

aqi0 brand at a glance.

THE LOGO





Descriptor
Ads and first touch, 240 px / 45 mm and up



Wordmark
Website header



Symbol
Icons, profile pictures

Primary (above) everywhere else: product, decks, invoices, letterhead, video watermark.

Clear space: the height of the “a” on every side. **Minimum:** 25 mm or 120 px wide (descriptor 45 mm or 240 px; symbol 6 mm or 24 px tall).

Files: the logo pack at aqi0.com/media-kit/, as SVG, PDF (RGB and CMYK) and PNG, in full colour and white. Other colourways: ask hello@aqi0.com. Print no wider than about 20 cm; ask us before signage.

COLOURS

	Navy	#163454	C95 M75 Y35 K30	logo, headlines
	Lime green	#94C23C	C48 M0 Y95 K0	the zero, fills
	Ink	#2E3F50	C80 M62 Y42 K35	body text
	Deep green	#4F7415	C68 M30 Y100 K15	small green text
	Slate	#5B6672	C62 M48 Y38 K20	captions
	Sky	#DDF0FA	C12 M0 Y2 K0	light bands
	Mint	#E8F5D4	C9 M0 Y20 K0	light bands
	Paper	#FCFDFB	C0 M0 Y1 K0	page background
	Outdoor amber	#8A5410	C25 M62 Y100 K20	diagrams only
	Gradient	160°, #DDF0FA to #E9F5DF		covers, heroes

About 60% white, 25% Navy (type and pills, never panels), 10% Lime, 5% tints. Navy text on Lime; never white on Lime. CMYK values are a starting point: ask for a printed proof.

TYPE

Outfit

headlines, labels, prices

Clean air in every room.

800 for headlines (tracking -0.025em), 600–700 for subheads and labels. Print eyebrows: 700, capitals, $+0.16\text{em}$.

Inter

body, tables, captions

Fresh, filtered air through every room. All year.

400 for body, 600–700 for emphasis. Body 8.5–10 pt in print, 16–17 px on screen. Web eyebrows: Inter 700, capitals, $+0.12\text{em}$.

Free Google Fonts (SIL Open Font License). Always write **font-family: Outfit, Inter, sans-serif** so the ₹ sign comes from Inter. ₹ sits tight to the number: ₹82,600.

FIVE RULES

1

Use the master logo files.

Never redraw, retype, stretch, rotate, recolour or add effects. Keep the clear space.

2

Write it aqi0. Say it “AQI Zero”.

Lowercase, with the digit zero. No [™] or ®. Never AQI0, Aqi0 or aqiO.

3

White pages, Navy type, one Lime accent.

Navy text on Lime, never white on Lime. Small green text is Deep green.

4

Real photos only.

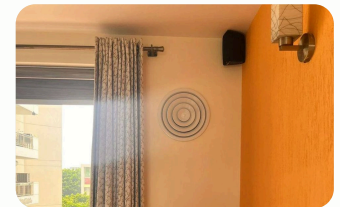
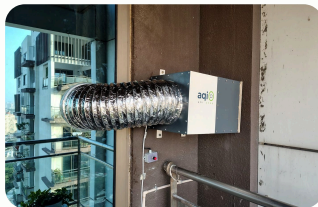
Our installs, our machine, our team. No AI images, no stock, no supplier labels, no people without consent.

5

Send a proof before anything goes out.

PDF proof to hello@aqi0.com; a printed proof for colour-critical jobs.

REAL PHOTOS ONLY · MORE IN THE PHOTO PACK



WHATSAPP AND PHONE

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EMAIL

hello@aqi0.com

WEB

aqi0.com

BASED IN

Gurugram · Delhi NCR