ATYA LABS
BRAND GUIDE

At Atya Labs, we craft innovative software solutions tailored to elevate your business efficiency and drive growth. Whether you need custom software development, seamless integrations, our team of expert developers ensures scalable and secure solutions that meet your unique requirements.

From concept to deployment, Atya Labs delivers technology that transforms your operations. Harness the power of cutting-edge software and stay ahead in today's digital landscape with us.

LOGO

THE LOGO

The main logo consists of a lion and wordmark. The lion represents strength, courage, and loyalty. Symbolic development The main focus of the logo is the lion and this can always refresh this.

MEANING

This logo represents a brand that is grounded and forward-thinking, combining strength and innovation. The lion symbolizes leadership, loyalty, and courage, while the modern design reflects a commitment to technology and innovation. Together, it creates a cohesive, professional and future-driven

REVERSE & SINGLE COLOR

For a more comprehensive look at the brand colors please refer to Page 10. This is a quick guide the colors. Kindly Regard Pantone.

LOGO USAGE

Here are some restrictions placed on the logo's usage. Please refer to Page 11 for more. Kindly Regard Pantone. It's important the logo is always clear.

TYPOGRAHY

TYPEFACE

The primary font used for heading is "Roboto". This remains a prominent in giving any audience a professional and modern feel to the brand.

The secondary font chosen for Atya Labs is "Montserrat". Montserrat serves as the primary text.

Primary font

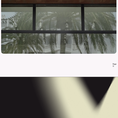
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( ) - _ + = { } [ ] | \ : ; " ' < , > . ? / ~ `

Secondary font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?'"@&%$&(,)[;]@

TYPOGRAPHY EXAMPLE



Typography is a crucial element in brand identity. Use this as a reference when creating designs for the brand.

COLOR

PALETTE

Teaming up with the brand's sense of modesty and supple flow and a color palette consisting of a mixture of neutral tones, we proceed to contain an effective palette which will be used to utilize for the item.

Light Color

#F8F8E8
R: 248
G: 248
B: 232
C: 2%
M: 2%
Y: 10%
K: 0%
CMYK: 2%,2%,10%,0%

Primary Color

#000000
R: 0
G: 0
B: 0
C: 0%
M: 0%
Y: 0%
K: 100%
CMYK: 0%,0%,0%,100%

Secondary Color

#F2F2F2
R: 242
G: 242
B: 242
C: 0%
M: 0%
Y: 0%
K: 5%
CMYK: 0%,0%,0%,5%

SIGNAGE

SIGNAGE

Keep it simple design and 80% negative space. We wanted to create a physical reference to the brand's sense of the beauty of open & bright environments.

THANK YOU

for taking the time to read through.