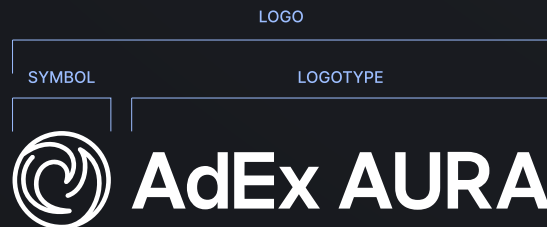# Logo Proportions

PROPORTIONS

The AdEx AURA brand logo consists of a symbol and a logotype. It has exact proportions and cannot be modified.

SAFE AREA

In order to ensure the correct visual perception of the logo, it is necessary to leave sufficient distance to all side elements or to the end of the form on which it is located. No element should violate the boundaries of the protected area.

White space
The logo should always be displayed with the minimum blank space around it. It is important to keep it free of any graphic images, presentations, identifications and photos.

AdEx AURA

LOGO

SYMBOL   LOGOTYPE

AdEx AURA

Color Palette

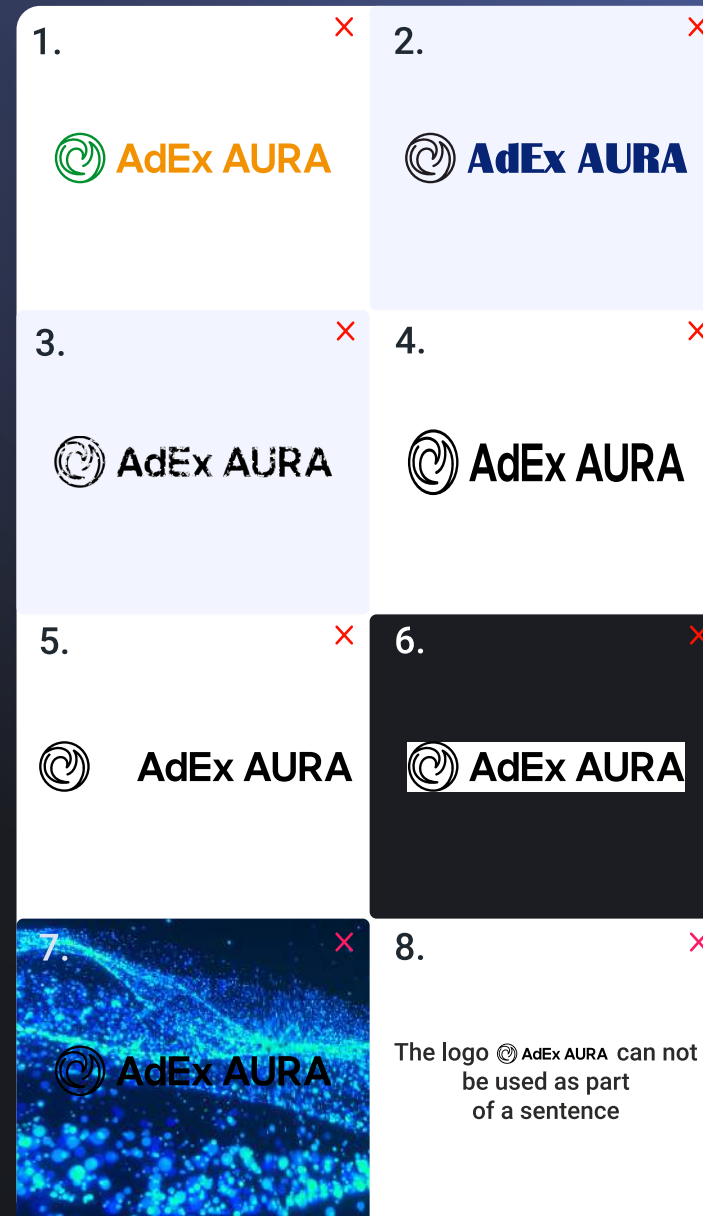|		
White	#FFFFFF	R:255 G:255 B:255
Aura Blue Cloud	#9CBDFE	R:156 G:189 B:254
Blue Yonder	#5567B0	R:85 G:103 B:176
Cosmos Grey	#1B1D22	R:27 G:29 B:34
Aura Black	#111318	R:17 G:19 B:24

Color Combinations

on dark

on light

Interdictions

The following modifications to the corporate logo, symbol and logotype are strictly prohibited and should not be applied.

DO NOT!

× 1. Change the brand colors

× 2. Change the font of the logotype.

× 3. Add visual effects.

× 4. Stretch the corporate symbol in all directions.

× 5. Change the distance between the symbol and the logotype.

× 6. Change the save area around the logo.

× 7. Place the logo on an active background.

× 8. The logo cannot be used as part of a sentence. The correct way is to write it in words in a text.

Typography

The AdEx AURA brand has 1 corporate font - Inter. It should be used consistently in any brand communication (corporate presentations and promotional materials).

Fallback Font - Arial.

Inter

AaAaAaAaAaAaAaAaAa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#$%^&*()+[]\{}|:;':"<>?,./

Font Hierarchy

Proper use of corporate fonts helps to recognize the brand in all means of communication. Fonts should be used as follows:

a Title - **Inter ExtraBold**
They are written with the first capital letter and can be in one of the main colors.

b Subtitle
Inter SemiBold

c Main Body Text
Inter Regular with 120% line spacing.

d When it is necessary to emphasize a part of the text, use the Blue Yonder color.

e Additional text (explanations, notes, etc.)
Inter Light with 100% line spacing
Additional color and a smaller font size can be used for these texts.

a # This Is Header 1

b ## This is Header 2

c Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam a elit gravida orci facilisis mollis non ut nisi. Vivamus sed leo facilisis, maximus sapien vitae, vehicula arcu.

d Pellentesque et tincidunt ipsum, sit amet fermentum sem. Mauris rutrum nibh ex, quis venenatis felis sagittis quis. Ut maximus pellentesque lorem, sed vulputate purus ultrices ac. Sed convallis rhoncus nisl, sed pellentesque felis pharetra vel. Integer at justo facilisis elit vehicula vulputate. Pellentesque a pharetra urna.

e Ut ultrices pellentesque eros sed faucibus. Praesent ac molestie velit. In a ex enim. Nulla luctus nisl leo, eu eleifend dolor finibus a. Nunc at ultrices massa.

Ut ultrices pellentesque eros sed faucibus. Praesent ac molestie velit. In a ex enim. Nulla luctus nisl leo, eu eleifend dolor finibus a. Nunc at ultrices massa.

Ut ultrices pellentesque eros sed faucibus. Praesent ac molestie velit. In a ex enim. Nulla luctus nisl leo, eu eleifend dolor finibus a. Nunc at ultrices massa.