can be used if the baseline on the recommended version is not sufficiently legible (see next page for minimum sizes required).

THE FAVICON

This small icon (16 x 16 pixels) is used by web browsers to represent the website (on the page tab). It will only be used for this purpose.

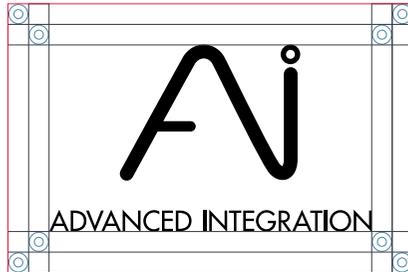
LOGOS

MINIMUM MARGIN AND MINIMUM SIZE

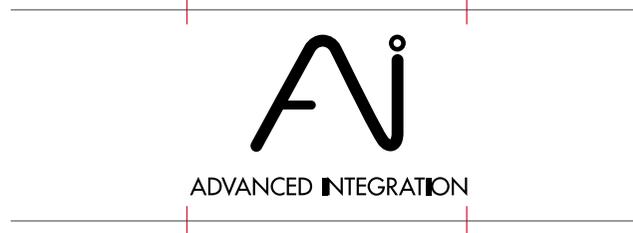
- leave a clear space around the logo
- at least 2 times the value of the dot over the i.

SIZE

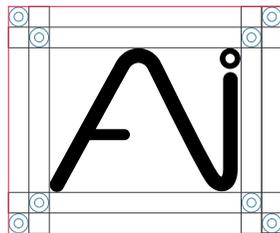
The size of the Advanced Integration logo should always be large enough to ensure that the baseline remains sufficiently legible. Minimum values are shown opposite.



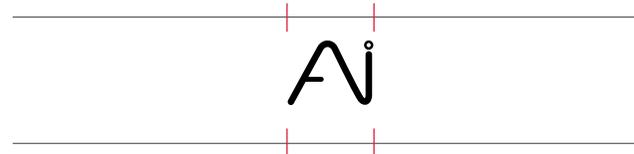
PRINT: 25 mm



DIGITAL: 80 px



PRINT: 6 mm



DIGITAL: 30 px



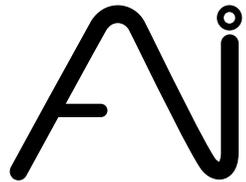
PRINT: 25 mm



DIGITAL: 135 px

LOGOS

USAGE



ADVANCED INTEGRATION

BLACK POSITIVE



NEGATIVE ALWAYS WHITE

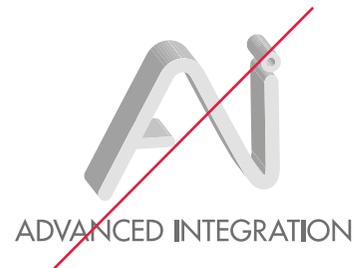
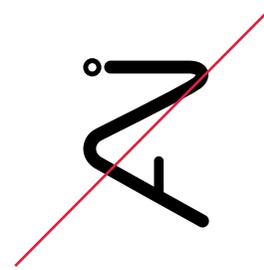
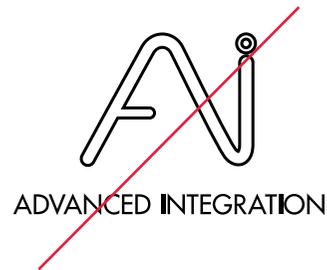
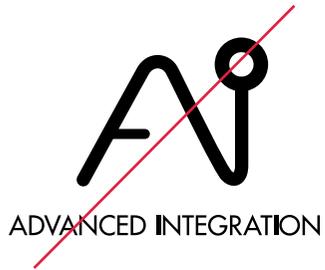


IMAGE NEGATIVE

Be sure to use a high-contrast photo that's not too complex, to make the logo of the logo and baseline.

LOGOS

USE NOT ALLOWED



The logo must be used as is:

- ✘ No deformation or stretching.
- ✘ No use in round shapes.
- ✘ No mixing of 3D and flat design.
- ✘ No vertical positioning, must be placed horizontally.
- ✘ No complex background too complex.

Here are a few examples of inappropriate use of the Advanced Integration logo (non-exhaustive list).

LOGOS

PARTNER LOGOS

**ADVANCED INTEGRATION AUTHORIZED
PARTNER LOCKUP FOR NVIDIA**



When it's reseller/partner facing and/or an event that's co-branded



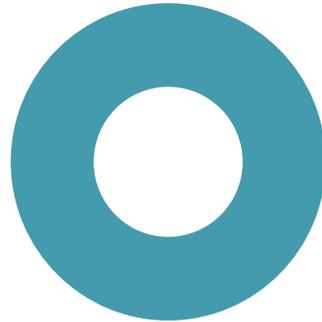
When it's co-brandable with NVIDIA authorization we can add our logo to it

COLORS



COLORS

PRINCIPAL COLOUR



AI STEEL BLUE

PANTONE

7697C

.....
CMYK

C 71

M 34

Y 26

K 8

.....
RGB

R 68

G 155

B 174

.....
HEX

#449BAE

.....

COLORS

SECONDARY COLOURS



AI RED

PANTONE®

192C

CMYK

C 5
M 95
Y 65
K 0

RGB

R 221
G 34
B 65

HEX

#dd2241



AI NIGHT BLUE

2766C

C 100
M 95
Y 35
K 35

R 37

G 38

B 82

#252652



AI TURQUOISE BLUE

3242C

C 60
M 0
Y 20
K 0

R 2

G 251

B 245

#02fbf5



AI ORANGE

PANTONE®

7625C

CMYK

C 0
M 75
Y 75
K 5

RGB

R 224
G 94
B 65

HEX

#E05E41



AI CERULEAN BLUE

7684C

C 80
M 60
Y 0
K 0

R 65

G 111

B 224

#416FE0



AI GREY

432C

C 80
M 60
Y 50
K 50

R 50

G 62

B 72

#323e48

TYPOGRAPHY



FONTS

ROBOTO SLAB

Use for the main titles.

MONTSEERRAT

Use for the body copy
or others subtitles.

Roboto Slab

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Monserrat

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARABIC FONTS

Noto Sans Arabic

BOLD

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي

Noto Sans Arabic

REGULAR

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي

SEMIBOLD

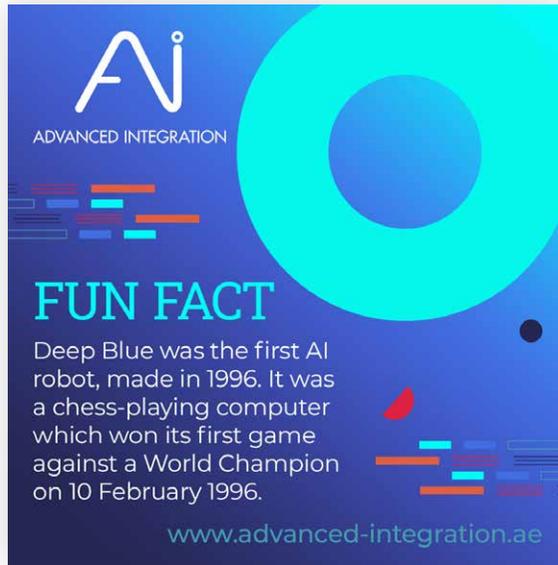
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي

NOTO SANS ARABIC BOLD

In Arabic, Noto Sans Arabic typeface will be used, in bold for titles and regular for body text and subtitles, preferably in semi-bold.

BRAND APPLICATION

USE CASE



Here are a few application examples that show how to assemble the constituent elements of our visual identity. You can use these visuals as a reference for your own designs.

A singular, modern technological universe, a luminous atmosphere, the shape of the dot over the i in the Advanced Integration logo, and a few geometric shapes to support our leitmotif “Let’s change this world with AI”.

Vector graphic element files are available in the attached “ELEMENTS” folder.

USE CASE



Ai
ADVANCED INTEGRATION

Let's Change This World with AI

VISIT THE WEBSITE



Ai
ADVANCED INTEGRATION

Let's Change This World with AI

VISIT THE WEBSITE



Ai
ADVANCED INTEGRATION

Our team of experts for your AI projects

www.advanced-integration.ae



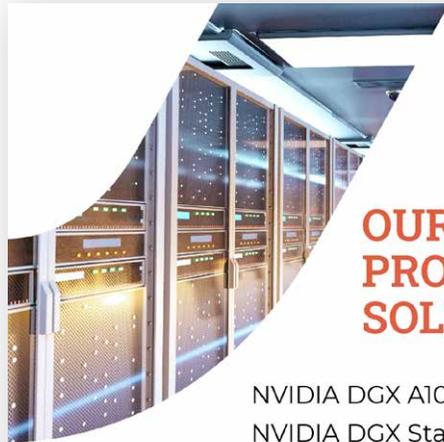
Ai
ADVANCED INTEGRATION

NetApp

Ready to help Solve your Biggest AI Storage Challenges

LEARN MORE

USE CASE



OUR PRODUCTS SOLUTIONS

NVIDIA DGX A100,
NVIDIA DGX Station A100,
NVIDIA PODs & SuperPODs,
Networking Solutions,
NVIDIA Tesla cards,
ADLINK Embedded Solutions.

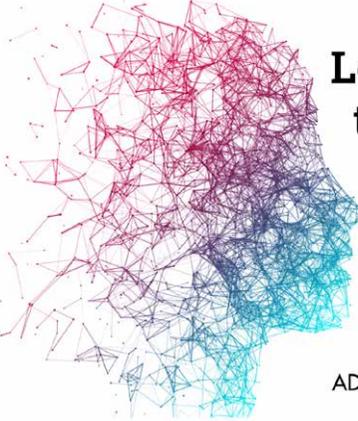
➔

THE MARKETS WE SERVE



- Smart Cities
- Healthcare
- Automotive
- Higher Education
- Energy Exploration
- Retail
- Finance
- Telecommunications

➔



Let's change this world with AI



ADVANCED INTEGRATION

www.advanced-integration.ae

USE CASE



ADVANCED INTEGRATION

is a
**GLOBAL SOLUTION
PROVIDER**

Covering all the spectrum of the **Artificial Intelligence**, from **Deep Learning solutions** to **Inferencing Edge** and **Embedded devices**.



WITH OUR STRONG PARTNERSHIP

With **NVIDIA** as a certified reseller, and by delivering **Mellanox** solutions for Networking, we have been able to provide the most comprehensive **computing, storage and networking portfolio for Datacenters**.



OUR TEAM OF EXPERTS IN DUBAI

Bringing the highest professional support level, working closely with its **customers** in order to offer them **up-to-date, technologically, AI solutions**.



USE CASE

Ai
ADVANCED INTEGRATION

Let's Change This World With AI

As a global solutions provider, we offer cutting-edge expertise in artificial intelligence partnering with leading technology companies as NVIDIA® and Smartcow®.

Don't miss our **Intelligent Video Analytics** live demo on our booth at GITEX: showcasing hardware and software products, ideal end-to-end solutions for **Smart Cities** with applications such as people detection, security systems, traffic prediction... and many more!



SmartCow®
Aerial Robotics Center

Powered by **NVIDIA**.

Tel: +971 56 4221874

Contact: info@advanced-integration.ae
www.advanced-integration.ae

GITEX GLOBAL
10-14 OCT 2022

**JOIN US
STAND 30
HALL 5**

Co

>Lorem ipsum dolor
adipiscing elit, sed
eiusmod tincidunt
aliquam erat volut
peram, quis nostr
suscipit lobortis n
consequat. Duis a
hendrerit in vulpu
consequat, vel illu
facilisis at vero ero
dignissim qui bla
delenit augue dusa
facilisi.
Lorem ipsum dolor
adipiscing elit, sed

USE CASE



