BRAND IDENTITY

airloom EXCHANGE

VISUAL STYLE GUIDE

NOVEMBER | 2026



01 / LOGO SYSTEM

Primary logo

PRIMARY / LIGHT BACKGROUND

airloom
EXCHANGE

REVERSED / DARK BACKGROUND

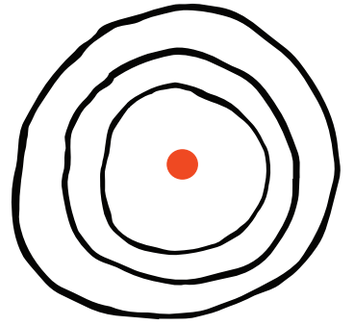
airloom
EXCHANGE

GRAPHIC SYMBOL

Use with primary logo or independently when the brand is already identified.

Maintain original proportions and clear space.

Avoid stretching, recoloring or redrawing the mark.



01 / LOGO SYSTEM

Primary logo with graphic symbol

PRIMARY / LIGHT BACKGROUND
with GRAPHIC LOGO



REVERSED / DARK BACKGROUND
with GRAPHIC LOGO



02 / COLOR PALETTE

Core colors and product identifiers

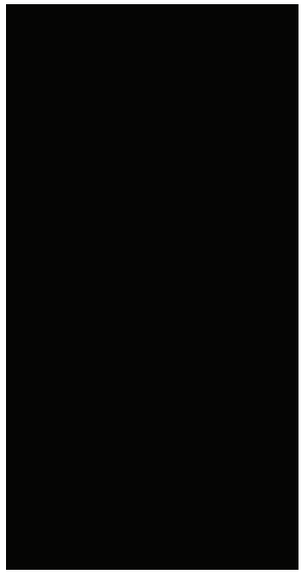


TANGELO

CMYK 0, 87, 100, 0

RGB 240, 73, 35

HEX F04923



BLACK

CMYK 0, 0, 0, 100

RGB 0, 0, 0

HEX 000000

BEIGE

CMYK 14, 16, 19, 0

RGB 216, 205, 197

HEX d8cdc5



GREEN

CMYK 65, 28, 69, 8

RGB 98, 140, 103

HEX 628c67



BLUE

CMYK 53, 22, 10, 0

RGB 122, 171, 204

HEX 7aabcc



WINE

CMYK 32, 92, 50, 15

RGB 156, 49, 85

HEX 9c3155

Use black and white as foundational colors. Tangelo is the main brand accent.
Green, blue and wine distinguish AdvisorCheck, AdvisorLive and AdvisorAccess.

03 / TYPOGRAPHY

Libre Franklin / Source Sans 3 / Oswald

Aa Bb Cc 0123456789

LIBRE FRANKLIN BOLD / HEADLINES AND EMPHASIS

Clear, modern and approachable.

SOURCE SANS 3 REGULAR / BODY COPY

Supporting information and captions.

OSWALD EXTRA LIGHT / SECONDARY TEXT

03 / TYPOGRAPHY

Benton Sans / Benton Modern / Bebas Nue / Brand type family

Aa Bb Cc 0123456789

BENTON MODERN DISPLAY / HEADLINES AND EMPHASIS

Clear, modern and approachable.

BENTON MODERN REGULAR / BODY COPY

Supporting information.

BEBAS NUE PRO BOLD / SECONDARY TEXT

Supporting information and captions.

BEBAS NUE PRO REGULAR / SECONDARY TEXT

04 / ADVISOR PRODUCT

A shared visual language with distinct product colors.

Fingerprint icon / green identifier

AdvisorCheck

GREEN

Play icon / blue identifier

AdvisorLive

BLUE

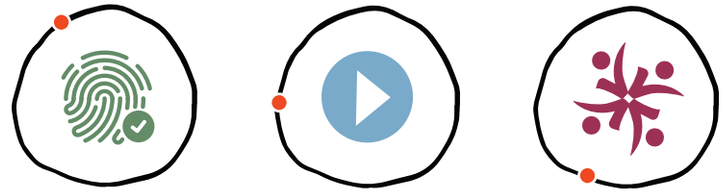
Access icon / wine identifier

AdvisorAccess

WINE

04 / ADVISOR PRODUCT

A shared visual language with distinct product colors and graphic symbols.



Fingerprint icon / green identifier

AdvisorCheck

Play icon / blue identifier

AdvisorLive

Access icon / wine identifier

AdvisorAccess

05 / LOGO VIOLATIONS

Guidelines for maintaining logo integrity across all applications.



Do not place logo on image with clashing colors



Do not place full color logo on color backgrounds, use appropriate color variations



Do not distort logo



Do not outline logo



Do not add drop shadows or effects



Do not change logo colors