Assent

Logo guide

A person and AI agents, two kinds of party, meet at one decision.

The logo

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The symbol, then the name, drawn as one. Use the symbol alone only where the name already appears or space is tight.

Clear space

Assent

One window on every side, a third of the logo’s height; two windows from text.

Colour

Carbon
#0A0A0B
RGB 10 10 11
Print: solid black, K only

Paper
#F4F2EC
RGB 244 242 236
Print: knock out, or white ink

- One colour, always: carbon on light backgrounds, paper on dark ones.
- Print the logo in solid black (K only) on light stock. On dark grounds, knock it out of the print, or use a white ink or foil agreed with the printer.
- Agree a rich black for large carbon areas with the printer, and check the paper tone on a proof. Match any spot colour from a printed swatch.

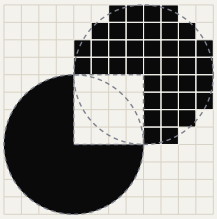
Do

- Set the logo in one colour: carbon on light backgrounds, paper on dark ones.
- Leave clear space of one window, a third of the logo’s height, on every side.
- Size the logo in steps of 12 px: 24 px in a header, and never under 24 px with the name or 12 px for the symbol.
- Use the app tile for icons and avatars: the paper symbol on the carbon tile.
- Write the name as Assent, with one capital.

Don’t

- Round off the agents’ cells, or break the person’s circle into cells.
- Fill the window, move the two parts apart, or give them different colours.
- Stretch, rotate or flip the logo, animate it, or add effects to it: gradients, glows, shadows or outlines.
- Retype the name in any font, Instrument Sans included: use the files.
- Write ASSENT, assent.ai or Assent AI.
- Place the logo on photographs or busy patterns.

Construction



- The person: a true circle, four cells in radius.
- The agents: the same circle in square cells, the cells whose centres fall inside it; 39 remain once the window is cut.
- The window: the square where the two overlap, cut from both. The person makes the decision; the agents work within it.

A 12-cell grid. The name's capitals are 8 cells tall, from row 2 to row 10, and start 5 cells after the symbol: capitals to gap, 8 to 5, is the golden ratio on whole cells.

Sizes

- Screen: heights in steps of 12 px, so every cell is whole pixels. At least 24 px with the name, 12 px for the symbol.
- Print: at least 6 mm tall with the name, 3 mm for the symbol. To confirm on a printed proof.

Files

- Screen: SVG, for light and for dark backgrounds.
- Print: PDF and EPS, in solid black (K only) and in white.
- Profiles: PNG profile pictures at 400 and 1024 px, and a link preview.
- Documents and email: transparent PNGs at 96 and 384 px, and an email signature on carbon.