



Brand Guidelines

V2.0 2026



Contents

1	Introduction	3
2	Brand foundations	4
3	Visual identity	8
4	Photography	22
5	Illustrations	27
6	Product identity	29

01

Introduction

These guidelines serve as a guide for internal team members as well as external contributors assisting with content creation.

While the style rules are fixed, they are not designed to be limiting. Creativity is encouraged within the context of the guidelines, provided that brand consistency is maintained.

02

Brand foundations

2.1 Mission

Making travel effortless

2.2 Vision

Enhance experiences with
intuitive, elegant technology.

2.3 Brand purpose

Ink exists to make travel work better, for
everyone.

We simplify complexity, empower flexibility, and create
tools that enable airlines and airports to deliver
smoother, easier, and more personalised guest
experiences.

2.4 Core Values

Our core values define how we think, create, and collaborate.

Clarity over complexity

We make journeys, systems and language simpler so people can see what matters and intuitively act on it.

Build with purpose

We ship things that solve real problems for travellers and teams, not features for their own sake.

Stay bold, stay grounded

We challenge legacy thinking and try new ideas, while staying realistic about what works in live environment.

Keep the human in the system

We design for people first. Technology should support human decisions, not take them away.

03

Visual Identity

Contents

- 3.1 Primary logo
- 3.2 Construction
- 3.3 Clear space
- 3.4 Scaling
- 3.5 Placement
- 3.6 Identity and Colour
- 3.7 Co-Branding
- 3.8 Typography

3.1 Logotype

Our logo, designed as a custom wordmark, it is intentionally simple, confident, and enduring.

The logo must always be used with care and consistency. Never scale it below the minimum sizes outlined in this guide to ensure clarity and legibility across all applications.

Ink logo is a cornerstone of our brand identity. To maintain its impact, it must be used consistently across all touchpoints.

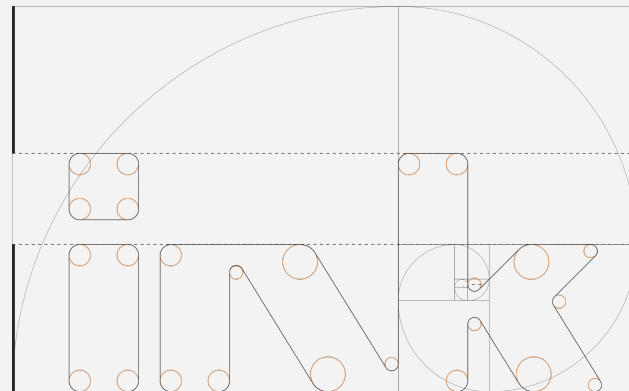


Logotype

3.2 Construction

Do not modify or attempt to recreate the logo under any circumstances.

Always use the official files provided by Marketing or download them directly from our Brand Asset Library.



Construction

3.3 Clear space

To ensure the Ink logo retains its visual strength and clarity, it must always be surrounded by adequate clear space.

The minimum required clear space is defined by the x-height of the logo. This refers to the height of the lowercase letters, measured from the baseline to the top of the Meanline.

Scale

Be careful at smaller sizes. Follow the minimum size requirements (below) when using the logo at small scales.

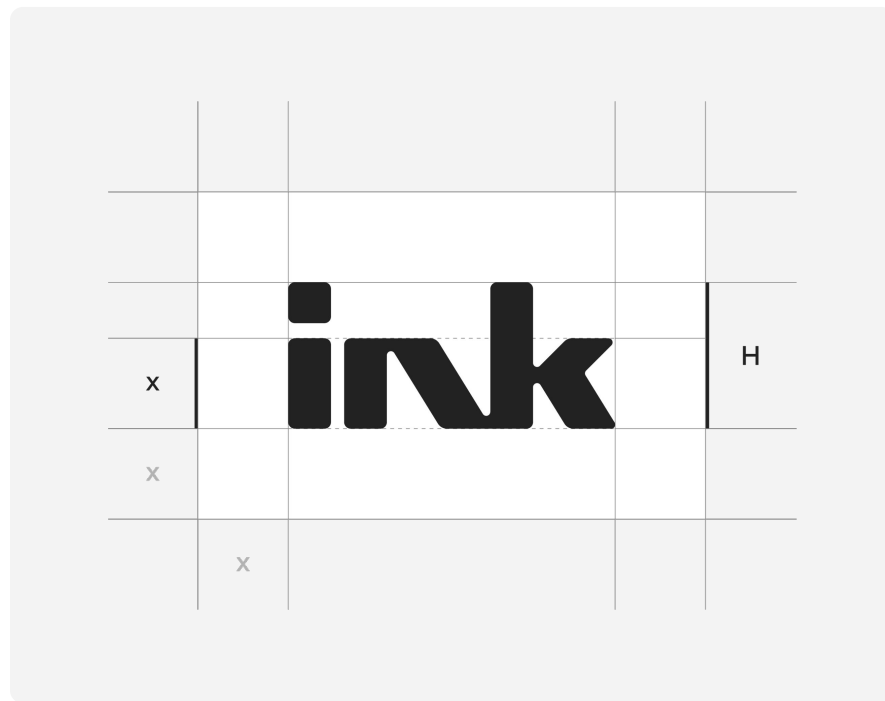
Print minimum size

H 6mm

Digital minimum size

H 16px

This protected area, known as the exclusion zone, keeps the logo free from visual distractions such as text, images or graphic elements. Nothing should intrude into this space, ensuring the logo maintains its impact and recognisability.



Exclusion zone

3.4 Scaling

When selecting logo size, always consider the audience, context and communication goals. In line with our brand voice and tone, we encourage the use of smaller-scale logo placements.

Using the logo at a much larger scale can sometimes create visual imbalance.

Oversized use should be considered carefully and applied only when appropriate for the format or setting.

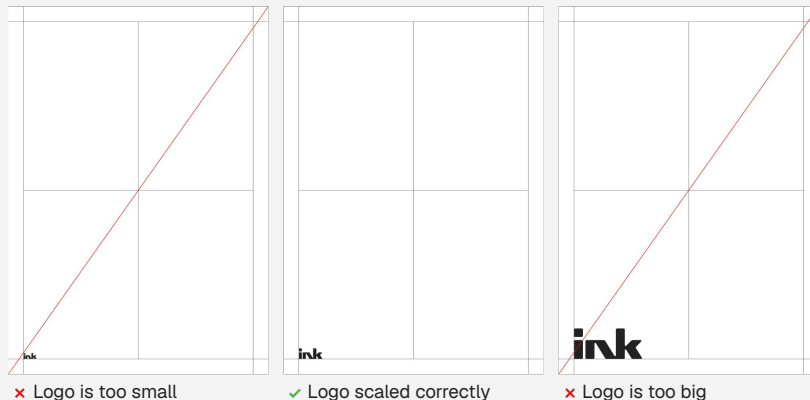
Let the logo work with the content, not compete with it.

There is no limit at large scale, but be careful at smaller sizes.

Follow the minimum size requirements when using the logo at small scales.

Print minimum size
H 6mm

Digital minimum size
H 16px



3.4 Scaling

Scaling with type

Ink logo should always be scaled in proportion to the surrounding type. While there is no fixed rule, the x-height and cap-height of the type can serve as useful reference points when determining scale. The logo should never overpower the content. When placed near headings or titles, it must remain secondary in the hierarchy. Avoid making the logo larger than the headline typography.

Horizontal alignment

Always align surrounding elements to the logo's baseline. Avoid aligning to the logo's horizontal centre.

✓ Logo is scaled at the x-height (or height of the lowercase letters)

ink Solutions that

✓ Logo is scaled at the cap-height

ink Solutions that

✗ Do not use the logo larger than the headline typography

ink Solutions that

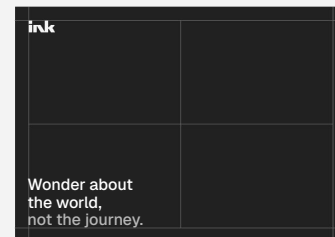
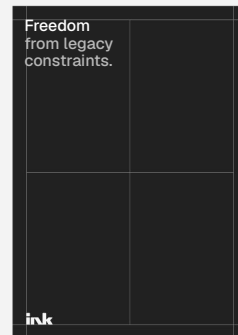
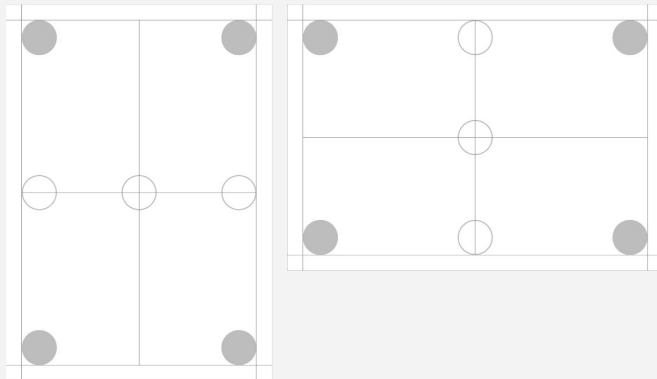
3.5 Placement

The placement of Ink logotype should reflect the purpose of the content and the needs of the audience.

Use corner placements for functional or informational materials where clarity is key. For expressive or brand-led content, a centred placement creates stronger visual impact.

Always choose placement with intention so the logo supports the message rather than distracts from it.

- ✓ Placed in the corner, the identity acts as a supporting element.

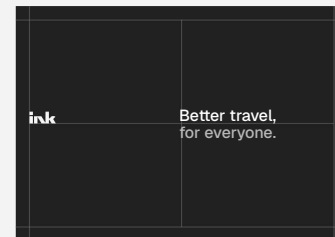
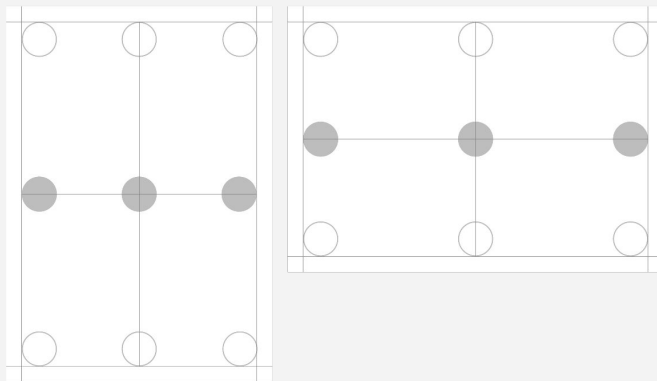


3.5 Placement

Centred placement works best in minimal compositions where the brand itself is the focus. Overuse can reduce its effect and compete with the surrounding content.

In most cases, a corner placement is preferred. It allows the logo to support the content without overpowering it, reinforcing brand presence while keeping the message front and centre.

- ✓ Placed in the center, the identity acts as an expressive element.



3.6 Identity and Colour

Always maintain sufficient contrast between identity elements and their background to ensure clarity, legibility and visual impact.

The logo should only appear in monotone, using either black or white. On dark backgrounds, use the white version of the logo. On light backgrounds, use the black version.

For more detailed guidance on colour combinations and contrast ratios, refer to the Colour section of this document.



Dark background



Light background

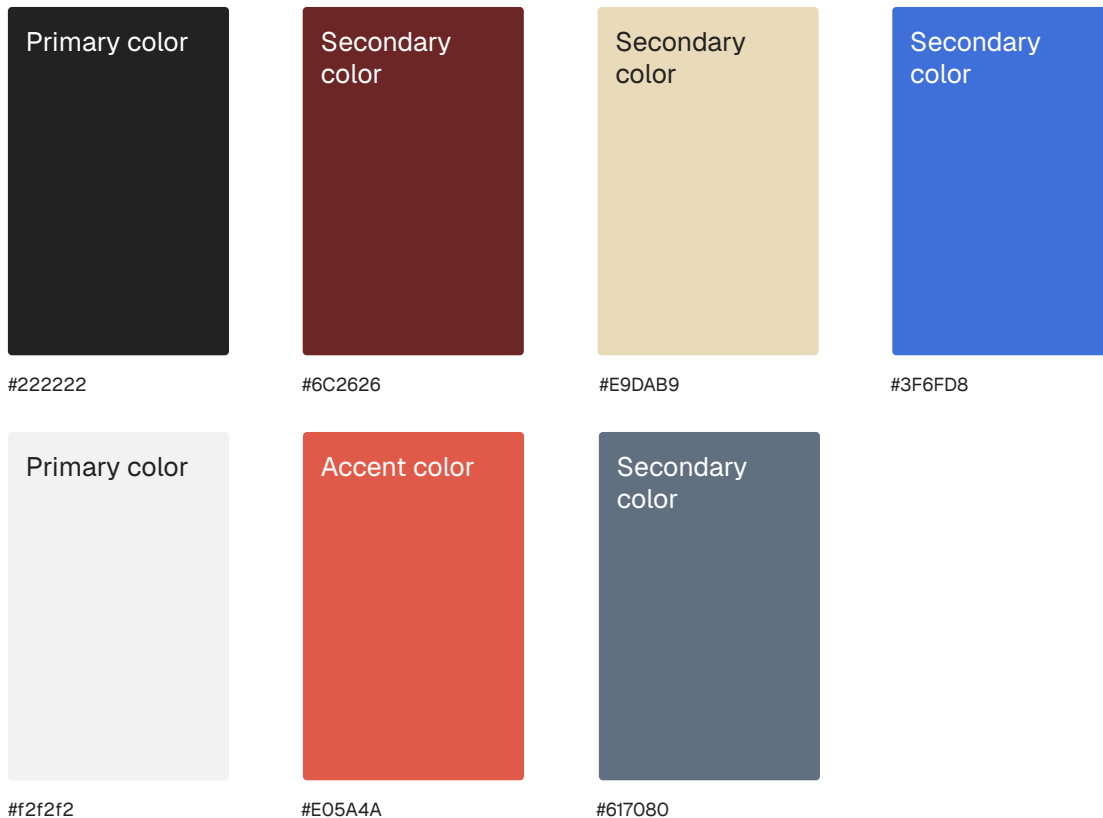
3.6 Identity and Colour

A common principle to balance these palettes is the 60-30-10 Rule:

60% of your design should be your dominant color (often a neutral background color or your primary brand color).

30% should be your secondary color (used for structural elements like headers, cards, or sidebars).

10% should be your accent color (your boldest primary or secondary color, reserved strictly for calls-to-action, buttons, or key highlights).



3.7 Co-Branding

When cobranding, all partners must follow these guidelines, regardless of which brand is taking the lead. These rules are to be applied alongside Ink's core logo usage guidelines.

Do

Use logos in a horizontal arrangement whenever possible.

Ensure both logos appear at equal visual size to maintain balance.

Prefer black or white versions of the logos for clarity and consistency.

Allow a minimum clear space between the two logos equal to twice the x-height of the Ink logo.

Align partner logos vertically to the centre of the Ink logo's x-height for visual harmony.

Do not

Do not lock up or combine logos into a single asset without written permission from Ink.

Do not mix full-colour logos with black or white versions.

Do not insert symbols such as ampersands, the letter x, or underscores between logos.

Do not make one logo appear more dominant than the other.

Do not place text or graphic elements within the defined exclusion zone.



Clear space



Alignment

3.8 Typography

Primary typeface

Aeonik, from CoType Foundry, is our primary brand typeface. A bold, modern neo-grotesque with a geometric skeleton.

With eight weights, variable support and coverage of more than 340 languages, Aeonik brings clarity and confidence.



Aeonik by CoType Foundry

3.8 Typography

Weights in use

We use type weight to create visual hierarchy, guide attention, and bring clarity to our messaging.

Aeonik Regular is our default and most widely used weight. It sets the tone for our communication across all touchpoints.



For headings and subheadings, we use **Aeonik Medium** and **Semibold**. It provides emphasis without being overly assertive.

We **do not use bold weight**, as it feels too forceful and sends the wrong message.

Aeonik Regular 400

Aeonik
Regular
400

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Aeonik Medium 500

Aeonik
Medium
500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Aeonik Semibold 600

Aeonik
Semibold
600

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Aeonik is used in any application where any typeface can be used.

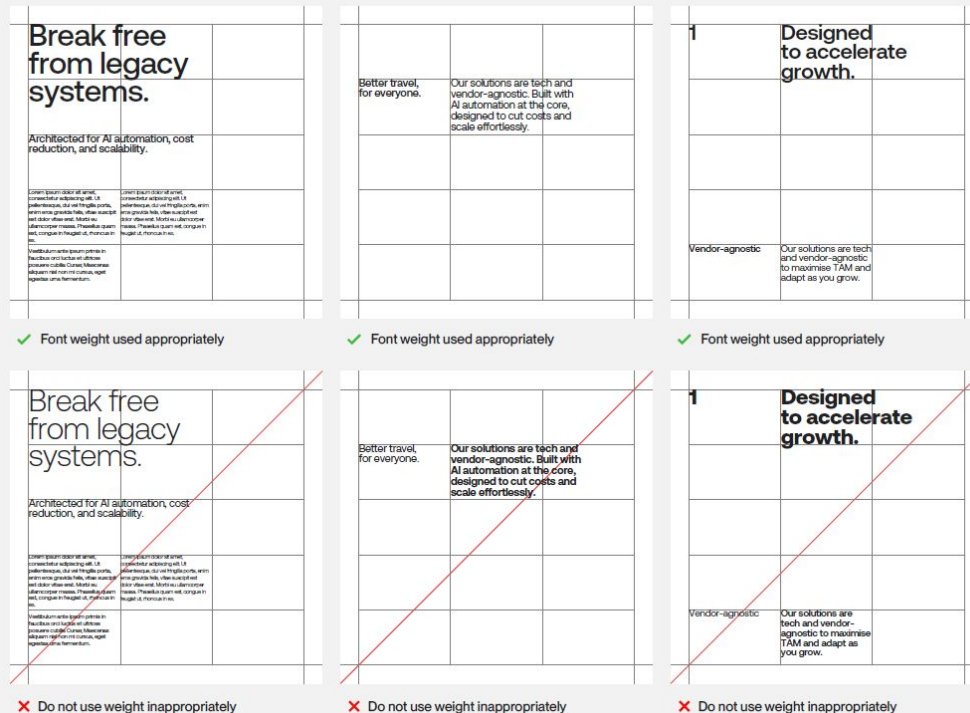
3.8 Typography

Type weights

Use type weights intentionally to create a clear and consistent hierarchy across headlines, titles, subtitles and body copy. This helps guide the reader, improves legibility and ensures the message lands with impact.

Avoid using type weights carelessly.

Inconsistent or inappropriate use can confuse the reader, disrupt the flow of information and weaken the clarity of the content.



3.8 Typography

Secondary typeface

Geist is our secondary typeface, designed by Vercel for digital environments. It is fully available across all Google apps, making it a reliable choice for these platforms.

Use **Geist** only when **Aeonik** is not available. The same principles that guide **Aeonik** apply to **Geist**, ensuring consistency and cohesion across all brand communications.

Geist Regular 400

**Geist
Regular
400**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Geist Medium 500

**Geist
Medium
500**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Geist Semibold 600

**Geist
Semibold
600**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Geist is used in any application where only Google fonts can be used.

3.8 Typography

UI/UX typeface

Mona Sans is the typeface used across all our UI/UX design work, designed by GitHub. It supports every screen and interaction in our product, providing a clean and modern foundation for the interface.

Mona Sans regular

Mona Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!

Mona Sans medium

Mona Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!

Mona Sans semi bold

Mona Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!

Mona Sans is the typeface used in UI/UX design

4 Photography

Photography is an important tool in our visual identity system. Used well it helps us create communications that resonate with our audiences on a personal and professional level.

4.1 Style

All of our photography should aim to feel as true-to-life as possible. Keep the following style principles in mind:

Natural

Light should feel soft and real. No harsh contrast unless it adds something. Keep it grounded and believable. Stylisation is fine if it supports the story.

Candid

Favour genuine, in-the-moment shots over staged setups. Avoid stiff poses, forced smiles or anything that feels artificial. Images should feel observed, not arranged..

Moments

Look for shots that tell a story. Movement, anticipation, human connection, emotions; the feeling of travel, not just the look of it.

4.2 People and team

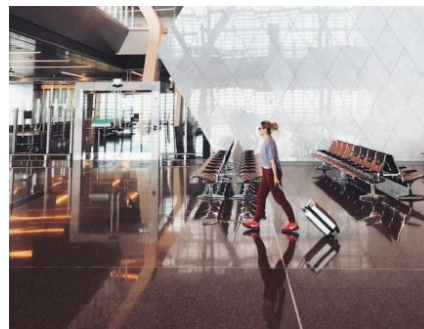
Our team images highlight the people at the heart of Ink.

Photography should feel genuine and approachable. Use natural lighting and keep backgrounds simple or shoot in real working environments. The focus is on authenticity, not perfection.



4.3 Place and context

Photography that shows where the experience happens: airports, aircraft, transit environments. It gives our messaging depth and a real-world backdrop, helping ground the story.



4.4 Passenger and journey

Use lifestyle stock photography that captures genuine moments from the travel experience. Focus on emotion, interaction and authenticity.

Images should feel natural and relatable. Avoid polished staged smiles or overly perfect models staring at the camera with exaggerated expressions. Keep it human, believable and grounded in reality.

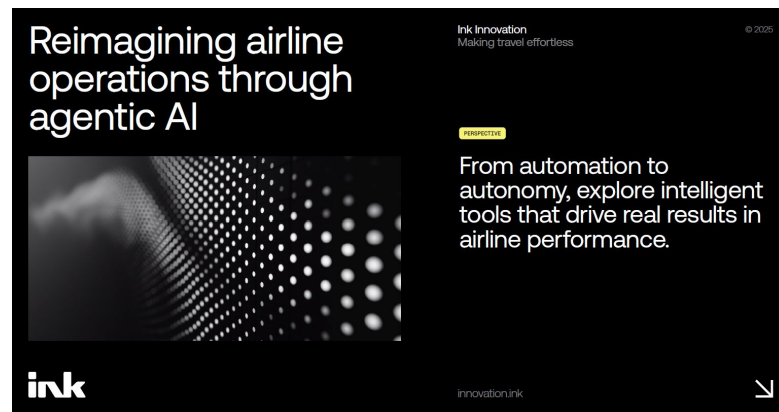
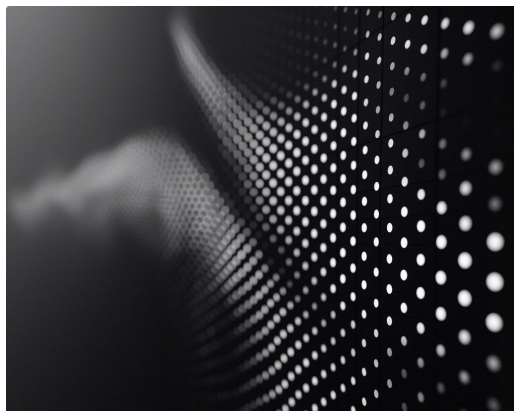


4.5 Abstract imagery

Abstract imagery should be chosen to express ideas, atmosphere or innovation. It is particularly effective in visualising complex themes such as technology, intelligence, transformation or connectivity in a way that feels modern and inspiring.

It must not replace imagery that requires clarity or direct storytelling, such as people, places or product experiences.

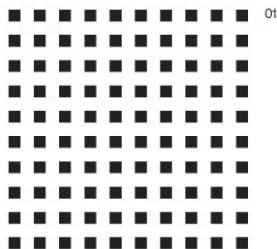
Every use of abstract imagery should be purposeful.



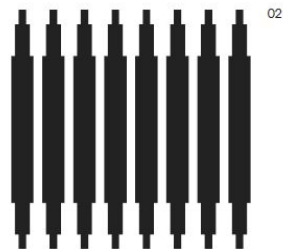
5 Illustrations

Abstract patterns introduce rhythm and depth to design. As backgrounds, they prevent layouts from feeling flat, creating a sense of movement and dimension.

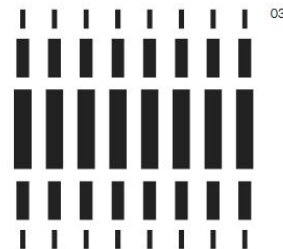
Patterns should always play a supportive role. They enhance the design system but should never become the primary focus of printed or digital collateral.



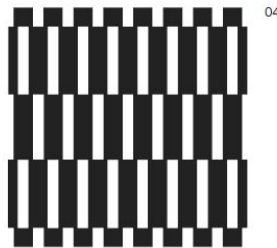
01



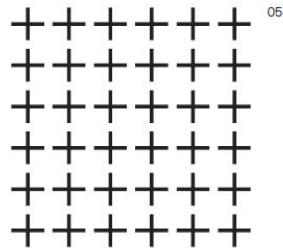
02



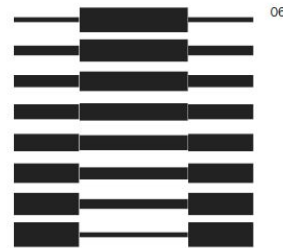
03



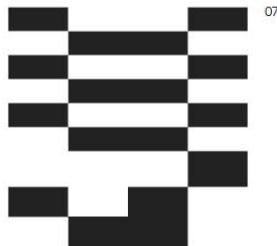
04



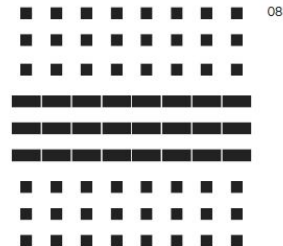
05



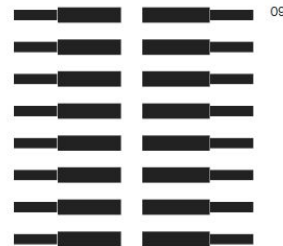
06



07



08

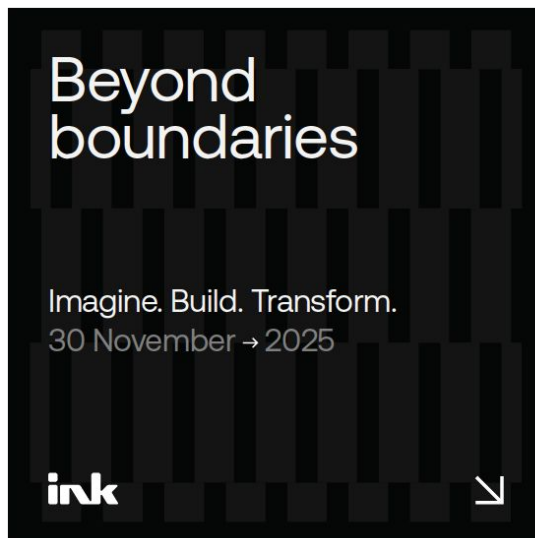


09

5 Illustrations

In core brand applications, black or white backgrounds are always prioritised.

Illustration patterns and motifs should be used subtly, ideally as transparent layers over the background. Their role is to support the message, not compete with it, adding depth and interest while keeping the focus on the content.



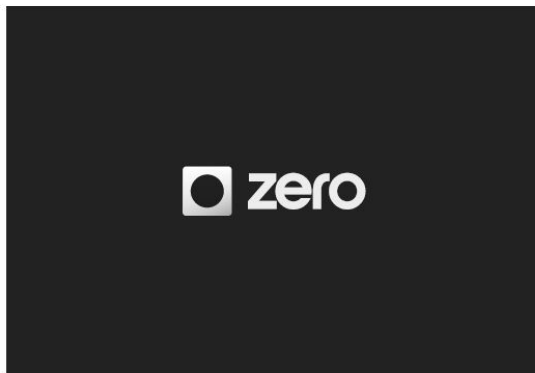
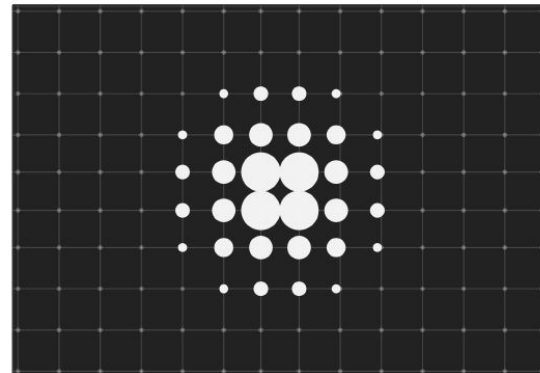
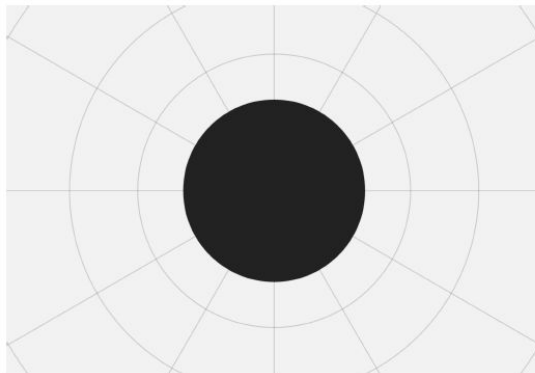
6 Product identity

Our product logotypes complement our core brand while reflecting our fundamental values.

Guided by our Zero approach, we reimagine technology to become invisible to the user. This philosophy drives us to simplify intricate processes into clear, effective solutions, and designs.

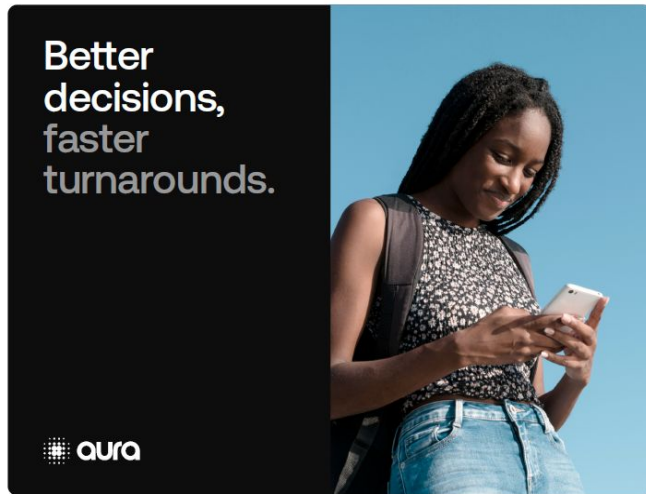
Zero brand is the body, it embodies simplicity and Straightforwardness.

Aura brand is the soul, it represents the intelligence and insight embedded within our products.

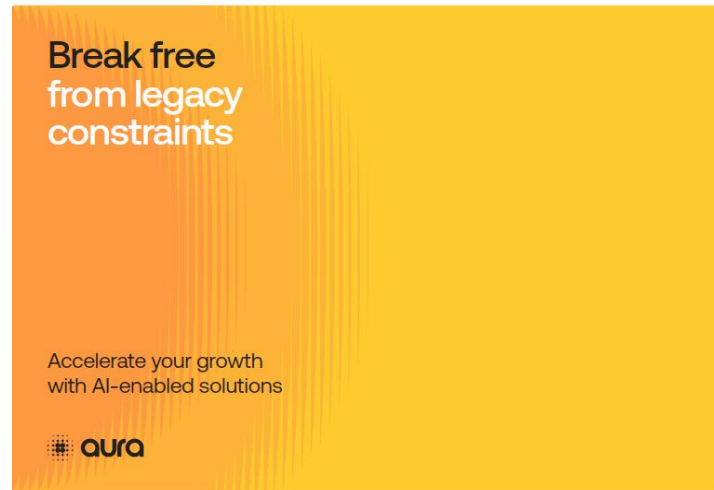


6 Product identity

Sample visuals

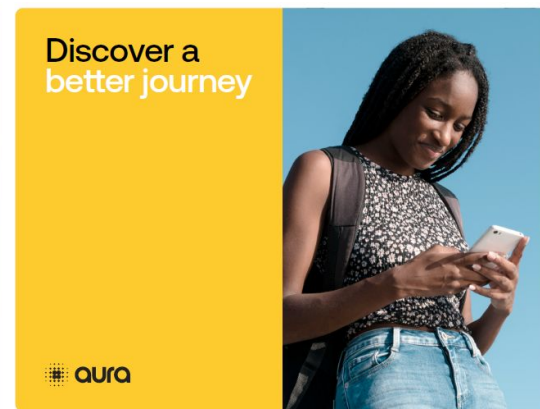
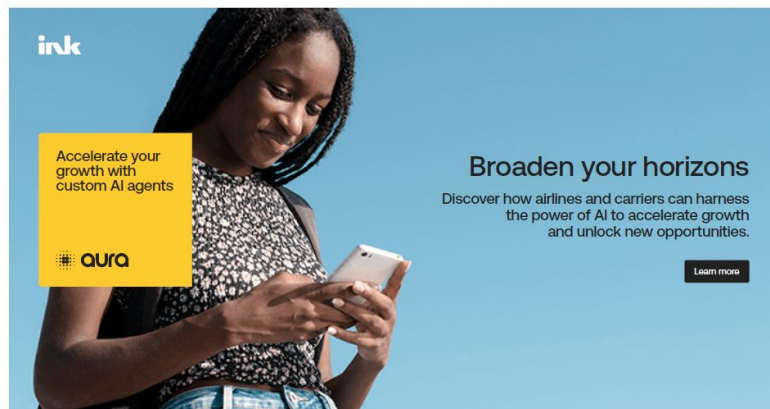


Core branding



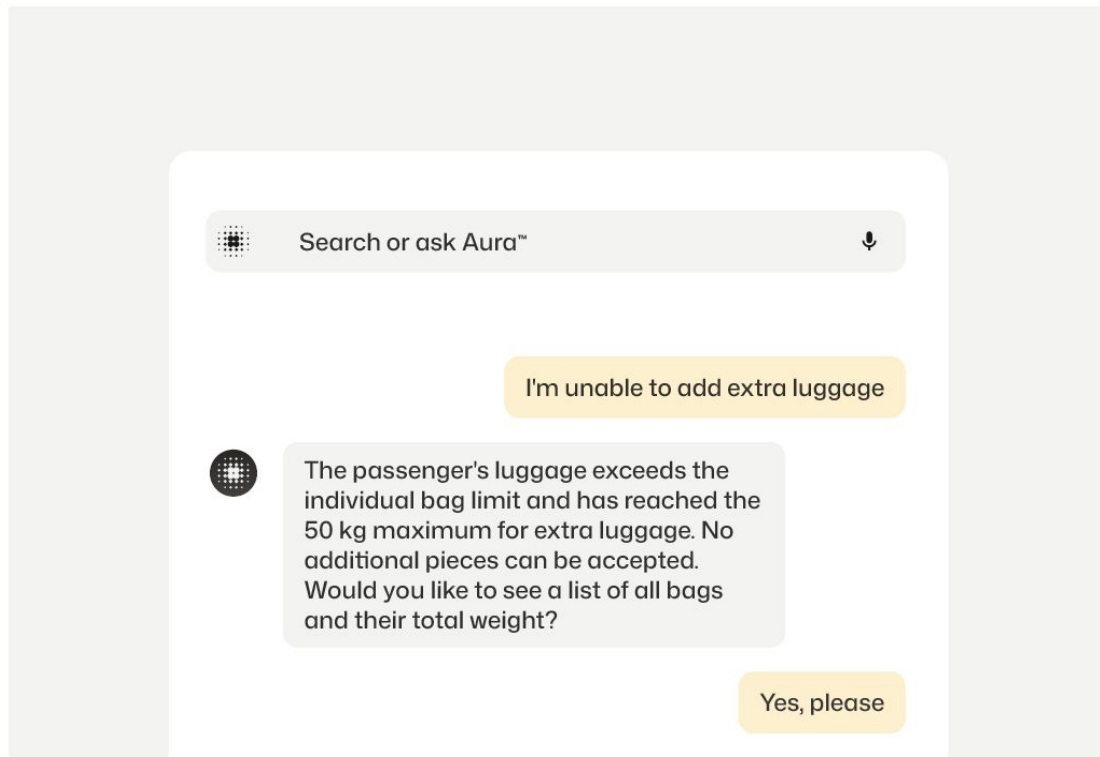
6 Product identity

Sample visuals



6 Product identity

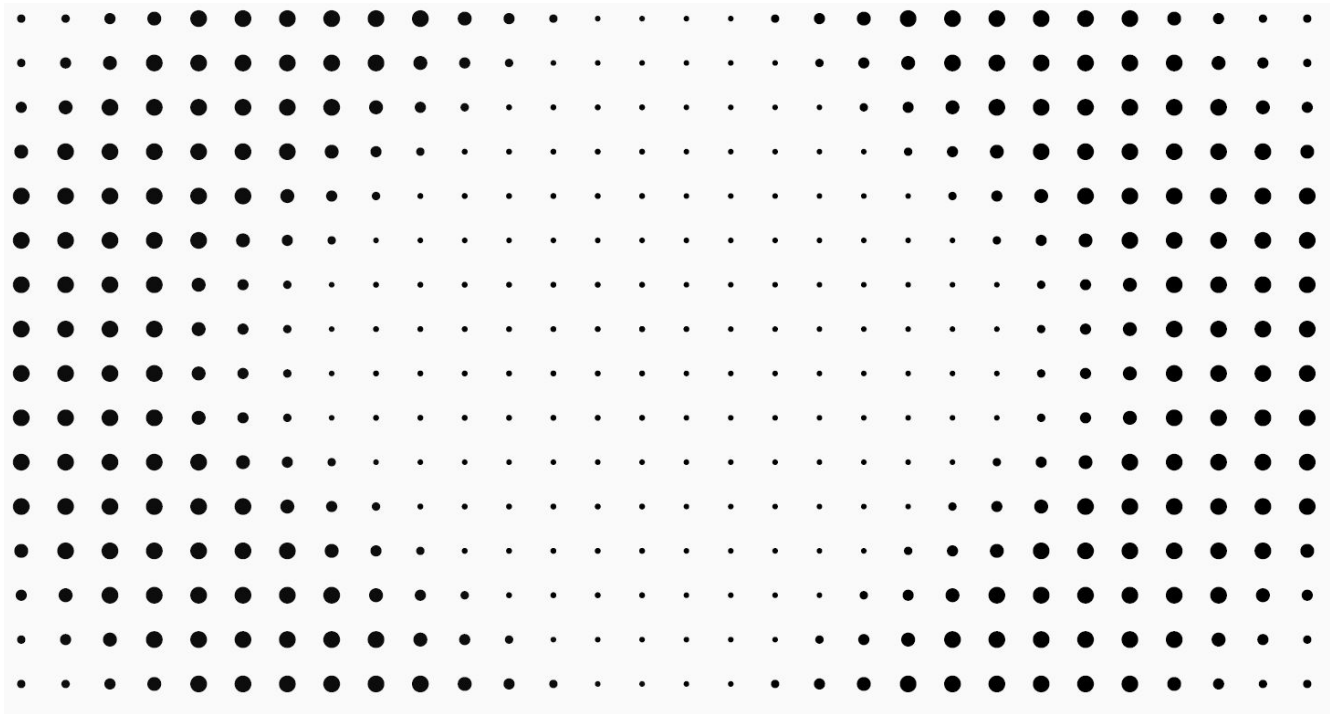
Sample UX/UI application



Support AI agent

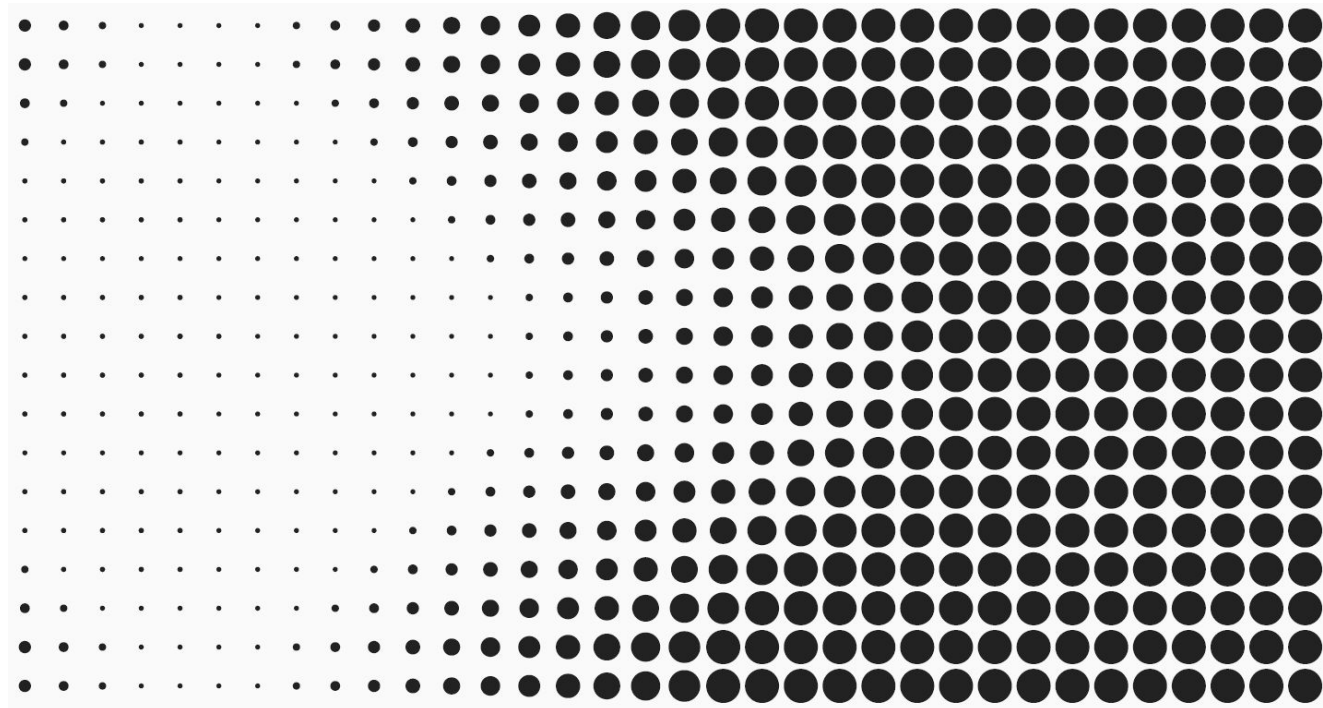
6 Product identity

Ripple illustration



6 Product identity

Ripple illustration



6 Product Identity

UI font

Our preferred typeface for UI is **Mona Sans**. It captures the essence of Aura with a balance of modernity and warmth.

As a recent open-source release from GitHub, **Mona Sans** stands out from the overused default options, helping Aura maintain a fresh and distinctive visual presence.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
#%&~\$()[]
0123456789 å!*'""@

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
#%&~\$()[]
0123456789 å!*'""@

An organization's taste is defined by the process and style in which they make design decisions. *What features belong in our product? Which prototype feels better? Do we need more iterations, or is this good enough? Are these questions answered by tools? By a process? By a person?*

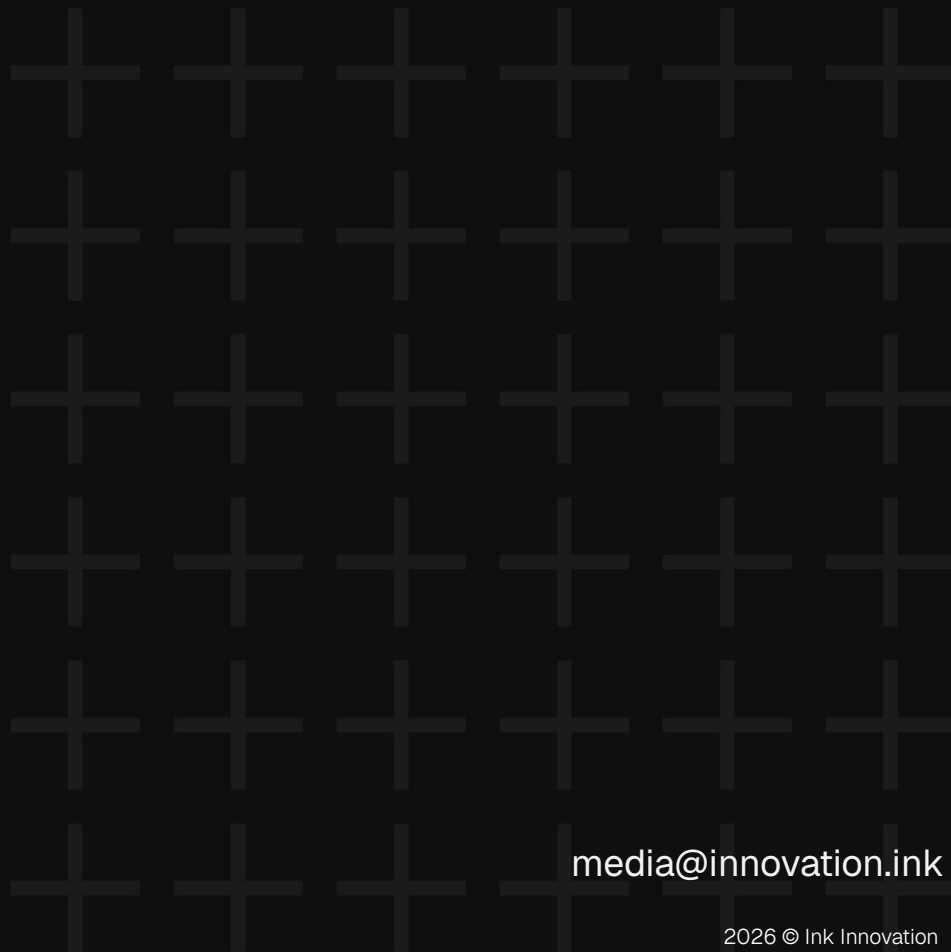
An organization's taste is defined by the process and style in which they make design decisions. *What features belong in our product? Which prototype feels better? Do we need more iterations, or is this good enough? Are these questions answered by tools? By a process? By a person?* Those answers are the essence of taste. In other words, an organization's taste is the way the organization makes design decisions.

If the decisions are bold, opinionated, and cohesive – we tend to say the organization has taste. But if any of these are missing, we tend to label the entire organization as lacking taste.

This is one of the biggest challenges a design leader faces. How do you ensure your team is capable of making bold, opinionated, and cohesive decisions together? It was certainly challenging me. With new employees came different tastes – often clashing against each other, resulting in unproductive debate and unclear results.



6 Product identity



media@innovation.ink