



# 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

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## 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 Stretch the logo

# COLOR PALETTE

## PRIMARY COLORS



RGB 215,164,150

CMYK 15,38,36,0

HEX #D7A496



RGB 102,142,152

CMYK 64,34,35,2

HEX #668E98



RGB 255,255,255

CMYK 0,0,0,0

HEX #FFFFFF

# TYPOGRAPHY



## PRIMARY TYPEFACE

LATO

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

abcdefghijklmn  
opqrstuvwxyz  
0123456789

Due to its 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

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100x100 px



47x47 px



16x16 px