Project Branding

Brand Identity
Airkor

Brand Identity

Contents

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.
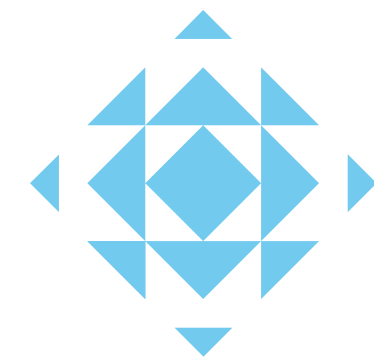
AIRKOR

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.
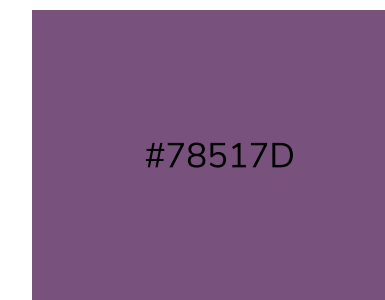
Horizontal

Icon

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.

Secondary colours

#69CABA	#FFCA72
#FF826E	#78517D
#FFB8B8	#F5F3E9

Airkor Prussion

Hex	#033B4A
RGB	3, 59, 74
CMYK	100, 47, 22, 82
PANTONE	2965

Airkor Azure

Hex	#72CAEF
RGB	114, 202, 239
CMYK	67, 02, 00, 00
PANTONE	298

Brand

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

RECOMMENDED USES

◉ Headings

◉ Sub Headings

◉ Body Copy

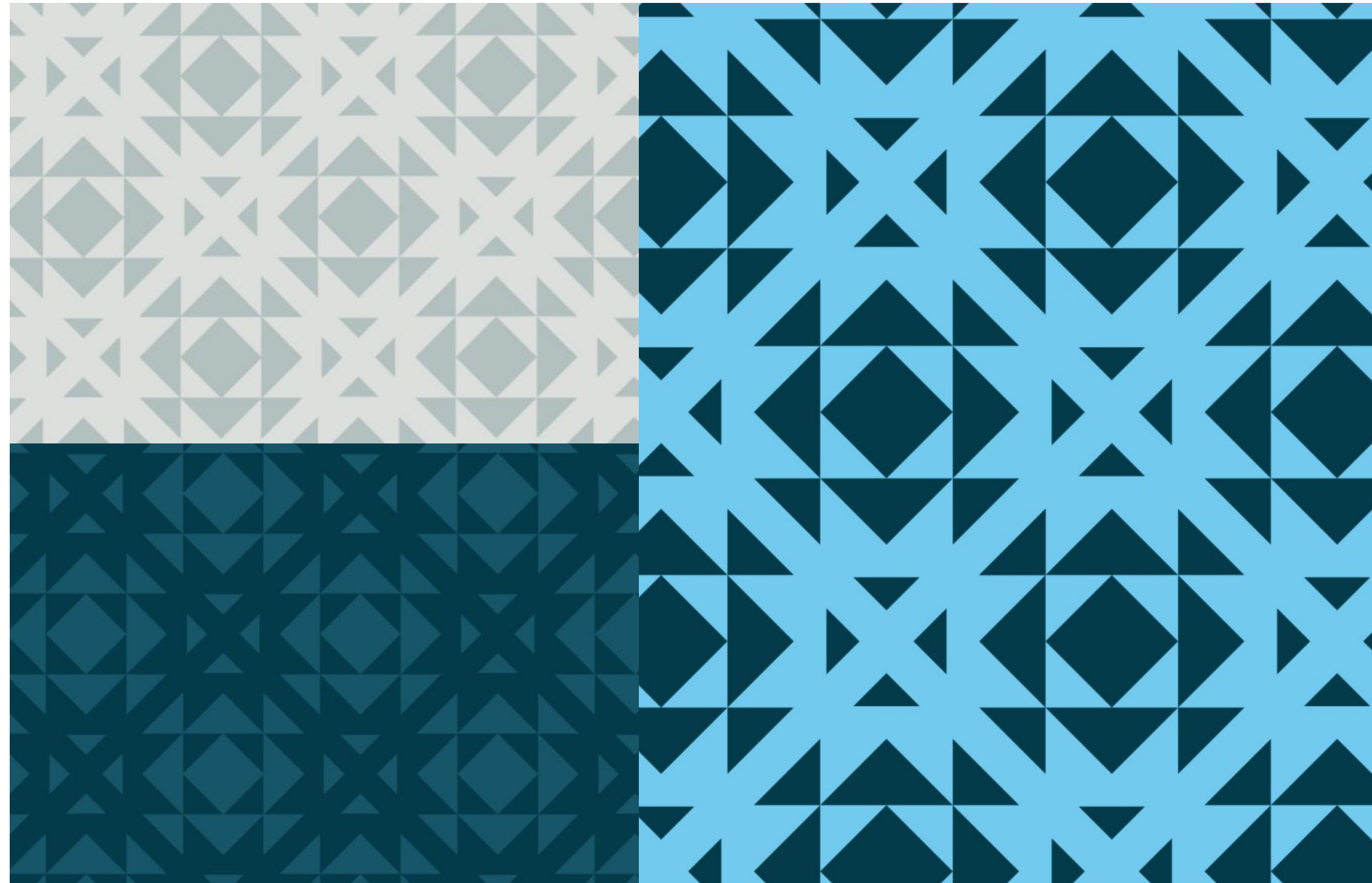# The quick brown fox jumps over the lazy dog

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.
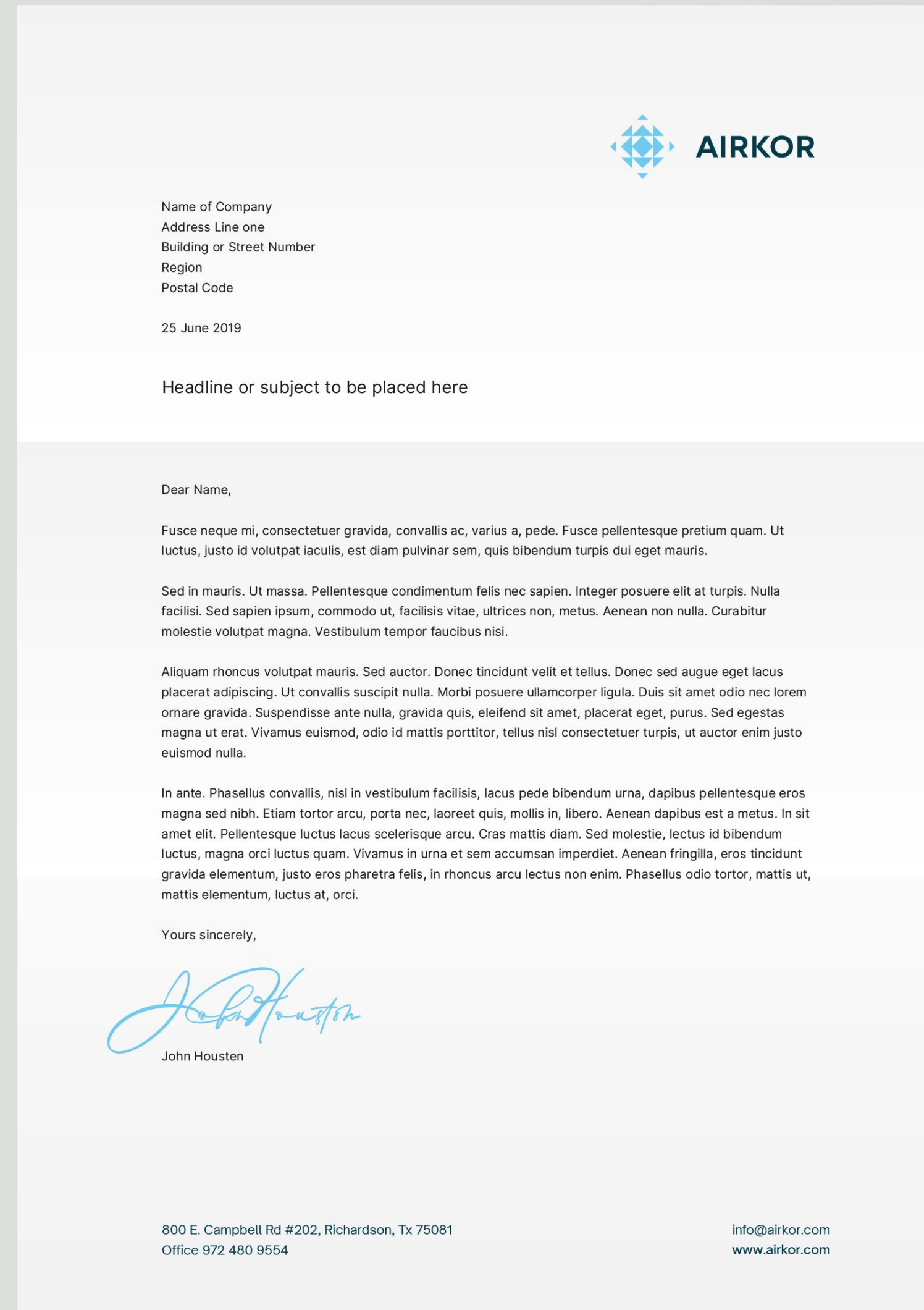
Ar

Brand

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

AIRKOR

John Houston

Equipment

Application

Uniform & Promotional

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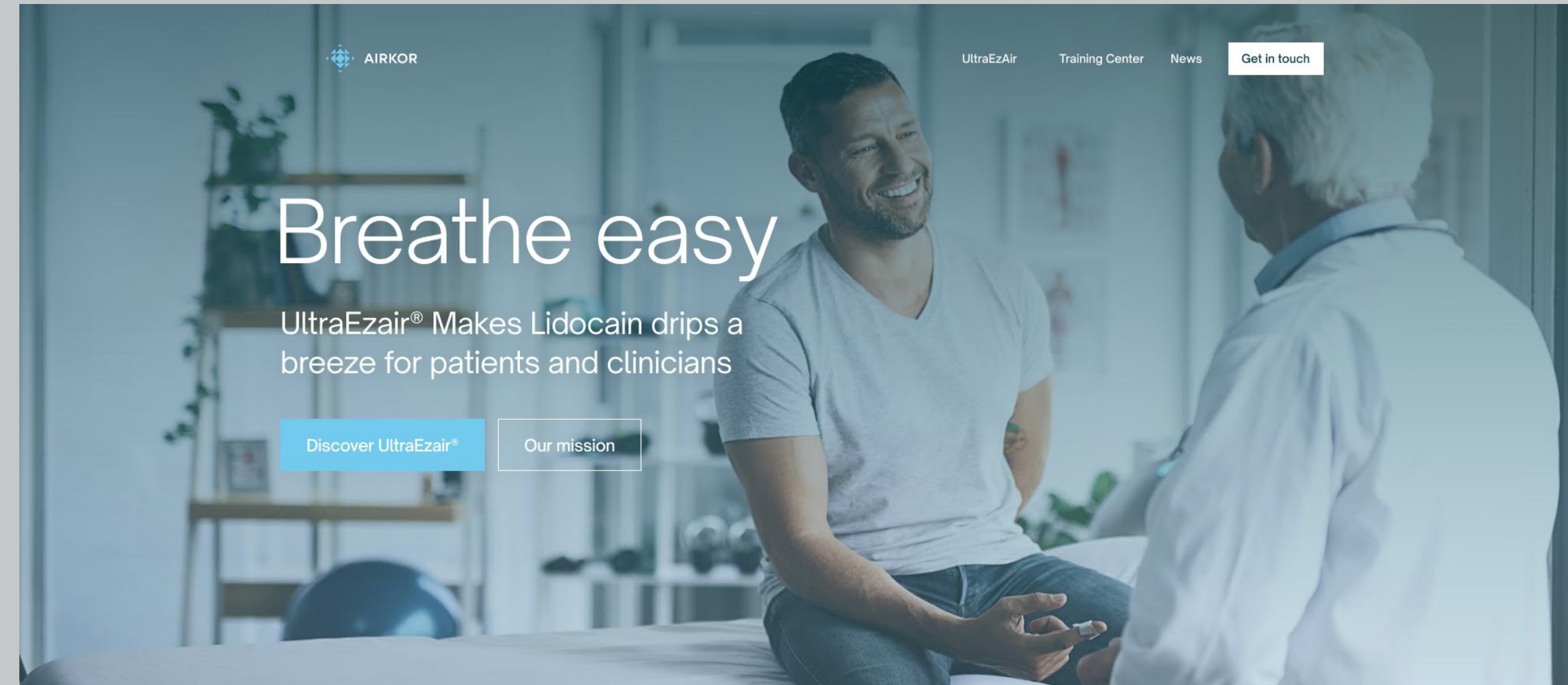
Application

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.

Project Branding

Unleashing brands
that demand attention

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

Visit website   Discover our work