

Version 3.0

December 2023

Brand Guidelines

Aryel

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AR for all
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Aryel Innov8rs branding

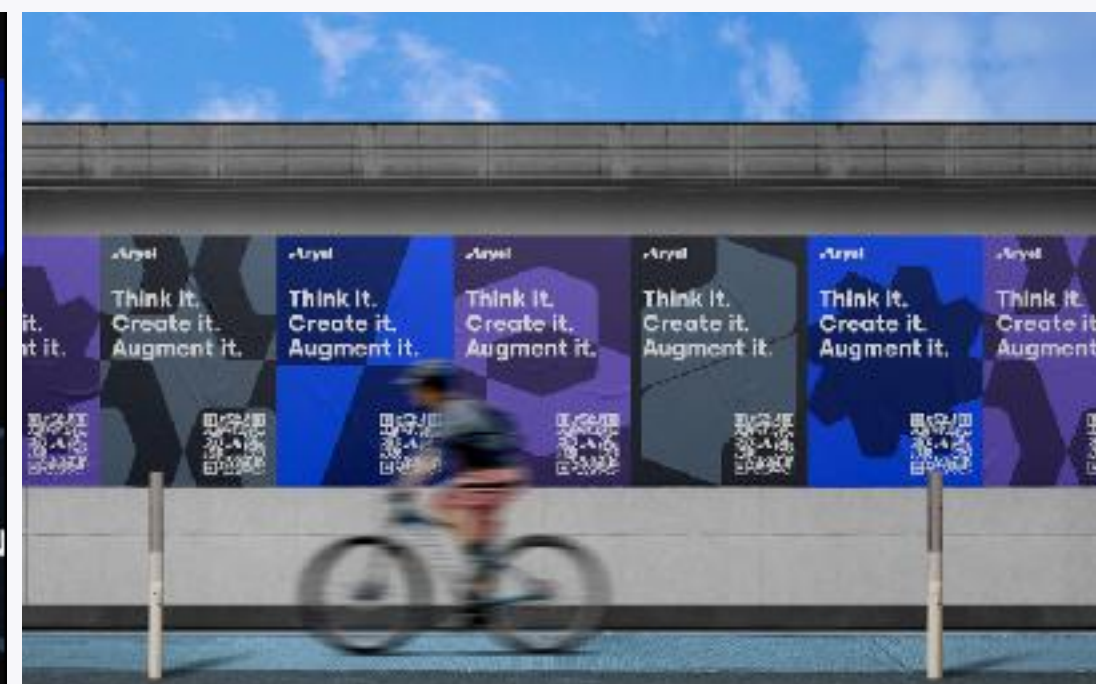
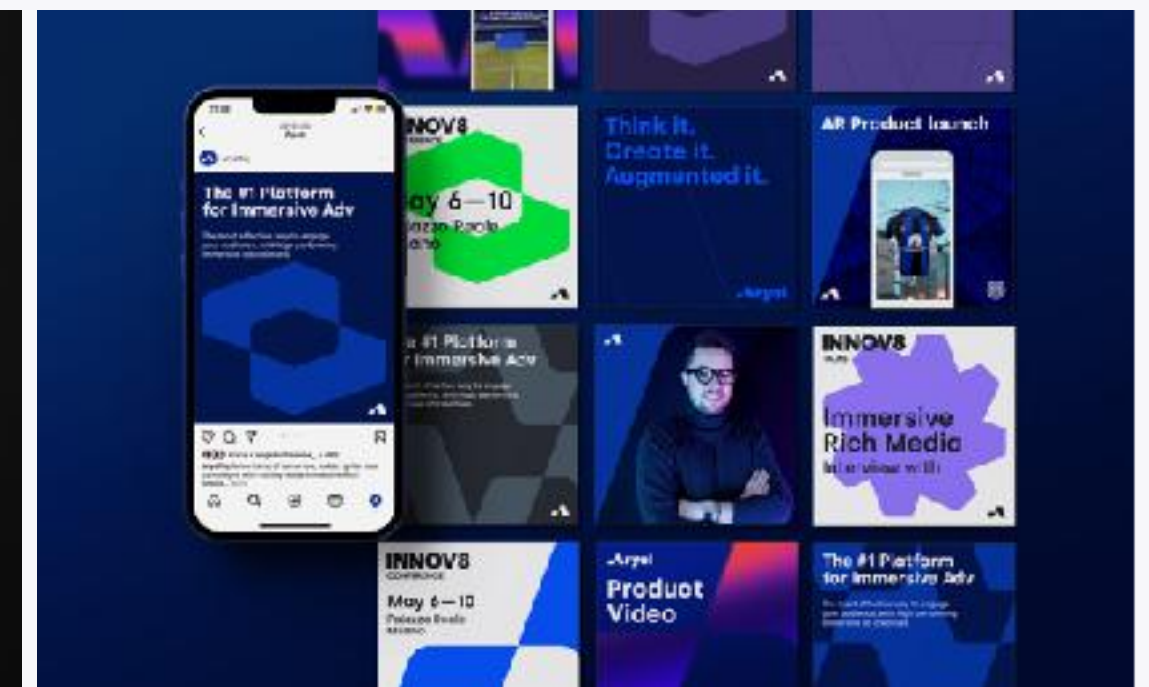
10. Offboarding

Contact information

A new brand identity to be bold, modern and scalable.

Design system

The design system inspired by the brand framework and brand characteristics. It's designed to enhance consistency while allowing flexibility across various mediums. System elements may be combined in various ways to create distinct expressions, from simple and elegant to bold and energetic. The spacious and structured approach to composition helps each application feel more open, inviting and inspiring — reflecting our brand personality and connecting all that we do.



Logo

Aryel

Logo

Logo full colour

The Aryel logo consists of two elements.
The pictogram "A" and the wordmark "ryel".



Logo

Logo positive and negative

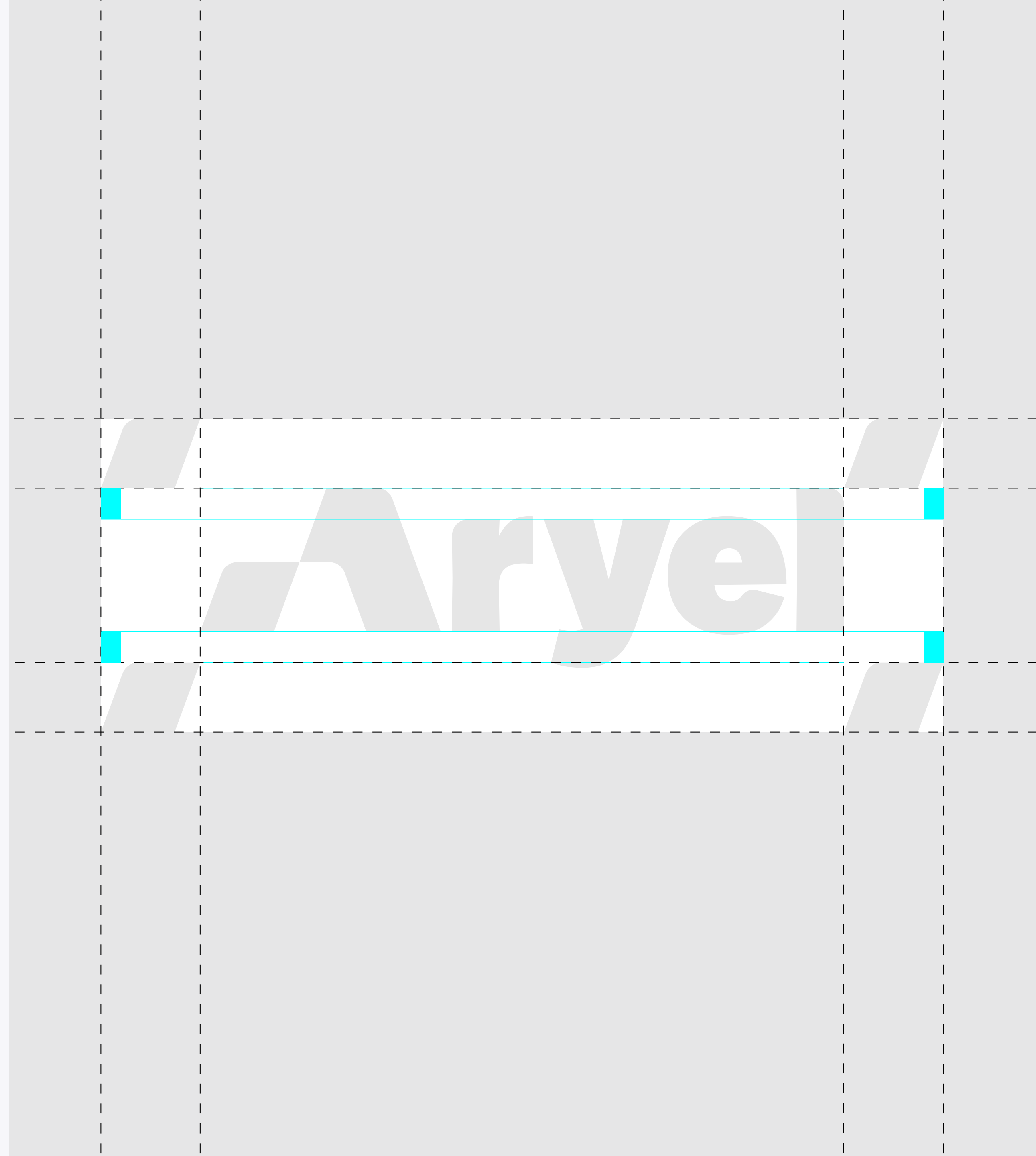
The black and white logo may be applied to any solid coloured background as long as visual integrity is maintained.

The image shows the 'Aryel' logo in a bold, sans-serif typeface. The letter 'A' is stylized with a thick, slanted left stroke that tapers to a point. The rest of the letters are solid black. The logo is centered horizontally against a plain white background.This image shows the 'Aryel' logo in white, set against a solid black background. The stylized 'A' and the overall font structure are identical to the previous image, but the color scheme is inverted to create a negative effect.

Logo

Construction and clear space

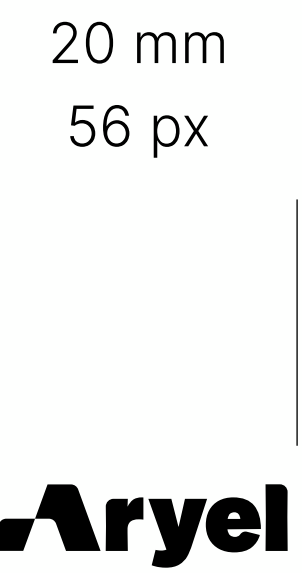
This grid represents the space around the logo that must necessarily remain free.
No other typography, text, graphic and/or photographic element may overlap the logo.



Logo

Minimum size

Aryel logo should appear no smaller than 20 millimetres
or 56 pixels wide.



Logo

Pictogram full colour

The pictogram can exist separately.



Logo

Pictogram

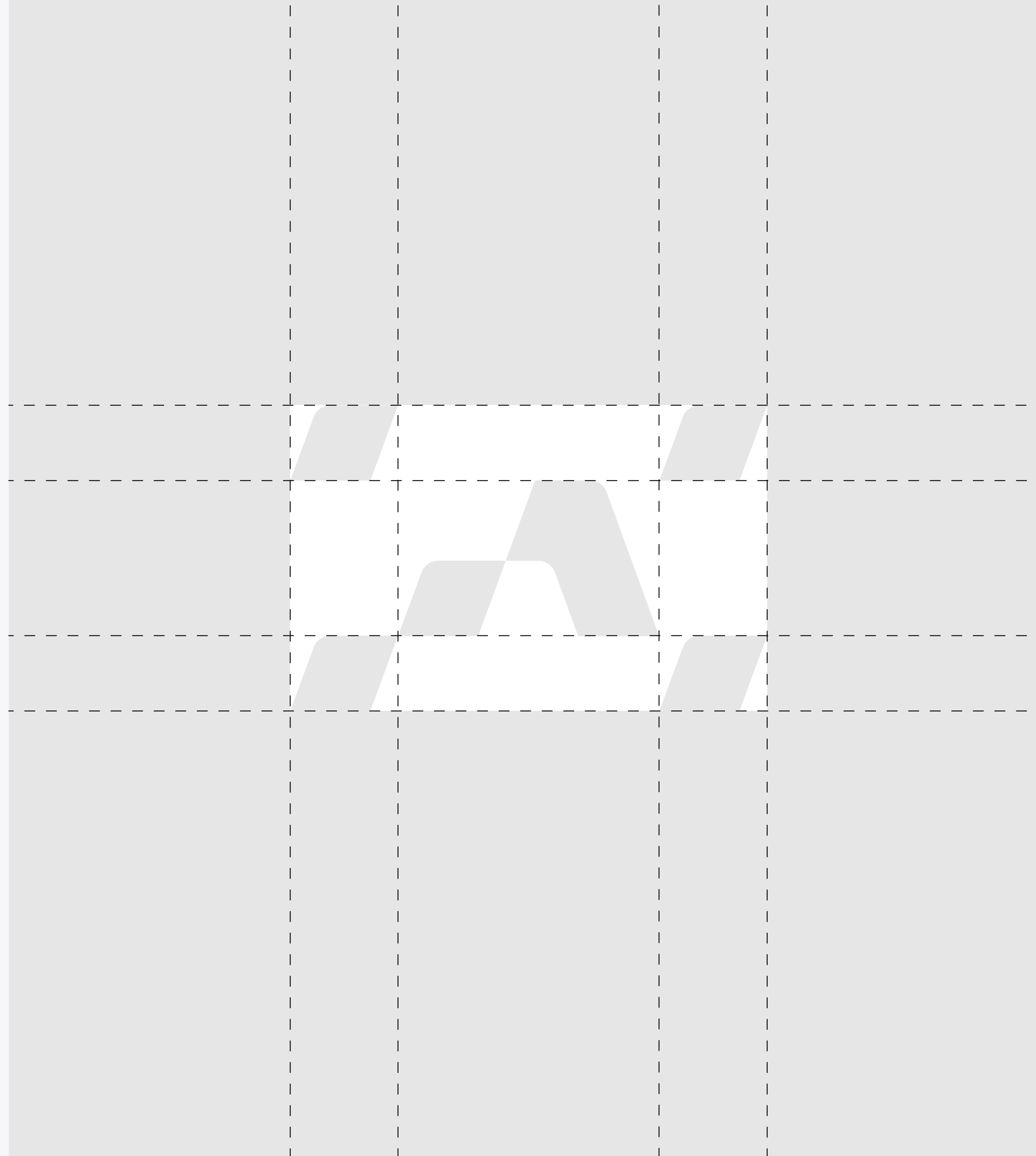
The pictogram can exist separately.



Logo

Construction and clear space

No other typography, text, graphic and/or photographic element may overlap the pictogram.

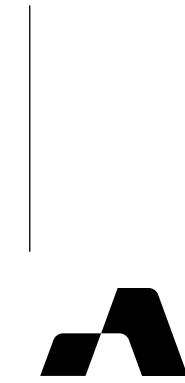


Logo

Minimum size

Aryel pictogram should appear no smaller than 10 millimetres or 28 pixels wide.

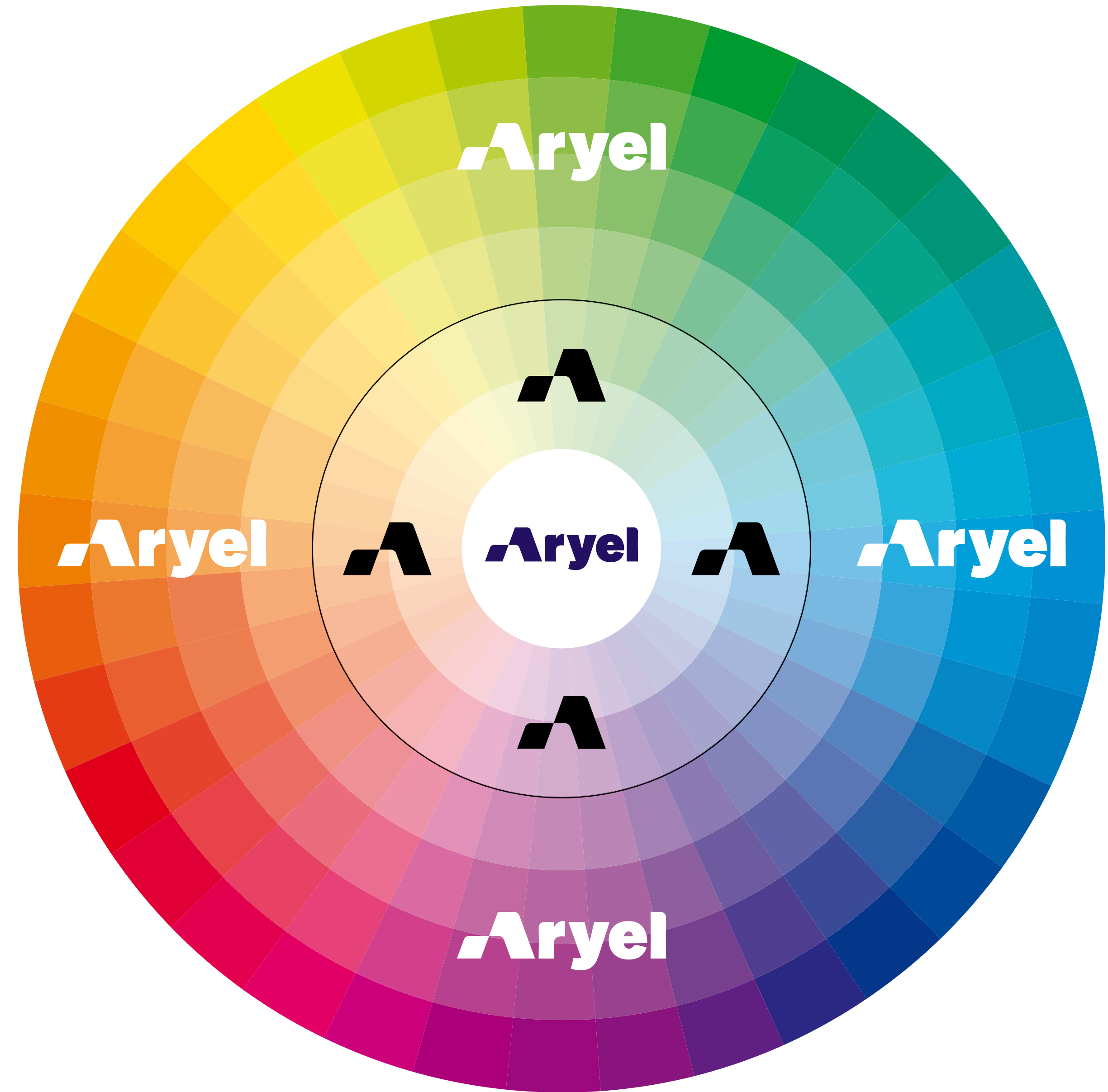
10 mm
28 px



Logo

Logo on colour BG

Aryel logo could be placed on colour backgrounds only in white version. This occurs only if the background colors are not corporate colors.



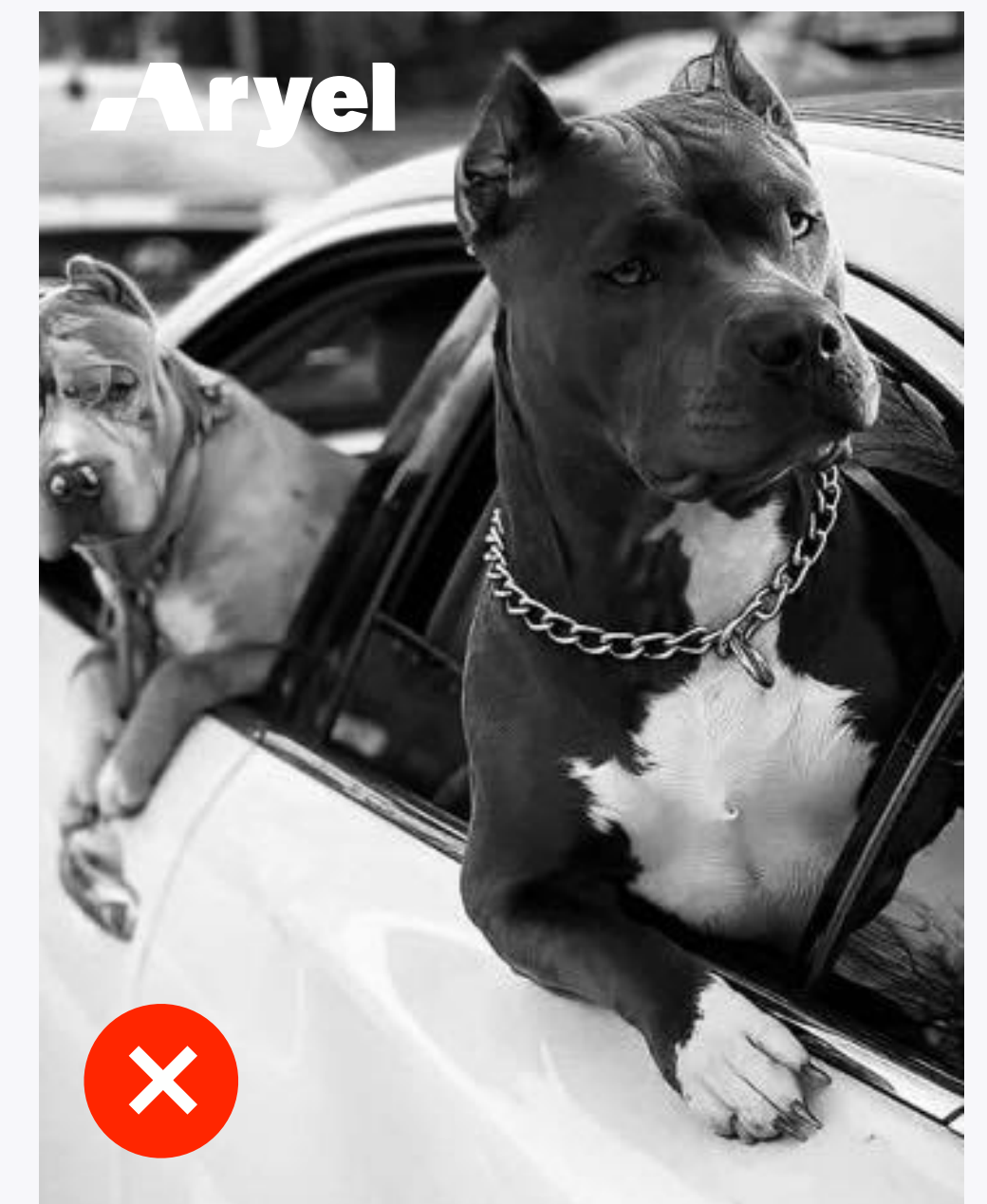
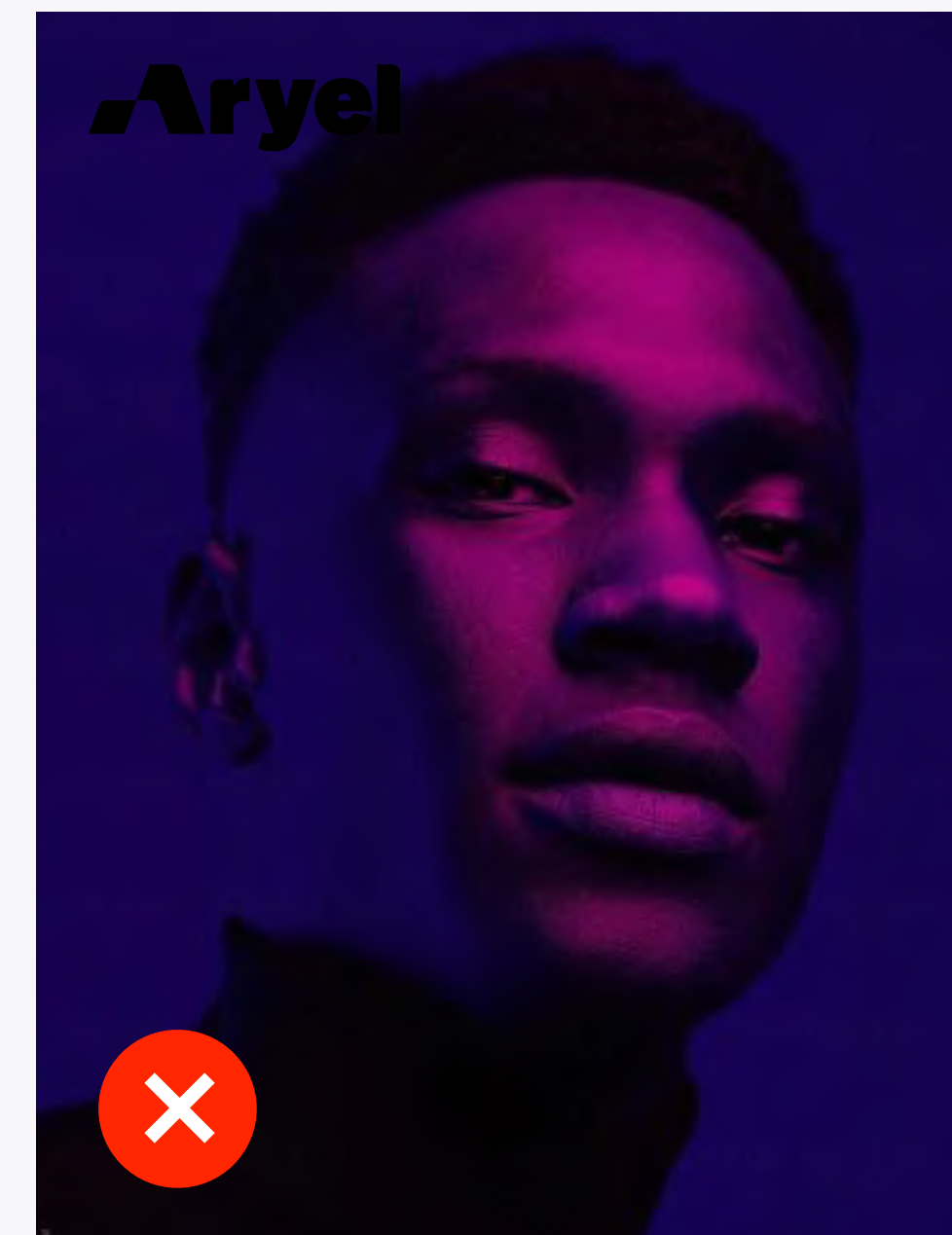
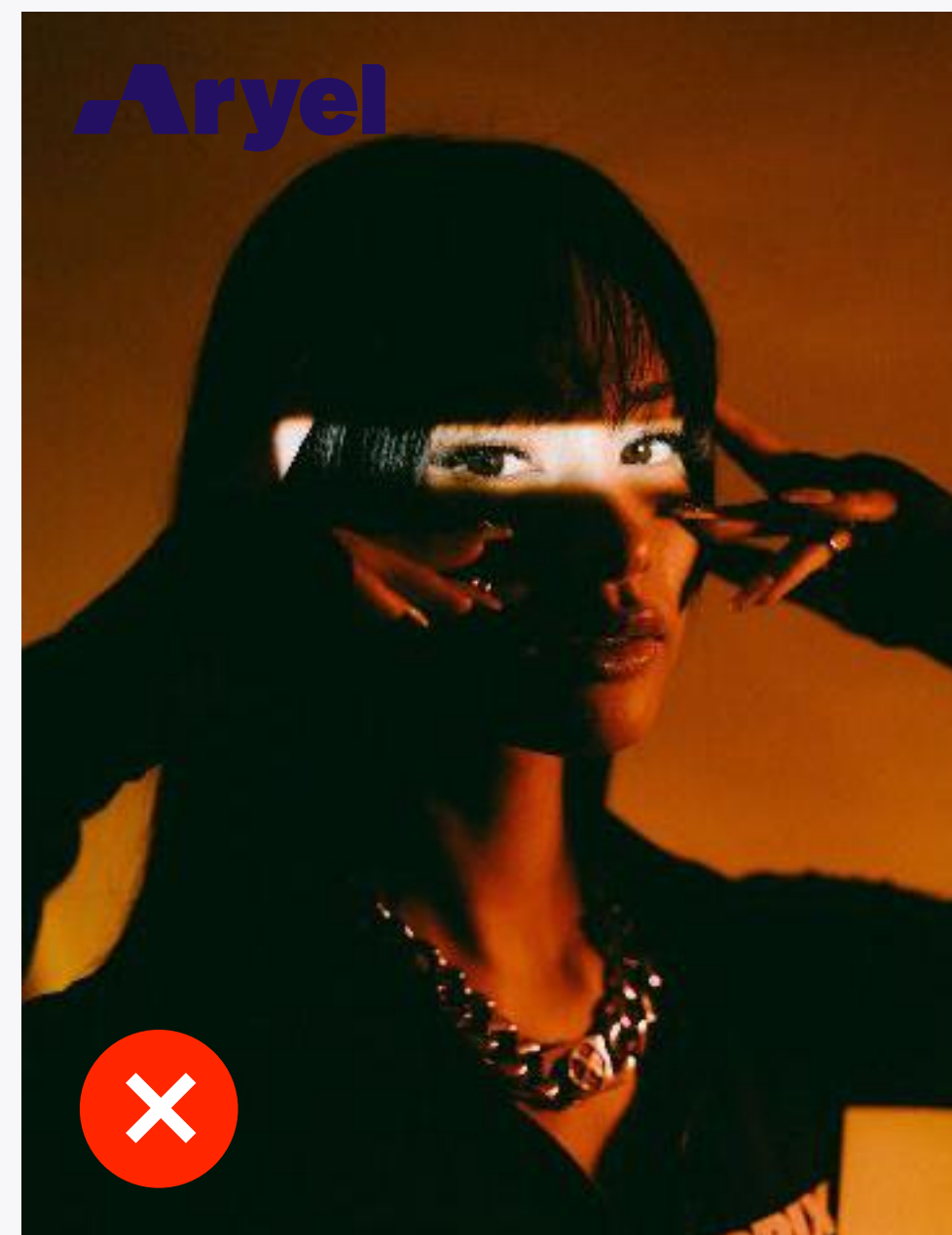
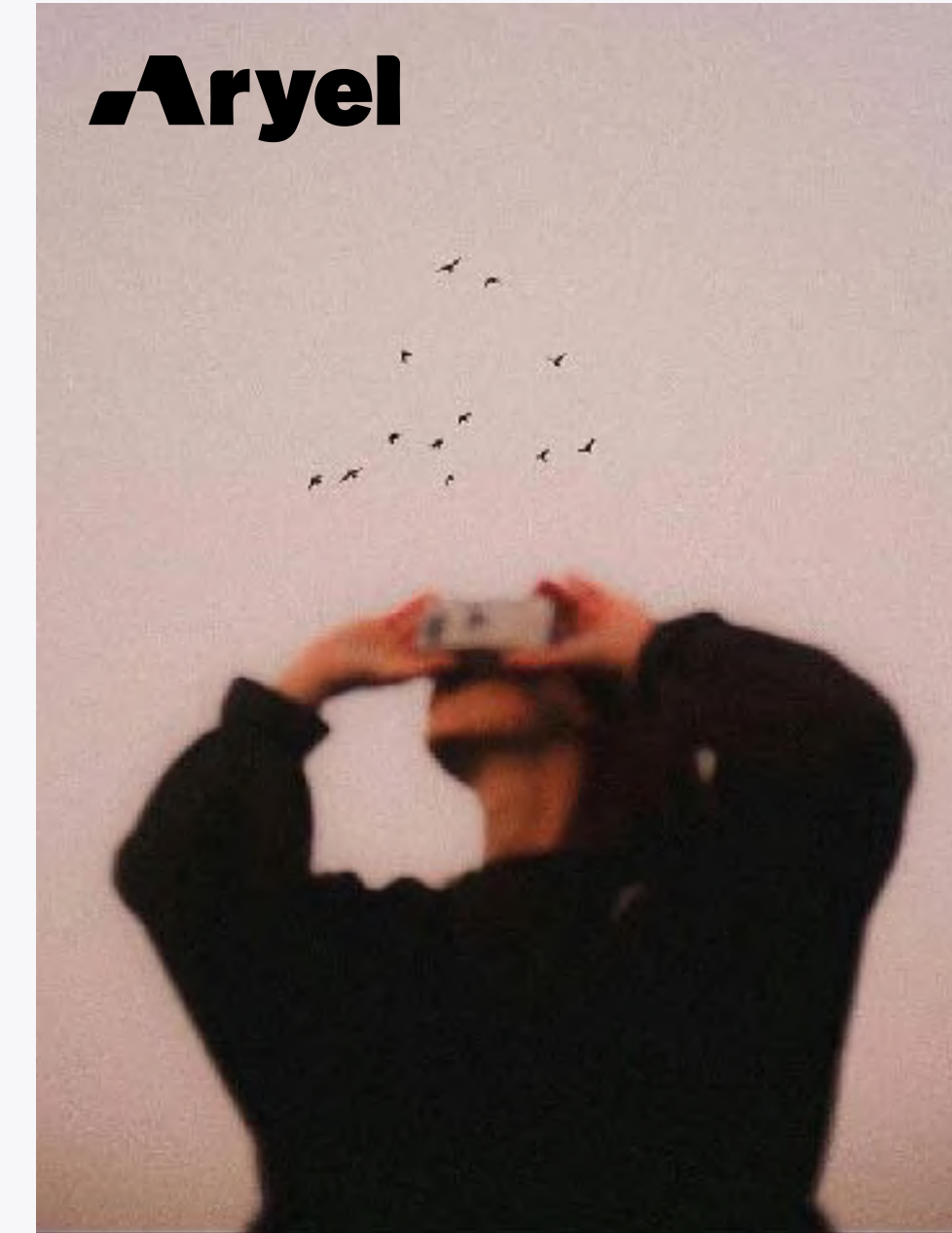
Logo

Logo on images

When placing the logo on a photograph, ensure legibility is maintained. Do not modify any colours within the rings to create contrast.

Applying on light backgrounds

The full-colour logo may be applied on light backgrounds in photographs as long as legibility is not impacted. As a general rule, a light background in a photograph should not include a tint of black that is darker than 5%.



Logo

Misuse

Do not apply unauthorised one-colour versions.



Do not add drop shadow.



Do not modify any colours.



Do not rotate.



Do not deform parts of the logo.



Do not place any elements over the logo.



Do not fill with imagery.



Do not add gradients.



Do not distort.



Colours

Colours

Aryel colours

Our colour palette is bold, bright, cheerful and vibrant.
It's an important part of creating a distinctive and memorable
Brand and conveys a sense of fun and creativity.

Aryel Brand Identity

HEX: 021751
RGB: 2, 23, 81
CMYK: 100, 92, 40, 39

HEX: 0536A8
RGB: 5, 54, 168
CMYK: 99, 81, 0, 0

HEX: 0855FF
RGB: 8, 85, 255
CMYK: 87, 65, 0, 0

HEX: 2E254F
RGB: 46, 37, 79
CMYK: 94, 94, 34, 36

HEX: 554591
RGB: 85, 69, 145
CMYK: 80, 80, 4, 0

HEX: 9578FF
RGB: 149, 120, 255
CMYK: 60, 56, 0, 0

HEX: 1A2027
RGB: 26, 32, 39
CMYK: 86, 72, 56, 73

HEX: 3E4D5C
RGB: 62, 77, 92
CMYK: 76, 58, 43, 37

HEX: 80A0BF
RGB: 128, 160, 191
CMYK: 55, 29, 15, 2

HEX: E2144A
RGB: 226, 20, 74
CMYK: 2, 98, 58, 0

HEX: FF6643
RGB: 255, 102, 67
CMYK: 0, 71, 71, 0

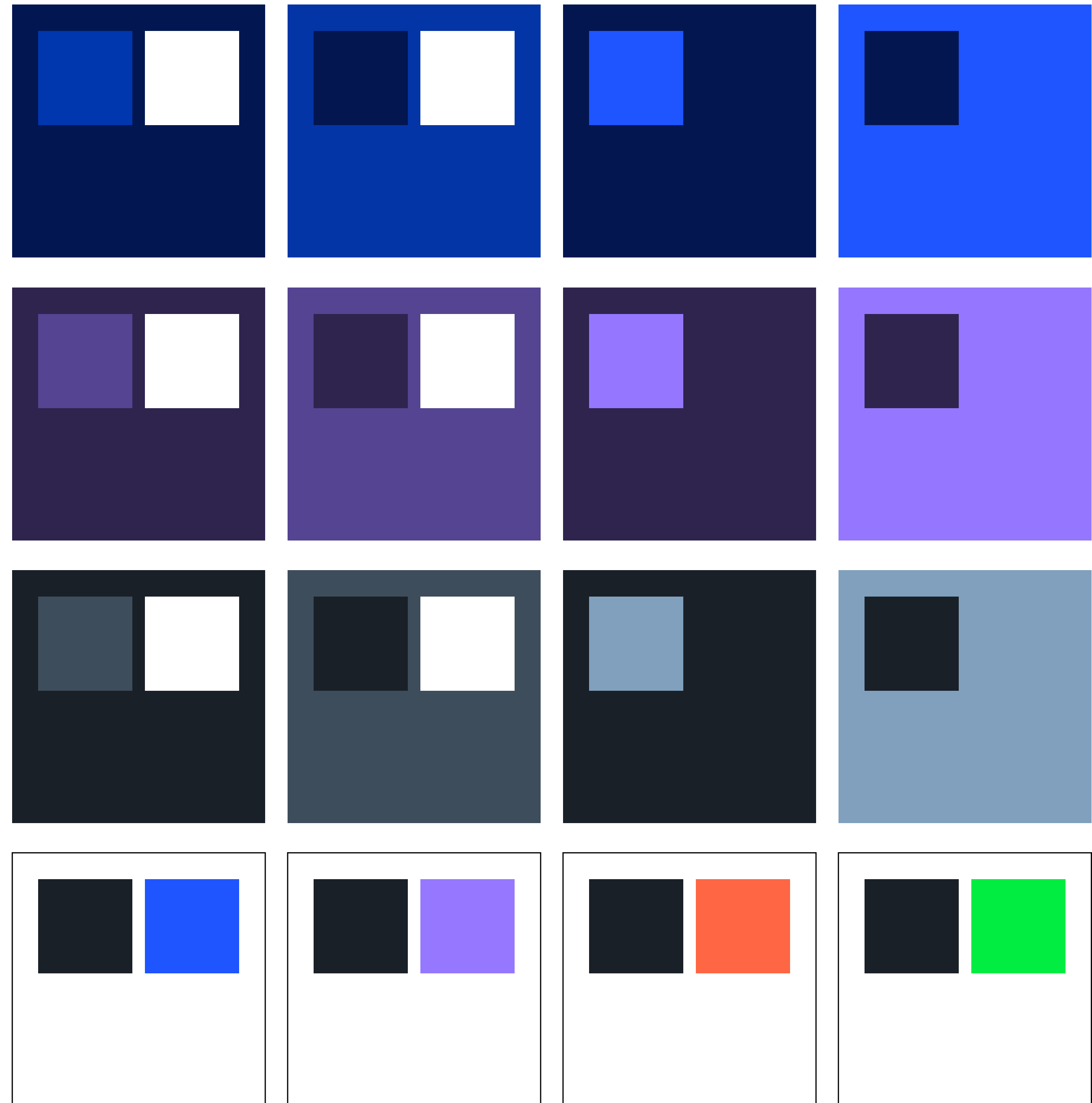
HEX: 00ED41
RGB: 0, 237, 65
CMYK: 66, 0, 100, 0

HEX: eb47f5
RGB: 235, 71, 245
CMYK: 41, 71, 0, 0

Colours

Colour pairings

These are possible colour combinations with good contrast and are pleasant for eye. When pairing colours, always consider the intensity and the colours that come from the surrounding elements, e.g. photography, geometric shapes, etc.



Typography

Typography

Character overview

Typography is a foundational element in our identity. The high-contrast use of typography is an essential component of creating a reliable and recognizable brand.

Our typeface is called **Silka**, it is perfect for big and small sizes assuring high legibility on print and digital media.

Silka
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Silka
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Silka
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Silka
Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**Silka
Extra Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**Silka
Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Typography

Hierarchy

We use typography actively and boldly to ensure legibility and create high contrast.

H2 will tend **to be half the points** of H1.

In addition, H2 will have a weight that is **twice less** than H1. For example, if H1 is **black** then H2 is **Semibold** and the H3 is Regular.

Aryel Brand Identity

H1

Unleash the power of augmented reality.

H2

Aryel empowers agencies and brands to create, scale, and optimize top-notch display ads with the power of 3D & Augmented Reality.

H1

Unleash the power of augmented reality.

H2

Aryel empowers agencies and brands to create, scale, and optimize top-notch display ads with the power of 3D & Augmented Reality.

H1

Unleash the power of augmented reality.

H2

Aryel empowers agencies and brands to create, scale, and optimize top-notch display ads with the power of 3D & Augmented Reality.

Graphics

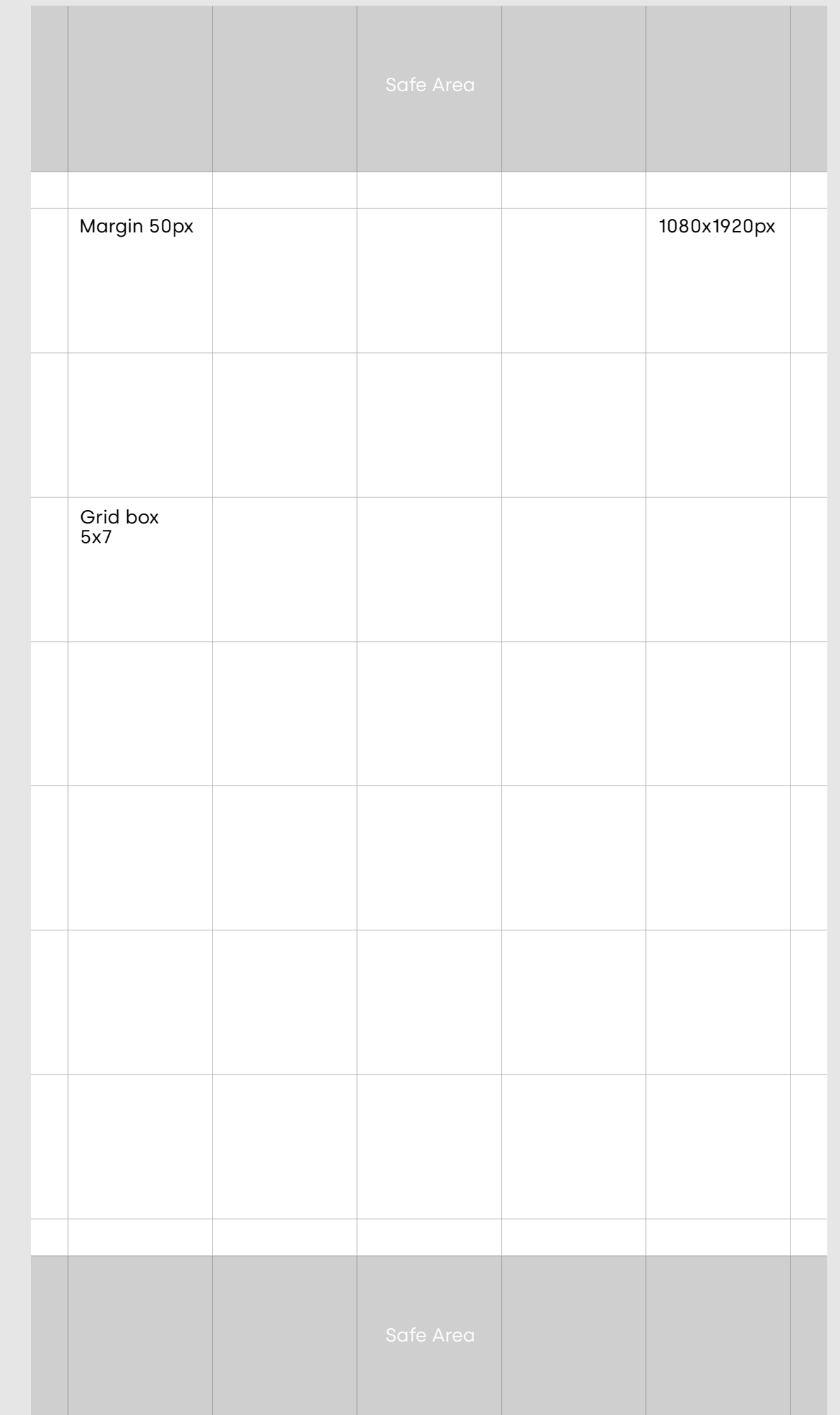
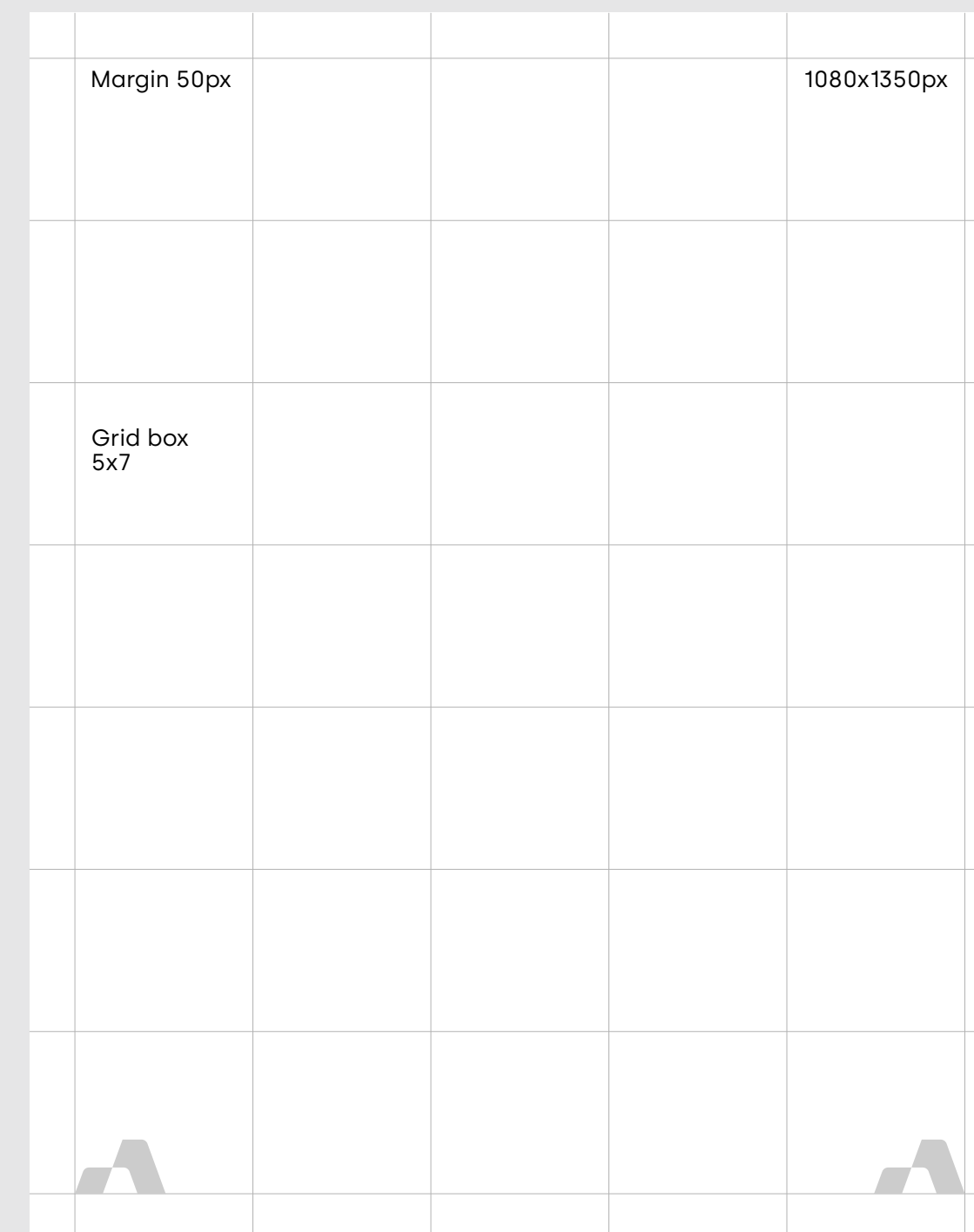
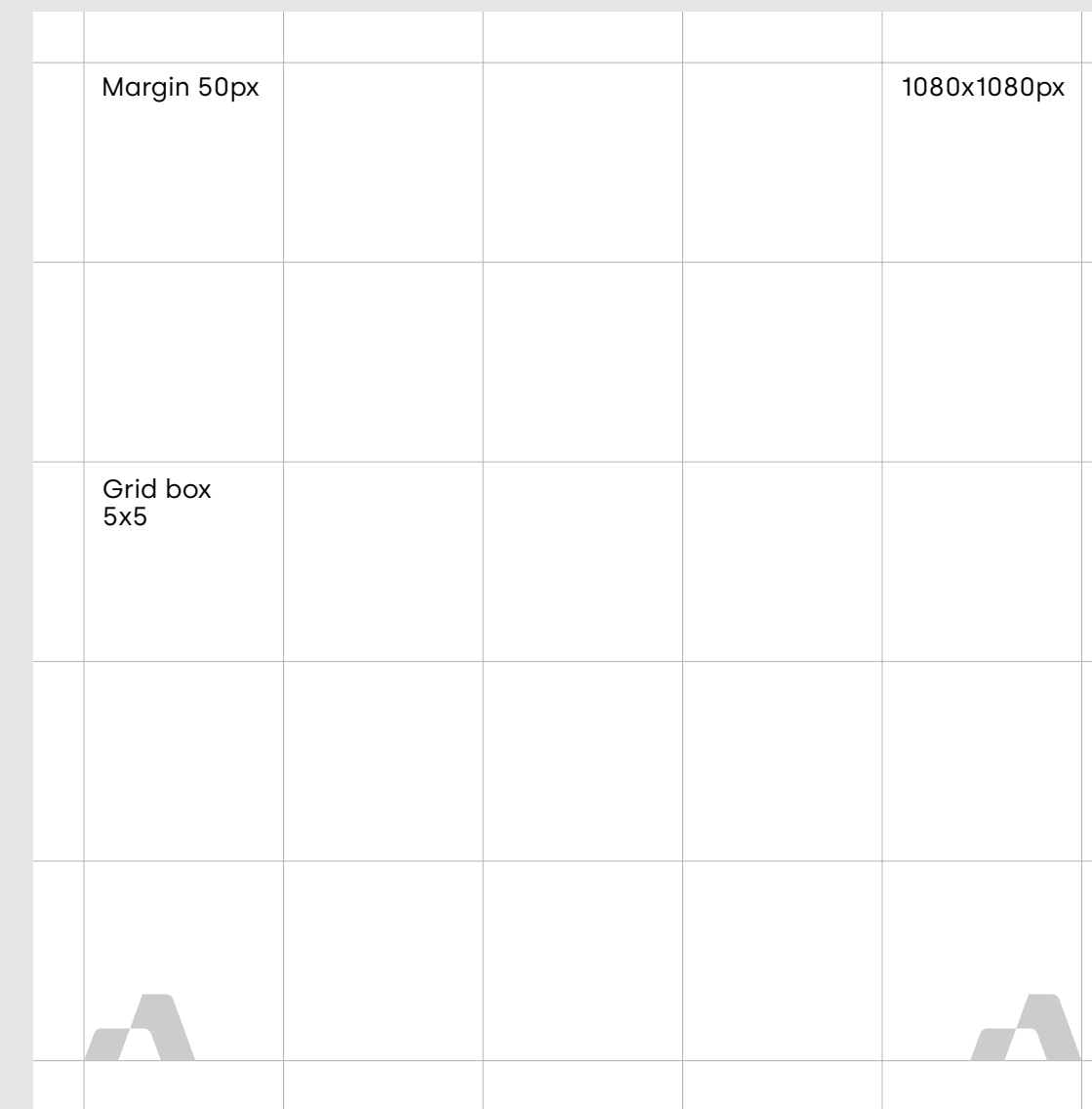
Social Grid

The grid is a key tool for creating consistency and optimizing asset realization processes. It will be used as a guiding element during the realization of digital and print assets.

Here on the right are examples with social formats.

The logo should be placed in the corners of the content, allowing for margins. If there is copy in the post, the text should be at the top left and the logo at the bottom right.

In instagram stories, the logo is not necessary.

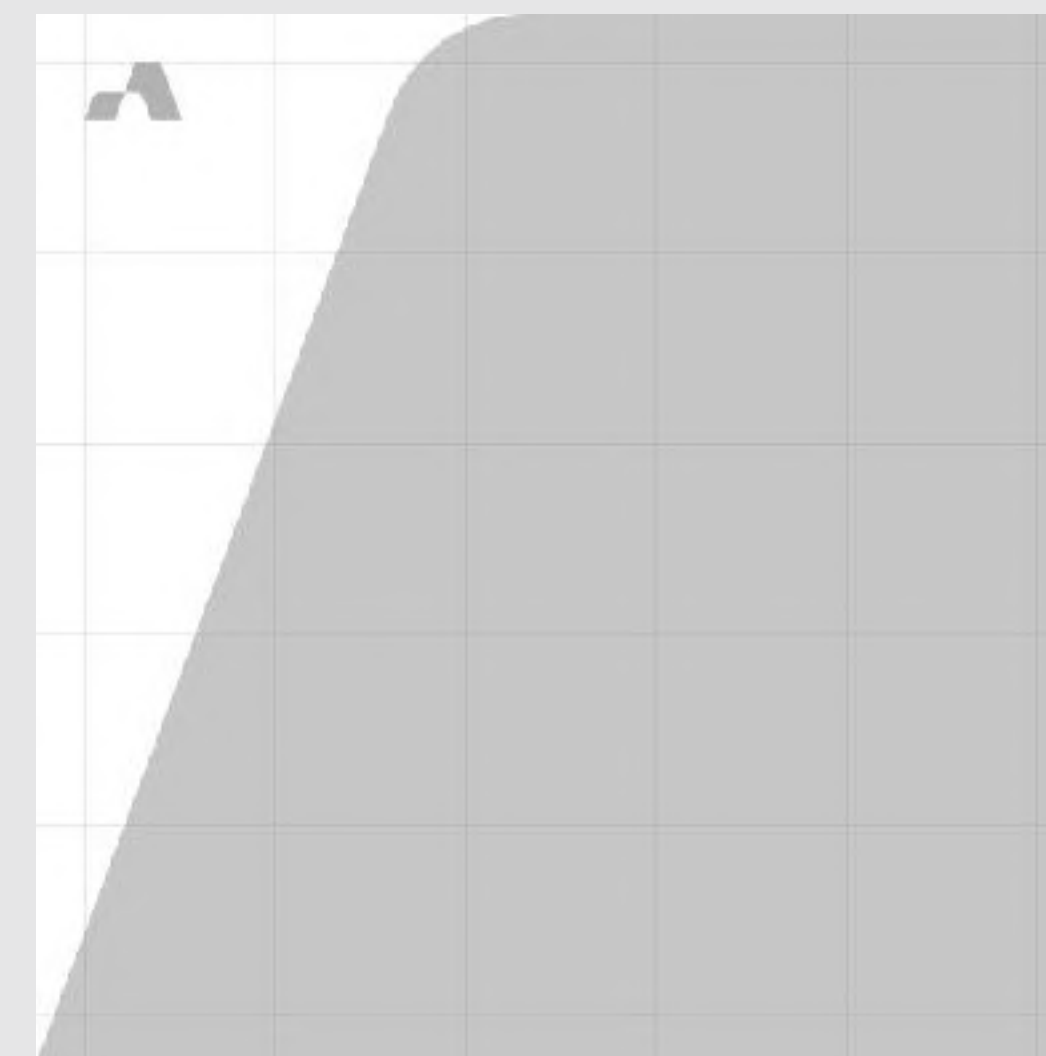
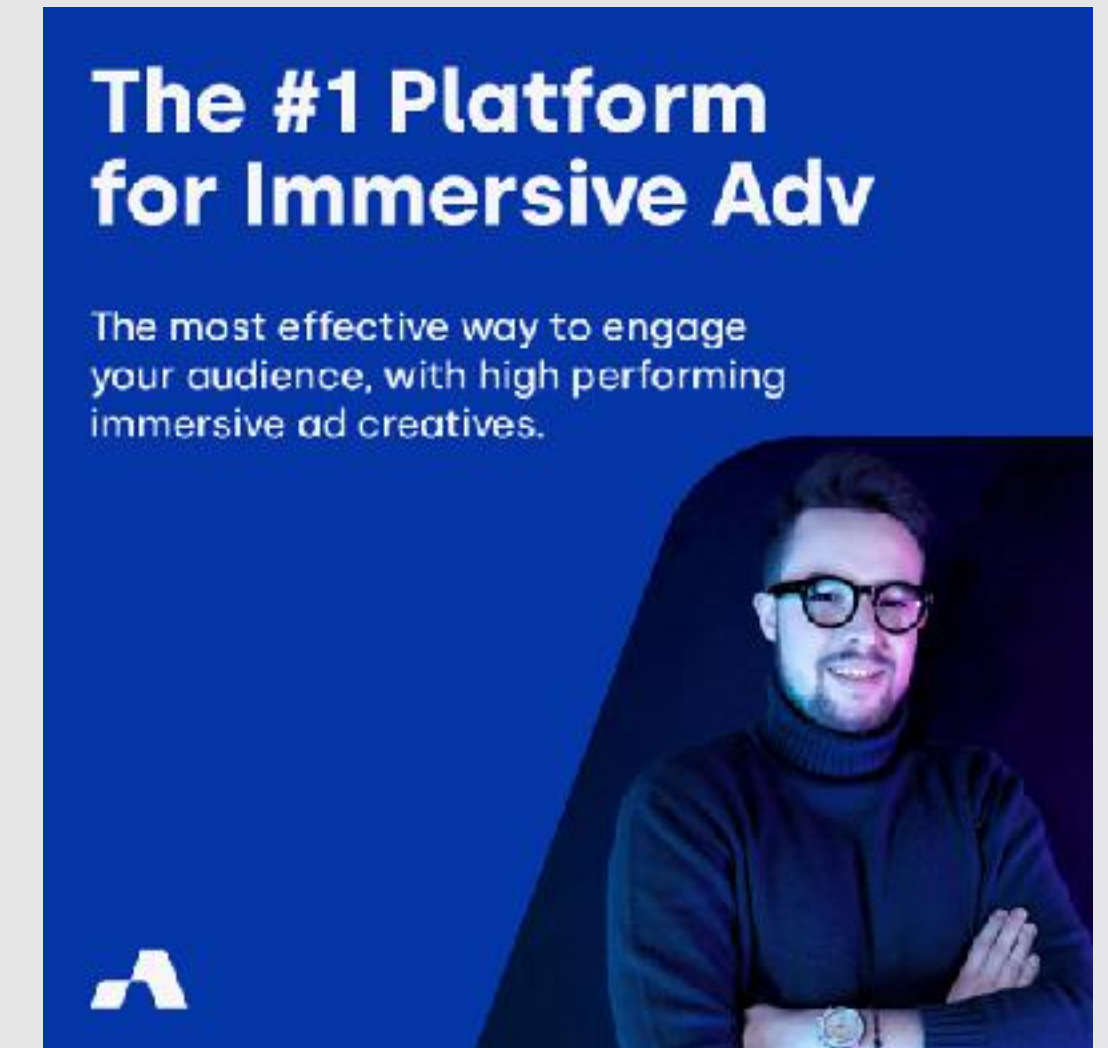
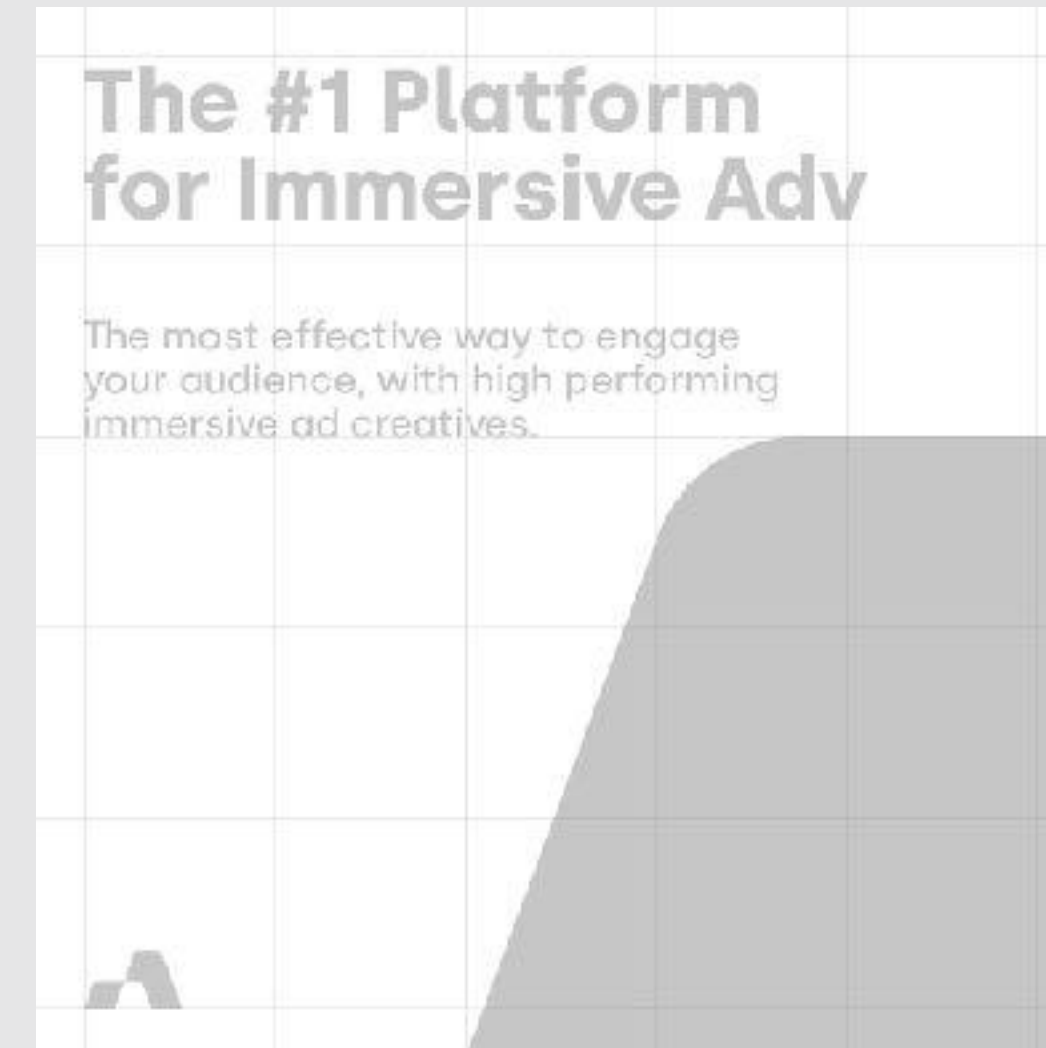


Dynamic Masking

We will exploit the shape of the logo to create masks in which to insert images and graphics.

To create flexibility and variation in identity, simple shapes with a curvature in the upper right corner can also be used to call out the logo.

The examples on the right was done on a 1080x1080 format but can be declined in all formats.

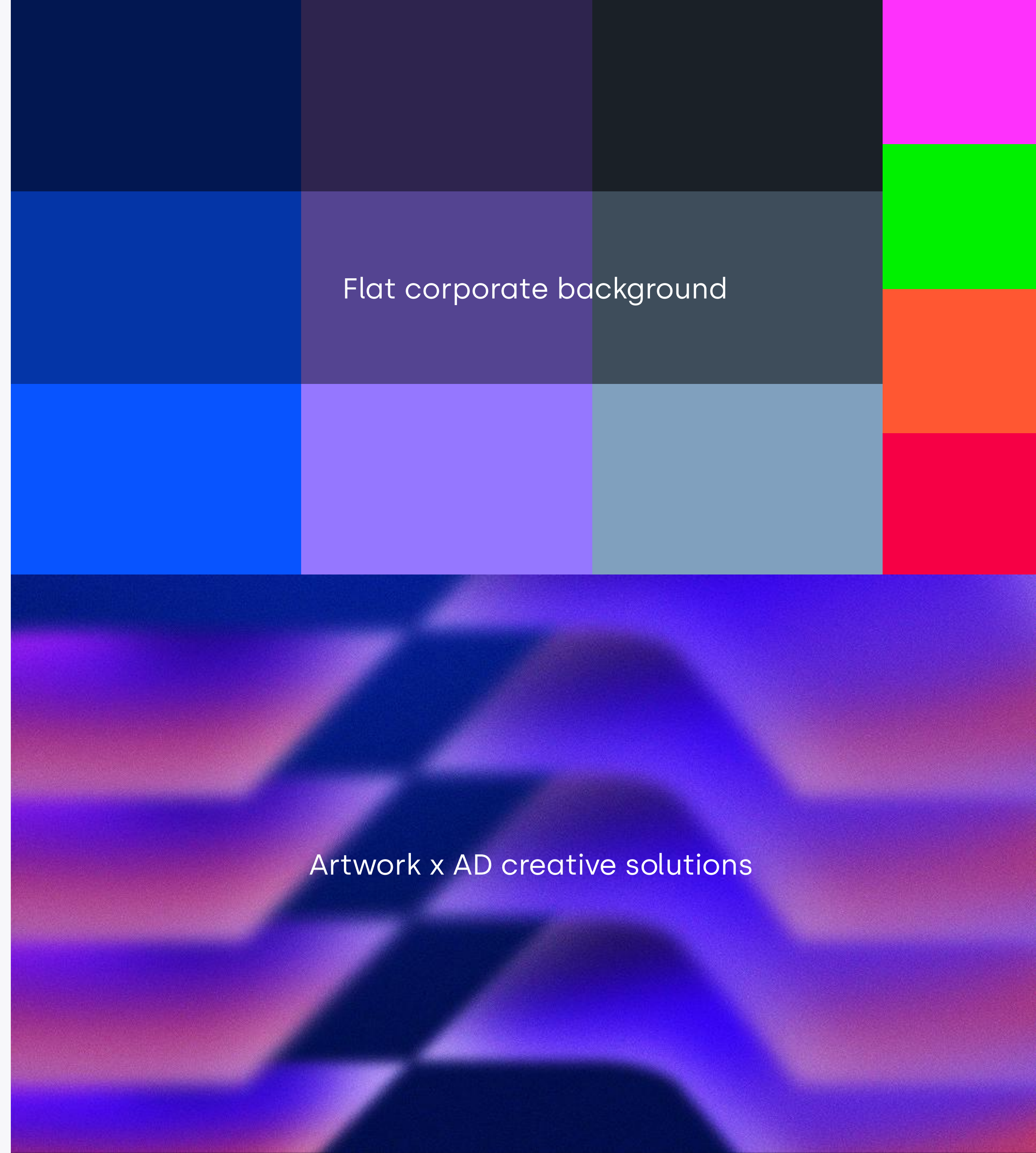


Graphics

Dynamic backgrounds

Backgrounds are a very important part of a brand identity.
This is our scalable and impactful set of backgrounds.
Each background will have a specific use and will use our color palette.

Aryel Brand Identity



Flat BG & Shapes Design

The brand identity needs to be flexible, scalable and consistent. To achieve these goals, we will use flat backgrounds with corporate colours, accompanied by proprietary shapes. In this way, the brand identity will always be scalable and variable across all brand touchpoints.

NB: the colour pairings on slide 29 must be respected. It is preferable to keep the text white.





Graphics

Artwork x AD creative solutions

A special treat for AD Creative Solutions. In this case, there are two branding elements: the artwork associated with each ADCS and the pictogram that accompanies the name.

This strategy is necessary to create a **consistent** and **recognisable identity**.

Aryel Brand Identity







A | **3D PRODUCT
VISUALIZATION**



**3D PRODUCT
VIDEO**



**A | VIRTUAL
TRY-ON**



**IMMERSIVE
360**



**AR QUIZZES
& SURVEYS**

 | **AR MINIGAMES**

The background features several large, semi-transparent, rounded rectangular shapes in shades of purple and blue, arranged in a 3D perspective. They are blurred, creating a sense of depth and movement.

 | **CAMERA EFFECTS
& AR FILTERS**

Imagery

Imagery

Phone Mockups

For mockups, there are two variants: iPhone with flat greyscale UI or iPhone 3D with proprietary UI.

Aryel Brand Identity



Brand in use

Digital

Digital

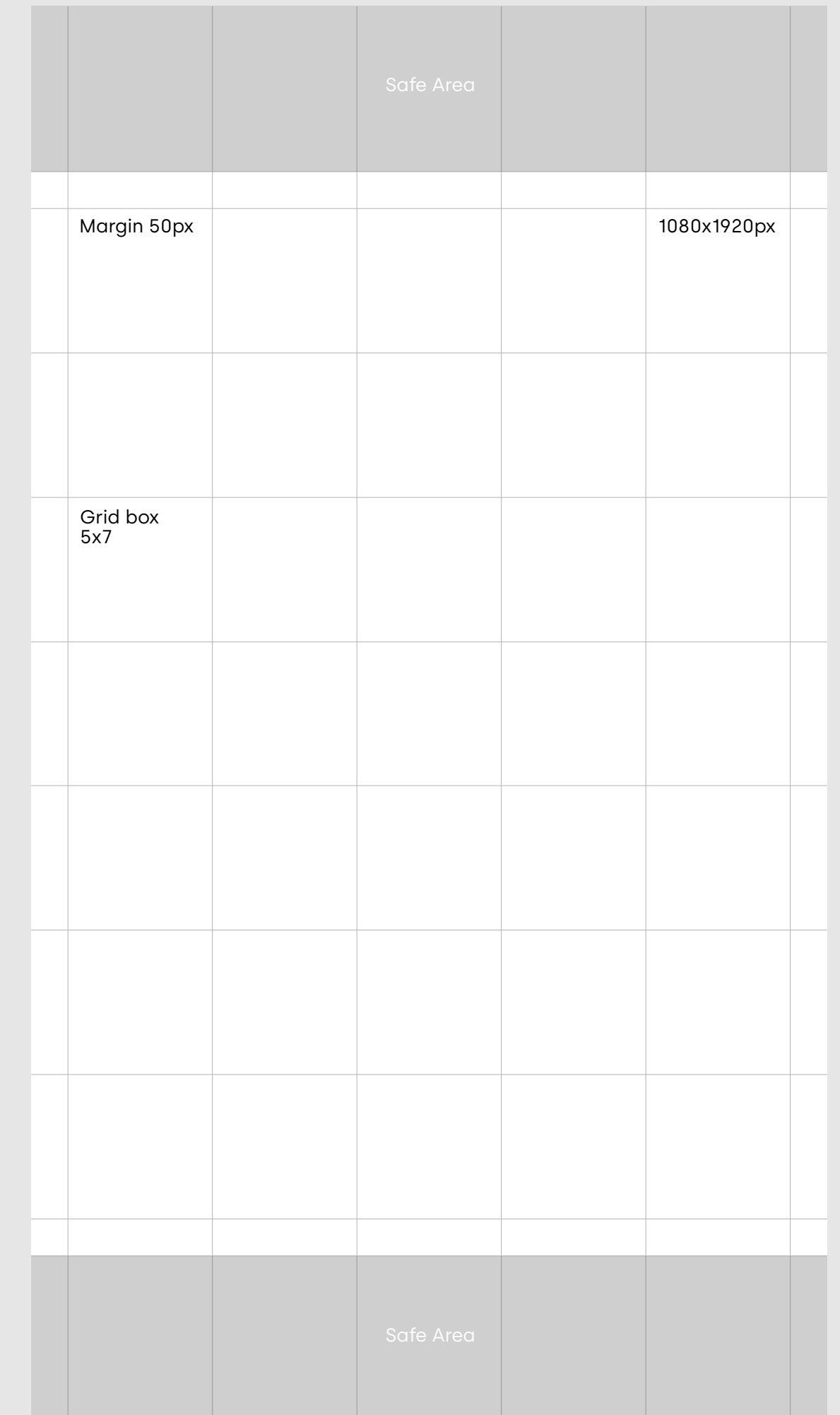
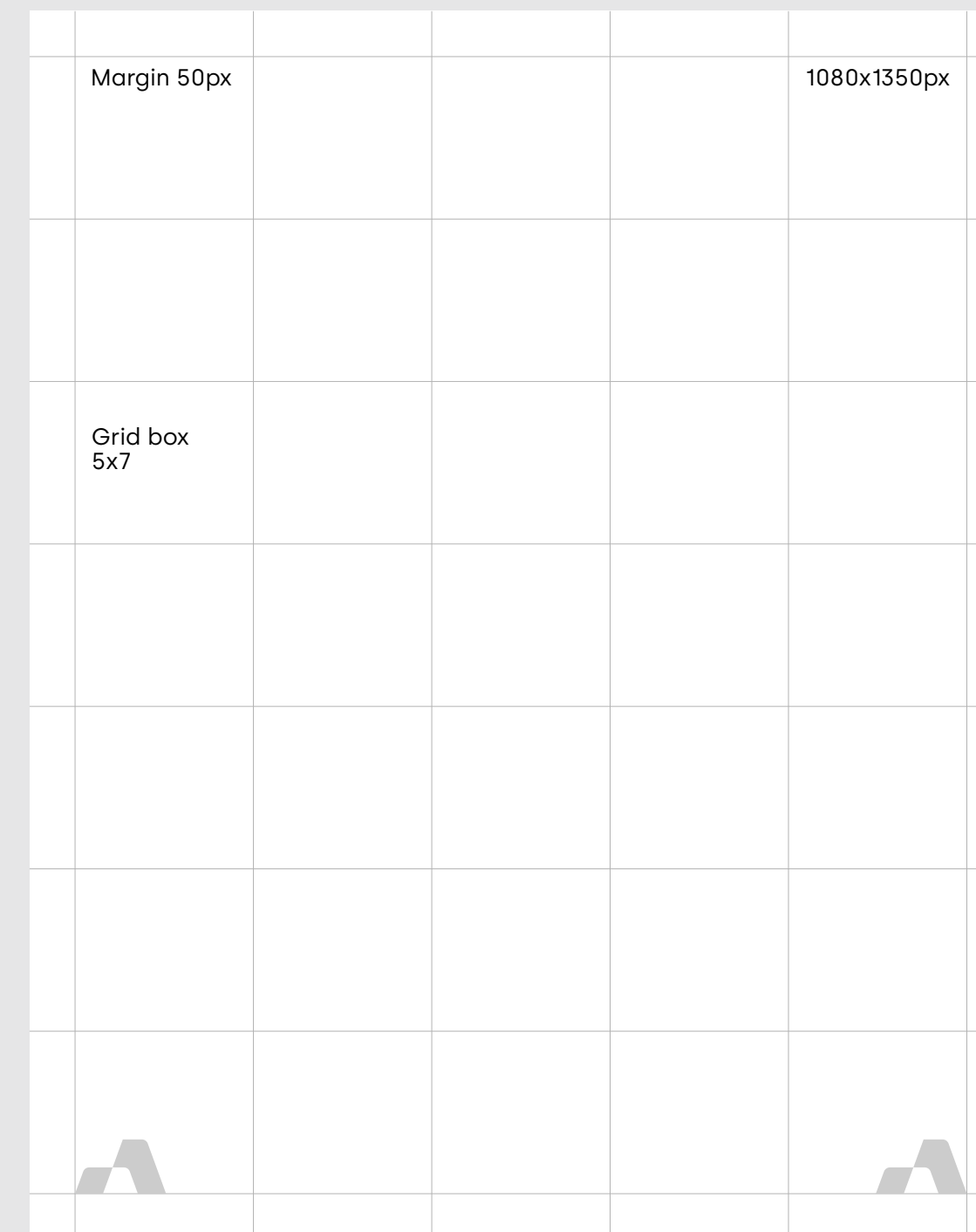
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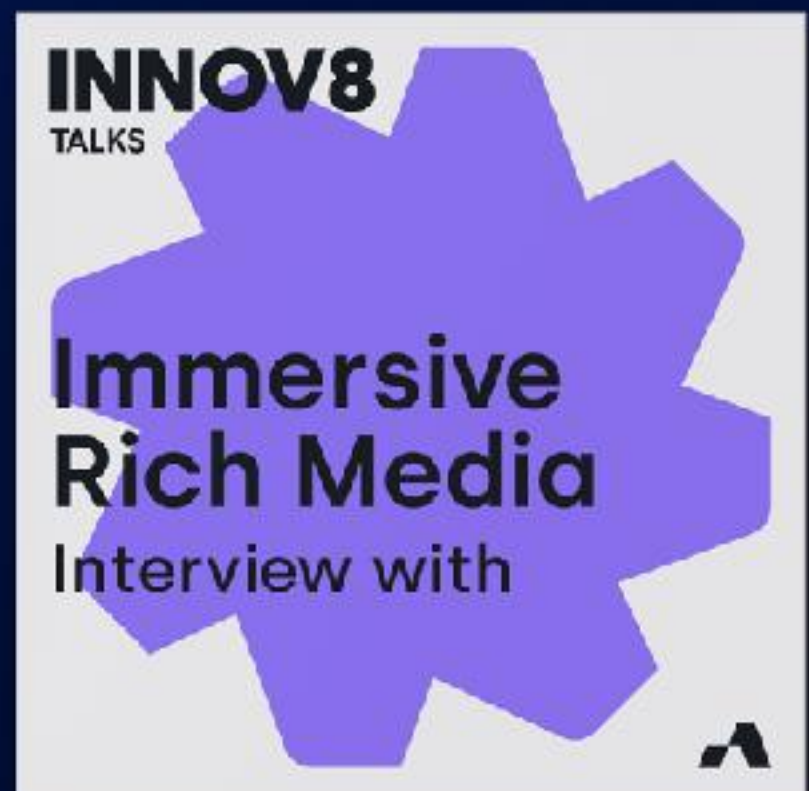
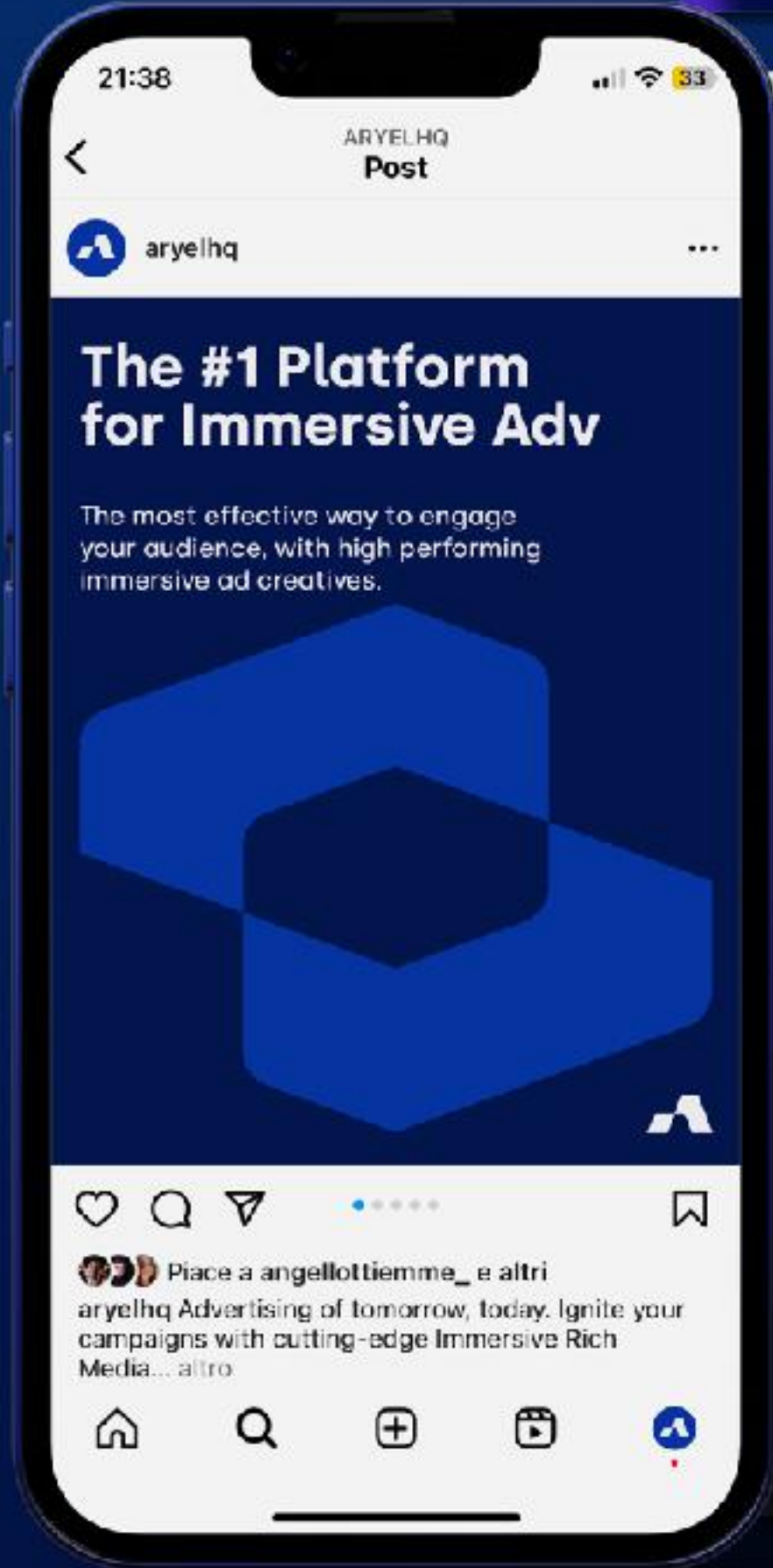
Digital

Social Design System

On social channels, the new brand identity also allows content to be created in different formats, always with different graphics. Shapes, colours, masking, artwork, the brand's graphic elements are numerous and allow the content to vary according to the objectives.

Aryel Brand Identity



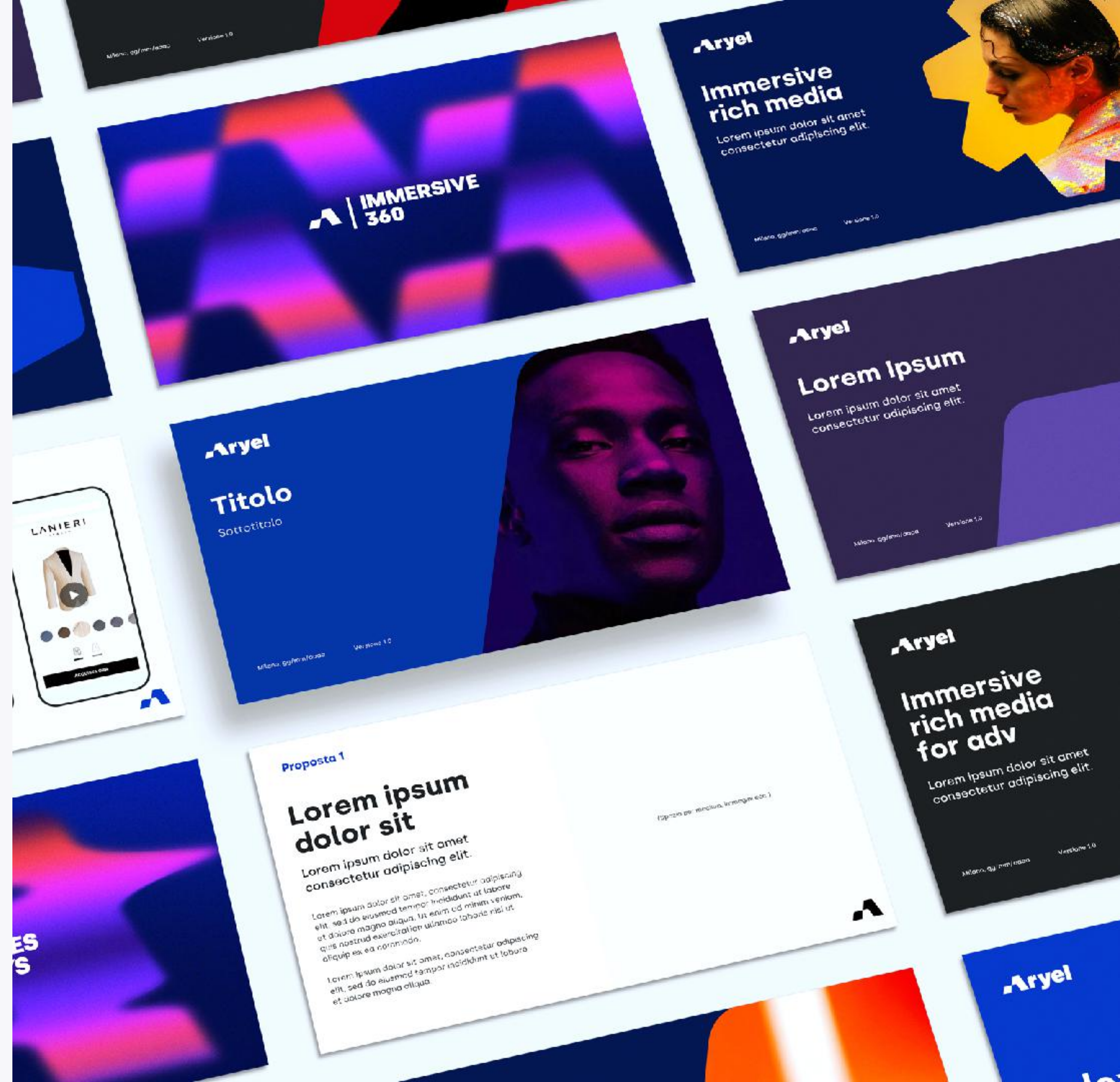


Digital

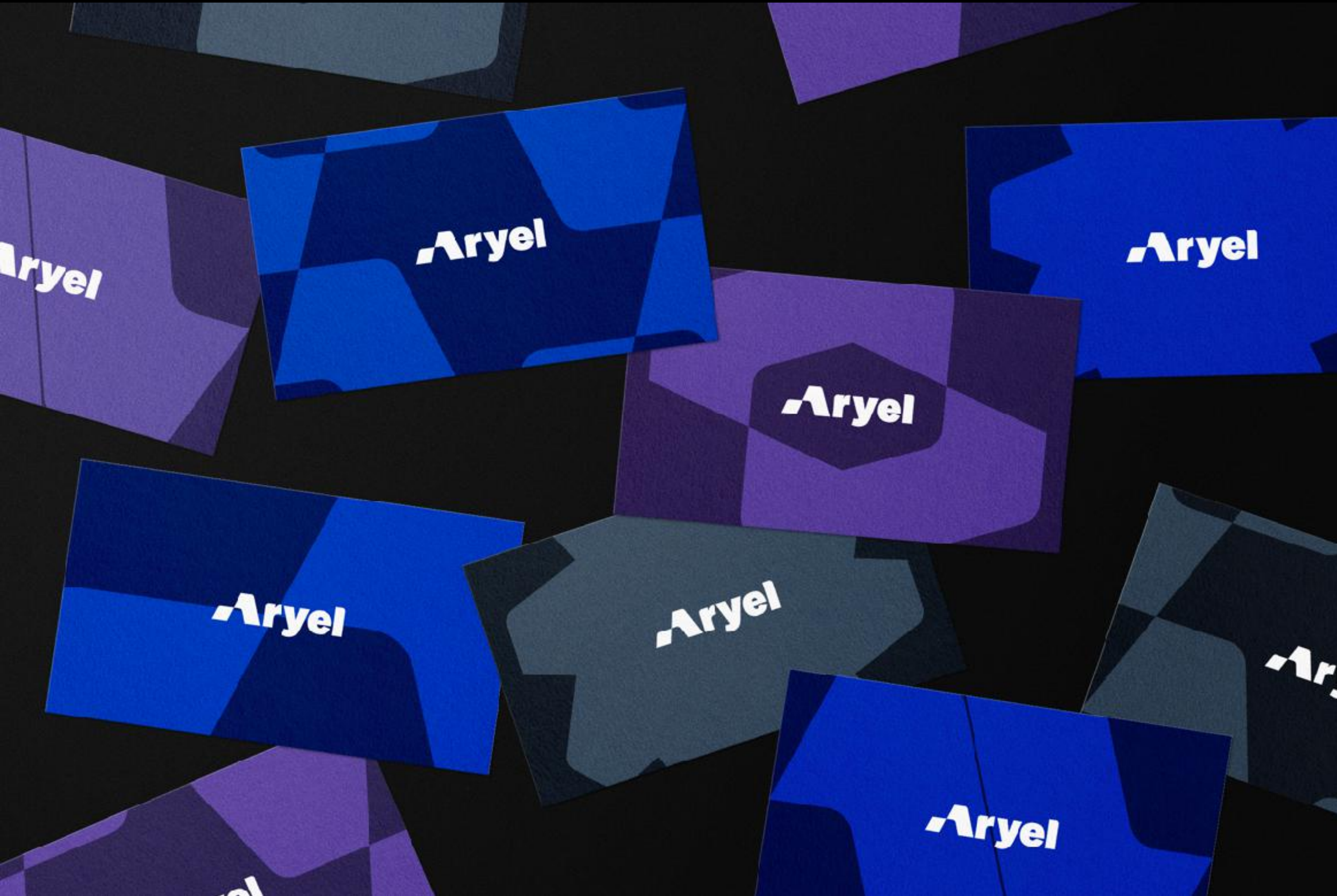
Presentation Templates

Presenting consistent and orderly presentations to clients serves to convey the image of a structured and established brand. Templates have been created on Canva to aid in the writing of these presentations.

Aryel Brand Identity

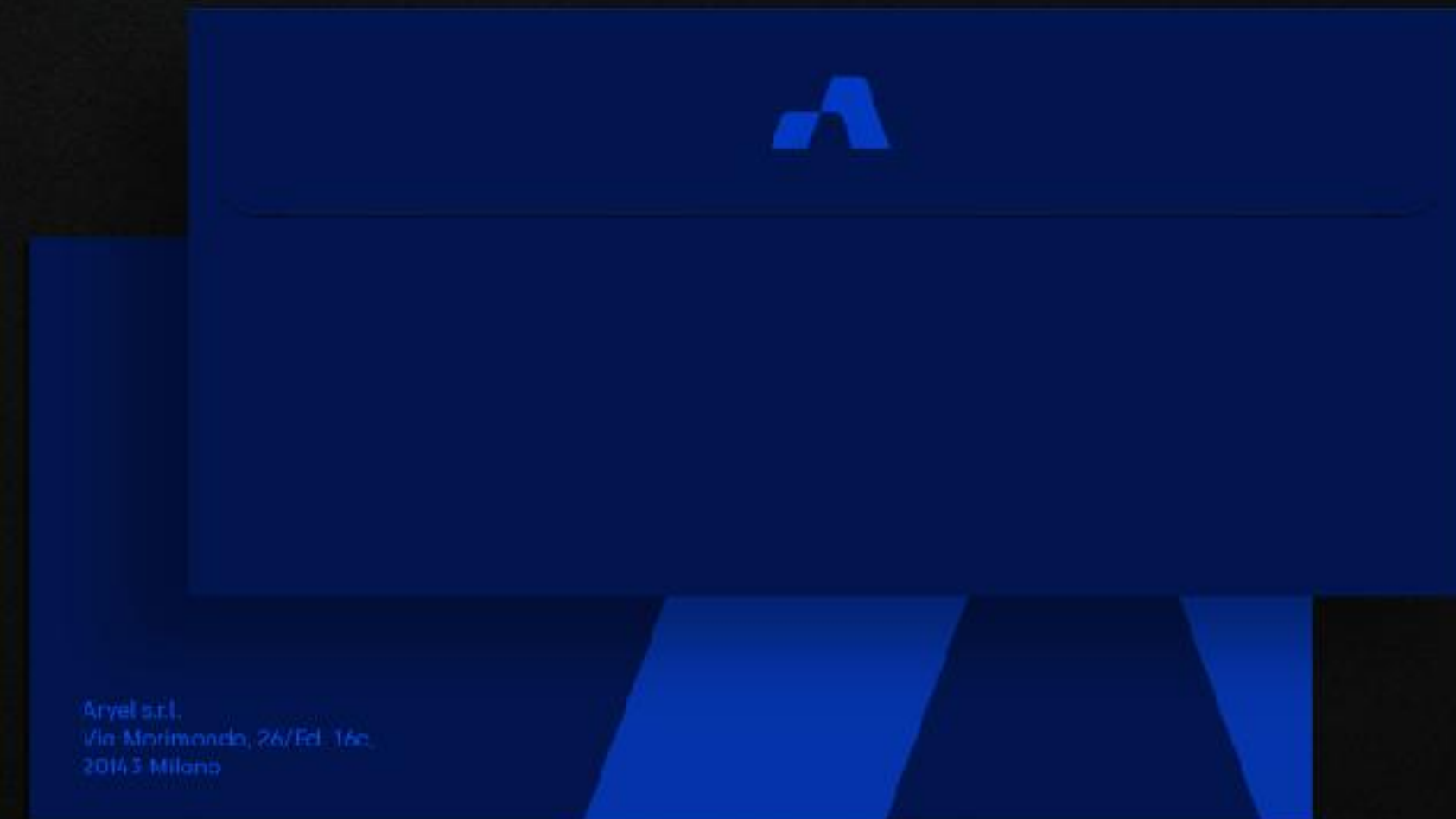


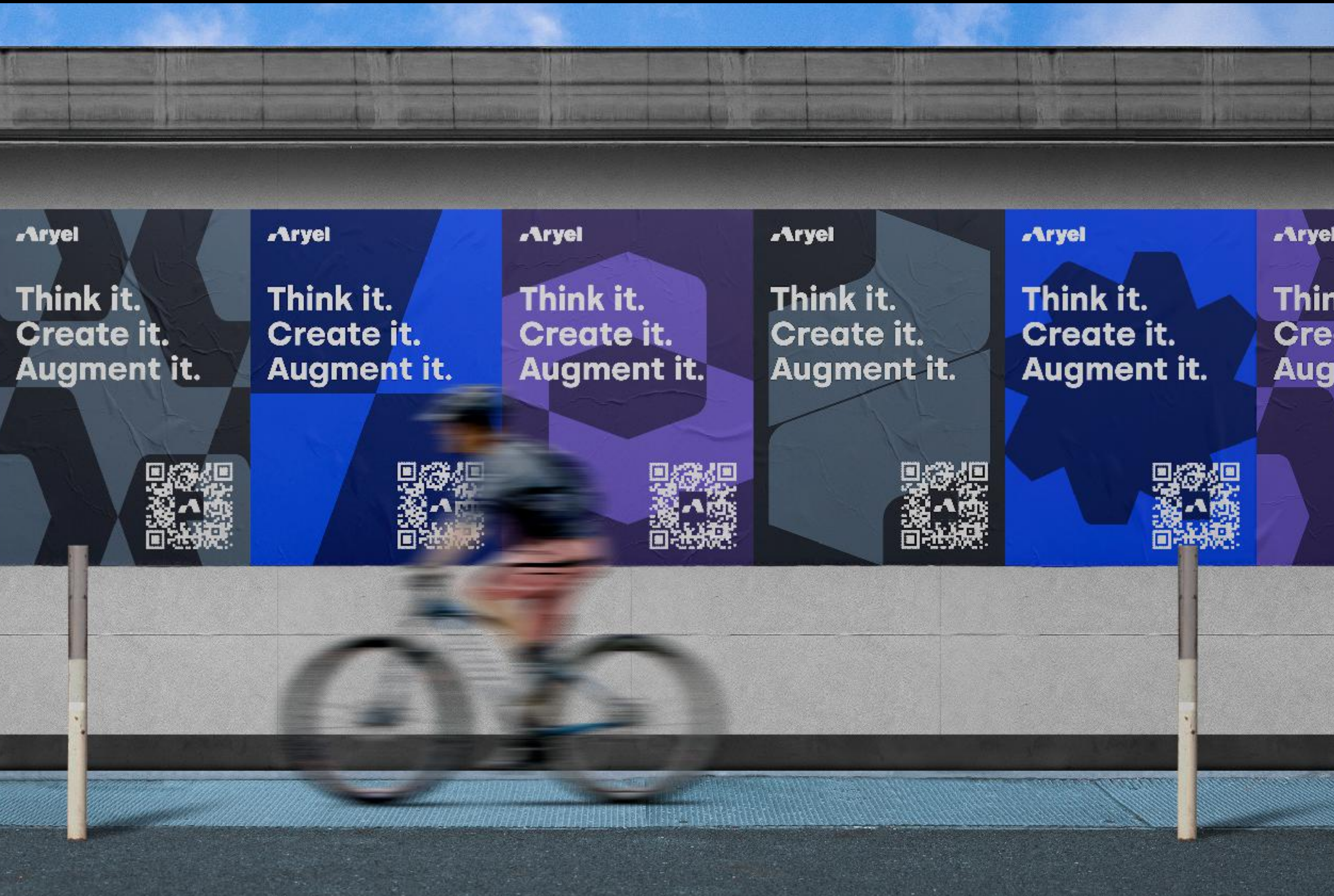
Print



Print

Stationary





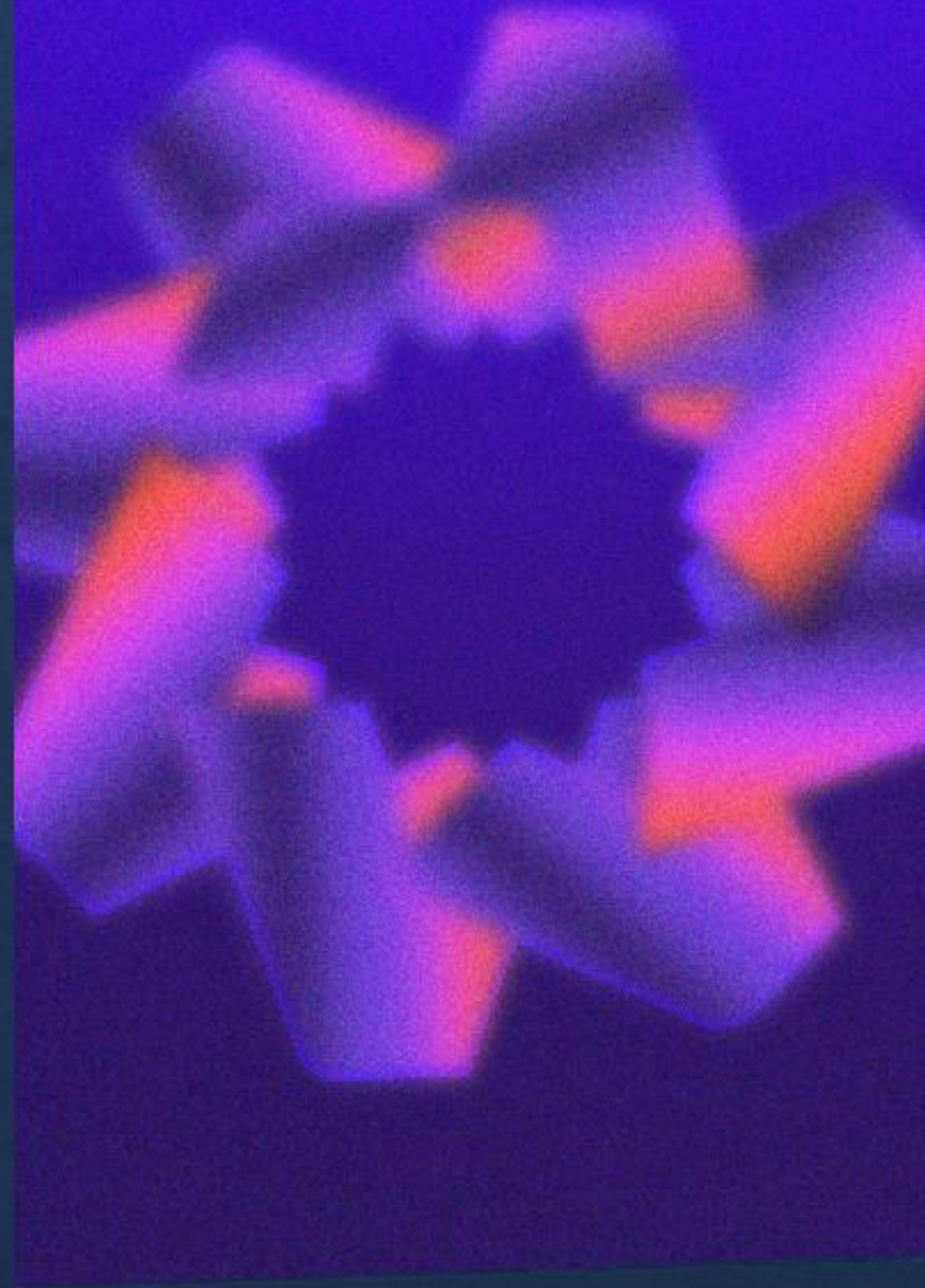
 | CAMERA EFFECTS
& AR FILTERS



 | AR MINIGAMES



 | VIRTUAL
TRY-ON



Aryel Innov8

Aryel

INNOV8

Aryel

INNOV8

INNOV8
CONFERENCE

INNOV8
ROADSHOW

INNOV8
TALKS

INNOV8
CONFERENCE



May 6—10
Palazzo Reale
Milano



INNOV8
CONFERENCE

May 6—10
Palazzo Reale
Milano



INNOV8
TALKS


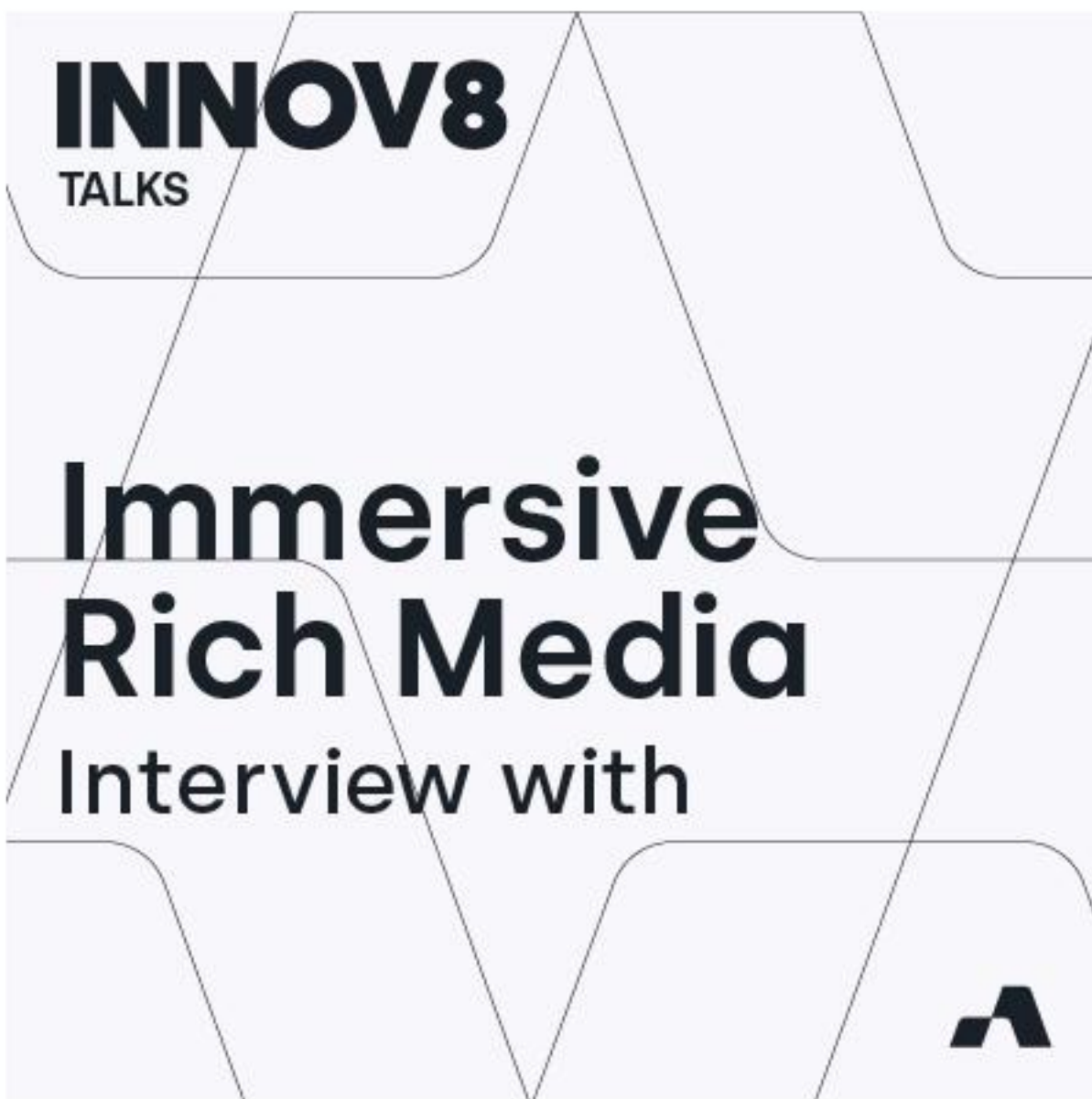
**Immersive
Rich Media**

Interview with
Mattia Salvi
CEO, Aryel





INNOV8
TALKS

**Immersive
Rich Media**
Interview with



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TALKS

**Immersive
Rich Media**
Interview with



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CONFERENCE

May 6—10

Palazzo Reale
Milano



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TALKS

**Immersive
Rich Media**

Interview with



INNOV8
TALKS

**Immersive
Rich Media**

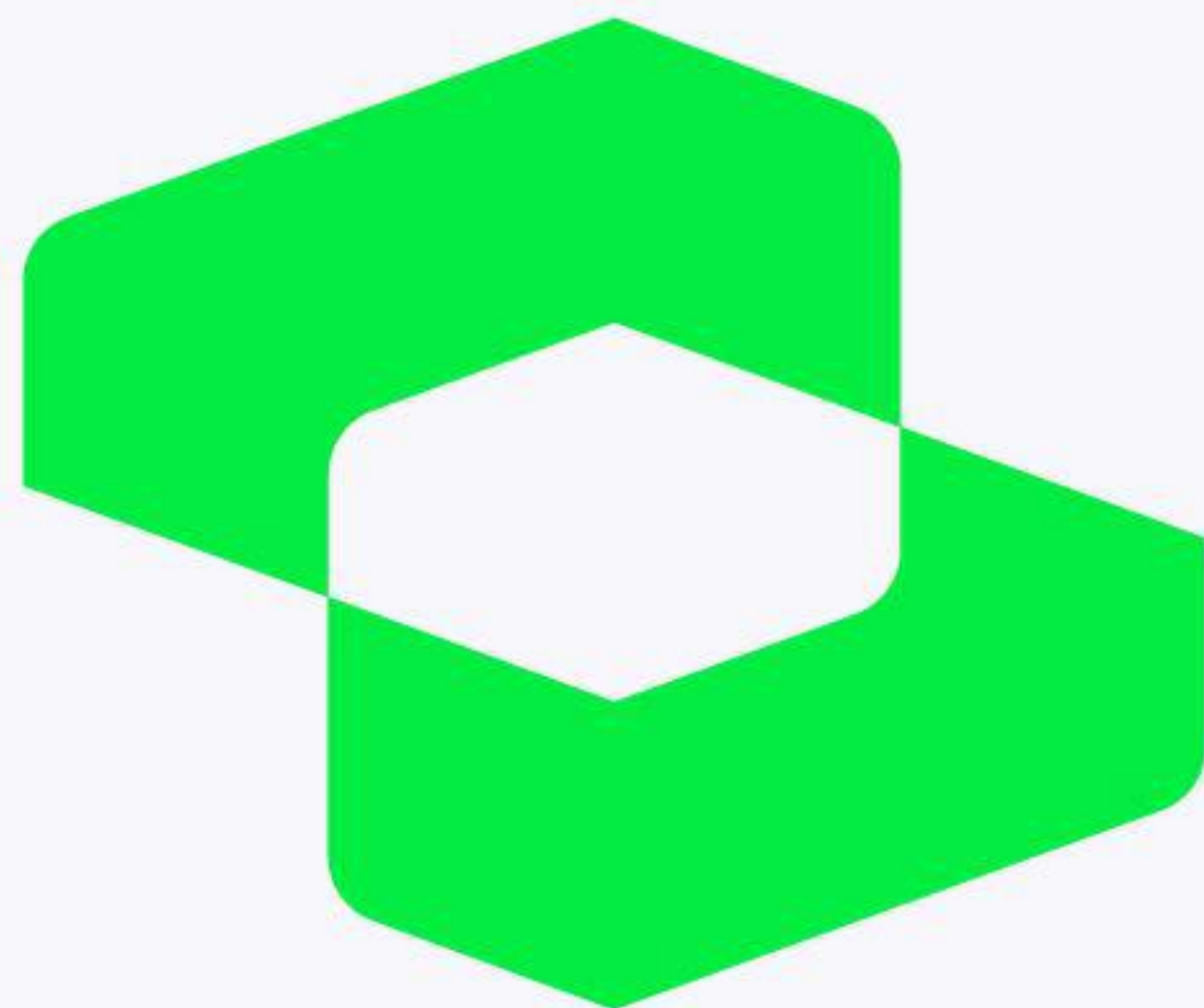
Interview
with

Mattia Salvi
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May 6—10
Palazzo Reale
Milano



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TALKS

Immersive Rich Media

Interview with



INNOV8
TALKS

Immersive Rich Media

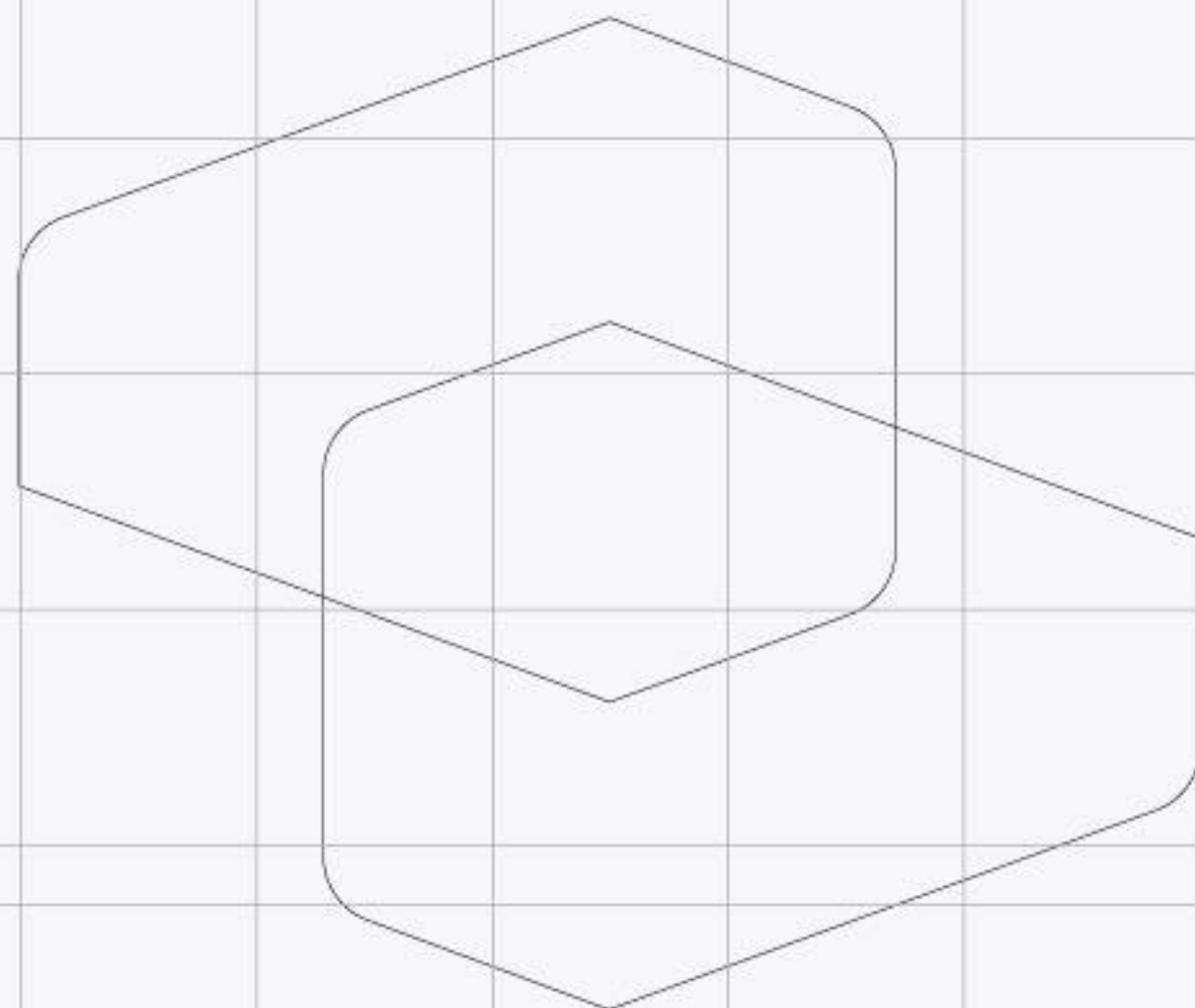
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May 6—10
Palazzo Reale
Milano



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TALKS

**Immersive
Rich Media**

Interview with



INNOV8
TALKS

**Immersive
Rich Media**

Interview
with

Mattia Salvi
CEO, Aryel



Offboarding

Offboarding

Contact & info

For further information, please contact Aryel key contact person or the Brand Management Team for assistance.

Contact

Lorem Ipsum loremipsum@aryel.io

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