MIRAI S.R.L. — MILANO RESPONSIBLE ARTIFICIAL INTELLIGENCE



BRAND GUIDELINES

Logo, colour, typography, voice and graphic language for MIRAI and BRIO.

VERSION 1.0 · NOVEMBER 2026

MIRAI.SYSTEMS

FAIRNESS IS NOT DECLARED. IT IS PROVEN.

MIRAI measures, audits and documents algorithmic fairness, bias and transparency for AI systems in regulated industries — finance, HR and the public sector.

The brand exists to communicate one thing: proof. Every surface — a slide, a report, the BRIO app — should feel precise, technical and accountable. Dark, sharp-edged, high-contrast, with two electric accents that read as signal against noise.

MIRAI

The company. Responsible AI consultancy and product studio, Milan.

BRIO

SaaS platform for AI auditing: **B**ias, **R**isk, **I**nterpretability, **O**pacity.

MIRAI TOOLBOX

Algorithmic fairness measurement suite — "Misura l'equità algoritmica senza aprire il modello."

CONTENTS — 01 BRAND · 02 LOGO · 03 COLOUR · 04 TYPOGRAPHY · 05 VOICE · 06 GRAPHIC ELEMENTS · 07 IMAGERY

THE MARK

Three forward chevrons lead into the wordmark: movement, direction, progress you can measure. The chevrons and the wordmark are a single unit — never separate or rearrange them.

CLEAR SPACE = HEIGHT OF ONE CHEVRON



PRIMARY · ON DARK



NAVY · ON LIGHT

MINIMUM SIZE





Digital 80 px wide
Print 25 mm wide

SOURCE FILES — ASSETS/LOGO.SVG, LOGO_*.PNG

VARIANTS & USAGE



COLOUR

Default. Dark backgrounds only.



NAVY

White and light backgrounds.



MAGENTA

Single-colour accent moments.



CYAN

Single-colour on dark.



BLACK

Mono print, fax, engraving.

DO

- Use the colour logo on #080B0E or #141B20.
- Use the navy logo on white or light grey.
- Keep clear space of one chevron height on all sides.
- Scale proportionally from the source files.

DON'T

- Recolour, swap or add colours to the chevrons or wordmark.
- Stretch, rotate, outline or add shadows and glows.
- Place the colour logo on photography or mid-tone backgrounds.
- Separate the chevrons from the wordmark or retype the name.

SIGNAL ON DARK

Near-black grounds carry two electric accents. Magenta structures — borders, dividers, alerts. Cyan interacts — data, labels, actions.

MAGENTA

#D91EBA · RGB 217 30 186

Primary accent · structure, emphasis

CYAN

#13DCF2 · RGB 19 220 242

Secondary accent · interaction, data

DARK

#141B20

Chrome, navbar, panels

GROUND

#080B0E

Page background

PROPORTION



≈ 70 ground · 15 dark · 9 cyan · 6 magenta. Accents are signals — never fills for large areas.

LIGHT MODE & SUPPORT

#0899AA cyan #E6E9EE #8B47E0

On light grounds cyan deepens for contrast. Violet is for charts only.

PRIMARY TYPEFACE

Rajdhani

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Light Regular Medium **Semibold** **Bold**

Geometric, condensed and technical. Rajdhani sets everything — headlines, UI and body. JetBrains Mono is reserved for code, tokens and raw values.

DISPLAY · 700 · UPPERCASE · +.05EM

BIAS ASSESSMENT

HEADING · 700 · 26PX

Global feature importance

SUBHEAD · 600 · CYAN

Demographic parity

BODY · 400 · 16PX / 1.55

Upload predictions and protected attributes. BRIO computes every fairness metric without opening the model.

LABEL · 700 · UPPERCASE · +.1EM

DATASET · TARGET COLUMN

MONO · JETBRAINS MONO

```
disparate_impact = 0.82
```

SHORT. DECLARATIVE. NO HEDGING.

MIRAI speaks as the provider of proof. Name the standard, then show where it falls short. Let results speak in the third person rather than pitching in the first.

LANGUAGE

Italian for marketing and social. English for the BRIO product UI.

CASING

UI labels in CAPS with tracking. Marketing in sentence case with selective bold.

NEVER

Emoji, exclamation marks, hype adjectives, unicode symbols as icons.

ALWAYS

Name the standard — ISO 42001, AI Act — and the metric.

HEADLINE

L'AI sta amplificando le disuguaglianze. **Gli standard** non bastano.

SUBHEAD

Gli standard dicono come fare. Non come misurare.

TAGLINE

Misura l'equità algoritmica senza aprire il modello.

CALL TO ACTION

Scrivici per una valutazione gratuita con BRIO

SHARP BY DEFAULT

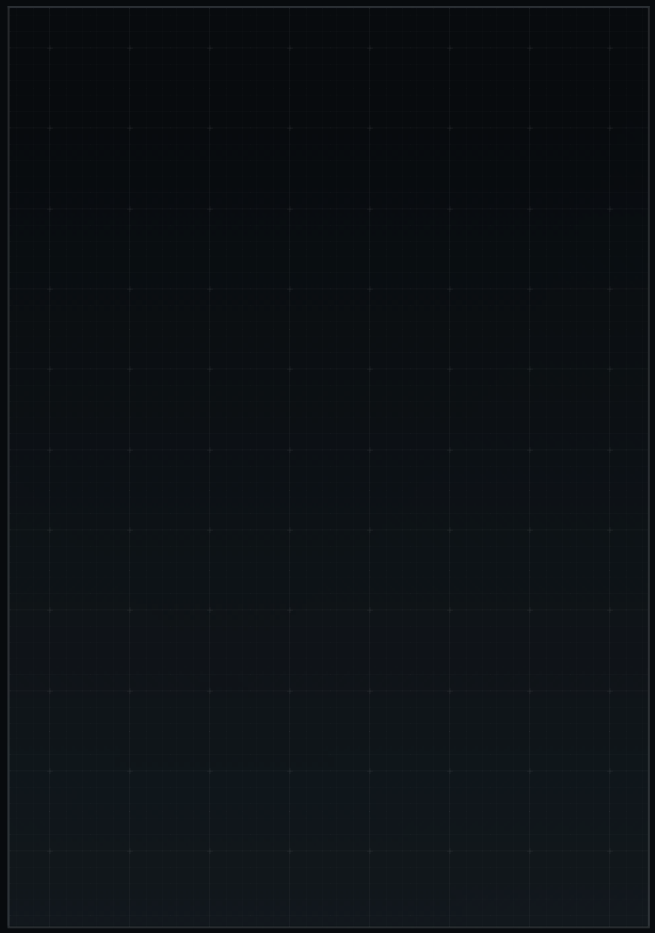
FAIRNESS SCORE

0.82

RUN ANALYSIS

EXPORT

DATA BIAS REPORT



BRACKETED CARD

1 px magenta border, cyan corner brackets, cyan uppercase header. Radius 0. No drop shadows.

BUTTONS & CHEVRONS

Square outline buttons that fill on hover. The chevron from the logo becomes the step indicator.

LAYERED BACKGROUND

Dark gradient, chevron pattern at ~3% opacity, then a 75 px dot grid. Texture, never decoration.

L'EQUITÀ DI UN ALGORITMO NON SI DICHIARA, SI DIMOSTRA.

MIRAI

MIRAI.SYSTEMS · INFO@MIRAI.SYSTEMS