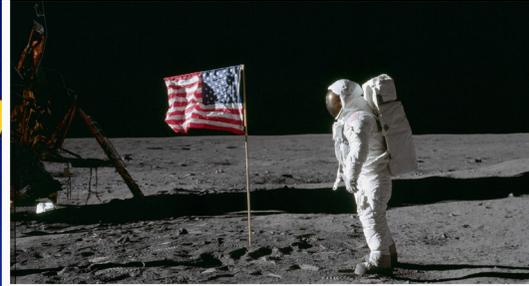


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BRAND BOOK 2023

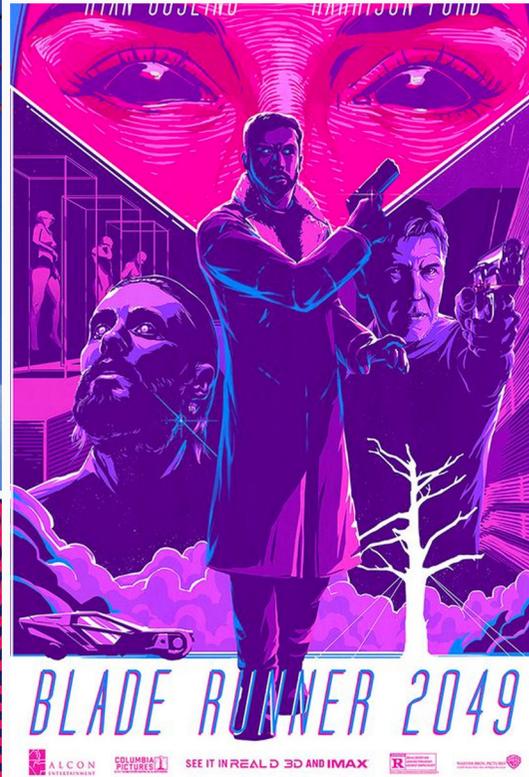
Logo design

Moodboard



THE MARTIAN

DIRECTED BY RIDLEY SCOTT
SCREENPLAY BY DRIVEN GOODGARD
PRODUCED BY SIMON KINBERG ADITYA SODHI MICHAEL SCHAEFFER MARK HUFFMAN AND RIDLEY SCOTT
CASTING BY MATT DAMON JESSICA CHASTAIN JEFF DANIELS SCHWETEL ELDORFER MICHAEL PEÑA KATE MARA BENEDICT WONG
WITH SEBASTIAN STAN MACKENZIE DAVIS DONALD GLOVER KRISTEN WIG AND SEAN BEAN



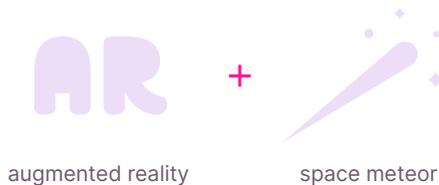
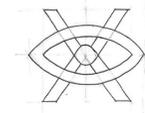
Concept

Aryel helps creative agencies and businesses to quickly launch immersive AR experiences across their complete customer journey.

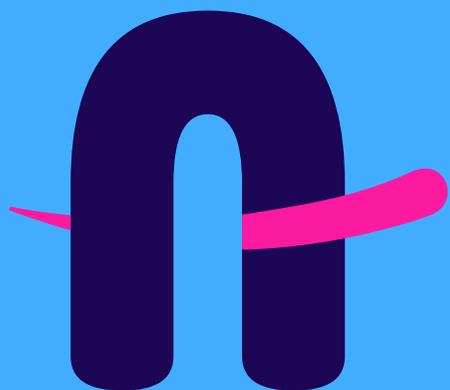
Though the company business is way technical, the message spread is **modern, actual, fun**, full of references to pop culture, from music (David Bowie's Ziggy Stardust) to idiomatic expressions and way to say.

The references include many characters taken from **space filmography**, animated movies (E.T., The Martian, Toy Story and others) and space iconic administrations (NASA), both for the design of ARYEL itself, both for the visual brand strategy (colors, typefaces, sceneries, artworks..)

Monogram sketches



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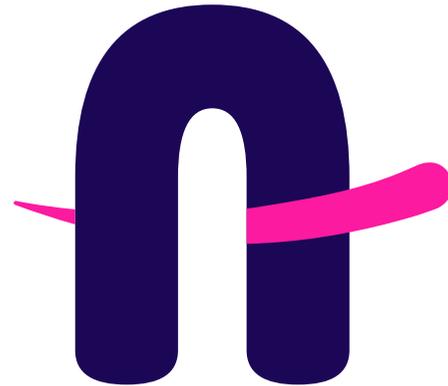


Logo types

Different versions rating



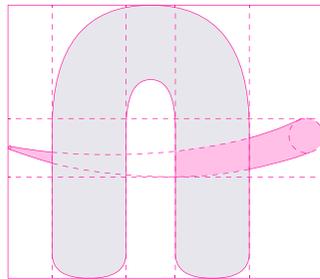
Wordmark



Brandmark

Logo design

Logo constructive geometry



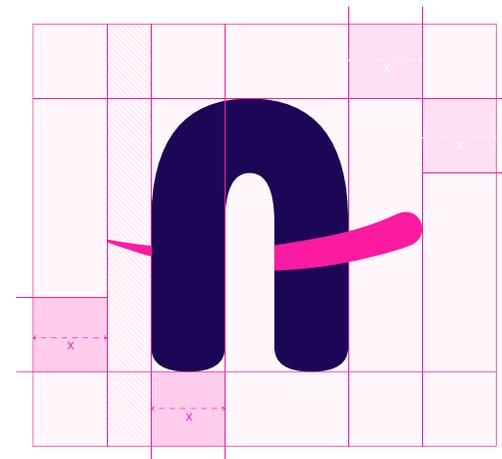
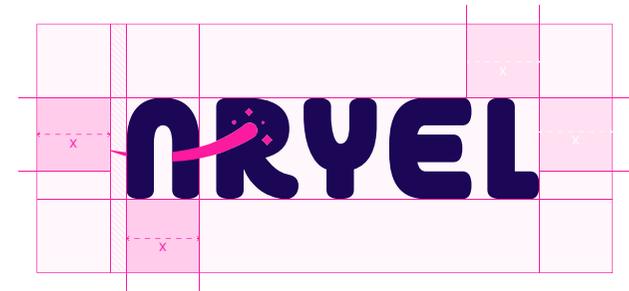
Minimum sizing

These versions show the minimum size that the logo can reach preventing its readability. The dimensions are set out both for printing both for web use.



Safe areas

These are the shapes within which no other object can be placed to prevent the logo from being misunderstood.



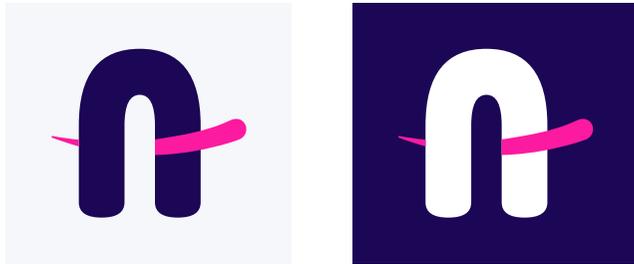
Logo design

Stand-alone logos

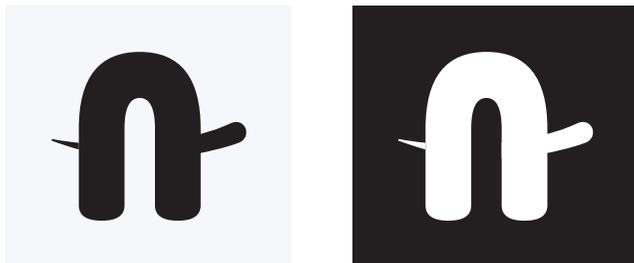
When necessary the logo can be used separately. There are two ways to use it: brand colors and black and white.

Please make sure that the logo is properly sized and doesn't have any visual conflicts. This version can be used only in non primary communications. For a better brand awareness please use the wordmark version.

Color



Black and white



Logo on backgrounds



Logo design

Logos on backgrounds

The preferred way to use the logo is on dark backgrounds.
If it has to be on light backgrounds make sure the wordmark is distinct enough.



Incorrect use displays



no chromatic switch



no partial elements display



no distance variations



no inclination/rotation



no distorted display

Typefaces

Typefaces

Font selection

The font selection has two different styles: the headlines and all the titlings must be Inter regular, used both upper and lower case. For all the others body textes Barlow font family has excellent legibility characteristics in its letterforms.

Headlines

Aa

Aa Bb Cc Dd eE Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Inter SemiBold

Sub headlines

Aa

Aa Bb Cc Dd eE Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Inter ExtraBold

Body text

Aa

Aa Bb Cc Dd eE Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Inter Medium

Color scheme

Color scheme

Primary colors

This is the primary palette that has to be used for the main graphic elements, digital and printable.

The combination with the secondary colors selected and neutral tones is useful to solve situations in which chromatic contrasts are insufficient.

Middle red purple
#1C0656

R:28 G:6 B:86
C:100 M:100 Y:34 K:33

Ciano
#42ADFF

R:66 G:173 B:255
C:64 M:22 Y:0 K:0

Persian rose
#FC1AA0

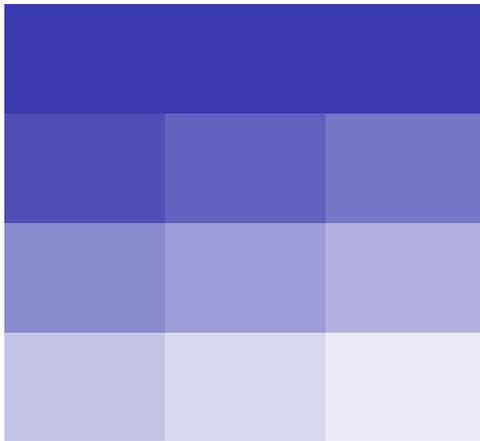
R:252 G:26 B:160
C:4 M:87 Y:0 K:0

Color scheme

Secondary colors

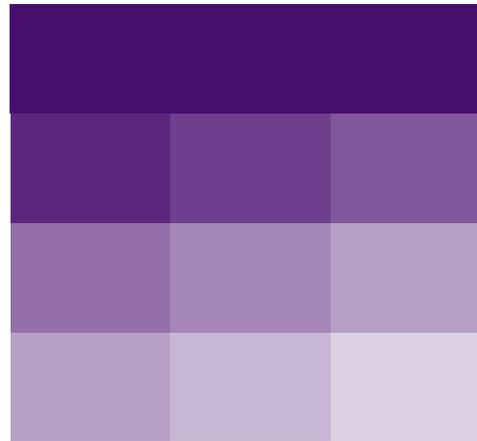
Indaco

#3B3AAE
R:59 G:58 B:174
C:89 M:80 Y:0 K:0



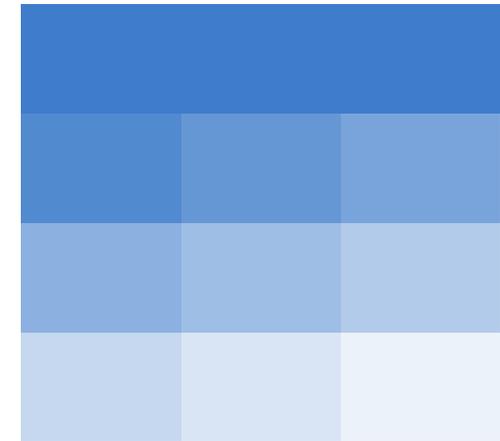
Violet

#490F6F
R:73 G:15 B:111
C:89 M:100 Y:22 K:10

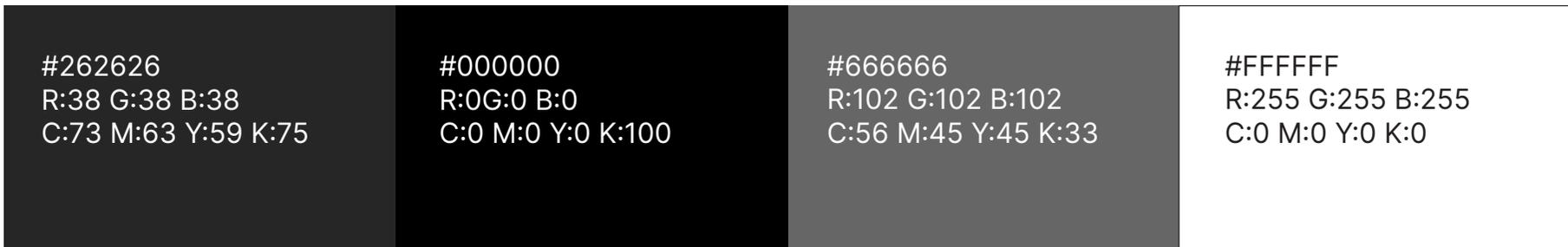


Blue

#3F7DCB
R:63 G:125 B:203
C:76 M:46 Y:0 K:0



Grayscale



Color scheme

Gradients



#161867 > #3B3AAE > #FC1AA0



#42ADFF > #5535CD < #FC1AA0



#0C052D > #490F6F > #FC1AA0



#347DCF > #3C29A > #DE43E7



#141667 > #5514BB < #DE43E7



#3073BE > #6119BF > #D942E5

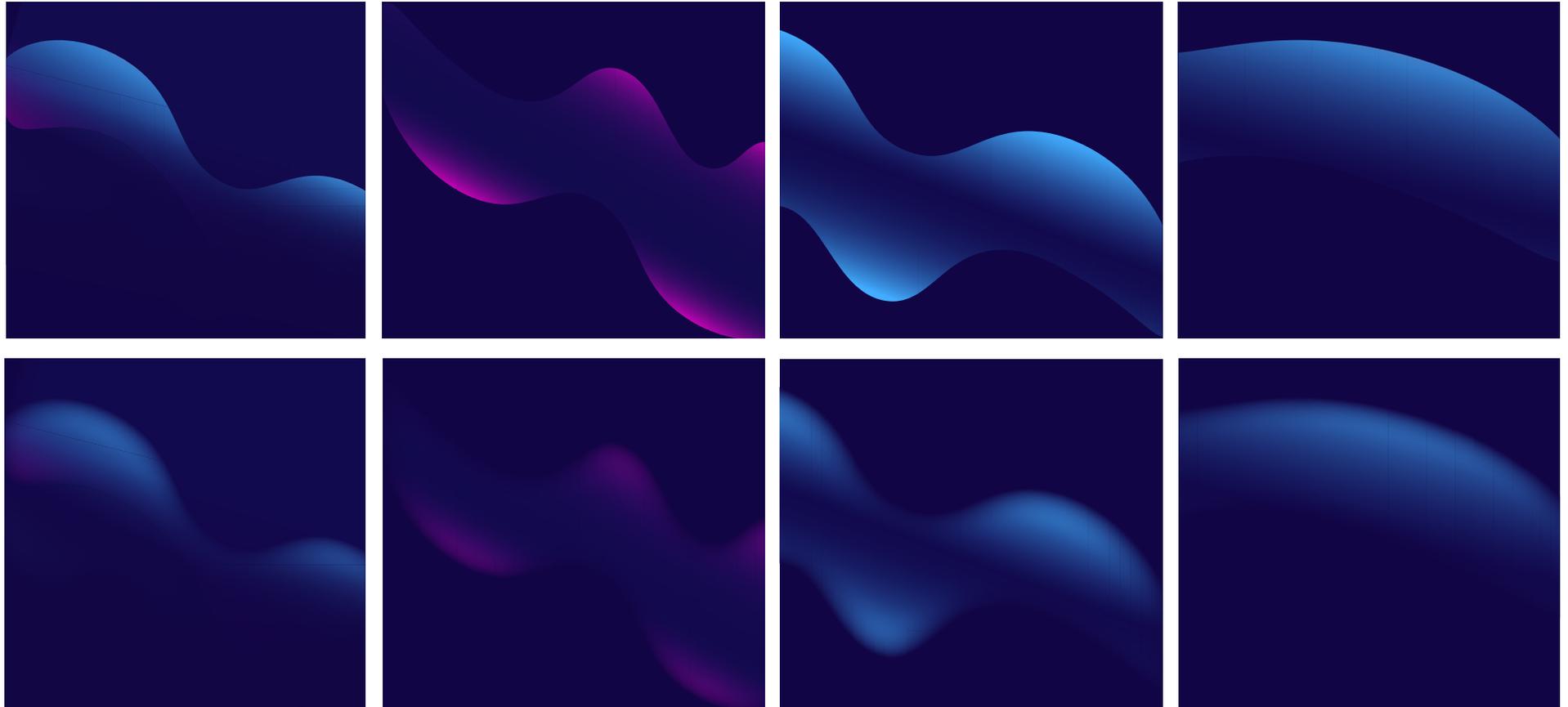
Texture & pattern

Texture & pattern

Pattern website

These branded templates are created to support the visual language of the website. This set is designed for specific media and products and are suitable for color variations following palettes.

Mesh color

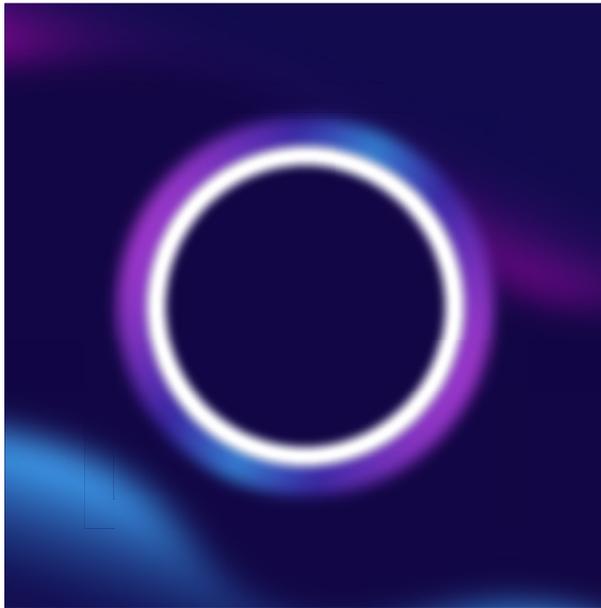


Texture & pattern

Pattern social

These types are perfect for overlapping and special needs of uniform backgrounds. Blurred elements, illustrated elements and waves of color become the motif itself.

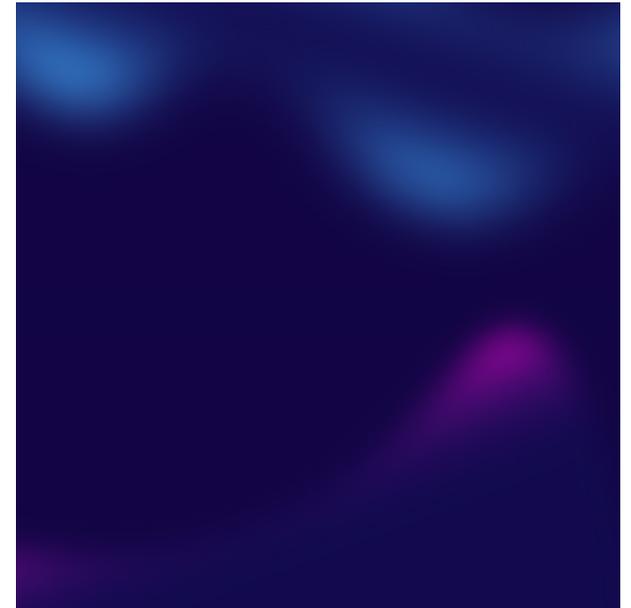
Circle blur



Vector elements



Mesh wave



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aryel.io

