

VISUAL GUIDELINES

SAFE MARGINS



100% Size Logo

Logo must always have the safe area around it.

The safe area must be equal to the one time space between letter "A" and "A" of AARBAY







75% Size Logo

50% Size Logo

25% Size Logo

LOGO CONCEPT



Letter A

The letter A in the logo stands for the brand initial, which makes the brand more memorable.



Infinity

The symbol depicts the eternal cycle of taking from nature and giving back to the Nature itself, as we make the recycled products remade from the waste.

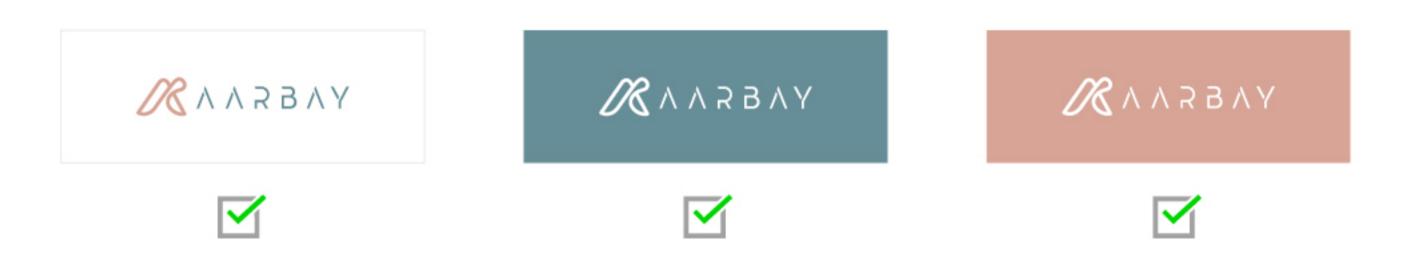


Ocean waves

The wave element in the logo signifies the Ocean and marine life, as we recycle the marine waste to make new products out of that for a healthy and sustainable ocean.

LOGO USAGE GUIDELINES

DO'S



It can be used in any color on any background

LOGO USAGE GUIDELINES DON'TS



One should not change the gap between letters

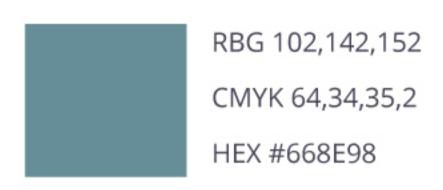


Don't Strecth the logo

COLOR PALETTE

PRIMARY COLORS

RBG 215,164,150 CMYK 15,38,36,0 HEX #D7A496





TYPOGRAPHY

PRIMARY TYPEFACE

LATO

ABCDEFGHIJKLMN OPQRSTUVWXYZ 0123456789

abcdefghijklmn opqrstuvwxyz 0123456789

Due to it's bold and crisp nature, this font family can be used well for Display text, headings & subheadings.

SECONDARY TYPEFACE

OPEN SANS

ABCDEFGHIJKLMN OPQRSTUVWXYZ 0123456789

abcdefghijklmn opqrstuvwxyz 0123456789

This elegant & clean sans-serif font family is ideal to be used for the display copy & other similar usage.

BRAND APP ICONS







100x100 px

47x47 px

16x16 px