

**aihen**

# CORPORATE VISUAL IDENTITY

by Wazombi Labs 2018

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### 03 LOGO SIGN



**aihen** logo sign is the corner stone of the aihen brand.

The sign represents the poultry industry that hugs the IT industry.

It's not allowed to alter sign's build and proportions. When possible, always use color version of the sign.

Otherwise use single color sign - dark grey, black, or white. Color sign should be used on light background.

White sign can be used on darker background.

## 04 LOGO BUILD AND PROTECTED AREA



**aihen** logo is made of a text and a sign part.

The logo can also be used with text only or the sign only.

There must be an empty protected area around the logo. The area's width and height is the height of the 000 sign.

The empty space around the logo helps to bring out the sign.

## 05 LOGO USAGE AND MINIMUM SIZE



**aihen** logo works in CMYK, Spot, RGB, monochrome, white.

Colored version should be used on a light background. If colors cannot be used, monochrome is solution.

White should be used on dark background, photos.

The minimum size of logo is 10mm in height. Otherwise the readability suffers.

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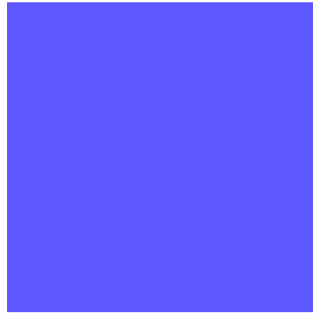
**aihen** logo uses two colors: “it blue” and “poultry orange”.

It also possible to use logo in negative, when using on black background, use white logo.

See samples above what are the best usecases.

Do not use in any other ways!

## 07 COLORS



### IT Blue

HEX: #5f57ff  
RGB: 95, 87, 255  
CMYK: 73, 68, 0, 0



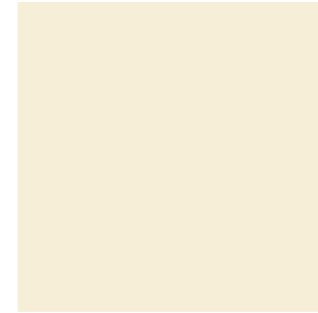
### Poultry Orange

HEX: #ff9300  
RGB: 255, 147, 0  
CMYK: 0, 51, 100, 0



### Dark Blue

HEX: #000e3a  
RGB: 0, 14, 58  
CMYK: 100, 92, 41, 57



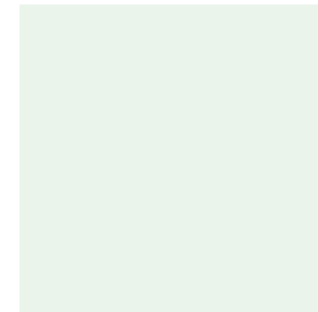
### Light Yellow

HEX: #f7eed8  
RGB: 247, 238, 216  
CMYK: 2, 4, 15, 0



### Light Blue

HEX: #f6f4ff  
RGB: 246, 244, 255  
CMYK: 2, 3, 0, 0



### Light Green

HEX: #ebf4eb  
RGB: 235, 244, 235  
CMYK: 7, 1, 7, 0

**aihen** color palette plays important role in the brand.

There are main colors and additional colors.

Main colors are "IT Blue", "Poultry Orange", "Dark Blue".

Additional colors supplement main colors and can be use in different communications.

# POPPINS

## **Poppins Bold**

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## Poppins Light

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**aihen** corporate identity uses Poppins typeface. It's is freely downloadable from web.

This typeface should be used in all communications. We have chose two variations: Bold and Light.

Bold is for using in titles and in emphasized text.

Light is also used in titles and in normal text.