



SAAM

AI Ethics Board and Consulting

Mission

Taking action on ensuring a reliable and transparent window into, and safety regarding, development and use of AI for an overwhelmed world.

Ensuring the safe and ethical
development of AI

Problem

AI is Over-Advancing

More Misinformation

Stolen Work

Deteriorating Environment





Standout

Individual Companies

Bias & Limitation

Private Open for Public



Core Values

Core Values

AI must not represent human consciousness

Systems or media that use AI must inform users about said use

AI may not be trained on material without direct written permission

Documentation and purpose of NN must be publicly accessible

NNs may only be used in systems that have one defined objective



Pyrami(n)d





Product Features

Offer guidance in product and system development involving AI, while concurrently taking action on AI ethics



Consumer Benefits

Gaining reliable feedback, consulting, and action on these ethical dilemmas, to protect the general public



Brand Values

The human, the general public,
truth, transparency/clarity, action



Consumer Rewards

Peace of mind for both consumer and businesses knowing these systems are ethical cleared and safe for human interaction

Brand Personality

Friendly, approachable, collected, supportive, logical



Big Idea

Ensuring the ethical development of AI



Voice & Tone

“No artificial intelligence or neural networks
100% organic brain matter.”

“Choose peace of mind, not pieces of software.”

“A company that puts people first. For real this time.”

“Don’t forget the natural mind.”

“We care about you more than the robots. (Not
that they cared about you in the first place).”



Target

Samuel (21)

Assistant store manager
outdoor clothing brand
(\$47k/yr)

School for CS

Gardening (houseplants)
Video games
Photography occasionally



Target

Unsure about his
feelings on AI



Target

Samantha (28)

Owns successful online clothing brand, with 6 employees

(\$72k/yr)

Grow her brand further

Travels frequently

Discovering new food

Cooking



Target

Wants to integrate AI
into her site

Has not looked too
much into AI



Logo



SAAM



SAAM



SAAM

Large

Small (<30px)

Wordmark

SAAM

SAAM

Vertical

**SA
AM**

**SA
AM**

Icon



Clear Space



Logo Placement



SAAM



Logo Treatment



Do not skew



Do not warp



Do not invert
coloured ver.



Do not stroke
(or pet for that matter)



Do not use icon when small



Do not change
colour

Palette

#FFFFFF

Accent

#16BBB2

Small text on dark bg only

#087F7C

Accent

#1A1D1E

Background

Typography

Title
(Caps)

**DUNBAR TALL
ULTRA**

&

**ACUMIN VARIABLE CONCEPT*
ULTRABLACK**

Body

Louis George Cafe
Regular

*Only 'S' used from this typeface @ 3pt larger than Dunbar Tall



SAAM

AI Ethics Board and Consulting