

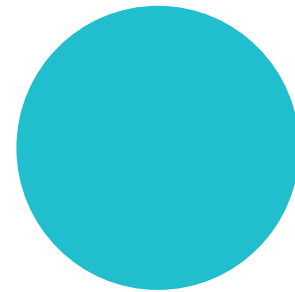
02

Our colors are an
extension of our personality

Color Palette

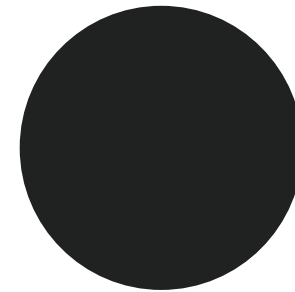
The use of color strenghtens Aira's identity. The corporate blue should be used for the "a" symbol whenever possible. The logo must remain in the primary colors, while the secondary and tertiary colors can be used sparingly in additional backgrounds and graphics.

Primary Colors



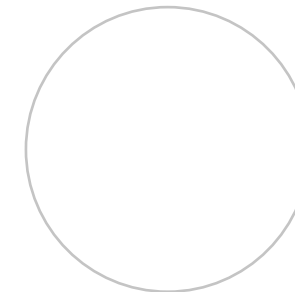
Aira Blue

Pantone 3115 C
CMYK 69/0/20/0
RGB 33/190/206
HEX 21BECE



Graphite

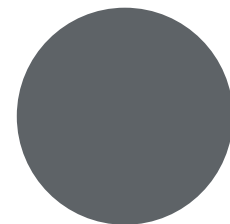
Pantone 419 C
CMYK 86/70/69/95
RGB 33/35/34
HEX 212322



White

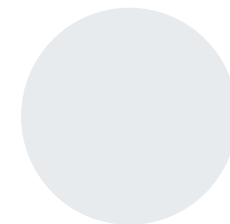
Pantone NA
CMYK 0/0/0/0
RGB 255/255/255
HEX FFFFFFFF

Secondary Colors



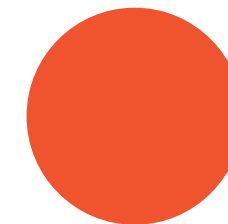
Slate

Pantone 424 C
CMYK 30/20/19/58
RGB 112/115/114
HEX 70706F



Cool Gray

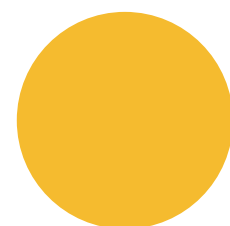
Pantone Cool Gray 1 C
CMYK 6/4/3/2
RGB 230/231/233
HEX E6E7E9



Fire

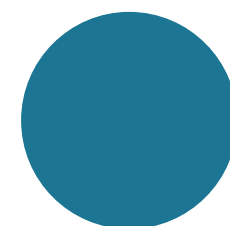
Pantone 2027 C
CMYK 0/82/90/0
RGB 247/83/42
HEX F7532A

Tertiary Colors



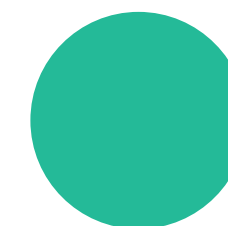
Gold

Pantone 2007 C
CMYK 0/25/90/4
RGB 244/182/24
HEX F4B618



Ocean

Pantone 7690 C
CMYK 86/45/30/5
RGB 30/116/1146
HEX 1E7492



Mint

Pantone 3258 C
CMYK 71/0/53/0
RGB 58/185/151
HEX 3AB997

Our Typeface

We use the
[typeface Roboto](#)

Roboto's forms are geometric, which compliments Aira's technology roots. The font also features open curves making the font friendly and approachable while maintaining maximum legibility.

Hierarchy is important for the delivery of our message. For headlines and subheadlines, Roboto Medium is to be used. If there is a lot of body text, Roboto Regular should be used. Call outs or subheads can be set in Roboto Bold.

Font weights

bold
medium
regular

Hierarchy and weights

Overline

Font-weight: Bold
Letter-spacing: 25pt
Case: All caps

Headline

Font-weight: Medium
Letter-spacing: 0pt
Case: Sentence case

Subheadline

Font-weight: Medium
Letter-spacing: 0pt
Case: Sentence case

Body copy

Font-weight: Regular
Letter-spacing: 0pt
Case: Sentence case

Call to action

Font-weight: Medium
Letter-spacing: 0pt
Case: Sentence case

NOW THROUGH JULY 11TH

Aira is proud to offer FREE service

What is Aira?

Aira is a service that connects people who are blind or have low vision to highly-trained, remotely-located agents. Through the camera on the back of a smartphone, video is live-streamed to an agent. Using an AI-powered dashboard, the agent can view the live video stream, as well as access maps, rideshare integrations, photo-sharing, and more. The agent then provides visual information that enhances everyday efficiency – including navigating campus, finding a seat in a lecture hall, or having a presentation described.

Download the free app and start using it today

www.aira.io/app

Color Usage

Following color contrast standards are an important part of the Aira brand. Accessibility is our main focus when designing, so legibility for low-vision individuals should always be a priority. Always comply with WCAG 2 level AA contrast ratios and strive for level AAA contrast ratios. Since large text is easier to read, it has a lower contrast ratio than normal text.

Normal text

Defined as 12pt (16px) regular weight.

- **AA contrast ratio** – 4.5:1
- **AAA contrast ratio** – 7:1

Large text

Defined as 13pt (18px) bold weight or larger, or 18pt (24px) regular weight or larger.

- **AA contrast ratio** – 3:1
- **AAA contrast ratio** – 4.5:1

Primary Colors

Body Reg - 12pt Large Bold - 13pt Large Reg - 18pt	Contrast ratio 7.02:1	Body Reg - 12pt Large Bold - 13pt Large Reg - 18pt	Contrast ratio 15.81:1	Body Reg - 12pt Large Bold - 13pt Large Reg - 18pt	Contrast ratio 15.81:1
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Secondary Colors

Body Reg - 12pt Large Bold - 13pt Large Reg - 18pt	Contrast ratio 4.96:1	Body Reg - 12pt Large Bold - 13pt Large Reg - 18pt	Contrast ratio 12.78:1	Body Reg - 12pt Large Bold - 13pt Large Reg - 18pt	Contrast ratio 4.69:1
				Large Bold - 13pt Large Reg - 18pt	Contrast ratio 3.37:1

Tertiary Colors

Body Reg - 12pt Large Bold - 13pt Large Reg - 18pt	Contrast ratio 8.7:1	Body Reg - 12pt Large Bold - 13pt Large Reg - 18pt	Contrast ratio 5.29:1	Body Reg - 12pt Large Bold - 13pt Large Reg - 18pt	Contrast ratio 6.45:1
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