



AAYAN INFOTECH

Brand Guidelines

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Brand Guidelines

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02

The Logo

The Glyph

If the logo is going to be used next to other graphic elements, make sure there is enough space around it to let it breathe.



Lockups and Uses

If the logo is going to be used next to other graphic elements, make sure there is enough space around it to let it breathe.



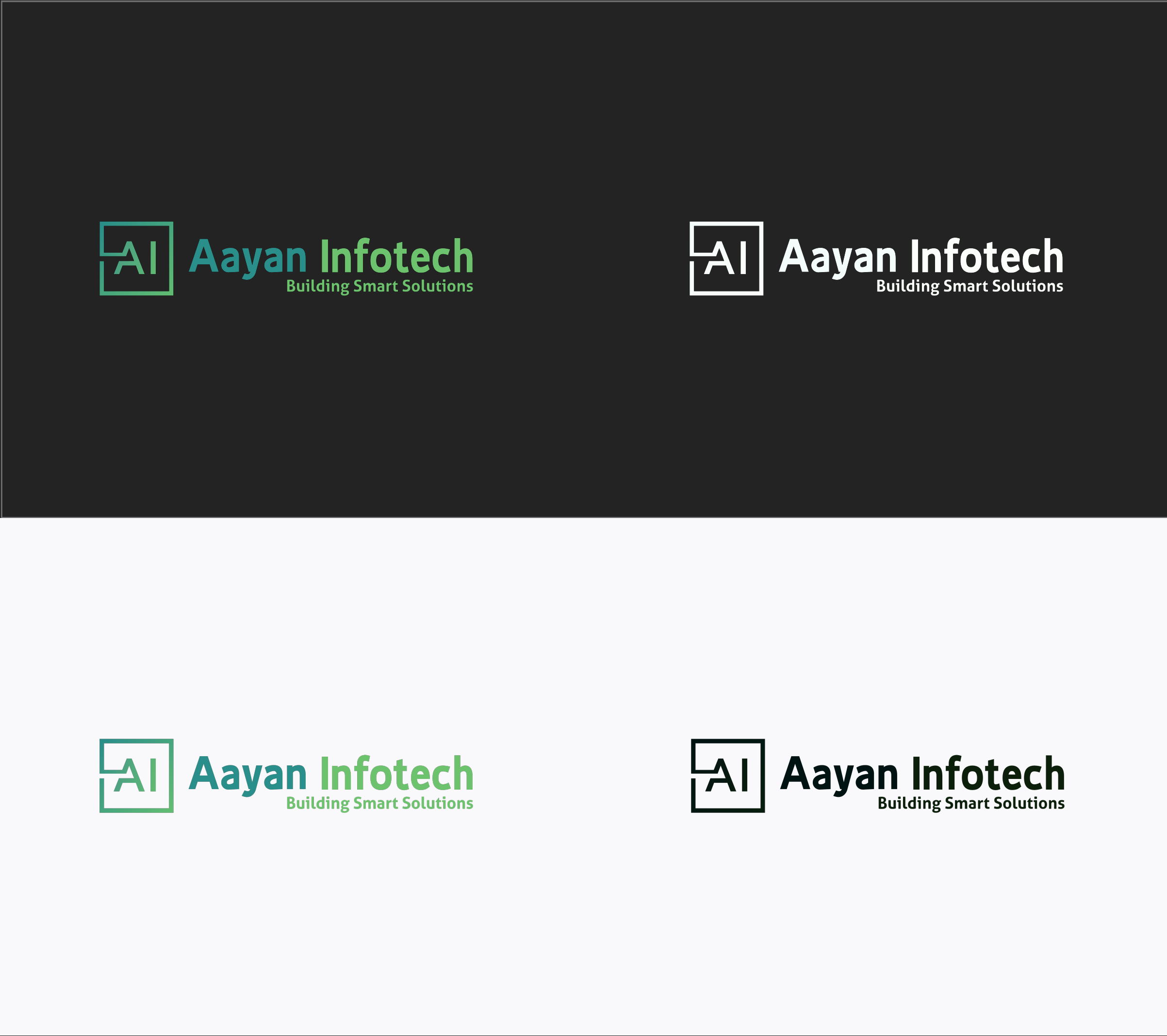
Aayan Infotech
Building Smart Solutions



Aayan Infotech
Building Smart Solutions

Color Styles

If the logo is going to be used next to other graphic elements, make sure there is enough space around it to let it breathe.



03

Typography

Typography

Poppins is Headway’s primary font for web, print, promo materials, and social media events. When people see this font they should think Headway. With that said, we’ve paired the font Lato to be used solely as a body copy

Heading

POPPINS

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POPPINS

Body

Inter

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INTER

Primary Font.
H1, H2, H3, H4 , H5

SPECIAL HEADLINES
OR QUOTES

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“Testimonials or quotes”

Typography

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Heading

POPPINS

Heading Font - Poppins Bold

Subheading - Poppins Semibold

POPPINS

Body

Inter

Body - Inter (Regular)

INTER

Font Hierarchy

Type	Size
H1	48px
H2	36px
H3	24px
Body	16px
Caption	14px

04

Brand Colors

Brand Colors

Headway has four primary colors that contribute to the brand identity. The size of the color swatch on the right indicates the degree of usage. Charcoal Tide, Pure White, and Smokey Robinson can be used for larger color fills leaving the Caribbean Teal to be used for color accents or to highlights.

#2A8E8A	#6DC36D	#FFFFFF Back Ground
		#515151 Sub Body
		#171717 Text Color