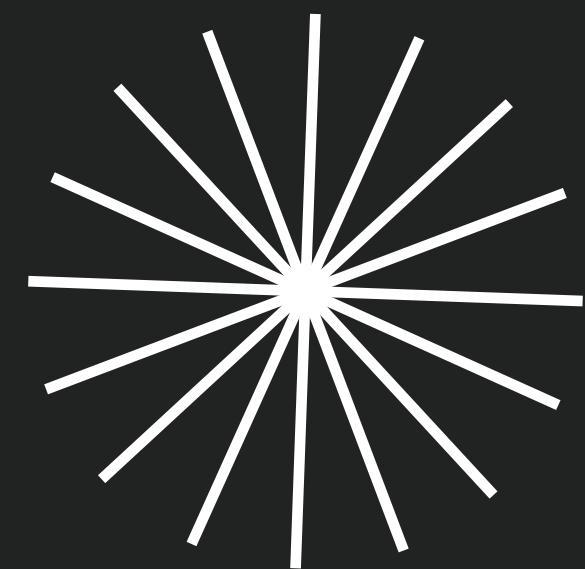


LOBA<sup>®</sup>

# BIAS

brandbook

# index



01 the brand

02 logotype

03 colours

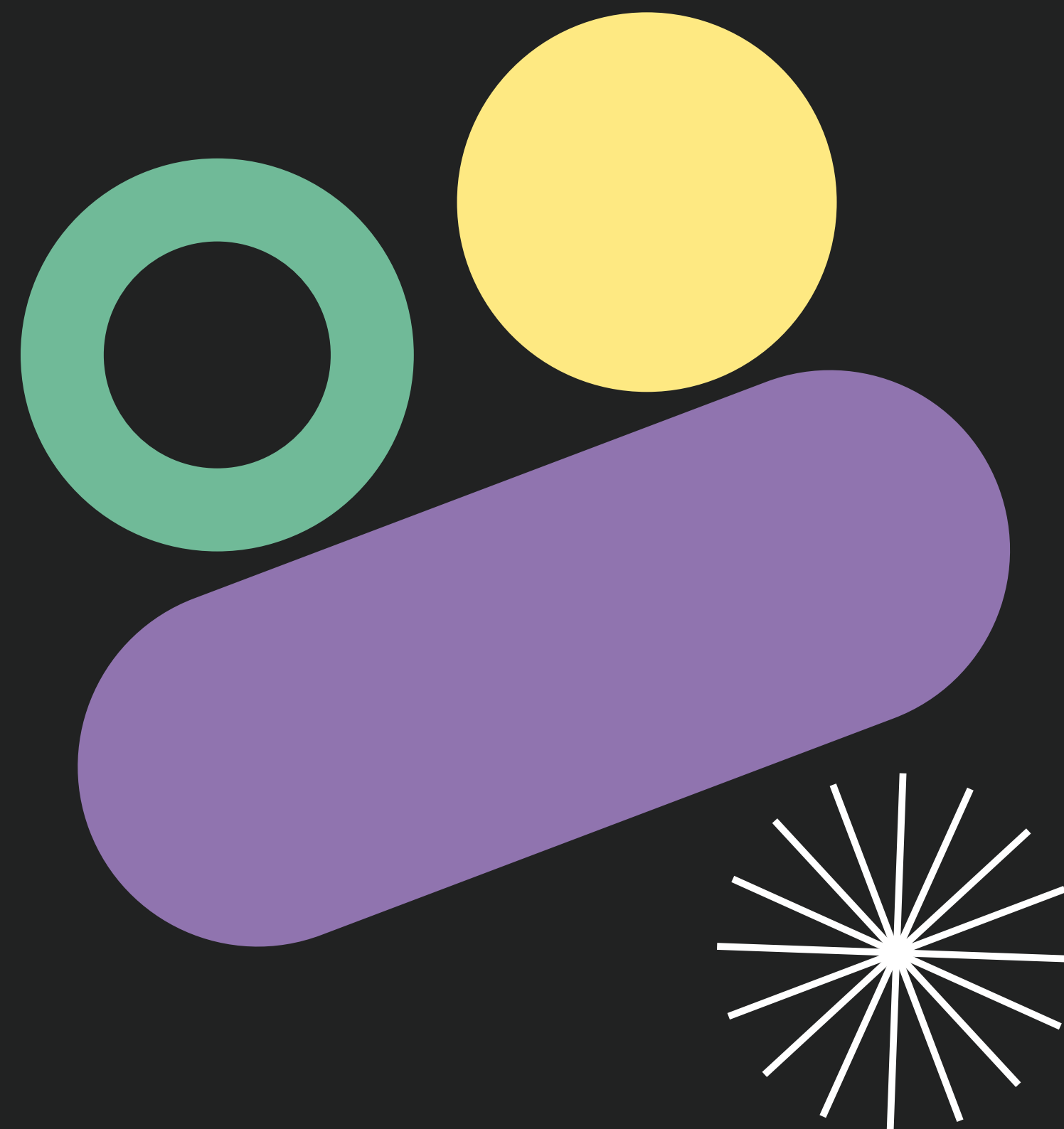
04 typography

05 shapes

05 applications

# the brand

To build a strong brand, the consistency is needed in all communications. This manual presents the different uses of the BIAS brand in order to achieve cohesive, creative and differentiating communication.



- BIAS – **the brand** – values

**BIAS**

# values

equality

diversity

inclusion

fairness

human



- BIAS – **the brand** – who is?

# what is BIAS?

**BIAS** will study how human and societal biases are potentially reproduced in AI-based systems and develop tools to identify and mitigate these biases.

# BIAS

Mitigating biases  
of AI in the  
labour market



- BIAS – **logotype**

# logotype

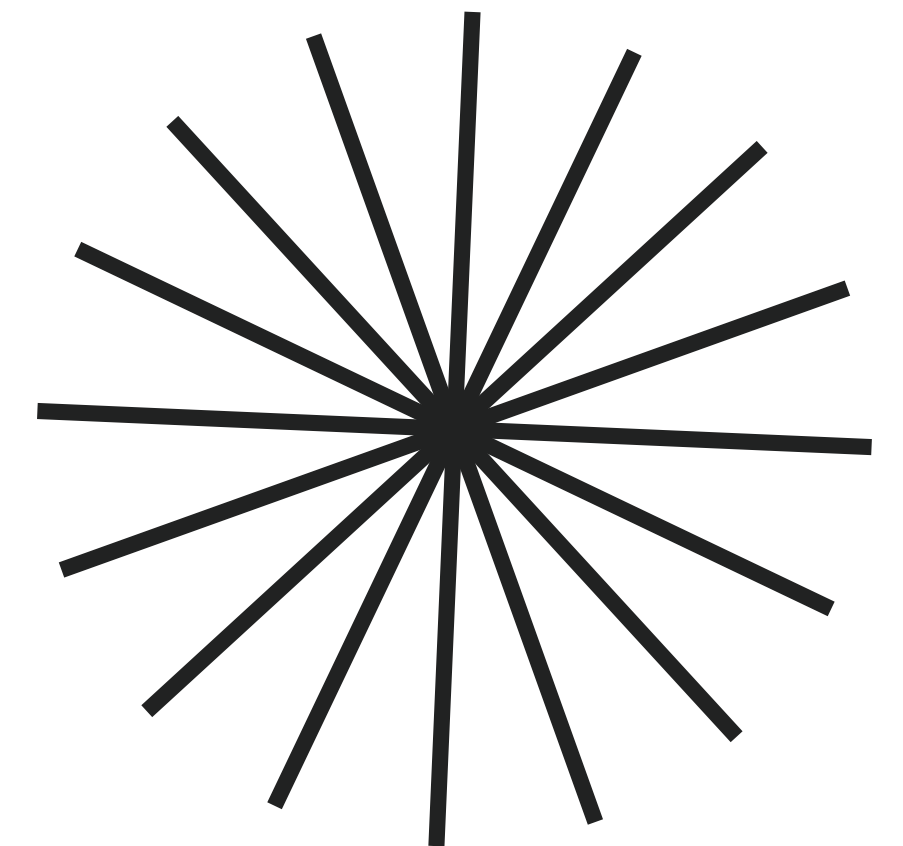
[download logo versions](#)

**The BIAS brand has three structuring elements:**  
typography, shapes, and color.

These elements, proportions, and position were studied to create a strong brand, with presence and integrity.

Any changes to them will seriously damage the global communication of the same.

The following pages present the rules for the correct use of the brand, which are essential to ensure the coherence of the corporate identity.



play



- BIAS – **logotype** – original version

# BIAS

Mitigating biases  
of AI in the  
labour market

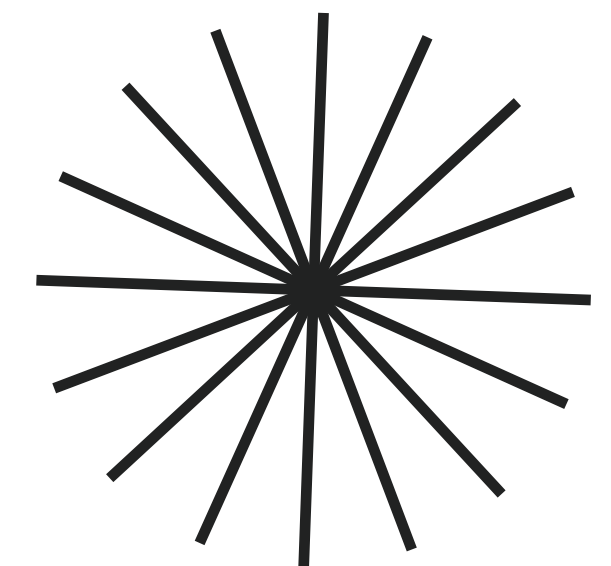
## Original version

This is BIAS original logo. Simple, clear and with character.

No changes should be made to the proportions of the elements and/or relationship between them, in order to protect the integrity of the brand.

The color that characterizes the logo is black and/or white, and should not be changed.

The dot of the letter "A" has one main color, green, but in some cases, the color should change according to the background.



- BIAS – **logotype** – negative version

# BIAS

Mitigating biases  
of AI in the  
labour market

## Negative version

The negative version should be used as an alternative to the positive version of the logo, when there is a need to use it on a dark background.

Its use can be made whenever its legibility is assured.

This version could be used in different background colors: black, purple and green.





- BIAS – **logotype** – safety margins



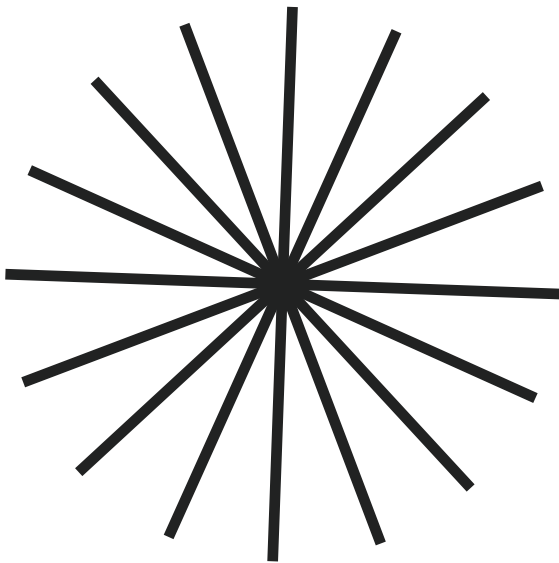
## Safety margins

The logo requires space around it in order to maximize its visual impact and maintain its integrity.

Safety margins ensure that external elements do not interfere with the readability of the brand.

The margins must be respected. It corresponds to the width of a dot, more specifically 72x72px.

Any graphic element foreign to our identity, including text, must not exceed the defined limit.





- BIAS – **logotype** – minimum sizes

for screens

for printing

with claim

BIAS

Mitigating biases  
of AI in the  
labour market

146px

BIAS

Mitigating biases  
of AI in the  
labour market

22 mm

without claim

BIAS

140 px

BIAS

18 mm

# Minimum sizes

To ensure legibility, minimum dimensions for the brand were defined. For printed media, the minimum size for the brand is 18mm wide. In digital formats, the minimum size for the brand is 140px wide.



# colours

The BIAS identity is vibrant and funny.  
That's why it has a supportive color palette that  
enhances and complements the communication,  
both institutionally and commercially.

- BIAS – **shapes**

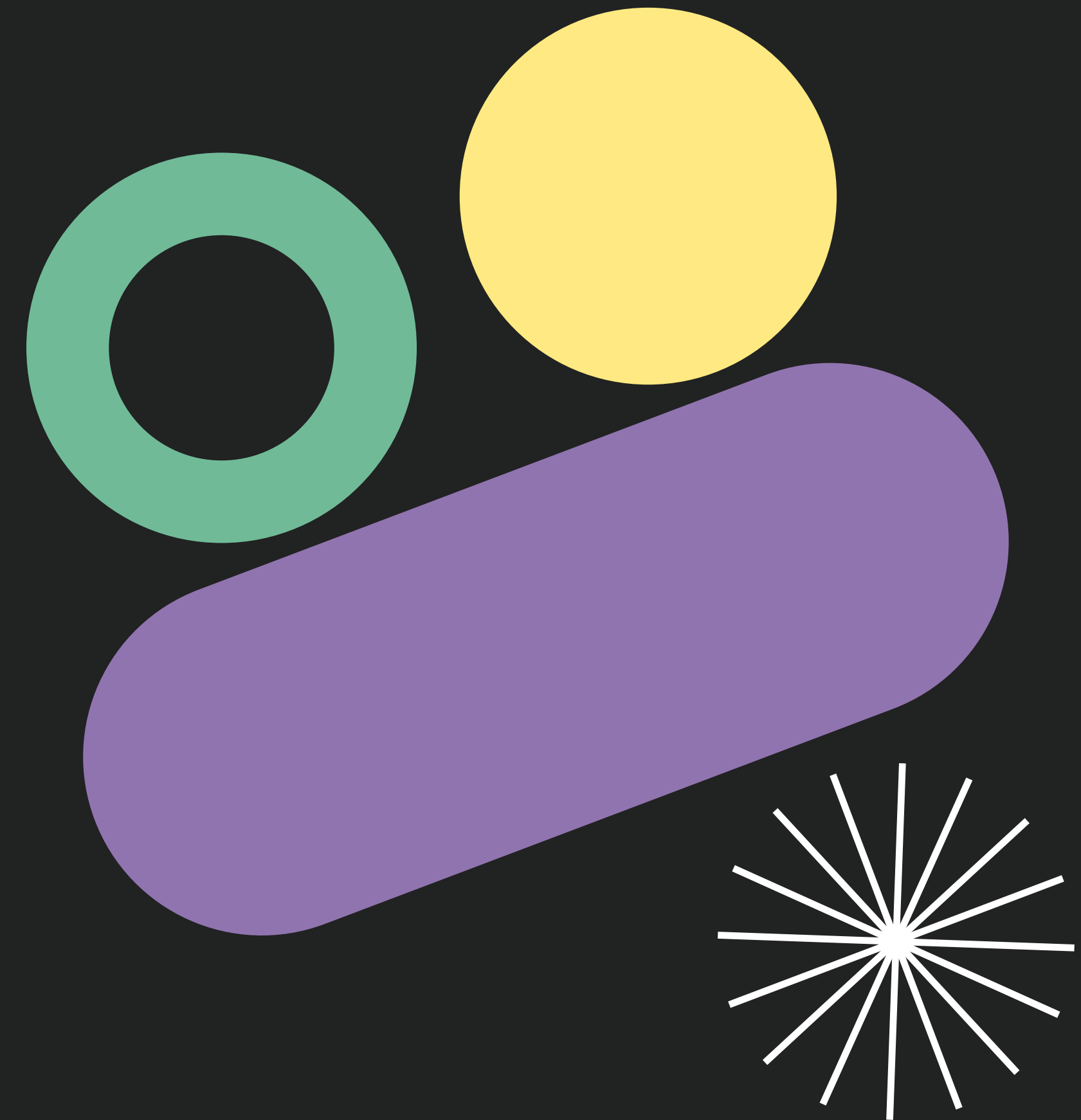
Gender, religion,  
sexual orientation and  
other characteristics  
are represented by  
mixing colours.

diversity  
using shapes



- BIAS – **shapes**

Gender, religion,  
sexual orientation and  
other characteristics  
are represented by  
mixing colours.



diversity  
using colours

- BIAS – **colours** – colour palette

**HTML** 9076AF

**CMYK** 50 58 0 0

**RGB** 144 118 175

**HTML** 80BC9E

**CMYK** 53 0 42 0

**RGB** 128 188 158

**HTML** 212222

**CMYK** 75 64 59 77

**RGB** 33 34 34

**HTML** FCEA91

**CMYK** 2 5 58 0

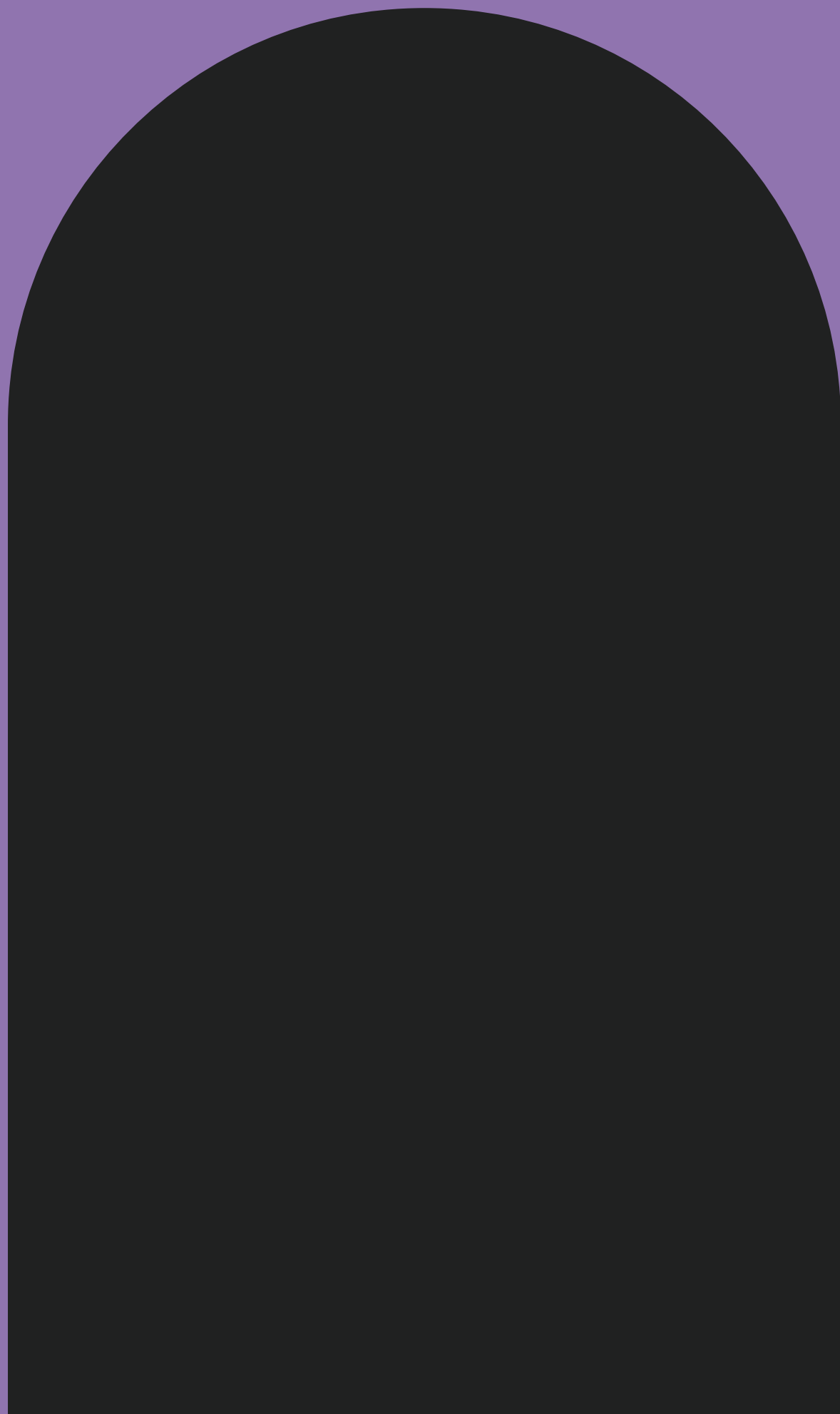
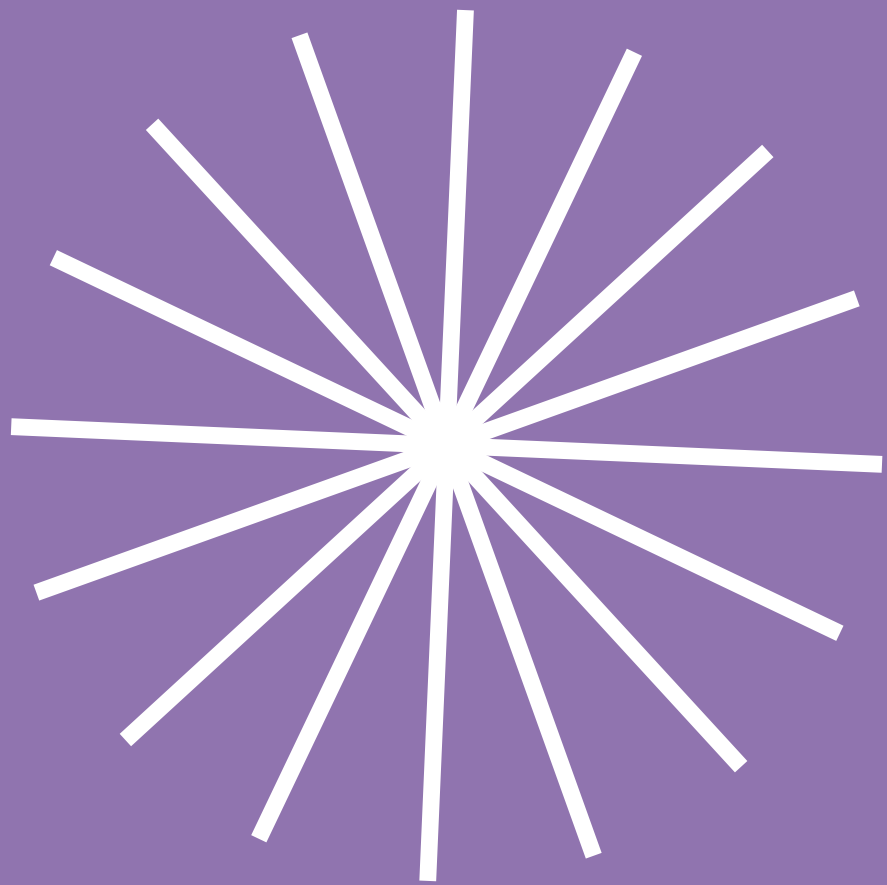
**RGB** 252 234 145

**HTML** FFFFFFFF

**CMYK** 0 0 0 0

**RGB** 255 255 255

- BIAS – **colours** – principal colours



## Main colours

These are the main colors of the brand that should be used in the communication.

All the colours are important to demonstrate ethnic diversity, so they should be used together in most of the cases.





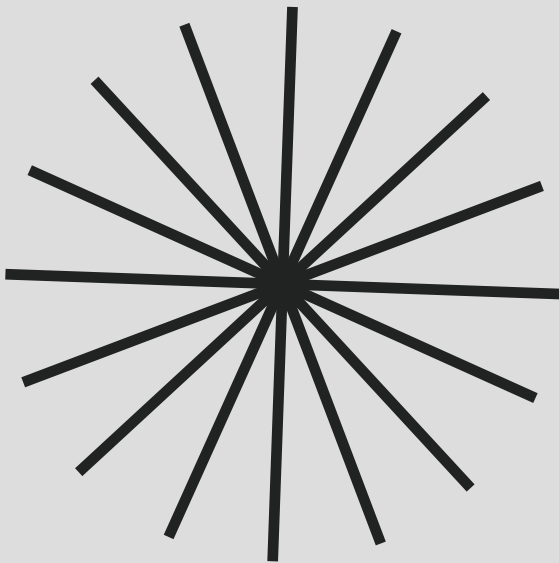
- BIAS – **colours** – backgrounds



## Use on colored backgrounds

These are the colors that complement BIAS communication. Their use must be balanced in order to create a clean and consistent image with the brand.

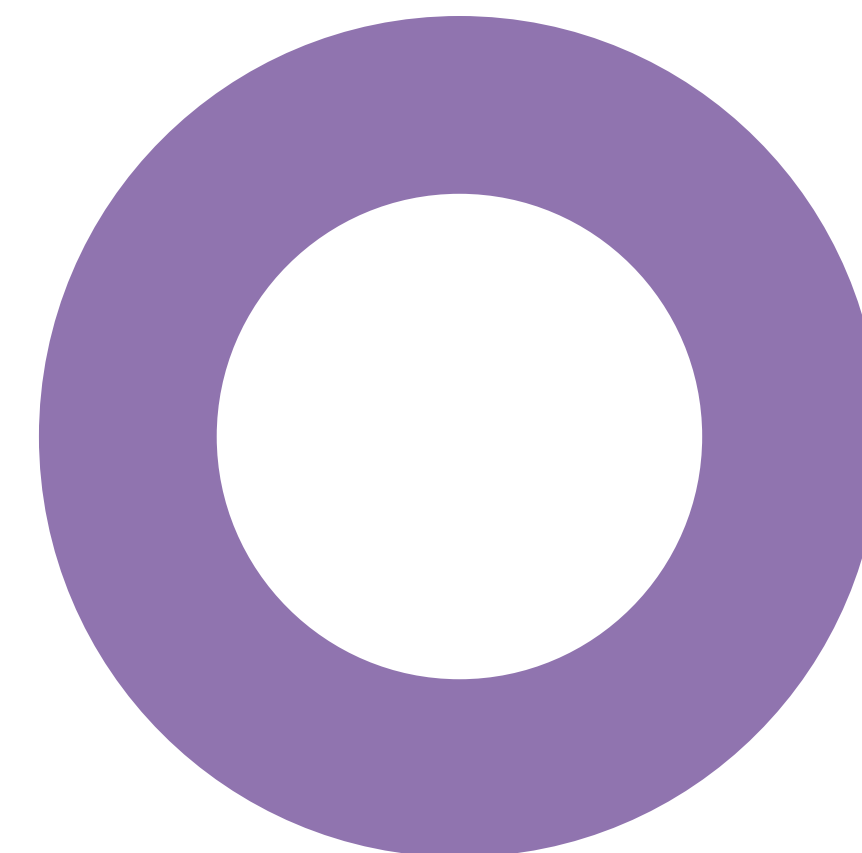
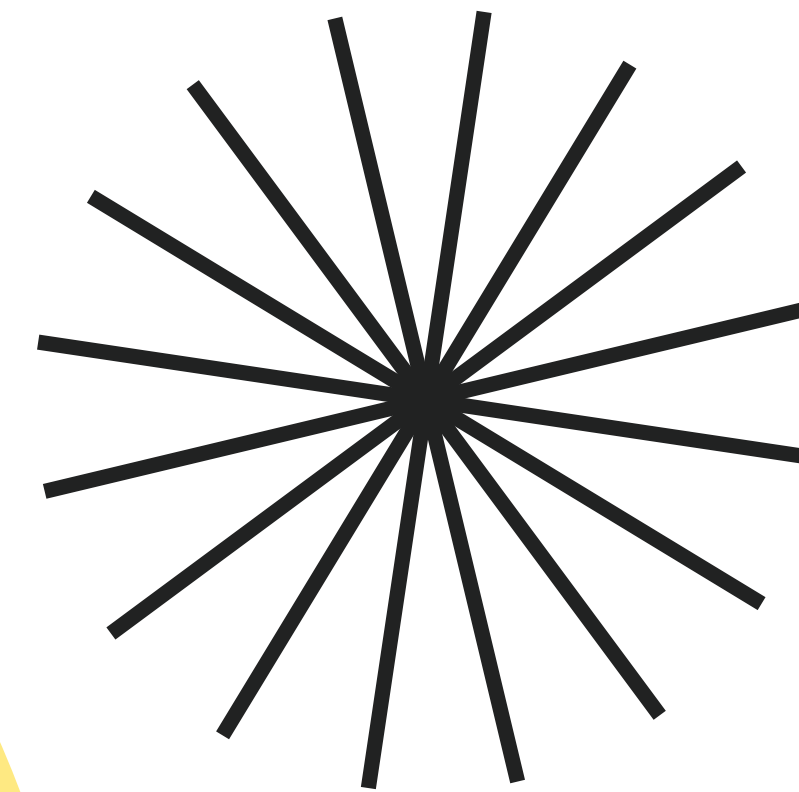
The overlapping of colors should ensure legibility and contrast.



# typo graphy

**BIAS brand typography** should always communicate the values and principles of the project without ever sacrificing functionality and/or legibility. This should be used across all BIAS communication.

Typography is an integral part of the brand, and one of the most important elements which communicate with the outside.



- BIAS – **typography** – logo

monument  
extended

## Logotype font

Only used in logo.

---

abcdefghijklm  
nopqrstuvwxyz  
yzo123456789

ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ

- BIAS – **typography** – communication

neue  
machina

## Communication font

We use this font in running texts  
and titles.

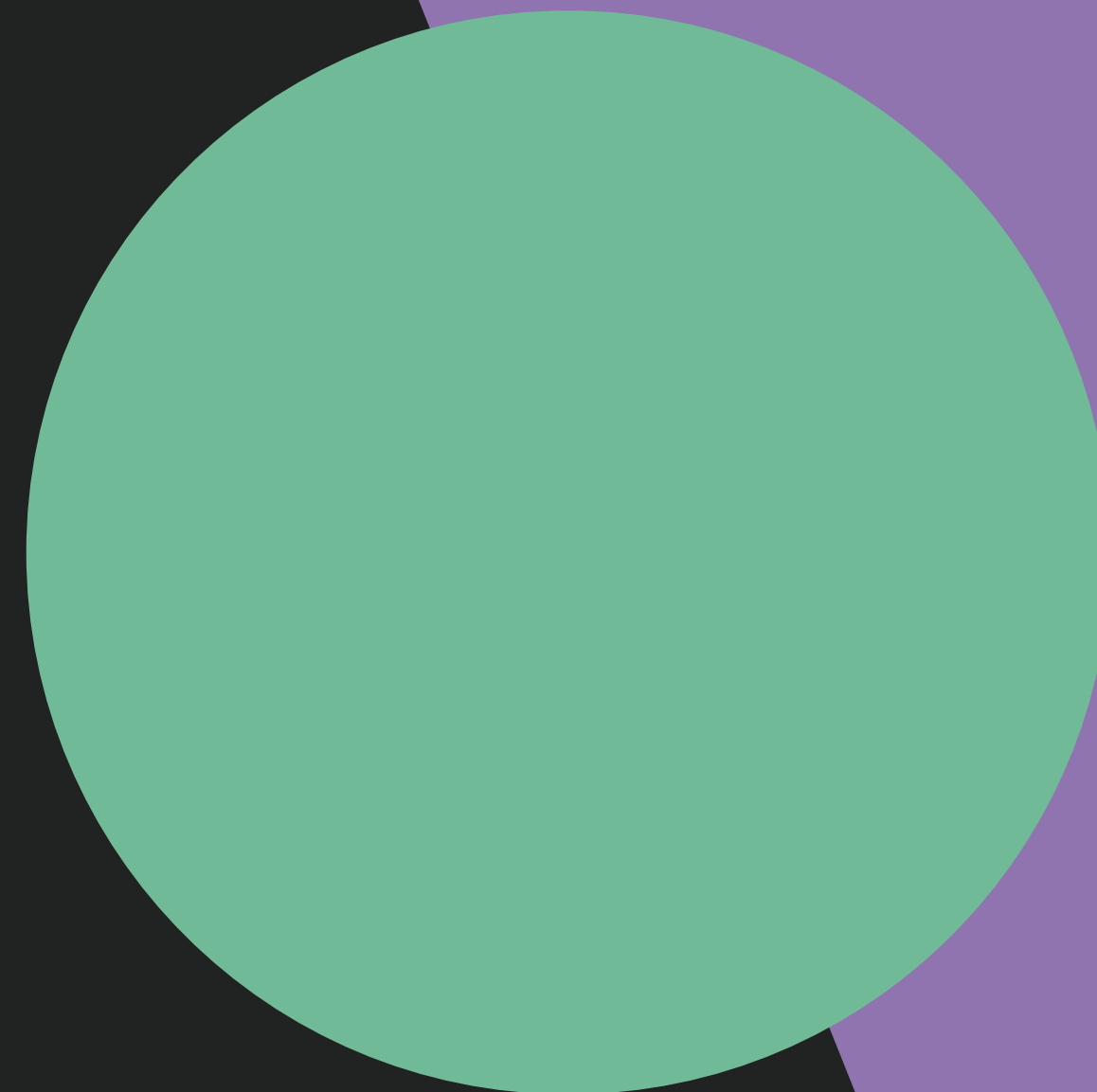
---

abcdefghijklmnopqrs  
tuvwxyz0123456789

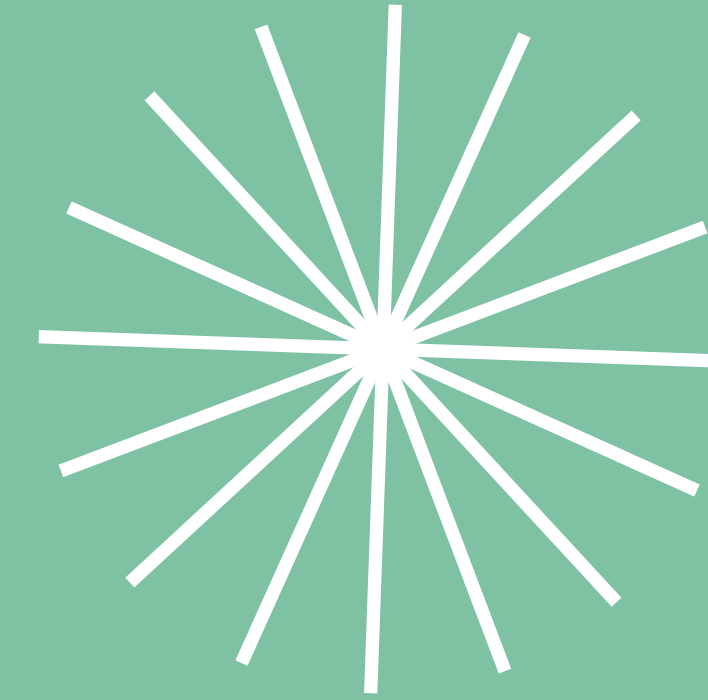
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

# shapes

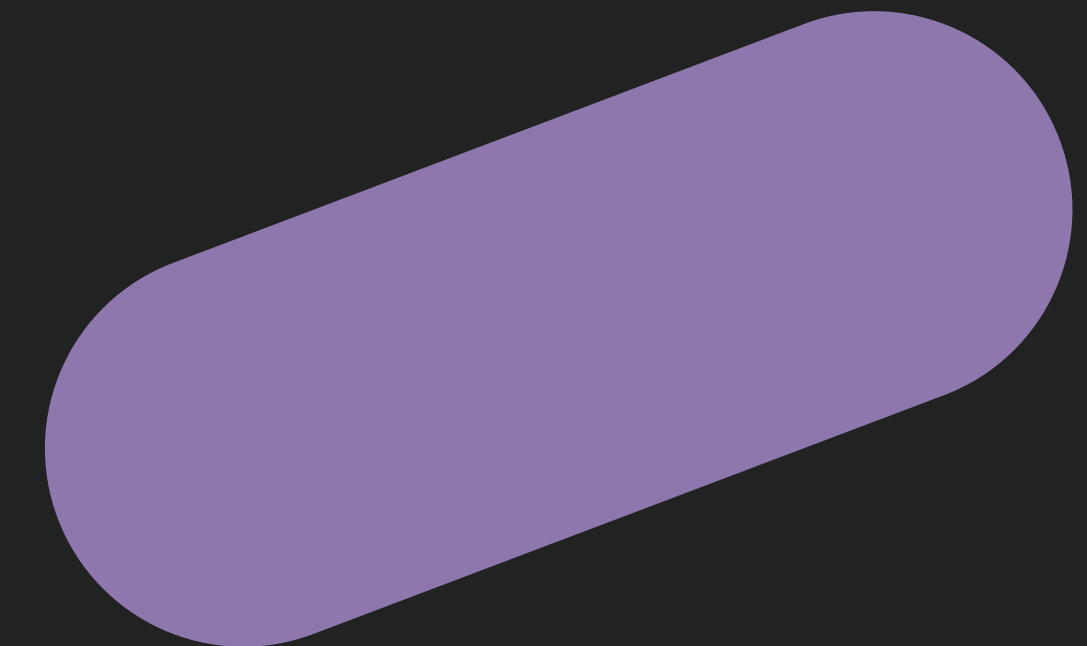
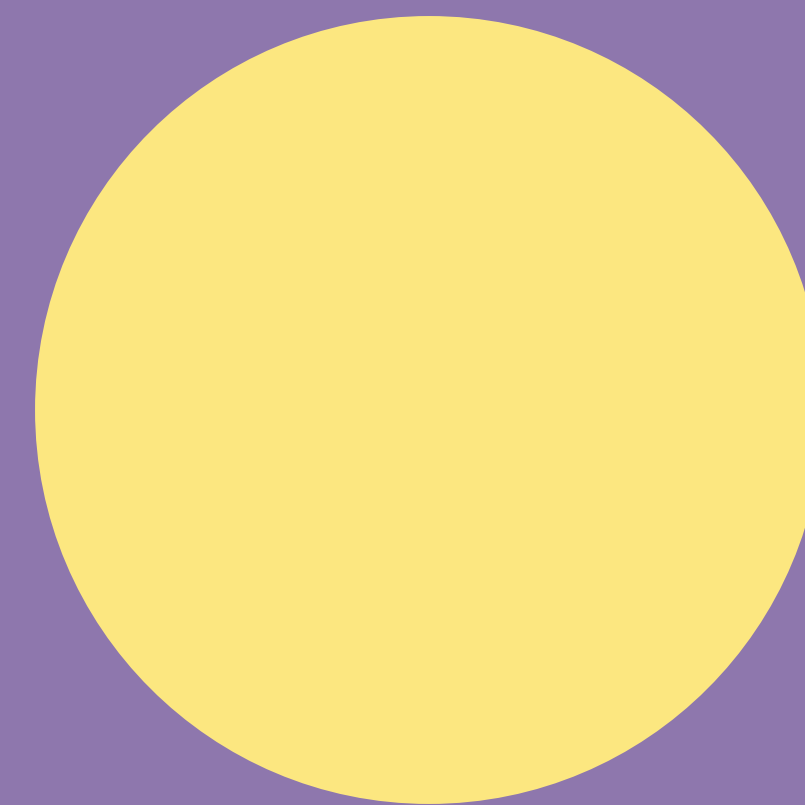
The use of shapes must be constant in BIAS communication, since they reinforce the inherent characteristics of the brand.



- BIAS – **shapes**

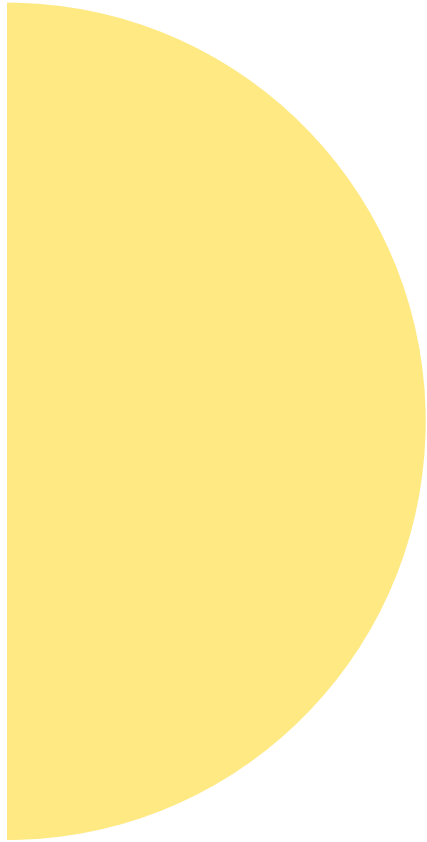
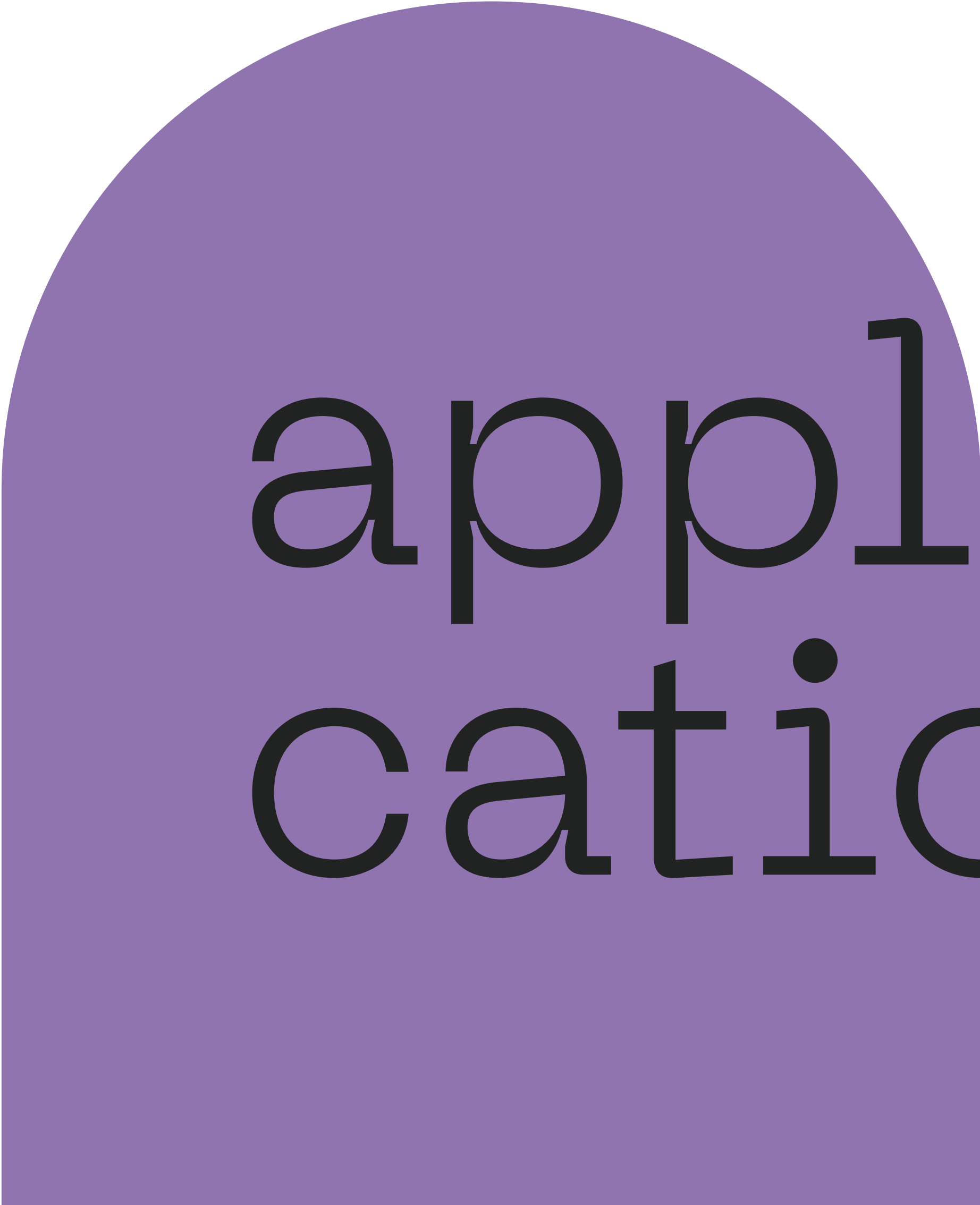


By combining shapes  
and colors, we create  
equality in diversity.

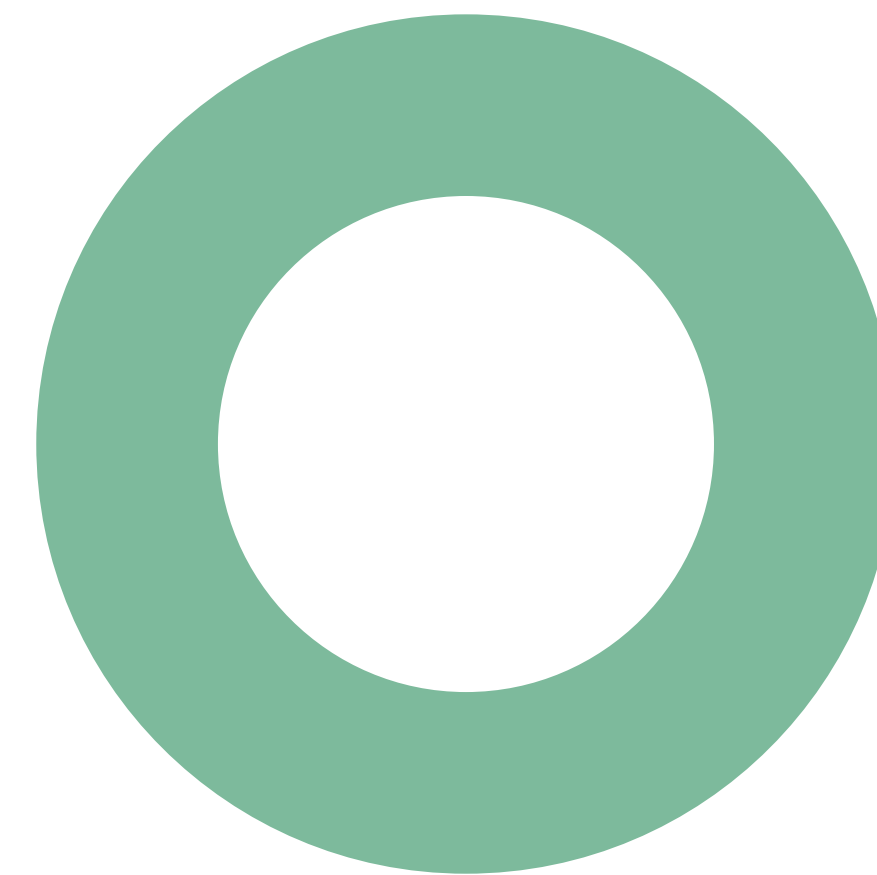


# equality





app<sup>li</sup>  
cations





- BIAS – applications

# BIAS

Mitigating biases  
of AI in the  
labour market





# Debiasing AI in the labour market

Lorem ipsum dolor sit amet,  
consectetuer adipiscing elit, sed  
diam nonummy nibh eu. Lorem  
ipsum dolor sit amet, consectetuer  
adipiscing elit.



# Debiasing AI in the labour market

Lorem ipsum dolor sit amet,  
consectetuer adipiscing elit, sed diam  
nonummy nibh eu. Lorem ipsum dolor  
sit amet, consectetuer adipiscing elit,  
sed diam nonummy nibh eu.



BIAS

# Debiasing AI in the labour market

Lorem ipsum dolor sit amet,  
consectetuer adipiscing elit, sed  
diam nonummy nibh eu. Lorem  
ipsum dolor sit amet, consectetuer  
adipiscing elit.





- BIAS – **applications**



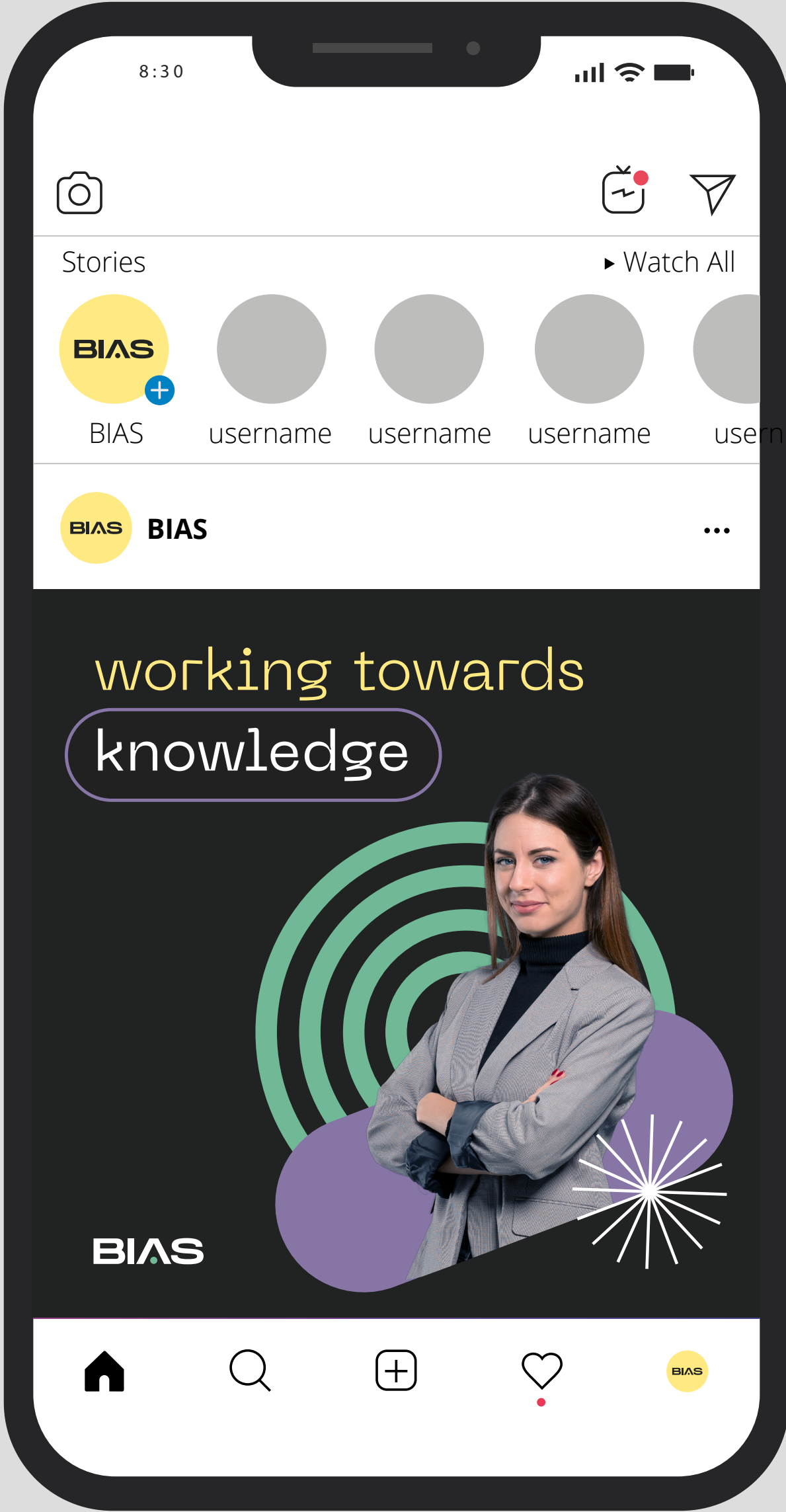


- BIAS – **applications**

# BIAS

Mitigating biases  
of AI in the  
labour market

• BIAS – applications





- BIAS – applications

# BIAS

Mitigating biases  
of AI in the  
labour market





- BIAS – **applications**





# BIAS

Mitigating biases  
of AI in the  
labour market

- Bias – **applications**

# BIAS

Mitigating biases  
of AI in the  
labour market



thank you