

AIREX[®]

Brand Guidelines



2.0

Visual identity

2.1 AIREX® Logotype

This is the primary AIREX® brand logotype.

Construction of the logotype characters correspond to the same angle.

The primary AIREX® logotype is displayed in a bold, red, sans-serif typeface. The letters are slanted to the right. A distinctive design element is a thick red diagonal stroke that cuts through the 'R' and 'E'. A registered trademark symbol (®) is positioned at the top right of the 'X'.This version of the AIREX® logotype shows the construction of the characters. It features the same red, slanted, sans-serif font as the primary version, but with thin, dashed grey lines overlaid to illustrate the geometric construction of each letter. A thick red diagonal stroke is also present, matching the primary version. The registered trademark symbol (®) is located at the top right of the 'X'.

2.1 AIREX® Logotype

Whenever possible, we recommend using the primary (red) AIREX® logo on white or light grey background. There are exceptions, such as print advertising, when the logo may be displayed in negative on dark grey or colour background. See more in advertising part.

Busy backgrounds should be avoided to ensure optimum legibility of the logo.

In black-and-white media, such as fax or invoice sheets, the logo can be set in black and white.

In running text, the AIREX® brand name is strictly to be written in capital letters and with the use of the registered trademark symbol ®.



logo in shade of red
on white background



logo negative (white)
on red background



black-white
positive logo



black-white
negative logo



grey
positive logo



grey
negative logo

2.2 Logotype safe area

When using the logo in print or online media, the free space around the logo must be observed. In this free space no other graphic element may be placed. The free space is defined by twice the value of the Y height, which results from the ascender and descender.



2.3 Minimal logo size

Minimum size

On the materials with minimum space available, logotype size can be reduced to the displayed minimum height. At these heights logo elements are still legible.

The image shows the AIREX logo in a large, bold, red sans-serif font. The letter 'X' is stylized with a diagonal slash. A registered trademark symbol (®) is located to the upper right of the 'X'.The image shows the AIREX logo in a medium size, maintaining the same bold, red, sans-serif font and stylized 'X' with a diagonal slash. A registered trademark symbol (®) is located to the upper right of the 'X'.The image shows the AIREX logo in a small size, maintaining the same bold, red, sans-serif font and stylized 'X' with a diagonal slash. A registered trademark symbol (®) is located to the upper right of the 'X'.

Minimal height print 8 mm

Minimal height screen 30px

2.4 Relations between the logotypes

Minimum space when logotypes are placed in line — one beside the other is **7mm**.

When there is more space available, it is good to use larger spaces between the logotypes.

When logotypes are placed in line, same logo version is always used for all of them (for example one color logo version).



2.5 Sub logotypes

Besides the main corporate AIREX® logotype, in our communication materials we use four more logotypes - **AIREX® yoga&pilates** logotype, **AIREX® Academy** logotype, **Swiss Born** sign and **Edelweiss** sign.

AIREX®



2.5 Sub logotypes

AIREX® yoga&pilates

logotype is always used for former Calyana product line - it is printed on the mats, as well as in all communication materials such as flyers, print ads, social media posts, catalogues.



primary logo version —
color gradient



primary logo version —
greyscale



one color
logo



negative
logo version

2.5 Sub logotypes

AIREX® Academy logotype

is used when communicating our comprehensive education and training program, based on professional expertise from over 25 years of experience in the fields of fitness, sports, therapy and prevention.



primary logo version —
color gradient



primary logo version —
greyscale



one color
logo



negative
logo version

2.5 Sub logotypes

Swiss Born

quality mark stands for our Swiss origin and more than 60 years of experience in building state-of-art mats that are strong, supportive and durable. It signifies hard work and dedication needed to create a product that will last you a lifetime.



primary logo version —
color gradient



primary logo version —
greyscale



one color
logo



negative
logo version

2.5 Sub logotypes

Edelweiss

sign stands for uncompromising Swiss quality, for making the best, most durable, most reliable mats in the world, without any exception or compromise.



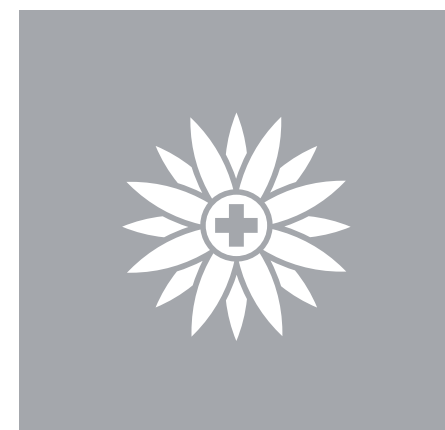
primary logo version —
color gradient



primary logo version —
greyscale



one color
logo



negative
logo version

2.6 Sub logotypes minimal size

On the materials with minimum space available, logotype size can be reduced to the displayed minimum height. At these heights logo elements are still legible.



Minimal height 14 mm



Minimal height 8 mm



Minimal height 10 mm

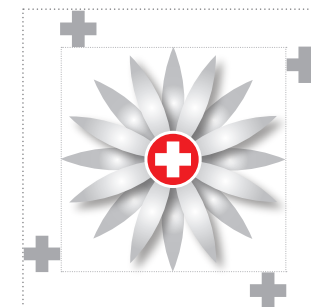
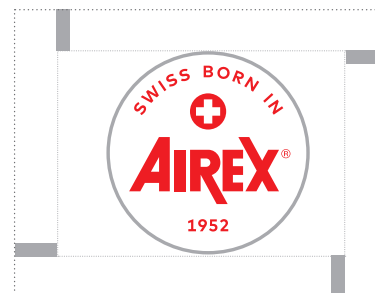


Minimal height 8 mm

2.7 Sub logotypes safe area

When using the logo the free space shown above must be observed. In this free space no other graphic element may be placed. The free space is defined by the value of the "I" letter height.

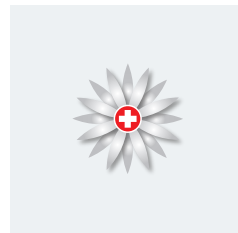
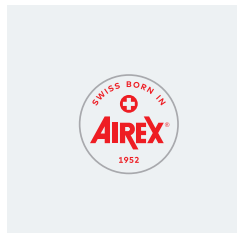
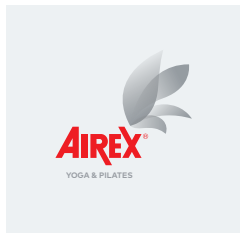
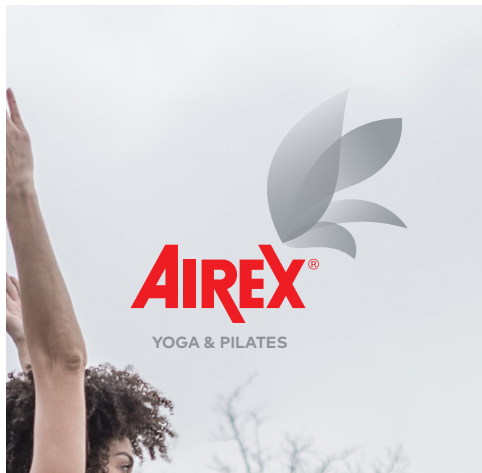
Exception is Edelweiss logo where free space is defined by the value of the "+" symbol height.



2.8 Sub logotypes on the background

Logotypes can be placed on different types of background, even on the photos. The main rule is choosing logo version that provides good contrast with the background.

On the dark background the best option is using white one color (negative) logo versions. On the light background both primary color version and one color versions can be used.



2.9 Relations between the sub logotypes

Minimum space when logotypes are placed in line — one beside the other is **7 mm**.

When there is more space available, it is good to use larger spaces between the logotypes.

AIREX® yoga&pilates logotype due to the high position of the symbol can be placed with little less space on the right side and this space needs to be adjusted optically according to other element spacing.

When logotypes are placed in line, same logo version is always used for all of them (for example one color logo version).



2.10 Corporate slogan

The Corporate slogan is always written in Mark Bold corporate typeface. Its position is not strictly determined.

Both negative color (white) and red can be used alternatively.



My Space, My Time.

My Space, My Time.

2.11

Logotype and slogan

The primary relation between the logotype and the slogan is under the logotype.

AIREX[®]
My Space, My Time.

AIREX[®]
My Space, My Strength.

AIREX[®]
My Space, My Health.

AIREX[®]
My Space, My Peace.

AIREX[®]
My Space, My Team.

AIREX[®]
My Space, My Balance.

AIREX[®]
My Space, My Force.

2.12 Corporate colors

Color system

3 house colors create Airex brand identity — **AIREX® Red**, **AIREX® Dark Grey** and **AIREX® Light Grey**. Codes in various color systems are presented here.

<div><div>AIREX® RED</div><div><div>PANTONE</div><div>185</div></div><div><div>CMYK</div><div>0 / 100 / 100 / 0</div></div><div><div>RGB</div><div>227 / 6 / 19</div></div><div><div>HEX#</div><div>ce2e26</div></div><div><div>RAL</div><div>3024</div></div></div>	<div><div>AIREX® Light Grey</div><div><div>PANTONE</div><div>COOL GREY 6</div></div><div><div>CMYK</div><div>0 / 0 / 0 / 40</div></div><div><div>RGB</div><div>178 / 178 / 178</div></div><div><div>HEX#</div><div>b2b2b2</div></div><div><div>RAL</div><div>7047</div></div></div>	<div><div>AIREX® Dark Grey</div><div><div>PANTONE</div><div>COOL GREY 10</div></div><div><div>CMYK</div><div>0 / 0 / 0 / 70</div></div><div><div>RGB</div><div>112 / 111 / 111</div></div><div><div>HEX#</div><div>706f6f</div></div><div><div>RAL</div><div>7037</div></div></div>	<div><div>AIREX® Gradient</div><div><div>AIREX® Light Grey</div><div>+</div><div>AIREX® Dark Grey</div></div></div>
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2.13 Corporate typography

Primary typography

Mark is our primary typography.
Different cuts are used for
different type of information.

The typography can be
downloaded here:
[https://www.myfonts.com/fonts/
fontfont/mark/](https://www.myfonts.com/fonts/fontfont/mark/)

Aa

Aa

Aa

Mark Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜß
abcdefghijklmnopqrstuvwxyzäöü
0123456789/-+;_!"\$% '()

Mark Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜß
abcdefghijklmnopqrstuvwxyzäöü
0123456789/-+;_!"\$% '()

Mark Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜß
abcdefghijklmnopqrstuvwxyzäöü
0123456789/-+;_!"\$% '()

2.13 Corporate typography

Secondary typography

When from technical reason there is no possibility of using primary (Mark) typography, then system typography Arial is used.

These are cases as in Microsoft Office and other documents which are shared by different users in open format.

Aa

Aa

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜß
abcdefghijklmnopqrstuvwxyzäöü
0123456789/-+;,_!"\$%&'()

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜß
abcdefghijklmnopqrstuvwxyzäöü
0123456789/-+;,_!"\$%&'()