



Style Guide

Master Logo



Three logo variations are displayed below.

The first variation is just the logo by itself with no name.

The second logo is a side by side logo where the logo icon takes the place of the "A".

The third logo is just the logo by itself, but only the outline. This can be used to overlay any color I choose.

Logo Variations



Logo only

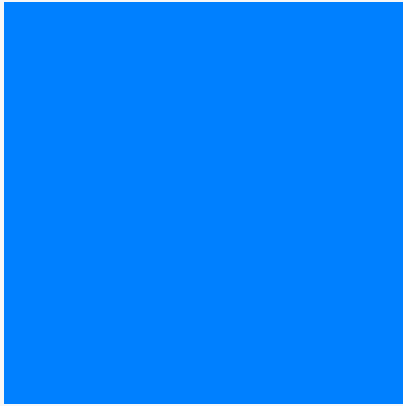


Side by side with Logo as letter



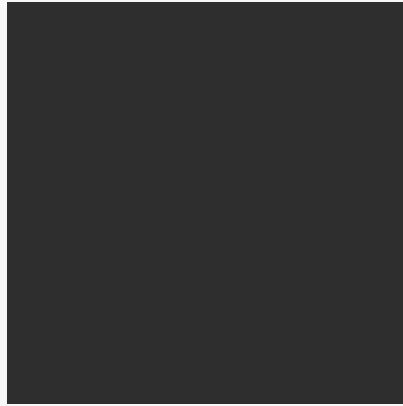
Logo only outline

Primary Colors



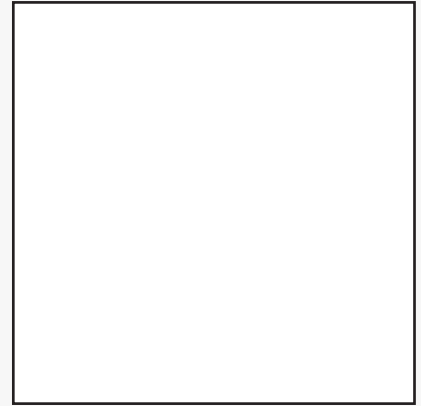
Sky Blue

#0080ff
R0 G128 B255
C100 M50 Y0 K0



Charcoal Gray

#2E2E2E
R46 G46 B46
C0 M0 Y0 K82



White

#ffffff
R255 G255 B255
C0 M0 Y0 K0

Color Palette

The color Palette for AirReel Assets will be primarily shades of blue, with charcoal gray, and splashes of white. Since it is an aviation associated brand, the blue represents the sky, white is also associated with the sky, and the charcoal gray is to offset the blue.



#0080ff
R0 G128 B255
C100 M50 Y0 K0



#2E2E2E
R46 G46 B46
C0 M0 Y0 K82



#ffffff
R255 G255 B255
C0 M0 Y0 K0



#4ea6fc
R78 G166 B252
C69 M34 Y0 K1



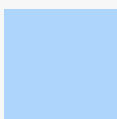
#545454
R84 G84 B84
C0 M0 Y0 K67



7ebefc
R126 G190 B252
C50 M25 Y0 K1



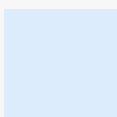
#828282
R130 G130 B130
C0 M0 Y0 K49



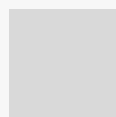
#aed5fc
R174 G213 B252
C31 M15 Y0 K1



#b5b5b5
R181 G181 B181
C0 M0 Y0 K29



#dcefcf
R220 G236 B252
C13 M6 Y0 K1



#d9d9d9
R217 G217 B217
C0 M0 Y0 K15

The primary typeface will be "Be Vietnam Pro". I will utilize 3 different versions of it. They will all differ in terms of font weight. Bolder versions will be used for headers. The secondary typeface will be Noto Sans. This typeface will be the typeface for the main copy.

Primary Typeface

"The is the light version of Be Vietman Pro"

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 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

Be Vietnam Pro Light

"This is the regular version of Be Vietnam Pro"

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 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

Be Vietnam Pro Regular

"This is a bold version of Be Vietnam Pro"

**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 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)**

Be Vietnam Pro Black

Secondary Typeface

"The secondary font is going to be Noto Sans 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 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

Noto Sans Regular

Icons



Textures / Patterns

Three textures are displayed below that may or may not be used in my brand. The first one is carbon fiber, the second one is a simple white geometric pattern, and the third one is crinkled paper.

