

visual Identity

Guidelines

aeron

aeron

“Space guides us ...
Earth depends on us

Brand Concept

“
Space guides us
Earth depends on us.”

AERON

is a climate-tech brand applying satellite prediction with smart drones to monitor and purify the air, creating a faster, smarter response to climate challenges.



Brand Story



In Interstellar, Earth suffers due to the fact that humanity acted too late.

Our brand was built to avoid such a future.

By watching over the planet from space and responding in real-time with air-cleaning drones, we give Earth the protection it needed in the movie.

We believe in advanced technology, not to leave our planet but to heal it.



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Logo Creation

The Aeron logo combines a modern wordmark with a globe icon, symbolizing the project's mission: watching over the Earth by observing the atmosphere. The rounded letterforms communicate clarity, accessibility, and flow — mirroring the natural movement of air.



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Logo Variations

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Monochrome Logo

The monochrome version preserves the simplicity and clarity of the Aeron identity. In solid black or white, the logo becomes:

- . timeless
- . highly readable
- . versatile across materials

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conception

Icon

A simple globe symbolizing the planet we protect and Aeronyx's mission to monitor Earth's air.



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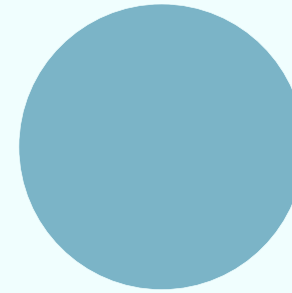
aeron 



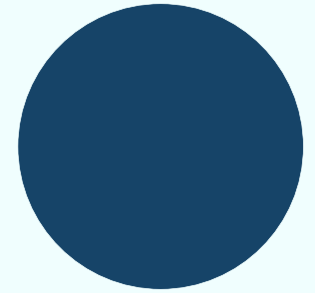
Colors

This palette balances :

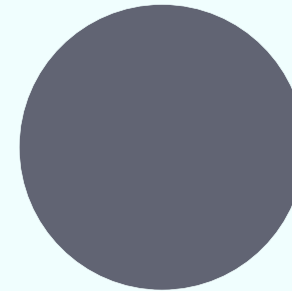
- . hope (sky blue),
 - . innovation & exploration (space blue),
 - . awareness of climate threats (storm gray),
 - . and tech strength (dark charcoal)
- perfectly aligning with Atmos Trace's mission:
using space-inspired technology to
protect and purify Earth's air.



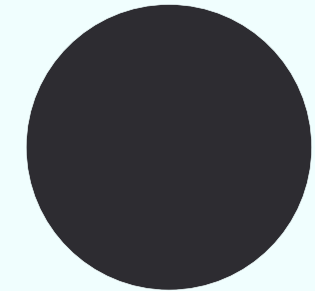
#7cb4c8



#154367



#5f6670



#2d2d2f



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Typography

Montserrat

Montserrat is used as the primary typeface across Aeronyx's identity. Its clean, geometric shapes give the brand a modern and professional tone, ensuring clarity and easy readability in both digital and print applications.

Yaro Bold

Yaro Bold is used as an accent typeface for titles, highlights, and key statements. Its strong, distinctive character adds personality and impact, complementing Montserrat with a bold and confident visual presence.

MONTERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

YARO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789