AIRSEND

BRAND **GUIDELINES**

OUR
VISION

Connecting people to get work done.

OUR
MISSION

Build a people centric digital workspace, that is easy to use, fast and functional for professionals, creatives, service providers and their clients to get work done.

AIRSEND

We have chosen a dandelion as our logo to represent AirSend.
Light and airy, the dandelion can spread over vast distances quickly.
It is about starting up, connecting and bringing things to life.

Just like a dandelion, AirSend makes communication a breeze by
connecting people to get work done and making it extraordinarily
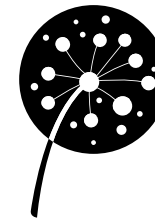simple for every day use.

Download our branding kit from
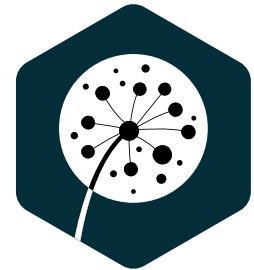**www.airsend.io/branding-kit**
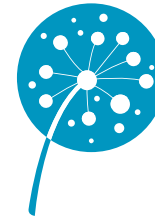
LOGO A

Color Version
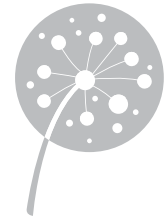
LOGO B

Grey Version

LOGO C

Black Version

LOGO D

White Version

TYPOGRAPHY

AB

REALIST
https://fonts.adobe.com/fonts/realist

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

AB

INTER
https://rsms.me/inter

A B C D E F G H I J K L M N
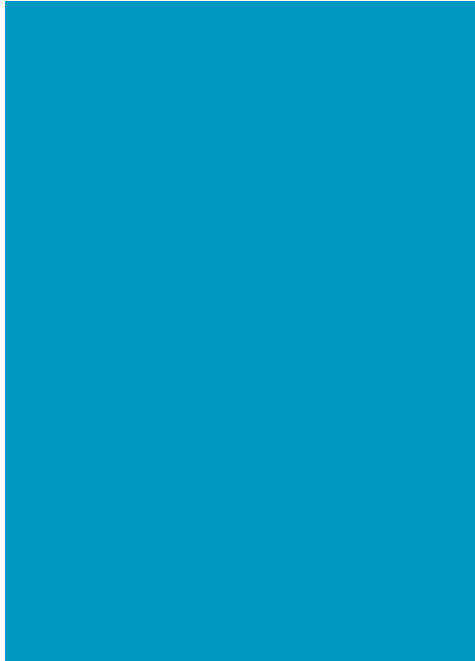**O P Q R S T U V W X Y Z**
a b c d e f g h i j k l m
n o p q r s t u v w x y z

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

www.airsend.io

OUR
COLORS

MAIN COLOR

Color Codes

CMYK	:	C79% M25% Y13% K0%
Pantone	:	313C
RGB	:	R000 G151 B192
Web	:	#0097C0

SECONDARY COLORS

Color Codes

CMYK	:	C43% M1% Y100% K0%
Pantone	:	375C
RGB	:	R160 G203 B058
Web	:	#A0CB3A

Color Codes

CMYK	:	C90% M52% Y33% K9%
Pantone	:	7707C
RGB	:	R016 G103 B133
Web	:	#106785

ADDITIONAL COLORS

Color Codes

CMYK	:	C94% M67% Y56% K58%
Pantone	:	5463C
RGB	:	R003 G045 B056
Web	:	#032D38

Color Codes

CMYK	:	C79% M11% Y41% K0%
Pantone	:	326C
RGB	:	R000 G166 B162
Web	:	#00A6A2

Color Codes

CMYK	:	C10% M13% Y30% K0%
Pantone	:	375C
RGB	:	R229 G213 B181
Web	:	#E5D5B5

OUR
IMAGES

Images should feel effortless.

Make use of natural light and avoid excessive staging.

Show professionals at ease in real situations and environments.

OUR
IMAGES

Light, airy colors depict a world of possibility.

The people in our images are joyful and authentic. Like our users, they enjoy well-connected, purposeful lives.

GUIDING
PRINCIPLES

We believe that for an app to become a beloved and iconic digital product, it must be blazingly fast, immensely appealing to use and finally, able to help its users save time/money. With these goals in mind, we shall adhere to the following guiding principles to fulfill the AirSend brand promise.

Easy, Fast and Functional
We shall ensure our product is easy to use, fast and functional at all times

Exceptional Utility and Value Pricing
We shall offer exceptional utility at a compelling price point to reach the widest possible customer base

Perfection with Purpose
We work with purpose towards perfection in everything we do, whether it is design, development, marketing or sales. Perfection might be impossible and can take forever, but we will never give up. This is the right sort of perfection. Perfection with purpose.
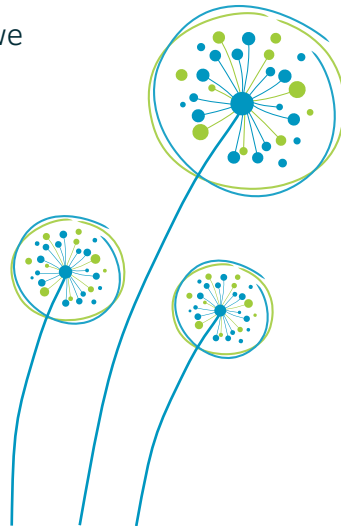
BRAND
VOICE

AirSend appeals to professionals, business users and their clients. We will make sure that we always use simple language (not technical jargon) when we communicate with our customers.
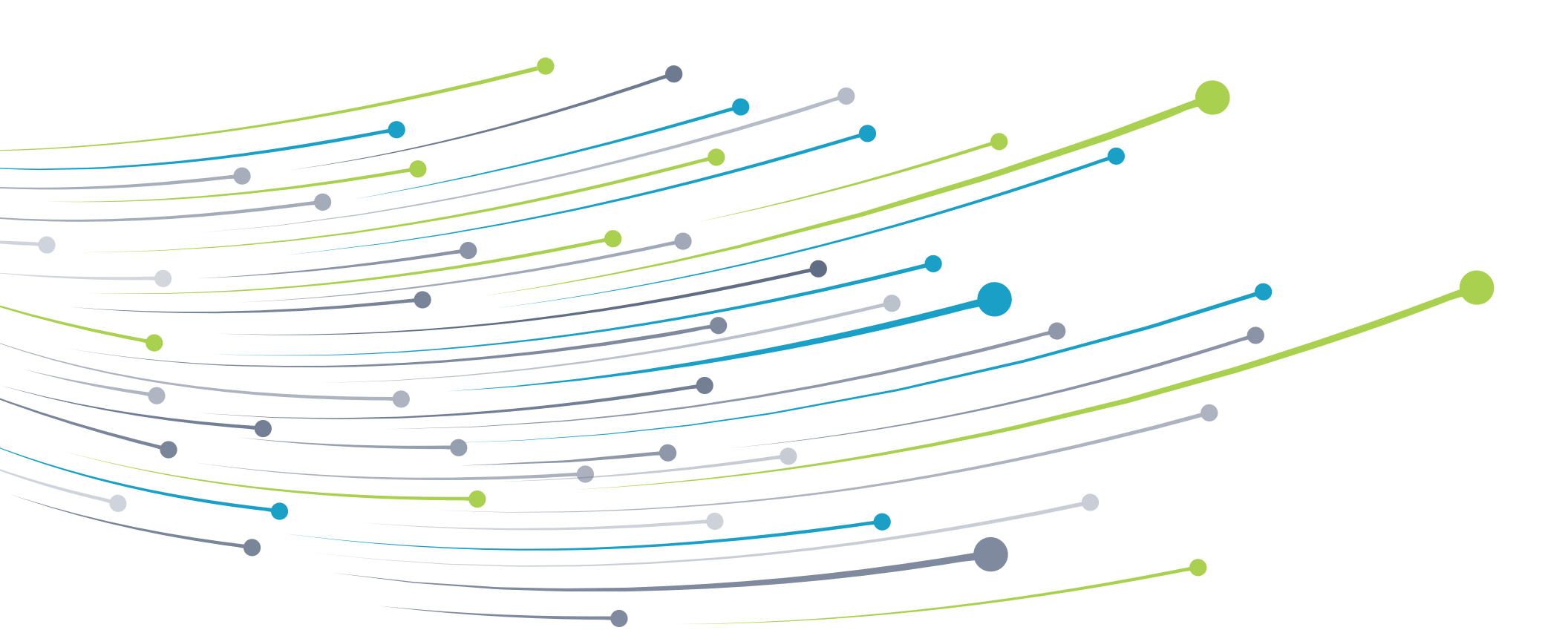
OUR
VALUES

AirSend will be **customer-centric** by solving the hard real world problems that matter the most to customers.

AirSend will be **authentic,** by remaining true to its sense of purpose, not by trying to be all things to all people but by simply solving the class of problems it has been built to solve like never before.