



aihen

CORPORATE VISUAL IDENTITY

by Wazombi Labs 2019

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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 - blue, black, or white. Color sign should be used on light background.

White sign can be used on darker background or on a photo.



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

The logo should be used with text and sign together, but the text can be used without the sign when needed.

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

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



aihen logo should be mainly used in two colors – blue and orange.

But, in case there's need to use in a single color – blue version can be used.

Do not change these colors, unless you need to use black or white.

Logo minimum size must not be smaller than 12mm in height.



aihen logo should be mainly used in two colors – blue and orange.

But, in case there's need to use in a single color – blue version can be used.

When you use on the dark blue background, use white text logo with color sign or white.

You can use white logo on black background, too, but do not use on other colored background.



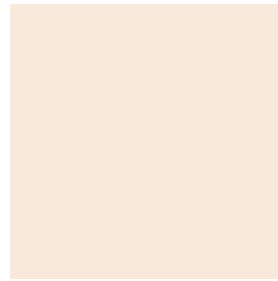
BLUE

HEX: #5c59a3
RGB: 92, 89, 163
CMYK: 75, 74, 2, 0



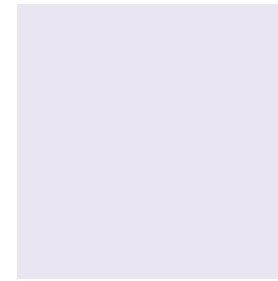
ORANGE

HEX: #f79320
RGB: 247, 147, 32
CMYK: 0, 51, 99, 0



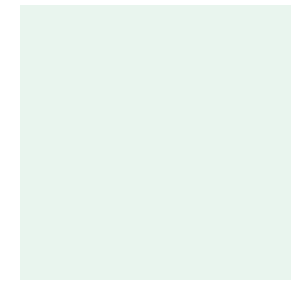
BEIGE

HEX: #f6e7d9
RGB: 246, 231, 217
CMYK: 2, 8, 13, 0



LIGHT BLUE

HEX: #e9e4f2
RGB: 233, 228, 242
CMYK: 7, 9, 0, 0



LIGHT GREEN

HEX: #e9f5ed
RGB: 233, 245, 237
CMYK: 8, 0, 7, 0

aihen color palette plays important role in the brand.

There are two main colors and multiple alternative or supportive colors used.

Main colors are blue and orange. Blue has hints on purple.

Additional colors can be used in backgrounds, graphical elements and in other communications.

Poppins

Poppins Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation consequat.

Poppins Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation consequat.

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.