



Brand Styleguide

2023 Dec



airing
the air purifier

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Introduction

Discover the future of air purification with 'Airing', a brand synonymous with innovation and efficiency. Our devices are designed for simplicity and portability, ensuring you enjoy pure, clean air wherever you are. Unique in its ability to amplify its power when connected with other 'Airing' units, it's more than just an air purifier—it's a modular system that adapts to your needs. Join us in experiencing the next level of air quality, with 'Airing', where clean air is just the beginning.



Air it Out, Everywhere.

Brand mission

Revolutionize air purification by providing innovative, efficient, and modular solutions that empower individuals to breathe cleaner air, anytime and anywhere. We are committed to simplicity, portability, and sustainability, enhancing the quality of life for our customers while contributing to a healthier environment.

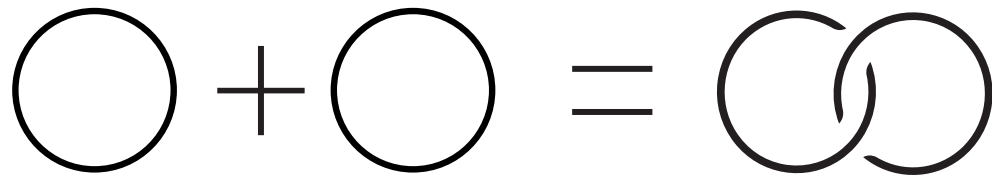
Brand vision

The epitome of luxury in sustainable air purification, setting a global trend for effortlessly integrating clean air into everyday living.



airing 

Logo Design



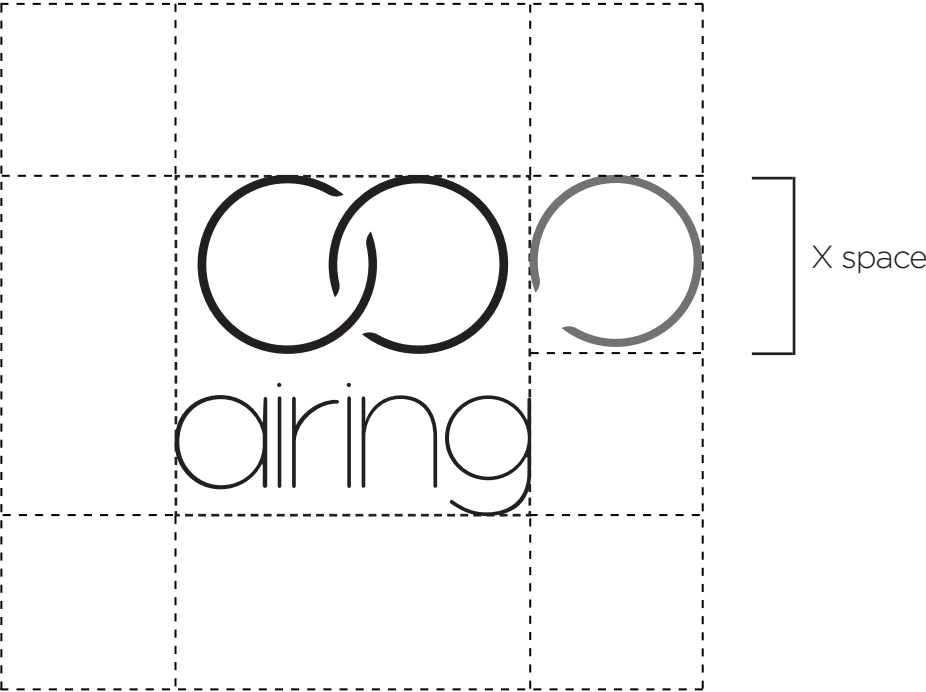
Visualizing two airings are 'connected'.

The Airing logo is a masterful representation of air's invisible nature, embodied through a lightweight typeface that speaks to the ethereal and intangible qualities of air.

Drawing inspiration from the ring shape of 'Airing' units, the logo incorporates rounded edges, seamlessly blending the concept of airflow and circular unity. This design choice not only reflects the product's core identity but also adds a visually soothing and approachable aspect to the brand's image.

The word "airing" is displayed in a lowercase, rounded, sans-serif typeface. The letters are thin and have smooth, curved edges, particularly noticeable in the 'a', 'i', 'n', and 'g'. The 'a' is a simple circle with a vertical stem. The 'i' has a small dot above it. The 'n' has a rounded top and a vertical stem. The 'g' has a rounded bottom and a vertical stem. The overall appearance is clean, modern, and minimalist.

Clear space



Logo formats

Black & White

Horizontal Logo



Circular Logo



Display colors



RGB R34 G37 B79
CMYK C100 M94 Y34 K36



RGB R80 G117 B185
CMYK C74 M51 Y00 K00



RGB R158 G193 B231
CMYK C42 M16 Y00 K00

Colors

Horizontal Logo



Circular Logo



Color variation



Logo Misuse



Do not use gradients in logo.



Do not change spacing in logo.



Do not change and modify the typeface.



Do not distort or warp the logo.



Do not rotate the logo.



Do not use logo with background and color.

Typography

Brand Logo

Gotham Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Brand Catchphrase

Dunbar Tall Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Typography

Cormorant Garamond Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Use on web



brand website

Use on advertisement



brand website

Use on package & product



package and product



product detail

Use on brand stationery



envelope & namecard



CONTACT

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Air it Out, Everywhere.