

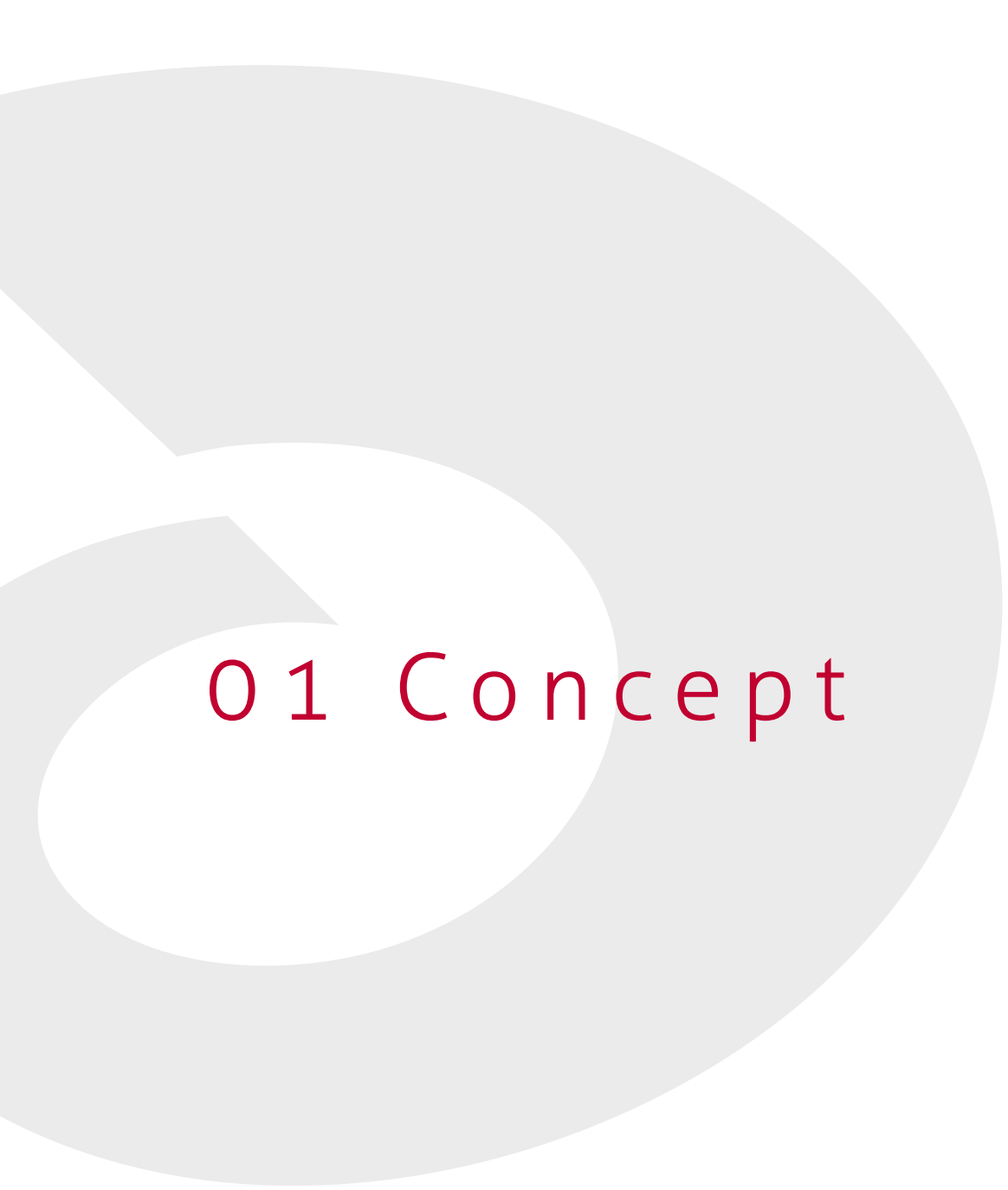


aerower[®]

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01 Concept



a =



*aerobic + power = **aerOWER***



02 Official logo







aerower[®]
a powerful evolution jump



aerower[®]
un poderoso salto evolutivo

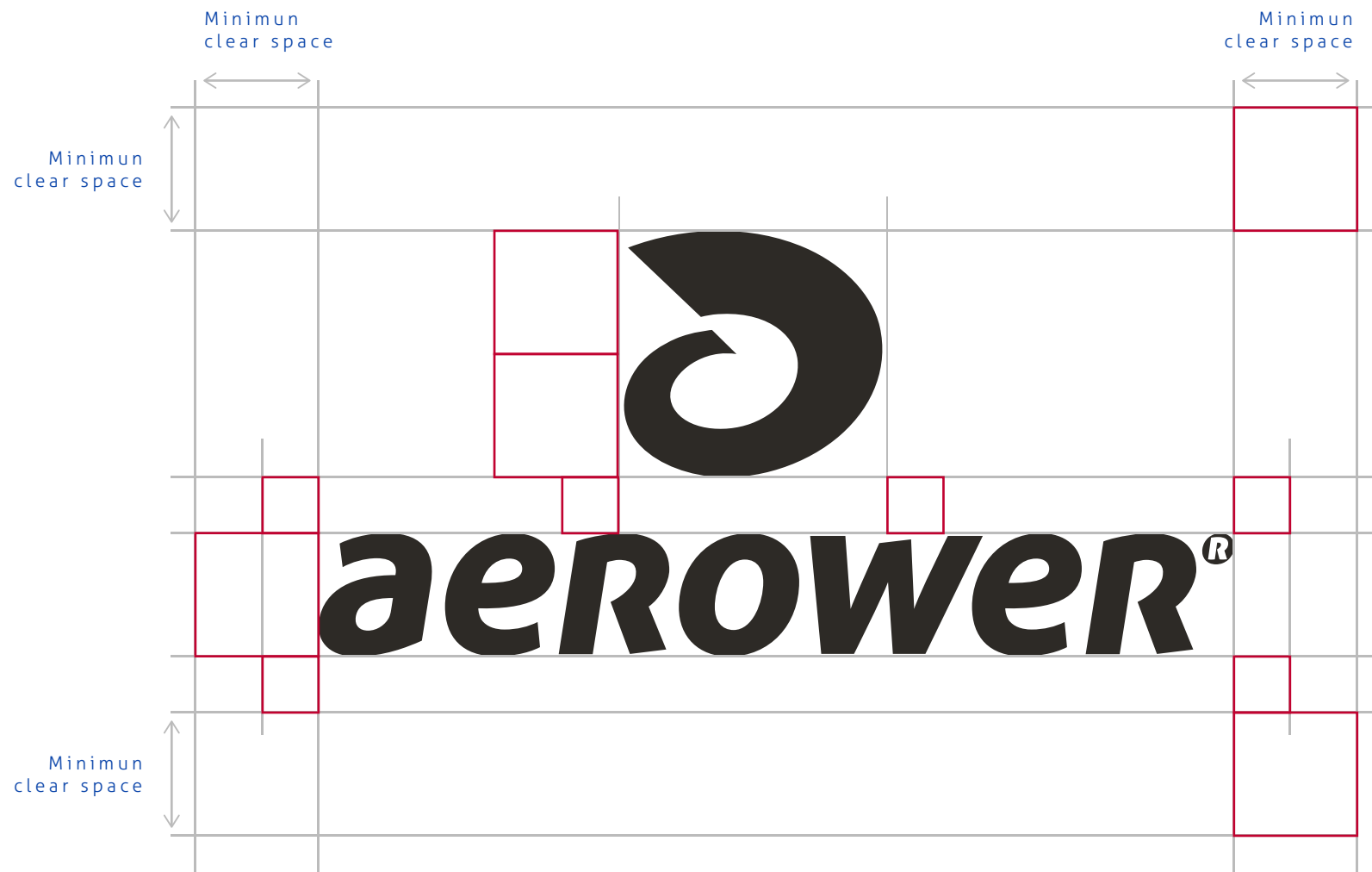


aerower[®]
a powerful evolution jump



aerower[®]
un poderoso salto evolutivo






aerower[®]


aerower[®]

Minimu size 20mm




aerower[®]





"Natural Selection is a power incessantly ready for action, and is as immeasurably superior to man's feeble efforts, as the works of Nature are to those of Art."

*[On the Origin of Species, Chapter III]
Charles Darwin*



“La selección natural es una fuerza siempre dispuesta a la acción y tan inconmensurablemente superior a los débiles esfuerzos del hombre como las obras de la naturaleza lo son a las del arte”

*[El origen de las especies, capítulo III]
Charles Darwin*



03 Colors



PANTONE 298 C
#71b3e3
C:67/M:8/Y:2/K:0



PANTONE 227 C
#95005f
C:25/M:100/Y:21/K:12



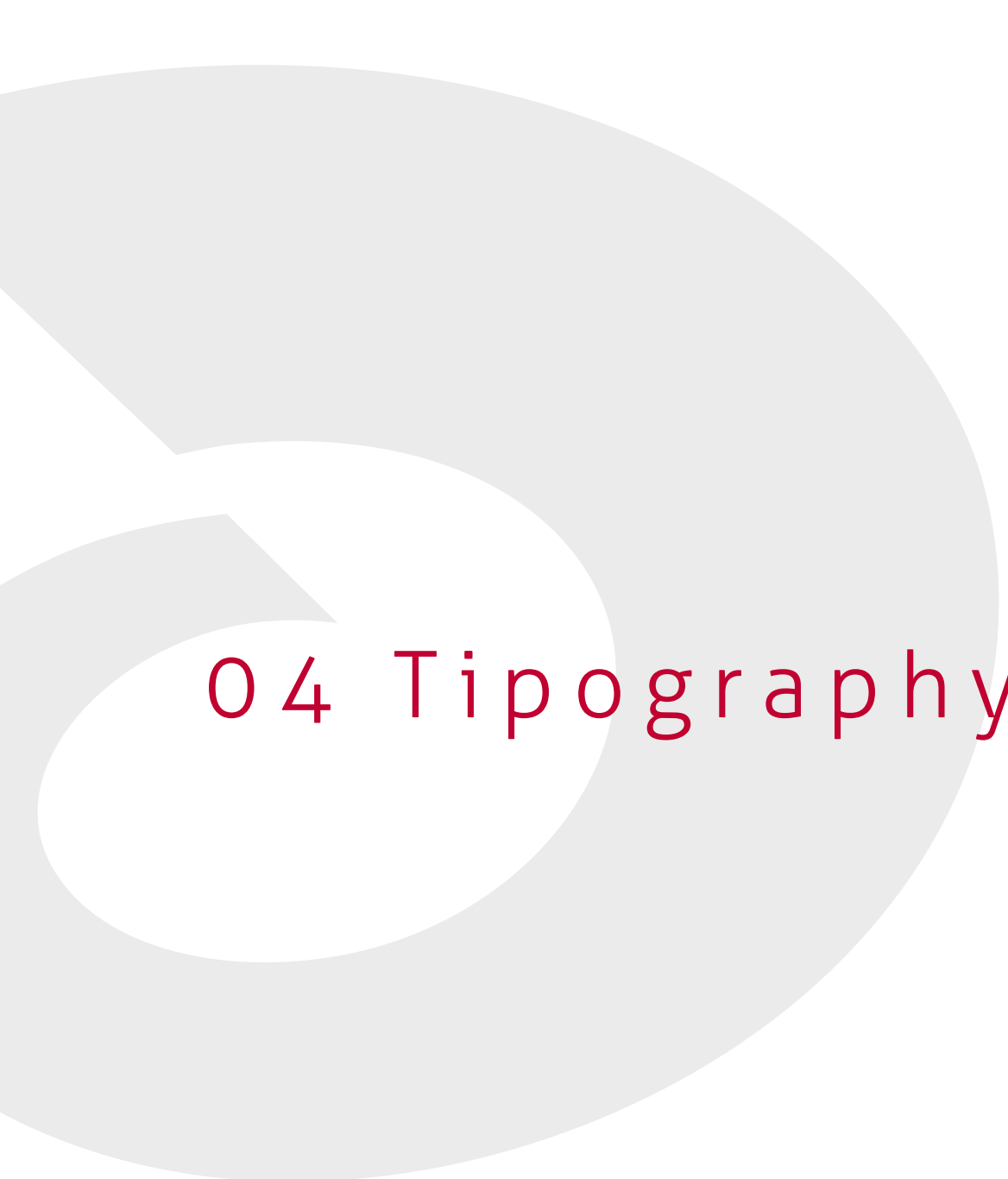
PANTONE 200C
#a60032
C:16/M:100/Y:77/K:6



PANTONE 166 C
#ca5410
C:2/M:78/Y:100/K:0

PANTONE 124 C
#dca817
C:6/M:36/Y:100/K:0





04 Typography

aLLER FONT

a b c d e f g h i j l m n ñ o p q r s t u v w x y z
 A B C D E F G H I J L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j l m n ñ o p q r s t u v w x y z
A B C D E F G H I J L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j l m n ñ o p q r s t u v w x y z
A B C D E F G H I J L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j l m n ñ o p q r s t u v w x y z
A B C D E F G H I J L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j l m n ñ o p q r s t u v w x y z
A B C D E F G H I J L M N Ñ O P Q R S T U V W X Y Z

a B c D e F g H i J L m n ñ o P q R s T u v W x Y z
A B C D E F G H I J L M N Ñ O P Q R S T U V W X Y Z

a B c D e F g H i J L m n ñ o P q R s T u v W x Y z
A B C D E F G H I J L M N Ñ O P Q R S T U V W X Y Z

WORKING WITH *aller display* FONT

Original font

a B C D e F G H I J L m n ñ o P Q R S T U V W X Y Z
A B C D E F G H I J L M N Ñ O P Q R S T U V W X Y Z

We need to distort 9° at right

9°

a B C D e F G H I J L m n ñ o P Q R S T U V W X Y Z
A B C D E F G H I J L M N Ñ O P Q R S T U V W X Y Z



05 Dont's



Don't use in low resolution



Don't change the order of the elements



Don't place logo on a busy image or pattern



Don't mix official colors



Don't distort or deform the logo



Don't rotate logo



Don't use unofficial colors



Don't use complementary colors



Don't crop in any way



Don't outline the logo in any color



Don't put a white background when placed on a dark background



Don't replace elements



Don't bevel or emboss the logo



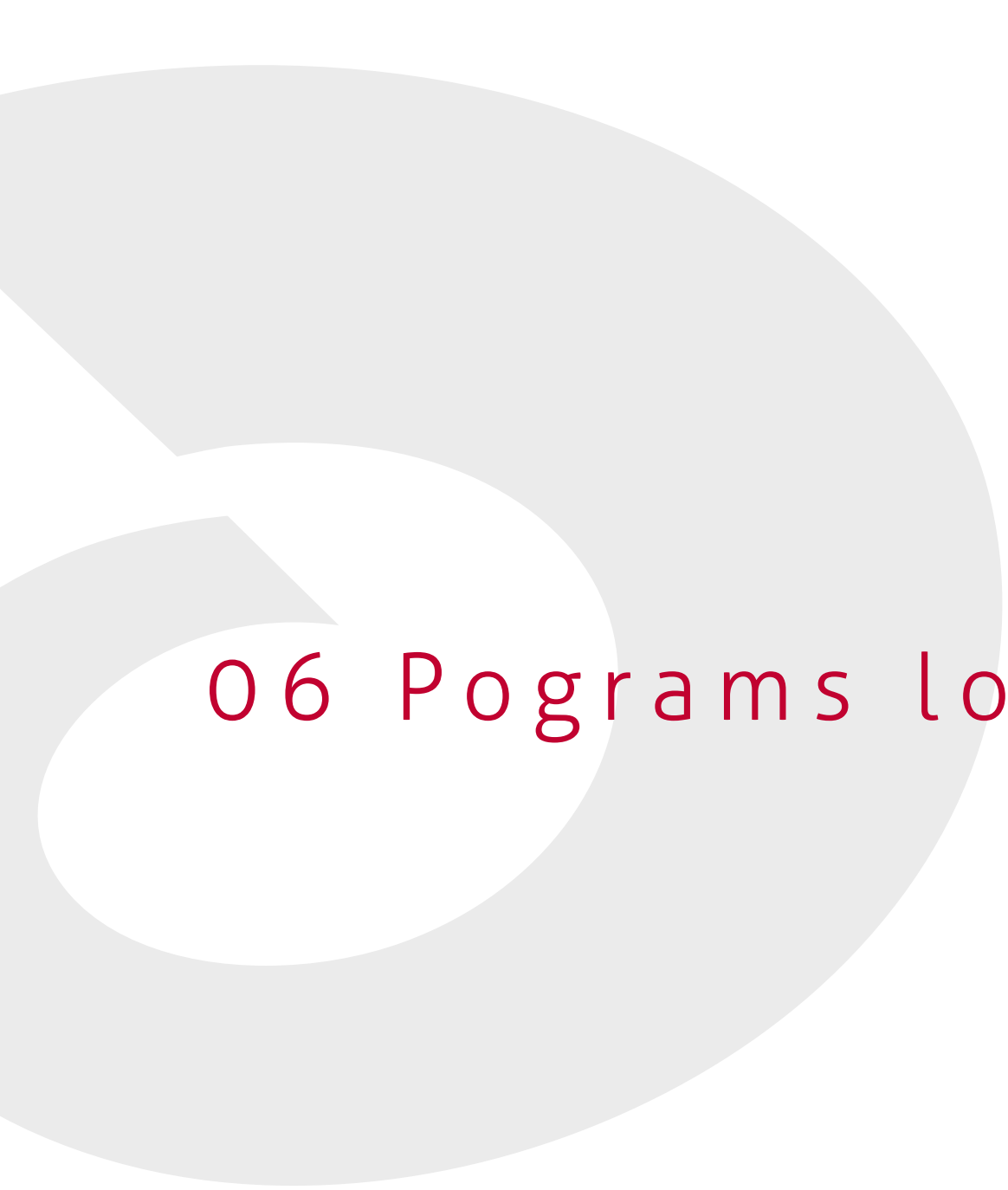
Don't place logo on a similar colored background



Don't use gradients

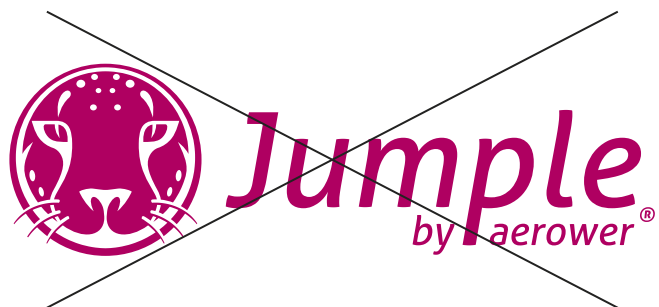


Don't re-arrange or separate elements of the logo



06 Programs logos

PANTONE 227 C
#95005f
C:25/M:100/Y:21/K:12



PANTONE 227 C
#95005f
C:25/M:100/Y:21/K:12



Jumble
by aerower®



Jumble
by aerower®



Jumble
by aerower®



Jumble
by aerower®



07 Marketing logos

PANTONE 293 C
#003fa2
C:100/M:75/Y:11/K:2



flexi**PLan**
by aerower

flexi**PLan**
by aerower

flexi**PLan**
by aerower

flexi**PLan**
by aerower

flexi**PLan**
by aerower

PANTONE 293 C
#003fa2
C:100/M:75/Y:11/K:2



renting**PLan**
by aerower

renting**PLan**
by aerower

renting**PLan**
by aerower

renting**PLan**
by aerower

renting**PLan**
by aerower

PANTONE 293 C
#003fa2
C:100/M:75/Y:11/K:2



aerower
creditaccount

aerower
creditaccount

aerower
creditaccount

aerower
creditaccount

aerower
creditaccount

PANTONE 227 C
#95005f
C:25/M:100/Y:21/K:12



spread·the·fun
by aerower

spread·the·fun
by aerower

spread·the·fun
by aerower

spread·the·fun
by aerower

spread·the·fun
by aerower



08 Product logos

Jumper1

Jumper1



09 Parts logos

nest **PLaTe**

claws **MULTIBand**

drakkar **SOLE**

crib **BUMPeR**

comp **aRC**

nest **PLaTe**

claws **MULTIBand**

drakkar **SOLE**

crib **BUMPeR**

comp **aRC**



10 Technologies

made in eu 
aerower.com

made in eu 
aerower.com







11 Others logos

aerower
Shopping center

PANTONE 298 C
#71b3e3
C:67/M:8/Y:2/K:0

aerower
Shopping center

PANTONE 293 C
#003fa2
C:100/M:75/Y:11/K:2

aerower
Shopping center

PANTONE 227 C
#95005f
C:25/M:100/Y:21/K:12

aerower
Shopping center

PANTONE 200C
#a60032
C:16/M:100/Y:77/K:6

PANTONE 166 C
#ca5410
C:2/M:78/Y:100/K:0

PANTONE 124 C
#dca817
C:6/M:36/Y:100/K:0

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