



## IDENTITY GUIDES



### ABOUT THE MARK

The iAIRE logo is a symbol that represents the brand. It has a unique design to ensure maximum visibility, attention and recognition.

The iAIRE mark consists of both the full color, all black and all white versions which have been specially designed and must not be modified or obscured in any way.

#### GREEN

**Pantone™ (solid coated) 7739 C**  
**RGB 46 / 153 / 65**  
**CMYK 81 / 15 / 100 / 2**

#### BLACK

**Pantone™ (solid coated) Process Black**  
**RGB 0 / 0 / 0**  
**CMYK 75 / 68 / 67 / 90**

### ALTERNATE LOGOS



all white logo mark



all black logo mark

### MINIMUM DIMENSIONS

To further maintain the integrity of the iAIRE logo, it should never be placed at a size smaller than 1 inch in width (.32 inches high).

Additionally, a .25 inch safety zone should be present on all sides of the logo to prevent it from being partially or completely obscured.

#### TO SCALE (W = 1 in.)



safety zone

