




Primary Brand Colours

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Indigo: #12173A
 Main background colour
- 
Aion Purple: #4221cc
 Main Logo colour, as well as colour for header text, subheader text and buttons
- 
Aion Green: #5af0bd
 Logo accent colour, to be used **extremely sparingly** outside of this context



Primary Brand Fonts

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&*^&*()

Myriad Pro Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&*^&*()

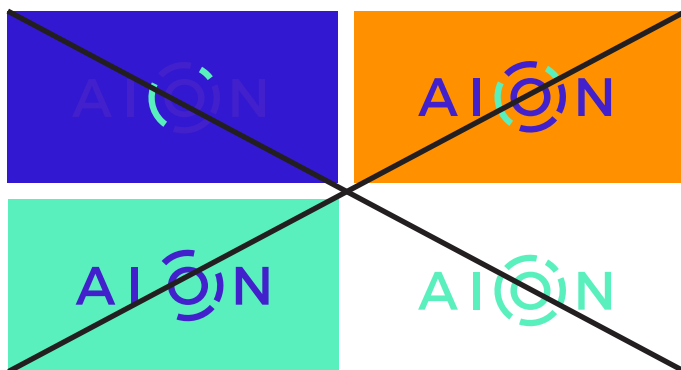
Clear Space

The protected zone around the logo comprises the height of the inner O on each side of the logo. Guarding this space ensures that the Aion logo can be featured without any other logos or information. No major elements may be positioned within this protected zone, including the trim edge of the paper.

Aion Logo Dos



Aion Logo Don'ts



Dos and Don'ts

Only show the logo on the colours used in this style guide, either the dark blue on print or other collateral or white in other instances.

Do not use the logo on colours similar to the colours within the logo, to other colours not described in the style guide, and do not change the colour of the logo.

This will ensure a consistent and cohesive brand across all digital platforms and print collateral.

Minimum Width: 70 px
 1.85 cm

