**PRIMARY LOGO**
This is our primary logo and should be used wherever possible.

**COLOR SCHEME**

- **HEX: #c34039**
  - RGB: 195 64 57
  - CMYK: 11 96 91 2
  - Pantone: Pantone 180 C

- **HEX: #78c7f0**
  - RGB: 120 199 240
  - CMYK: 55 1 0 0
  - Pantone: Pantone 292 C

- **HEX: #2b487b**
  - RGB: 43 72 123
  - CMYK: 97 78 24 8
  - Pantone: Pantone 7685 C
VARIATIONS
In the instance where the full-color logo cannot be used, there are two variations available.

SPACING
Always preserve clear space around the Aether logo. It is required to provide clarity and breathing room.
COLOR
Changing the logo color is strictly not permitted. The Aether logo should be used in its full color option or all-black or all-white when required.

ELEMENTS
Changing the Aether logo elements is strictly not permitted.

SCALING
Scaling or stretching the Aether logo away from its normal proportions is strictly not permitted.