airly

Visual Identity 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 recognisable form across all our touch points; digital, print, social and video.

Our Logo

Our logo is bold and recognisable. It is always clearly visible on our collateral and at our events and, because we want our audiences to remember our name and associate it with excellent service.

Our logo includes the brand name and symbol. We can use this in Sky Blue or in Cloud White when reversed out of a colour or on top of an image.
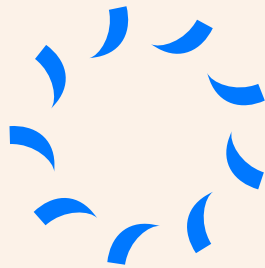
Sky Blue Version

Cloud White Version

Our Symbol

We also have a strong and singular symbol. This can be used in places where we don't need to have our full logo present. For example if our logo and name is already visible or we want to be more subtle with our branding.

Sky Blue Version

Cloud White Version

Our App Icon

The icon used for the MyAirly app uses the Sky blue as a background colour, with the symbol in peach.

MyAirly App Icon

Exclusion Zones

Care should be taken to ensure the Airly logo and symbol are clear and not overcrowded. When placing it next to other logos or graphics leave a minimum clear area around them equal in height and width. This will prevent any secondary material inhibiting legibility.

The exclusion zone is calculated by taking the symbol from the version you are using, making it 50% of the original size and checking that any other content sits this distance away from the logo.

Logo Exclusion Zone
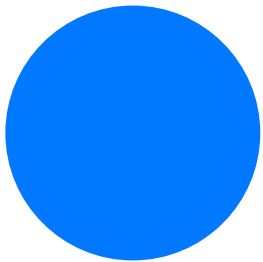

Symbol Exclusion Zone

Our Colours

We use a limited brand colour palette for Airly, based around our primary colours: Sky Blue and Cloud White.

Primary colours

The two primary colours are used in the majority of cases to give consistency and make the brand memorable.

Secondary colours

There may be instances where you want to add more variation to the materials produced. This is where the Secondary colours can be used.

Sky Blue

Pantone 2195 U

R	0	C	87
G	120	M	48
B	255	Y	0
#0078FF		K	0

Cloud White

R	255	C	0
G	255	M	0
B	255	Y	0
#FFFFFF		K	0

Peach

Pantone 2015 U
(50% Tint)

R	252	C	1
G	242	M	6
B	232	Y	10
#FCF2E8		K	0

Pale Blue

Pantone 283 U

R	229	C	12
G	241	M	3
B	255	Y	0
#E5F1FF		K	0

Petrol
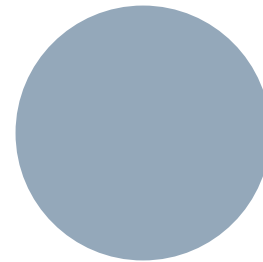
Pantone 7697 U

R	148	C	47
G	168	M	27
B	186	Y	20
#94A8BA		K	3

Grey
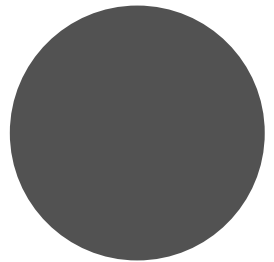
Pantone 2336 U

R	82	C	61
G	82	M	51
B	82	Y	49
#525252		K	45

Our Colours – In Use

The colours in the brand palette can be used in a number of combinations. Where possible they should follow the examples below. As the brand is built out more examples and applications will be added to reference.
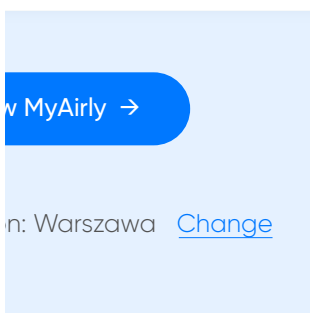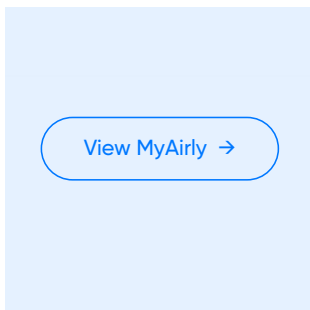
Primary colours

Secondary colours

Sky Blue

Used as the interaction colour for the platform and for highlights.

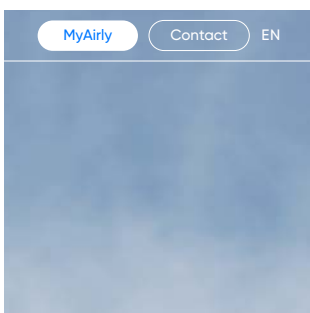Examples

View MyAirly →

w MyAirly →

n: Warszawa   Change

Cloud White

Used to reverse text out of images and text on buttons.
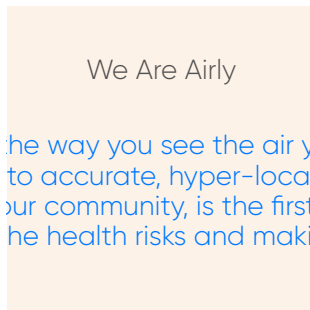
Examples

relati

Drive loyalty
with Inte

Join the moveme

MyAirly   Contact   EN

Peach

Used as a background colour.

Examples

We Are Airly

he way you see the air y
to accurate, hyper-local
ur community, is the first
he health risks and maki

Airly API

Airly API gives all interested parties access to real time
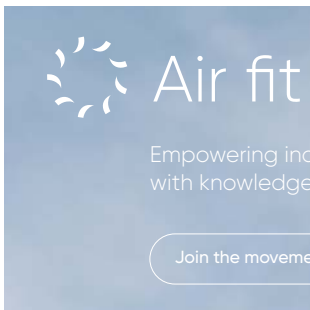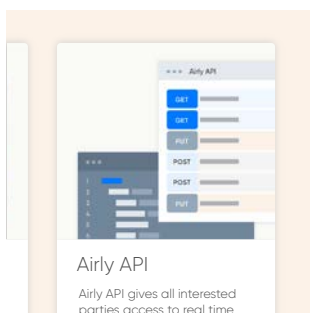
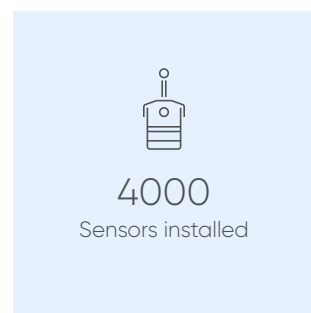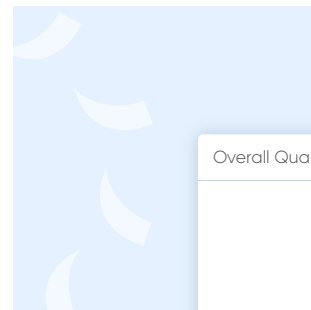### Pale Blue

Used as a background colour.

Examples

Overall Qualit

4000
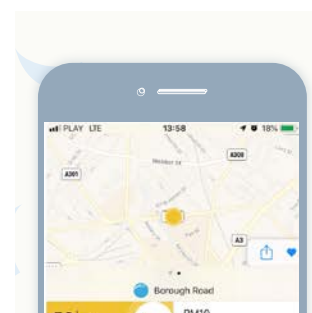Sensors installed

Petrol
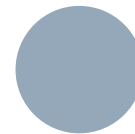
Used for create drop shadows and to show devices.

Examples

network of sensor
the globe to incre
understanding ar
awareness of the
we face.

* Source: who.int
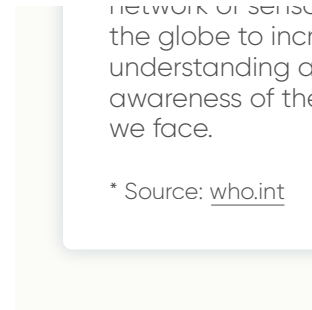
Grey
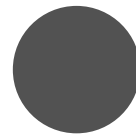
Used for the majority of text for legibility.

Examples

Our Partners

onet   Goog

Airly Sensors

Airly sensors measure the air quality in your immediate surroundings. Easy to install, our devices are calibrated and continuously verified to guarantee reliable information which can be viewed in real time from your mobile or computer.
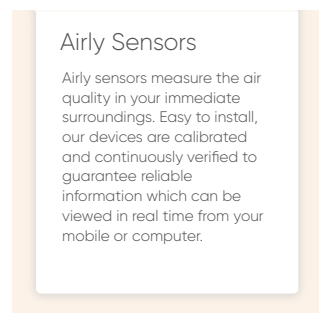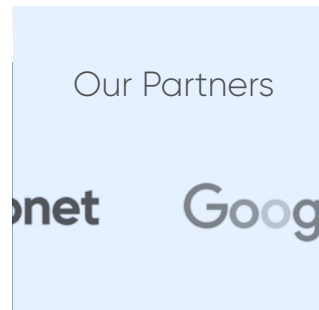
Best Practice Use

Examples of best practice application of the Airly logo alongside examples of those that would not be acceptable.

Scale

The logo can be scaled but proportion should be retained. Do not attempt to manipulate or distort the logo.

Colour

When used on brand related items, the logo is always in either one of the primary colours – Sky Blue or Cloud White. Please use the supplied logos rather and do no create your own versions.

Contrast

When sitting the logo on a coloured background or image the colour of the logo must be chosen for good contrast.

Legibility

The logo position and colour selected must ensure good legibility especially when using over imagery.

Typography

Airly uses two typefaces. Gilroy Light for the majority of uses, including Headlines and Body Copy. Where we have to add detail we use Gilroy Medium. Both typefaces provide a modern, clean and legible feel across the majority of content.

Primary Typeface
Gilroy Light
For Headlines & Body Text

Tracked: +40
Sentence Case
Leading / Line-height: 120%

GILROY
Light

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789

Secondary Typeface
Gilroy Medium
For Details

Tracked: +40
Sentence Case
Leading / Line-height: 120%

GILROY
Medium

AaBbCcDdEeFfGgHhIiJjKk
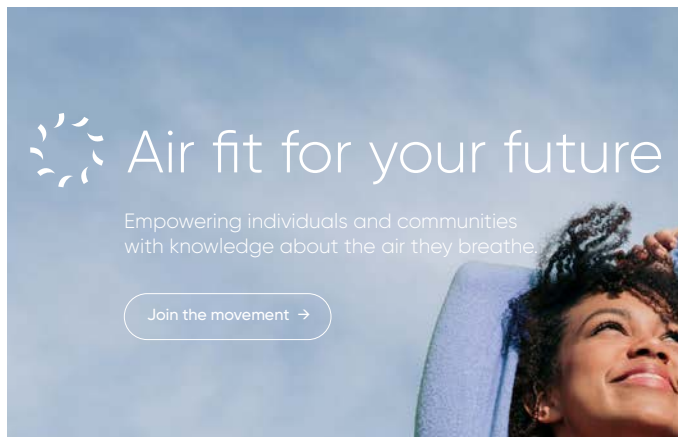LlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789

Typography – In Use

The typefaces are used for different purposes to ensure prominence and readability. Some examples of which are detailed below. In combination our typefaces provide a rich and engaging visual attitude.

Primary Typeface
Gilroy Light
For Headlines

Air fit for your future

Primary Typeface
Gilroy Light
For Body Text

Exposure to polluted air increases the risk of stroke, heart disease, lung cancer, and chronic and acute respiratory diseases, including asthma.

Secondary Typeface
Gilroy Medium
For Details

Get in touch →

View MyAirly →

Example

Better customer relationships start

Drive loyalty and growth at every stage of your custome with Intercom—the best in real-time business mess

Your email address   Get started

Join the movement →   ✓ Messenger   ✓ Product Tours   ✓ Inbox and more

Example

91% of people breathe polluted air*

Exposure to polluted air increases the risk of stroke, heart disease, lung cancer, and chronic and acute respiratory diseases, including asthma.

Dama organ
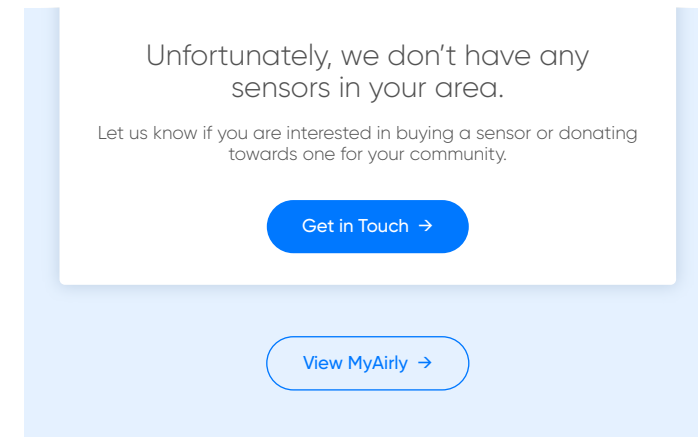
Air quality areas of heart and diabetes, brittle bor skin. Fertil children c

Example

Unfortunately, we don't have any sensors in your area.

Let us know if you are interested in buying a sensor or donating towards one for your community.

Get in Touch →

View MyAirly →

Contact Details

For any visual identity needs contact:

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