



Brand and Style Guidelines



Primary Mark

We believe kindness goes a long way – please respect our brand logotype. The two-color logo on a white backdrop is the preferred primary logo for all signage and collateral and should be used in all applications when possible. Instances of the logo printed black and white is also acceptable.

Our modern, simple logotype, should be cleanly displayed.

Our **aha** logo is born out of combining the initials of “air, hotel, adventure”. The negative space in the center of the a’s combined with the dot on the end of the exclamation, create an ellipse. This is meant to communicate the idea that the adventure continues.

aha is custom lettering

air • hotel • adventure is Circular Standard Book

PRIMARY COLOR



PRIMARY BLACK AND WHITE





Secondary Logos

We prefer using our logo in its entirety. However, there may be instances where the logo is needed without the tagline, or where just the tagline or exclamation point is desired. This is acceptable.

SECONDARY – NO TAGLINE



SECONDARY – TAGLINE ONLY



SECONDARY – EXCLAMATION ONLY





Clearspace

A little elbow room to help it stand out, clearspace is the minimum amount of space around the logo into which no other object should infringe.

To work out the clearspace, take the height of the logo and divide it in half.





Typography

Circular Std Font is an elegant and versatile typeface. This modern Sans Serif was designed and published by Laurenz Brunner in 2013. Circular Std is a casual and simple Sans Serif font with an undeniably clean and clear look.

Berthold Akzidenz Grotesk is well over 100 years old, founded in Germany. It is 'monoline' in structure, with all strokes of the letter of similar width. This gives a sense of timeless simplicity. Highly legible, we use this font for body copy and as a supporting workhorse.

SUPPORTING

circular standard
circular standard
circular standard

abcdefghijklm
nopqrstuvwxyz

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NOPQRSTUVWXYZ

1234567890

SUPPORTING

Akzidenz Grotesk
Akzidenz Grotesk
Akzidenz Grotesk

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Color Palette

Our core color palette is simply the modern and striking combination of vibrant blue-purple combined with refreshing lime green.

This bold, rich color helps define our brand's friendly, inclusive nature while keeping its modern edge.

Our blue-purple represents:
Dependable, Strong, Trustworthy, Sincere,
and Creative

Our lime green represents:
Leadership, Confidence, Energy, Attention,
and Cheer

MAIN

