ARIA

BRAND GUIDE
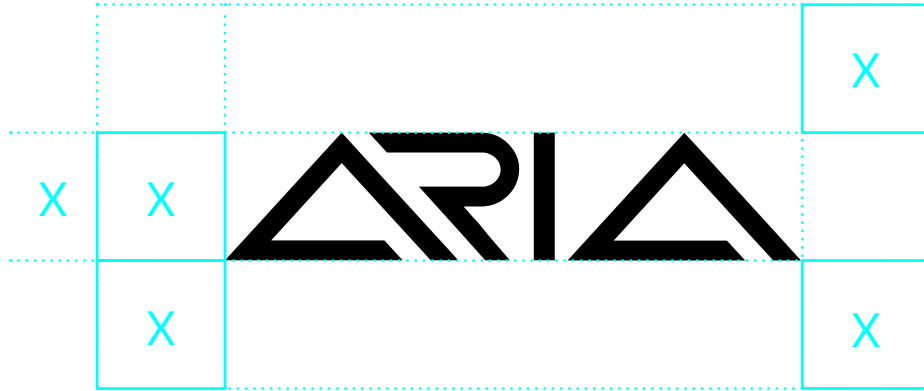## OCTOBER 2021

ARIA

PRIMARY BRAND

## ARIA LOGO

The Aria logo is the most significant form of corporate identity and should be used on all aspects of branded communication. The Aria logo should never be altered, tilted, distorted, manipulated or disassembled in any application.

LOGO CLEAR SPACE

A minimum area of clear space around the logo. This area should be free of any type or graphic elements. The minimum clear space is determined by the height of the logo and should be maintained on each side.
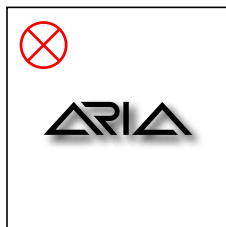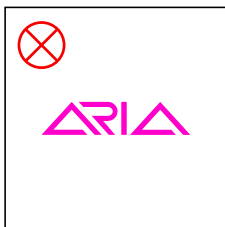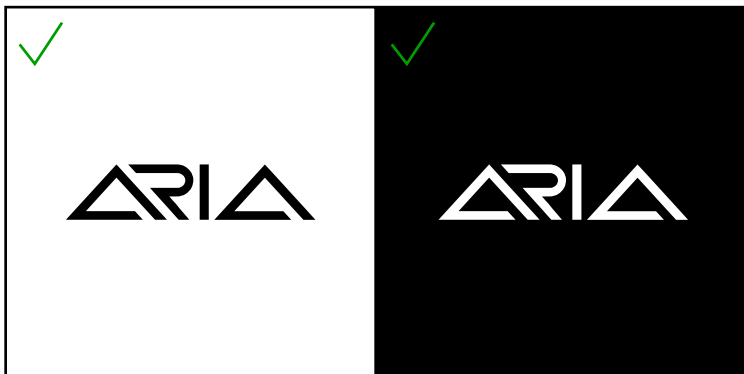
LOGO CONTRAST

To maintain optimal contrast in all situations the primary logo should only appear in black or reversed out of a high-contrast color.

For optimal brand recognition the primary version of the logo should appear in only black or white logos. The logo should be free from other decoration such as shadows or outlines.

Secondary logos may use colors within the approved color scheme. That usage is addressed later in this guide.

Secondary type is 2/3 the total height of the bar
Space Grotesk Bold, Tracking: 800
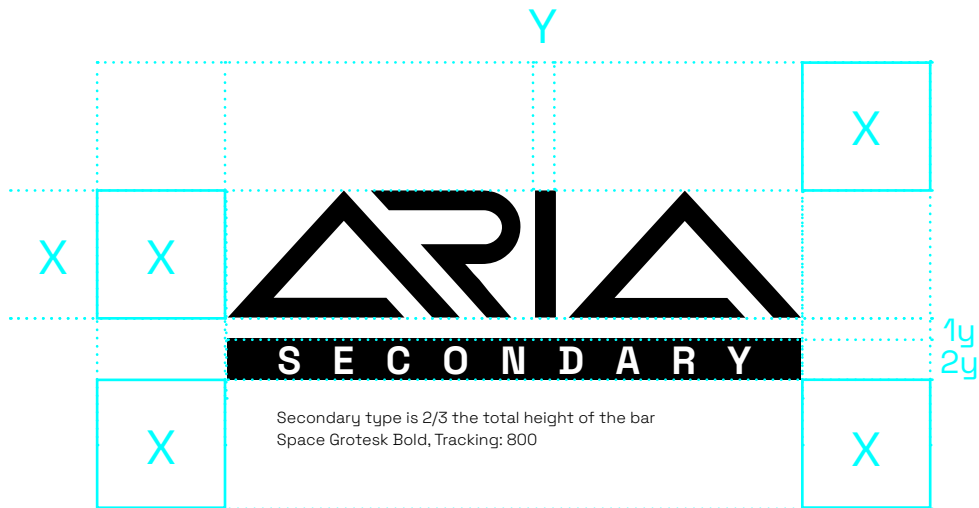
SECONDARY LANGUAGE

In some instances there may be a need to add additional language to the primary logo. Proper spacing and text sizing should be maintained to ensure consistency across secondary logos.

Proper clear space "X" should be maintained.
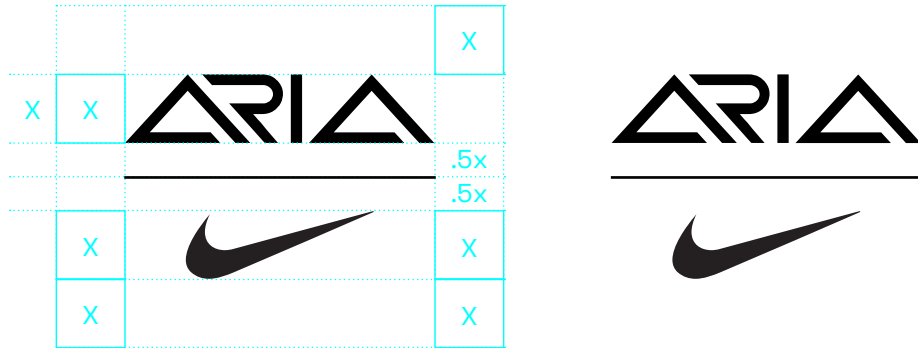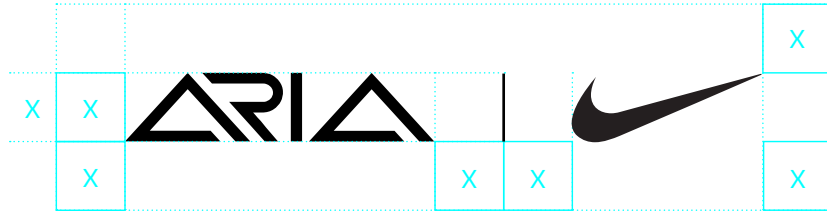
PARTNER LOGOS

When used in partnership, the clear space of the Aria logo should be maintained. The partner logo should never exceed the size of the Aria logo in width or in height.

DEEP PURPLE
#181A52

BRIGHT PURPLE
#6732F9

MAGENTA
#F117C6

PRIMARY COLORS

This primary color system should be used
for high-level Aria-branded communications.
Secondary colors will be used for specific vertical
markets and are represented later in this guide.

ALAMARENA BOLD

ABCDEFGHIJKL MNOPQRSTUVWXYZ
1234567890

SPACE GROTESK BOLD

ABCDEFGHIJKL MNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SPACE GROTESK LIGHT

ABCDEFGHIJKL MNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY

Aria's primary typefaces includes three typefaces for use across all communications.

Almarena Bold is used specifically for headlines, hero, or display type and should be displayed in uppercase format.

Space Grotesk Bold is suited for subheads, section introductions, and eyebrows, or and place else that a step is needed between the headline and body copy.

Space Grotesk Light is used for larger blocks of text and copy.

LOREM IPSUM IS SIMPLY DUMMY TEXT.

Font: Alamarena Bold
Leading: 80% of font size
Example: 26pt/20.8pt

PRIMARY COLORS

Font: Space Grotesk Bold
Leading: 100% of font size
Example: 12pt/12pt

This primary color system should be used for high-level Aria-branded communications. Secondary colors will be used for specific vertical markets and are represented later in this guide.

Font: Space Grotesk Light
Leading: 150% of font size
Example: 8pt/12pt

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularized in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop

Font: Space Grotesk Light
Leading: 150% of font size
Example: 6pt/9pt

LOREM IPSUM IS SIMPLY DUMMY TEXT.

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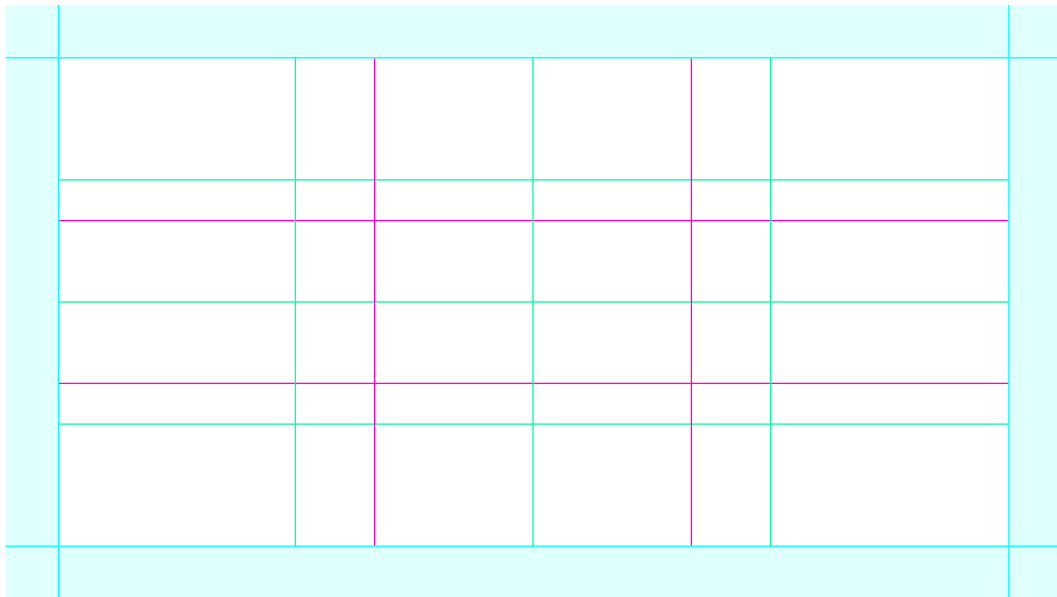
IIINFINITE POSSIBILITIES

FULLY CARBON NEGATIVE

DISPLAY, HEADLINE, HERO TREATMENTS

To create a memorable and unique visual enhancement to the primary message, consider a letter within the text that will enhance the message by expanding the strokes beyond the composition.

GRID SYSTEM

Page Margin: Defined by using 5% of the longest edge of the art board or page. For example, if the longest dimension is 1920px, the margin would be 96px.

Primary Grid: The base grid is divided by four in both dimensions starting from inside of the margin defined above.

Secondary Grid: The base grid is divided by three in both dimensions starting from inside of the margin defined above.

A parallax effect is created as elements work together within the Primary Grid and Secondary Grid layers.
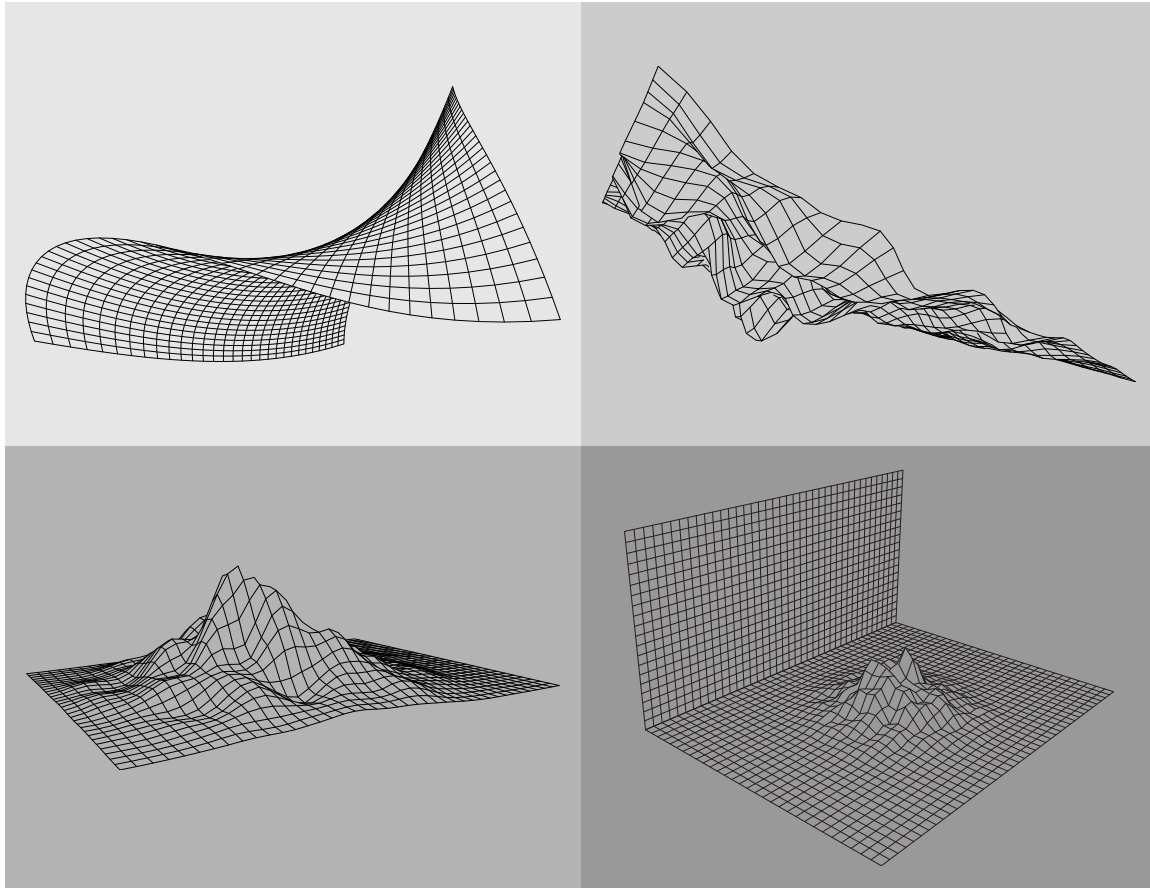
MESHSCAPES

Meshscapes are used to enhance the composition by providing dimension and texture to the 2-D content.

Alway choose a mesh that will augment and integrate with the underlying subject matter.

BIG
BEAUTIFUL
WORLD

ARIA

With ARIA the smart phone becomes a gateway into a new world of immersive augmented reality experiences, offering you the ability to interact with virtual environments, friends, and fantastic adventures.

PRIMARY BRAND EXAMPLES

The design grid, display type, typography create brand the visual brand. When using photography and graphical elements those elements should have a 40%-60% visual weight within the composition.
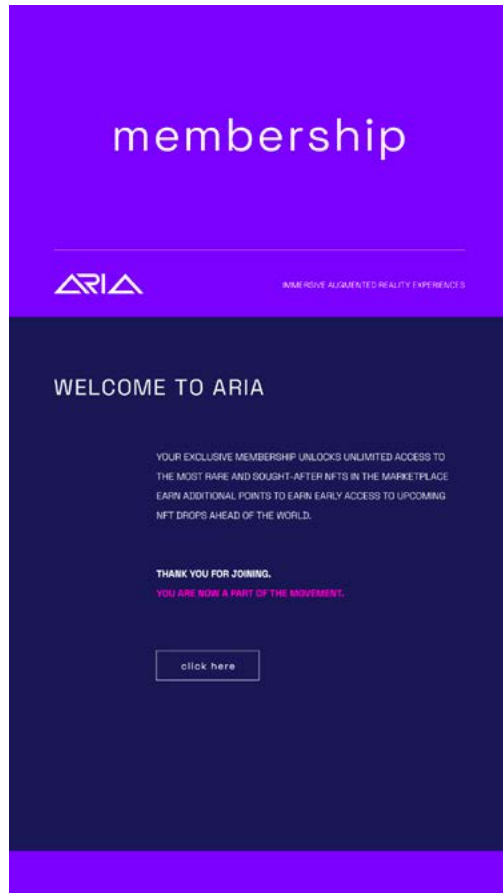
PRIMARY BRAND EXAMPLES

Email template
Step and repeat background
Dimensional design

The most disruptive augmented reality in existence

With ARIA the smart phone becomes a gateway into a new world of immersive augmented reality experiences, offering you the ability to interact with virtual environments, friends, and fantastic adventures.

ARIA
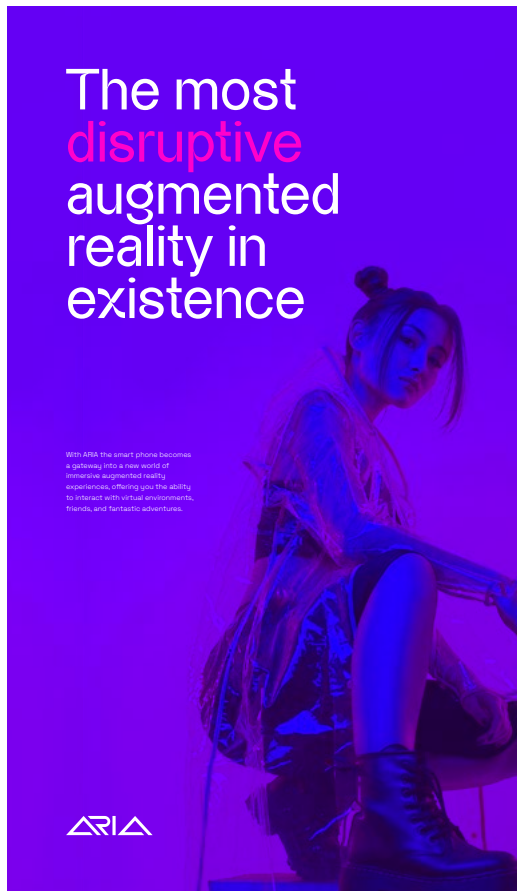
ALTERNATE DISPLAY TYPOGRAPHY

In the primary brand Alamarena Regular may be used, in sentence case, on display and headline type treatments. This allows the promotion to stand apart from the primary brand and builds excitement and creates unique awareness for the campaign.

ALAMARENA REGULAR

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890

Tracking: 0

ARIA

MOTION

Examples

ARIA

SPORTS

Logo and Colors
Examples
Alternate Typography

CRIA
SPORTS

DARK GREEN
#003935

BRIGHT GREEN
#39FEA6

FULLY
CARBON
NEGATIVE

ARIA

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SPORTS EXAMPLE

The design grid, display type, typography create
brand the visual brand. When using photography
and graphical elements those elements should
have a 40%-60% visual weight within the
composition.

ALTERNATE DISPLAY TYPOGRAPHY

A secondary display font is allowed in campaigns and promotions. This allows the promotion to stand apart from the primary brand and builds excitement and creates unique awareness for the campaign.

NEURO X BOLD

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890

Tracking: +180

ARIA

DESIGN

Logo and Colors
Examples
Alternate Typography

ARIA
DESIGN

DARK TEAL
#002640

CYAN
#01FFFF

SUSTAINABLE SECURE TRANSPARENT

ARIA

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ARTS EXAMPLE

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ALTERNATE DISPLAY TYPOGRAPHY

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BOBBYSOX TT REGULAR

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890

Tracking: 0

ARIA

ARTS

Logo and Colors
Examples
Alternate Typography

DARK UMBER
#222222

BRIGHT ORANGE
#FD9B5D

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IIINFINITE POSSIBILITIES

ARTS EXAMPLE

The design grid, display type, typography create brand the visual brand. When using photography and graphical elements those elements should have a 40%-60% visual weight within the composition.

ALTERNATE DISPLAY TYPOGRAPHY

A secondary display font is allowed in campaigns and promotions. This allows the promotion to stand apart from the primary brand and builds excitement and creates unique awareness for the campaign.

GALLERY MODERN REGULAR

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890

Tracking: 0