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# **AIRVISION Brand Design Guidelines**

## **1. Introduction**

This document provides comprehensive guidelines to ensure the consistent and effective use of the AIRVISION brand. Adherence to these guidelines will help maintain a cohesive brand identity across all mediums and platforms.

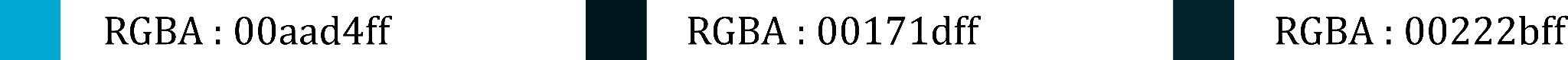
## **2. Logo Usage**

### **2.1 Primary Logo Color**

* **Primary Color**: RGBA(0, 170, 212, 1)
  1. Hex: #00AAD4
  2. This color should be used predominantly in the logo to maintain brand recognition.

### **2.2 Secondary Colors**

* **Secondary Color 1**: RGBA(0, 23, 29, 1)
  1. Hex: #00171D
* **Secondary Color 2**: RGBA(0, 34, 43, 1)
  1. Hex: #00222B
  2. These colors can be used as complementary shades in designs, backgrounds, and other brand elements.



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### **2.3 Logo Font**

* **Font Name**: Lovelo
  1. The Lovelo font should be used exclusively for the AIRVISION logo to maintain brand consistency.

## **3. Logo Placement and Sizing**

### **3.1 Clear Space**

* Ensure there is adequate clear space around the logo to maintain its visibility and impact. The clear space should be at least equivalent to the height of the letter "A" in the logo font.

### **3.2 Minimum Size**

* The logo should not be scaled down smaller than 1 inch (25.4 mm) in width for print and 72 pixels for digital use to ensure legibility.

### **3.3 Positioning**

* The logo should be positioned in a prominent area, typically in the top-left or bottom-right corner of the design. Avoid placing the logo too close to the edge of a document or screen.

## **4. Color Usage**

### **4.1 Primary Color Usage**

* Use the primary color (RGBA: 0, 170, 212, 1) predominantly in the logo and key brand elements to maintain brand recognition.

### **4.2 Secondary Color Usage**

* The secondary colors can be used in backgrounds, accents, and other design elements to create a cohesive and visually appealing brand identity.

### **4.3 Background Control**

* Ensure that the logo is always visible by placing it on a contrasting background. Avoid using the primary or secondary colors as background colors when placing the logo on them.

## **5. Typography**

### **5.1 Logo Font**

* The Lovelo font is to be used exclusively for the logo text.

### **5.2 Supporting Fonts**

* For other text elements, choose fonts that complement Lovelo. Sans-serif fonts like Helvetica, Arial, or Open Sans can be used for body text and headings.

## **6. Incorrect Usage**

### **6.1 Do's and Don'ts**

* **Do not** alter the colors of the logo.
* **Do not** stretch or distort the logo.
* **Do not** place the logo on complex backgrounds that affect its legibility.

## **7. Elements**

