



Brand Guidelines

Visual Identity



Our visual identity is a set of holistic elements unique to Airly.

Our logo is the stamp that marks our name, while the other assets create a broader language. Together they enable us to build recognition and memorability with our audience.

The identity supports the content we create and the services we provide. Presenting Airly in a consistent and recognizable form across all our touch points; digital, print, social and video.

01. The Logo

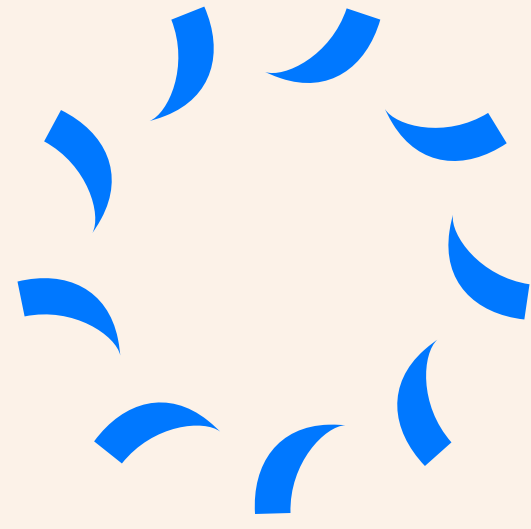


Sky Blue Version On A Light Background



Cloud White Version On A Dark Background

Airly Mark

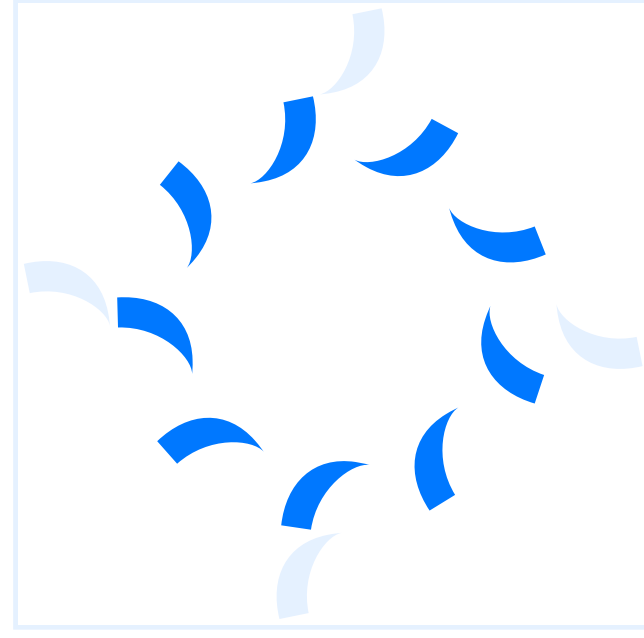


App Icon



Airly

Clear Space



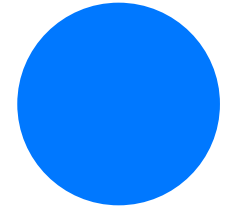
02. The Colors

palette

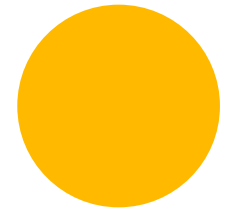
| | | | | | | |
|-------------|----------------|-------------|------------------|-------------|----------------|----------------------------|
| | | <div></div> | white #FFFFFF | | | |
| <div></div> | 200 #E5F1FF | <div></div> | 200 #F6F7F9 | <div></div> | 200 #FEFADC | |
| <div></div> | 300 #99C9FF | <div></div> | 300 #DDE3E9 | <div></div> | 300 #FFEB8A | |
| <div></div> | 400 #57A5FF | <div></div> | 400 #C2CBD6 | <div></div> | 400 #FFD84D | |
| <div></div> | 500 #0078FF | <div></div> | 500 #94A5B8 | <div></div> | 500 #FFBA00 | |
| <div></div> | 600 #005FCC | <div></div> | 600 #5C718A | <div></div> | 600 #DC7704 | |
| <div></div> | 700 #004799 | <div></div> | 700 #47586B | <div></div> | 700 #B25900 | |
| <div></div> | 800 #103D70 | <div></div> | 800 #29323D | <div></div> | 800 #803300 | <div></div> 500 #FCF2E8 |
| Sky Blue | | Gray | | Sunglow | | Peach |

Use of Color

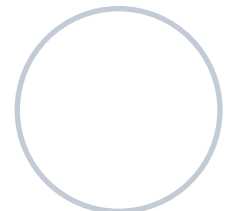
Sky Blue is our primary color, but it should not be overused. We want it to be recognizable, but not overwhelming.



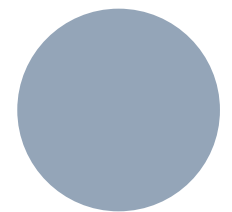
Sunglow should be used in small elements as an accent or a highlight. Do not use it as a regular secondary.



Cloud White can be used anywhere and everywhere. Just make sure it has enough contrast when as a text color.



Grays should be the most used colors in designs and they should be your first choice. Anywhere you want to use "black", use darkest gray.



Peach is a color we have a love-hate relationship with. Use it wherever you feel like it's a good choice, but make sure text has enough contrast.



03. The Usage

Transform

The logo can be scaled.



Don't
scale without aspect
ratio being preserved.



Don't
rotate the logo. Always
present it horizontally.



Colors

The logo should be always in Sky Blue or white color.



Don't
change the logo's
color or opacity.



03. The Fonts

Marketing

Light
Extra Bold

Gilroy

is our primary type family. We use it in most of our marketing materials.

Regular
Italic
Bold

Mulish

is our secondary type family. It should be used when use of Gilroy is impossible due to technical limitations or when other type faces are required.

Applications

Regular
Regular Italic

Bold

Mulish

is used in our web applications. When in a context of a user interface and in doubt, use Mulish.

Light
Regular

Bold

Roboto

is only used in the context of the Android operating system.

Light
Regular

Bold

San Francisco

is only used in the context of Apple-made operating systems like iOS, iPadOS, watchOS etc.

Contact

Should you have any questions regarding the use of the Airly brand, please contact us.

brand@airly.org