

Al 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 Al

Problem

Al is Over-Advancing

More Misinformation

Stolen Work

Deteriorating Environment



Standout

Individual Companies

Bias & Limitation

Private Open for Public

Core Values

Core Values

Al must not represent human consciousness

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

Al 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







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 Al



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)."



Samuel (21)

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

School for CS

Gardening (houseplants) Video games
Photography occasionally



Unsure about his feelings on Al



Samantha (28)

Owns successful online clothing brand, with 6 employees (\$72k/yr)

Grow her brand further

Travels frequently
Discovering new food
Cooking



Wants to integrate Al into her site

Has not looked too much into Al

Logo

WW. SAAM

SAAM

SAAM SAAM Large

Small (<30px)

Wordmark

SAAM

SAAM

Vertical

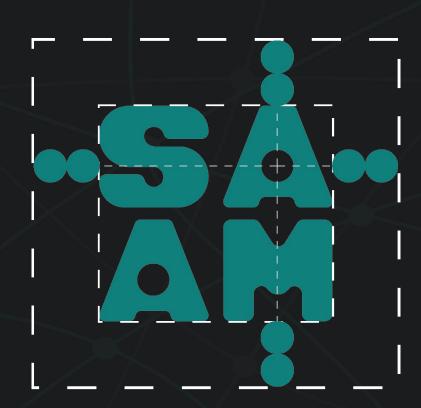
SA AM

SA AM

lcon

STIP,

Clear Space



Logo Placement

SAAM NE SAAM **NAAR & SAAM** AR SAAM SAAM

Logo Treatment





Do not warp









Do not stroke (or pet for that matter)

Do not use icon when small

Do not change colour

Palette

#FFFFF	#16BBB2	#087F7C	#IAIDIE
Accent	Small text on dark bg only	Accent	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



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