



AYTAS

BUILDING BRANDS

01 Brand Overview

Playful Branding Solution

AYTAS is a playful and expressive creative branding studio focused on building bold visual identities with movement, personality, and emotional energy.





About **AYTAS**

We are creative branding studio focused on building bold visual identities with movement, personality and emotional energy

We blend strategic thinking with playful creativity to craft brands that are authentic, modern and culturally alive

Personality

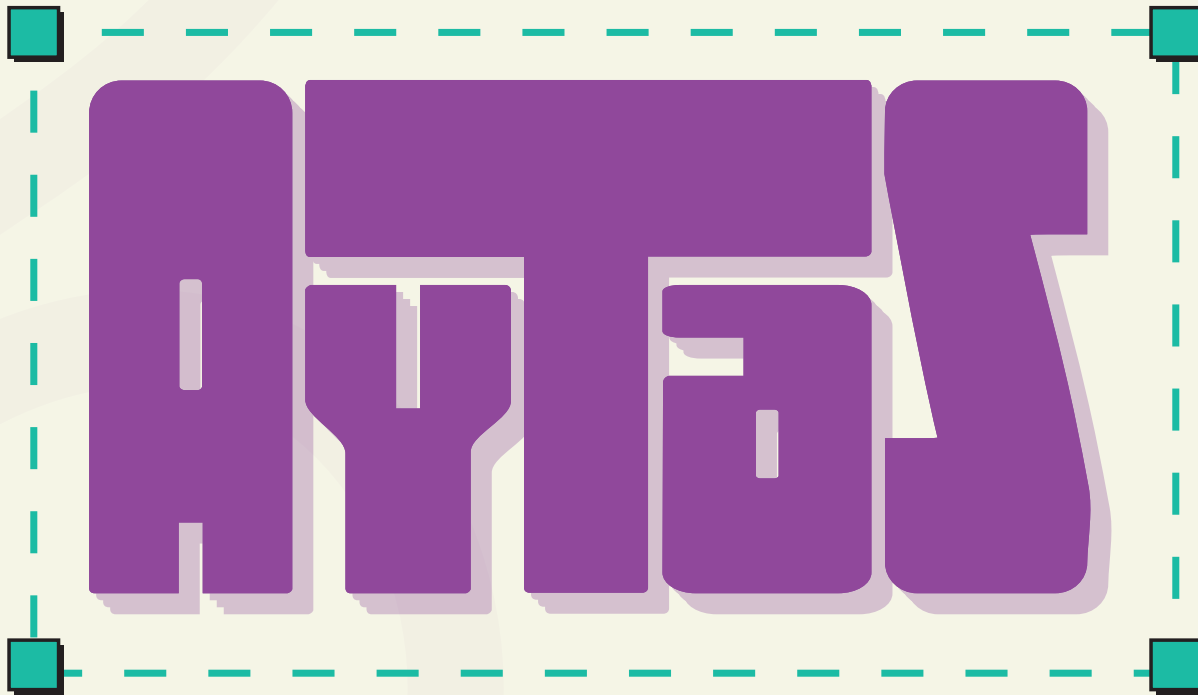
- Playful
- Creative
- Expressive
- Bold
- Energetic

Key words

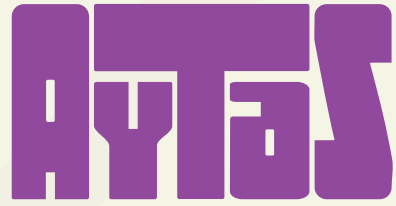
- Creative Flow
- Visual Rhythm
- Structured Creativity
- Energetic
- Modern Playfulness
- Expressive Motion
- Experimental Energy

02 Logo System

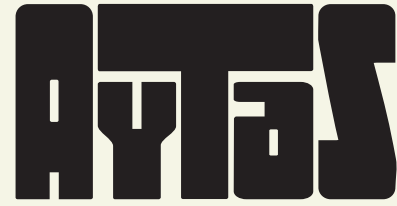
Primary Logo



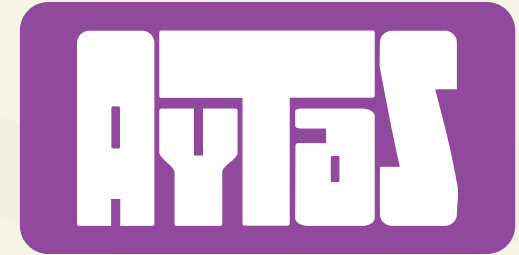
02 Logo Variations



Secondary Logo



Black Version



White Version



Favicon



Always maintain sufficient breathing room around the logo to preserve visibility and impact.

Minimum clear space:

equal to the height of the “Y”.

Incorrect usage

Don't alter the logo in any way



Don't Change color



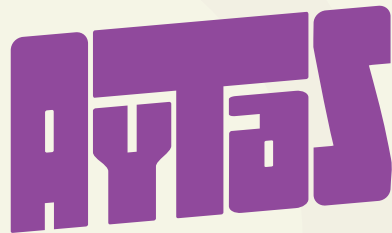
Don't Apply effects



Don't Rotate



Don't stretch/squash



Don't Distort



Don't place on
busy background



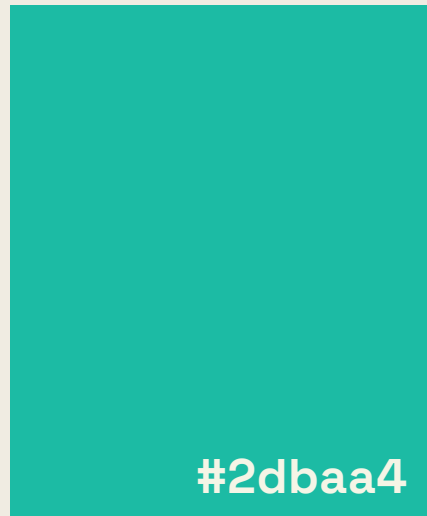
Don't Add elements

03 Color Palatte



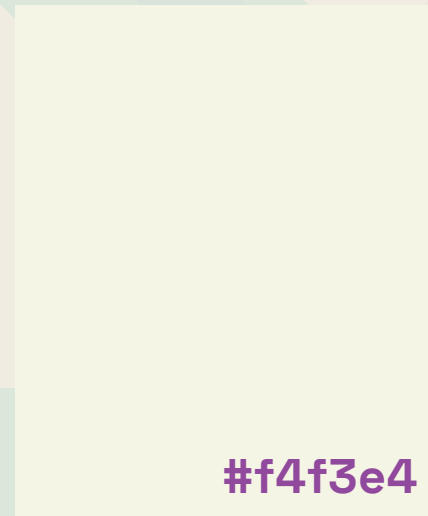
#914a9c

Purple



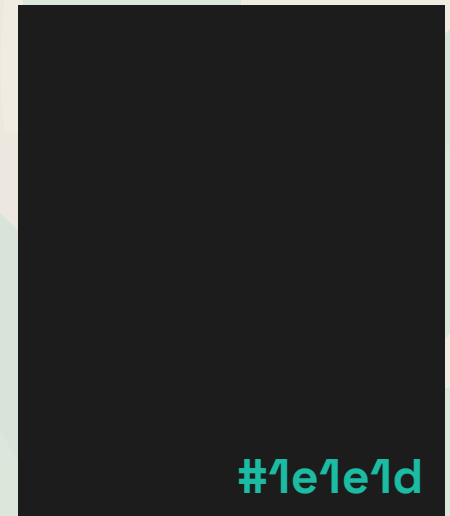
#2dbaa4

Teal



#f4f3e4

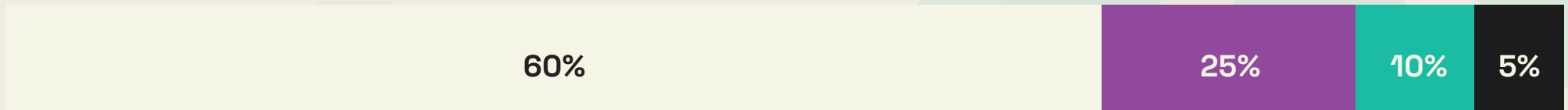
Cream



#1e1e1d

Black

Usage Ratio



04 Typography

Primary Font

Zeplin VF

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()_+**

Secondary Font

Space Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()_+

Third Font

Pacaembu

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

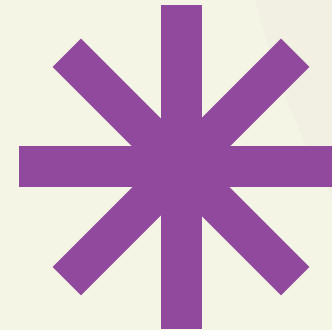
05 Visual Language

Creative flow is at the heart of AYTAS. It represents movement, imagination and the flow of ideas

Flow lines



Spark



Star / Spark



Flow line



AYTAS

Thank you!