

Brand Guidelines

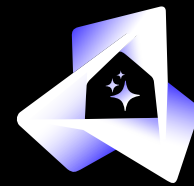
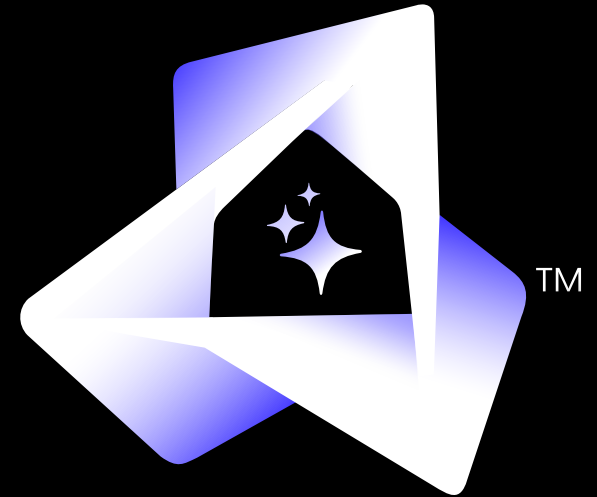
Brand Identity Manual



AskLaila™



AskLaila™



AskLaila™



TM

AskLaila



TM

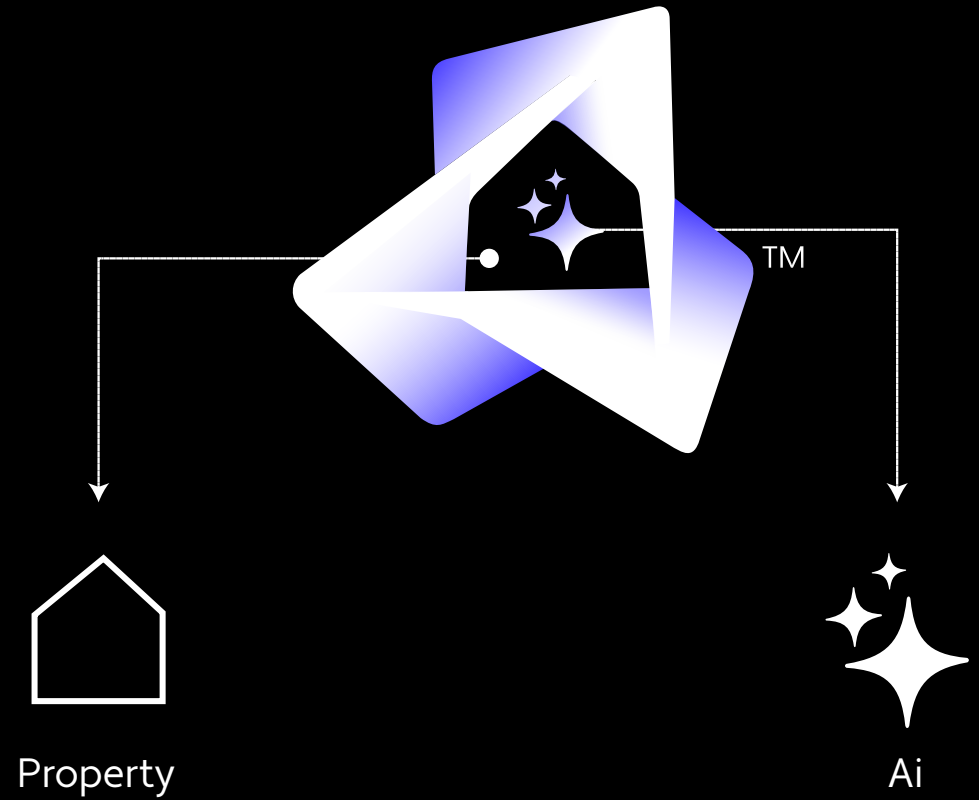


AskLaila

TM

Logo Concept

AskLaila™



AskLaila™

Ai

Colours Primary

Main Colour & Gradient

Main Colour

BLUE

RGB 61 50 255
CMYK 82 74 00 00

#3d32ff

Gradient Colour

PARBOL

RGB 184 02 253
CMYK 52 81 00 00

#b802fd

BABY BLUE

RGB 02 181 254
CMYK 65 13 00 00

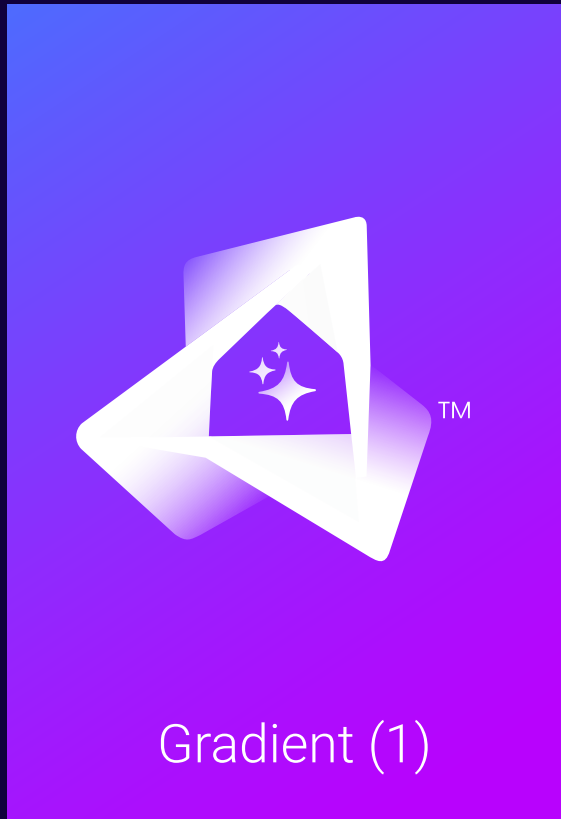
#02b5fe

Gradient



Colours Primary

Gradient Option Background

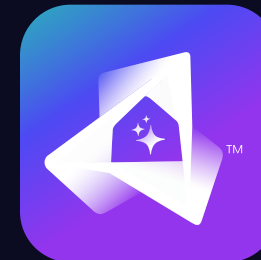
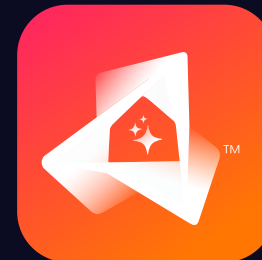


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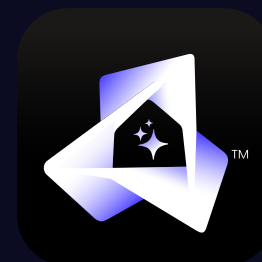
Icons Logo

Main Colour & Gradient

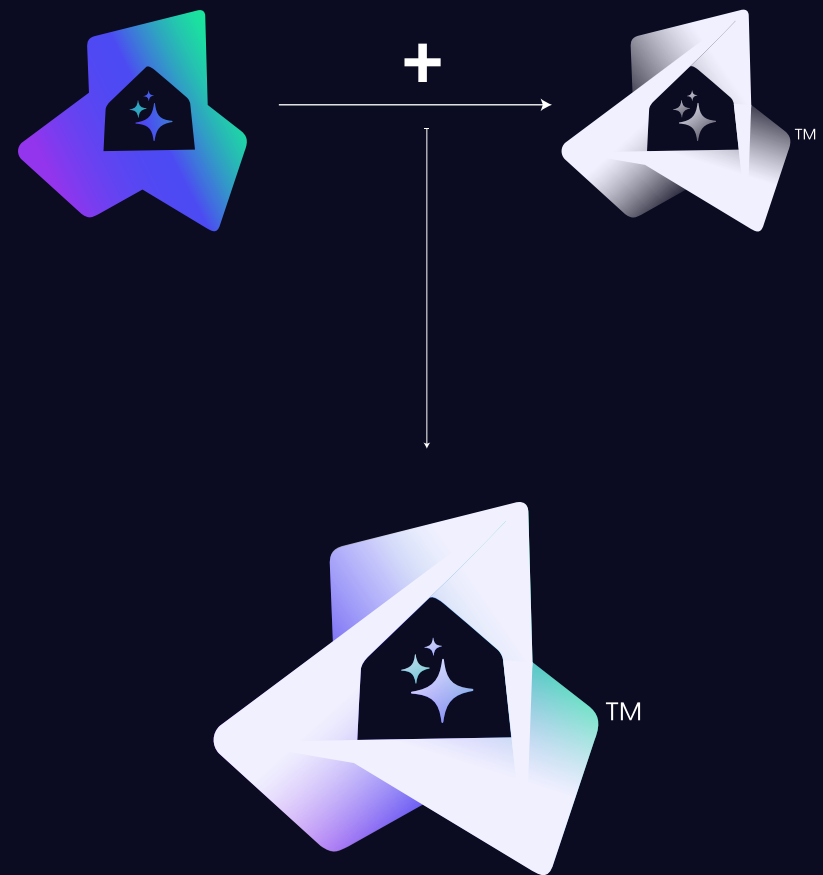
Gradient Colour Icons



Main Colour Icons

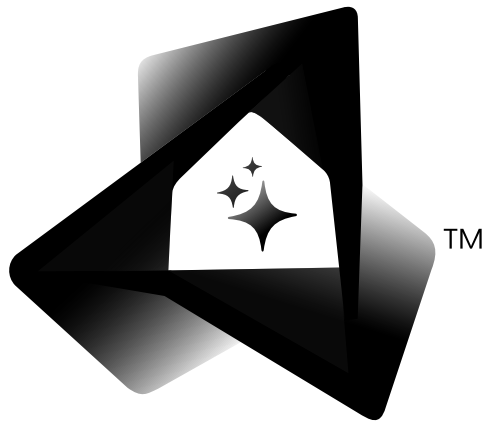


Logo Background
Gradient 3 colour



AskLaila™





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Font Name

AskLaila™

Headline font

Apotek Wide

SamiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

()%&*%\$#! 12345678910

Paragraph font

Roboto

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

()%&*%\$#! 12345678910

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

()%&*%\$#! 12345678910



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Property Ai App



Thank You

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