Corporate Identity Guidelines

2019.05.02

Trademarks

Color

Pantone 2766 CP	Pantone 180 CP	Pantone 2925 CP	Pantone 715 CP	Pantone 3415 CP	Pantone 374 CP	Pantone Black CP
C 100	C 22	C 77	C 5	C 100	C 31	C 0
M 100	M 91	M 22	M 53	M 0	M 0	M 0
Y 0	Y 76	Y 0	Y 100	Y 85	Y 66	Y 0
K 63	K 0	K 0	K 0	K 24	K 0	K 100

Correct Usage

Vertical Logo

Horizontal Logo

Incorrect Usage

 Do not use the logo on a multi-colored background.

 Do not use the logo on a photographic background that doesn't guarantee an adequate contrast.

 Do not use the logo on a dark colored background.

Incorrect Usage

 Do not rotate the logo

 Do not stretch or distort the logo in any manner

 Do not change the color of the logo.

Minimum size

Vertical Logo *(Preferred Logo)*

The minimum size that the Vertical Logo can appear is 20mm wide for print and 96 pixels for onscreen.

20mm / 96px

Horizontal Logo

The minimum size that Horizontal Logo can appear is 23mm wide for print and 144 pixels for onscreen.

23mm / 144px

Clear space

Vertical Logo

The minimum clear space for the vertical logo is twice the height of "o" in the wordmark
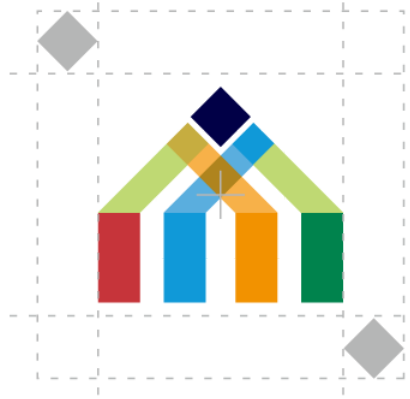

Horizontal Logo

The minimum clear space for the Horizontal Logo is defined as the height of the "o" in the wordmark

Logomark

When using the logomark on a square background, Do keep enough space around logomark to keep them clear and uncluttered.

Typography

The Century Gothic font should only be used for the business name.

The Muli typeface should be used on all communications for Aeon Matrix products and services.

Only used for Branding

Century Gothic

Aeon Matrix Inc.

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
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & *( ) _ + : " ? > <

Headlines. Highlighting key words or phrases

Muli Bold

Aa

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
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & *( ) _ + : " ? > <

Body copy

Muli Regular

Aa

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
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & *( ) _ + : " ? > <

Chinese Font Style

Noto Sans CJK

思源黑體

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
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & *( ) _ + : " ? > <

Yardian Logomark

Yardian logo is made up of two elements: the symbol and wordmark.

Yardian Logomark

Minimum size

The minimum size that the Logo can appear is 20mm wide for print and 100 pixels for onscreen.

25mm / 100px

Clear space

The minimum clear space for the Yardian Logo is defined as the height of the "a" in the wordmark