



# Brand Identity Guidelines

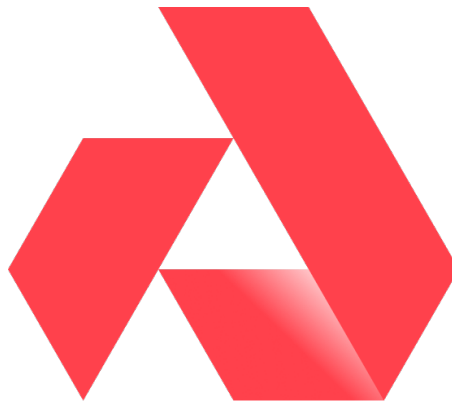
This document has been designed to guide you when creating Akash brand communications.

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

# Core Brand Elements

## Akash sign

Akash's avatar is designed to stand out on any application.



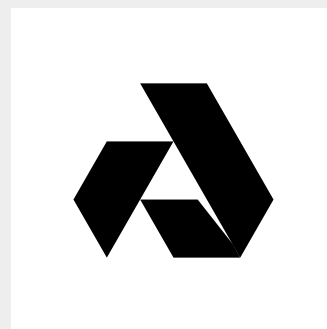
## Primary logo

Primary logo is the foundation of Akash's visual identity, and it is one of most significant core brand assets. Consistent placement, sizing, clearspace and color usage, Akash's logo remains recognisable on any surface it's presented on.



## Logo for print

To be utilized when applying Akash's logo in places where gradients cannot be reproduced or may detract from the logo's appearance.



## Minimum size

A minimum height of 20pixels is recommended to ensure legibility. Akash logo is designed to work at all sizes. The minimum logo size is set to a height of 2015px, ensuring proper legibility. There is no set maximum size. If you go big, always remember to follow the rules of clear-space.

The Akash logo, consisting of a stylized 'A' icon followed by the word 'akash' in a bold, lowercase sans-serif font.The Akash logo, consisting of a stylized 'A' icon followed by the word 'akash' in a bold, lowercase sans-serif font.The Akash logo, consisting of a stylized 'A' icon followed by the word 'akash' in a bold, lowercase sans-serif font.The Akash logo, consisting of a stylized 'A' icon followed by the word 'akash' in a bold, lowercase sans-serif font.The Akash logo, consisting of a stylized 'A' icon followed by the word 'akash' in a bold, lowercase sans-serif font.

20px

## Co-Branding

When Akash collaborates with other brands, please use this a system for co-branding. Either Akash leads, or the collaborator leads. Both options are ok. Depending on the surface the logos are visible on, we can choose between horizontal and vertical lock-ups.



## Typography

Akash uses two fonts.

First is a serif called Instrument serif (primarily used for display or headline usage)

The second one is called Inter.

Both of these fonts are are licensed under the Open Font License and are available on Google fonts to download.

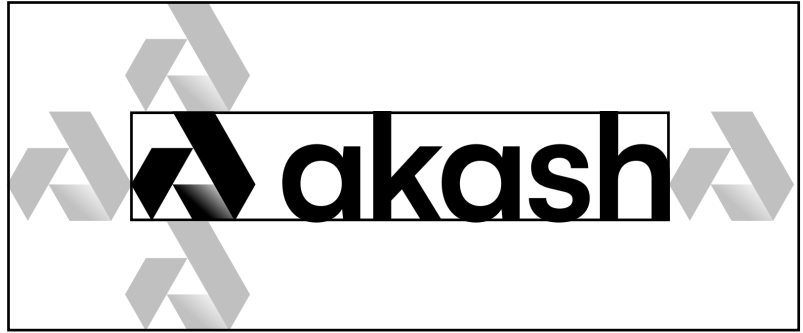
Instrument Serif Regular  
Instrument Serif Italic

Inter Regular  
Inter Medium  
Inter Semibold  
Inter Bold  
Inter ExtraBold  
Inter Black



## Clear space

To ensure pre-eminence and legibility Akash logo should always be given a minimum clear space equal to „Size X“ in all directions.



## Misuse of logo

Akash logo should always be treated with love and appear consistent throughout all surfaces. It should not be reimagined, tampered with, or modified in any way. Below are some examples of what not to do.

do not apply drop shadow



do not change the size and ratios of Akash's logos



do not change Akash's brand typography



do not tilt or rotate the logo



do not apply modify the logo



## Misuse of logo

Akash logo should always be treated with love and appear consistent throughout all surfaces. It should not be reimagined, tampered with, or modified in any way. Below are some examples of what not to do.

do not apply dark logo to dark background



do not change the composition of primary lock-up



do not apply stroke to the logo



do not outline the logo



do not distort the logo

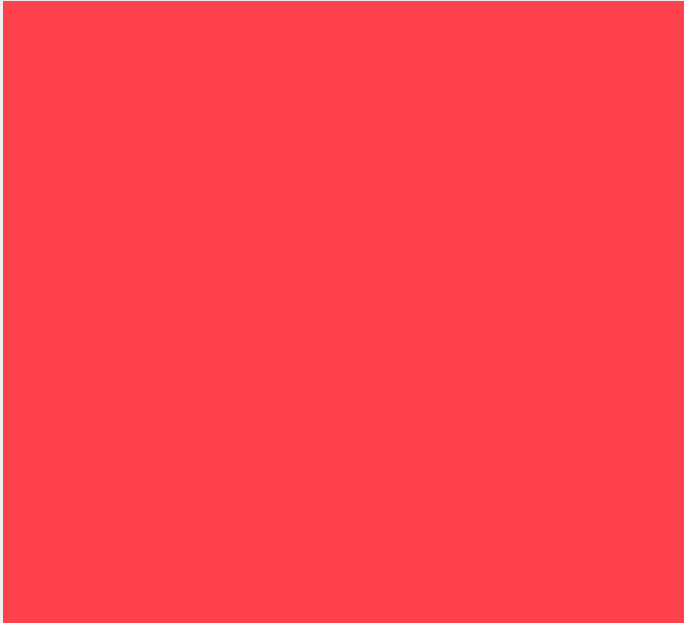


## Colors

Akash’s colors should always be treated with respect and appear consistent throughout all formats.

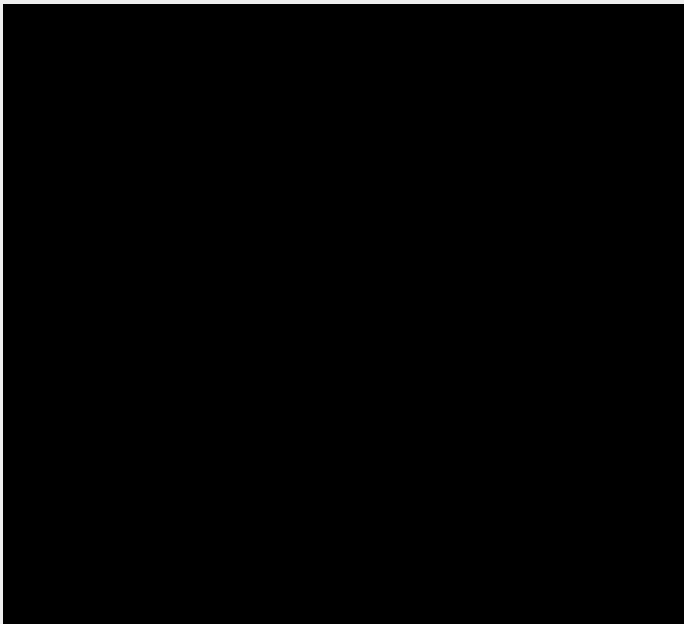
### Akash Red

HEX	RGB	CMYK	PANTONE
#FF414C	255 65 76	0 96 89 0	Red 032C/U



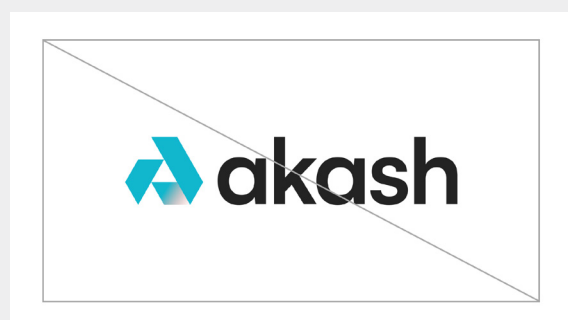
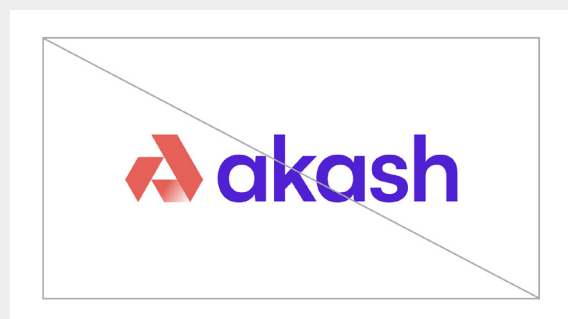
### Akash Black

HEX	RGB	CMYK	PANTONE
#000000	0 0 0	0 0 0 100	BLACK U/C



## Misuse of colors

The Akash colors should never be reimagined, tampered with, or modified in any way. Below are some absolute no-no's.



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to guide you when creating Akash  
Network brand communications.

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