01

The Aira Logo:
Because first impressions matter

Our
logo

Our logo combines two elements: symbol and logotype that work together in a horizontal lockup. It can be used in one, two, or three colors. The logotype may only be used on Aira's platform, B2B marketing, and intranet systems.
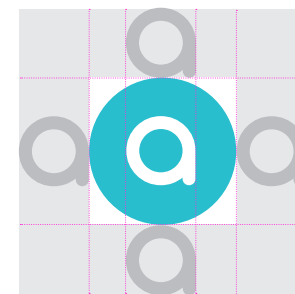
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. The Aira 'a' inside the symbol can be used to measure the clearspace around the logo.
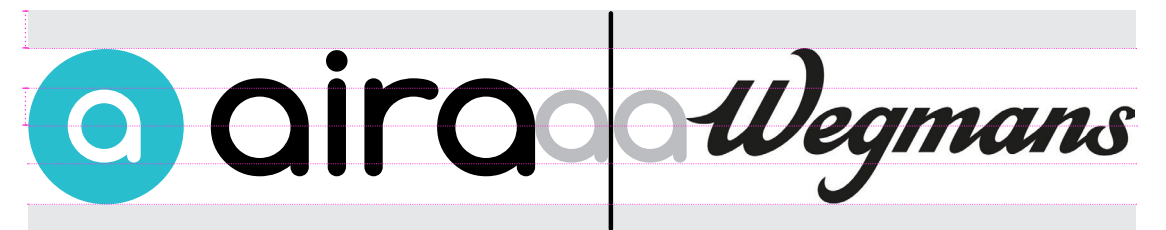
Master logo

Symbol   Logotype

Partnership lockup

Clearspace

Minimum Size

0.75"

Minimum Size

0.5"

Partnership lockup spacing

Minimum Size

0.75"

Color
Variations

The aira logo may be used in one, two, or three colors on different backgrounds, but it is important to have adequate contrast between the mark and background for optimal visibility.

When the multi-color logos are used, it is important that the "a" of the symbol remains white.

When the logo is used on an image, use whichever logo provides best contrasted visibility.

Multi-color

One-color

Lockup
Guidelines

Only Aira taglines can be locked into the logo.

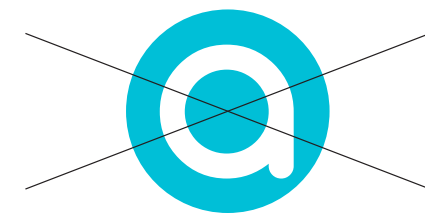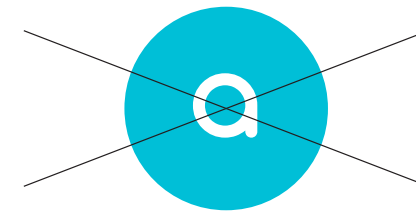Only Aira can create servicemark lockups.

Horizontal

Vertical

Improper
Uses

The logo and logotype cannot be altered or redrawn in any other way. Do not rotate the logo. Do not change the proportions of the symbols, logotype, or symbol to logotype. Do not change the formation of the symbol to logotype.

Do not do this.

The logo and logotype cannot be used with different colors or background colors that limit the visibility of the logo.