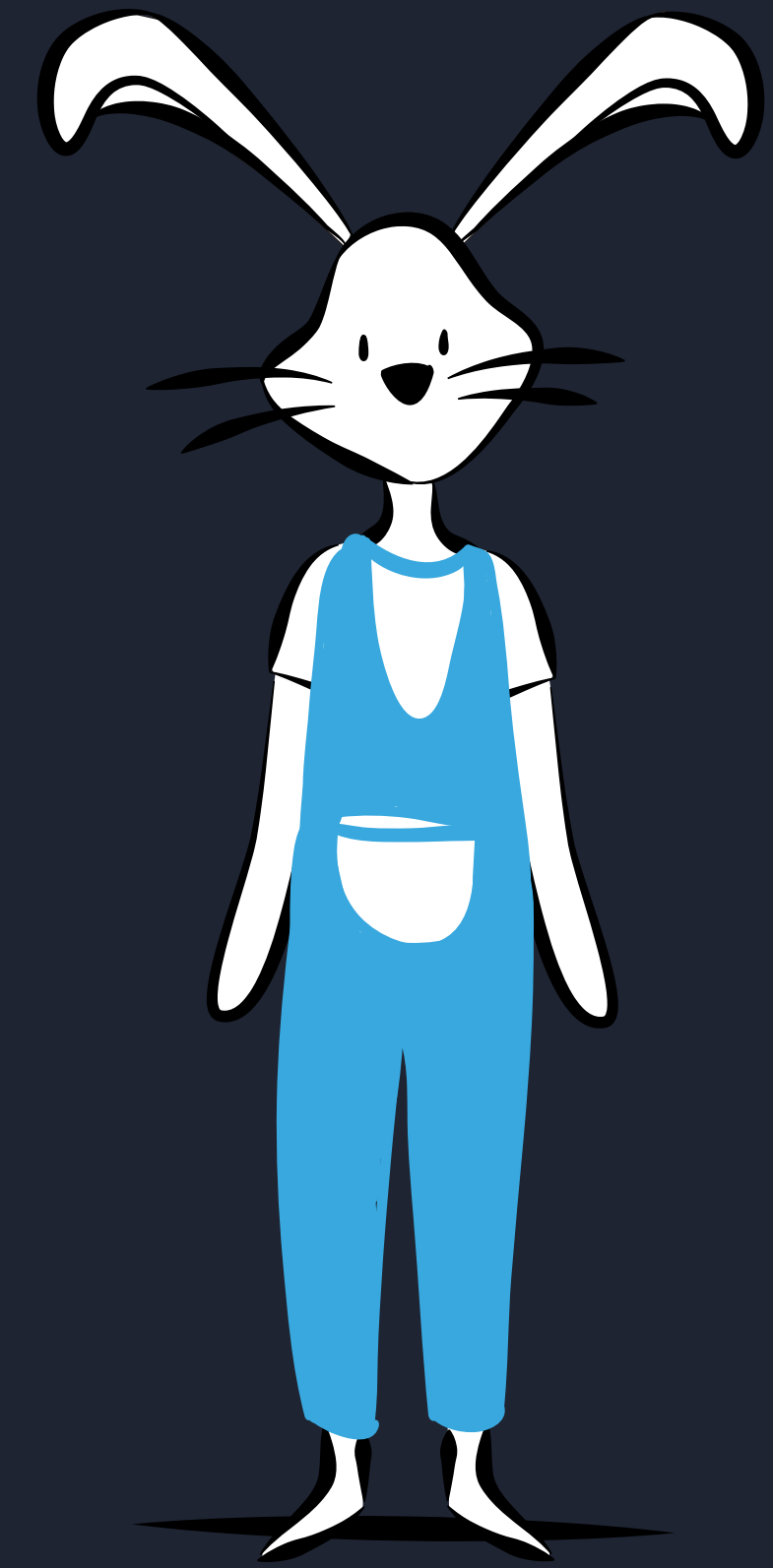




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BRAND MANUAL



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Our logo



Our logo Concept

Primary logotype Horizontal lockup



Our world today is in a constant state of change. In AIFI we are always adapting and seeking the means to create the most efficient technological solutions to improve the lives and health of our clients.

In that sense, our logo expresses the constant motion in our company and the need to be in a flexible state of mind, hence a shapeless and flexible icon in our logo.

We encourage and help people to pursue a healthy lifestyle and make the most out of their body without seeking a un-realistic and artificial image of beauty that today's celebrities and media has imposed.

We want you to be yourself, be your own hero, set your own goals. We just help you get there.

Identity toolkit



Primary logotype



Brandmark

AIFI

Wordmark



AiFi Blue

CMYK 64/10/1/0
RGB 64/180/229
HEX #40b4e5



Deep Blue

CMYK 90/76/51/63
RGB 31/37/51
HEX #1f2532

Color variations



Full color variation



AiFi Blue variation



Deep Blue variation



Black variation

Background color variations



AiFi Blue variation



Deep Blue variation



Black & white variation

Clear Space

In order to maintain the integrity of the iconic logotype, it is important that no other logos, type, or graphic elements infringe



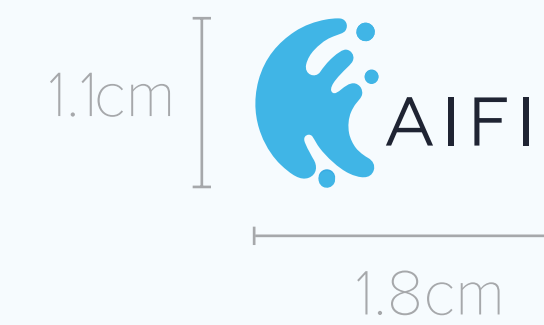
Minimum space

The minimum size of the logotype that may be used for print applications is 1.8cm x 1.1cm.

By no means is it acceptable to make the logo smaller, since it would lose lecture.

The minimum size of the logotype that may be used for print applications is 72px x 45px

By no means is it acceptable to make the logo smaller, since it would lose lecture.



Fonts we use

Font family
Main typographic family

Typography
Inter

Use Inter and Roboto typographies
for print tools designs.

Thin

Extra light

Light

Regular

Medium

Semibold

Bold

Extrabold

Black

Thin italic

Extra light italic

Light italic

Regular italic

Medium italic

Semibold italic

Bold italic

Extrabold italic

Black italic

Font family
Secondary typographic family

Typography
Roboto

Thin
Light
Regular
Medium
Bold
Black

Thin italic
Light italic
Regular italic
Medium italic
Bold italic
Black italic

Font family
Main typographic family for web

Typography
Montserrat

Use Montserrat and Open Sans
typographies web design.

Thin

Extra light

Light

Regular

Medium

Semibold

Bold

Extrabold

Black

Thin italic

Extra light italic

Light italic

Regular italic

Medium italic

Semibold italic

Bold italic

Extrabold italic

Black italic

Font family
Main typographic family for web

Typography
Open sans

Light
Regular
Semibold
Bold
Extrabold

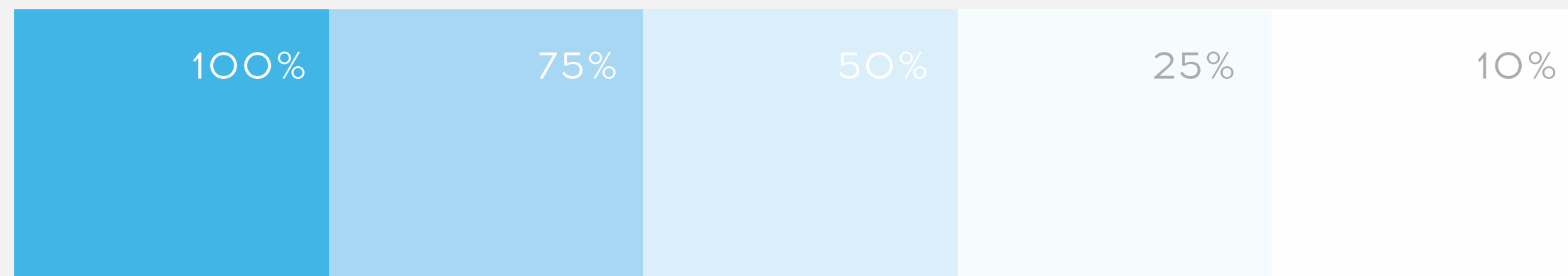
Light italic
Regular italic
Semibold italic
Bold italic
Extrabold italic

Color pallete

Primary colors

We try to use cool, and innovative colors to give our brand a unique visual identity.

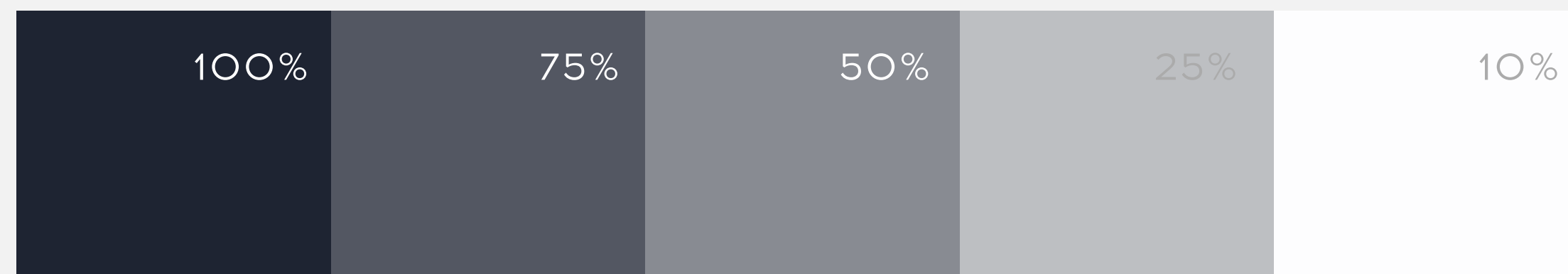
AiFi Blue



AiFi Blue

CMYK 64/10/1/0
RGB 64/180/229
HEX #40b4e5

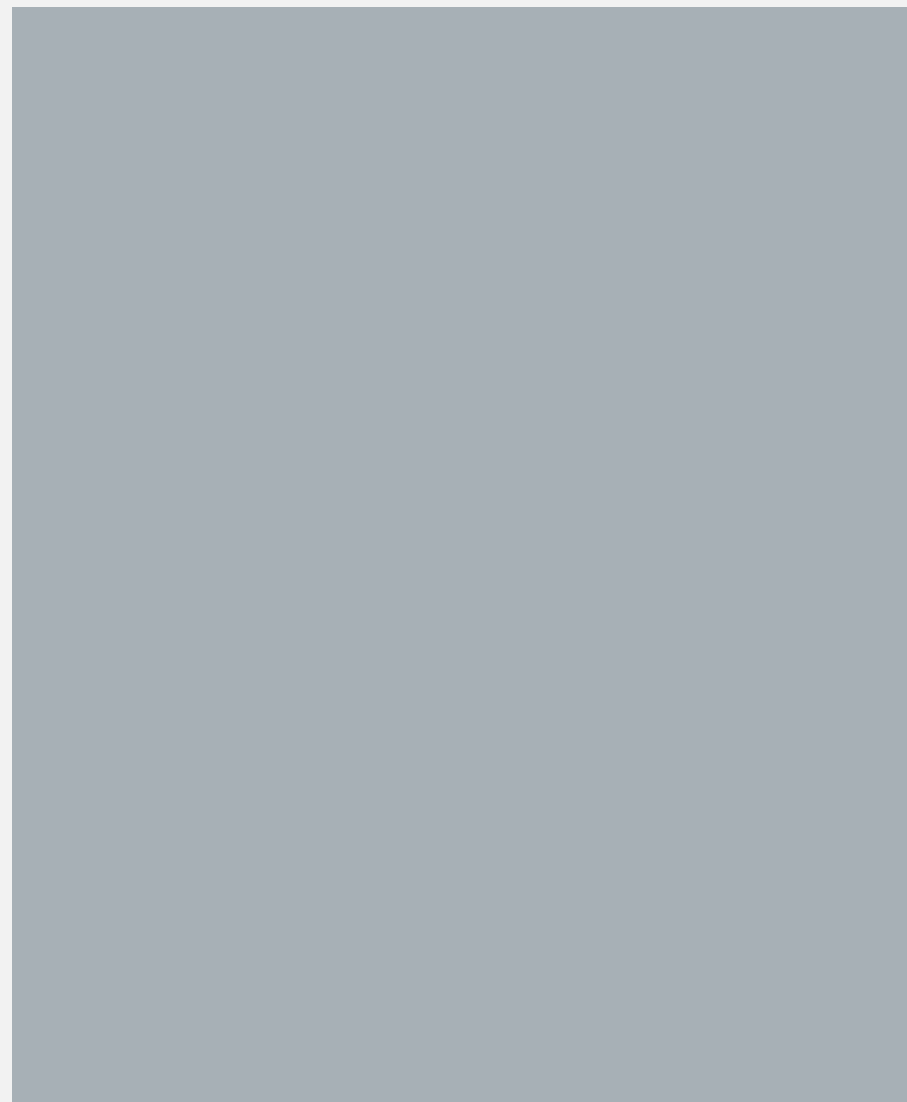
Deep Blue



Deep Blue

CMYK 90/76/51/63
RGB 31/37/51
HEX #1f2533

Secondary colors

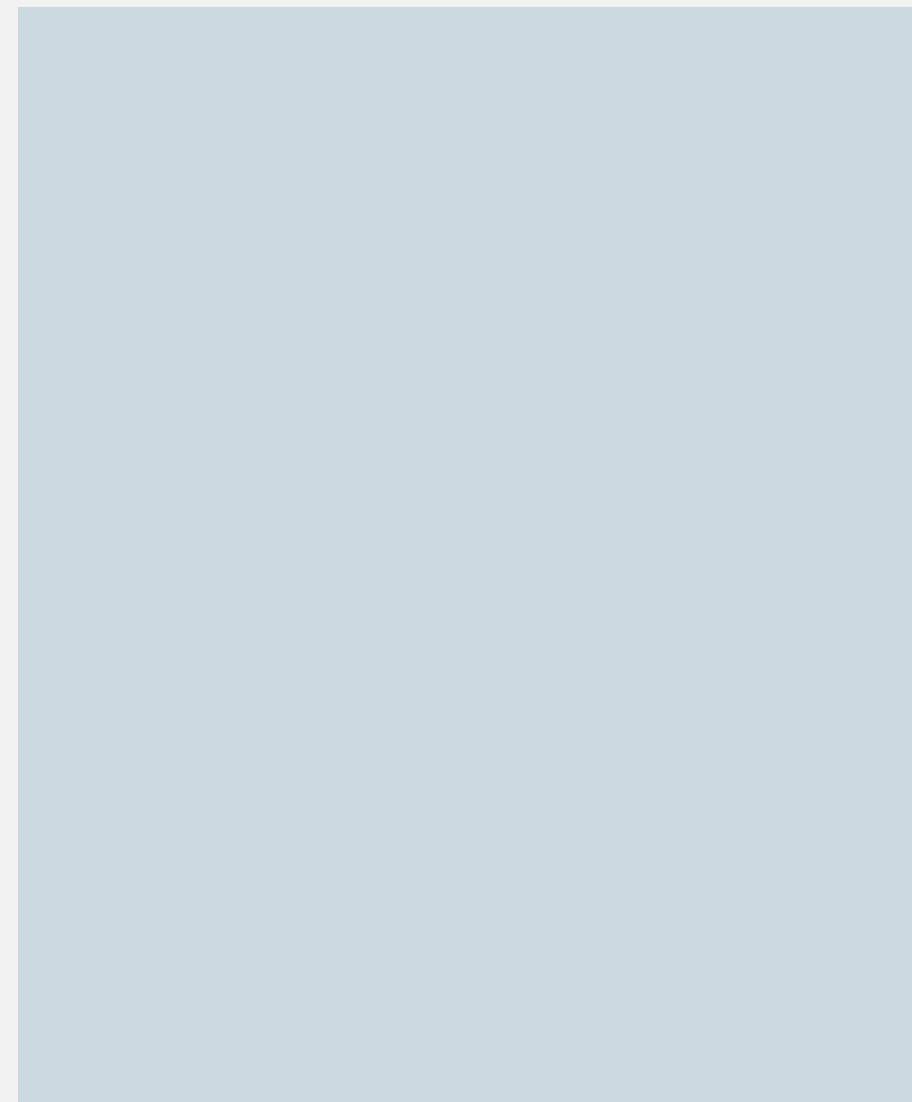


Dark grey

CMYK 35/21/21/2

RGB 177/186/192

HEX #B0BABF

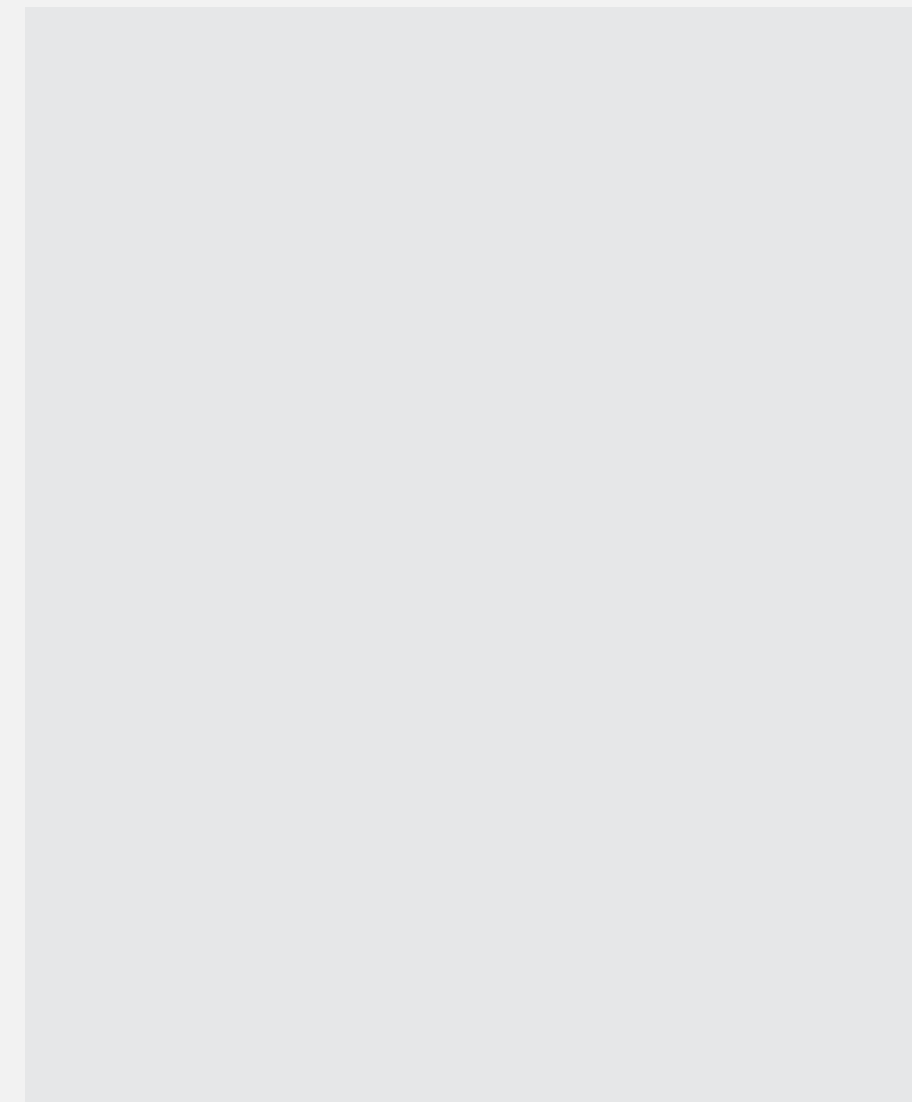


Grey

CMYK 19/5/7/0

RGB 215/230/237

HEX #d7e6ed

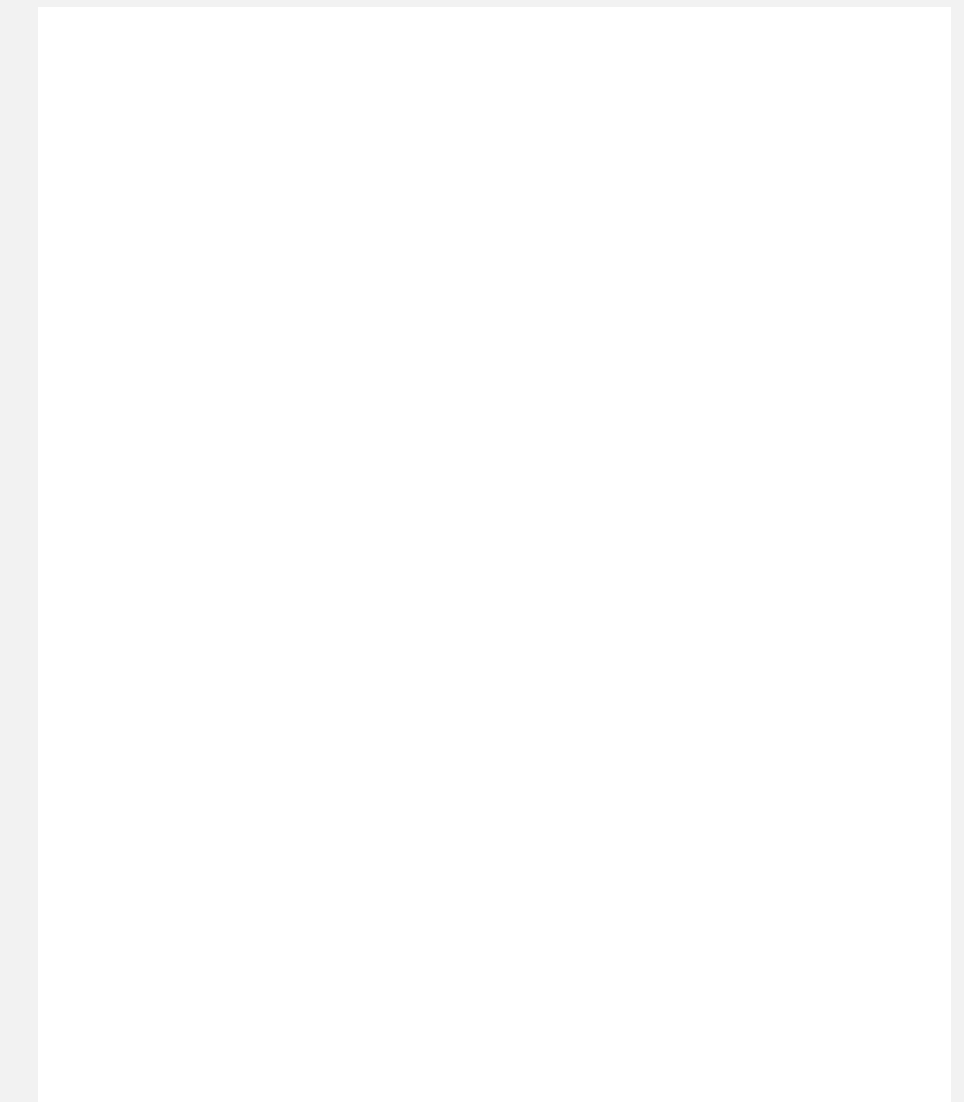


Light grey

CMYK 6/3/4/0

RGB 243/244/245

HEX #f2f4f5



White

CMYK 0/0/0/0

RGB 255/255/255

HEX #FFFFFF

Logo usage

Correct logo usage

To maintain consistency throughout our identity application it is essential that the Logo is never altered in any way.

Here are a few examples of what you can do. The same rules shown here, will apply to the alternative configurations of the logo.

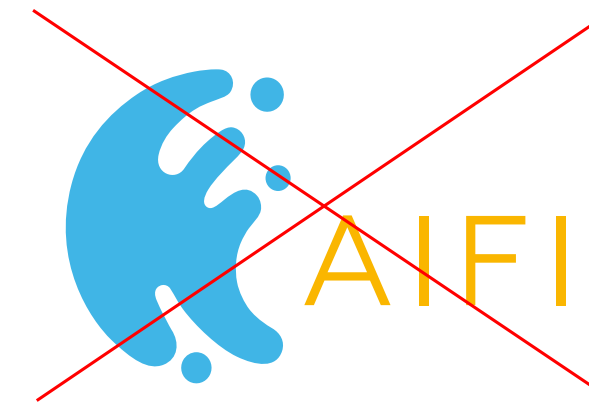
It is essential that the logo is always reproduced from the master artwork.



Correct logo usage

To maintain consistency throughout our identity application it is essential that the Logo is never altered in any way.

Here are a few examples of what not to do. The same rules shown here, will apply to the alternative configurations of the logo. It is essential that the logo is always reproduced from the master artwork.



Never change font color



Never deform or change the proportions



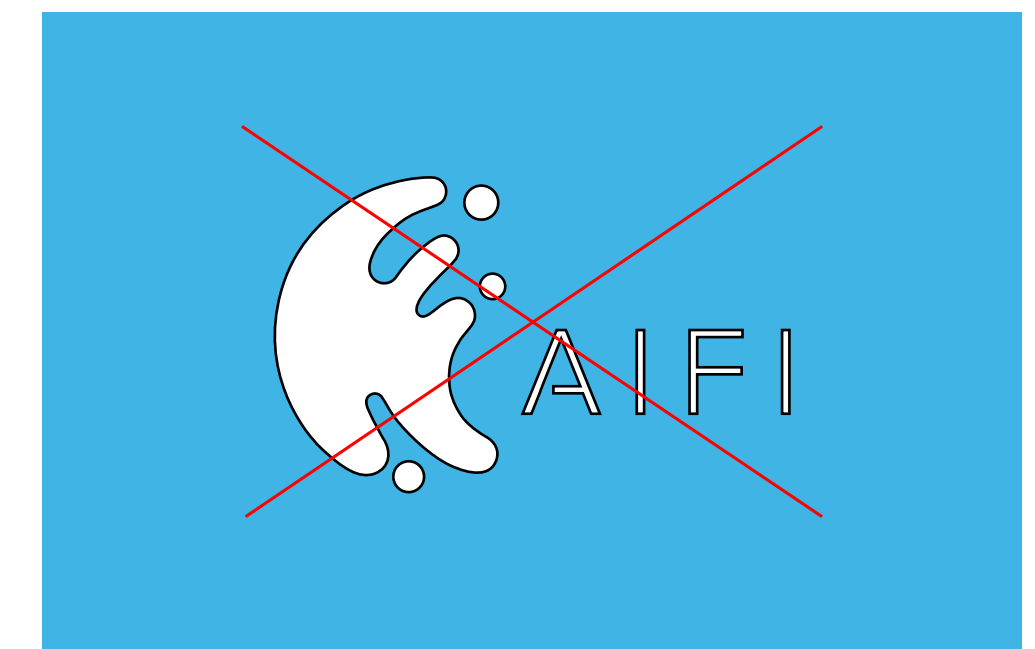
Dont use any other color mentioned in this manual



Dont change the Aifi typography



Dont flip the landmark



Dont use outlines for the logotype

Our mascot

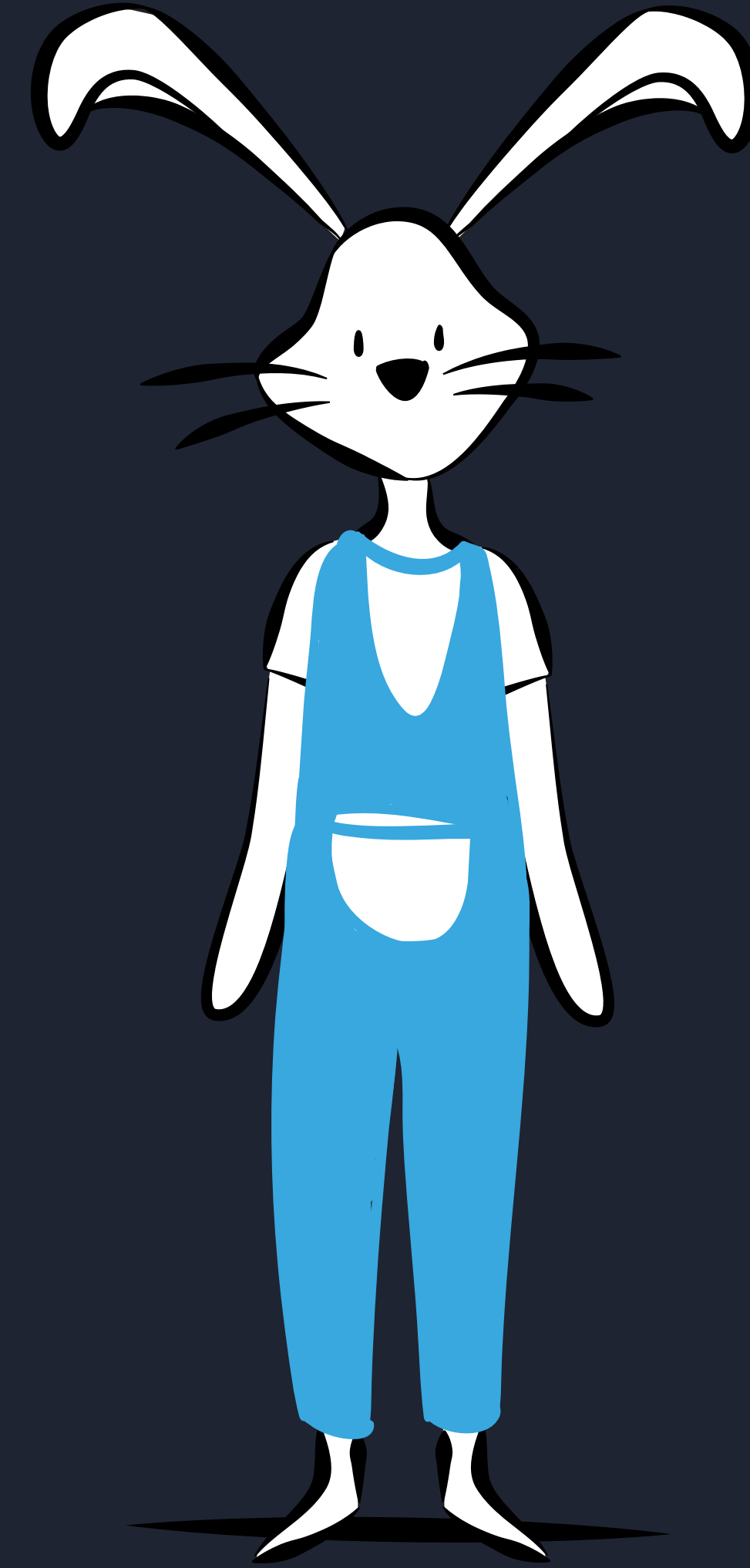
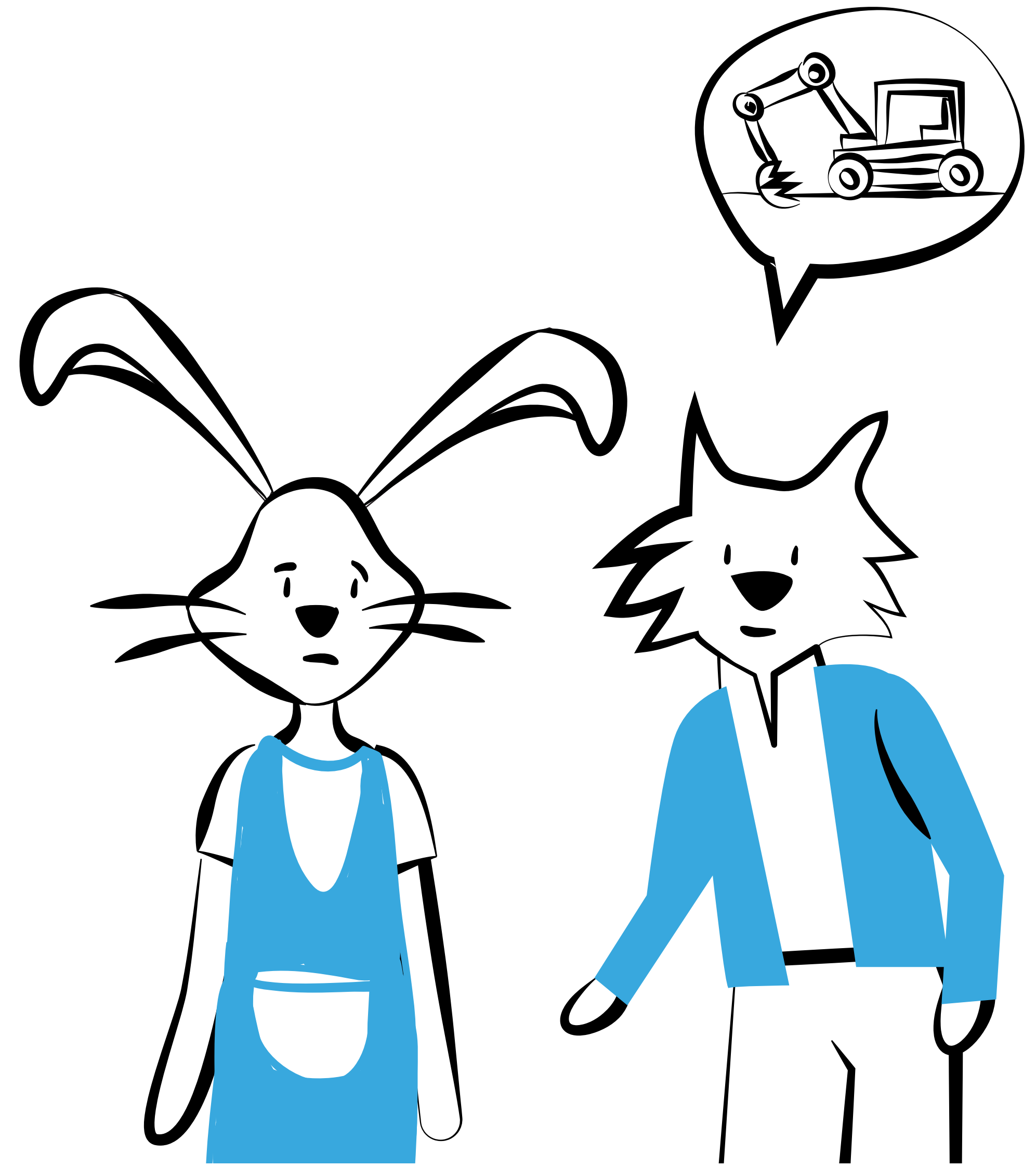
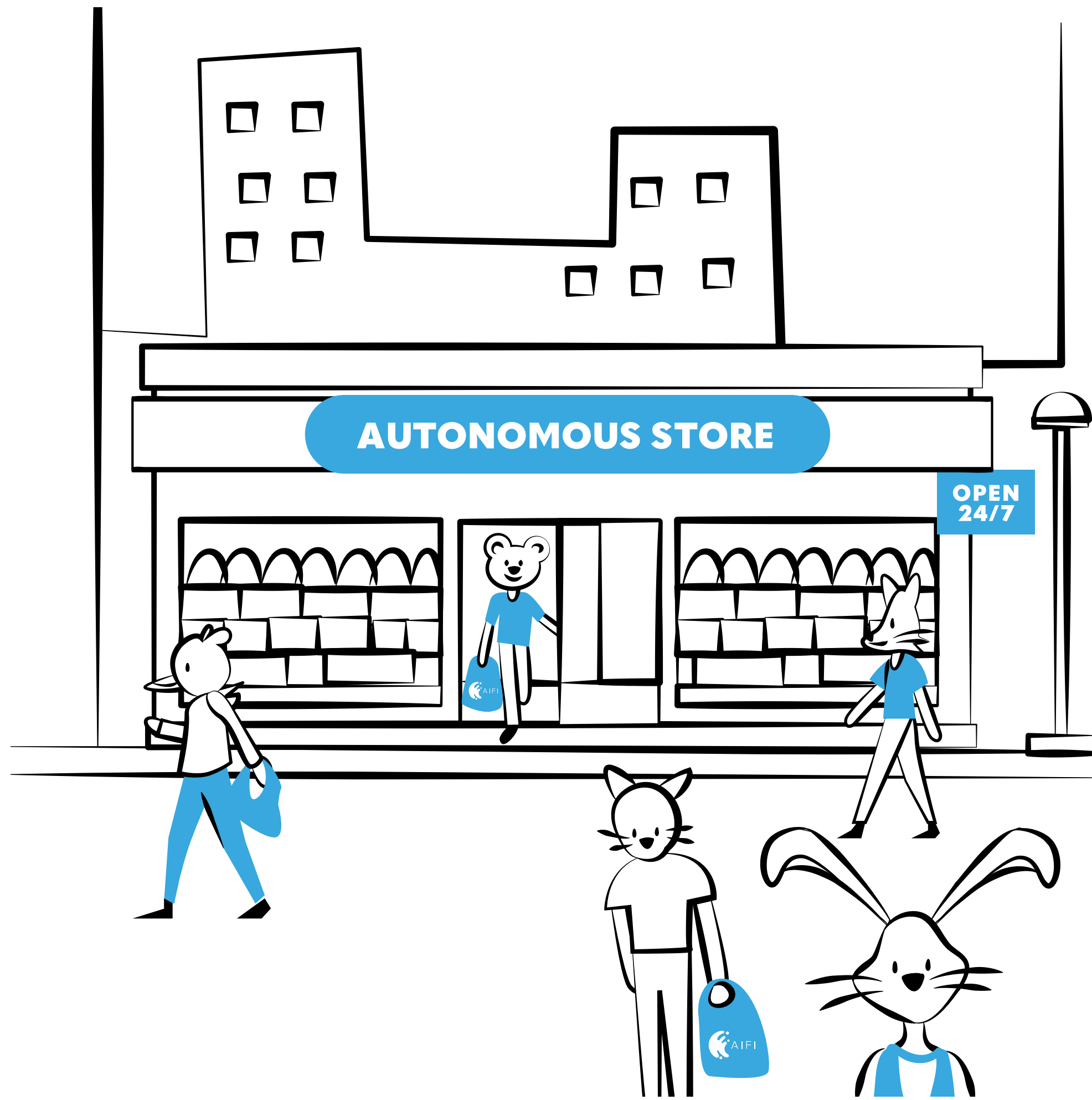


Illustration style

To maintain consistency throughout our identity applications it is essential to respect the style of future illustrations.

Here are some examples of our style.





Thank you

Information: hello@aifi.io

Press: press@aifi.io

2388 Walsh Ave. Santa Clara, CA

aifi.io