

Access Is A Human Right

SLOGAN GUIDELINES

Version A

The following version of Aira's slogan should be used for digital work, where the braille is aesthetic and not functional.



Slogan Typography

On White



On Black



Spacing & Sizing



When placing content near the logo we should allow for a necessary amount of clear space around the logo to avoid crowding. This clear space can be measured by the width of the first “A” in the logo and position it to the top, left, and right.

In order to maintain legibility the logo should not be displayed smaller than 233.5px on digital spaces, 61.7mm (or 2.43”) on print spaces.

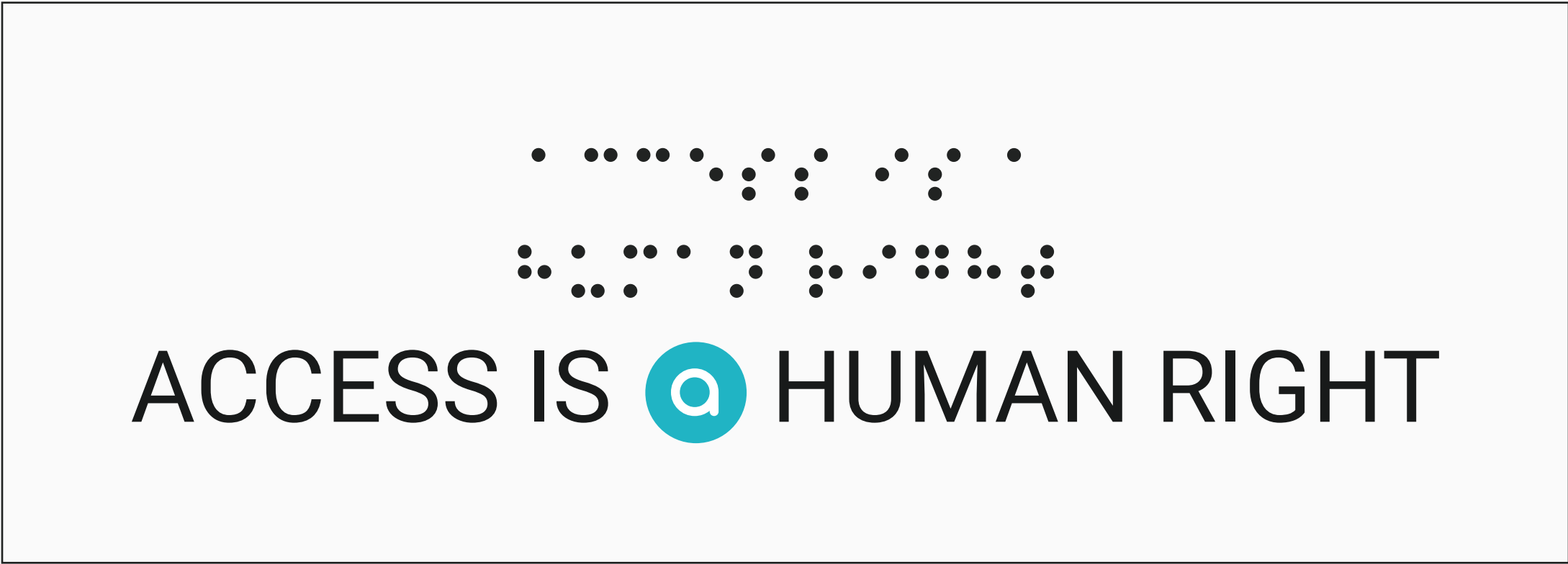
Version B

The following version of Aira's slogan should be used for print work, where the braille is functional.

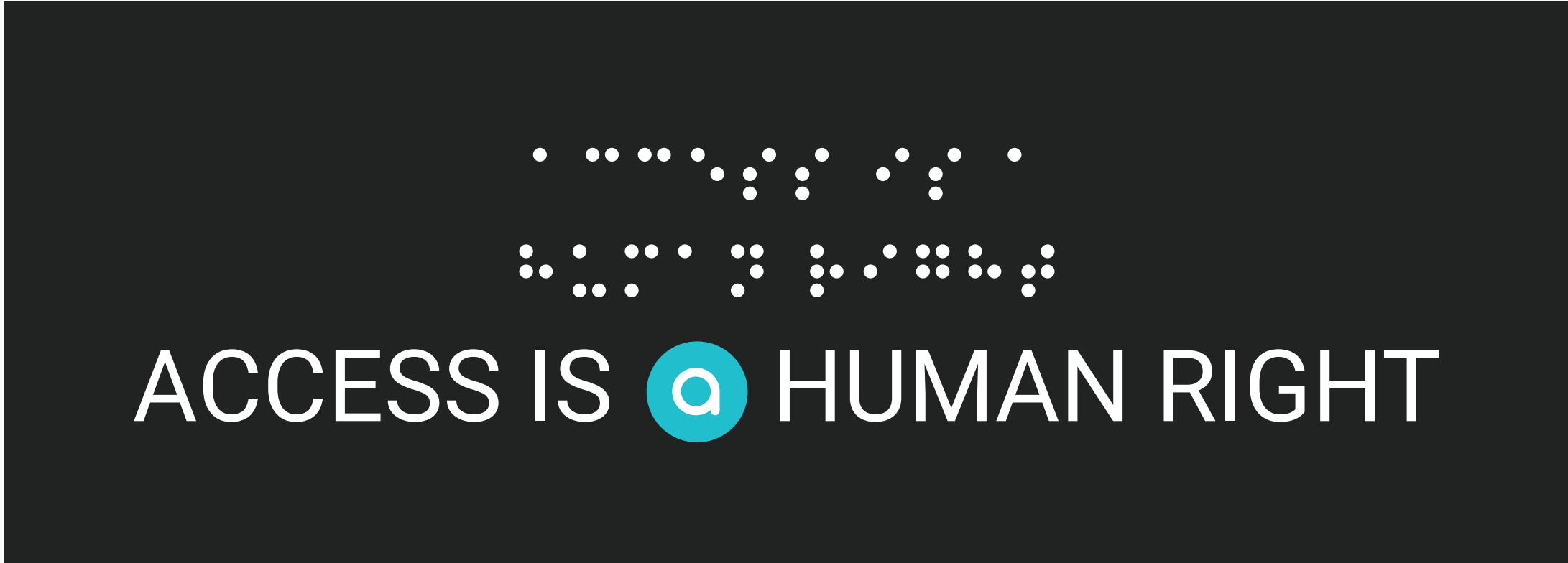


Slogan Typography

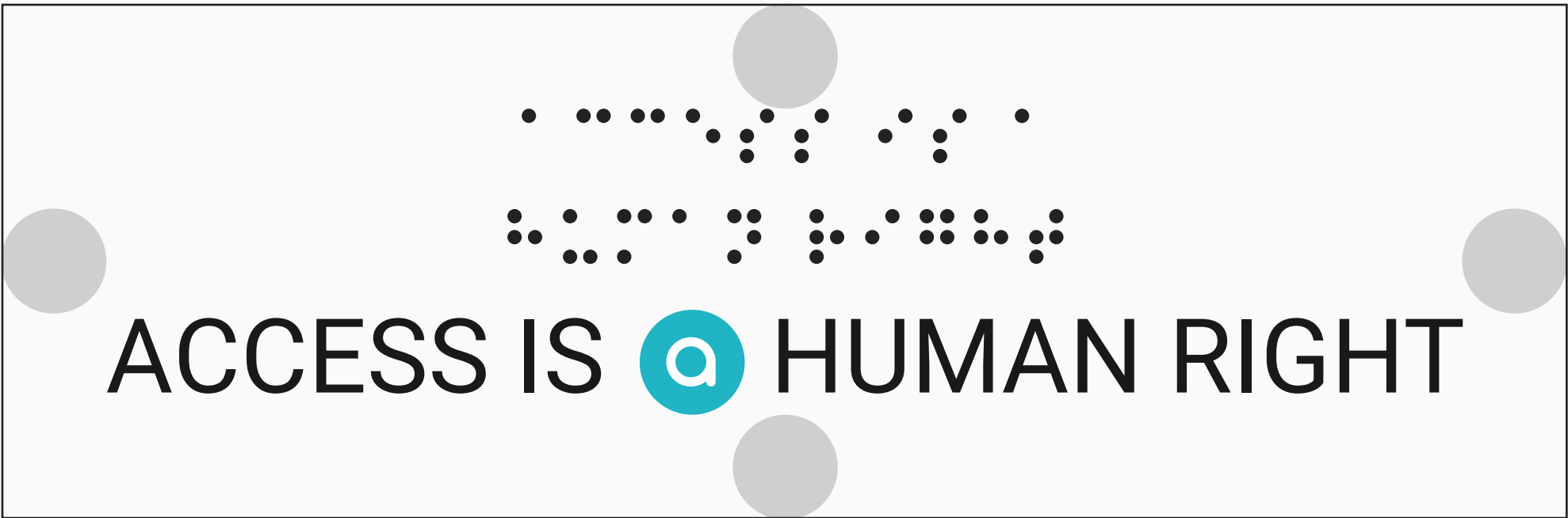
On White



On Black



Spacing & Sizing



When placing content near the logo we should allow for a necessary amount of clear space around the logo to avoid crowding. This clear space can be measured by the width of the circle from the logo and position it to the top, left, and right.

In order to maintain legibility the logo should not be displayed smaller than 460px on digital spaces, 122mm (or 4.8") on print spaces.

