

# Aeromon Company brand guidelines

The following guidelines are a summary of basic online brand elements that should be used when designing for Aeromon websites, content and apps.

## **FONT**

The Aeromon corporate font; Montserrat (by Julieta Ulanovsky) is used throughout which helps to uphold the brand visual identity.

Montserrat is licensed under Open Font License.

## **COLOURS**

Aeromon UI colour palette is a subset of Open Color scheme:

Lime 3 #c0eb75

Green 6 #40c057

Teal 9 #087f5b

Grey 9 #212529

Grey 3 #dee2e6

## **COMPANY LOGO**

Primarily the Aeromon logo should be used on a white or Grey9/black background for maximum impact and clarity. Always use full colour logo when possible.