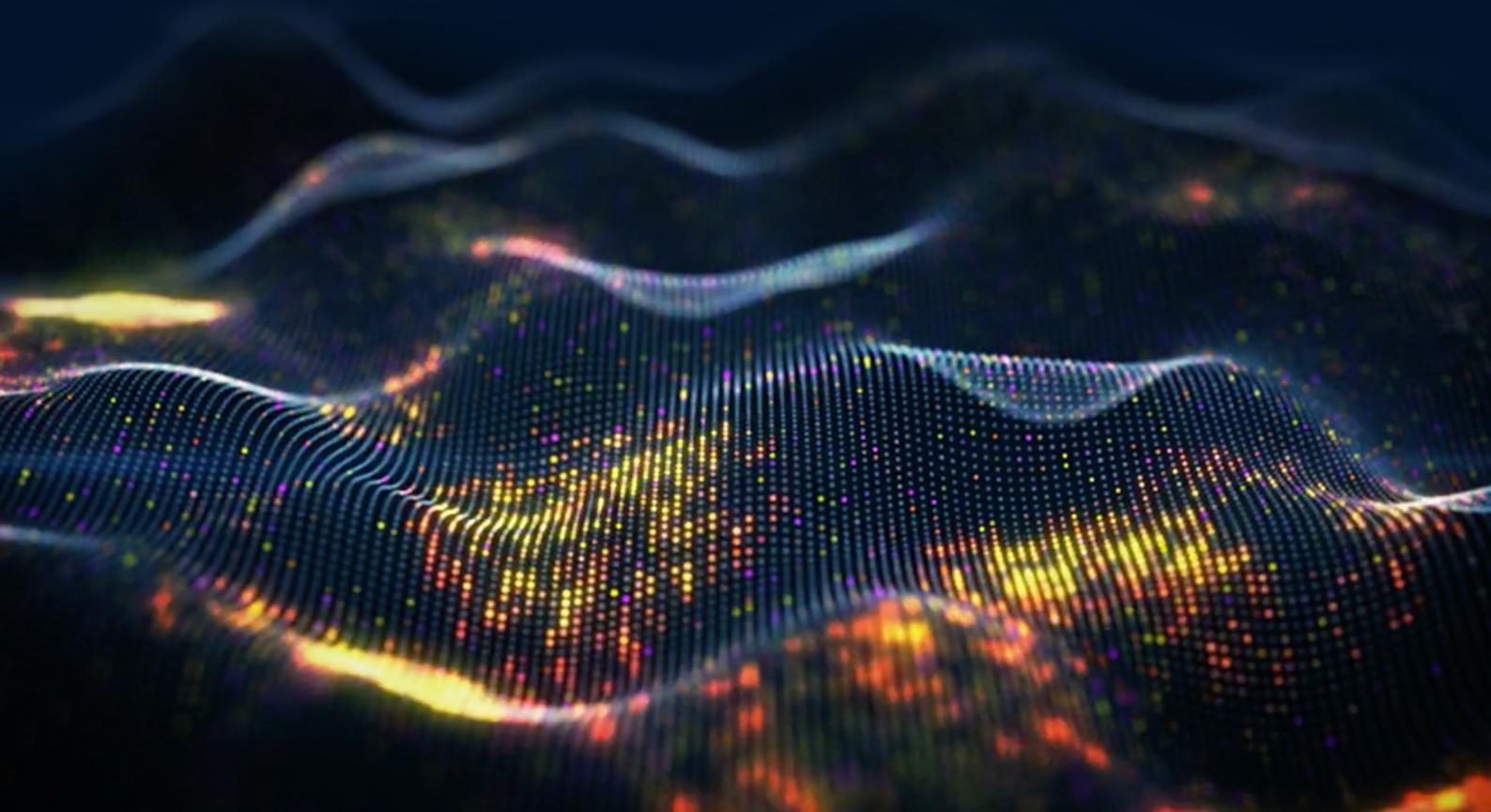


Arya Brand Identity



Brand Note

Artificial Intelligence need to have logos that make use of sophisticated, modern fonts, unique symbols and give off a futuristic, scientific look. They also need to convey a strong sense of authority, trust, and dependability. This is why most Artificial Intelligence companies make use of the color blue.

According to research, the blue color sends calming signals to the human brain –because we associate blue with the vast, calming stillness of the sky. Whenever businesses want to give a feeling of expertise, trust, reliance and confidence, they choose the color blue. However, when you work with a fixed set of colors within an industry, your designs can get a bit stale and boring. To counter this, I have compiled some amazing ideas to make Blue AI logo look different and unique!

Logo Symbol



Arya
(Artificial Intelligence)



Bulk
Candidates Profiles



Top
Talent Candidate

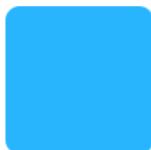
Master Logo





Color Palette

Bright Blue



#28b5fe

R:40, G:181, B:254

Dark Blue



#006ba1

R:0, G:107, B:161

Moderate green.



#87c432

R:135, G:196, B:50

Very Dark Blue
(Mostly Black)



#02142b

R:2, G:20, B:43

Represents Arya
(artificial intelligence)

convey a strong sense of authority, trust, and dependability. This is why most Artificial Intelligence businesses make use of the color blue.

Represents bulk candidates profiles

Dark Blue is known to be the color of calmness. According to research, the blue color sends calming signals to the human brain -because we associate blue with the vast, calming stillness of the sky. Whenever businesses want to give a feeling of expertise, trust, reliance and confidence, will choose the color blue.

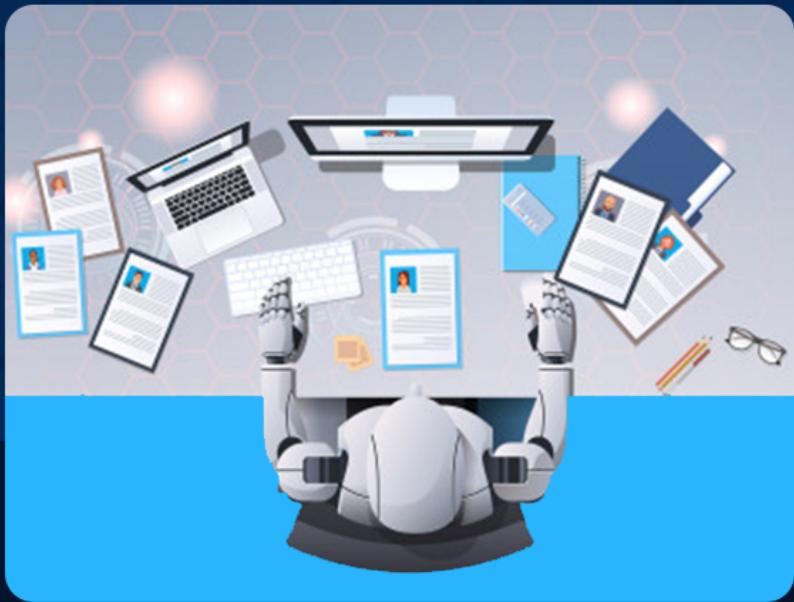
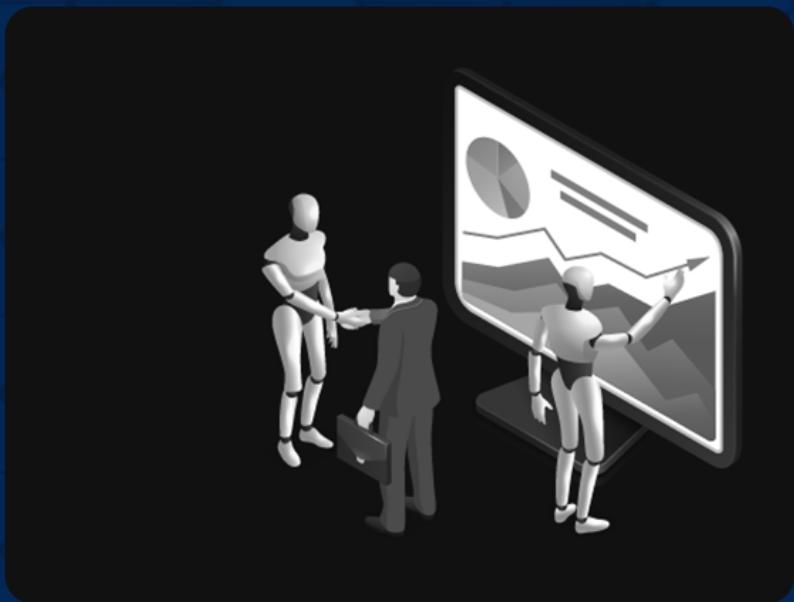
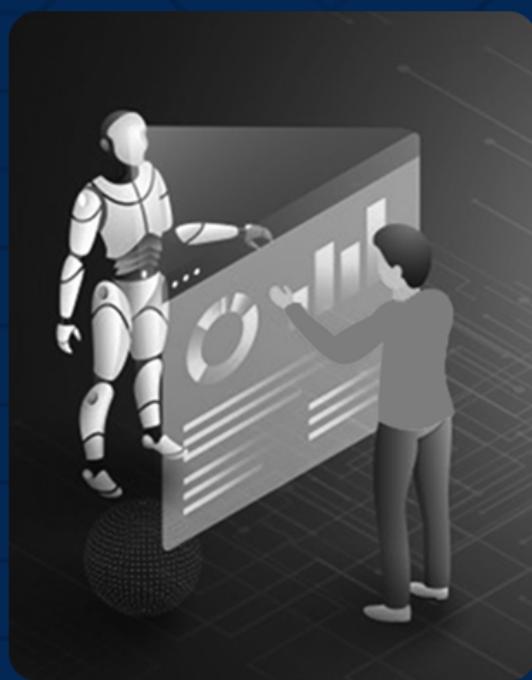
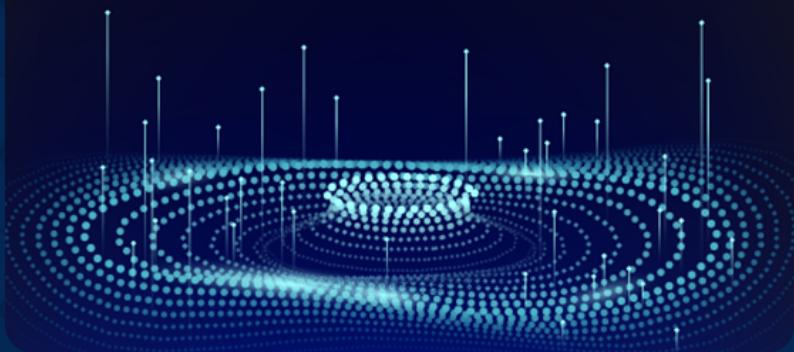
Represents
Top talent candidates

Low wavelength colors promote restfulness and calm, and they improve efficiency and focus. So that's why green is an excellent color for improving concentration.

Represents Arya recruiting expertise performance

Commonly associated with power, elegance, and formality.

Vector Images



Stock Images



Typography

Social Media Creatives

Avenir Medium (32 pt)

**Intelligence-driven
talent acquisition
1234567890**

Avenir Black (32 pt)

**Intelligence-driven
talent acquisition
1234567890**

Avenir (12 pt)

Connecting you to candidates you'll love with an AI recruiting platform that finds top talent faster. Arya is now available in a variety of editions tailored to meet the needs of large enterprises, mid-sized companies, and small businesses.

Typography

Website

Open Sans Regular (32 pt)

Intelligence-driven
talent acquisition
1234567890

Open Sans Bold (32 pt)

Intelligence-driven
talent acquisition
1234567890

Open Sans (12 pt)

Connecting you to candidates you'll love with an
AI recruiting platform that finds top talent faster.
Arya is now available in a variety of editions tailored to
meet the needs of large enterprises, mid-sized
companies, and small businesses.

Usage of Logo



The leader in People Intelligence

Arya is the global leader in People Intelligence. As the world's first and foremost AI recruiting advisor, our technology empowers recruiting professionals to truly understand people and build quality relationships with ideal job candidates.

The graphic features the ARYA logo at the top left. Below it, two people are shown interacting: a woman in a blue blazer handing a clipboard to a man in a blue shirt. In the background, a large mobile device displays three recruitment profiles with faces and checkmarks. A potted plant is in the bottom left corner.

DESIGN BY ABHILASH VARASALA