

A I L O R S

brand guidelines

The Brand

Ailors is built daily on a concept that blends the responsible aspects of fashion needed for the new century with the technology makes every stitch valuable and unique. It traces every element of the piece back to where they were originated.

02 /10

Ailors is leading the industry in using the technology in favour of a unique approach to fashion design. Each product has an authenticity tailored into it. The research developed the drawings, passing by the fabric source until the person who did the finishing touches. You own it all.

Using suppliers committed to environmental issues alongside flawless details, precise tailoring and cutting edge NFT technology, Ailors guarantees a unique experience in fashion.



A

Promise

To deliver a high-quality fashion experience to each customer.
Respecting its individuality and the planet we live on.

Purpose

To empower self-expression and awareness to build
a connection between individuals and their future.

Values

- Humble
- Responsible
- Creative
- Innovative
- Committed
- Trustworthy

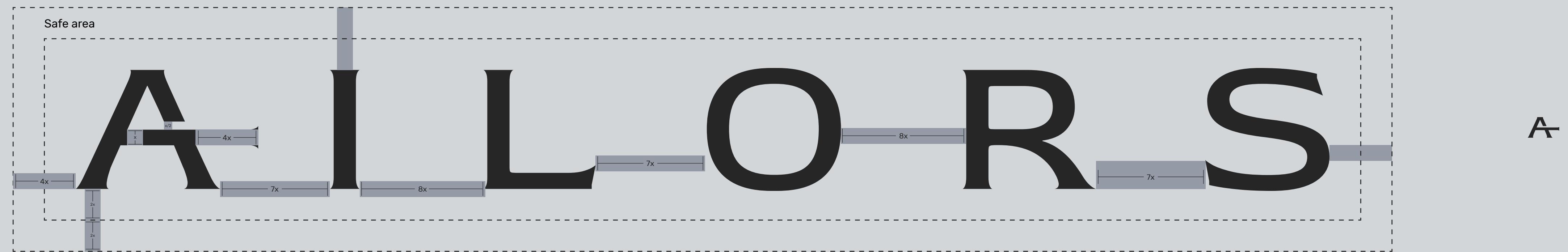
04 /10

A I L O R S

Ailors brand design is built on top of Red Rose

A

05 /10



The height of the A monogram crossbar is the base measurement for the Ailors brand design. All the other spaces derive from that. Each letter has a specific area for kerning purposes and visual ergonomy, varying between 7 and 8 x distances.

The essential safe space is 2x in extreme cases and 4x for everyday use.

A

06 /10



A

The Monogram

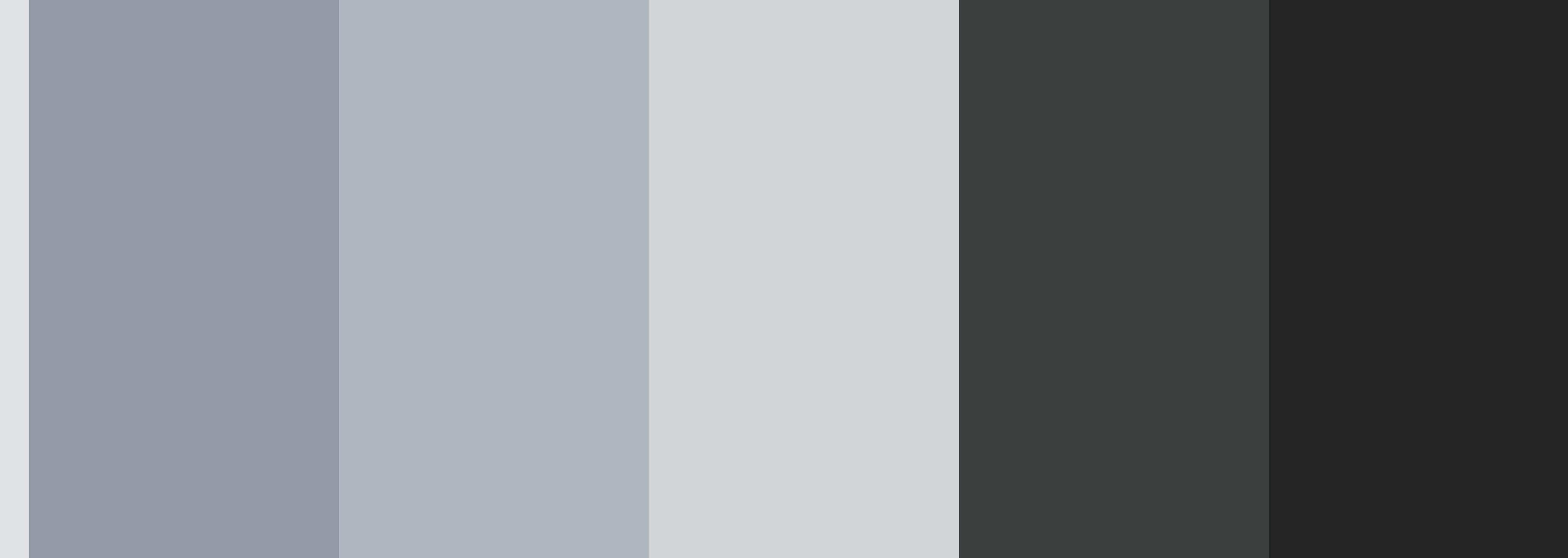
07 /10

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08 /10



A-

Pantone® 536 C

#949AA6
R 148 G 154 B 166
C 45 M 32 Y 26 K 75

Pantone® 538C

#AEB5BF
R 174 G 181 B 191
C 36 M 24 Y 60 K 74

Pantone® 427 C

#D2D6D9
R 210 G 214 B 217
C 21 M 13 Y 13 K 0

Pantone® 424 C

#3D403F
R 61 G 64 B 63
C 67 M 55 Y 55 K 57

Pantone® 426 C

#262626
R 38 G 38 B 38
C 72 M 63 Y 58 K 74

Typography **Rubik**

Rubik

light

Rubik

regular

Rubik

medium

Rubik

bold

black

Rubik is the font family used to bring the Ailors design to life. It can
be used in all the weights and sizes for titles and long texts.

A I L O R S

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