

airWallet

# GRAPHIC

## Design Manual

Let's follow it

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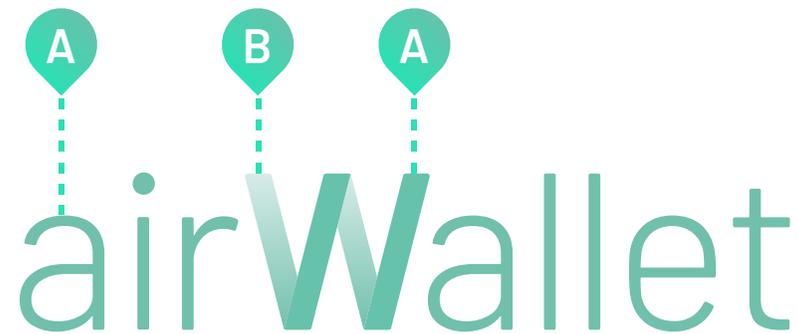
# Logo

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The logo is Airwallet's visual identity, and should be used on all written communication with Airwallet as the sender.

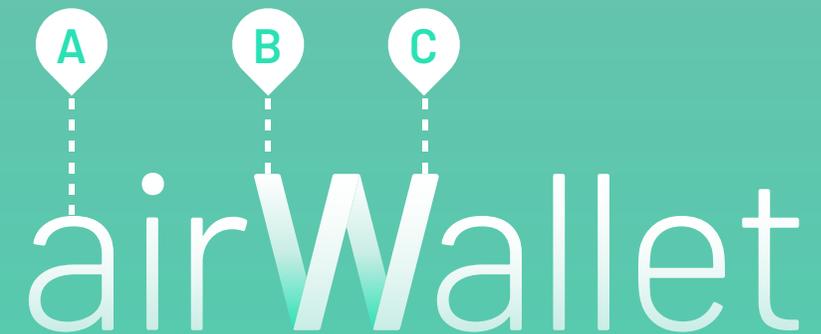
The Airwallet logo is composed of the Barlow font, in the color Green Sheen, with a W icon in the middle.

In a few cases, it is permitted to use the W icon alone. For example as an app icon, profile icon on social media, or as a favicon on the website.



**A** #67C2AC  
RGB: 103/194/172  
CMYK: 47/0/11/24

**B** #C9EDE5 - #67C2AC  
RGB: 201/237/229 + 103/194/172  
CMYK: 20/0/12/0 + 47/0/11/24



**A** #FFFFFF - #C9EDE5  
RGB: 255/255/255 + 201/237/229  
CMYK: 0/0/0/0 + 20/0/12/0

**B** #FFFFFF - #67C2AC  
RGB: 255/255/255 + 103/194/172  
CMYK: 0/0/0/0 + 47/0/11/24

**C** #C9EDE5  
RGB: 201/237/229  
CMYK: 20/0/12/0



## Logo

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The logo is always used, if possible, in colors, (A) or (B).

(A) is used on Sheen Green backgrounds. The green background can advantageously have texture or patterns.

(B) may only be used on white or very light backgrounds. However, it is allowed to use (B) in video contexts, but preferably bright sections of the video.

For black and white publications, edition (C) is used. Black background and white logo, or vice versa. (C) must never be used on colors.



# Primary colors

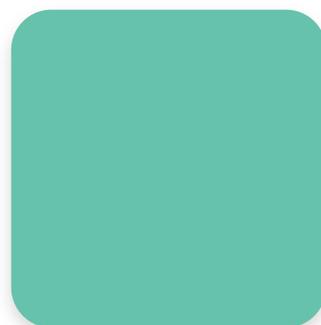
The color palette consists of 4 primary colors used in the general design.

2 greenish colors, a navy blue, and white.

The 2 greens can be combined to a gradient color which is used where extra play in the color is needed. This also applies to the blue gradient which is a combination of navy blue and sapphire.

The white is generally used to create air in the design and sometimes as font color on the dark backgrounds.

The gradients consist of a half-half distribution.



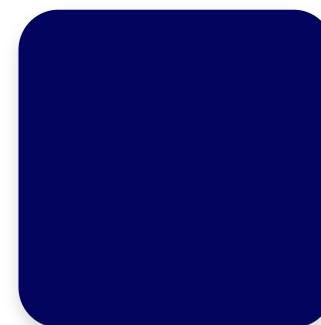
**Green Sheen**

#67C2AC  
RGB: 103/194/172  
CMYK: 47/0/11/24



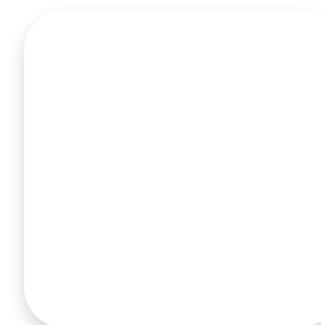
**Aquamarine**

#29E1B4  
RGB: 41/225/180



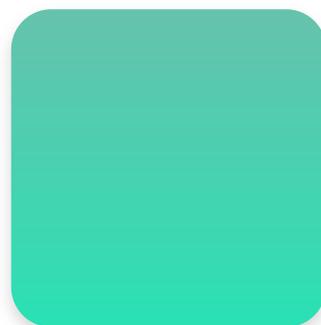
**Navy Blue**

#03045E  
RGB: 3/4/94  
CMYK: 97/96/0/63



**White**

#FFFFFF  
RGB: 255/255/255  
CMYK: 0/0/0/0



**Green Sheen + Aquamarine**

#67C2AC + #29E1B4  
RGB: 103/194/172 + 41/225/180



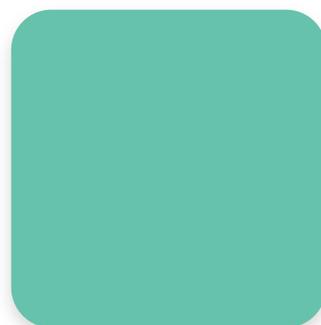
**Navy Blue + Sapphire**

#03045E + #0150B7  
RGB: 41/225/180 + 1/80/183  
CMYK: 82/0/20/12 + 99/56/0/28

## Print colors

When the colors are to be used on print, only 3 out of the 4 basic colors can be used. This is because Aquamarine green is RGB color. If this is transformed into CMYK, it looks almost completely the same as Green Sheen.

For depth and effects, a variety of gray colors can be used.

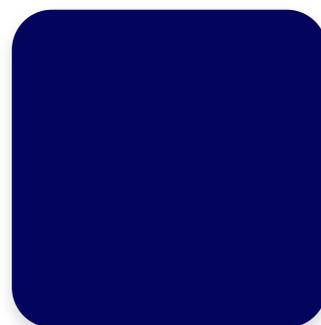


**Green Sheen**

#67C2AC

RGB: 103/194/172

CMYK: 47/0/11/24

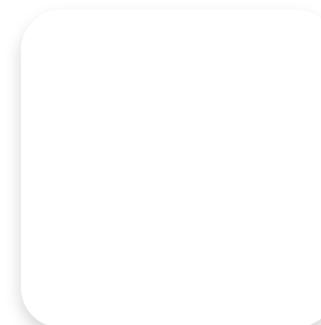


**Navy Blue**

#03045E

RGB: 3/4/94

CMYK: 97/96/0/63

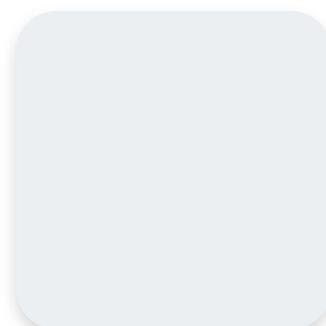


**White**

#FFFFFF

RGB: 255/255/255

CMYK: 0/0/0/0



**Cultured**

#EBEFF1

RGB: 235/239/241

CMYK: 2/1/0/5



**Silver Sand**

#BEC9D1

RGB: 190/201/209

CMYK: 9/4/0/18

# App colors

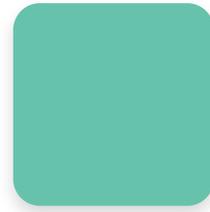
1/2

For app use, Ruby is also included under primary colors. The Ruby and Ruby gradient is used to create extra attention or inform about 'drastic' decisions.

For buttons, banners and icons in the app, a gradient is largely used.

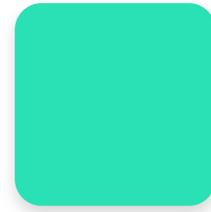
The Orange gradient is used only very rarely and only to indicate 'medium' values.

The gradients consist of a half-half distribution.



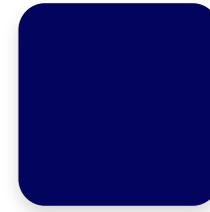
**Green Sheen**

#67C2AC  
RGB: 103/194/172



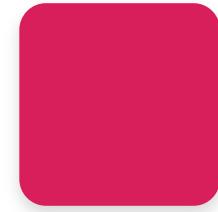
**Aquamarine**

#29E1B4  
RGB: 41/225/180



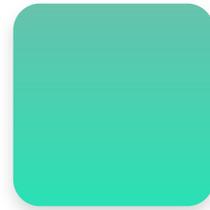
**Navy Blue**

#03045E  
RGB: 3/4/94



**Ruby**

#D81E5B  
RGB: 216/30/91



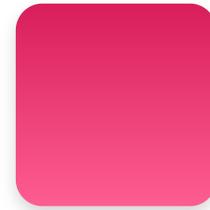
**Green Sheen +  
Aquamarine**

#67C2AC +  
#29E1B4  
RGB:  
103/194/172 +  
41/225/180



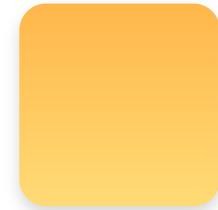
**Navy Blue +  
Sapphire**

#03045E +  
#0150B7  
RGB:  
3/4/94 +  
1/80/183



**Ruby +  
French Pink**

#D81E5B +  
#FE5E92  
RGB:  
216/30/91 +  
254/94/146



**Orange Yellow +  
Yellow Crayola**

#FFB74B +  
#FFDB76  
RGB:  
255/183/75 +  
255/219/118

# App colors

2/2

Dark Blue Gray is used for placeholder text and for less important texts.

Cultured and Silver Sand is used for buttons, shapes, and frames.

Sonic Silver is used as a background overlay with background blur.

The pastel colors show status in certain fields.



**Dark Blue Grey**

#7070A4  
RGB: 112/112/164



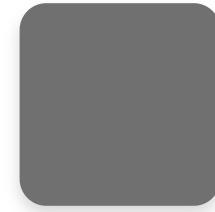
**Cultured**

#EBEFF1  
RGB: 235/239/241



**Silver Sand**

#BEC9D1  
RGB: 190/201/209



**Sonic Silver**

#707070  
RGB: 112/112/112



**Light Cyan**

#C9EDE5  
RGB: 201/237/229



**Orchid Pink**

#FFC2D6  
RGB: 255/194/214



**Light Orange**

#FFDCB4  
RGB: 255/220/180

# Typography

Barlow is used for all types of text connected to Airwallet.

Barlow Regular is used for all body text, both digitally and for print.

Barlow SemiBold is used primarily for headers.

Barlow Bold and Black are used in headlines and to emphasise important elements in text

# Barlow

## Barlow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå 0123456789

## Barlow SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå 0123456789

## Barlow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå 0123456789

## Barlow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå 0123456789

### About Barlow

Barlow is a slightly rounded, low-contrast, grotesk type family. Drawing from the visual style of the California public, Barlow shares qualities with the state's car plates, highway signs, busses, and trains.

This is the Normal family, which is part of the superfamily along with Semi Condensed and Condensed, each with 9 weights in Roman and Italic.

The Barlow project is led by Jeremy Tribby, a designer based in San Francisco, USA.

These fonts are licensed under the Open Font License.

Download Barlow here:

<https://fonts.google.com/?query=barlow>

## Name format

When the Airwallet name is written in text form, whether it is digital or for print, the A must be written with uppercase and the W must be written with lowercase.

The name should never contain a space.

The only exception to this rule is if the whole sentence is written in uppercase, then, of course, Airwallet must also be written in uppercase.

A is lowercase and W uppercase ONLY in the logo.

Airwallet  
AIRWALLET

~~airWallet~~  
~~air Wallet~~  
~~AirWallet~~  
~~Air Wallet~~  
~~airwallet~~

# Supergraphic

## "Waves"

The waves are mostly used to divide and separate elements. They can also be used as decorations. Both print and digitally.

The important thing to keep in mind when you make waves is that they must be soft and have a maximum of 2 peaks or lows.

Bubbles can be added. These should be white with an opacity of 15-40%.



# Boost

**Airwallet Boost** is our in-app subscription solution, offering customers exclusive discounts and benefits.

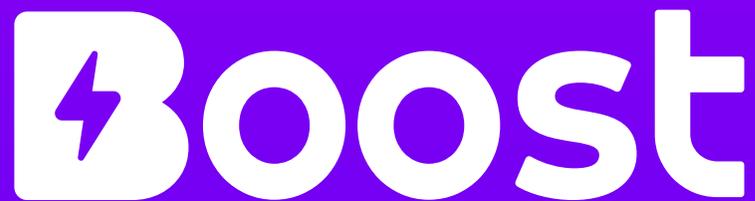
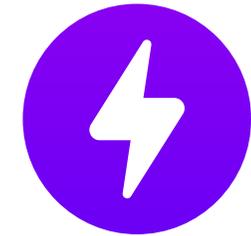
## Usage Guidelines

The Boost brand assets are secondary and should be used exclusively for promoting the subscription service.

**Versatility:** The Boost icon may be used in Violet on any background, or in White on a Violet background.

**Gradients:** Violet backgrounds or elements must always utilize a gradient.

**Color Profiles:** Please ensure you use the correct color profile for the medium: use the Digital (RGB/HEX) values for screen and Print (CMYK) values for physical materials.

The word "Boost" is written in a bold, rounded sans-serif font. The letter "B" is a solid white square with a white lightning bolt icon inside. The remaining letters "oost" are white.The word "Boost" is written in a bold, rounded sans-serif font. The letter "B" is a white square with a white lightning bolt icon inside. The remaining letters "oost" are white.

**Ultra Violet + Electric Indigo**

#8900F2 + #6A00F4

RGB: 137/0/242 + 106/0/244



**Deep Lilac + Ocean Twilight**

CMYK: 68/80/0/0 + 83/75/0/0

**Only use for print!**