

Visual Identity

Part 00 : Logo

Logo

The AaDya logo is strong yet dynamic, with organic shapes and movement.

The AaDya Dots

The eight dots that are placed at the top right corner of the full lockup are referred to as the AaDya Dots. These dots can be used on their own after completing the full grid into nine total dots. When placed inside an object, such as a square for social media avatars the padding around the dots should be the same size as a single dot.

THE ® SYMBOL

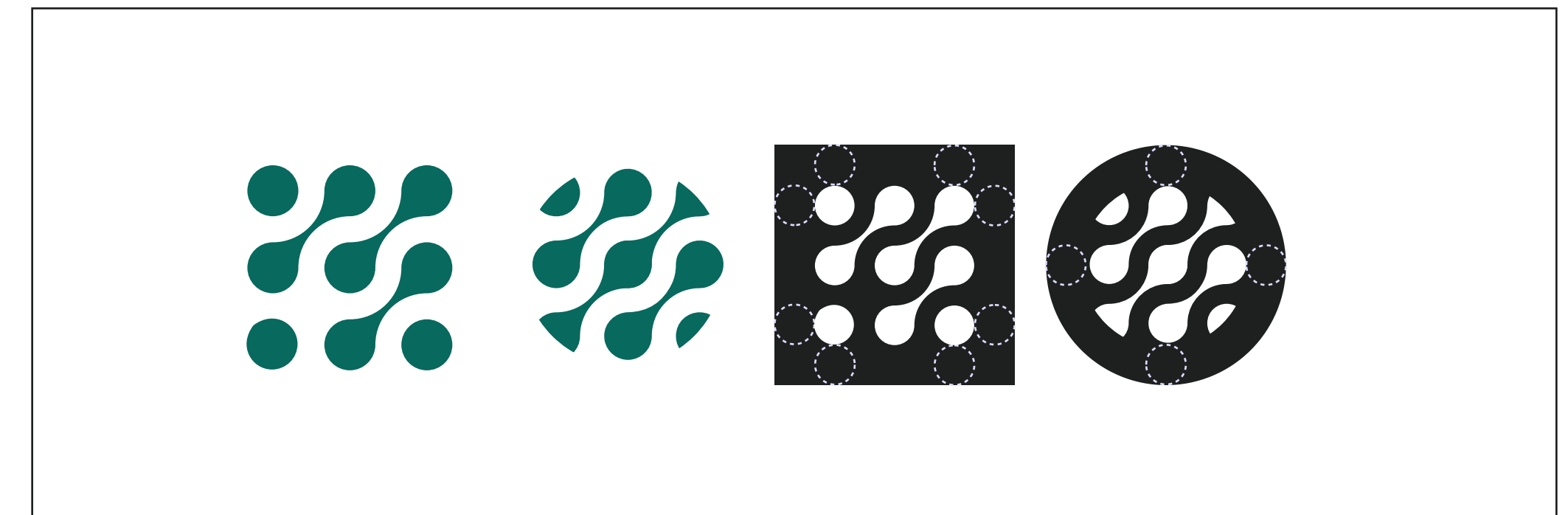
The registered trademark symbol (®) should be on the logo every time it is used. The relationship between the ® and the logo is relative in order to maintain legibility at all sizes.

At smaller sizes, the ® will always be 5 px tall.

The Full Logo Lockup



The AaDya Dots



Logo Primary Uses

When appropriate, the primary use of the logo is duo-tone relative to the background it sits on.

When on a light-colored or white background, the wordmark "AaDya" should be displayed in the 'Black' brand color. The AaDya Dots should be presented in the 'Neuron' brand color.

When on a dark-colored or black background, the wordmark "AaDya" should be displayed in the 'White' brand color. The AaDya Dots should be presented in the 'Plasma' brand color.

Primary Colorway (On Light)



Primary Colorway (On Dark)



Logo Alternate Uses

After the first presentation of a logo in the document, the alternative colorways can be used to simplify the design of the collateral, if needed.

When used on 'Oat' the colorway can be all Neuron or all Black.

When used on other Network brand colors the wordmark will be in white and the AaDya Dots will be presented in the corresponding Synapse colors.

Note that the alternative colorways can only be used if the primary logo usage has already been used on the document. For example, if we have a 2-page case study, the primary colorway should be used on the front page and then subsequent uses of the logo can be simplified and presented in a secondary colorway.

Other Colorways

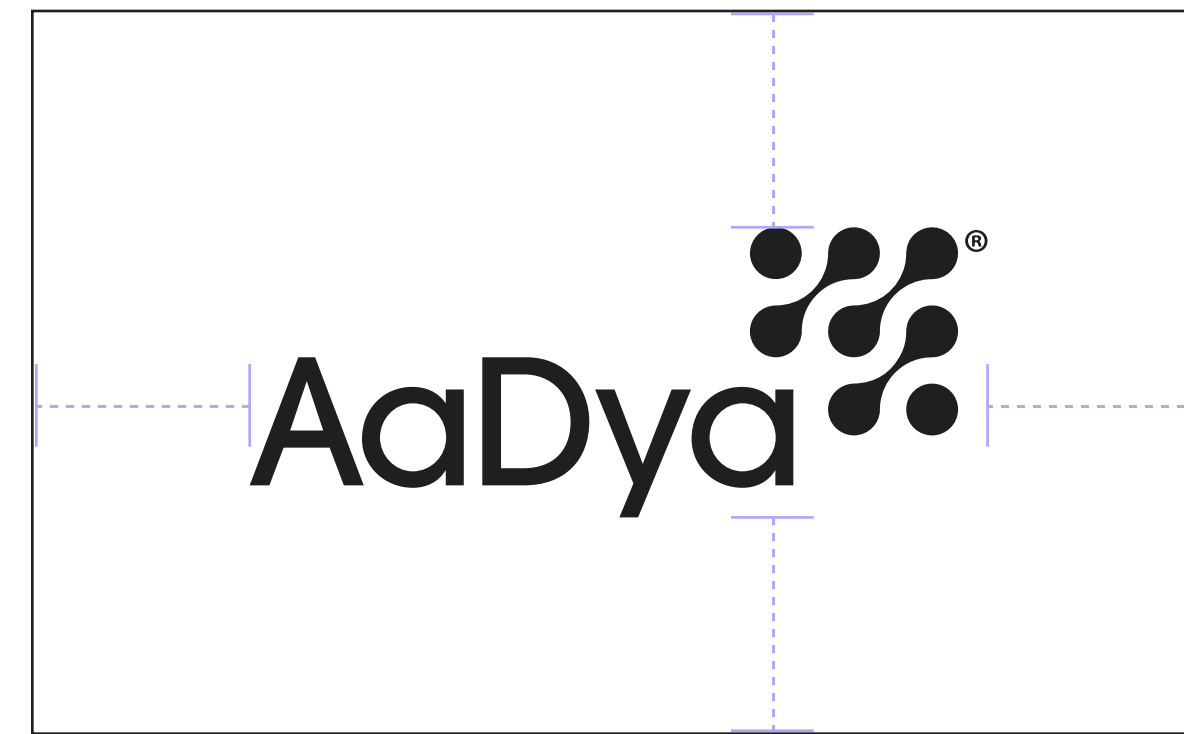


Clear Space & Sizing

When placing content near the logo, we should allow for a necessary amount of clear space around the logo to avoid crowding.

This clear space can be measured by the height of the 'Dots' element in the logo and positioning it to the top, left, right and bottom of the full logo mark.

In order to maintain legibility, the logo should not be displayed smaller than 100px on digital spaces, 35mm (or .5") on print spaces.



100px



35mm



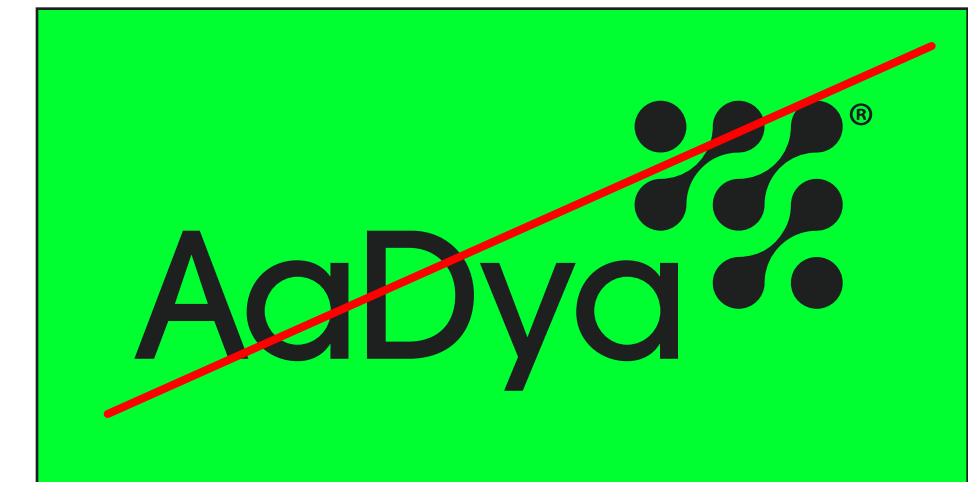
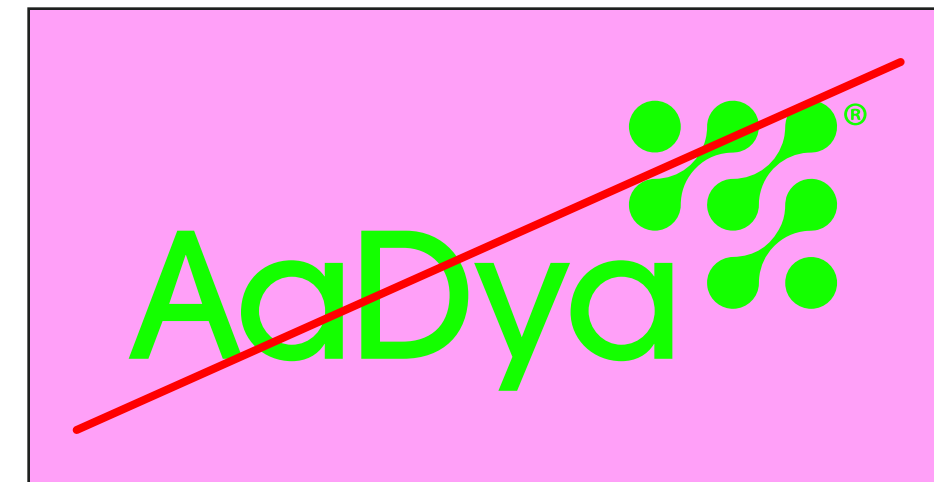
.5"



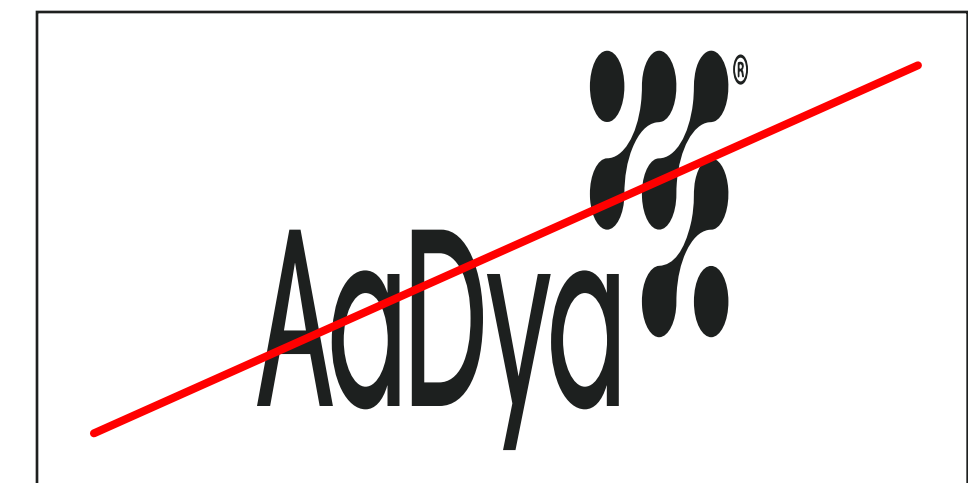
Logo Don'ts

The AaDya logo should always be used in approved colors and sizes. Here are some examples of what not to do.

Do not use unapproved colorways



Do not alter the height/width ratio of the logo



Do not change the layout of the logo lockup

