

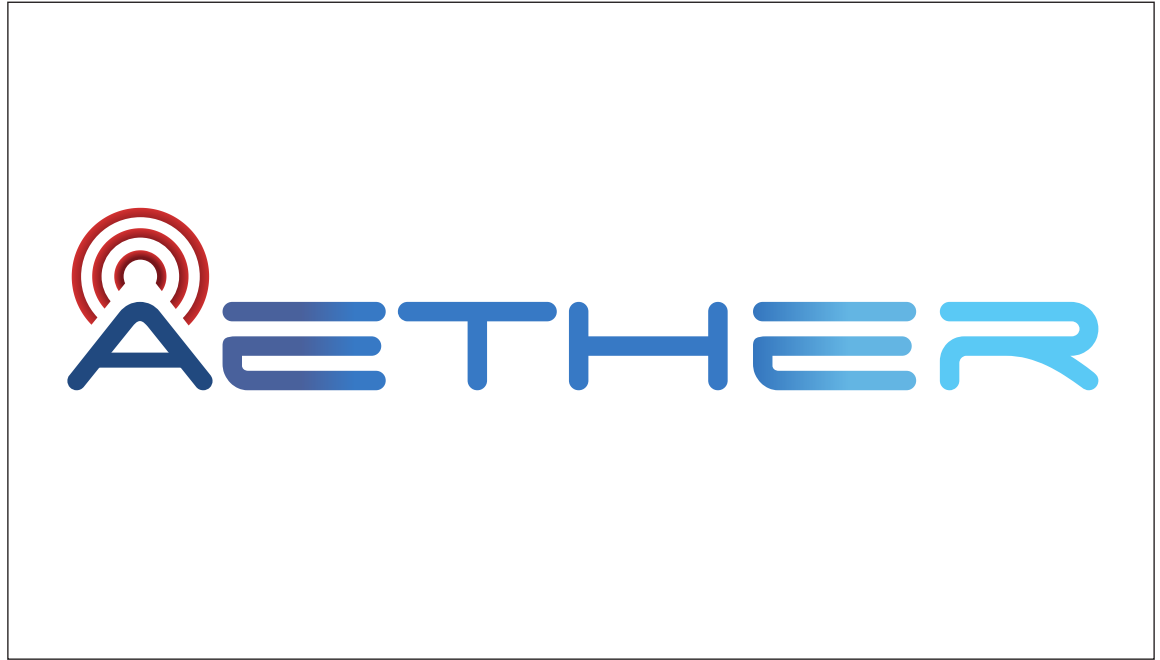


BRAND GUIDELINES

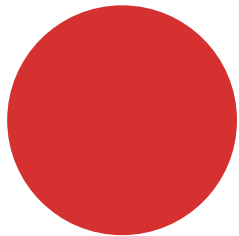
JUNE 2024

PRIMARY LOGO

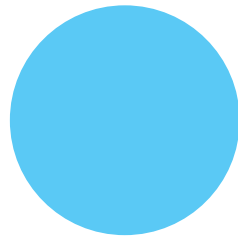
This is our primary logo and should be used wherever possible.



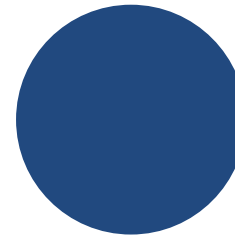
COLOR SCHEME



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 can not 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.

