







# Brand Guidelines

Aviatr — Fly Further.

Version 1.0 — April 2026

# Color Palette

Our brand is built on two core colors. Use Sky Electric as the primary action color and Midnight Navy for text and dark backgrounds.

 <p><b>Sky Electric (Primary)</b> HEX #2D7EFF · RGB 45, 126, 255 · HSL 216°, 100%, 59%</p>	 <p><b>Midnight Navy (Secondary)</b> HEX #0D1F42 · RGB 13, 31, 66 · HSL 220°, 67%, 15%</p>
 <p><b>Success Green</b> HEX #16A34A · RGB 22, 163, 74</p>	 <p><b>Slate (Neutral)</b> HEX #64748B · RGB 100, 116, 139</p>

# Typography

We use Plus Jakarta Sans as our primary typeface. It provides excellent readability across screens and print.

PRIMARY TYPEFACE

**Plus Jakarta Sans**

Weights: Regular (400) · Medium (500) · SemiBold (600) · Bold (700) · ExtraBold (800)

MONOSPACE (CODE)

**Fira Code**



# Logo Usage

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The Aviatr logo is available as a standalone mark and as a full lockup (mark + wordmark). Always use the provided files — never recreate or modify the logo.

## Available Formats

Logo Mark (icon only) — SVG and PNG

Full Logo Square (mark + wordmark, stacked) — PNG and PNG @2x

Full Logo Wide (mark + wordmark, horizontal) — PNG and PNG @2x

Dark and light variants provided for each format.

## Clear Space



Maintain clear space equal to the height of the logo mark on all sides.

## Usage Rules

### Do

- ✓ Use provided logo files without modification
- ✓ Maintain clear space around the logo
- ✓ Use on contrasting backgrounds for readability
- ✓ Use the dark variant on light backgrounds
- ✓ Use the light variant on dark backgrounds

### Don't

- ✗ Alter the logo colors or proportions
- ✗ Add drop shadows, outlines, or effects
- ✗ Place on busy or low-contrast backgrounds
- ✗ Stretch, rotate, or distort the logo
- ✗ Recreate or approximate the logo in any way

## Minimum Size

The logo mark should never be displayed smaller than 24px (digital) or 8mm (print). The full logo lockup should not be smaller than 100px wide (digital) or 30mm (print).