

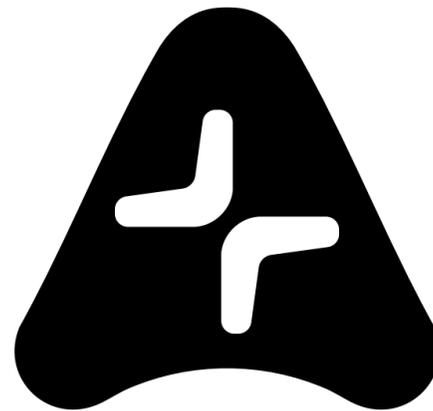


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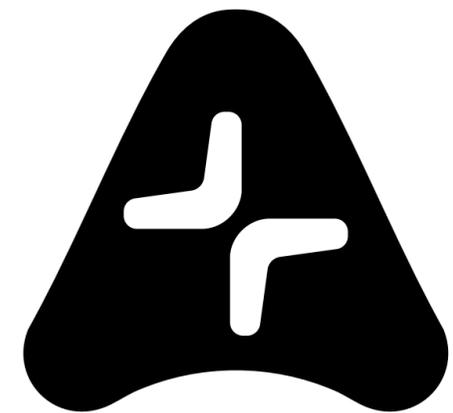
Brand
Playbook

01

Logo

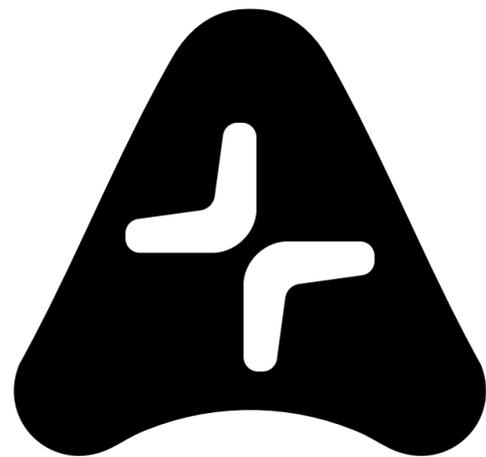






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02

Colour Palette

Primary Palette

Red

HEX: #a6171b
RGB: 166,23,27
CMYK: 19,100,100,12

Beige

HEX: #eae5dc
RGB: 234,229,220
CMYK: 7,7,12,0

Secondary Palette

Yellow

HEX: #f7c359
RGB: 247,195,89
CMYK: 0,27,86,0

Tertiary Palette

Black

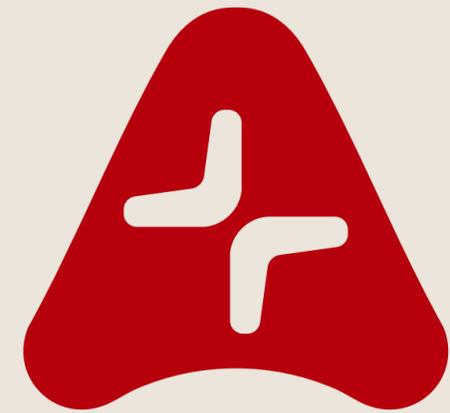
HEX: #000000
RGB: 0,0,0
CMYK: 0,0,0,100

White

HEX: #ffffff
RGB: 255,255,255
CMYK: 0,0,0,0

03

Logo Colourways



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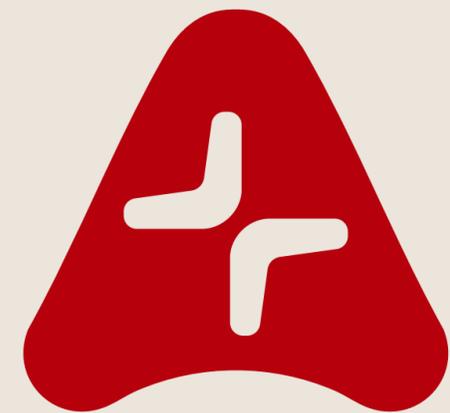


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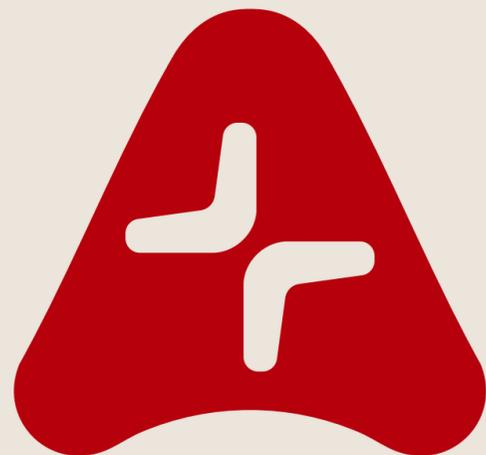


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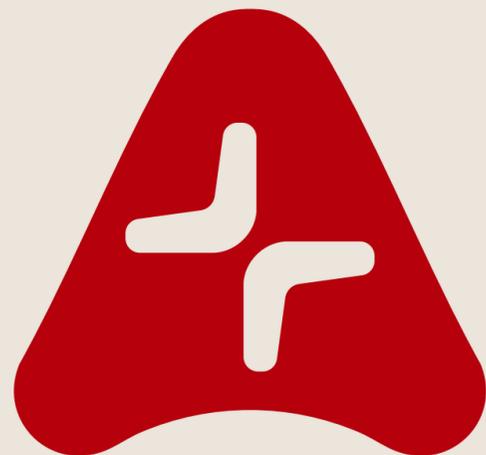
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aiiko

03

Typography System

Primary & Secondary Typeface

IBM Plex Sans

Thin	Aa
ExtraLight	Aa
Light	Aa
Regular	Aa
Medium	Aa
SemiBold	Aa
Bold	Aa

IBM Plex Sans is the typeface for Aiko because it balances intelligence with approachability. Its clean, modern letterforms feel precise without being cold, making complex ideas easy to read and understand. Designed for digital environments, it performs seamlessly across interfaces and long-form content, while subtle humanist details add warmth and clarity.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[!@&...<:">.,;/
(-)#₹\$%*]

Thank You

