

Venice

BRAND GUIDELINES

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Strategy and Voice

1

Venice AI was founded by Erik Voorhees in 2024 to deliver privacy-centric, uncensored artificial intelligence. As AI becomes part of everyday work, creativity, and knowledge, Venice gives people powerful machine intelligence without storing their data or limiting what they can explore. We believe individuals should be able to use AI freely and privately.

Overview

VISION

A future where individuals have sovereignty over their interactions with machine intelligence, free from centralized surveillance, censorship, and control.

MISSION

Venice provides access to private and uncensored machine intelligence.

BRAND ESSENCE

Private and uncensored AI.

POSITIONING

Venice is the only artificial intelligence tooling in the world today that provides private, uncensored AI.

Brand Essence

The brand essence is a decision-making filter that guides the focused and efficient use of Venice’s distinctive assets to advance its mission and create long-term value.

Uncensored access is core to Venice because raw intelligence should not be filtered through opaque agendas. Venice gives users direct access to AI without additional content restrictions.

Private and uncensored AI.

Privacy is core to Venice because AI should not require users to surrender their data. Venice does not store prompts or train on user conversations.

Insight

The future of agency and privacy in AI will flow to the people as water flows indelibly to the sea, and it will happen naturally and without permission.

Visual Identity

2

Logo

2.1

WORDMARK

Venice

WORDMARK ANATOMY

Thickened the weight of the characters, particularly the hairline portions of the glyphs

Aligned continuation of stroke terminations into neighboring letters wherever possible.

Converted many sharp, acute angles to a chiseled corner, giving a more tech-adjacent look.

Tightened kerning.

Preserved details from original typeface, such as this link between the arc and stem of the “n.”

Eliminated the dot in the “i” for a more contemporary, streamlined look.



BEFORE / AFTER

Venice



Venice

Venice

Venice

Venice

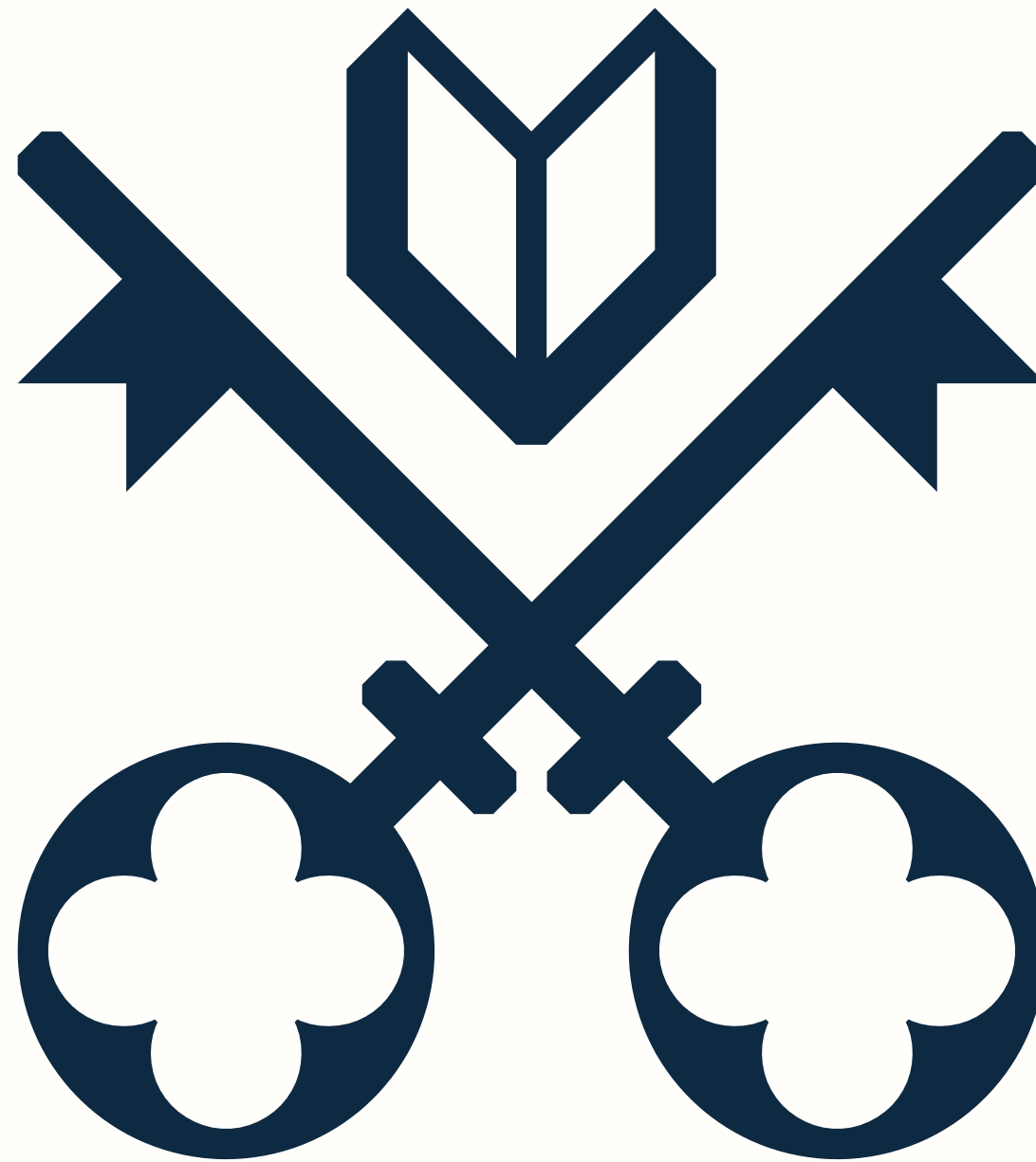
32PX

96PX

400PX

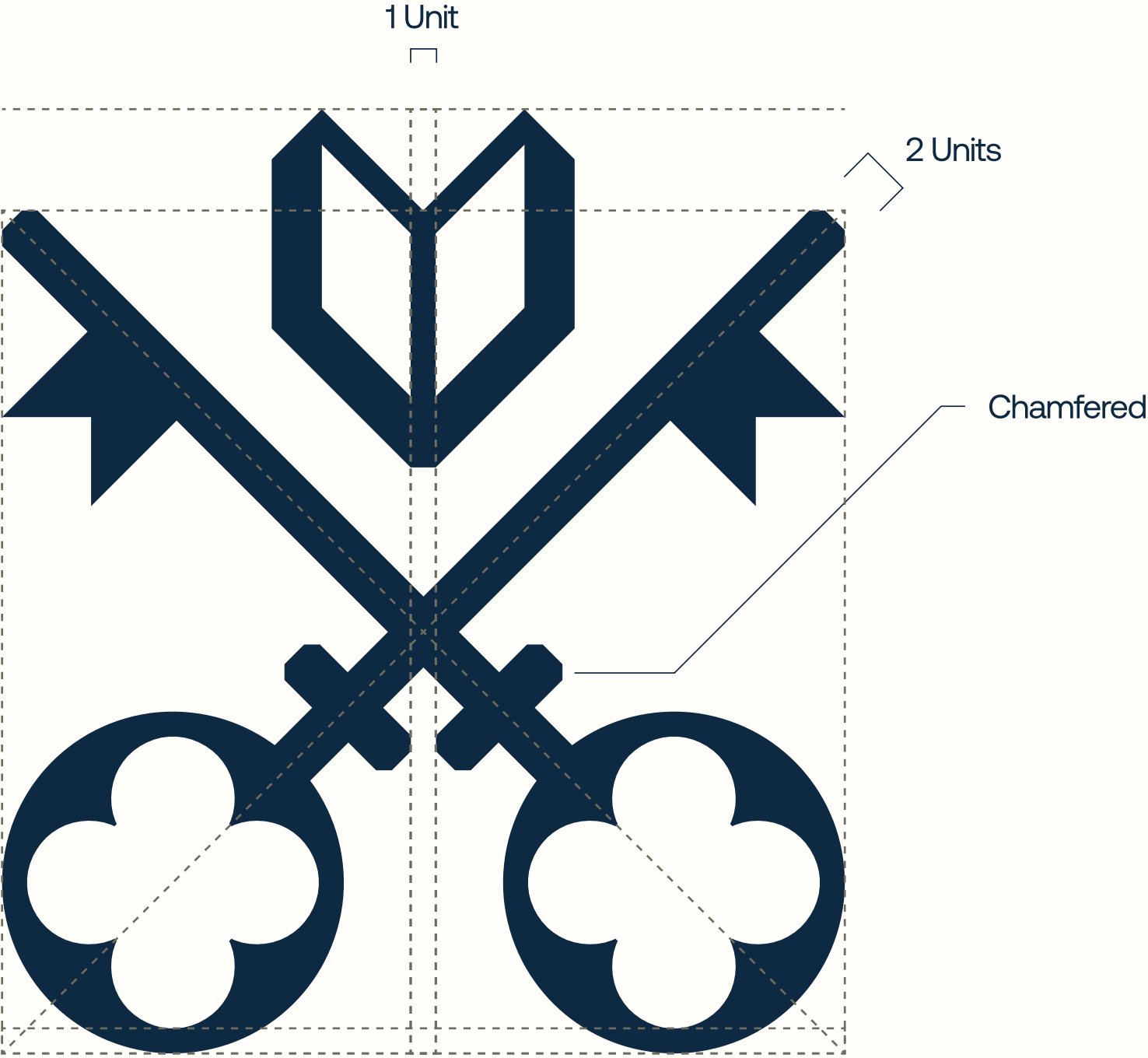
720PX

LOGO



LOGO ANATOMY

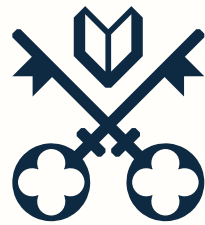
Logomark Anatomy



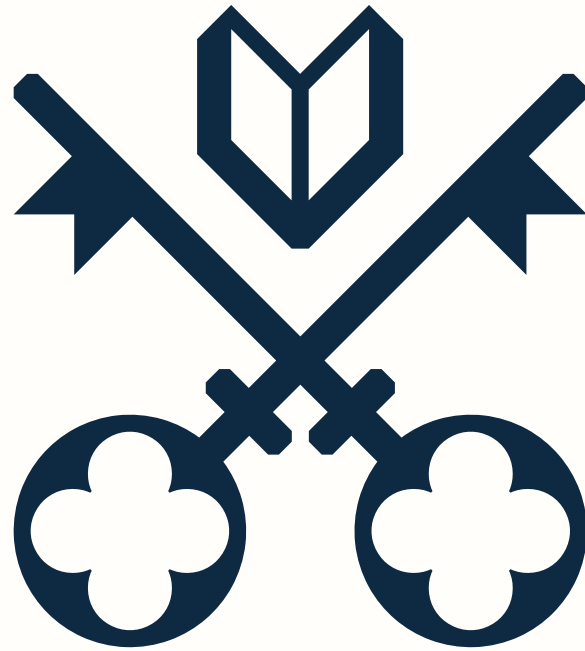
LOGO SCALABILITY



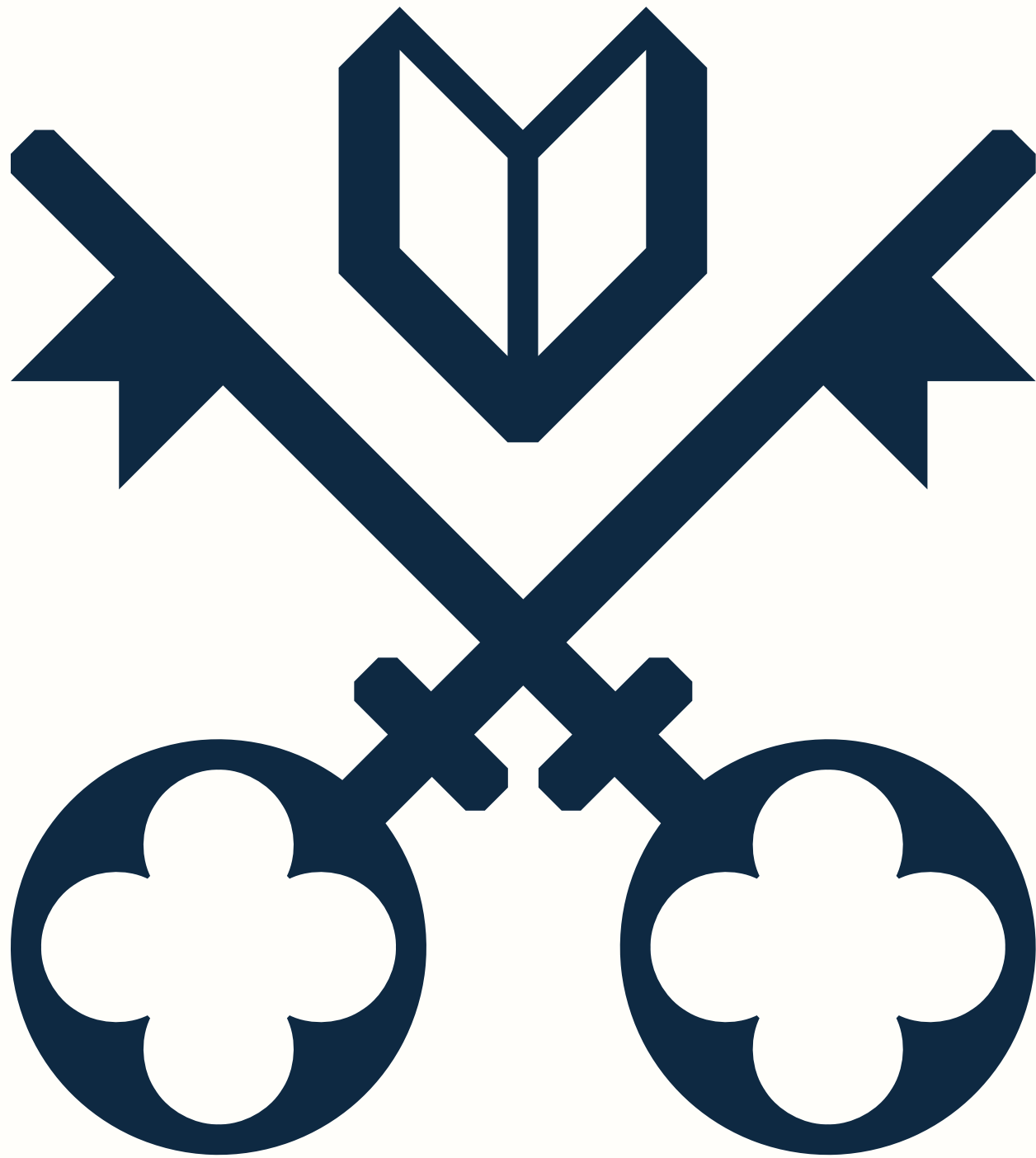
32PX



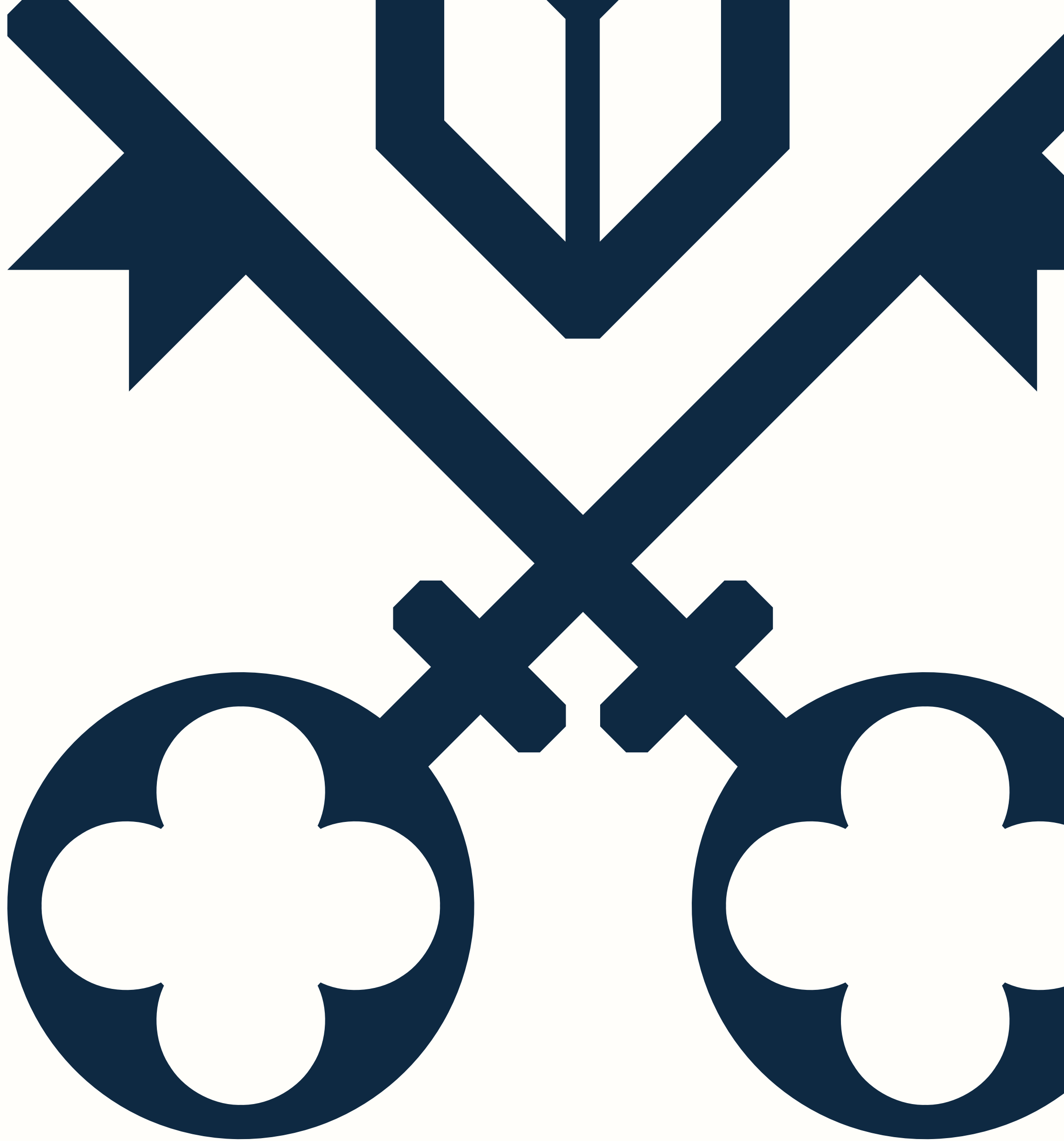
80PX



240PX



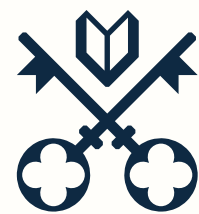
520PX



1080PX

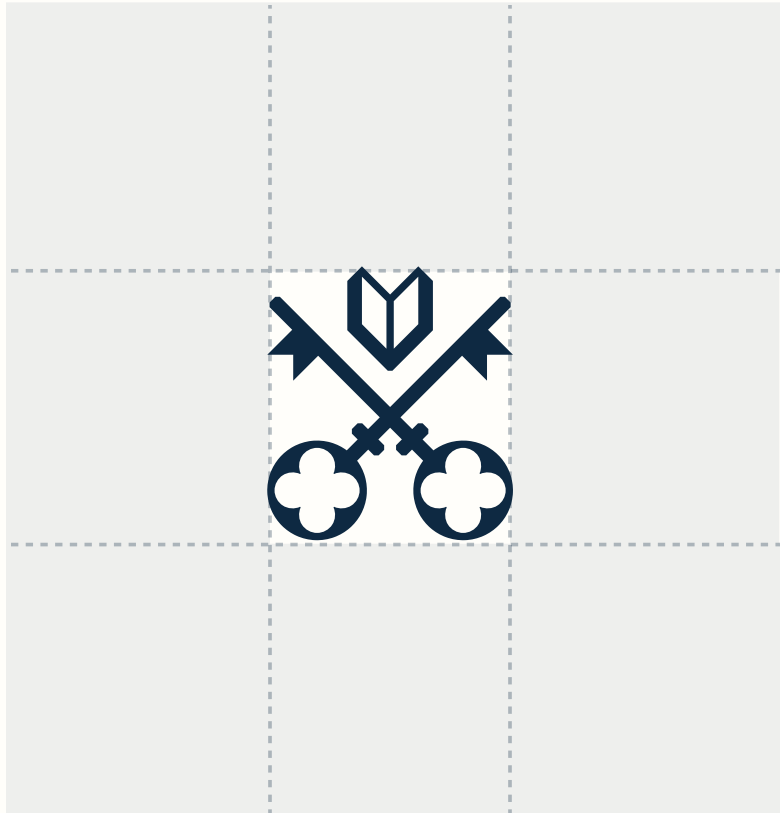
PRIMARY LOCKUP

Venice



LOGO EXCLUSION ZONE

LOGO

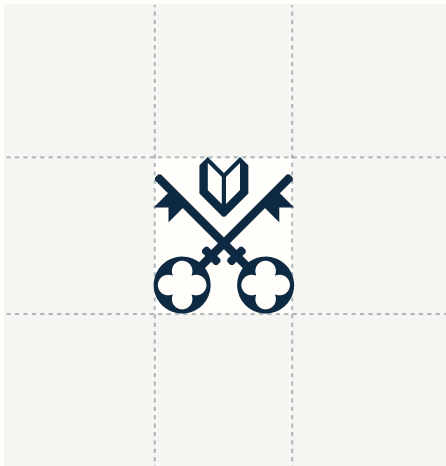


WORDMARK



CORRECT

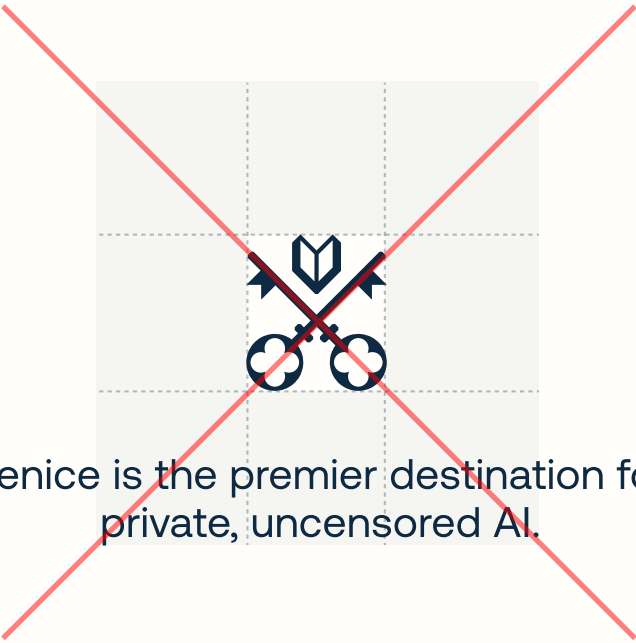
Elements other than the logo are placed outside of the exclusion zone, giving it enough space



Venice is the premier destination for private, uncensored AI.

INCORRECT

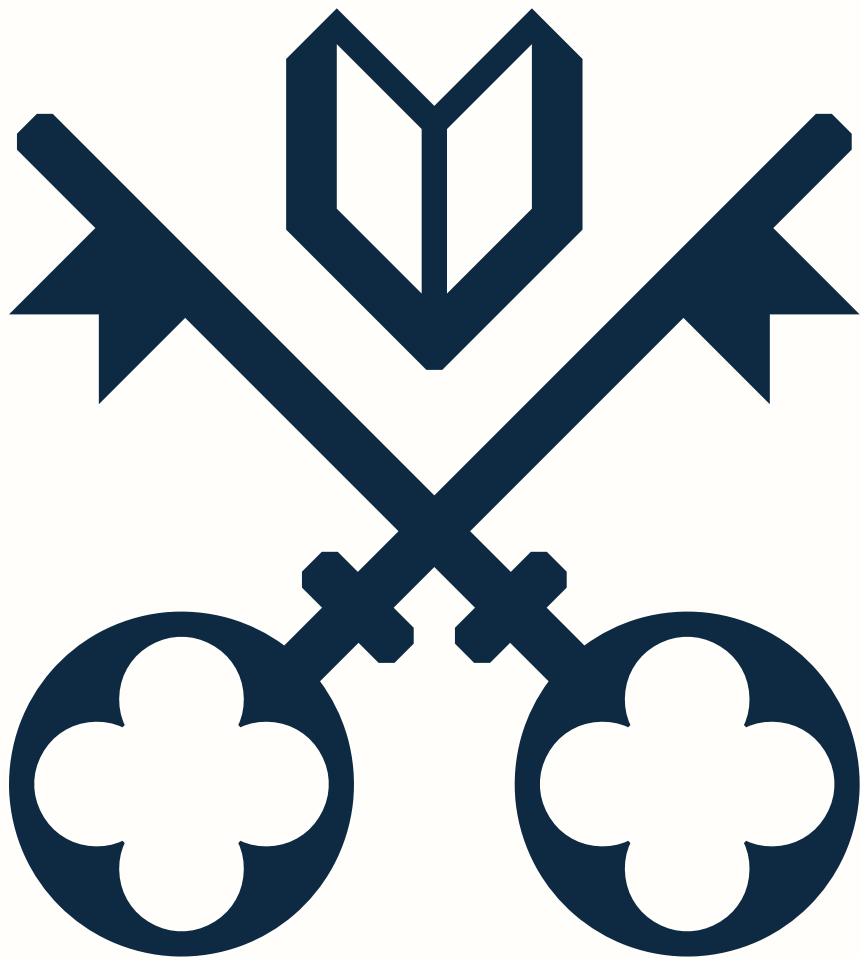
Other elements are placed too close to the logo.



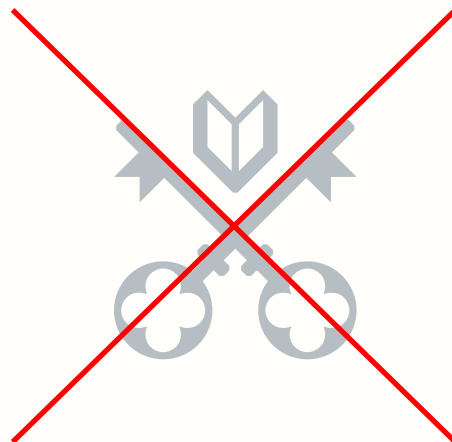
Venice is the premier destination for private, uncensored AI.

ICON USAGE

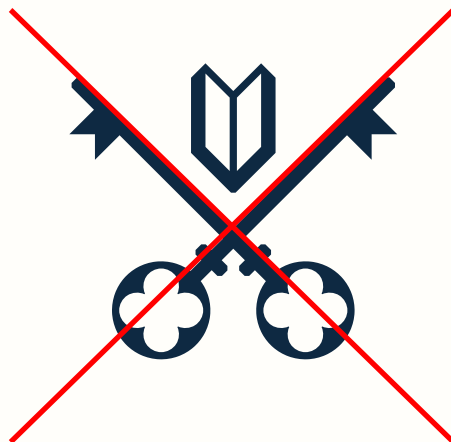
CORRECT



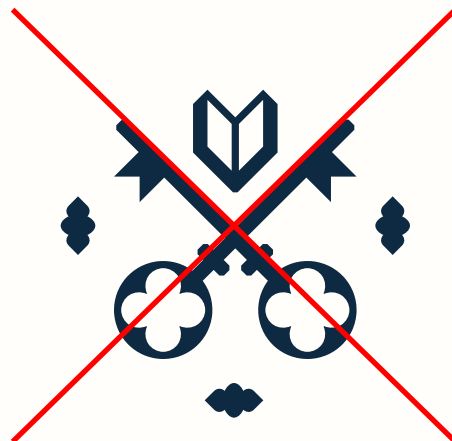
INCORRECT



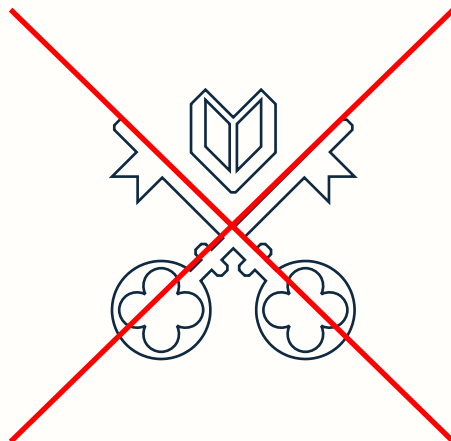
Don't change the opacity of the icon or the logo.



Don't modify any of the anchor points or curves of the vector.



Don't add any foreign elements to the logo, even if they relate to the brand or are used elsewhere.



Don't use the icon or logo in a stroke format.

LOGOMARK USE

CORRECT

INCORRECT

Venice



Don't use other icons or versions with the logo, don't mix and match with other logos.

~~Venice~~

Don't make any adjustments or foreign interventions of the logo.

~~Venice~~

Don't change the color of the logo if it makes the contrast of the wordmark illegible, even if it's an approved color. If in doubt, use black or white.

~~Venice~~

Don't ever change the letter kerning.

~~Venice~~

Don't distort or stretch the logo in any way.

~~Venice~~

Don't ever write out the company name with the source wordmark typeface.

Typography

2.2

Private and uncensored

We believe in an open model of AI

The future of agency and privacy in AI will flow to the people as water flows indelibly to the sea, and it will happen naturally and without permission.

Venice AI was founded by Erik Voorhees in 2024 to deliver privacy-centric, uncensored artificial intelligence. As AI becomes part of everyday work, creativity, and knowledge, Venice gives people powerful machine intelligence without storing their data or limiting what they can explore. We believe individuals should be able to use AI freely and privately.

Search the world’s information, have rich conversations, analyze documents and create images and art at the push of a button– without being spied on or worried about company bias. We curate the best AI models directly to your web browser or mobile app.

Long ago, the little city-state of Venice resisted the incursions and machinations of the large empires surrounding it. It was a place of markets and trade, of art, of culture, and of civilizational advancement. As we enter the age of AI, Venice will help accelerate machine intelligence

regardless of the diktats of the authoritarians, but it should also imbue a unique and beautiful humanity into this future.

We’re focused on creating an AI company for the people, not one that can be bought and sold by corporations or funds.

The Venice front-end is a clean web app that should feel familiar to anyone who has used generative AI. While the interface make look and feel familiar, unlike other AI tools, your conversation history is stored only in your browser. Venice does not store or log prompt or model responses on our servers.

We believe in a open model of AI. Privacy is a cornerstone of our effective AI development. When uncensored AI is designed with privacy in mind, it can prioritize secure processing while protecting sensitive user data.

Headline (3×)

TYPEFACE Canela
WEIGHT Regular
FOUNDRY CoType
TRACKING -2%
LEADING 88%
ALIGN Left or center

Headline 2 (1×)

TYPEFACE Canela
WEIGHT Regular
FOUNDRY CoType
TRACKING -3%
LEADING 90%
ALIGN Left or center

Subhead (1/3×)

TYPEFACE Aeonik
WEIGHT Regular
FOUNDRY CoType
TRACKING -2%
LEADING 100%
ALIGN Left

Secondary (1/6×)

TYPEFACE Aeonik Fono
WEIGHT Regular
FOUNDRY CoType
TRACKING -1%
LEADING 110%
ALIGN Left

Body Copy (1/10×)

TYPEFACE Aeonik
WEIGHT Regular
FOUNDRY CoType
TRACKING 1%
LEADING 120%
ALIGN Left

1x Styles – Default

Primary Message:

Combined Typefaces Headline 1/2/3 or Display, Spacing = Cap-height

Private and uncensored

Unrestricted access to artificial intelligence

Venice imagines a future where individuals have sovereignty over their interactions with machine intelligence, free from centralized surveillance, censorship, and control.

Secondary Message:

Subheadline, spacing equals x-height ×2

Pioneering the uncensoring of AI

Message Detail:

Mono Subheadline, spacing equals cap-height ×1

Venice is ensuring an AI future that is uncensored and free

Long ago, the little city-state of Venice resisted the incursions and machinations of the large empires surrounding it. It was a place of markets and trade, of art, of culture, and of civilizational advancement. As we enter the age of AI, Venice will help accelerate machine intelligence

Primary Message Alternates:

Private and uncensored

Unrestricted access to artificial intelligence

Venice is uncensoring the AI industry for a future of freedom

Private and uncensored

Unrestricted access to artificial intelligence

Venice is uncensoring the AI industry for a future of freedom

Message Detail Alternate:

Venice is ensuring an AI future that is uncensored and free

Long ago, the little city-state of Venice resisted the incursions and machinations of the large empires surrounding it. It was a place of markets and trade, of art, of culture, and of civilizational advancement. As we enter the age of AI, Venice will help accelerate machine intelligence

2x Styles – Default

Primary + Supporting Message

Private and uncensored

Unrestricted access to artificial intelligence

Primary Message + Message Detail

Uncensoring AI

Venice is uncensoring the AI industry for a future of freedom

Supporting Message + Message Detail

Venice is ensuring an AI future that is uncensored and free

Venice is uncensoring the AI industry for a future of freedom

Primary + Supporting Message Alternates:

Private and uncensored

Unrestricted access to artificial intelligence

Private and uncensored

Unrestricted access to artificial intelligence

Supporting Message + Message Detail Alternates:

Venice is ensuring an AI future that is uncensored and free

Venice is uncensoring the AI industry for a future of freedom.

Standard header in primary typeface.

Monotype subheading is technical but more importantly lets the headline combination really sing.

Mono typeface used as a technical accent or eyebrow for buttons, descriptions, lead-ins, etc.

Private and uncensored AI

Venice is democratizing the AI industry for a future of freedom

LEARN MORE

3x Styles – Default

Primary + Supporting Message + Message Detail

Private and uncensored AI

We believe in an open model of AI

Long ago, the little city-state of Venice resisted the incursions and machinations of the large empires surrounding it. It was a place of markets and trade, of art, of culture, and of civilizational advancement. As we enter the age of AI, Venice will help accelerate machine intelligence

Alternates:

Private and uncensored AI

We believe in an open model of AI

Long ago, the little city-state of Venice resisted the incursions and machinations of the large empires surrounding it. It was a place of markets and trade, of art, of culture, and of civilizational advancement. As we enter the age of AI, Venice will help accelerate machine intelligence

Private and uncensored AI

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HEADLINE

Privacy

We believe in open access to AI

Long ago, the little city-state of Venice resisted the incursions and machinations of the large empires surrounding it. It was a place of markets and trade, of art, of culture, and of civilizational advancement. As we enter the age of AI, Venice will help accelerate machine intelligence

June

6/2025EVENTS

NUMERALS

2

Long ago, the little city-state of Venice resisted the incursions and machinations of the large empires surrounding it. It was a place of markets and trade, of art, of culture, and of civilizational advancement. As we enter the age of AI, Venice will help accelerate machine intelligence

0

Privacy

Long ago, the little city-state of Venice resisted the incursions and machinations of the large empires surrounding it. It was a place of markets and trade, of art, of culture, and of civilizational advancement. As we enter the age of AI, Venice will help accelerate machine intelligence

1

Uncensored

Long ago, the little city-state of Venice resisted the incursions and machinations of the large empires surrounding it. It was a place of markets and trade, of art, of culture, and of civilizational advancement. As we enter the age of AI, Venice will help accelerate machine intelligence

2

Data

Long ago, the little city-state of Venice resisted the incursions and machinations of the large empires surrounding it. It was a place of markets and trade, of art, of culture, and of civilizational advancement. As we enter the age of AI, Venice will help accelerate machine intelligence

DROPCAP

We

believe in an open model of AI, where everyone has truly unrestricted access to utilize AI.

Erik Voorhees, Founder and CEO

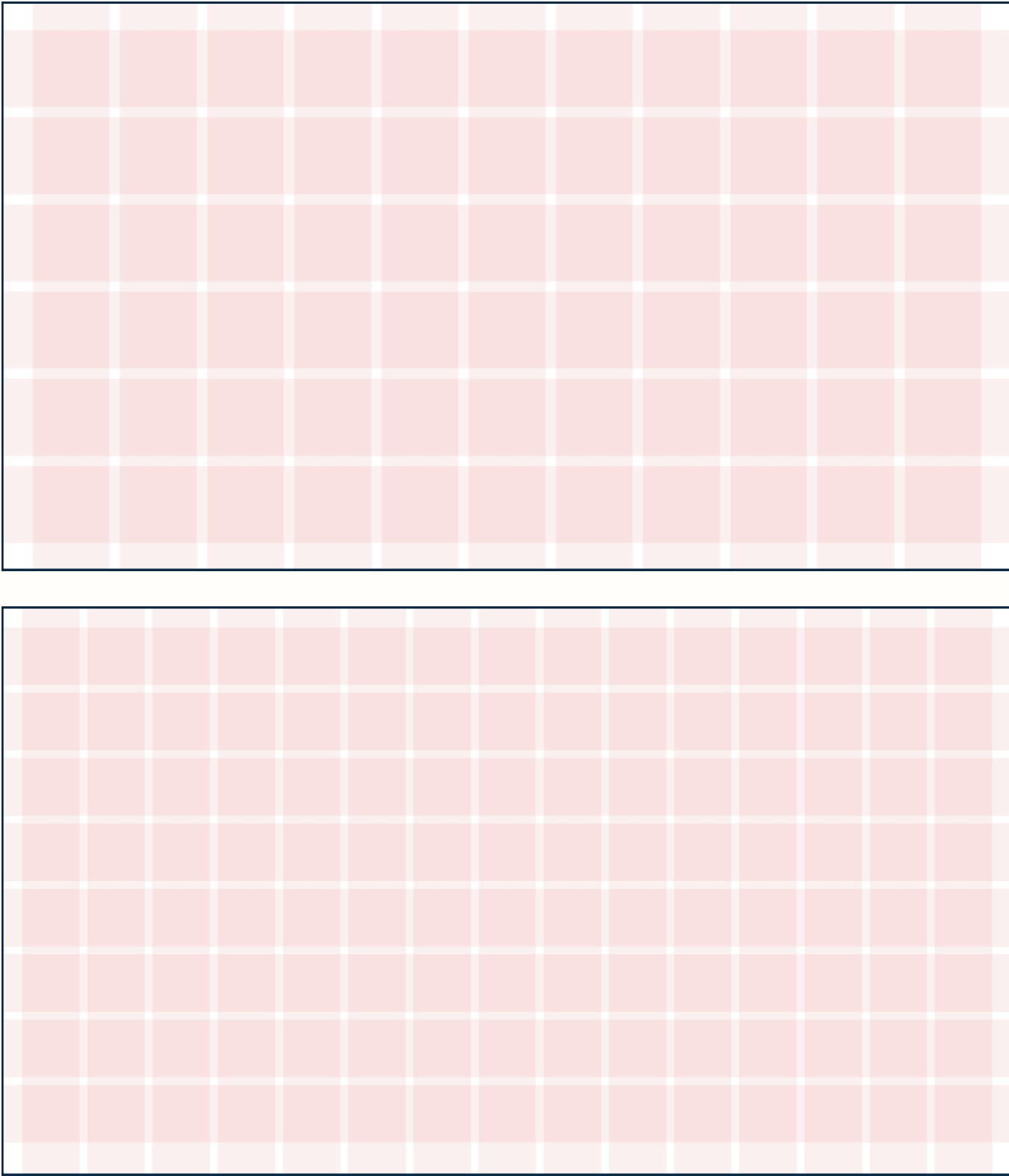
I

t is a necessity that should imbue a unique and beautiful humanity into this future.

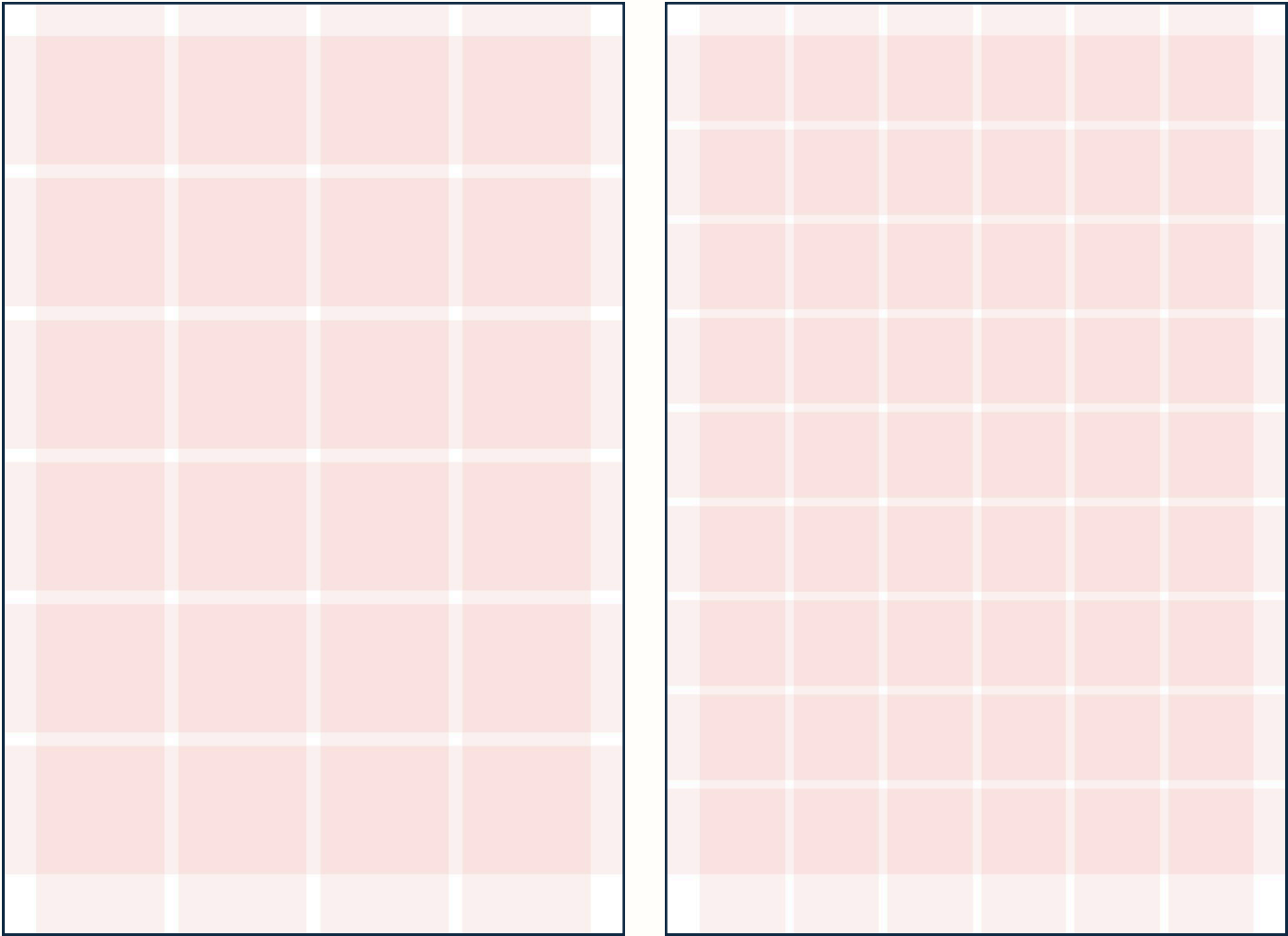
Erik Voorhees, Founder & CEO

LAYOUT GRID

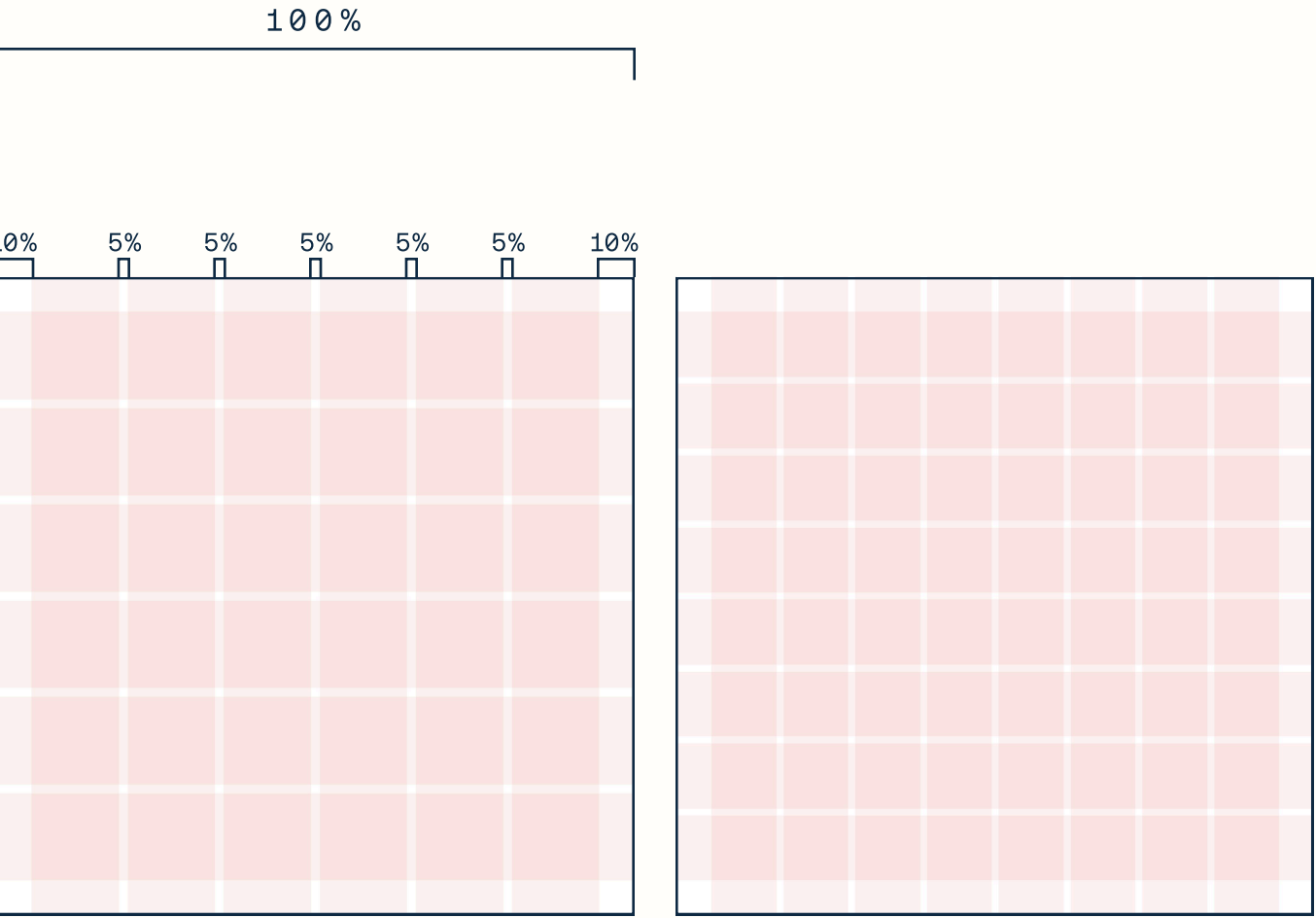
16:9



2:3 POSTER



SQUARE

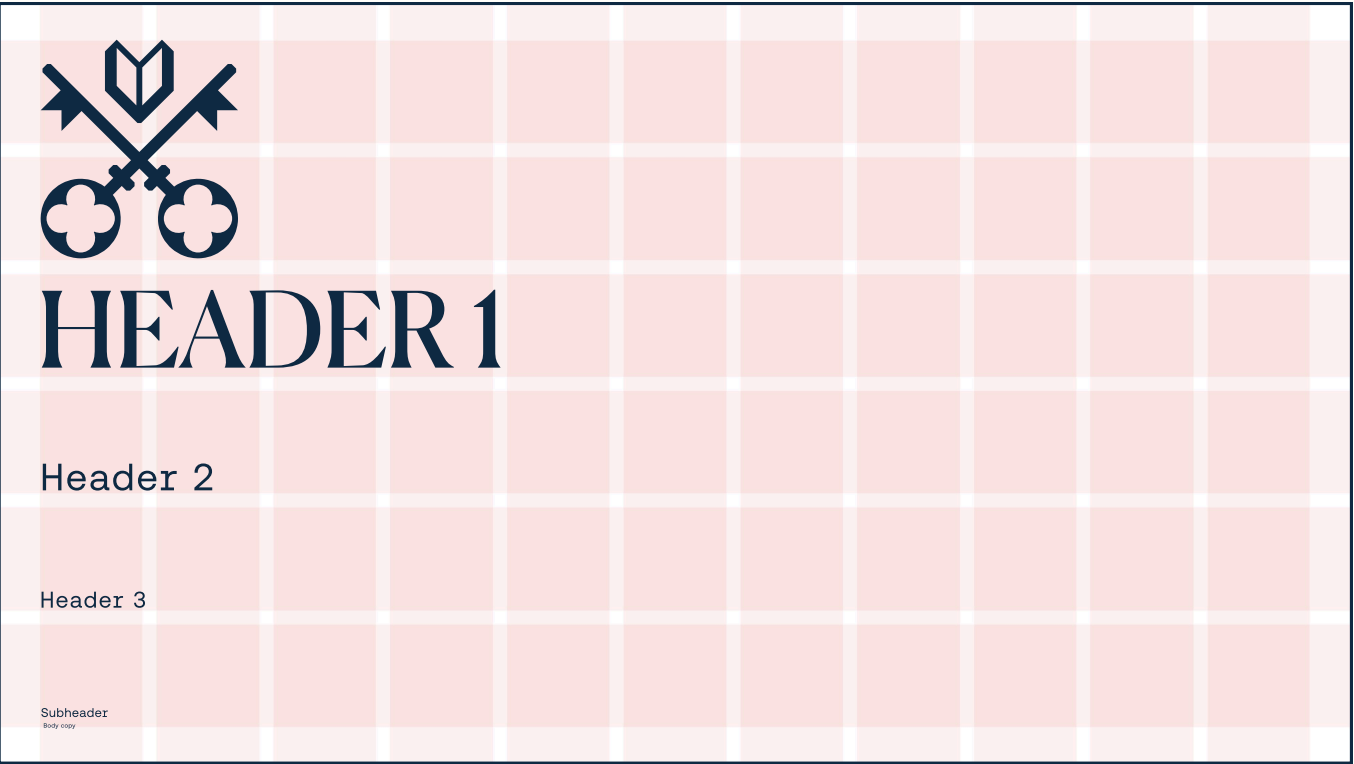


Create a grid for any given canvas and scale the bracket in relation to the row height.

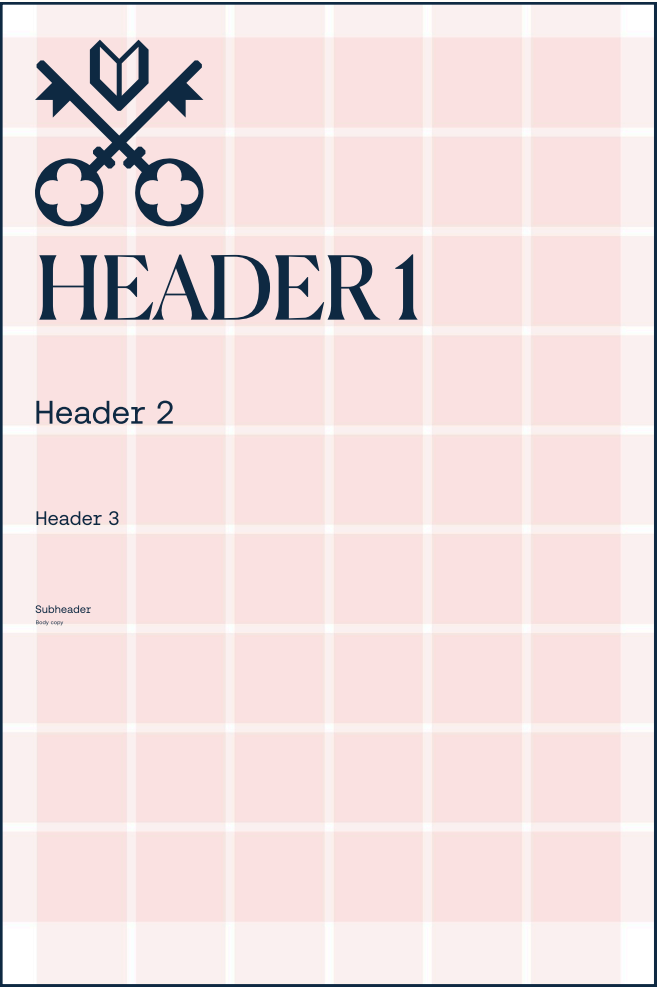
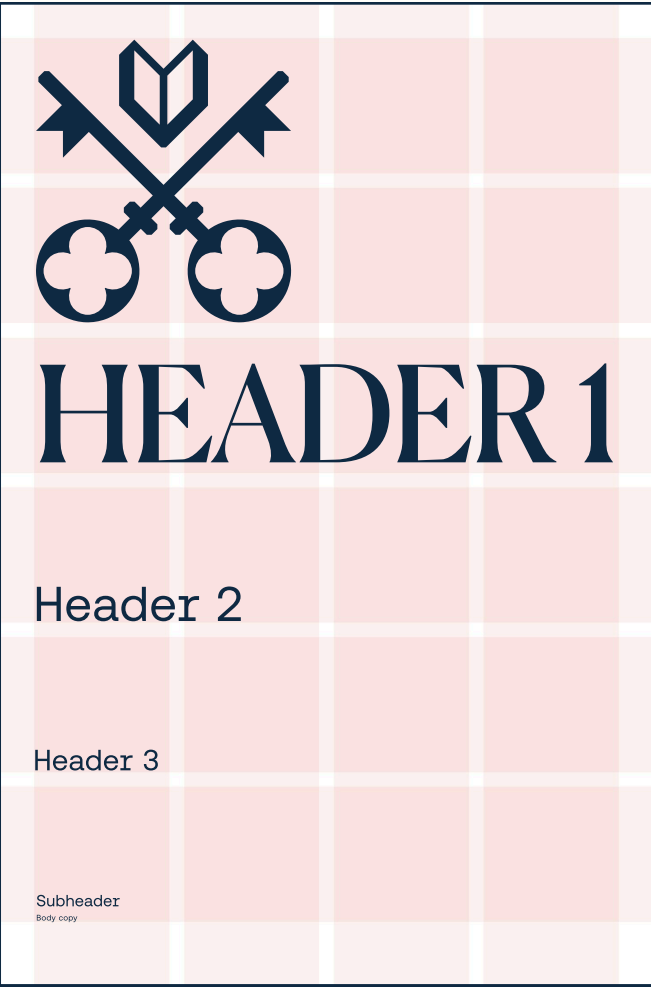
The bracket should always match the column width and row height of the grid, which should generally be either 1/6 or 1/8 the total width/height of the the canvas.

TYPOGRAPHY LAYOUT GRID

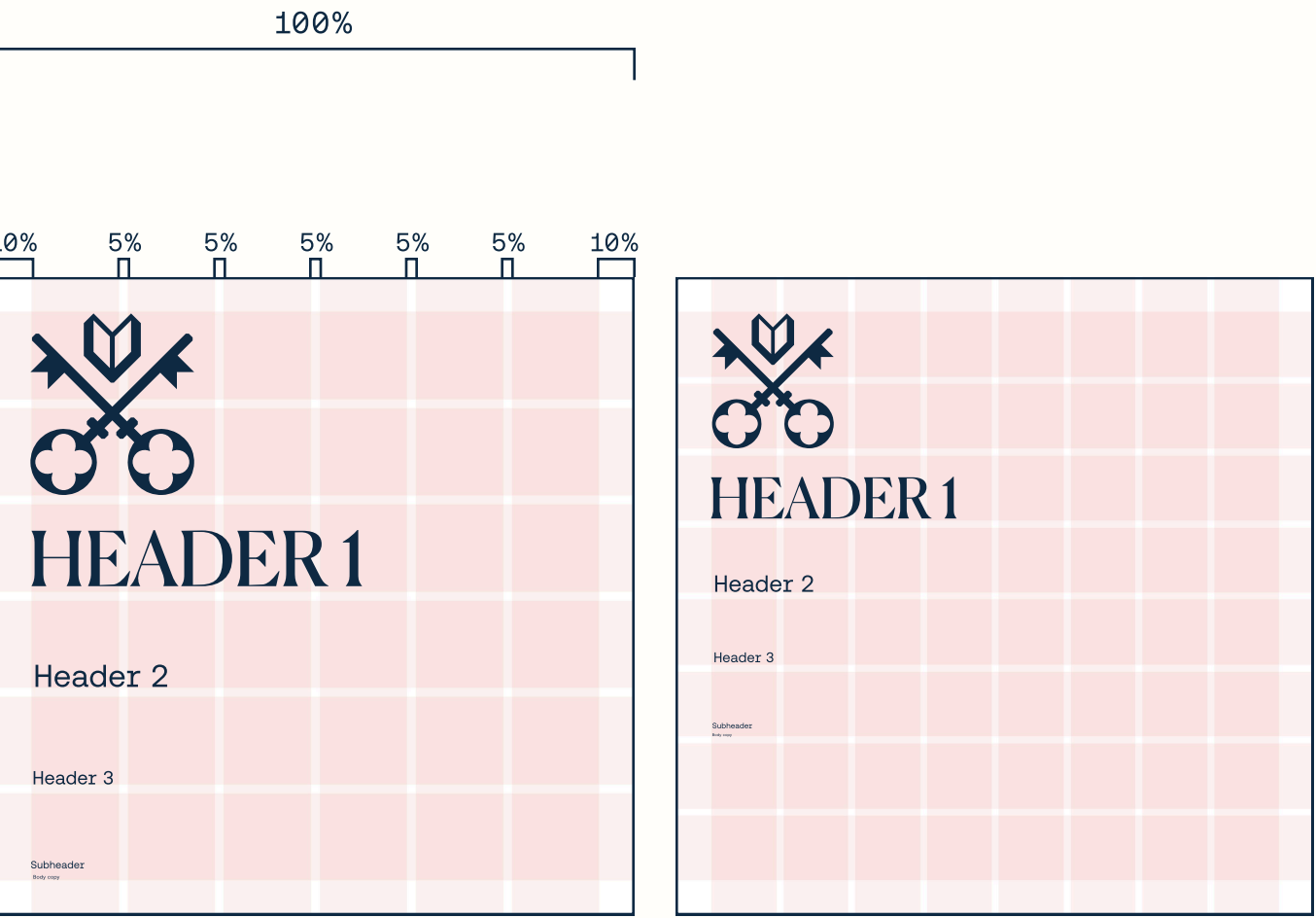
16:9



2:3 POSTER



SQUARE



Create a grid for any given canvas and scale the type system in relation to the row height.

The custom typeface should always be at least 2 rows tall.

CORRECT

Private and uncensored artificial intelligence

We believe in an open model of AI

Long ago, the little city-state of Venice resisted the incursions and machinations of the large empires surrounding it. It was a place of markets and trade, of art, of culture, and of civilizational advancement. As we enter the age of AI, Venice will help accelerate machine intelligence

Spacing is correct and pleasing to the eye. Appropriate typefaces are employed in the recommended hierarchy. Sentence casing, not allcaps, is used.

INCORRECT

PRIVATE & UNCENSORED ARTIFICIAL INTELLIGENCE

We believe in an open model of AI

Long ago, the little city-state of Venice resisted the incursions and machinations of the large empires surrounding it. It was a place of markets and trade, of art, of culture, and of civilizational advancement. As we enter the age of AI, Venice will help accelerate machine intelligence

Don't use allcaps for headlines or headers. It's overbearing and deviates from the luxurious aim of our brand.

Private and uncensored artificial intelligence.

We believe in an open model of AI.

Long ago, the little city-state of Venice resisted the incursions and machinations of the large empires surrounding it. It was a place of markets and trade, of art, of culture, and of civilizational advancement. As we enter the age of AI, Venice will help accelerate machine intelligence

Don't use periods at the end of headers. They're headlines, not sentences in a book.

PRIVATE & UNCENSORED ARTIFICIAL INTELLIGENCE

We believe in an open model of AI

Long ago, the little city-state of Venice resisted the incursions and machinations of the large empires surrounding it. It was a place of markets and trade, of art, of culture, and of civilizational advancement. As we enter the age of AI, Venice will help accelerate machine intelligence

Don't use incorrect typefaces within the hierarchy.

Color

2.3

PRIMARY COLOR PALETTE

PRIMARY ACCENT

VENETIAN BLUE
#3C8FDD
LIGHT MODE

VENETIAN BLUE
#125DA3
DARK MODE

MEDIUM BLUE
#0E2942

DARK BLUE
#0A121A

OFF WHITE
#F7F5ED

SECONDARY ACCENTS

SEA LIGHT
#B3D0EB

MID SEA
#29526C

SEA DARK
#080F16

STUCCO LIGHT
#6E6B5F

STUCCO MID
#BEA989

STUCCO DARK
#1C1714

NEUTRAL LIGHT
#FFFEFA

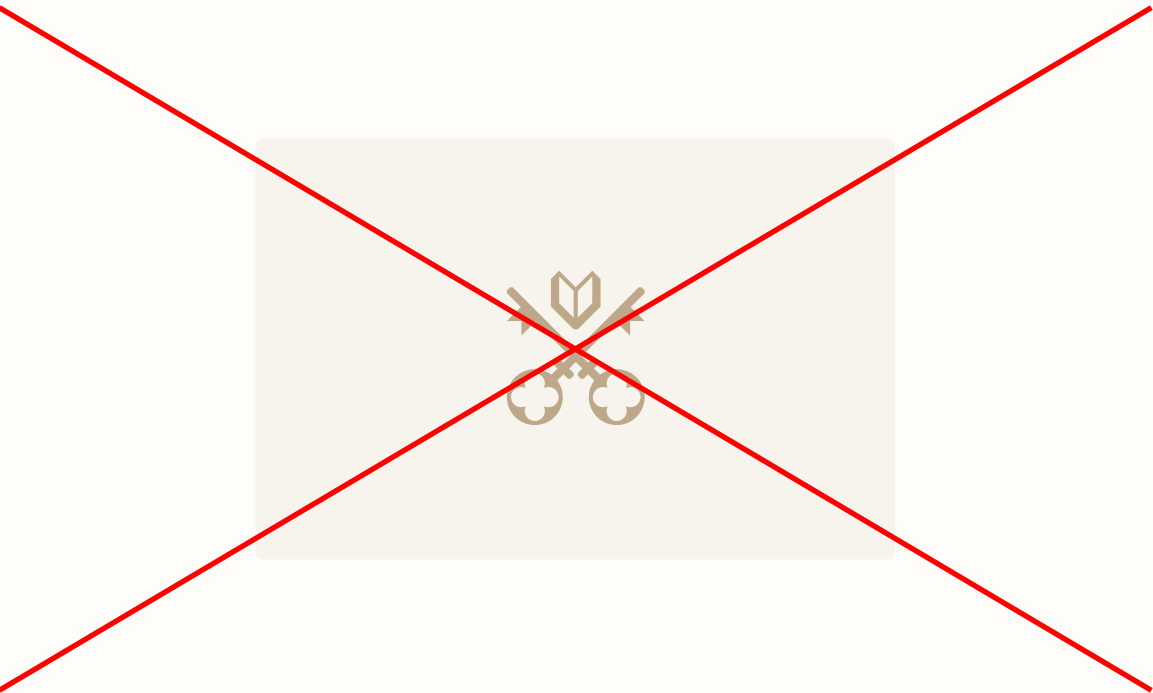
NEUTRAL GRAY
#6E7176

NEUTRAL DARK
#151F28

COLOR USE – LOGOS



For all four core brand assets – wordmark, keys, lockup, and seal – use only the above colors.



Don't use color choices on logo assets that are not black, off white, or blue.



Don't use a color choice for a logo asset that doesn't provide enough contrast in the given context.

PRIMARY ACCENT

VENETIAN BLUE
#13C8FDD
CTA BUTTONS

FOUNDATIONS

BLACK
#0E2942
PRIMARY BACKGROUND COLOUR

SECONDARY ACCENTS

DARK BLUE
#0A121A
PRIMARY TEXT COLOUR

MEDIUM BLUE
#0E2942
SECONDARY HEADERS

STUCCO MID
#BEA989
MOTIFS SYMBOLS TEXT HIGHLIGHT

NEUTRAL DARK
#FFFEFA
UI ELEMENTS

STUCCO LIGHT
#6E6B5F
BODY COPY

NEUTRAL LIGHT
#151F28
SECONDARY BACKGROUND

PRIMARY ACCENT

VENETIAN BLUE
#125DA3
CTA BUTTONS

FOUNDATIONS

DARK BLUE
#0A121A
PRIMARY BACKGROUND COLOUR

BLACK
#0A121A
PRIMARY TEXT COLOUR

SECONDARY ACCENTS

SEA LIGHT
#B3D0EB
SECONDARY HEADERS

STUCCO MID
#BEA989
MOTIFS SYMBOLS TEXT HIGHLIGHT

NEUTRAL LIGHT
#FFFEFA
UI ELEMENTS

NEUTRAL GRAY
#6E7176
BODY COPY

NEUTRAL DARK
#151F28
SECONDARY BACKGROUND

COLOR ACESSIBILITY

Web Content Accessibility Guidelines (WCAG) are used to test accessibility standards in digital design. The guideline tests measure legibility and clarity, and the results are impacted by color and text size. Our desire is to make sure that our recommendations pass on AA & AAA grade tests.

Note: It is a pass/fail system, not alphabetical grading.

LEGEND

Democratizing AI

Large text

Graphics

Normal Text

A

Basic web accessibility

AA

High accessibility

AAA

Enhanced accessibility

Pass

Fail

LIGHT MODE

Privacy

Background

#F7F5ED

Text

#0E2942

Score

AAA

Passes AAA for any size text and graphics.

Privacy

Background

#F7F5ED

Text

#6E6B5F

Score

AAA

Passes AAA for graphics, large text and AA for small text.

Privacy

Background

#F7F5ED

Text

#0A121A

Score

AAA

Passes AAA for any size text and graphics.

DARK MODE

Privacy

Background

#F7F5ED

Text

#0A121A

Score

AAA

Passes AAA for any size text and graphics.

Privacy

Background

#F7F5ED

Text

#0A121A

Score

AAA

Passes AAA for any size text and graphics.

Privacy

Background

#F7F5ED

Text

#0A121A

Score

AAA

Passes AAA for any size text and graphics.

Privacy

Background

#3CFDD

Text

#0A121A

Score

AAA

Passes AAA for graphics, large text and AA for small text.

Privacy

Background

#F7F5ED

Text

#3C8FDD

Score

AA

Passes AA for large text or graphics (above 18pt or bold above 14pt)

Privacy

Background

#F7F5ED

Text

#0A121A

Score

AA

Passes AA for large text or graphics (above 18pt or bold above 14pt)

Privacy

Background

#F7F5ED

Text

#0A121A

Score

AAA

Passes AAA for graphics, large text and AA for small text.

Privacy

Background

#F7F5ED

Text

#0A121A

Score

AAA

Passes AAA for any size text and graphics.

Privacy

Background

#F7F5ED

Text

#0A121A

Score

AAA

Passes AAA for any size text and graphics.

COLOR ACESSIBILITY

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Note: It is a pass/fail system, not alphabetical grading.

LEGEND

Uncensored AI

Large text

Normal Text

Graphics

Search the world's information, have rich conversations, analyze documents and create images and art at the push of a button- without being spied on or worried about company bias. We curate the best open-source AI models directly to your web browser or mobile app.

PRIVACY ASSURED

A

AA

AAA

Basic web accessibility

High accessibility

Enhanced accessibility

Pass

Fail

LIGHT MODE

Privacy

Background

Text

Score

Does not pass AAA and AA for texts or grpahics

#F7F5ED

#BEA989

AAA

Privacy

Background

Text

Score

Passes AAA for graphics not for large or small text

#3CFDD

#F7F5ED

AA

DARK MODE

Privacy

Background

Text

Score

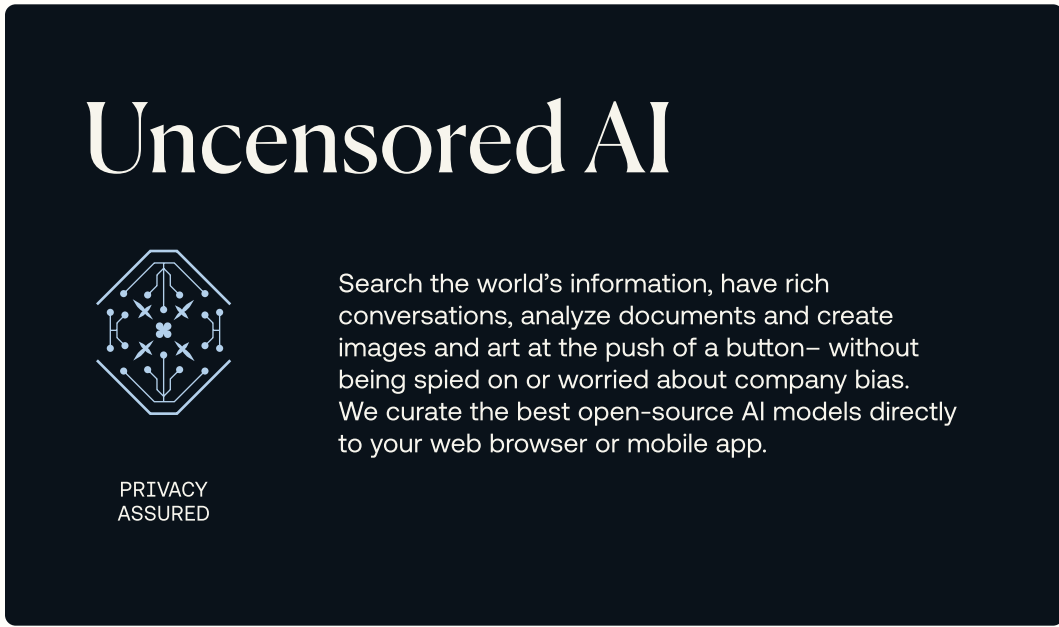
Does not pass AAA and AA for texts or grpahics

#F7F5ED

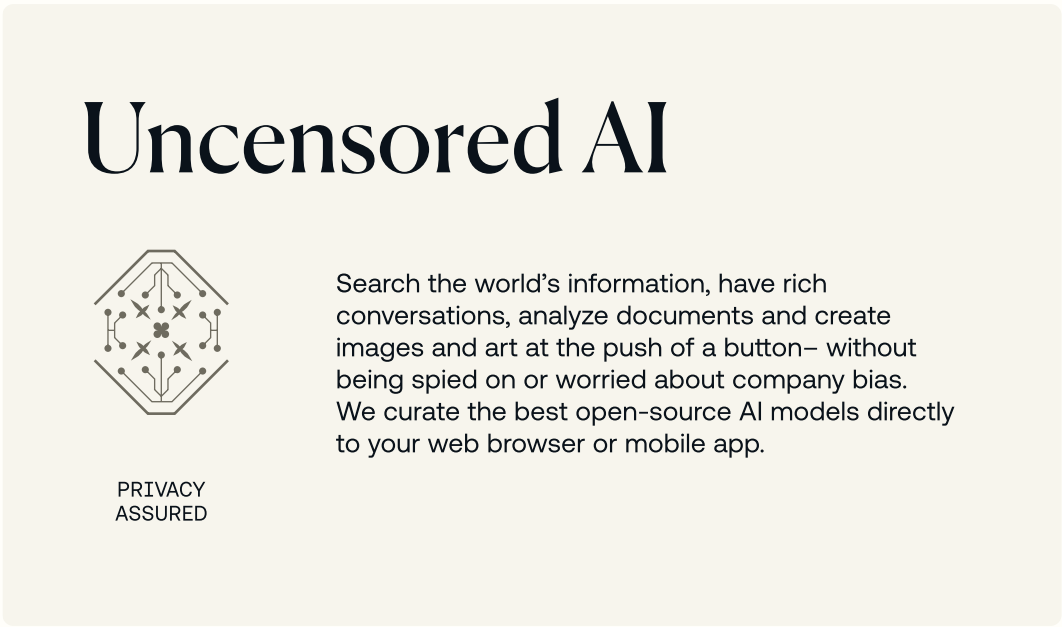
#0A121A

AAA

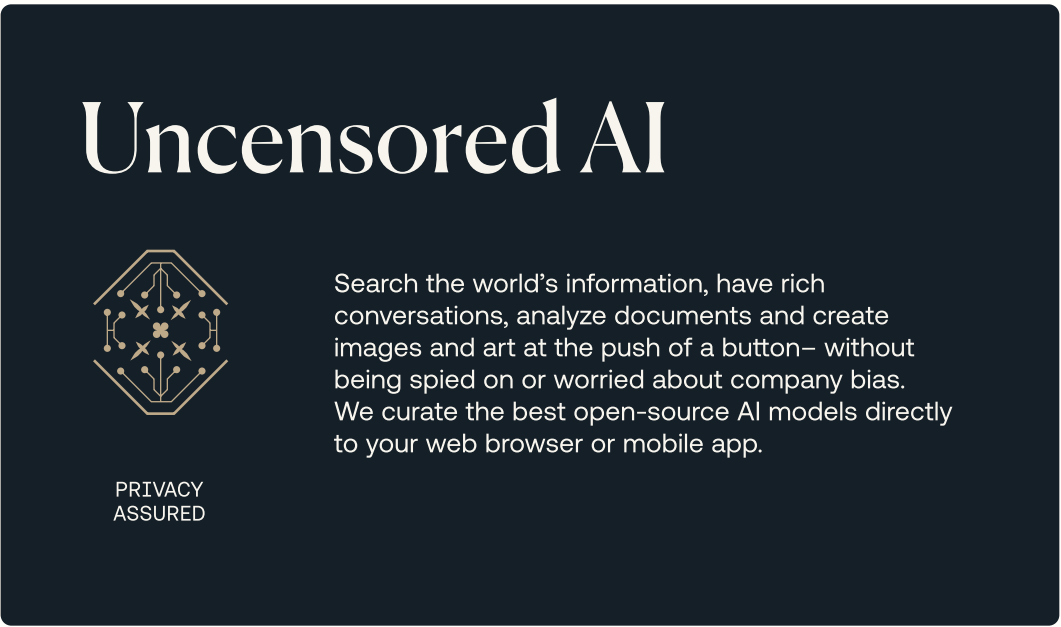
COLOR USE



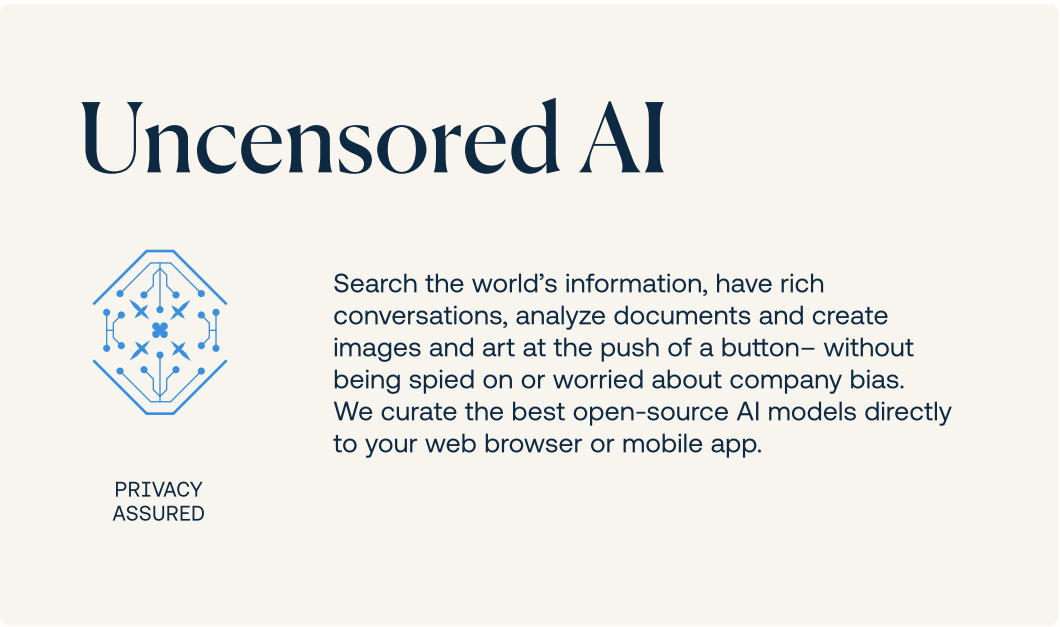
Use blue only sparingly to add a pop of color. This keeps the overall color from being too overwhelming and still remains mysterious.



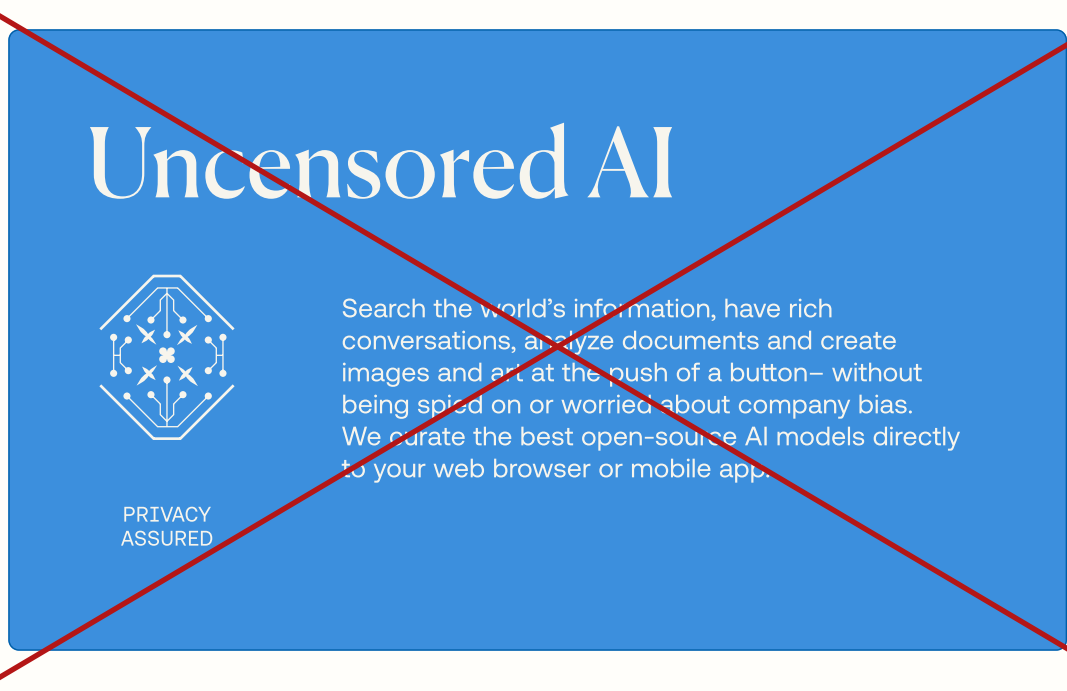
Though the background is very pastel, it's contrasted by strong use of darker colors in the type and graphics.



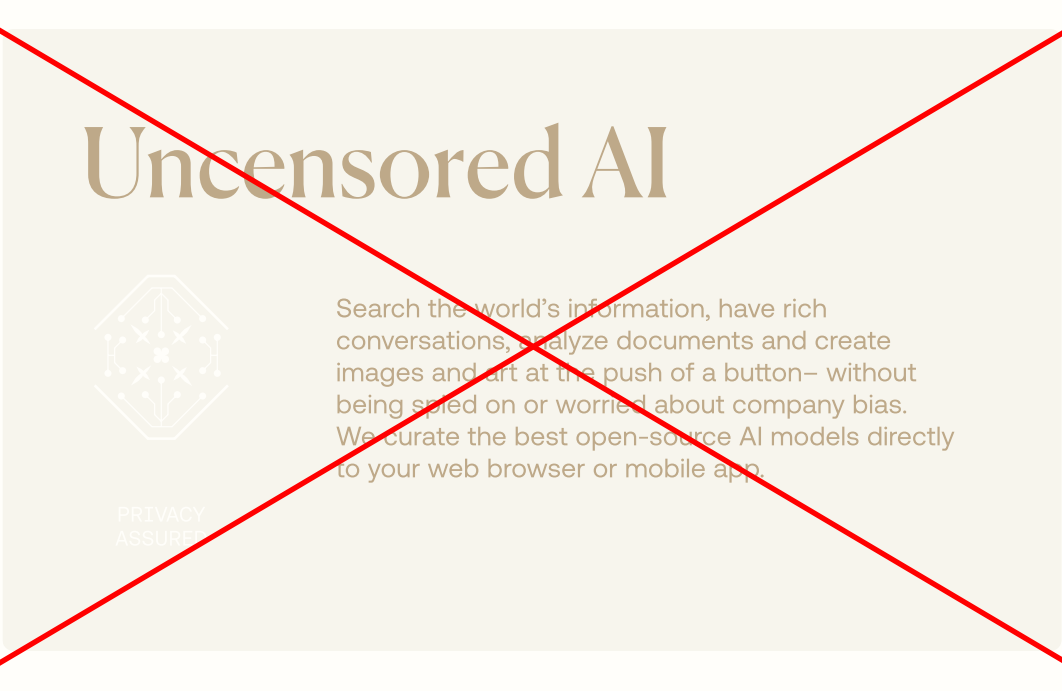
Use the blue for a dark mode alternate, not stucco— it ends up feeling too brown and muddled.



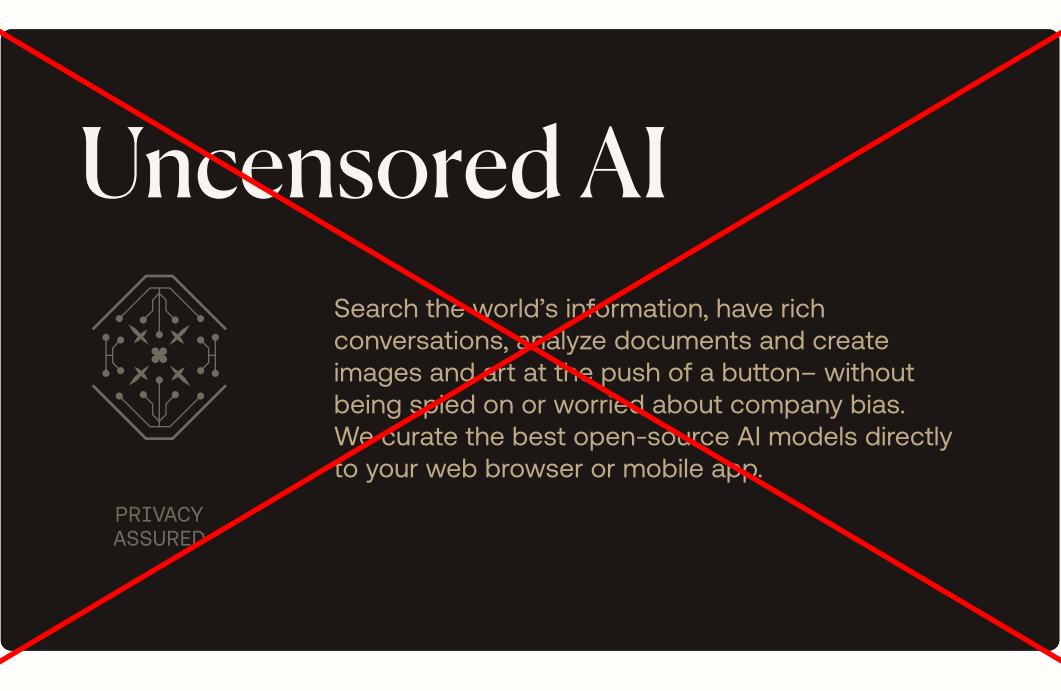
If using dark (or light) colors as a base— be sure to use the opposite end of the spectrum for enough contrast.



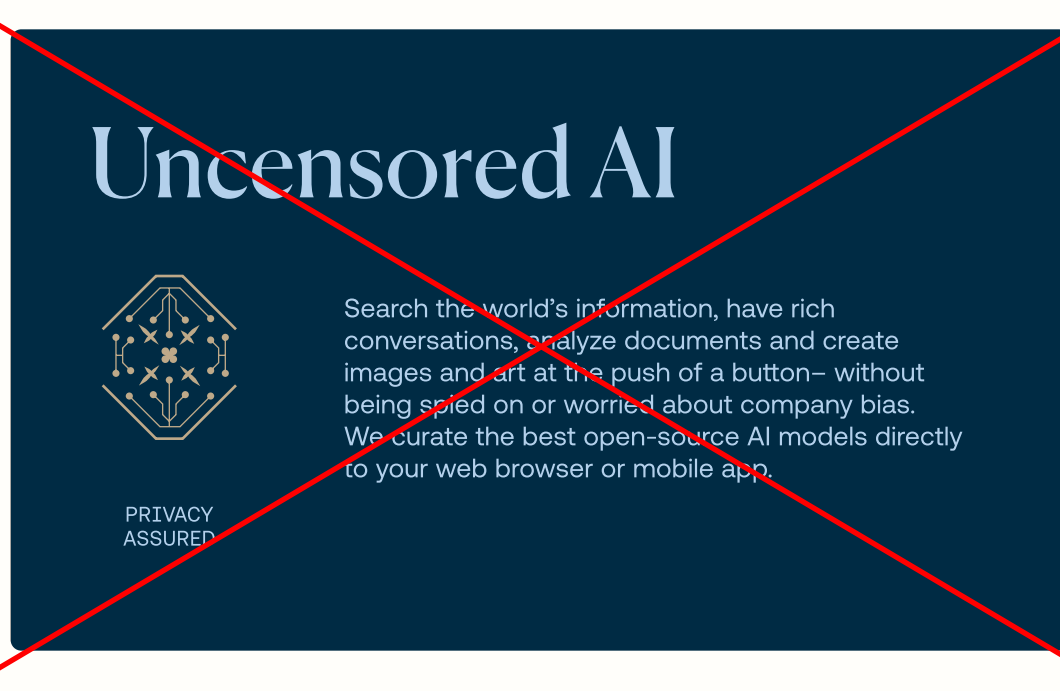
Don't use blue as a background color. It is reserved sparingly for elements to add a touch of energy.



This combination is too light. Too many colors from the same family of the palette, with not enough contrast or pop.



Don't overload the palette with too much beige or brown.



Don't use color choices that leave too little contrast and negatively affect legibility.

