

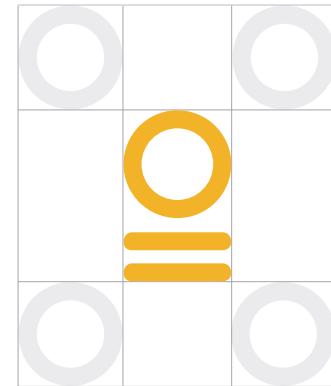


# Brand book

## Logo

AIMS Innovation logo, on  
light, dark, and coloured  
backgrounds





18mm



3mm

## Logo Clearspace

For optimum clarity, the AIMS Innovation logo should be displayed with these guidelines in mind.





Do not skew



Do not apply filters or effects



Do not scale or stretch



Do not change the colour

## Logo Don'ts

For optimum clarity, the AIMS Innovation logo should be displayed with these guidelines in mind.



Do not use dark logo against a dark colour



Do not use dark logo against dark image







Do not skew



Do not apply filters or effects



Do not scale or stretch



Do not change the colour

## Logo Icon Don'ts

For optimum clarity, the AIMS Innovation logo should be displayed with these guidelines in mind.

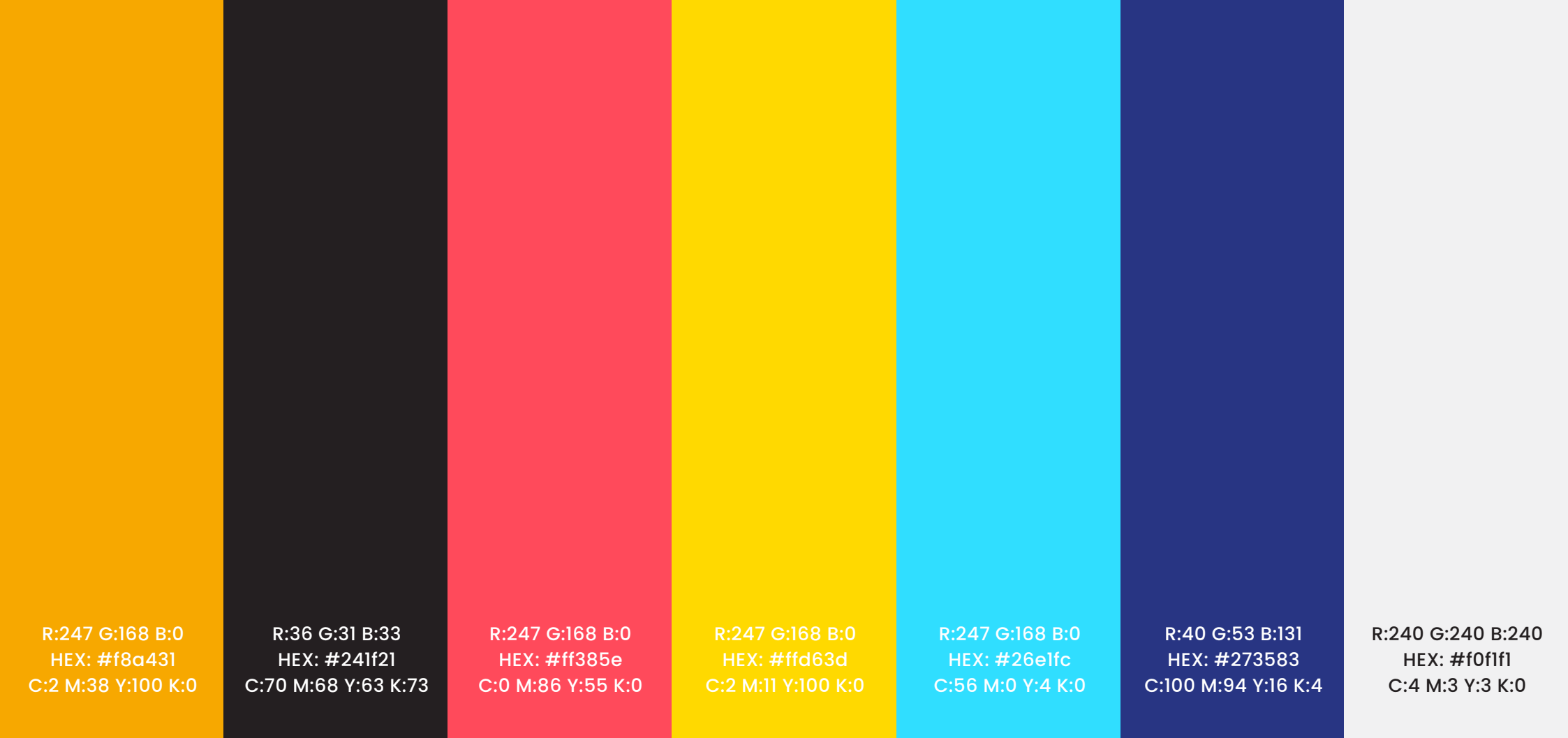


Do not use dark logo against a dark colour



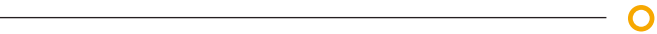
Do not use dark logo against dark image





# Colour palette

For brand consistency and uniformity, AIMS Innovation’s primary colour palette should be used across all collateral.



Aa

## Primary Font Family: **Poppins**

### **Poppin bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 .,?/"@&\*()%

### **Poppin semibold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 .,?/"@&\*()%

### **Poppin regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 .,?/"@&\*()%

### **Poppin light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 .,?/"@&\*()%

## Secondary Font Family: Helvetica

### **Helvetica bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 .,?/"@&\*()%

### **Helvetica Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 .,?/"@&\*()%

## Typography

For all the headers and assets Poppins font family should be used. Helvetica font family should be used for body text only.





## Photography

People photography mustn't feel staged and models shouldn't be limited in their expressions in working environments.







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People photography mustn't feel staged and models shouldn't be limited in their expressions in working environments.





**INTEGRATE**



**AGENTS**



**REPORTS**



**MONITOR**



**FOCUS**



**PLUGINS**

## Icons





**ARTIFICIAL INTELLIGENCE**



**INNOVATION**



**INSIGHT**



**DRIVE BUSINESS**



**DEEP**



**REAL-TIME**

## Icons



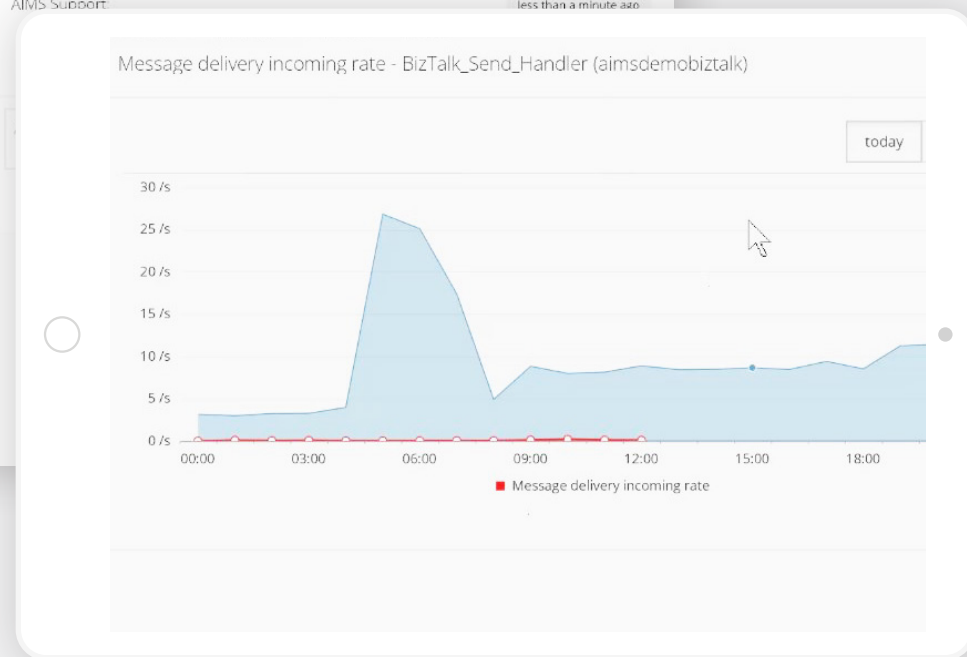
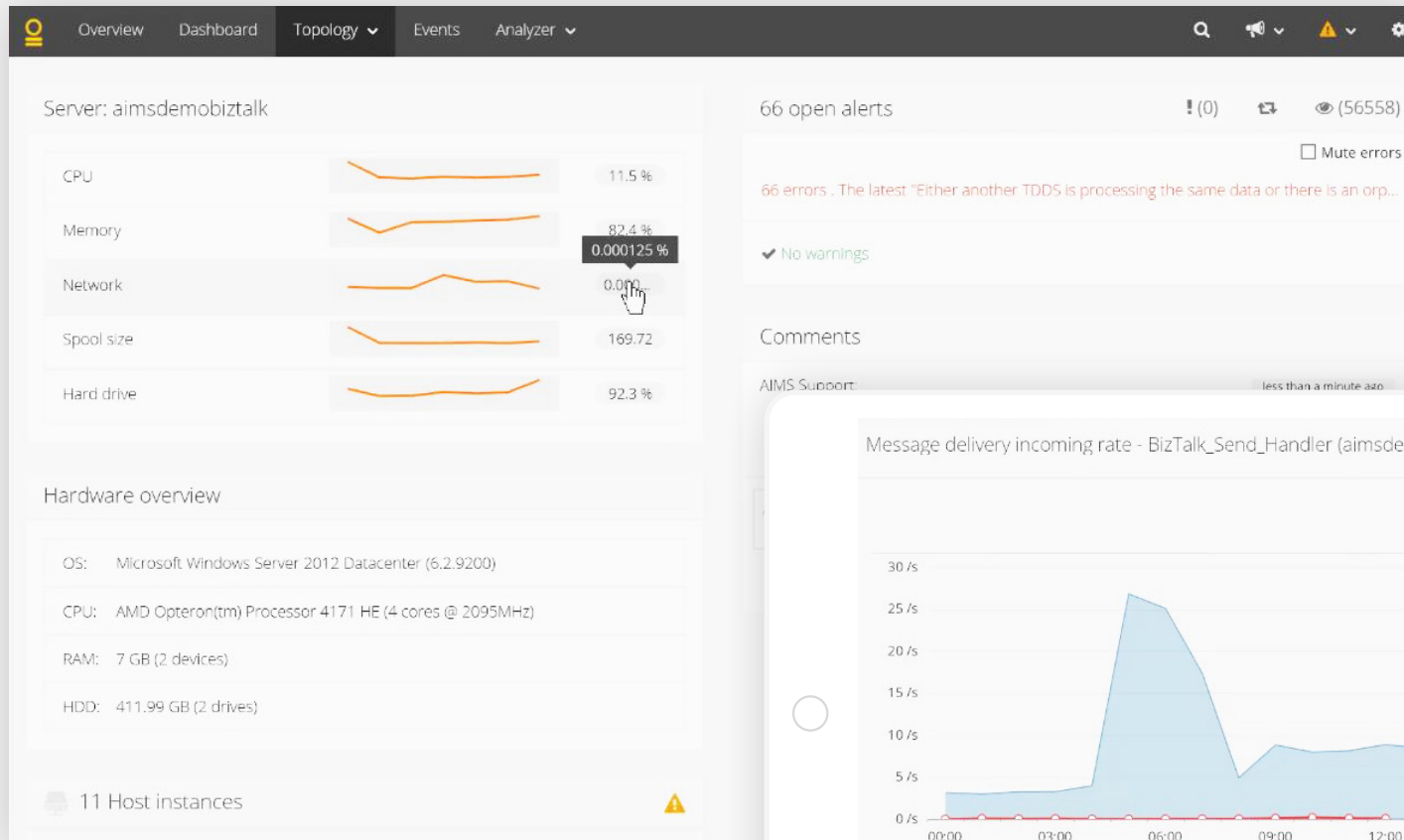




**Icons over photography**

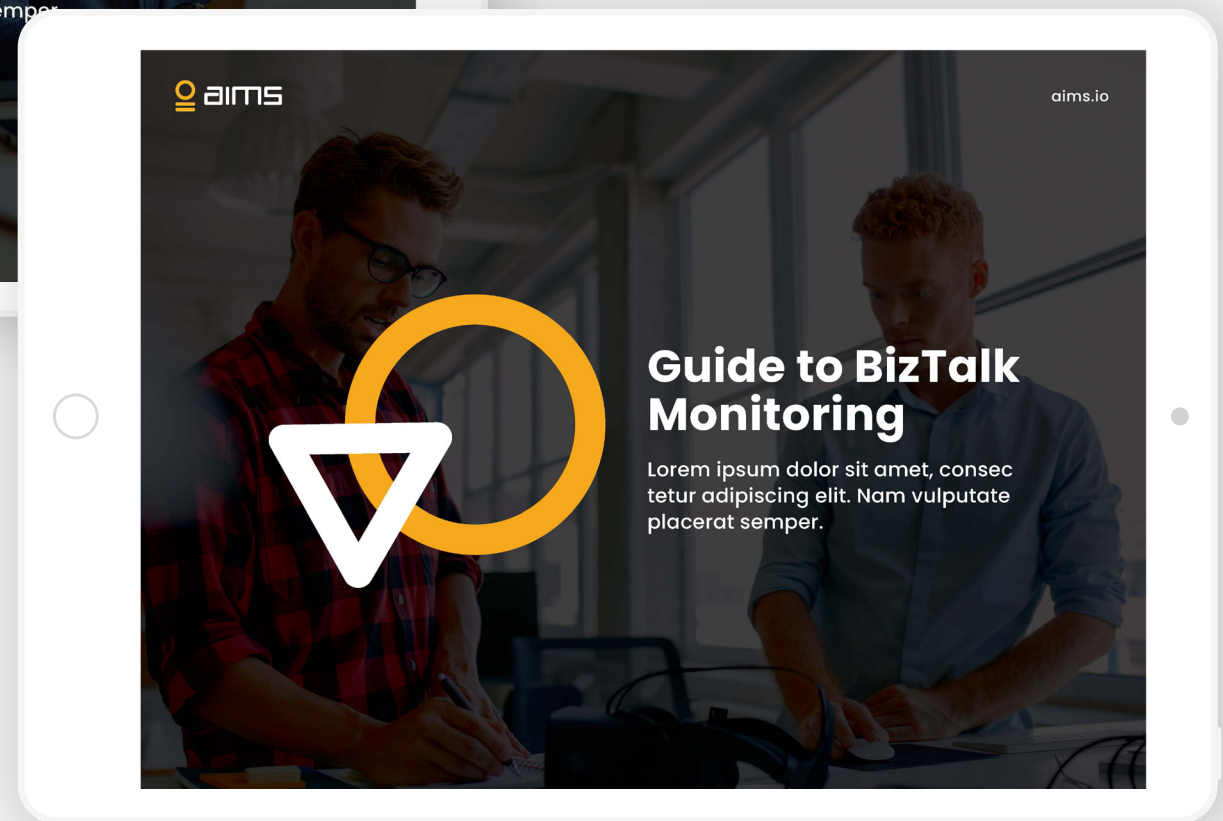
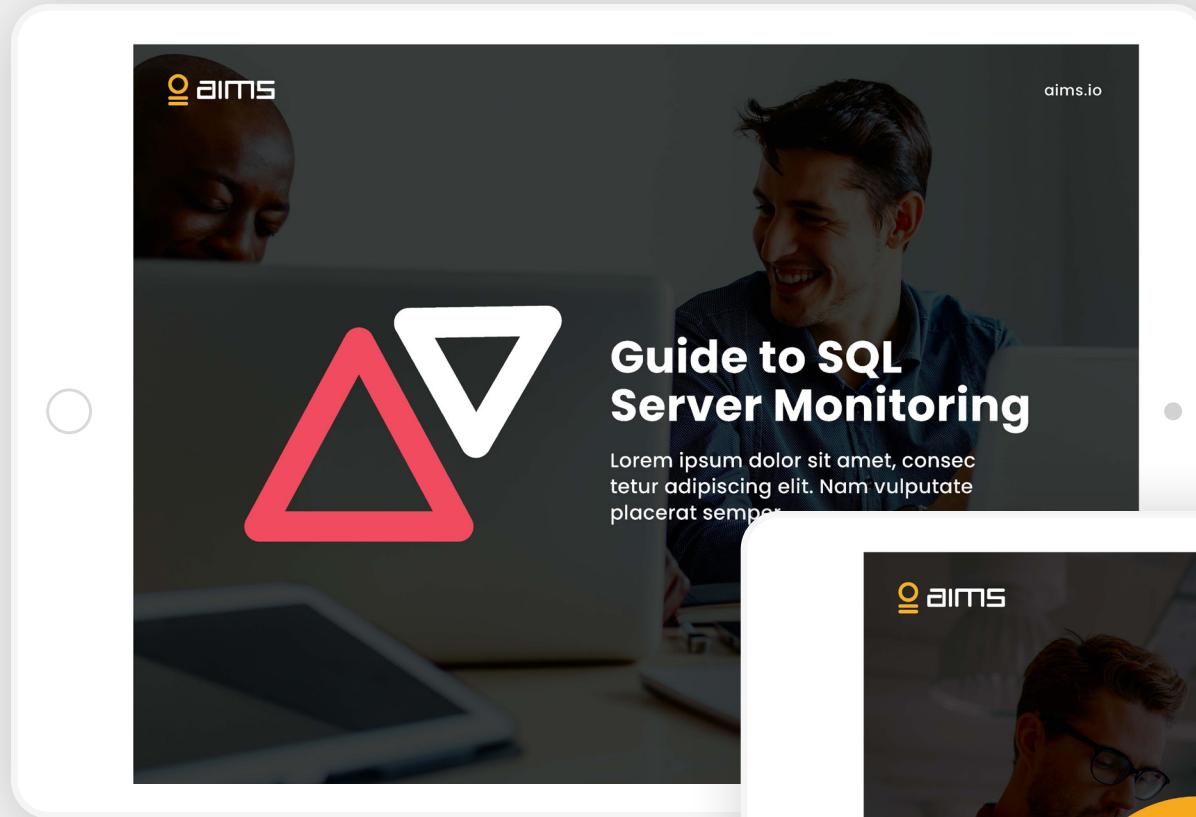






## Devices





**eGuide covers**

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# Guide to BizTalk Monitoring

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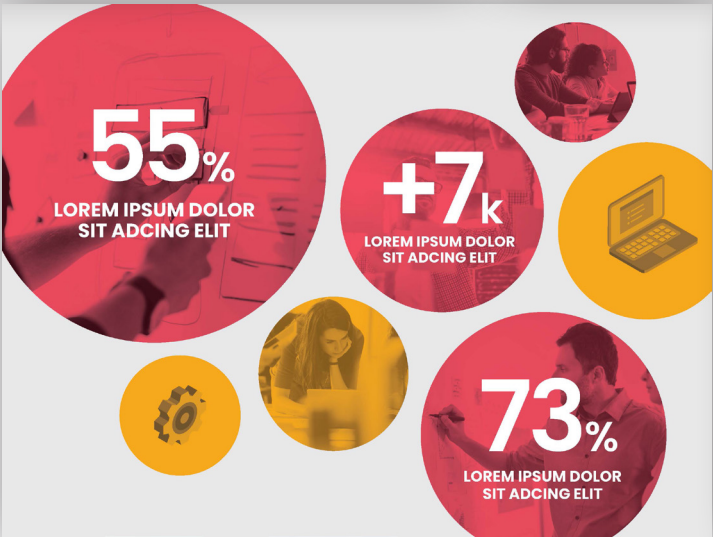


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AUTHOR LOREM IPSUM

## Takeaways

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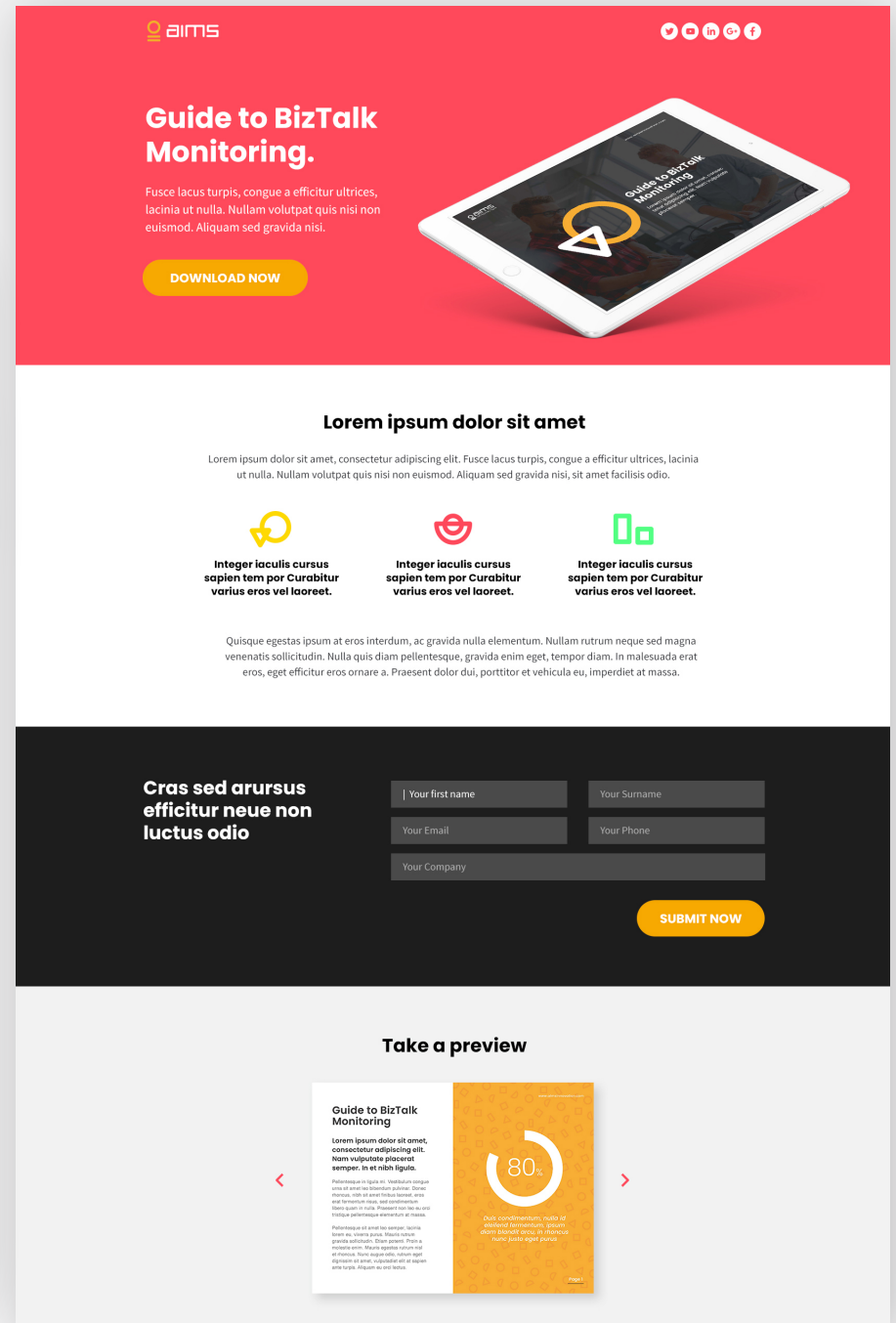
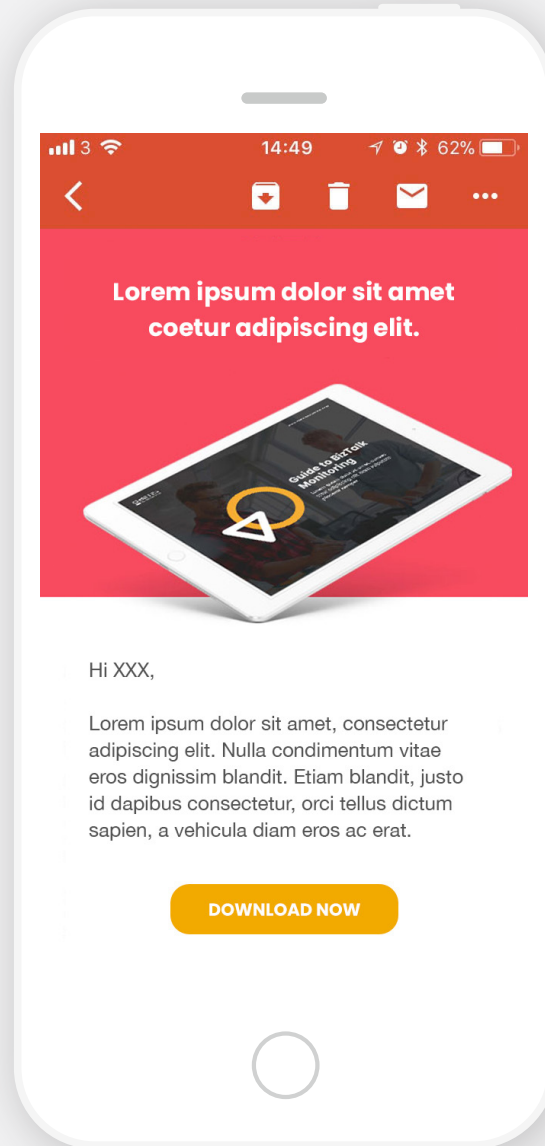


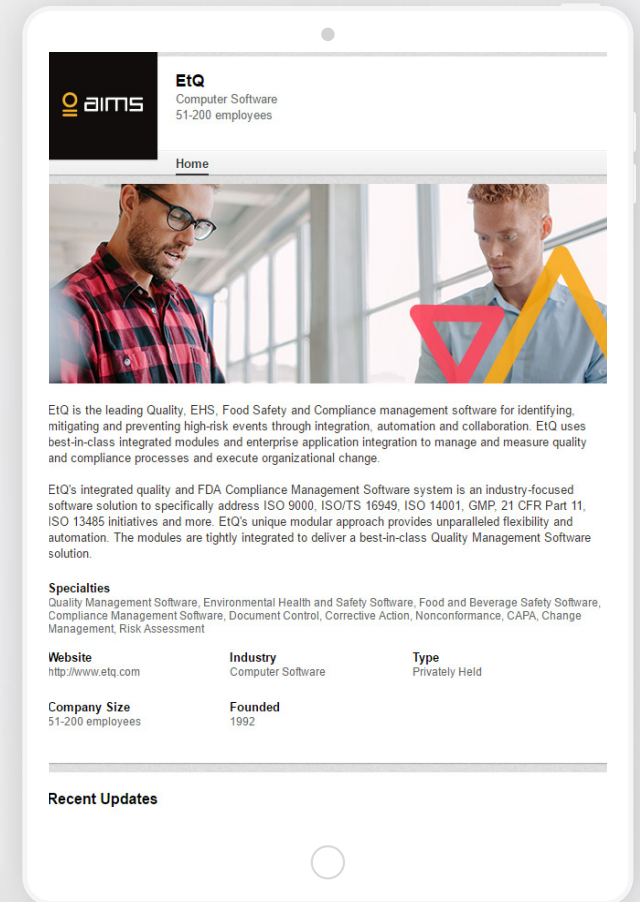
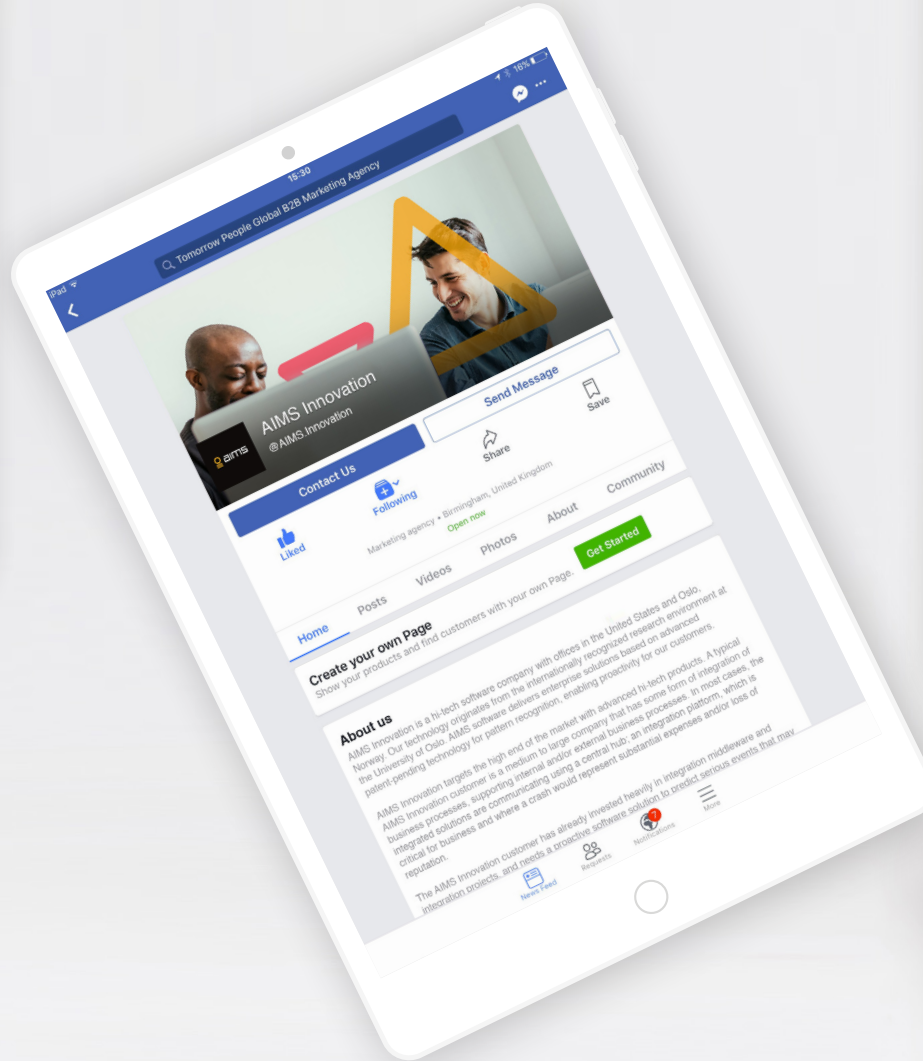
## Event Space

Here are a few examples of how the current and existing swatches, photography and illustrations can be applied to event space stands.



# Landing page & Email template





## Social Channels





**Thank you!**

