

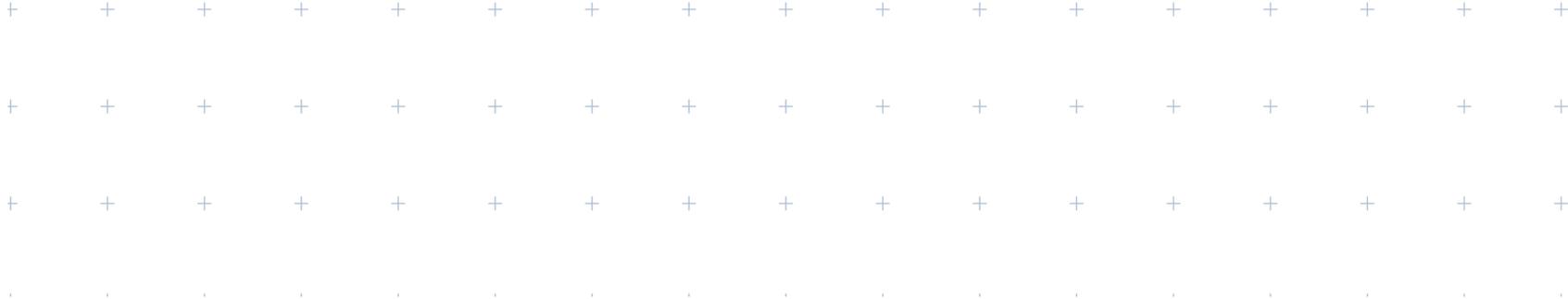
**AIDASH**

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# VISUAL STYLE

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# VISUAL STYLE



## The Logo

The AiDash logo is a visual representation of our mission to revolutionize operations, maintenance, and sustainability for core industries using satellites and AI. The letter S as an electric bolt implies energy and utility. And the bold, clean and dynamic form of the logo with an arrow moving ahead symbolizes our promise to drive core industries towards being more resilient, efficient, and sustainable.



### CLEAR SPACE



## VISUAL STYLE

# The Logo

### PRIMARY LOGO

Use against white and light backgrounds only for digital and print media. Corporate branding collaterals like business cards, ID, Official Letterhead and such should always have the primary logo.

### PRIMARY LOGO



### SECONDARY LOGO

Use against AiDash Blue and dark backgrounds for digital media.

### SECONDARY LOGO



### TERTIARY LOGO

Use against AiDash Blue and dark backgrounds for print and outdoor media.

### TERTIARY LOGO



## VISUAL STYLE

### The Logo - Usage



Do not place the logo diagonally



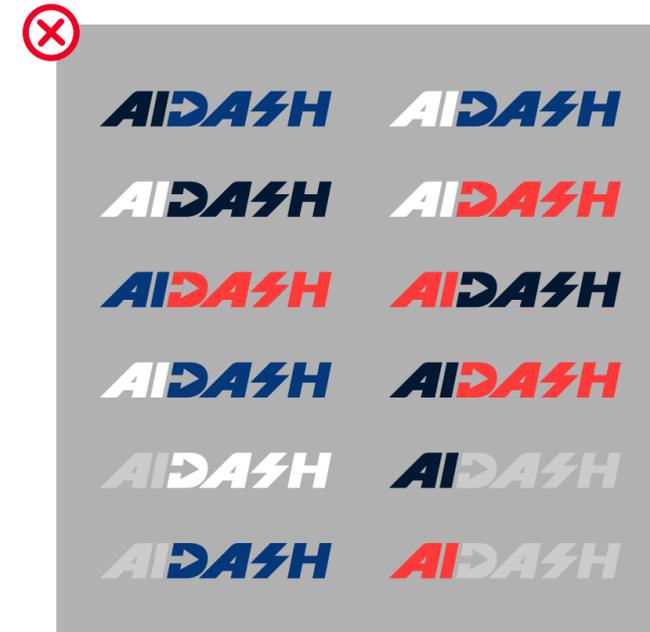
Do not change the spacing between the letters in the logo.



Do not use a background that compromises legibility of the logo.



Do not distort the logo



Do not change the color combinations of the primary, secondary and tertiary logo.

# VISUAL STYLE

## Brand Colors

The colors in the primary logo, cobalt blue and oxford blue, represent space and technology. The brand's primary colors hold maximum visual weight in any design. The secondary colors are to highlight sections, text and elements. The tertiary colors are used subtly in the visual graphics.

### PRIMARY COLORS

<b>#143877</b> RGB: 20, 56, 119 CMYK: 100, 84, 26, 9	<b>#06172F</b> RGB: 6, 23, 47 CMYK: 100, 88, 48, 66	<b>#CCCCCC</b> RGB: 204, 204, 204 CMYK: 23, 17, 18, 1	<b>#FF5046</b> RGB: 255, 80, 70 CMYK: 0, 79, 66, 0	<b>#FFFFFF</b> RGB: 255, 255, 255 CMYK: 0, 0, 0, 0
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### ACCENT/SECONDARY COLORS

<b>#2ABD75</b> RGB: 42, 186, 117 CMYK: 71, 0, 69, 0	<b>#333333</b> RGB: 51, 51, 51 CMYK: 69, 60, 56, 66
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### TERTIARY COLORS

<b>#F1FAEE</b> RGB: 241, 250, 238 CMYK: 7, 0, 10, 0	<b>#A8DADC</b> RGB: 168, 218, 220 CMYK: 38, 0, 17, 0	<b>#457B9D</b> RGB: 69, 123, 157 CMYK: 75, 41, 24, 7	<b>#1D3557</b> RGB: 29, 53, 87 CMYK: 98, 78, 38, 33	<b>#E42535</b> RGB: 228, 37, 53 CMYK: 1, 94, 76, 0
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## VISUAL STYLE

# Typography

### PRIMARY FONT – MONTSERRAT

The preferred typeface for all communications is **Montserrat**.

This sans-serif typeface is bold and balanced, while the geometry of the letters-words sentences lets it flow easily. It, therefore, aligns well with the brand's tone, i.e. Informed, and trustworthy but also conversational.

### STYLE AND WEIGHT

Montserrat, Light 300

Montserrat, Regular 400

Montserrat, Medium 500

**Montserrat, SemiBold 600**

**Montserrat, Bold 700**

**Montserrat, ExtraBold 800**

### SECONDARY FONT – OPEN SANS

Open Sans is a clean and modern sans-serif typeface. The simplicity of the typeface makes the content easily readable.

### STYLE AND WEIGHT

Open Sans, Regular 400

**Open Sans, Semi Bold 600**

**Open Sans, Bold 700**

*Open Sans, Italic 400*

***Open Sans, Italic Bold 700***