



*airpush*

mobile ads **redefined**

**Brand Guidelines**

# Aa Bb Cc Dd Ee Ff

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*Subheaders and callouts*

Use red sparingly

Ideal for placement of **airpush.com**

## Typography

Generally, Airpush materials use **Proxima Nova** as the sole typeface, in either Registration black or 75% gray, with occasional callouts in Airpush Blue (CMYK 72, 15, 4, 0 or hexadecimal #72 15 4 0). Permitted styles are Bold, Semibold, Regular and Semibold Italic. Stay away from Extrabold and Light.

On very rare occasions, red (CMYK 15, 100, 100, 0) is used on sell sheets as a callout color. Paper/White text is permitted over Airpush Blue or Sky and Clouds. Don't justify or hyphenate.



### Airpush Dark Slate

Hex: #4F5B73  
RGB: 71 91 115  
CMYK: 75 65 40 20



### Airpush Light Slate

Hex: #8994A2  
RGB: 137 148 162  
CMYK: 50 36 28 1



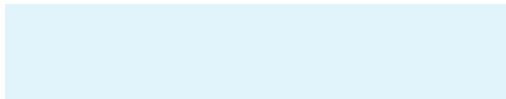
### Airpush Blue

Hex: #1CA9D9  
RGB: 28 169 217  
CMYK: 72 15 4 0



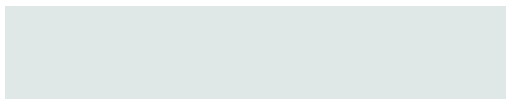
### Airpush Light Blue

Hex: #496DBFA  
RGB: 150 219 250  
CMYK: 37 0 0 0



### Airpush Powder Blue

Hex: #E0F5FF  
RGB: 224 245 255  
CMYK: 10 0 0 0



### Airpush Gray

Hex: #DFE6E6  
RGB: 223 230 230  
CMYK: 11 5 7 0



### CTA Banner Background

Hex: #444756  
RGB: 68 71 86  
CMYK: 74 66 47 33



### Airpush Purple (Scroller)

Hex: #1E2042  
RGB: 30 32 66  
CMYK: 94 89 43 48



### Airpush Purple (Logo)

Hex: #1E232F  
RGB: 30 35 47  
CMYK: 82 73 55 64

## Color palette

Airpush's colorways are light, airy, modern and evoke sleekness and limitlessness.

In general, the three darker colors are reserved for large foreground devices and iconography and the three lighter colors are preferred for background stylistic elements.

Where possible, reverse text on color should be avoided and backgrounds should be white.



## Logo usage

The Airpush swooshes can be used in color over white (paper or cloud) or in white over color, either with tagline or without, either in vertical configuration or horizontal. No other usage is approved.

Do not distort its aspect ratio or the size and placement of the logo with respect to the name and tagline. Do not place the logo vertically or diagonally. When possible, use EPS or PNG versions of the logo file because directly placed Photoshop PSDs are known to cause aliasing.



## Logo + sky and clouds

When using the Airpush sky and clouds background, be mindful of logo placement and usage. Over the dark blue sky sections, use the Reverse logo.

Over white cloud sections, use the standard logo. Do not place logos over light blue sky, as they will not be legible.