



Brand identity guidelines

This short document has been designed to guide you when creating Akash brand communications.

Please take time to read it thoroughly to help maintain the quality and consistency of our brand.

If you need any of the assets shown in the guide or further advice, please let us know @ Akash Discord / Channel: sig-design.

Brand elements

*Logo proportions and construction should not be altered. If necessary, it should be done with an Art director.

Sign



Logotype



akash

Logo lock-up

Sign should always appear to the left of our logotype and the placement of objects, text etc. between the two elements should be avoided.



Logo construction

The diagram shows the default setting of our Logo and the minimum spacing required between the two elements.



Clear space

To ensure preminence and legibility our Logo should always be given a minimum clear space equal to „Size X“ in all directions.



Size

A minimum height of 10mm or 15pixels is recommended to ensure legibility.



Typography

Our brand typeface is Satoshi. Please do not use anything other than this.

Satoshi Medium
is used for headings
and highlightings
parts of body copy.

Satoshi Regular is used for body copy and smaller, functional text such as captions and footnotes. It is also available in italics.

In exceptional circumstances, where Satoshi is not available, Helvetica or Arial can be used as an alternative but only for internal communications.

Satoshi Regular

Satoshi Italic

Satoshi Medium

Satoshi Medium Italic

Satoshi Bold

Satoshi Bold Italic

SATOSHI REGULAR

abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890/+!"#\$%&'(=)

SATOSHI MEDIUM

abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890/+!"#\$%&'(=)

SATOSHI BOLD

abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890/+!"#\$%&'(=)

Colors

Our primary palette is made up of - Red. We also use black and white for text and backgrounds or if colour cannot be used.

The correct PANTONE, CMYK, RGB values should always be used when creating materials for print and on screen.

Akash Red

HEX	RGB
#FF414C	255 65 76
CMYK	PANTONE
0 80 73 5	Red 032C/U

100%

75%

50%

25%



Akash Black

HEX RGB
#000000 0 0 0

CMYK PANTONE
0 0 0 100 BLACK U/C



Full colour variants

These examples show the preferred full colour versions of our Logo.

These variants must only ever be used with these specific background colours.





What not to do with logos

Logo proportions and construction should not be altered.

If necessary, it should be done with an Art director.

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What not to do with colours

Colour combinations should not be altered.

If necessary, it should be done with an Art director.



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