

# Identity Guidelines

– Aragon

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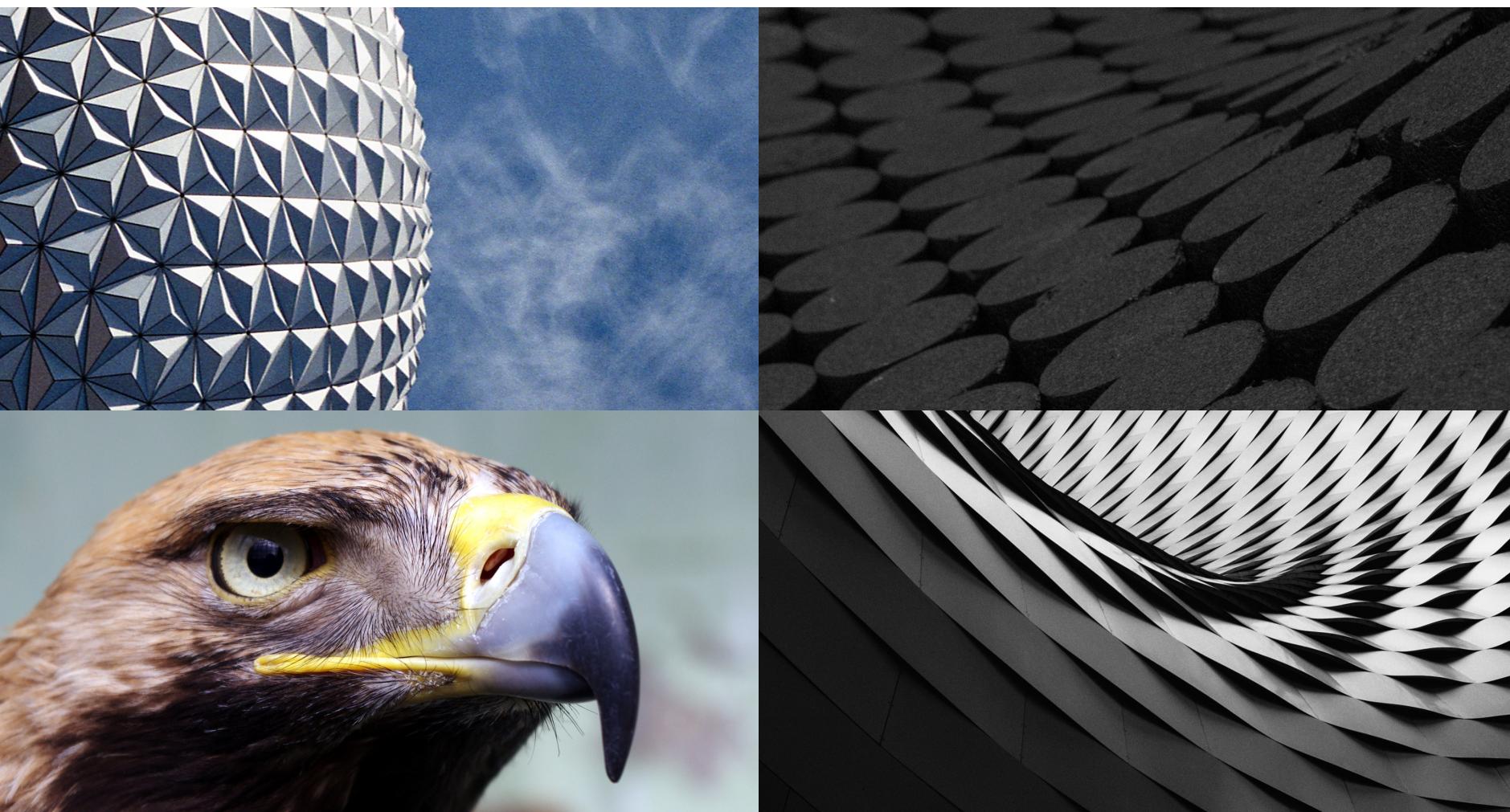
# Welcome

Welcome to the fresh Aragon Brand Guidelines.

This document contains all you need to know about how the new identity should be used in different supports.

We hope you enjoy getting to know our brand better.

# Inspiration



# Logo

## - Structure

ARAGON

Logo

– Structure

ARAGON

## Logo

- Color



Primary color

#482CBD – R:72 G:44 B:189

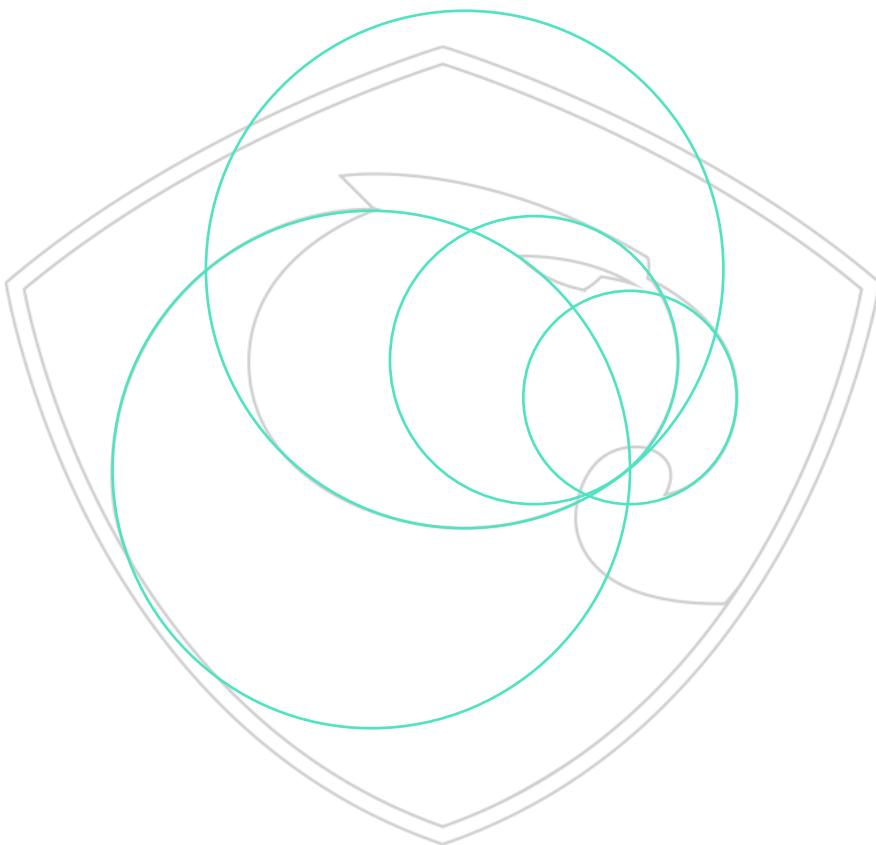


Secondary color

#50E3C2 – R:80 G:227 B:184

# Isotype

## - Structure



# Isotype

– Structure



# Isotype

– Spaces & Scale



## Isotype

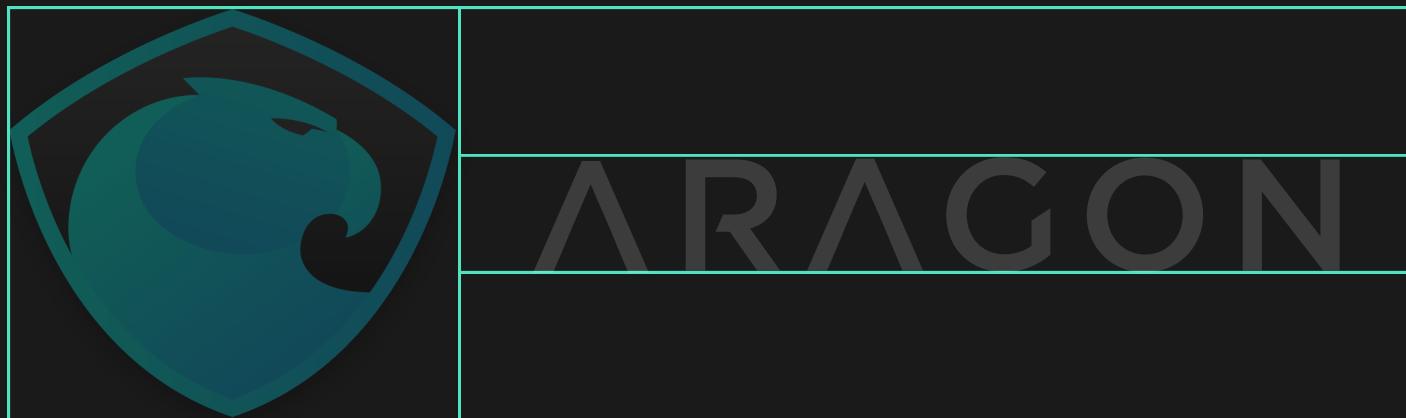
– Spaces & Scale



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# Isotype

– Spaces & Scale



## Isotype

– Spaces & Scale



# ARAGON

# Color

## - Color Palette



Primary color

#482CBD – R:72 G:44 B:189



Secondary color

#50E3C2 – R:80 G:227 B:184



Gradient

#00F1E1 to #00B4E4



Black Ash

#3B3B3B – R:58 G:58 B:58

## Typography

– Maison Neue

# Hi, my name is Aragon

## This is my tipography

– Book

– Medium

– Demi

– Bold

Hey Jude.

Hey Jude.

Hey Jude.

Hey Jude.

Thanks

– Work by Owi Sixseven®