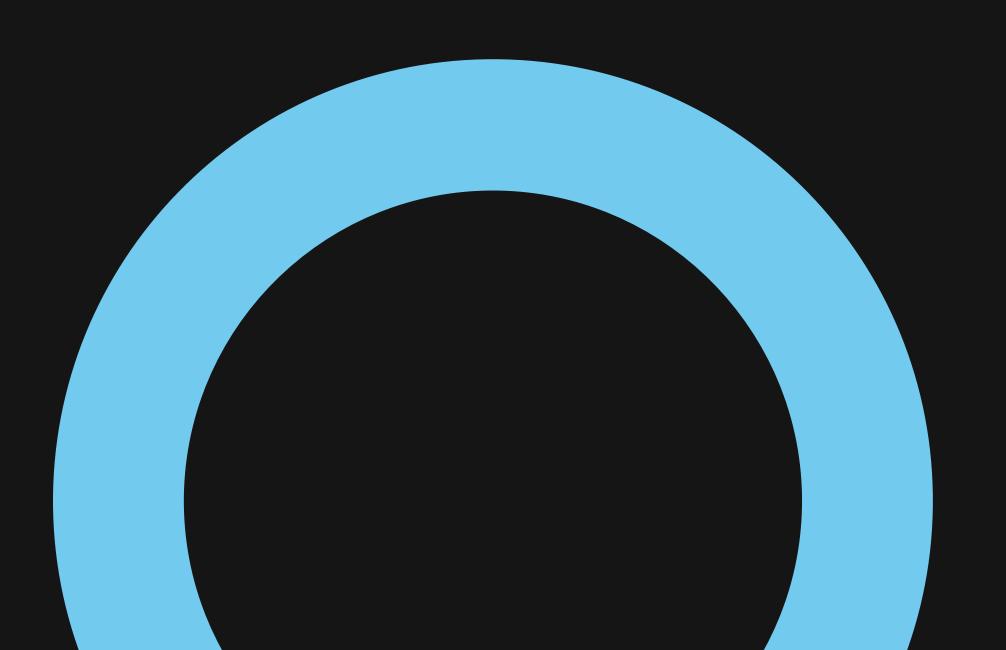




Brand IdentityAirkor



Brand Identity

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Brand Attributes

We were inspired by the process of Ultrasonic Aerosolization leading to the root of our concept, the idea of breaking medicines down into small particles that can then be delivered accurately to areas targeted by the clinician.

With colour, language and visuals we are fusing tech and medical together, positioning Airkor as a modern tech firm specialising in bringing medical innovations to market.

Ultrasonic Aerosolization

Precision

Targeted

Scientific

Reputable

Modern



Introduction

Inspiration / Rationale

On Identity has been carefully constructed with a strick mathematical grid. The construction and relationship should be respected at all times and no other fonts or configuration of the elements should be used. Illustrated on this pages are the preferred formats for use.



Logo



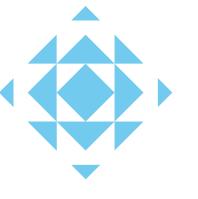
Formats

The Primary Identity is made up of the Icon and the Logotype. These may be separated and used individually but most often should appear as illustrated opposite.

Horizontal

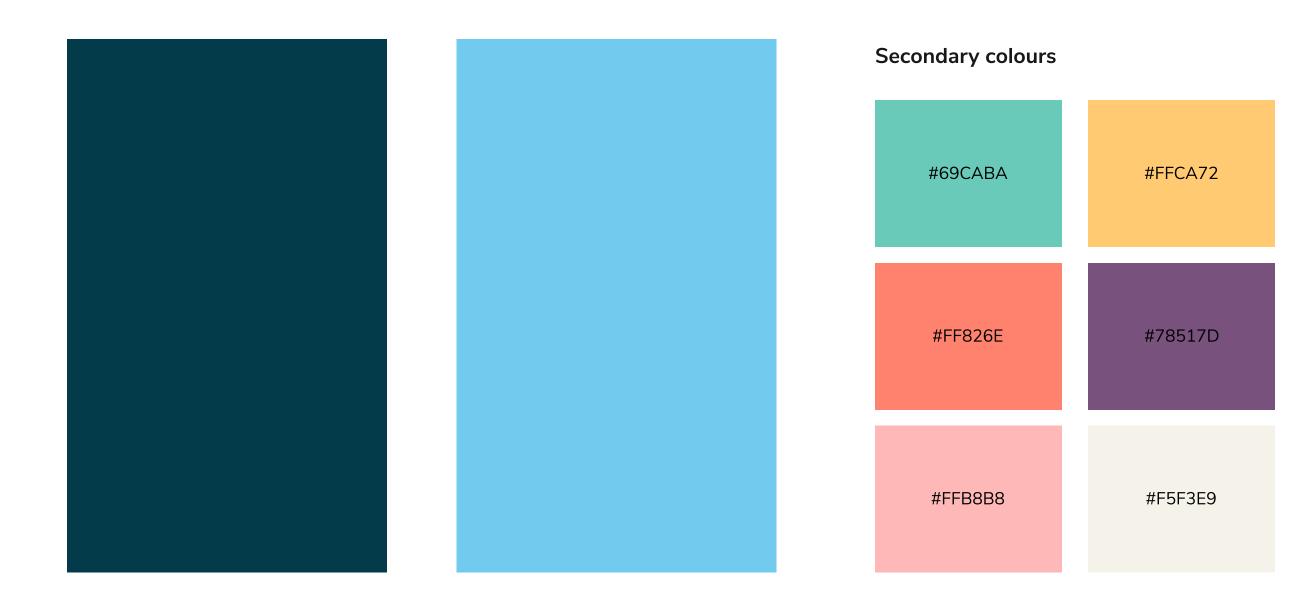


lcon



Colour Theory

These are the primary colours selected for use in all marketing and promotional applications. These colours should be used by all contractors and suppliers when working with the brand.



| Airkor Prussion | | Airkor Azure | |
|-----------------|-----------------|--------------|----------------|
| Hex | #033B4A | Hex | #72CAEF |
| RGB | 3, 59, 74 | RGB | 114, 202, 239 |
| СМҮК | 100, 47, 22, 82 | CMYK | 67, 02, 00, 00 |
| PANTONE | 2965 | PANTONE | 298 |

Fonts

The following fonts are to be used for all online and offline typography.

Open Sauce Sans One

SUGGESTED WEIGHTS

Light Regular

Semi Bold

Bold

The quick brown fox jumps over the lazy dog

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

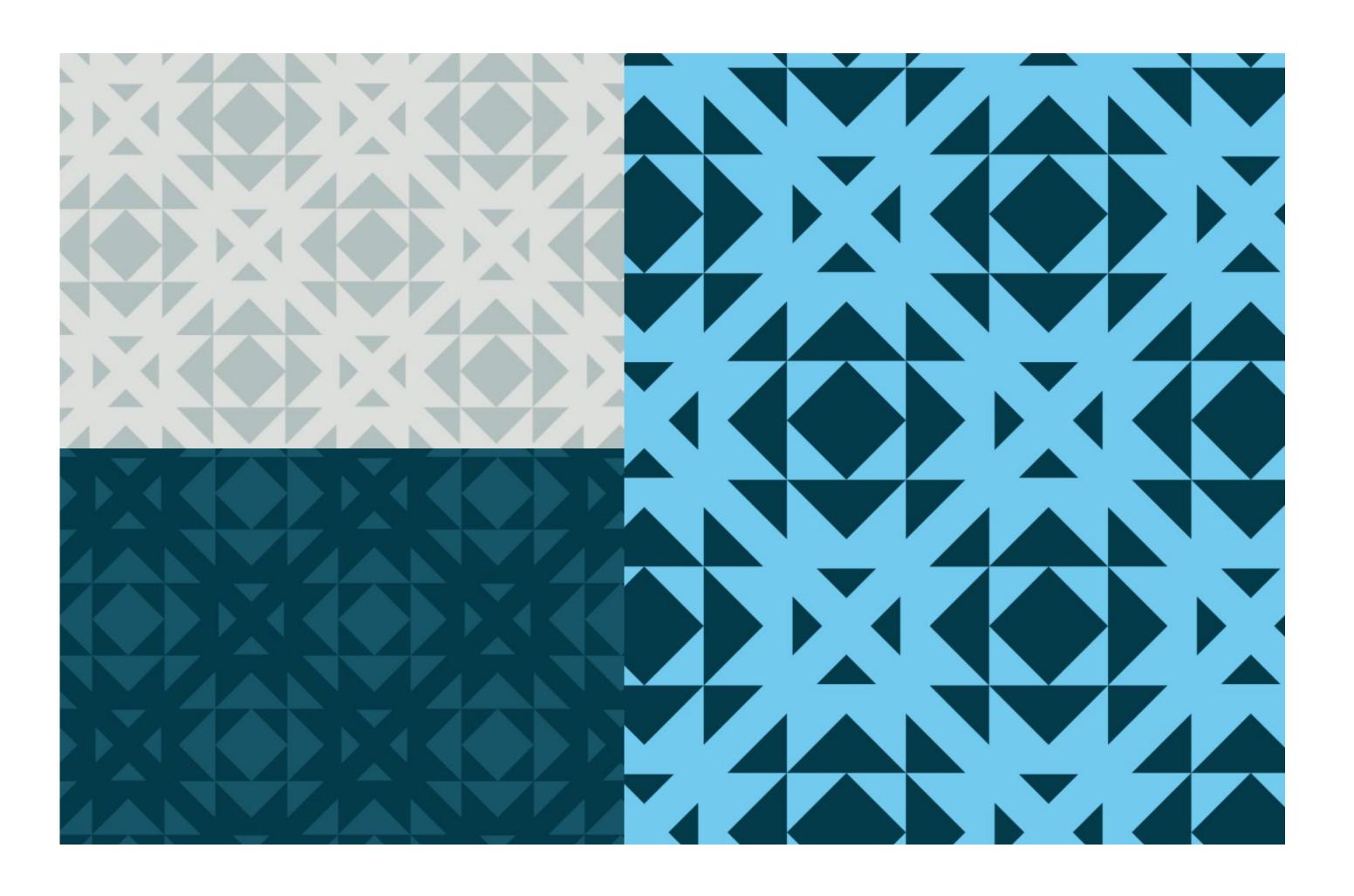
RECOMMENDED USES

- Headings
- Sub Headings
- Body Copy



Patterns

Using the Icon a number of patterns can be generate which can be used on packaging as well as marketing materials including backgrounds and textiles.



Application

Stationery

This image illustrates how the brand could be applied to business cards and letterhead.

John Houston

Office 972 480 9554
Mobile 214 207 0683

800 E. Campbell Rd #202
Richardson, Tx 75081

john@airkor.com
www.airkor.com





Name of Company Address Line one Building or Street Number Region Postal Code

25 June 2019

Headline or subject to be placed here

Dear Name,

Fusce neque mi, consectetuer gravida, convallis ac, varius a, pede. Fusce pellentesque pretium quam. Ut luctus, justo id volutpat iaculis, est diam pulvinar sem, quis bibendum turpis dui eget mauris.

Sed in mauris. Ut massa. Pellentesque condimentum felis nec sapien. Integer posuere elit at turpis. Nulla facilisi. Sed sapien ipsum, commodo ut, facilisis vitae, ultrices non, metus. Aenean non nulla. Curabitur molestie volutpat magna. Vestibulum tempor faucibus nisi.

Aliquam rhoncus volutpat mauris. Sed auctor. Donec tincidunt velit et tellus. Donec sed augue eget lacus placerat adipiscing. Ut convallis suscipit nulla. Morbi posuere ullamcorper ligula. Duis sit amet odio nec lorem ornare gravida. Suspendisse ante nulla, gravida quis, eleifend sit amet, placerat eget, purus. Sed egestas magna ut erat. Vivamus euismod, odio id mattis porttitor, tellus nisl consectetuer turpis, ut auctor enim justo euismod nulla.

In ante. Phasellus convallis, nisl in vestibulum facilisis, lacus pede bibendum urna, dapibus pellentesque eros magna sed nibh. Etiam tortor arcu, porta nec, laoreet quis, mollis in, libero. Aenean dapibus est a metus. In sit amet elit. Pellentesque luctus lacus scelerisque arcu. Cras mattis diam. Sed molestie, lectus id bibendum luctus, magna orci luctus quam. Vivamus in urna et sem accumsan imperdiet. Aenean fringilla, eros tincidunt gravida elementum, justo eros pharetra felis, in rhoncus arcu lectus non enim. Phasellus odio tortor, mattis ut, mattis elementum, luctus at, orci.

Yours sincerely,

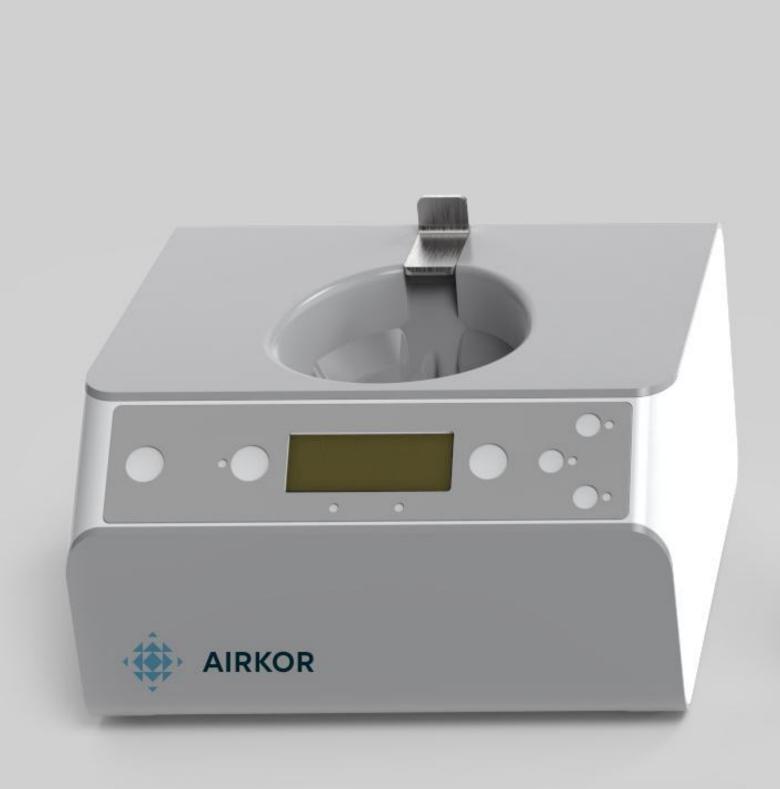
John Housten

800 E. Campbell Rd #202, Richardson, Tx 75081 Office 972 480 9554 info@airkor.com www.airkor.com



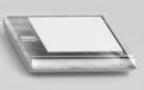


Equipment







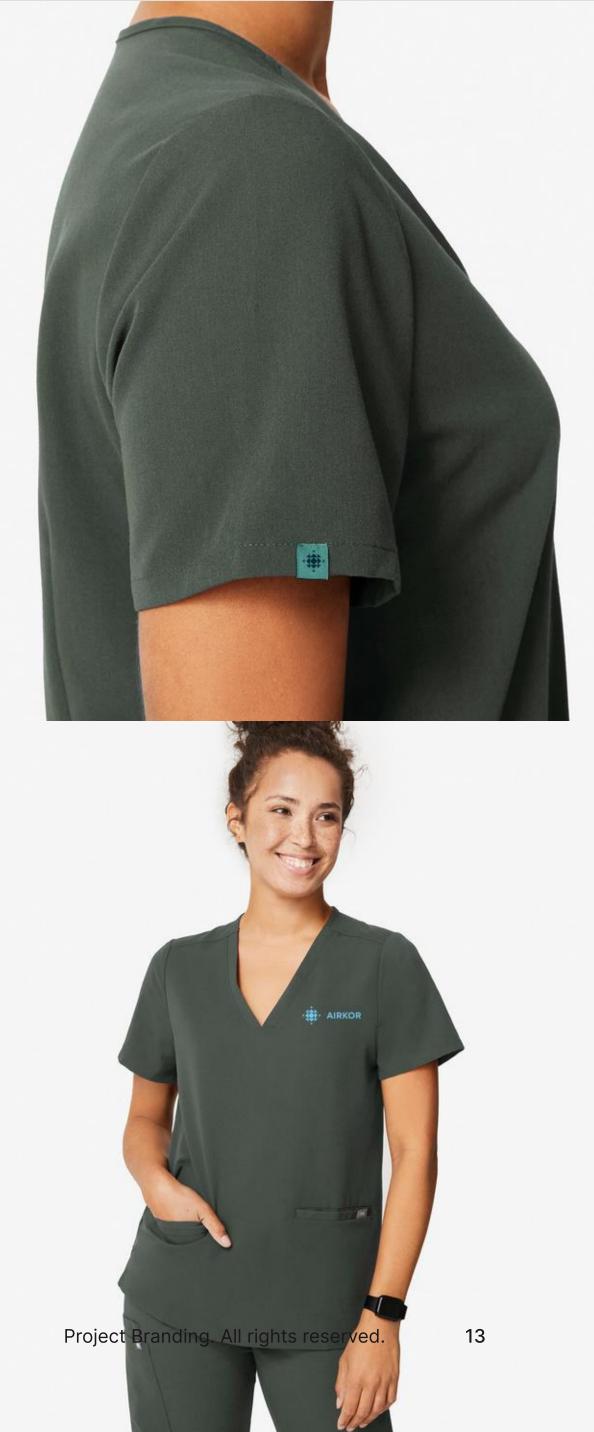


Application

Uniform & Promotional

The following examples showcases how our brand assets and patterns can be creatively applied to clothing items.





Mask

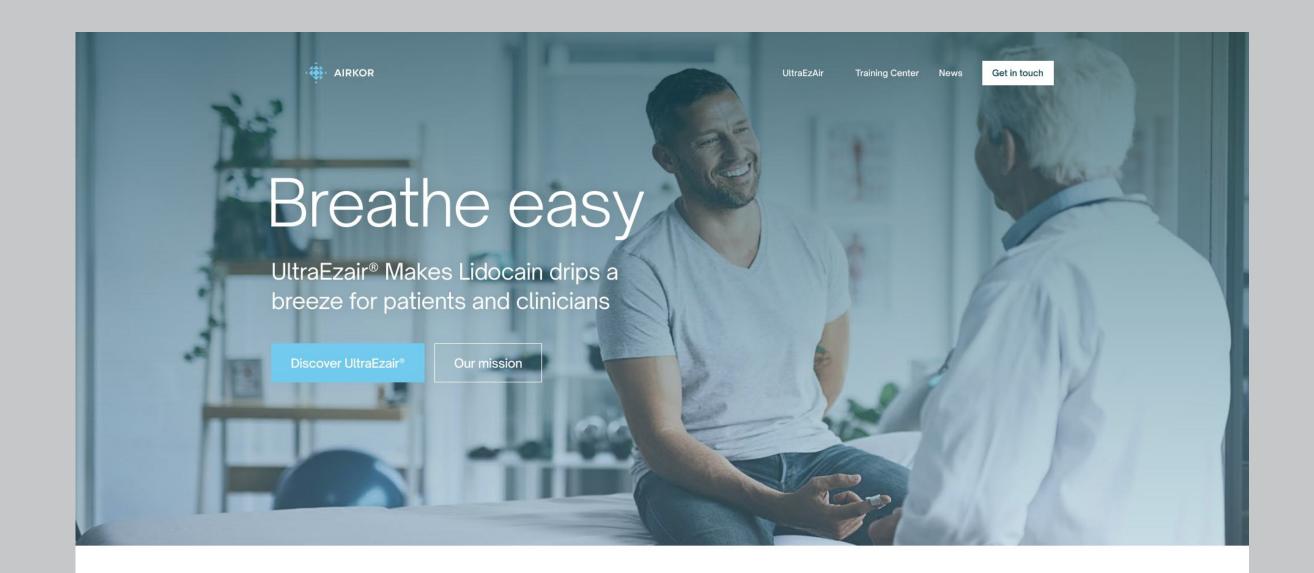
This image illustrates how the brand could be applied to mask.



Application

Website

This was the design for the home page and illustrates how we combined the updated brand assets, fonts and colours.



Our mission

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse mo







Unleashing brands that demand attention

Building brands that refuse to be ignored is what we do.

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