

# afiye

## brand guidelines



### LOGOTYPE

full logotype



square logotype



logo A



logo B



logo C

### TYPOGRAPHY

font

RUBIK

AB

Regular

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 q r s t u v w x y z

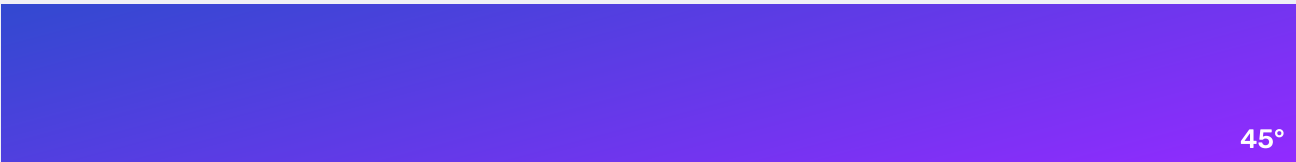
Bold

**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 q r s t u v w x y z**

[https://fonts.google.com/specimen/Rubik?preview.text\\_type=custom](https://fonts.google.com/specimen/Rubik?preview.text_type=custom)

### COLORS

color system



RGB: 50 73 208 100%  
CMYK: 83.62/ 74.85/ 0/ 0  
HEX: #3249D0  
PMS: 2131 C

RGB: 146 42 255 100%  
CMYK: 60.28/ 78.73/ 0/ 0  
HEX: #922AFF  
PMS: 7442 C