



AITHERAS **Brand Guidelines**



[uh-THEAR-us] means pure air in Greek, deriving from “Aither” defined by Aristotle as the “fifth element of air in continuous, circular motion.” Similarly, with continuous collaboration with our clients and technology partners, we strive for pure innovation and excellence.

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Brand Guidelines Content.

Overview	5
AITHERAS Logo	6
Illustrations & Iconography	8
Photography	10
Templates & Design	12
Company Typography List	14
Company Color Palette	22



Welcome to AITHERAS Brand Guideline.

Overview

This Style Guide provides a comprehensive foundation of graphic standards for proper presentation of AITHERAS' brand and visual identity. Use of the Style Guide improves communication by ensuring consistency inside and outside our company and enforces best practices by guiding designs to a quickly recognizable professional outcome. This guide will demonstrate how each element, when applied properly, brings our brand to life. The visual elements let us speak as a unified movement by providing a framework for consistency.

The AITHERAS brand pillars: sincere, energetic, and innovative are the cornerstone for all visual representations of the brand. Sincerity is represented through our commitment to high-quality service and expertise. Energeticness is represented in our commitment to proactive customer service and positive problem-solving. Innovation is represented through our ability to troubleshoot challenges with novel solutions, collaborate with key partners, and improve ROI by implementing new digital resources

AITHERAS Logo.

The logo is at the core of AITHERAS' values. The star spiral represents collaboration and innovation as many elements, skill sets and partnerships combine to create a unified flow of results based on high-quality planning and execution. The font represents technology and the digital transformation world in which we flourish.

This section introduces all approved AITHERAS logo versions and demonstrates the rules for both print and digital use. Always use the logos in accordance with these guidelines. The primary logo, shown here, has a family of alternates to be used for specific purposes. With this family, AITHERAS can communicate consistently across different media and size requirements.

Logotype.

The logotype is set in NEO-LATINA



Light & White Logos for Dark Backgrounds.

Having a light or white logo is important to help the logo stand out on dark backgrounds that would otherwise drown out the color palette.



Do and Don't

1. The word "AITHERAS" is always capitalized.
2. When associating the logo with a project, tagline, or department, always list it separately from the logo with enough space for the logo to stand alone.



Spacing



Clearspace

Working with the logos requires consistent clearspace. Clearspace is the “blank” space (X) around the entire logo that is free of text and other graphics. The clearspace has been set according to specific dimensions of the different logo components. 1x is the minimum amount of clearspace needed.

Spacing

The spacing of the primary logo elements should never change. Keep various design elements away from the logo using the spacing guidelines shown here.

Full color



The full-color logo should be used as much as possible across digital and printed materials. The reversed option (next page) should also be used whenever possible.

Black & White version



Logos are sometimes used in non-conventional ways like laser engravings, embroidery, 3d printing, textile printing. All of these products use special machines that don't support ordinary colored files. This is where monochrome (black and white) formats come into play.

illustrations and iconography.

Illustration .

Do's and Don'ts

All graphic elements, including illustrations and icons, should be tied back to our aesthetic design principle of modern, clean lines, with a polished look. The look and feel of our brand incorporates less artsy, illustration design and more digital, vector graphic style design.

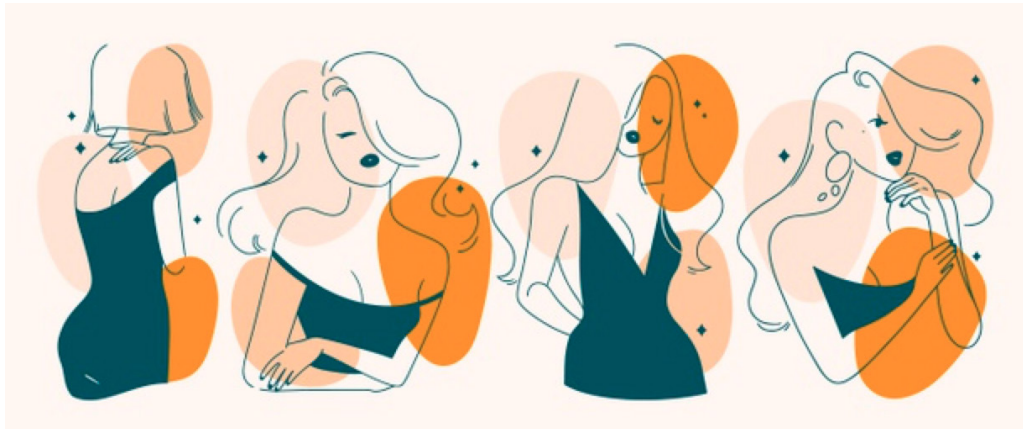


Illustration .
Do's and Don'ts



photography.

Photography. Photostyles

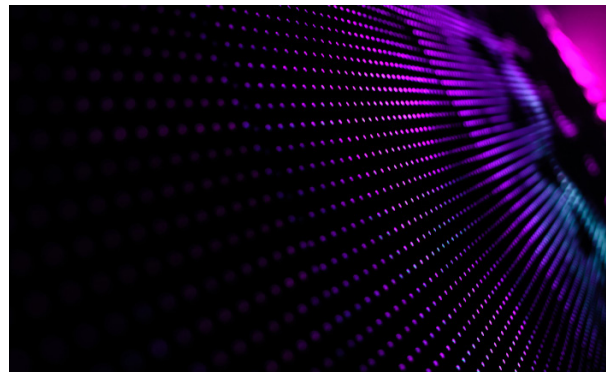
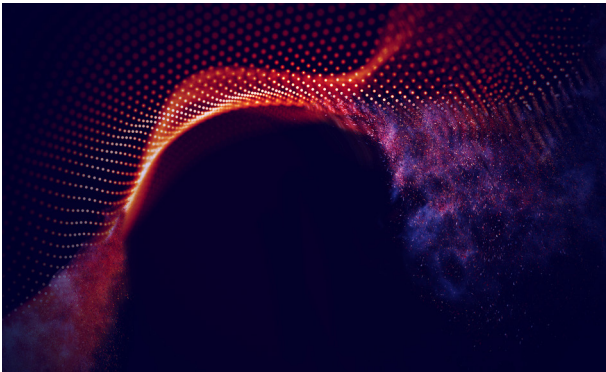
When you use photography well, it can create a need or connection to a product or service which leaves your customer with a lasting visual desire.

It can add great value to our social media posts, blogs, marketing material or anything else that you may be working on. Use real photos of the brand whenever possible. If you overuse or use the wrong kinds of stock photography, it's hard to achieve that authenticity that your brand or business deserves. To compete and engage, share real photos of the brand whenever possible. It may sound absurd to mention but using 'real people' is far better than overdoing the stock imagery. As an audience, it's easier to connect with the images represented.

The following section describes the kind of images that represent the AITHERAS brand. These kinds of images can be used in marketing materials, presentation materials, social media posts.

High-quality execution:

AITHERAS focuses on productive phases of development and improvement. Abstract images, and live photos, should represent this value by depicting many different processes, elements, and workflows coming together:



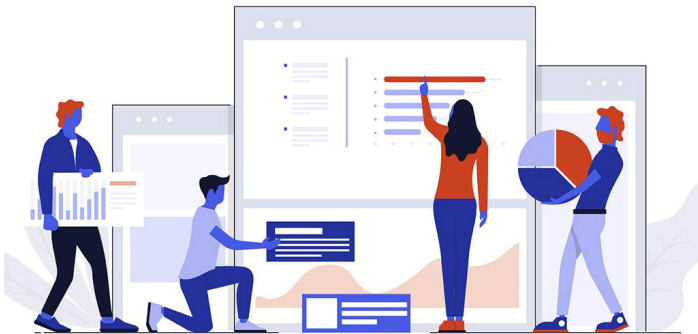
Collaboration. Photostyles

From partners to vendors to clients, one of AITHERAS core competencies is putting together highly-effective teams and collaborations. Photography for this value should represent this concept.



Trust. Photostyles

AITHERAS establishes trust through relationship-building. Here we focus on high-quality customer services, post-production service evaluations, and feedback. Photography styles for this value should represent this concept.



Logo on photos



templates and design.

Design. email signature

The AITHERAS signature features the logo appearing at the top, full-name underneath followed by job title, phone number, and the AITHERAS website. The AITHERAS logo should be measured at 100x100. The font style is SANS SERIF in gmail.



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Template. Powerpoint presentations

There are currently two presentation deck templates.

Template 1 features the AITHERAS primary colors. The deck has a bright white background with minimal body text and slides. This deck is primarily for brief, overview presentations such as kick-off meetings and company introductions.

The font structure is:

Title Page: Roboto Condensed Bold

Headings: Spartan

Body: Roboto Condensed

Template 2 features the AITHERAS primary colors, but with a darker, more business-formal palette. This deck is primarily for in-depth presentations and drill-down meetings such as contract proposal presentations and project progress reports.

The font structure is:

Title/Subtitle: Montserrat

Headings: Spartan

Body: Merriweather

Presentations. Template 1



Presentations. Template 2



typography.

Aa

AaBbCcDd EeFfGg

HhIi0123456789

+;%@*

Typography.
Primary Typeface

Montserrat.
18 styles

Typography. Primary Typeface Weights

Regular. AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

Italic. *AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)*

Bold. **AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)**

Text Hierarchy. Text & Copy

Decks & Brochures
Headlines & Sub-heads
Spartan
Roboto Condensed
Montserrat Bold

Copy
Merriweather
RFP Responses
Headlines & Subheads
Arial Narrow
Copy
Times New Roman

Brochures/Flyers: Headings
should not exceed 36pt.
Sub-headings should not
exceed 18. Copy should
never be smaller than 10pt.
Decks: Headings decks
should not exceed 70pt.
Sub-headings should not
exceed 30pt. Copy should
not exceed 25.5pt.

When possible, headlines
should be centered over
body copy and written in all
cap

typography.

Aa

AaBbCcDd EeFfGg

HhIi0123456789

+;%@*

Typography.
Secondary Typeface

Spartan MB.
9 styles

Typography.

Secondary Typeface Weights

Regular. AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_ *")

Light. AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_ *")

Bold. AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
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Regular.

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typography.

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+;%@*

Typography.
Secondary Typeface

Roboto Condensed.
6 styles

Typography.

Secondary Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Italic.

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")*

Bold.

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
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typography.

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Typography.
Secondary Typeface

Merriweather.
8 styles

Typography.

Secondary Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
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Italic.

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Bold.

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color palette.

Color Palette. Primary Color System

Our color palette was chosen to reflect the character and spirit of our brand. The primary color palette includes a dominant blue, the complementary palette includes orange and purple, and the supporting secondary palette, neutral blue tones. Based on color emotion theory, our primary and secondary color palettes assert sincerity, trust, dependability, and strength. While we are optimistic, we are serious, highly-skilled, and have great attention to detail. Our complimentary color palette conveys high-energy, confidence, friendliness, innovation, and wisdom. This is represented in the execution of our work, partner collaborations, and unique solution offerings. We require a broad palette of colors to highlight and emphasize unique messaging to certain audiences.

CMYK

Process color, otherwise known as four-color process or CMYK, is a blend of four standard ink colors; Cyan, Magenta, Yellow and Key Black. These are a printer's primaries and can be combined to create the majority of visible ink colors.

RGB

RGB color is the spectrum of visible colors that are emitted by a digital monitor. In other words, RGB is a light based mode of color. RGB color is best used for websites, digital publications, and desktop wallpapers.

Pantone (PMS)

Pantone colors, also known as the Pantone Matching System, is a universal color system that will ensure all vendors produce the same colors.

HEX

Hex Hexadecimal numbers, or "HEX" numbers, are a base-16 numbering system used to define colors on Web pages. A HEX number is written from 0-9 and then A-F.

CMYK 100 / 98 / 34 / 30
Pantone PMS2766C

RGB 20 / 31 / 87
HEX #141F57



Color Palette. Complementary Colors

Purple



CMYK 91/100/7/1
Pantone PMS3583c

RGB 69/42/135
HEX #452A87

Orange



CMYK 0/61/96/0
Pantone PMS1575c

RGB 246/128/54
HEX #F68036

Color Palette. Secondary Colors

Light Blue



CMYK 56/0/11/0
Pantone PMS305c

RGB 91/208/228
HEX #5BD0E4

Medium Blue



CMYK 70/19/0/0
Pantone PMS2171c

RGB 59/166/218
HEX #3BA6DA



designed by.

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