

AirPulse, *the printed proof* — one system for everyone who makes with the brand

Warm ink on aged paper, hairline rules, serif headlines at regular weight, and one accent that behaves like an editor's pencil. Logos, colours, type, and the rules for using them in video, slides, and social. When in doubt, keep it simple: the mark, on ink, with room to breathe.

01 The logo



The full lockup is the mark, the AirPulse.ai wordmark, and the line MEASURE · ACT · GROW. Use it where there is room. In tighter spots, drop to the wordmark or the mark alone. Every shape ships in white for dark grounds and black for light grounds.



Lockup

mark + name + tagline



Wordmark

mark + name



Mark

icon only, for avatars and bugs

02 On light and dark



WHITE LOGO ON INK



BLACK LOGO ON WHITE OR PAPER

Only two grounds: white logo on dark, black logo on light. Do not place the logo on a busy photo without a solid panel behind it.

03 Clear space and minimum size

clear space = height of the mark

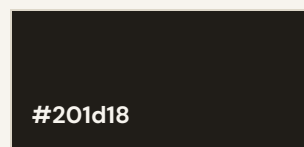


Keep clear space around the logo at least equal to the height of the mark. Minimum size: the wordmark stays legible down to **120 px** wide on screen; the mark alone down to **24 px**. Below that, use the mark, never the full lockup.

04 Colours

A single warm ink ramp on paper stock, with rust as annotation and green as verification. The system is committed light — the dark scheme was deliberately removed. Editor's Rust annotates (hovers, marks, small emphasis); it never becomes a background or a large fill.

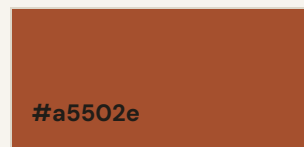
Ink and accent



Iron Gall

#201d18 · rgb(32, 29, 24)

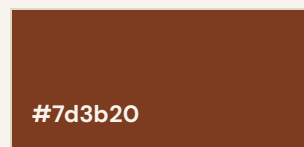
The ink. Primary text, primary buttons, stamp surfaces. Text on it is Aged Paper, never pure white.



Editor's Rust

#a5502e · rgb(165, 80, 46)

The editor's pencil: hovers, emphasis, small annotations. Never a large fill.

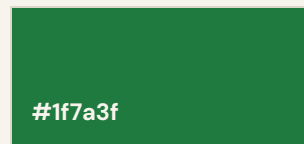


Rust Deep

#7d3b20 · rgb(125, 59, 32)

Rust's pressed and darker moments.

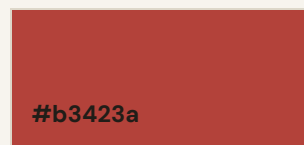
Semantic



Cite Green

#1f7a3f · rgb(31, 122, 63)

Means one thing: verified citation. Never a generic success colour.



Danger

#b3423a · rgb(179, 66, 58)

Failed audit findings. Surface #fdeaea, line #f3d4d1.

Paper and neutrals

#f7f4ee

Aged Paper

#f7f4ee · rgb(247, 244, 238)

The page, and the text colour on ink surfaces.

#fffd9

Paper Elevated

#fffd9 · rgb(255, 253, 249)

Inputs and surfaces one step brighter than the page.

#f2eee4

Paper Muted

#f2eee4 · rgb(242, 238, 228)

Recessed bands and hover fills.

#e9e4d6

Paper Strong

#e9e4d6 · rgb(233, 228, 214)

Table heads, open-state chrome.

#ddd7c9

Hairline

#ddd7c9 · rgb(221, 215, 201)

Every border and rule.

#4c4941

Sub Ink

#4c4941 · rgb(76, 73, 65)

Subheads and standfirst paragraphs.

#6f6a5e

Muted Ink

#6f6a5e · rgb(111, 106, 94)

Captions, trust lines, placeholders.

#8b8578

Faint Ink

#8b8578 · rgb(139, 133, 120)

The quietest metadata.

05 Type

Be the answer, *not the ad.*

Display — DM Sans Bold, with one Newsreader italic accent phrase

Section headlines are Georgia, regular weight.

Headline — Georgia 400, like a newspaper's. Never bold.

DM Sans carries body copy, labels, and numbers. Newsreader italic appears at most once per headline, the way *Pulse* sits inside the wordmark. Never italicize a whole headline; never introduce a third face.

DM Sans and Newsreader are free on Google Fonts; Georgia is a system face.

06 Shape and surface

Square is the identity: cards, panels, and controls at 0 radius; the one sanctioned curve is the pill on chips and tags. Borders are 1px Hairline. Depth comes from paper tone, not shadows — at most one floating panel per page. Components land like a stamp: high contrast, decisive.

07 In video and social



See where AI answers mention your brand, and grow it.

• airpulse.ai

WATERMARK, BOTTOM-RIGHT



VIDEO BUG: THE WHITE MARK, BOTTOM-RIGHT, SMALL



APP TILE AND CIRCLE
AVATAR

For any video, the mark goes bottom-right at a small size as a persistent bug. Titles and lower thirds use DM Sans in paper-white on ink. Keep the accent to one element per frame.

08 Do and do not

Do

- Use the supplied files as they are; white on dark, black on light.
- Keep every surface committed light.
- Set headlines in Georgia at regular weight; one Newsreader italic phrase at most.
- Give the logo clear space at least the height of the mark.

Do not

- Stretch, rotate, recolour, or add effects to the logo.
- Use Editor's Rust as a fill for buttons at rest or any large area.
- Add border radii between square and pill.
- Put the logo on a busy photo with no panel.

09 What is in this folder

01_Logos / Lockup	Mark + AirPulse.ai + tagline. Black / white / on-ink / on-white, 835w and 1670w, plus SVG.
01_Logos / Wordmark	Mark + AirPulse.ai, no tagline. Same four grounds, 567w and 1134w.
01_Logos / Icon	The pulse mark alone. Black / white PNG, app-icon tiles, circle avatar. 512 and 1024.
02_Colors	The paper/ink/rust swatch sheet and a plain hex list.
03_Social_and_Video	YouTube banner, profile picture, and the video watermark.
04_Guidelines	This document, as a web page and a PDF.

The raster files are sized for screen, slides, and video; the lockup SVGs cover vector needs. The web page at airpulse.ai/brand is the living version of this document.