



Industry

IT

Location

USA

Year

2021

Scope of work

logotype, brand mark,  
colors, typography,  
pattern, identity elements

# ABOUT THE PROJECT

The First National Exchange for Transferable Development Rights. Aedalin's national TDR exchange allows buyers and sellers to find each other

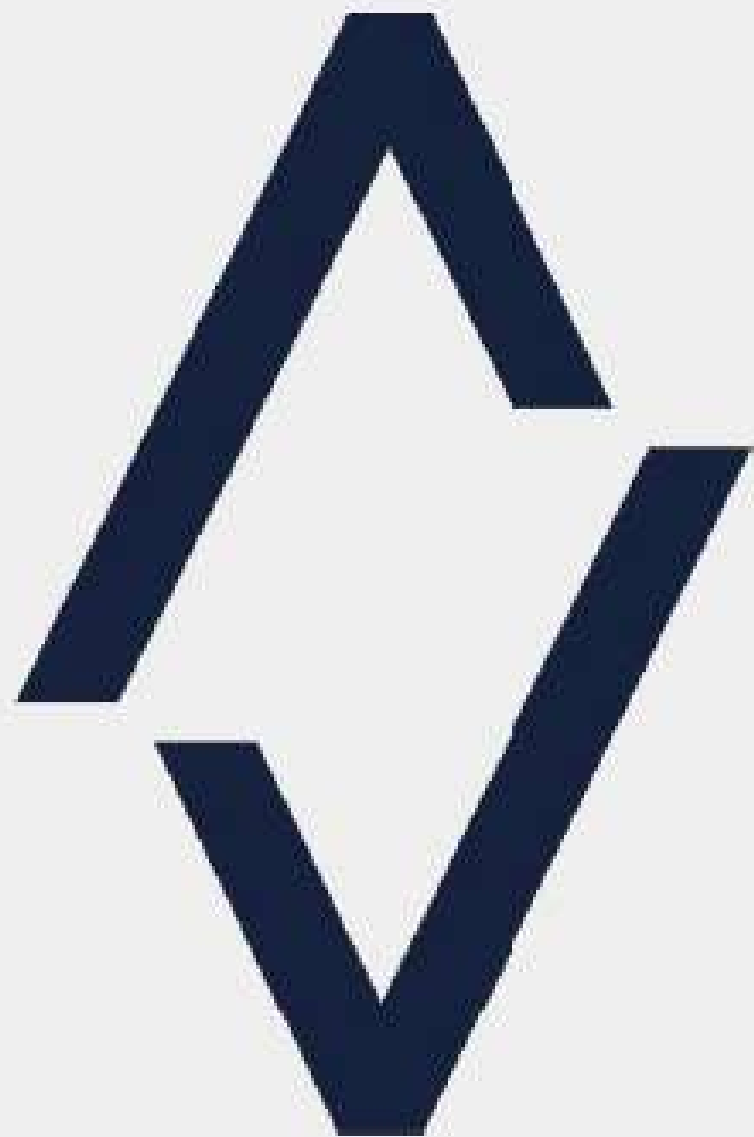


MAIN LOGOTYPE



# ICON

These two shapes came from the triangles from A. Two shapes “match” each other





## SAFE AREA

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A 'clear zone' is defined around the logo to help maintain balance and clarity. Within the Aedalin logo, the width of the 'A' is used to determine the minimum amount of space between the logo and other graphic elements, type or margins.



DO NOT

Please don't change proportions, color, add effects or rotate the logo and it's symbol



# COLOR PALETTE

Main brand colors that can be used on the website, social media, printed materials and other deliverables

RGB: 20 51 81  
HEX: 16213D  
CMYK: 78 70 42 50  
PANTONE: 289 C

RGB: 95 209 229  
HEX: 6AD1E2  
CMYK: 50 1 14 0  
PANTONE: 319 C

RGB: 46 67 72  
HEX: 333333  
CMYK: 60 55 53 55  
PANTONE: 447 C

RGB: 214 235 240  
HEX: 888888  
CMYK: 5 4 5 0  
PANTONE: 423 C

# Font Pairing

## Type Sample & Fonts

Mukta  
Roboto

Ag

## Weights

Mukta  
Regular

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

1 2 3 4 5 6 7 8 9 0

Mukta  
SemiBold

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

1 2 3 4 5 6 7 8 9 0

Roboto  
Regular

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

1 2 3 4 5 6 7 8 9 0

Roboto  
Bold

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

1 2 3 4 5 6 7 8 9 0

## Typesetting & Example

Title  
Mukta Bold

Article Title

Lead  
Mukta  
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ipsum, orci nisl consequat amet urna tristique.

Paragraph  
Roboto  
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Tellus ullamcorper pharetra, interdum vel curabitur turpis tellus gravida hendrerit. Semper habitant et lectus viverra ullamcorper. Morbi eget in semper eu. Aliquam condimentum cursus dignissim viverra aliquet habitasse.

Link  
Mukta  
SemiBold

OPTION 1 →

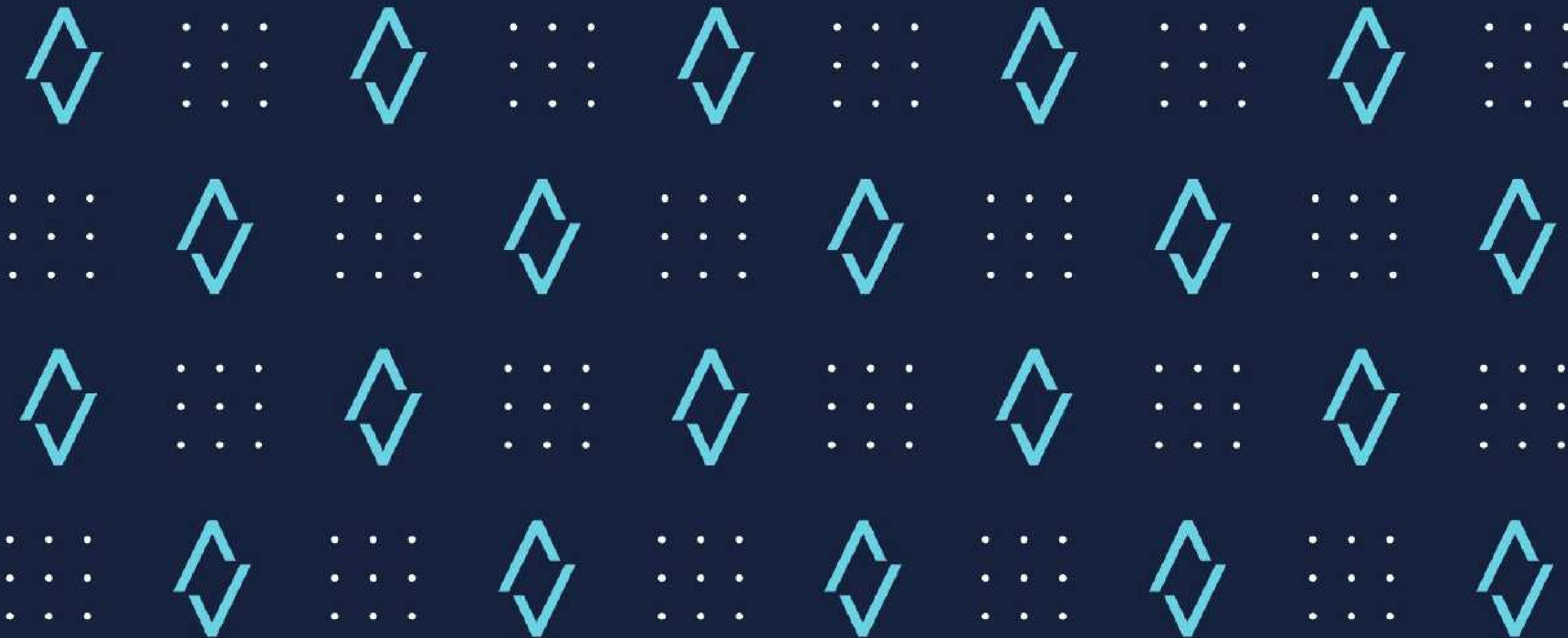
OPTION 2 →

Button  
Mukta  
SemiBold

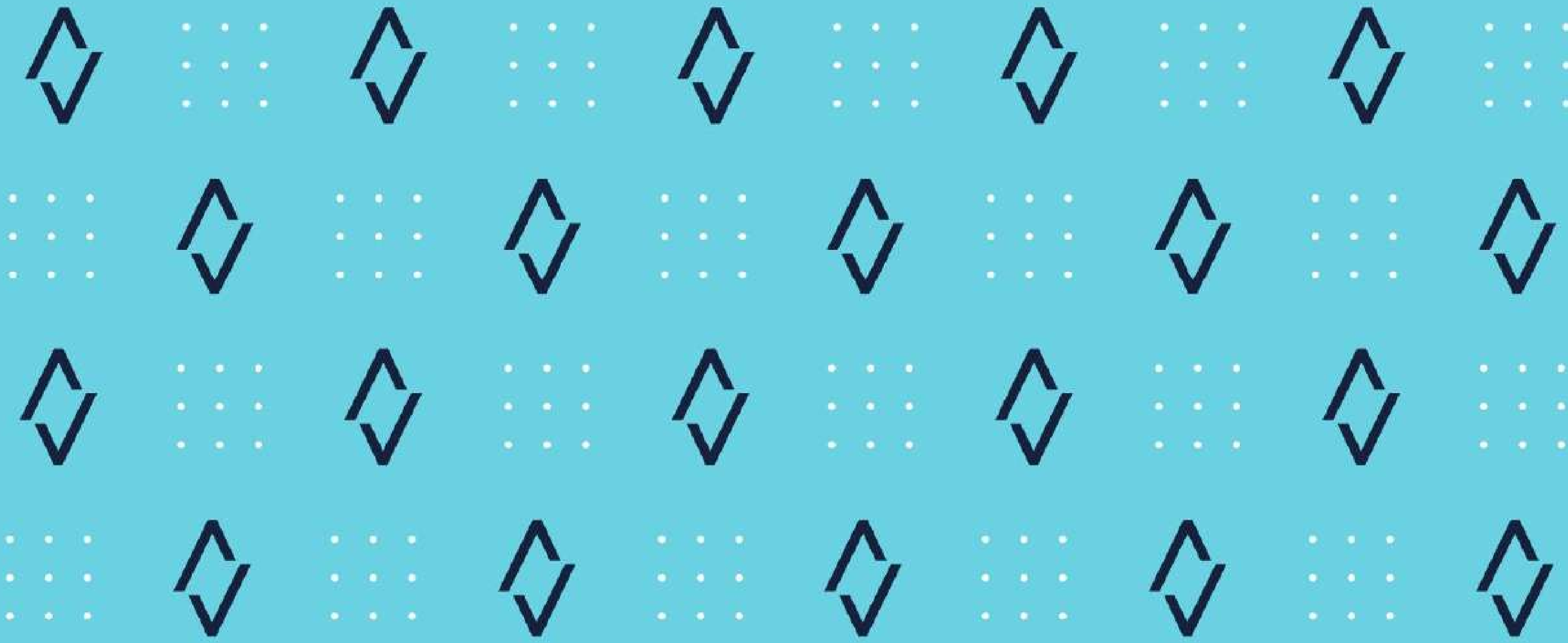
CALL TO ACTION

CALL TO ACTION

PATTERNS

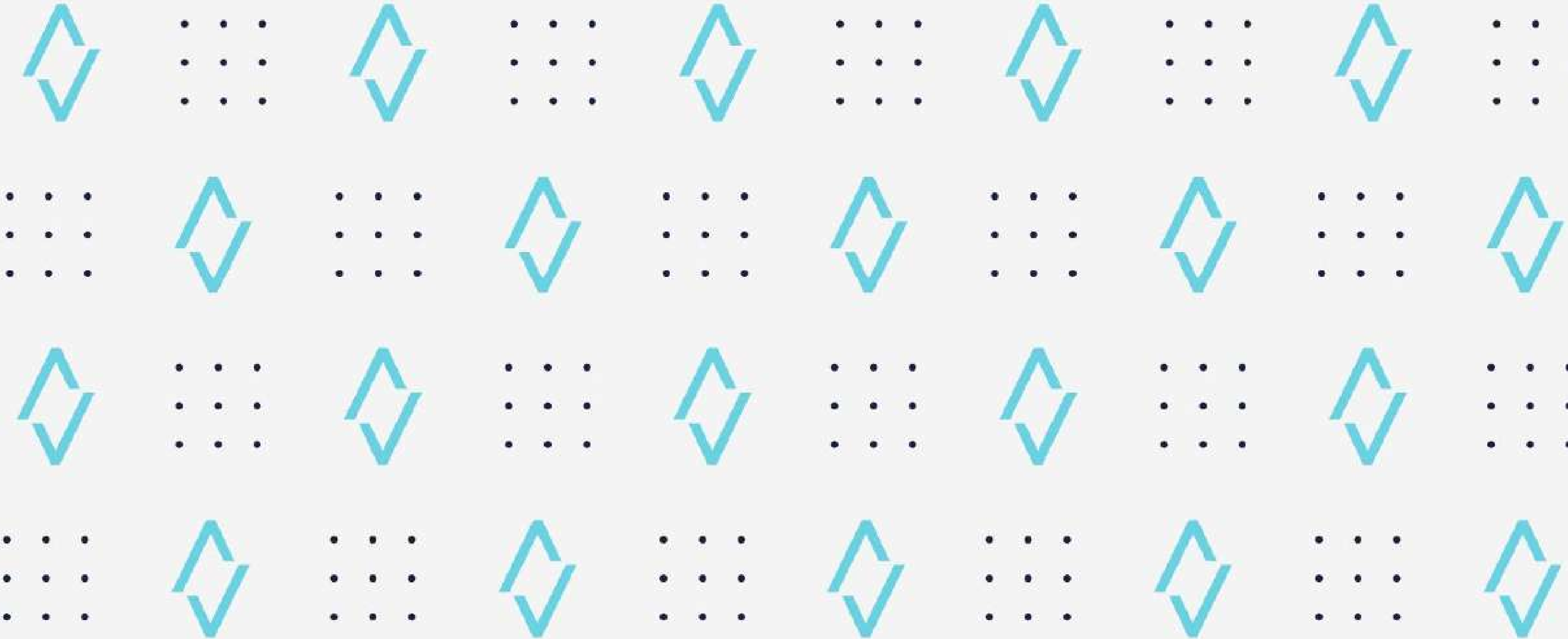


PATTERNS



PATTERNS

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MAGNETS & BUSINESS CARD





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## Aedalin



Lorem ipsum dolor  
 sit amet, consectetur  
 adipiscing elit.



## Aedalin

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## About



>Lorem ipsum dolor sit amet, timeti, ergo.



Create Post

## STICKERS & PHONE CASE

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# THANK YOU

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