



Brand Kit Usage Guidelines

Welcome to the Awen Brand Kit.
These assets are here to empower
your creative projects while
keeping our visual identity strong
and consistent.

Thank you for helping us keep the
Awen experience authentic and
inspiring.

Please follow these guidelines when using our logos:

1. Files Included

- Official Awen logos in SVG (and PNG) formats
- Alternate logo versions for different contexts

2. Logo Usage

- Keep It Untouched: Use the logos as provided. Please do not modify, distort, or recolor them.
- Maintain Clear Space: Ensure there is enough breathing room around the logo—at least equal to the height of the letter "A"—to preserve its visual impact.
- Minimum Size: Avoid reducing the logo below 1 inch in width (or 100 pixels for digital use) to ensure legibility.

3. Color Guidelines

- Use the approved color versions. If a monochrome option is needed, use the alternative version provided.
- Do not alter the colors unless you have explicit permission.

4. Contextual Use

- The logos are designed for clear, impactful representation across media—whether in print, digital, or event materials.
- For backgrounds or environments that might compromise legibility, select the alternate version that ensures clarity.

5. Need Help?

If you have any questions or need further assistance with using these assets, please contact us at [your contact email].



Color Palette

Our primary brand color is **Electric Indigo**, supported by a core color palette that defines Awen's visual identity. These colors should be the dominant elements in any communication materials.

In cases where additional contrast or emphasis is needed, a secondary color palette is available. These accent colors should be used thoughtfully to highlight key details or create smooth color transitions without overpowering the primary palette. Maintaining the right balance ensures a cohesive and impactful brand presence.

Typography

Josefin Sans Bold *Italic*

Josefin Sans Semibold *Italic*

Josefin Sans Regular *Italic*

Lato Regular *Italic* Bold

Electric Indigo HEX: #632DE9 RGB : 99-45-233 CMYK: 75-78-0-0 Pantone: 2098 C		Tiffany Blue HEX: #A7E8D8 RGB : 167-232-219 CMYK: 32-0-18-0 Pantone: 331 C		Ghost White HEX: #F1F0F6 RGB : 241-240-246 CMYK: 4-4-1-0 Pantone: 106-1 C	
Jungle Green HEX: #39AF91 RGB : 57-175-145 CMYK: 73-7-55-0 Pantone: 133-6 C		Melon HEX: #FAB295 RGB : 250-178-149 CMYK: 0-36-38-0 Pantone: 2022 C		Midnight Green HEX: #0F3737 RGB : 15-55-55 CMYK: 88-57-63-56 Pantone: 546 CP	
Periwinkle RGB: 188-182-217 HEX: #BDB6D9 CMYK: 25-26-1-0		Battleship Gray RGB: 139-139-139 HEX: #8B8B8B CMYK: 48-40-40-4		Black RGB: 0-0-0 HEX: #000000 CMYK: 75-68-67-90	

