



Avelix

Brand Guidelines

The logo

We use the basic version of the sign on a light backgrounds, that grant best exposure. If there are restrictions on the method of reproduction, a monochrome or achromatic version can be used.

The Logo (the wordmark)

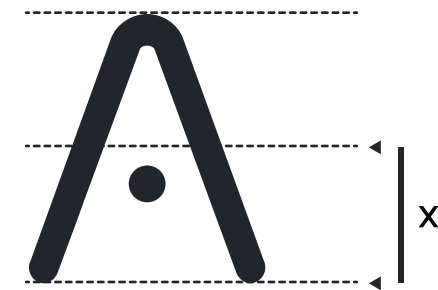


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The logo – safe zone

The safe zone isolates the logo from competing visuals and should be considered the minimum safe distance from text and graphics. The safe area is half the height of the symbol A and marked as X in the diagram.



The logo – safe zone examples



NO



YES



NO



YES

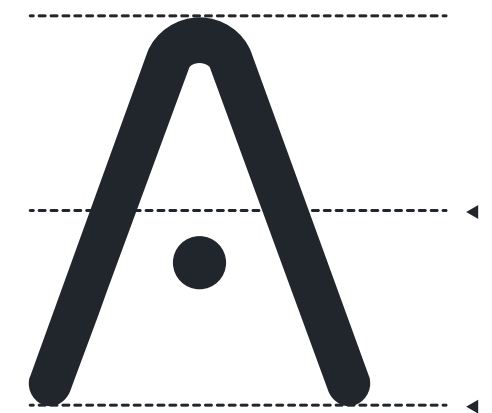
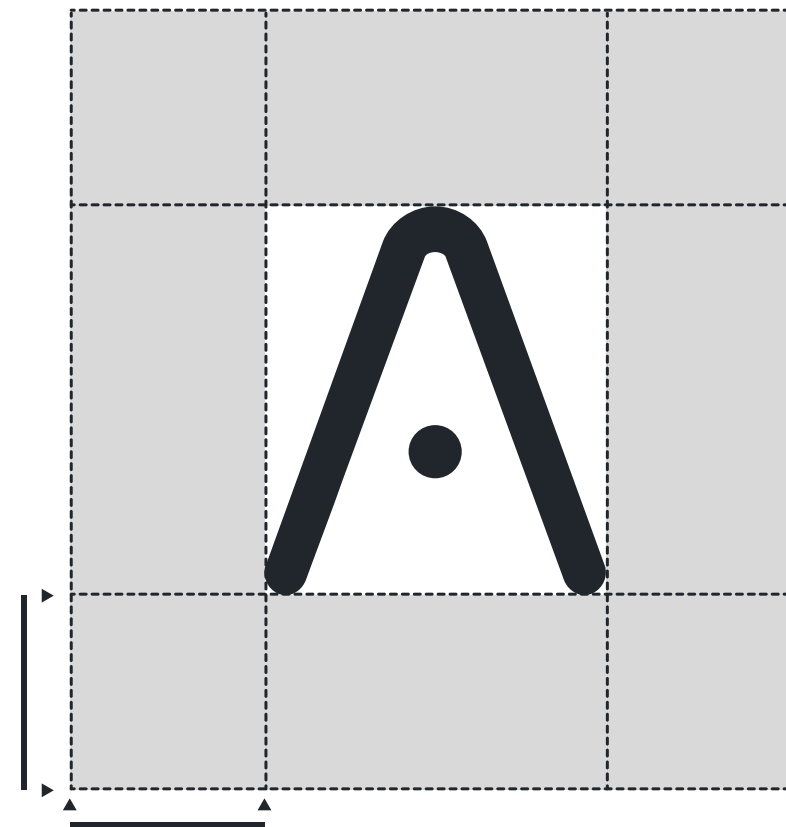
The icon

The icon can function as a standalone form of the logo when the use of the full form of the logo would hamper the legibility and recognition of the brand, or when the full logo appears nearby, as in the case of social media profiles.



The icon – safe zone

The same safe zone rules apply when using the icon instead of the full character. The safe area is half the height of the A symbol and is marked X in the diagram.



Logo – color options

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Colors

Ayelix Black #20262B CMYK 26,12,0,83	Ayelix Mint #039491 CMYK 98,0,2,42	Mint #54B1B2 CMYK 53,1,0,30	Mint mix #C5E2E6 CMYK 14,2,0,10	Mint light #E0F1F0 CMYK 7,0,0,5	White #FFFFFF CMYK 0,0,0,0
Ayelix Blue #2B4971 CMYK 27,16,0,56	A Grey #4D5155 CMYK 9,5,0,67	A Grey 1 #797D80 CMYK 5,2,0,50	A Grey 2 #A6A8AA CMYK 2,1,0,33	A Grey 3 #D2D4D5 CMYK 1,0,0,16	A Grey 4 #E9E9EA CMYK 0,0,0,8

Typography

Urbanist Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
pRrSsTtUuWwXxYyZz
1234567890 .,?!@#\$%^&*(){}[]|\<>

Urbanist Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
pRrSsTtUuWwXxYyZz
1234567890 .,?!@#\$%^&*(){}[]|\<>

Urbanist Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
pRrSsTtUuWwXxYyZz
1234567890 .,?!@#\$%^&*(){}[]|\<>

Urbanist Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
pRrSsTtUuWwXxYyZz
1234567890 .,?!@#\$%^&*(){}[]|\<>

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