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.

SECONDARY LOGO

Use against AiDash Blue and dark backgrounds for digital media.

TERTIARY LOGO

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

PRIMARY LOGO

SECONDARY LOGO

TERTIARY LOGO

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.

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

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

ACCENT/SECONDARY COLORS

#2ABD75	#333333
RGB: 42, 186, 117 CMYK: 71, 0, 69, 0	RGB: 51, 51, 51 CMYK: 69, 60, 56, 66

TERTIARY COLORS

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

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