



BRAND

GUIDELINES

V 2.0.0

WORDMARK

The AYO wordmark is a bold, modern, and highly distinctive typographic representation of our brand.

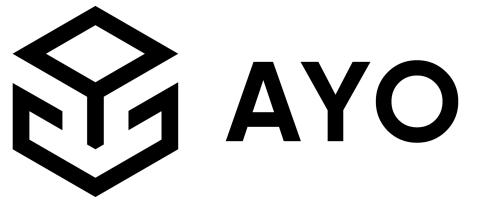
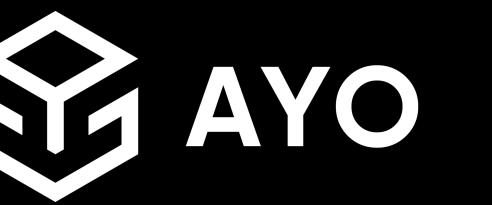
Designed with clarity and precision, it embodies the core values of innovation, trust, and forward-thinking technology.



WORDMARK PALETTE

The AYO wordmark is designed to maintain its clarity, impact, and recognizability across a variety of backgrounds and color applications.

To ensure maximum visibility and brand consistency, we have established a range of approved color variations for different use cases.



LOGO

The AYO logo is built upon a three-dimensional, cube-inspired structure, symbolizing strength, stability, and limitless potential.

The open top represents innovation and expansion, while the strong base conveys trust and reliability—essential qualities of the AYO ecosystem.

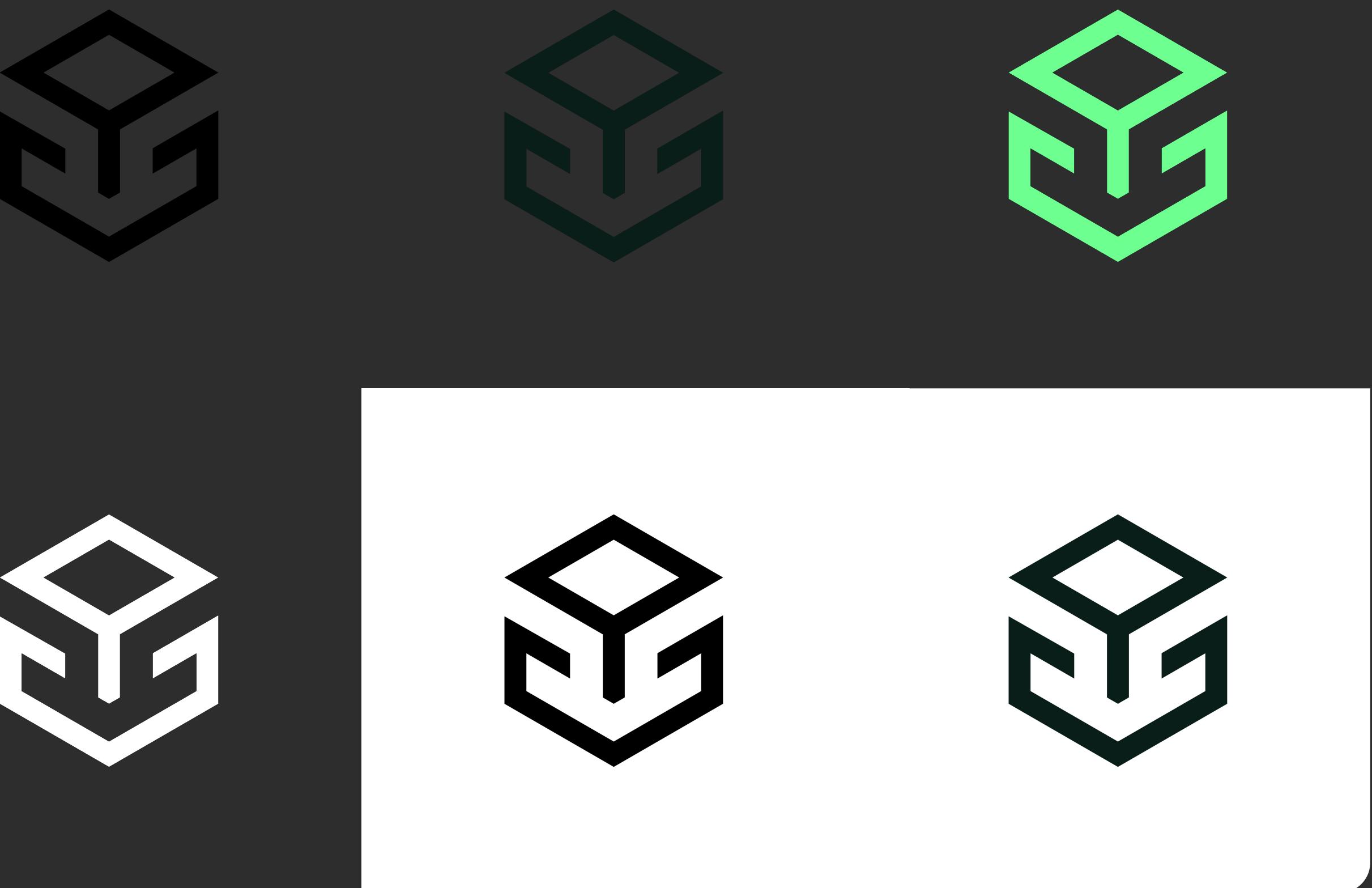


LOGOS

LOGO PALETTE

The AYO logo is designed to be versatile and impactful across a variety of backgrounds and environments.

To maintain brand clarity, consistency, and recognizability, we use a carefully curated set of color variations that adapt seamlessly across different mediums.



GILROY

Gilroy is a sans-serif font that encapsulates the essence of simplicity and modernity. Designed by Radomir Tinkov, this typeface offers a perfect balance between minimalism and elegance.

The letterforms of Gilroy are clean and streamlined, free from any ornate embellishments or serifs.



A large, bold, black Gilroy font displays the letters "AOI". The letters are clean and minimalist, with a thick stroke weight. The letter "A" is a standard wedge shape, "O" is a simple circle, and "I" is a single vertical line. The entire word is centered on a white background.



A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
0 1 2 3 4 5 6 7 8 9 . (? & \$) !



COLOR

LEAF
#71FF93
C:56 M:00 Y:42 K:00
R:113 G:255 B147

BLANCO
#FFFFFF
C:00 M:00 Y:00 K:00
R:255 G:255 B255

PRIMARY PALETTE

Color is a fundamental element of the AYO brand, helping to create a distinctive, modern, and cohesive visual identity.

Our primary color palette is designed to reflect innovation, strength, and trust, ensuring brand consistency across all applications.

FOREST
#0C1E1B
C:60 M:00 Y:10 K:88
R:12 G:30 B:27

PITCH
#000000
C:00 M:00 Y:00 K:00
PANTONE 0000



THANK YOU

