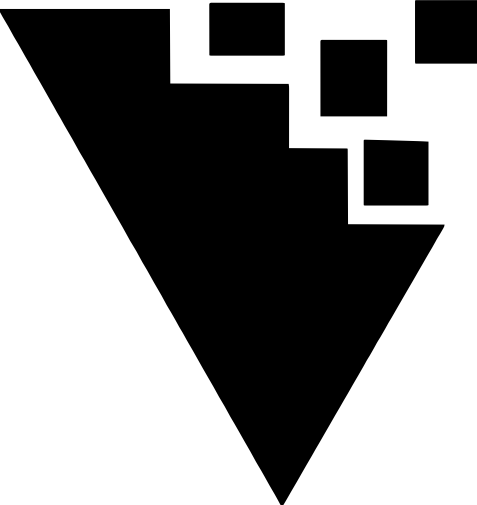


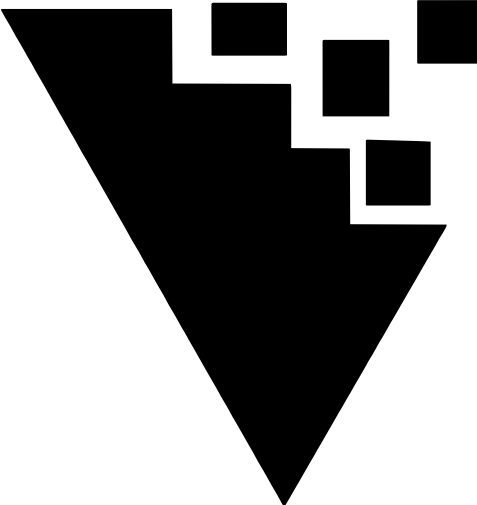
Air Pixels Brand Guide

LOGOS

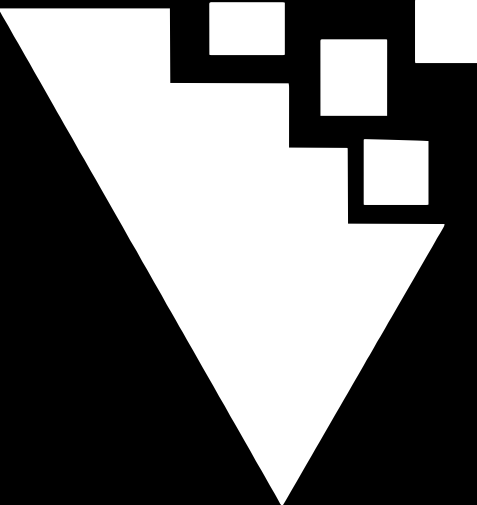
Primary Logo



Black Primary Logo



White Primary Logo



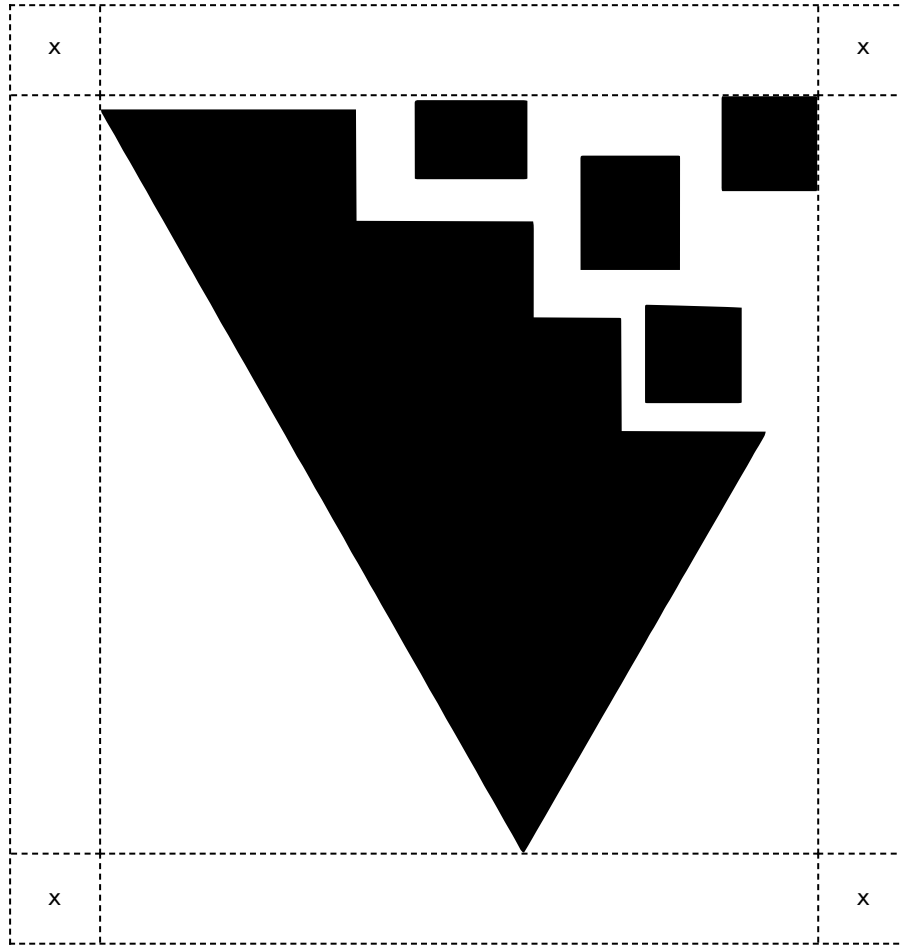
Wordmark

AIR PIXELS

Air Pixels Brand Guide

Safe Zone

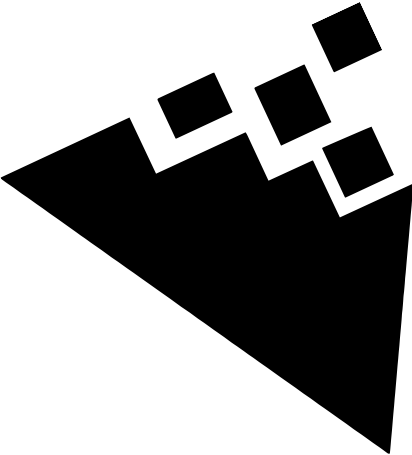
Ensure you are giving the logo the appropriate spacing to other objects. There should be space the size of 'x' between the logo and any other element



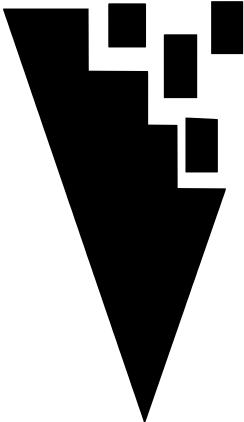
Air Pixels Brand Guide

Prohibited use of the logo

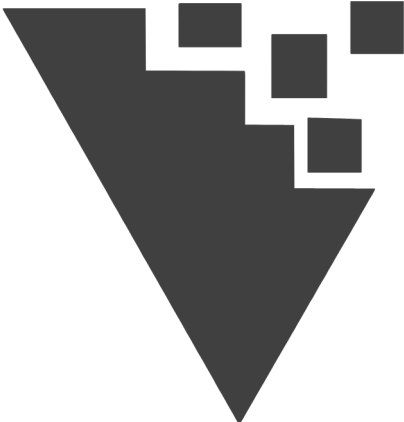
Do not rotate the logo



Do not skew or warp the logo



Do not change or alter the colors



Do not apply filters



No similar background colors



Air Pixels Brand Guide

Colors

Our primary color is Black. It is supported by Labradorite Green.



BLACK

#000000

RGB 0, 0, 0

CMYK 0, 0, 0, 100

Contrast 21.00 (AAA)



LABRADORITE GREEN

#567a80

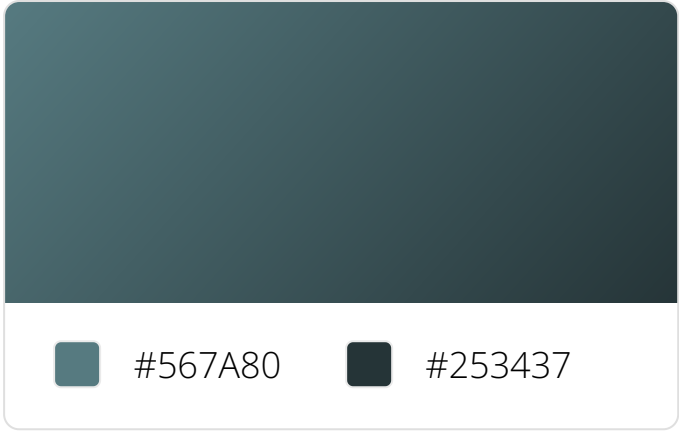
RGB 86, 122, 128

CMYK 33, 5, 0, 50

Contrast 4.68 (AA)

Air Pixels Brand Guide

Gradients



Air Pixels Brand Guide

Fonts

Aa

Space Nation

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx

Yy Zz

Aa

Poppins Regular

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx

Yy Zz

Aa

Open Sans Light

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx

Yy Zz

Air Pixels Brand Guide

Typographic Scale

Our typographic scale is built on the Major third ratio, which has a scale factor of 1.250. It ensures our text will look harmonious and avoids scenarios where it's hard to tell our headings apart.

h1 3.05em (48.828px)

Lorem ipsum

h2 2.44em (39.063px)

Lorem ipsum dolor

h3 1.95em (31.25px)

Lorem ipsum dolor sit amet

h4 1.56em (25px)

Lorem ipsum dolor sit amet, consectetur adipiscing

h5 1.25em (20px)

Lorem ipsum dolor sit amet, consectetur adipiscing

Body text 1em (16px)

Lorem ipsum dolor sit amet, consectetur adipiscing

Caption text 0.8em (12.8px)

Lorem ipsum dolor sit amet, consectetur adipiscing

Small print 0.64em (10.24px)

Lorem ipsum dolor sit amet, consectetur adipiscing