



ATHAINNA

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Brand Guidelines

Inspirations

What Sparks the Creation of the Brand?

Wordmark Origin



Athainna

Derived from the Greek Goddess of War and Wisdom, Athena to signify wisdom and knowledge, AI to signify the integration of artificial knowledge, and Attain to signify achievement of wisdom and knowledge

Typography

ATHAINNA

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Bagerich Demo with Elegant 'A' Curve

Infused with Bagerich Demo blending components of modernity through implementation of artificial intelligence and automation of flashcard system and classicism through incorporation of Athena's representation to knowledge and wisdom. The letter A is also drawn with an elegant flowing curve evoking sense of grace and intellectual depth that aligns with Athena's character.

Brandmark Inspiration



Owl Tattoo Line Art from Meaning Tattoo

Inspired to emphasize clarity and modernity due to its geometric and symmetric design promoting visual balance and sense of harmony that is soothing and easily recognizable to Athannians'

Color Inspiration



Red

#FF3131

Signifies strength, determination, and fierceness which Goddess of War Athena embodies. Inspired Athannians' to also integrate these characteristics of battling pursuit to wisdom and knowledge



Gold

#E5CC47

Signifies honor, glory and high achievement which Goddess of Wisdom Athena embodies. Inspired Athannians' to also strive these characteristics of honorable pursuit.

Brand Explanations

What is the brand all about?

Brandmark



Owl

Emphasizes pursuit of knowledge and wisdom embodied by Athena evoking
Athannians' desire for continuous learning and achievement

Color Palette



#CE2949

Red

Emphasizes energy, action, and fervor evoking Athannians' determination when pursuing knowledge and sharpness of mind when dealing with challenging tasks



#F89E4C

Yellow-Orange

Emphasizes enthusiasm, creativity and optimism reminding Athannians' pursuit of knowledge should not be only empowering but also exciting, uplifting, and engaging

Brand Forms

What form does the brand take?

Logo Forms



Wordmark



Stacked



App Icon



Brandmark

The logo is available in 4 forms: Wordmark, Stacked, Brandmark, and App Icon

Logo Variations



Typography

POPPINS

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog	16 px	#CE2949	Bold
The quick brown fox jumps over the lazy dog	16 px	#CE2949	Regular
The quick brown fox jumps over the lazy dog	16 px	#444444	Regular
The quick brown fox jumps over the lazy dog	14 px	#CE2949	Bold
The quick brown fox jumps over the lazy dog	14 px	#CE2949	Regular
The quick brown fox jumps over the lazy dog	12 px	#CE2949	Regular

Brand Guides

How to use the Brand?

Stacked Logo

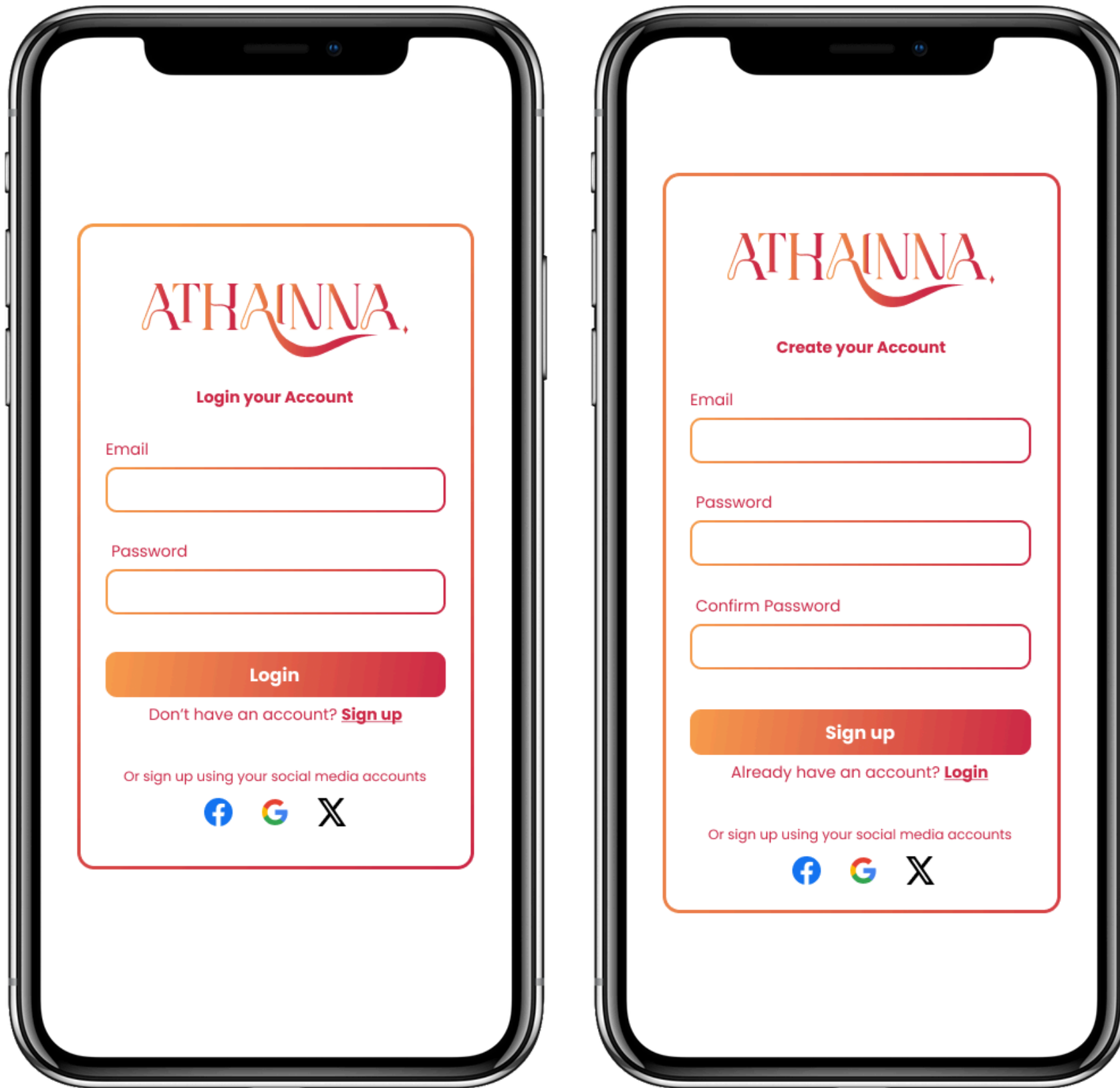
With a stacked logo size of approximately 235 px by 175 px and dpi of 72, the stacked logo shall be used for the splash screen, positioned centered both horizontally and vertically with a white background to maintain Athannian's focus on the logo's color and intricate design



Note: The actual logo size is not employed, but the figure illustrates what the actual size should be in pixels.

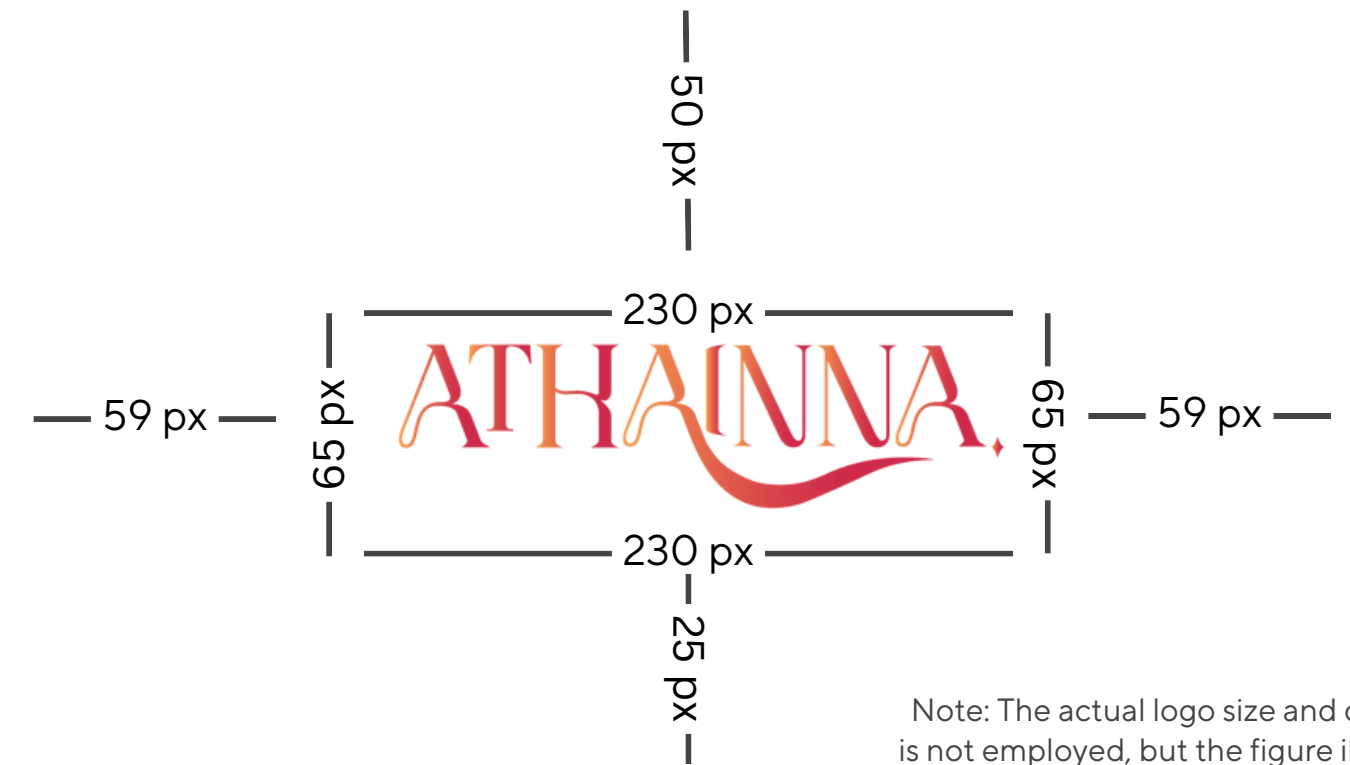


Note: The placement of the logo shown above, reflects their actual positioning in relation to the true size of Android Compact, which is 412 px by 917 px.



Note: The placement of the logo, along with other components shown above, reflects their actual positioning in relation to the true size of Android Compact, which is 412 px by 917 px.

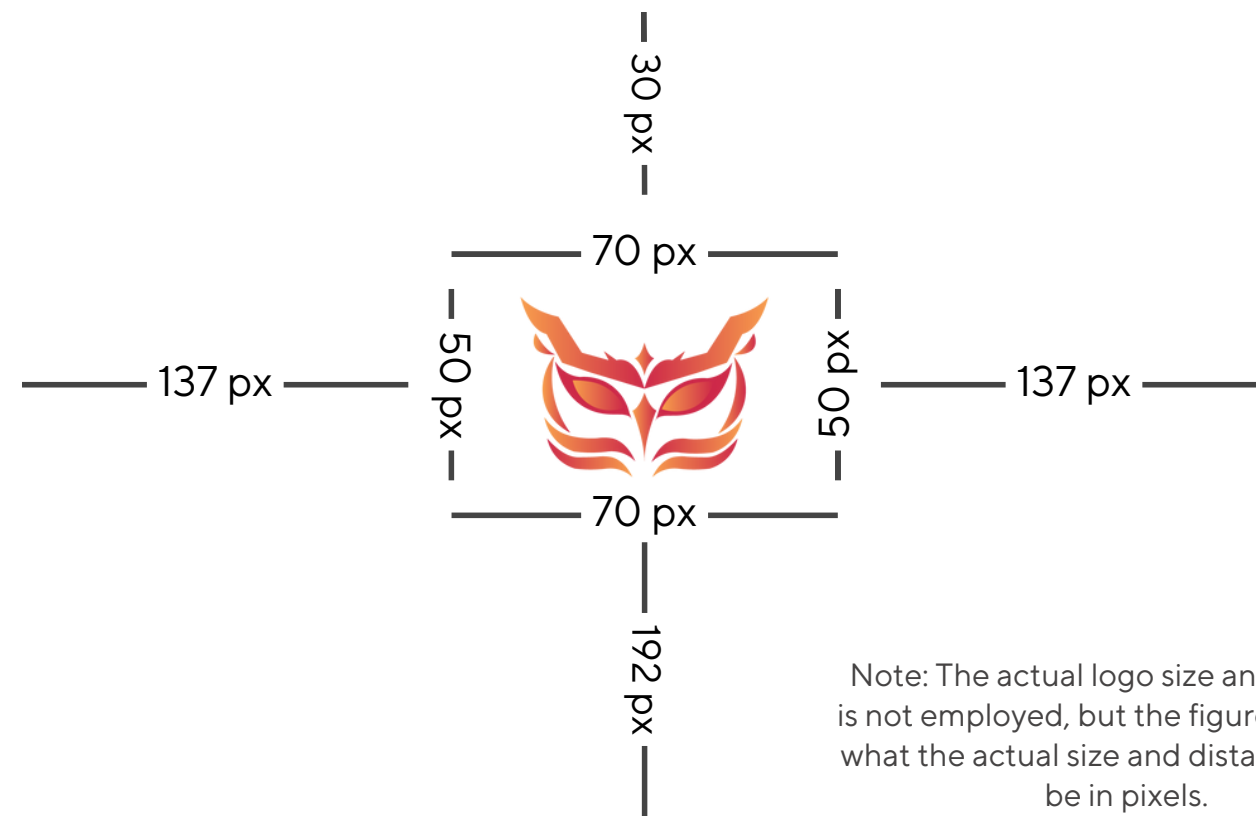
Wordmark Logo



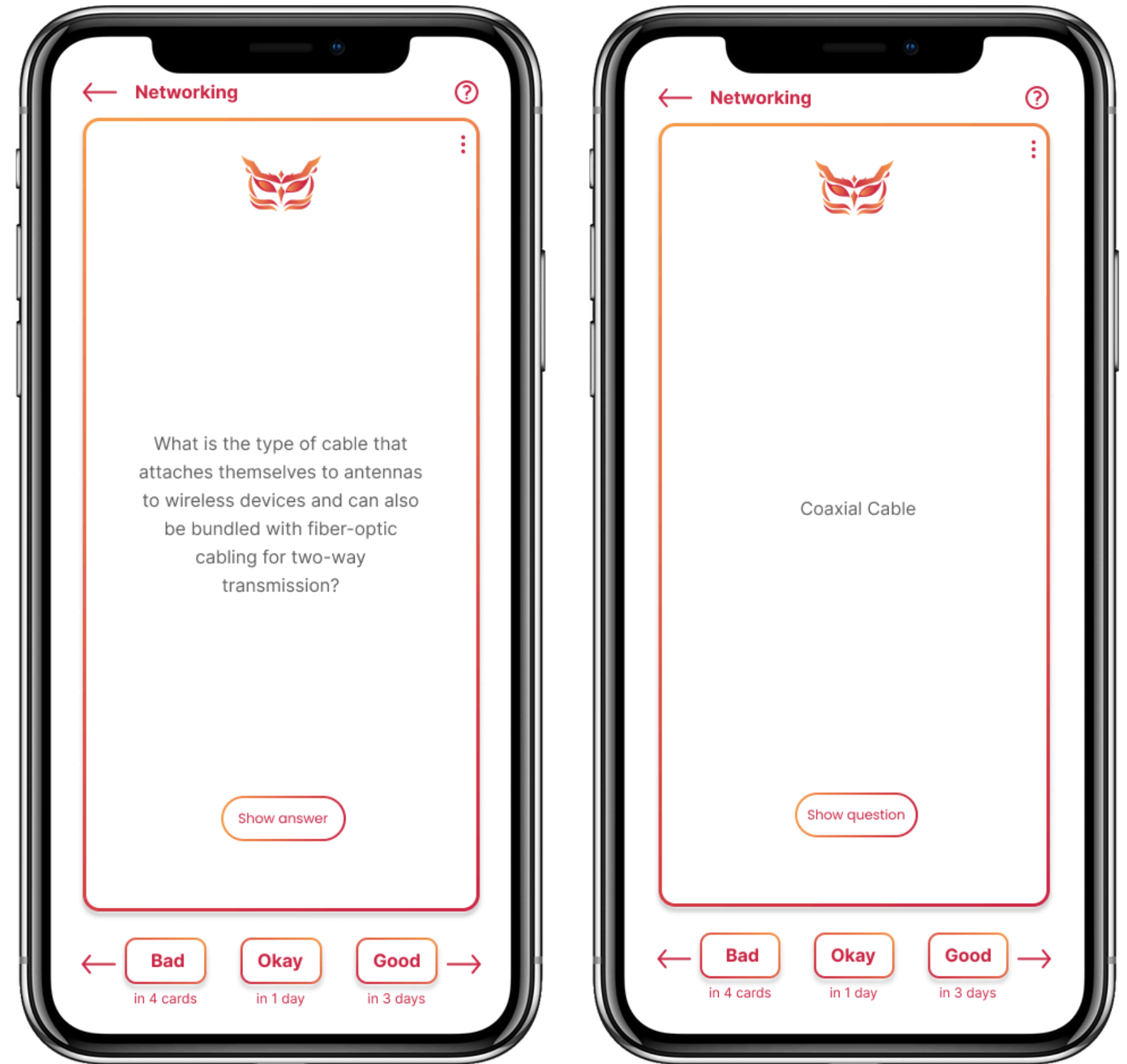
Note: The actual logo size and distance is not employed, but the figure illustrates what the actual size and distance should be in pixels.

With a wordmark logo size of approximately 230 px by 65 px and a resolution of 72 dpi, the wordmark logo should be placed at the top of the rectangle, maintaining a 50 px vertical distance from the top border and a 25 px distance from the text, either "Create Your Account" or "Login Your Account." Additionally, the logo should have a 59 px horizontal distance from both sides relative to the rectangle's border to ensure it is centered. These measurements ensure the wordmark logo has sufficient clear space to maintain visual balance and legibility.

Brandmark Logo

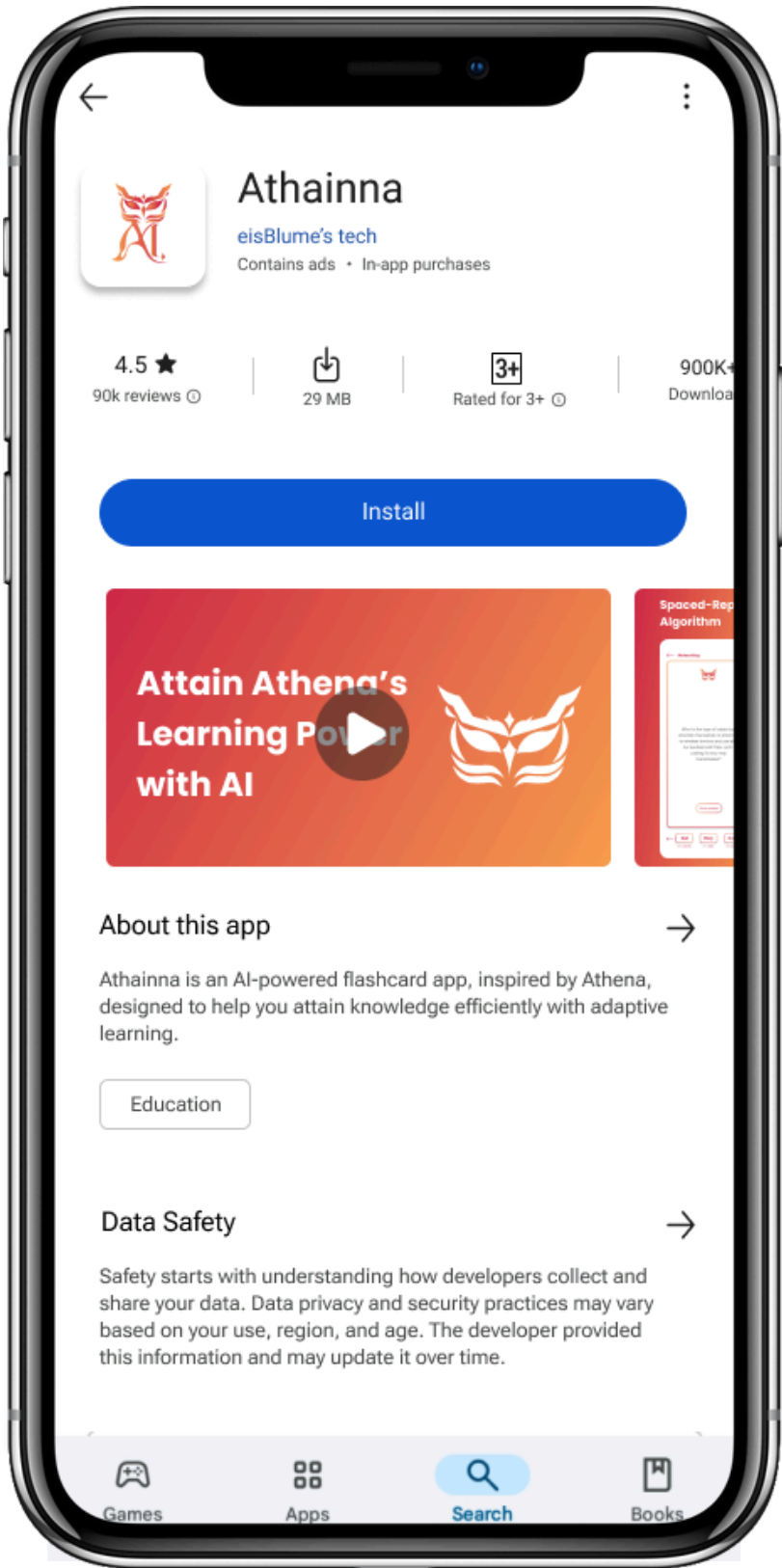


With a brandmark logo size of approximately 70 x 50 px and a resolution of 72 dpi, the brandmark logo should be placed at the top of the rectangle, maintaining a 30 px vertical distance from the top border, a 192 px vertical distance from the text, and centered horizontally. Additionally, the logo should have a 137 px horizontal distance from both sides relative to the rectangle's border. The brandmark logo's positioning helps draw the Athannian's attention to the branding without causing distraction as they use the flashcard application.

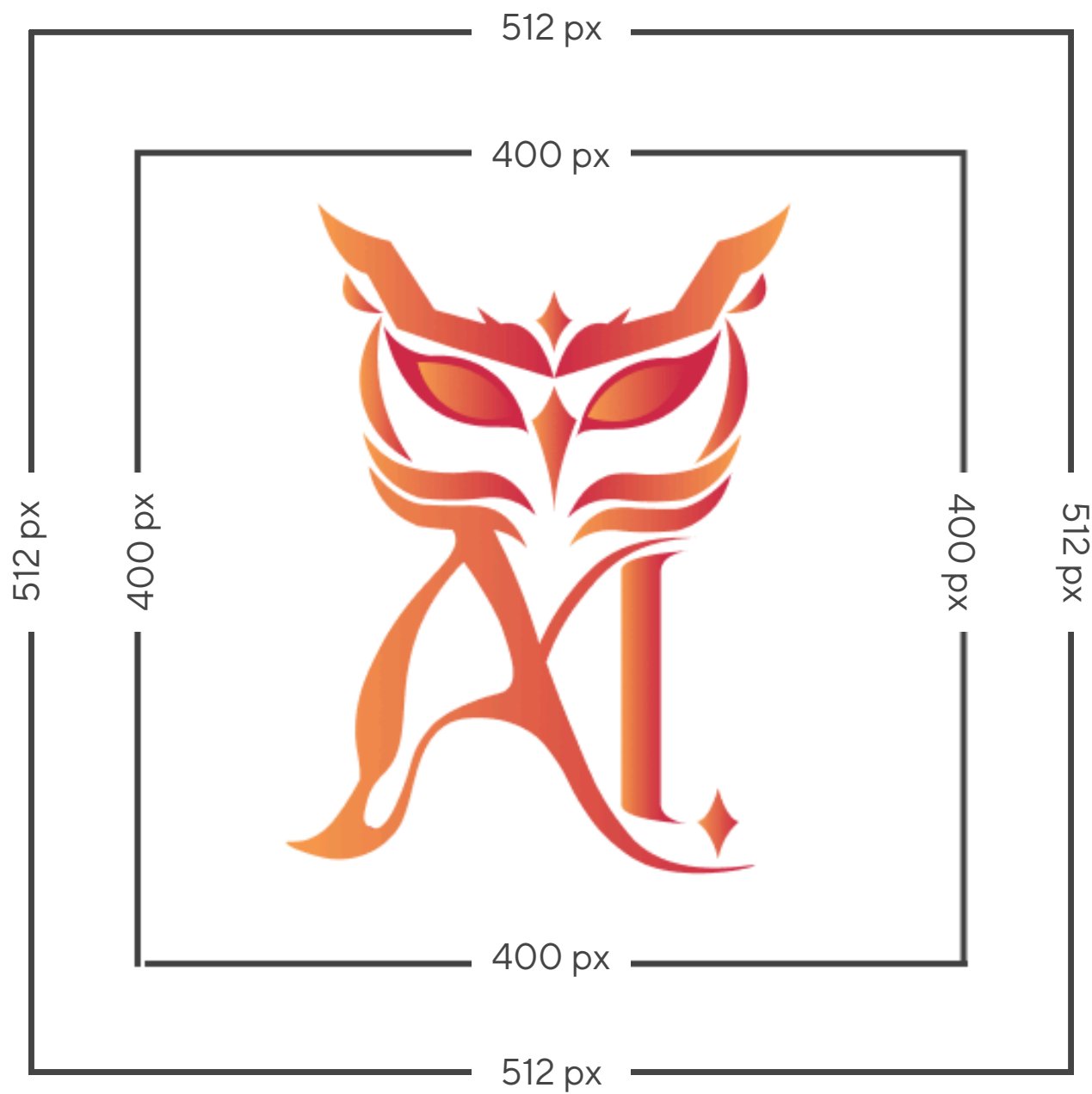


Note: The placement of the logo, along with other components shown above, reflects their actual positioning in relation to the true size of Android Compact, which is 412 px by 917 px.

App Icon



Note: The placement of the logo, along with other components shown above, reflects their actual positioning in relation to the true size of Android Compact, which is 412 px by 917 px.



Note: The logo is displayed at its actual size of 400 px by 400 px which corresponds to the 512 px by 512 px requirement for the Google Play Store icon.

With the app icon size of approximately 400 px by 400 px and a resolution of 72 dpi, the app icon should be placed at the center of 512 px by 512 px to maintain sufficient clear space, ensuring it is not overcrowded by surrounding elements. This central positioning helps the icon stand out, enhancing brand recognition and Athannian's focus.