

# Arete AIOS

Examples for every creator

Websites, presentations, documents and video



# A consistent visual language

Dark surfaces. Clear hierarchy. Original assets.

# The typography

**Literata**

Display titles, weights 500–600

**Inter**

Body text and interfaces

**JetBrains Mono**

Code and machine data only

# The creator workflow

**01**

**Download assets**

**02**

**Apply the rules**

**03**

**Build the material**

**04**

**Check the result**

The brand center holds the current rules and reference files.

# The slide canvas

16:9

1920 × 1080

One idea per slide  
At most 45 words

# The logo stays unchanged



## Approved

Original proportions  
Original colors  
Clear space

## Avoid

Redrawing  
Recoloring  
Stretching

# The dark palette

| Role    | Value   |
|---------|---------|
| Ground  | #0A121F |
| Heading | #F9FAFC |
| Body    | #C4CBD6 |
| Accent  | #0081FF |
| Machine | #009DB1 |

Space makes the  
message readable

Calm and roomy.  
Whitespace is the point.

Spacing follows an 8 px base.

# A useful AI brief

Give your AI tool the brand center  
and the original logo file.

```
brand: Arete AIOS  
surface: #0A121F  
accent: #0081FF  
logo: original file
```

# The brand center

**[brand.areteaaios.com](https://brand.areteaaios.com)**

Rules, original assets and examples  
for everyone creating Arete AIOS materials.