

AZULLE®

BRAND GUIDELINES

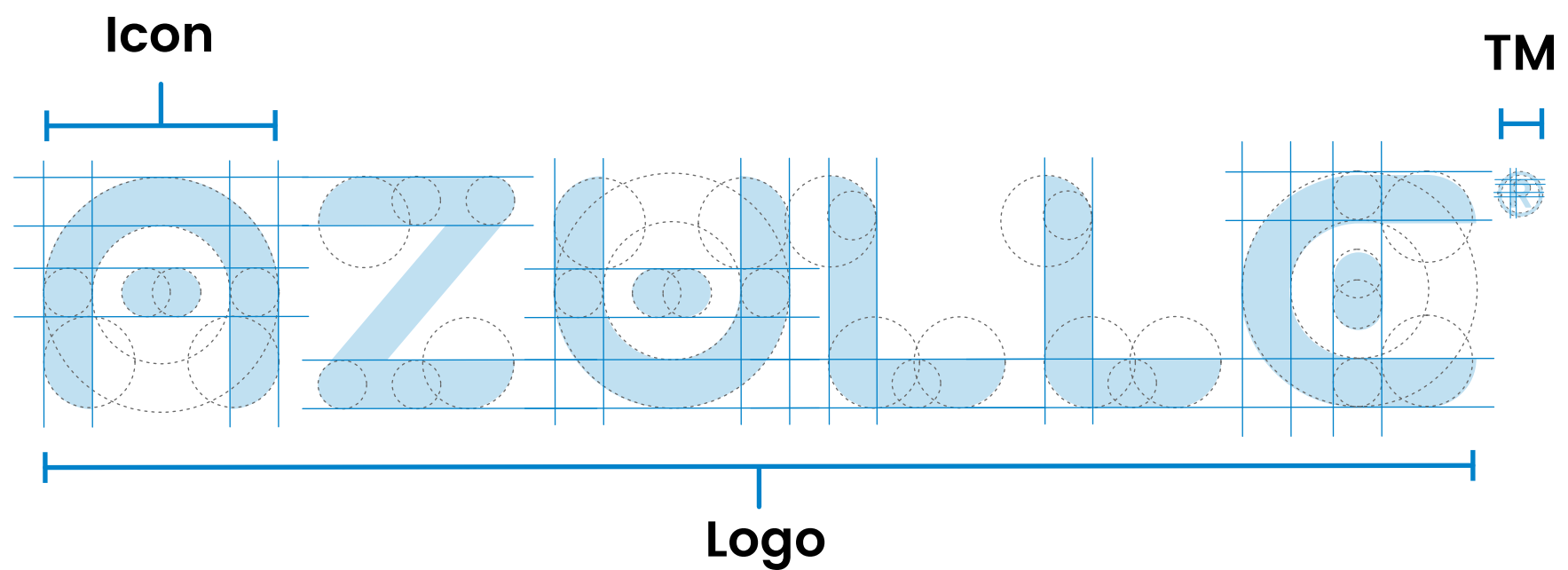
ABOUT US

Azulle is the leading manufacturer of Mini PC devices, dedicated to developing and introducing practical innovations for homes and businesses. We help customers reach their fullest potential through the wonders of cutting-edge technology.



OUR LOGO

Our logo includes our symbol, which is designed to work together in a horizontal lockup; or be shortened into a unique and distinguishable icon.



OUR LOGO

When possible the Azulle logo should be either white on the Azulle Blue (#0082ca) background, or the reverse. If printed in black & white the logo may be used in black. The Azulle logo should never be used in any other colors, or on different color backgrounds.



AZULLE®



AZULLE®



AZULLE®



OUR ICON

When possible the Azulle icon should be either white on the Azulle Blue (#0082ca) background, or the reverse. If printed in black & white the icon may be used in black. The Azulle logo should never be used in any other colors, or on different color backgrounds.



MINI PCS **BIG**
POSSIBILITIES





FONTS

Azulle uses bold and dynamic typography to communicate the message of our brand. The contrast of fonts and variation in font weights is important to the consistent look and feel of Azulle branding.

HEADINGS

POPPINS SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PARAGRAPH

LATO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LATO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



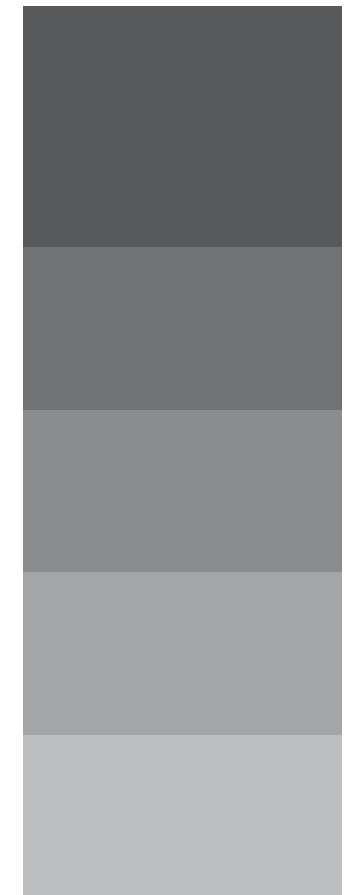
COLORS

We use color to make a distinctive, positive impression in a crowded marketplace. Our bright, flexible palette uses vibrant saturation that proves appealing to customers. Color helps us create brand recognition and visual interest across our communications.

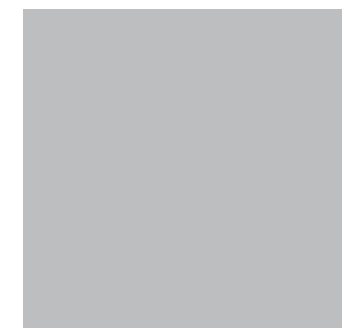
PRIMARY



#e55b25
R229 B091 G037
C0 M60 Y83 K10



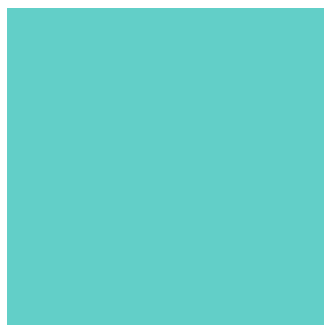
#58595b
R88 G89 B91
C64 M56 Y53 K28



SECONDARY



#279393
R39 G147 B147
C79 M24 Y44 K2



#1f7897
R31 G120 B151
C85 M43 Y28 K4



#4a2266
R74 G34 B102
C84 M100 Y27 K17



#e55b25
R229 B091 G037
C5 M78 Y100 K0





TECHNOLOGY
INSPIRED
BY REAL PEOPLE

