



**GRAPHIC STANDARDS**  
**HOW WE LOOK MATTERS**





In this document you will find the brand guidelines for Airtop Insoles. Please read it and keep it close at hand for reference. How we look matters. Strong consistent images and a unified voice in everything we do ensures that our public sees us in the best possible light. Branding is an ongoing process, it takes time and persistence for the Airtop Brand to sink in and resonate with stakeholders.

*"It takes 20 years to build a brand. It takes 5 minutes to lose it"*  
-Warren Buffet

Please read these standards and refer to them often. And keep it in confidence; it is for the Airtop Team and our closest partners only. The purpose of putting these rules, guidelines and reference points down on paper is to ensure that the Airtop image is maintained every day—even as we grow. It is imperative that we all stay on the same page when it comes to brand initiatives.

Paul Lewis  
Chief Creative Officer

## Airtop Brand Standards | CORRECT LOGO USAGE

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The Airtop logo is a wordmark consisting of a custom typeface combined with an iconic "T" symbol. This is the preferred 'lockup' of the logo and except in special cases, should be the only acceptable logo used. This logo is used on websites, stationery, sales collateral and other promotional materials. Consistent and proper use of the logo is essential to maintaining the brand's integrity. It's also very important in protecting our trademarks against infringers and impostors.

### PRIMARY MARK

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### APPROVED CLEAR SPACE

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The clear space around all sides of the mark should be equal to the x-height for maximum legibility and impact.

## Airtop Brand Standards | CORRECT LOGO USAGE | COLOUR PALETTE

The logo is a trademark of Airtop and must always have a registered trademark (®) with its primary or first usage. An exception to this is on some apparel items or where execution of the mark is not possible at the proportionate size. The logo must never be manipulated or adjusted from the approved design. The mark must only appear in the approved Airtop brand color palette: Pantone® fluorescent green, 802 or the correct process equivalent. The logo must never be tilted, shaded, have a stroke added to it or otherwise manipulated from its authentic design.

GREEN AND BLACK ON LIGHT BACKGROUND | filename: Airtop\_Logo\_001



Pantone® GREEN		PMS 802C
CMYK Equivalent		65C, 100Y
Rich Black		20C, 20M, 20Y, 100K
Web Green		#33FF00



GREEN AND WHITE ON DARK BACKGROUND | filename: Airtop\_Logo\_002



Pantone® GREEN		PMS 802C
CMYK Equivalent		65C, 100Y
White		
Web Green		#33FF00


BLACK ON LIGHT BACKGROUND | filename: Airtop\_Logo\_003



Rich Black (when CMYK)		20C, 20M, 20Y, 100K
Standard Black		100K

WHITE ON DARK BACKGROUND | filename: Airtop\_Logo\_004



White 

Our primary typeface is Roboto and its derivative weights, designed by Christian Robertson. It should be used for headlines, body copy and sub-headlines. Roboto is a free, open-sourced font and can be downloaded from [fonts.google.com/specimen/Roboto](https://fonts.google.com/specimen/Roboto)

HEADLINE TEXT

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# Roboto Regular

# Roboto Bold

BODY COPY

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Roboto Regular 10/14

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Roboto Regular

*Roboto Italic*

**Roboto Bold**

***Roboto Bold Italic***

Roboto Condensed

*Roboto Condensed Italic*

**Roboto Condensed Bold**

***Roboto Condensed Bold Italic***



