

Logos, color and usage rules

For vendors, partners and press placing the AviatorPro brand in their own materials. Use the approved files as supplied. Do not redraw, recolor or rebuild them.

Lockup, mark and wordmark

The lockup (mark plus wordmark) is the primary signature. Use it whenever space allows. The mark and wordmark ship separately for tight spaces and avatars. Navy is the alternate dark: use it wherever near-black would go, and reverse to white on navy grounds.



PRIMARY LOCKUP • GREEN MARK, NEAR-BLACK WORDMARK, ON LIGHT



White on brand green



White on navy



White on dark

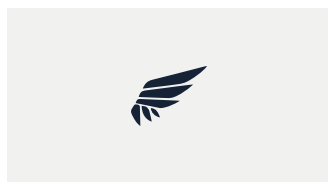


Navy on light neutral

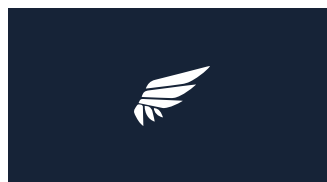
INDIVIDUAL ELEMENTS



Mark • green



Mark • navy



Mark • white on navy



Mark • white on green



Wordmark • near-black



Wordmark • navy



Wordmark • white on navy



Wordmark • white on green

Give it room, leave it alone

The clear-space unit is the height of the mark's wing. Keep at least that much space on every side, with no type, rules, edges or other logos inside it.



Clear space = 1x wing height on all four sides

MINIMUM SIZE

Lockup 160 px • 35 mm

Wordmark 120 px • 25 mm

Mark 24 px • 6 mm

Below these sizes the wing detail closes up. For favicons and avatars use the mark alone, never the full lockup.

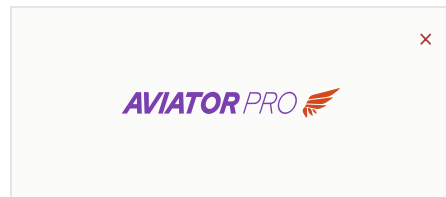
DON'T



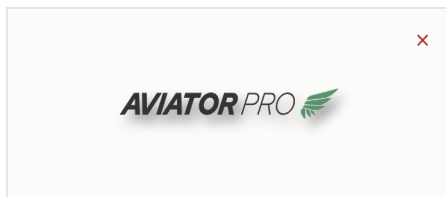
Stretch or squash



Rotate or tilt



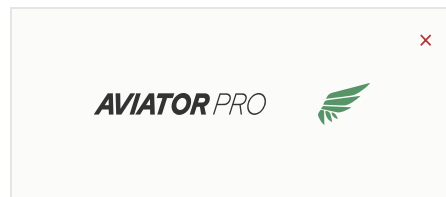
Recolor outside green, navy, white or near-black



Add shadows or effects



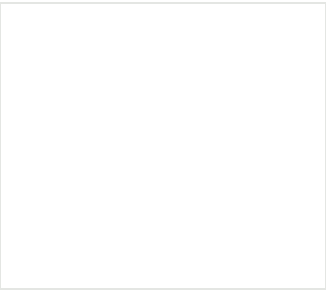
Low-contrast pairings



Rebuild or re-space

One green, navy, near-black and white

Brand green carries the identity; navy is the alternate dark for logos and grounds; near-black and white do the rest. Inter does all headline and body work, and JetBrains Mono appears only in technical labels such as METARs and tail numbers.

			
Brand green #579468 rgb 87 148 104 Buttons, links, the mark	Navy #162337 rgb 22 35 55 Alternate logo color, dark grounds	Near-black #333333 rgb 51 51 51 Primary text, wordmark	White #FFFFFF rgb 255 255 255 Page, reversed logo

Contrast rules

White text is the only approved treatment on brand green and on navy. Never set near-black or navy type on brand green, never set green type on navy, and never place the green or navy mark on a mid-grey or coloured ground — switch to the white mark instead.

TYPE

Two typefaces, four sizes

TYPEFACES

Inter

Headlines & UI · 400 / 500 / 600 / 700

JetBrains Mono

Technical labels · 400 / 500

KAPA 121200Z 27008KT 10SM CLR 24/10 A3012

SCALE

Hero	36–52 px
Section	24–28 px
Body	14–16 px
Label	11–13 px

Files, assets and approvals

ASSET	FILE	USE ON
Lockup · near-black	lockup-dark.svg	White and light backgrounds
Lockup · navy	lockup-navy.svg	White and light-neutral panels
Lockup · white	lockup-white.svg	Dark, navy and green backgrounds
Lockup · green	lockup-green.svg	Off-white panels
Wordmark · near-black / navy / white / green	wordmark-*.svg	Wide, short spaces
Mark · green	mark-green.svg	Light backgrounds, favicons
Mark · navy	mark-navy.svg	Light neutrals, mono placements
Mark · white	mark-white.svg	Dark, navy and green backgrounds

SAY IT THIS WAY

- “AviatorPro, the ground-school platform for flight schools”
- “Built on AviatorPro”
- “Available through AviatorPro”

NOT THIS WAY

- “Aviator Pro” or “AviatorPro app”
- “Partnered with” or “endorsed by” without written approval
- The logo in a sentence in place of the word

Need a file or an approval?

Press, partnership and asset requests all go to one place.
Allow two business days for artwork review.

support@aviatorpro.com