The **airtime** logo family

Logo-clean

36.7%

32.0%

31.3%

72%

14%   14%
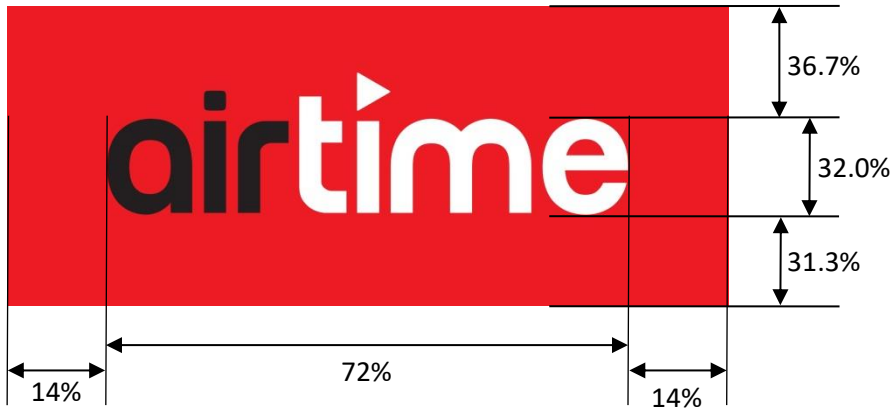
	RGB 237-28-36 HEX #ED1C24
	RGB 35-31-32 HEX #231F20
	RGB 255-255-255

Font: *'Run Medium'*

Logo-tag
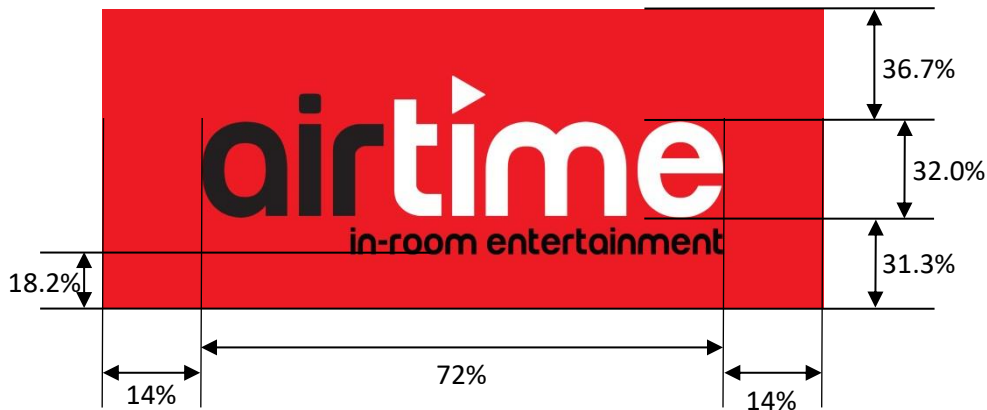

36.7%

32.0%

31.3%

18.2%

72%

14%   14%

	RGB 237-28-36 HEX #ED1C24
	RGB 35-31-32 HEX #231F20
	RGB 255-255-255

Font: *'Run Medium'*

Logo-word

	RGB 237-28-36 HEX #ED1C24
	RGB 35-31-32 HEX #231F20

Font: *'Run Medium'*

Logo-Icon

	RGB 237-28-36 HEX #ED1C24
	RGB 35-31-32 HEX #231F20
	RGB 255-255-255

Font: *'Run Medium'*

Logo Use Guidelines

Get media sets in various formats from www.airtime.cloud/media

Minimum Size

The logo must always be displayed at a size large enough to read easily. This will vary based on the resolution of the medium it is being used in—but in general the **airtime logo-clean** and **logo-tag** should be no smaller than 50pixels in height.

Backgrounds and usage

The **logo-clean** and **logo-tag** can be used on black, white or solid colour background. The white background is the preferred choice. When used on a coloured background, it must be used in a colour that provides proper contrast. These logos are intended for use on promotional flyers, websites and other graphical endorsements.

The **logo-word** can only be used on white or variance of white background and is intended for use in documents.

The **logo-icon** is for use on devices where clicking the icon will start the **airtime** application, therefore the background is highly configurable but should endeavour to provide proper contrast.

The **airtime logo-clean** and **logo-tag** may be in the case of event logos, clothing decorations, and branded items intended as giveaways or sale items to promote **airtime**. This is intended for non-publication use. Whenever the logo is used in printed publications or in presentations, you should use the **logo-word** for formal documentation and either **logo-clean** or **logo-tag** version for all other publications and presentations.

Requesting a Variance

If you wish to use any of our logos in a way that does not comply with these Brand Guidelines for creative reasons, you may request permission from **airtime** by sending the proposed design to info@airtime.cloud. In most cases, variances are only granted for use associated with conferences, events and some promotional items.

Clean Space

Clean space is an area around the outside of the red square of the **logo-clean** or **logo-tag** equal 2% to the width and height of the red box. No visual item may encroach on the clean space area around the logo, or be attached or connected to the logo other than a solid background which does not obscure its visibility.

Rotation / Orientation

At all times, use of the **logo-clean**, **logo-tag**, **logo-word** and **logo-icon** in its normal vertical orientation is preferred. You cannot use another organization or product name relative to the logo within the clear space shown. This is done especially to avoid confusion between the **airtime** branding and other words or graphics.

What not to do

- Use incorrect font in any **airtime** logo
- Create rotation in any **airtime** logo
- Use incorrect colourways in any **airtime** logo
- Have inappropriate pairing of company logo with any **airtime** logo
- Enclose any **airtime** logo in a graphic element
- Distorting or dis-proportioning any **airtime** logo
- Make any **airtime** logo is illegible due to background contrast

About the Brand

Our Brand is important to us.

If we have given you permission to use our Brand (such as our logo(s)) it is important that your use always complies with the specifications set out in these Brand Guidelines.

You must never alter or distort our logo(s) or other Brand assets.

You must not use our logo(s) or other Brand assets without prior written permission.

If you wish to discuss using our Brand, or have any other questions, please contact us at info@airtime.cloud