



BRAND GUIDE

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LOGO USAGE

Primary Logo:

Use the full-color horizontal version of the logo.



Alternate Logo:

Use the stacked version of the logo for square or vertical formats.



Brandmark:

It is a powerful symbol that embodies our brand's essence and can be used in various applications where the full logo cannot be used due to space limitations, ensuring flexibility while maintaining brand recognition.



Monochrome Logo:

For single-color applications, use the black or white versions of the logo depending on background contrast.



Clear Space:

Maintain a clear space equal to the height of the letter “A” in the logo around all sides.





Minimum Size:

Ensure the logo remains legible by not scaling it below 40px in height for digital use.



40PX MINIMUM SAFE SIZE

COLOR PALETTE

Primary Colors

Tech Blue (#116BB3):
Use for main design elements, buttons, and accents.

Stellar Gray (#F7F8FA):
Use for backgrounds, light fills, and subtle accents.

Ebony Clay (#262D3B):
Use for text and other accents.

Tech Blue

HEX	#116BB3
RGB	17, 106, 179
CMYK	91, 41, 0, 30

Stellar Gray

HEX	#F7F8FA
RGB	247, 248, 250
CMYK	1, 1, 0, 2

Ebony Clay

HEX	#262D3B
RGB	38, 45, 59
CMYK	36, 24, 0, 77

Secondary Colors

Secondary colors serve to complement and support our primary palette, adding depth and versatility to our brand's visual expression. They create a harmonious backdrop that doesn't overpower other elements.

Incorporate secondary colors thoughtfully for accents, highlights, or smaller design elements.

HEX	#279BD0	HEX	#004A7F	HEX	#EEF6FB
RGB	39, 155, 208	RGB	0, 74, 127	RGB	238, 246, 251
CMYK	81, 25, 0, 18	CMYK	100, 42, 0, 50	CMYK	5, 2, 0, 2
HEX	#1473A8	HEX	#35C48F	HEX	#E02323
RGB	20, 115, 168	RGB	53, 196, 143	RGB	224, 35, 35
CMYK	88, 32, 0, 34	CMYK	73, 0, 27, 23	CMYK	0, 84, 84, 12

TYPOGRAPHY

USE FOR HEADLINES, TITLES, AND
ANY PROMINENT TEXT ELEMENTS.

Brand Font

Ubuntu font is a modern, humanist-style typeface developed by Dalton Maag. Designed for clarity and legibility, it features clean, rounded letterforms and a balanced geometric structure. This versatile, open-source font supports a wide range of languages and scripts, making it ideal for digital interfaces, print media, and branding. Its contemporary and approachable design reflects the open and community-driven ethos of Ubuntu.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()

Aa

UBUNTU

WEIGHTS: REGULAR, MEDIUM, BOLD

USE FOR BODY TEXT, SUBHEADINGS,
AND DETAILED DESCRIPTIONS.

Text Font

Open Sans is a widely used humanist sans-serif typeface designed by Steve Matteson and released by Google. Known for its clean, modern, and neutral design, it offers excellent readability across digital and print mediums. Open Sans supports a broad range of languages and weights, making it versatile for various design projects, including web design, user interfaces, and branding. Its open and approachable style has made it a favorite for both professional and casual applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Aa

OPEN SANS

WEIGHTS: REGULAR, SEMI-BOLD, BOLD

Usage Guidance

Maintain clear hierarchy by pairing Ubuntu for headings with Open Sans for supporting text.

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

IMAGERY

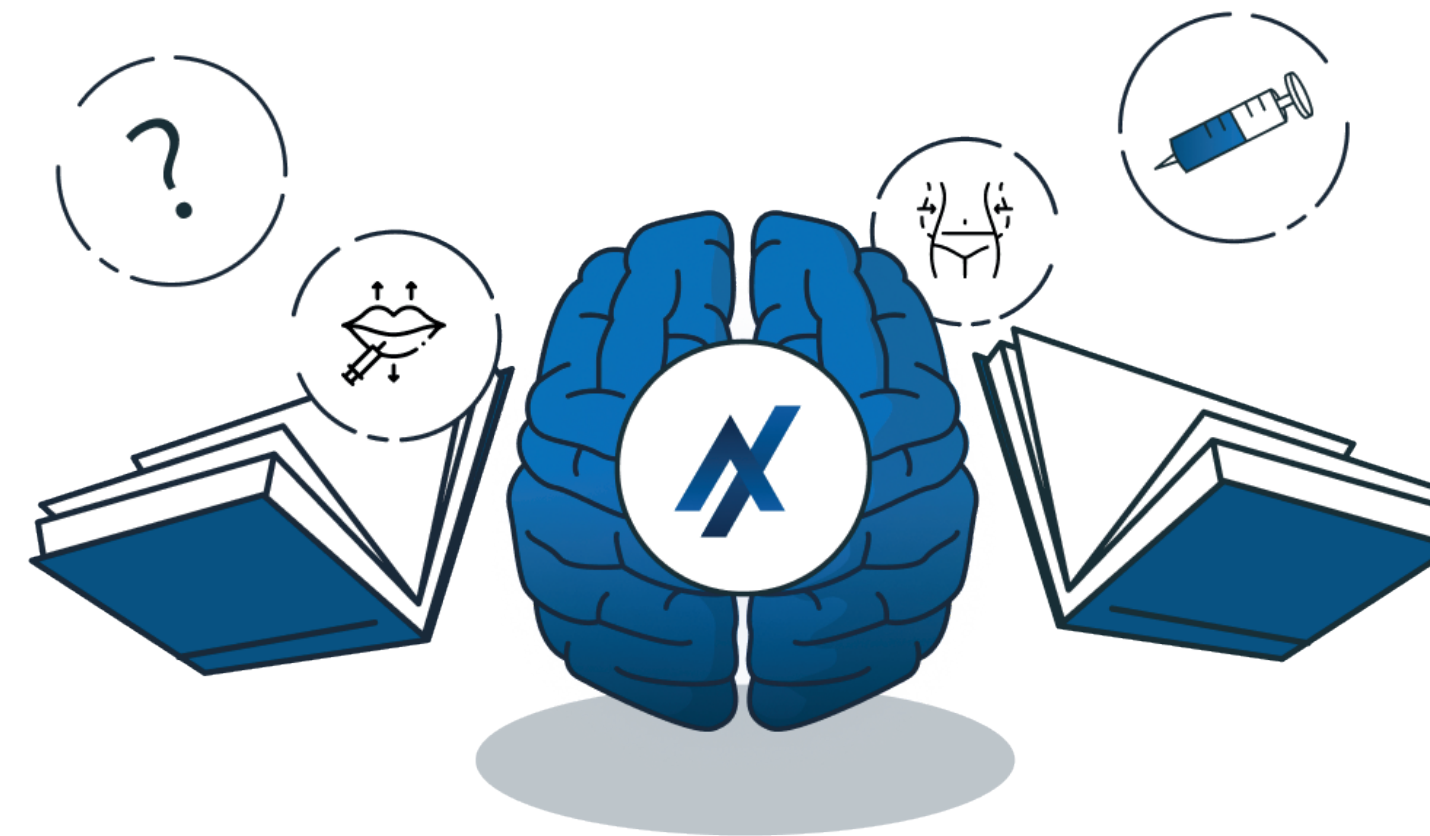
Illustrative Style:

Use animated or illustrative designs to convey approachable professionalism.



Minimalist:

Focus on clean, minimalistic illustrations with subtle gradients and light shadows.



Photography:

Include high-quality, well-lit images that feature clean, professional aesthetics.
Avoid overly busy or distracting backgrounds.



ICONOGRAPHY



⦿ Use simple, flat-style icons with a consistent line weight.

⦿ Icons should align with the illustrative theme and complement the color palette.

DESIGN ELEMENTS

Shapes and Patterns:

Incorporate rounded shapes and soft lines to reinforce an approachable and user-friendly image.

Spacing:

Use generous white space to maintain a clean and modern look.



DIGITAL GUIDELINES

Buttons:

Primary: Tech Blue with white text.
Secondary: Stellar Gray with Tech Blue text.

Forms and Inputs:

Use rounded corners and minimalistic styling.

Hover States:

Subtle animations or color shifts for interactive elements.

Primary



Secondary



Standard



Hover



On click



tone and voice

Brand Personality:

Confident, professional, approachable.

Messaging Style:

Clear and concise with a focus on value-driven benefits for users.

Consistency:

Align all written communication with Aesthetix CRM's confident and approachable tone.



FILE FORMATS

- ⦿ Use vector files (**SVG, AI, EPS**) for logos in design projects to ensure scalability.

- ⦿ Raster formats (**PNG, JPEG**) may be used for digital applications.

Guidelines **Enforcement**

All team members and partners are expected to adhere to these guidelines to ensure a consistent representation of Aesthetix CRM. For questions or access to assets, please contact the Aesthetix CRM Brand Team at hello@aesthetixcrm.com