



AIRTHINGS

Brand identity



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Brand name



Airthings

Why Airthings?

Airthings, one word. Capitalize the 'A', 't' is always lower case.

We are a singular entity, so when referring to us in sentence form use 'Airthings is...' rather than 'are'.

Background & inspiration



Who we are

Airthings develops and manufactures radon and indoor air quality solutions and monitors. We were established in Norway in 2008.

We are a team of experienced scientists, engineers, and parents who share a common concern about the prevalent dangers of radon and other indoor air pollutants. We create awareness, educate, and empower you to protect yourself and your family with accessible and reliable solutions.

Mission



What we do

Airthings ensures that people around the world recognize the impact of indoor air quality and take control to protect their health through simple, affordable and accurate technology solutions – making radon and indoor air quality monitors an essential and universal element of every building and home.

Vision



Why we do it

IN PROGRESS: Airthings will be the trusted leader of clean air technology by informing people and supporting devices worldwide, because everyone has a right to clean air, everywhere.

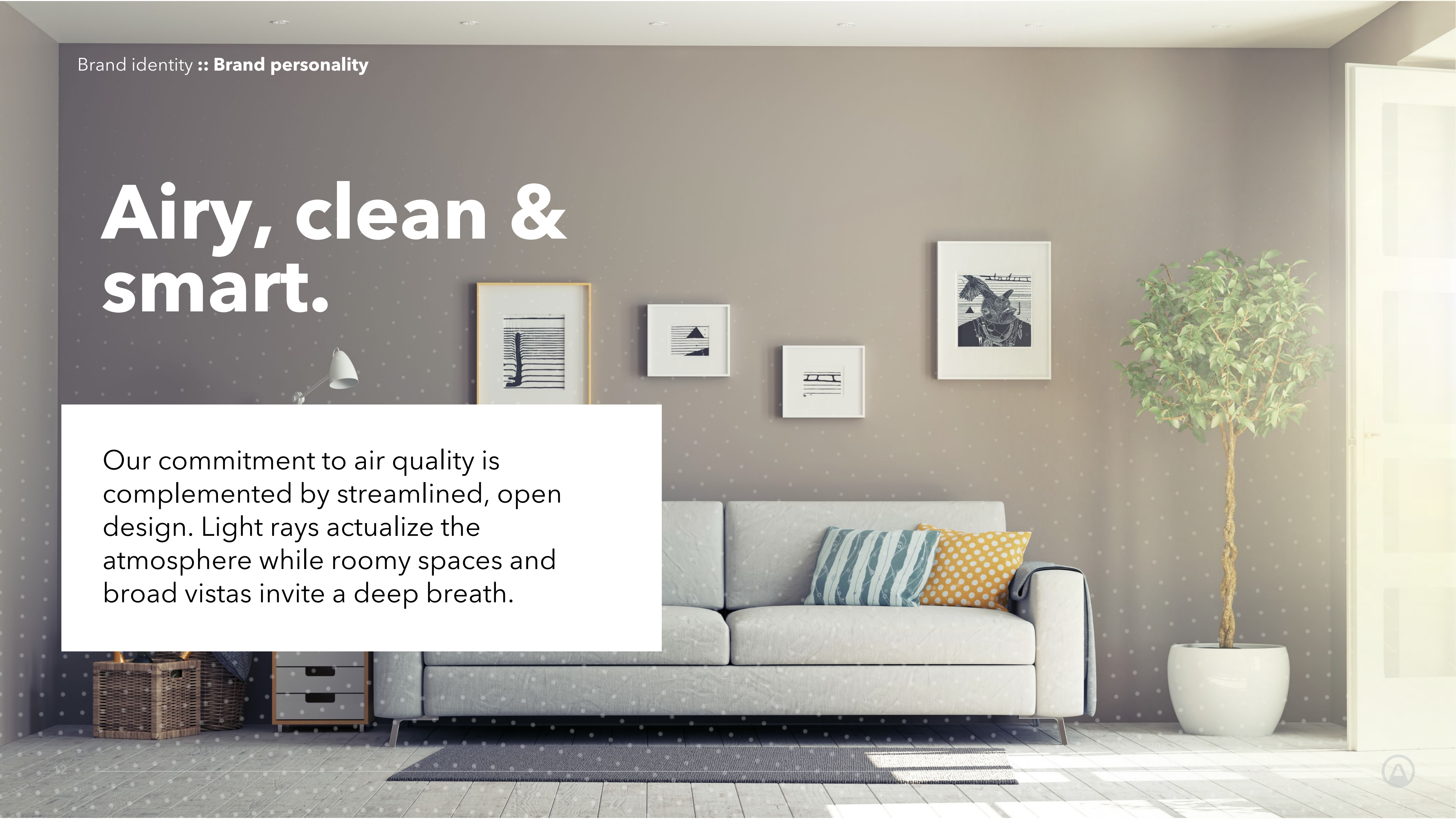
Brand personality



Brand identity :: **Brand personality**

Airy, clean & smart.

Our commitment to air quality is complemented by streamlined, open design. Light rays actualize the atmosphere while roomy spaces and broad vistas invite a deep breath.



High tech, human touch.

We make innovative technology that's intuitive to use and easy to understand. Our products give you peace of mind, so you can take control of your Indoor Air Quality your way.

Bright & friendly.

Air is an essential and dynamic variable in all our lives. Airthings illuminates this elemental world and invites us to participate in the invisible space of particles and science.

Actively seamless.

Your day is never the same, and neither is the air you breathe. We make smart, connected and battery powered products that work tirelessly so you can breathe easy. With daily monitoring, you're always informed.

Leading the charge.

The health impact of Indoor Air Quality is as invisible as the air itself. Innovation and education position Airthings as the trusted expert defining the path to healthy air.



Airy, clean & smart.

High tech, human touch.

Bright & friendly.

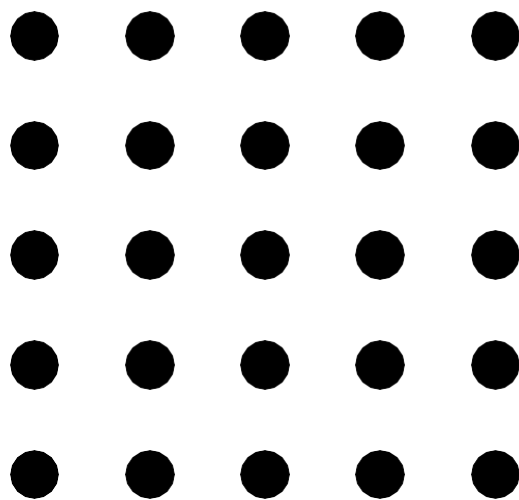
Actively seamless.

Leading the charge.

Logo & logotype

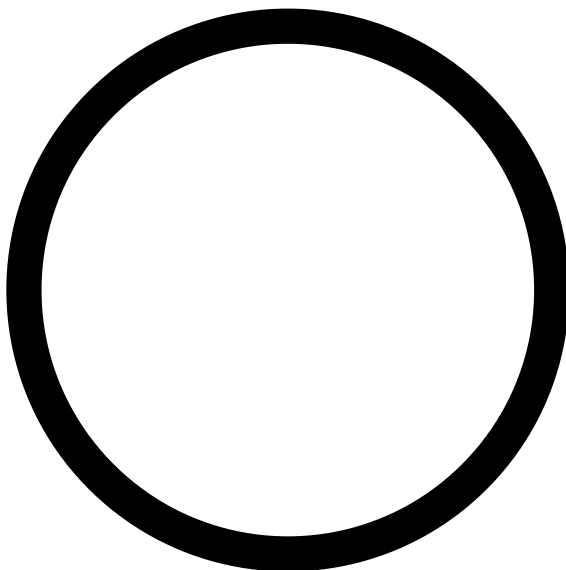


Logo elements



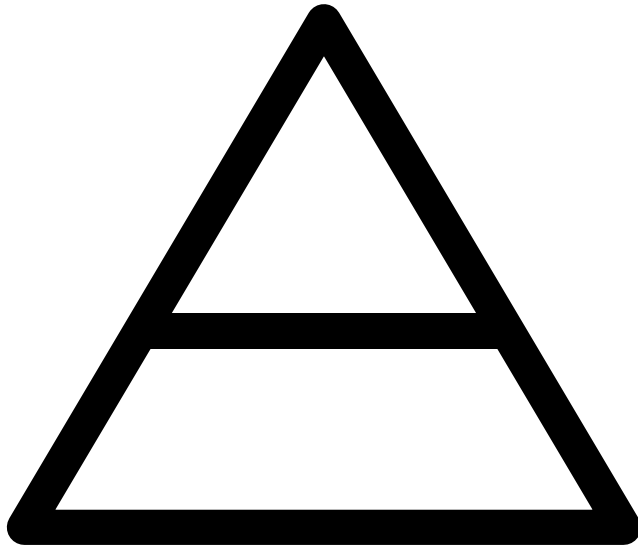
Contaminants

Particles, toxins or gasses that in the case of radon seeps out of the ground.



Environment

Airthings measures the air quality in our environment to keep us safe. We care about our environment.

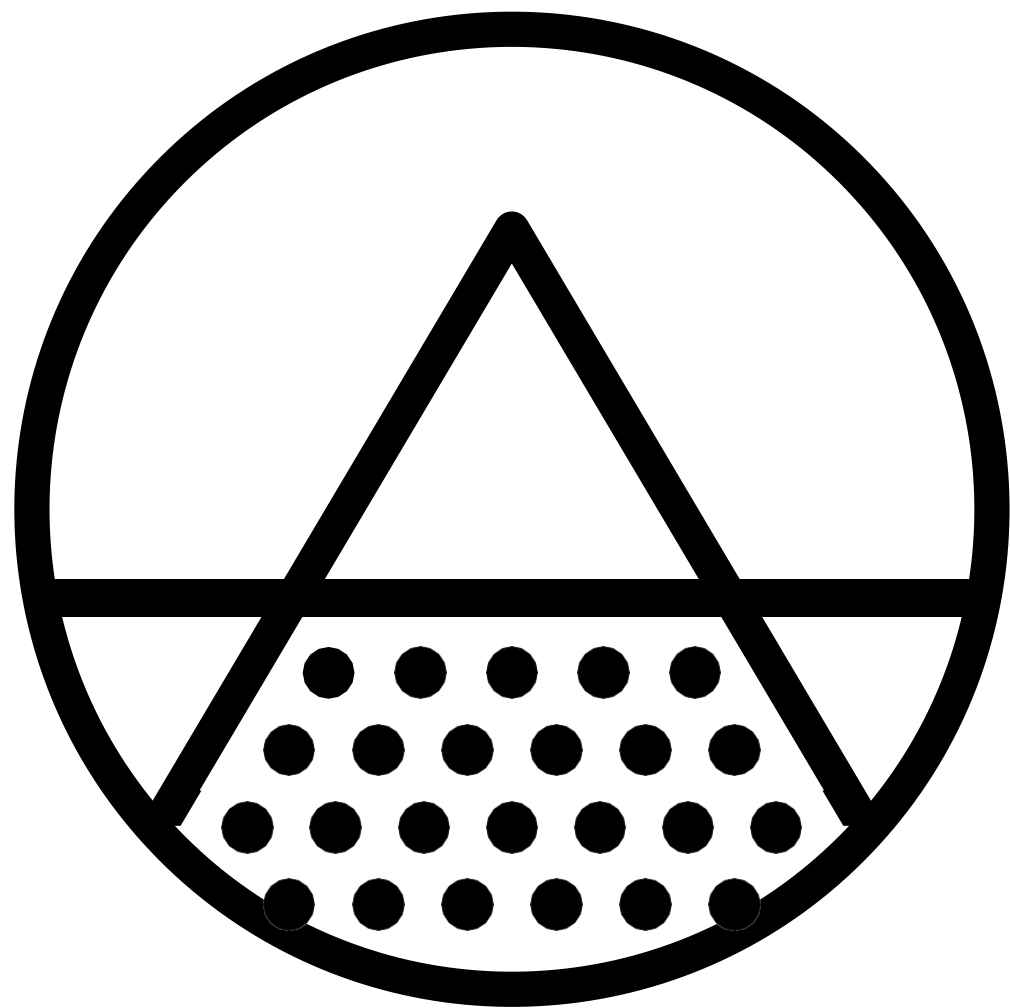


Habitat

We spend most of our time in our homes. No coincidence, this is also the scientific symbol for air.



Elements combined



Emblem



Wordmark

AIRTHINGS



Orientation

Standard version



Horizontal version



Logo colors

On colored / dark surfaces, use white



On white surfaces, use grey



Logo colors

The white version is preferred for even light colored surfaces, to a point:



Logo colors

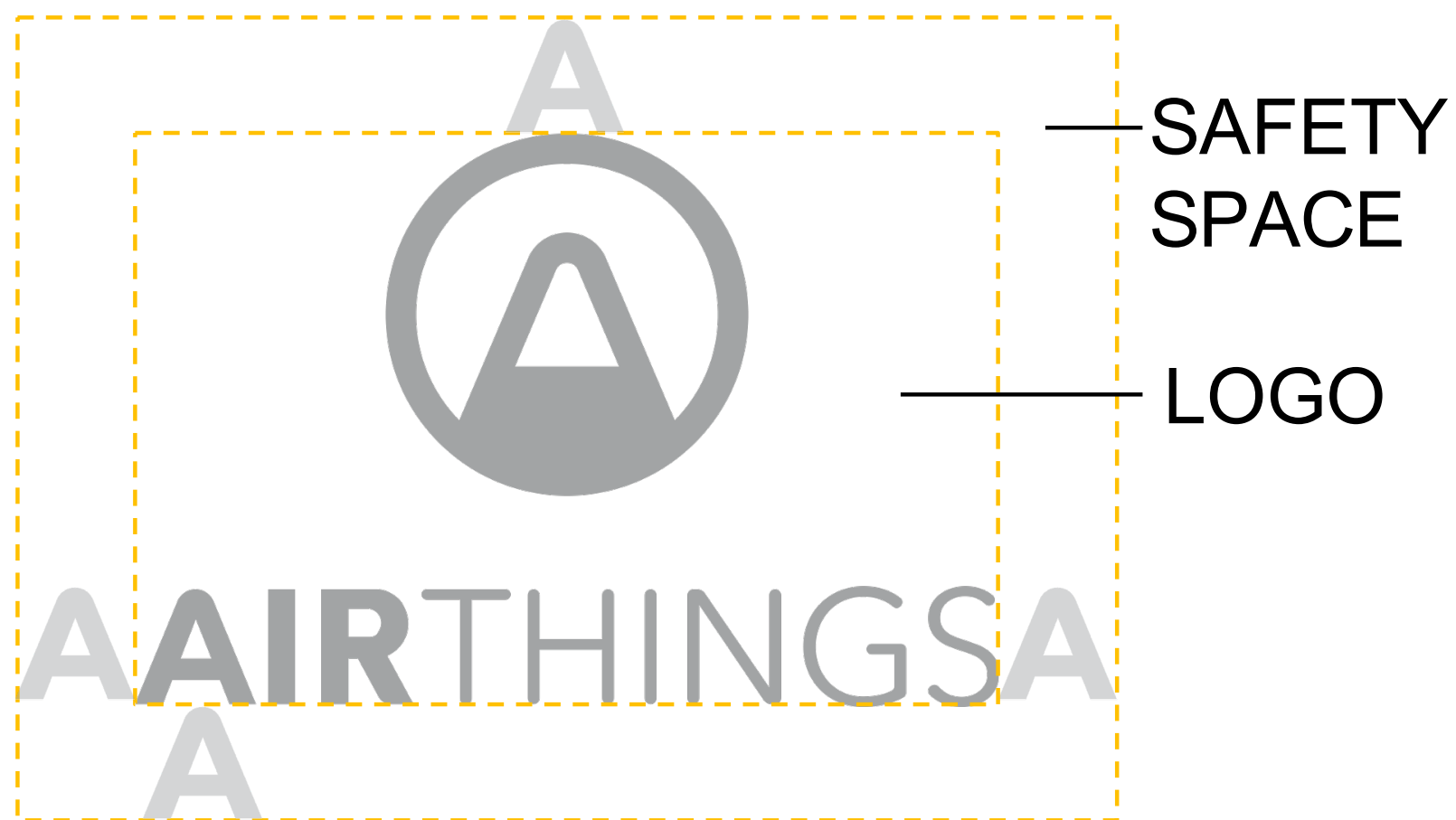
On very light surfaces, an alternate deep gray version is allowed:



Logo usage guidelines

Spacing

When using our logo, give it some space. The empty space around the logo should be at least the size of the A in Airthings. The minimum emblem size is 16 pixels while word mark should be no less than 6 pixels tall and 35 pixels wide. This is a minimum of 45 x 30 pixels for the logo as a whole.



Don't:

- Change the color of the logo
- Change the distance between logo and wordmark
- Add special effects to the logo
- Put the logo behind the wordmark
- Use the "Airthings" logo in a sentence
- Change the proportions of the logo
- Attempt to recreate the wordmark with text
- Change the orientation of the logo
- Place logo on busy backgrounds
- Place logo on backgrounds with insufficient contrast
- Box the logo or circle the logo with graphics

Do:

- Ensure font legibility with minimum sizes
- Maximize contrast with apt color applications
- Use our preferred margins to isolate logo

Don't



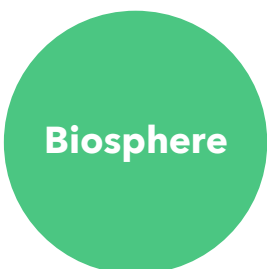
Colors



Primary palette



Sunlight
#FFC000
RGB: 255, 192, 0
CMYK: 1, 26, 100, 0



Biosphere
#4BC682
RGB: 75, 198, 130
CMYK: 65, 0, 67, 0



Atmosphere
#4AACD7
RGB: 74, 172, 215
CMYK: 69, 16, 5, 0



Purity
#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



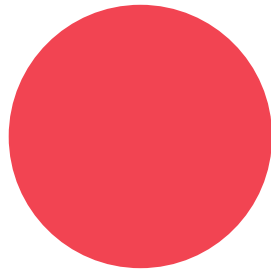
Congruence
#9FAAB1
RGB: 159, 170, 177
CMYK: 41, 27, 25, 0



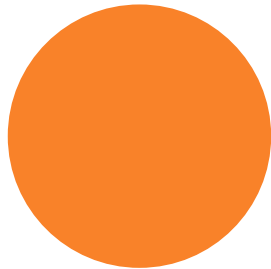
Stronghold
#42515A
RGB: 66, 81, 90
CMYK: 75, 58, 50, 31



Expanded colors



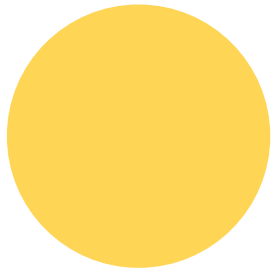
#F24452
RGB: 242, 68, 82
CMYK: 0, 88, 63, 0



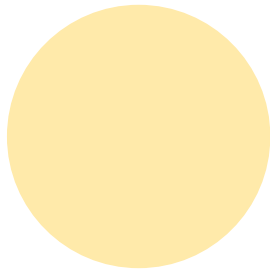
#F98229
RGB: 249, 130, 41
CMYK: 0, 63, 100, 0



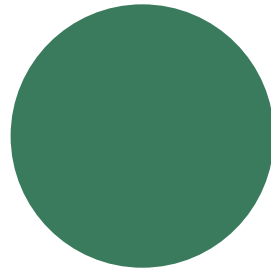
#FFC000
RGB: 255, 192, 0
CMYK: 1, 26, 100, 0



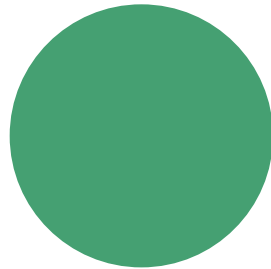
#FFD555
RGB: 255, 213, 85
CMYK: 0, 15, 82, 0



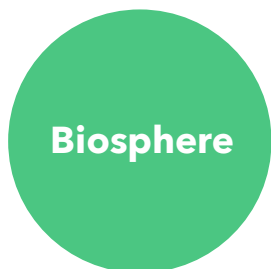
#FFEAAA
RGB: 255, 234, 170
CMYK: 0, 6, 40, 0



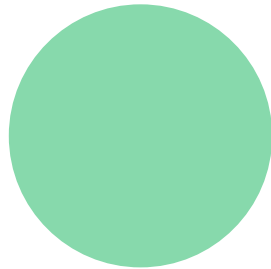
#3A7B5D
RGB: 58, 123, 93
CMYK: 84, 31, 77, 18



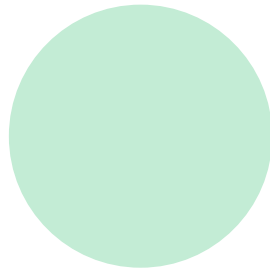
#45A072
RGB: 69, 160, 114
CMYK: 78, 15, 75, 2



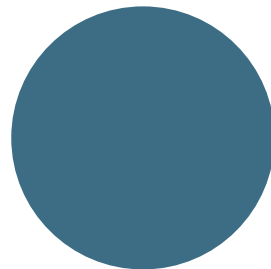
#4BC682
RGB: 75, 198, 130
CMYK: 65, 0, 67, 0



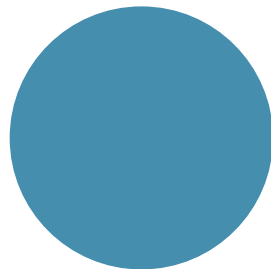
#87D9AC
RGB: 135, 217, 172
CMYK: 47, 0, 44, 0



#C3ECD5
RGB: 195, 236, 213
CMYK: 23, 0, 21, 0



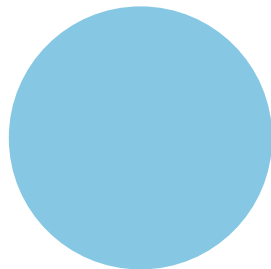
#3D6D84
RGB: 61, 109, 132
CMYK: 85, 52, 36, 12



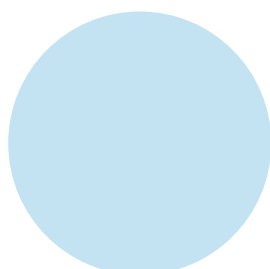
#458EAD
RGB: 69, 142, 173
CMYK: 78, 34, 22, 0



#4AACD7
RGB: 74, 172, 215
CMYK: 69, 16, 5, 0



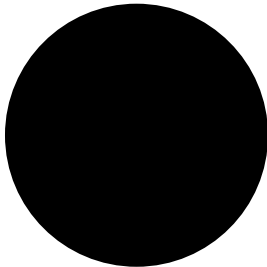
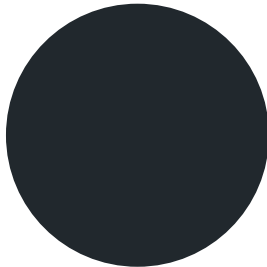

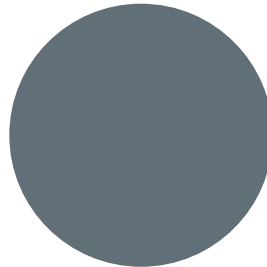
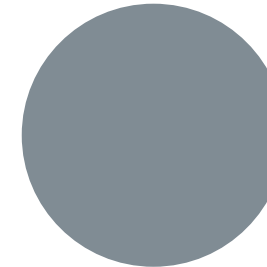

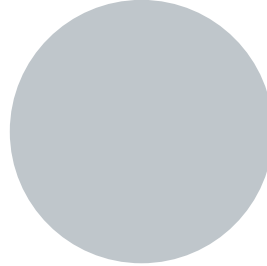


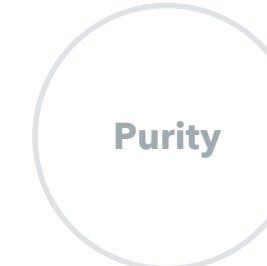
#86C8E4
RGB: 134, 200, 228
CMYK: 46, 5, 5, 0



#C3E3F2
RGB: 195, 227, 242
CMYK: 22, 2, 2, 0



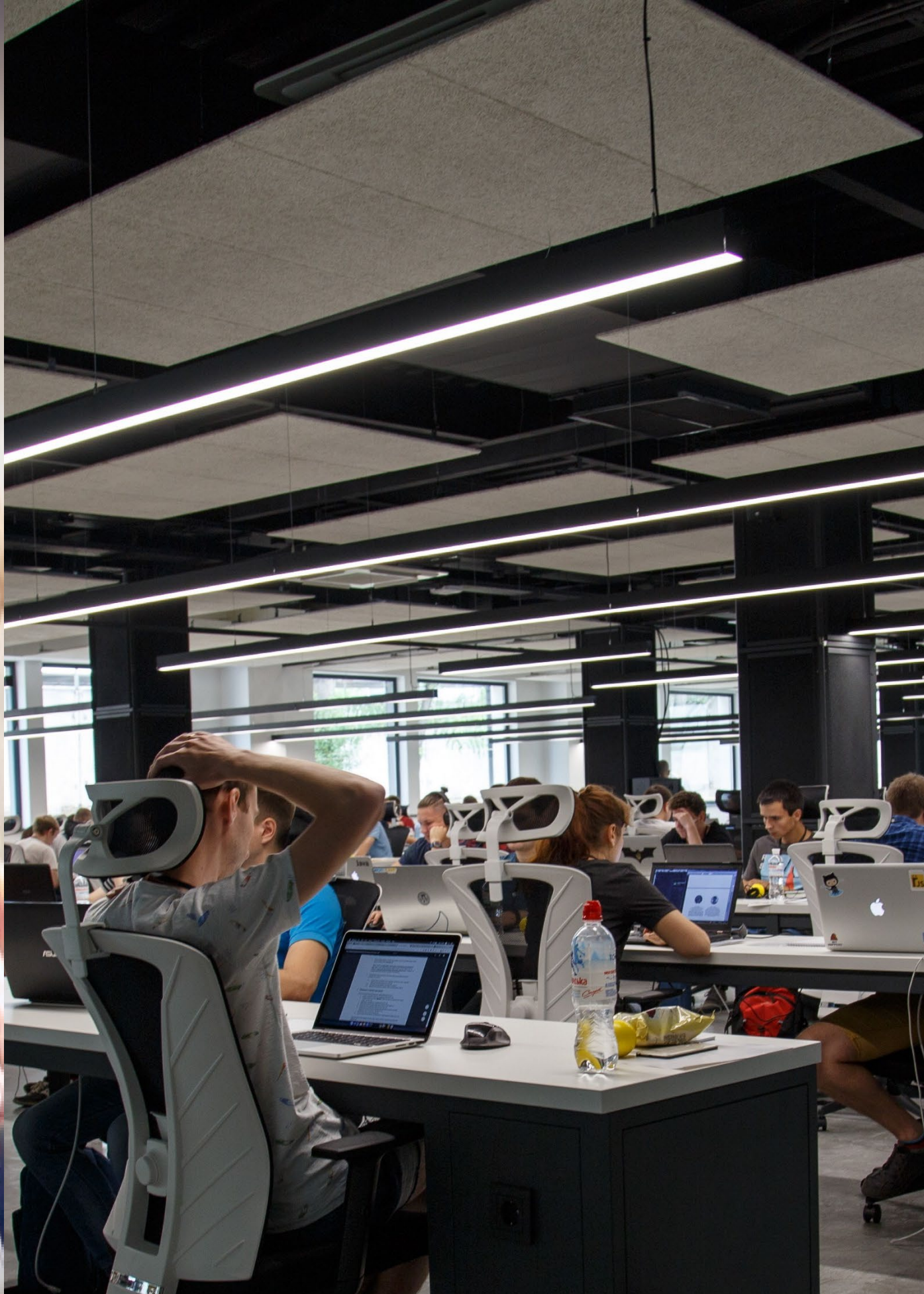
Expanded neutrals

				
#000000 RGB: 0, 0, 0 CMYK: 75, 68, 67, 90	#21282D RGB: 33, 40, 45 CMYK: 82, 68, 62, 82	#42515A RGB: 66, 81, 90 CMYK: 75, 58, 50, 31	#616F77 RGB: 97, 111, 119 CMYK: 67, 51, 44, 16	#808C94 RGB: 128, 140, 148 CMYK: 55, 40, 36, 4
				
#9FAAB1 RGB: 159, 170, 177 CMYK: 41, 27, 25, 0	#BFC6CB RGB: 191, 198, 203 CMYK: 25, 16, 15, 0	#DFE3E5 RGB: 223, 227, 229 CMYK: 11, 7, 7, 0	#F0F2F3 RGB: 240, 242, 243 CMYK: 4, 2, 2, 0	#FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0





Airthings brand :: Colors
Theme colors



For Homes

Keep your family safe
and healthy

#4BC682
RGB: 75, 198, 130
CMYK: 65, 0, 67, 0

For Business

Improve productivity
and overall health

#4AACD7
RGB: 74, 172, 215
CMYK: 69, 16, 5, 0

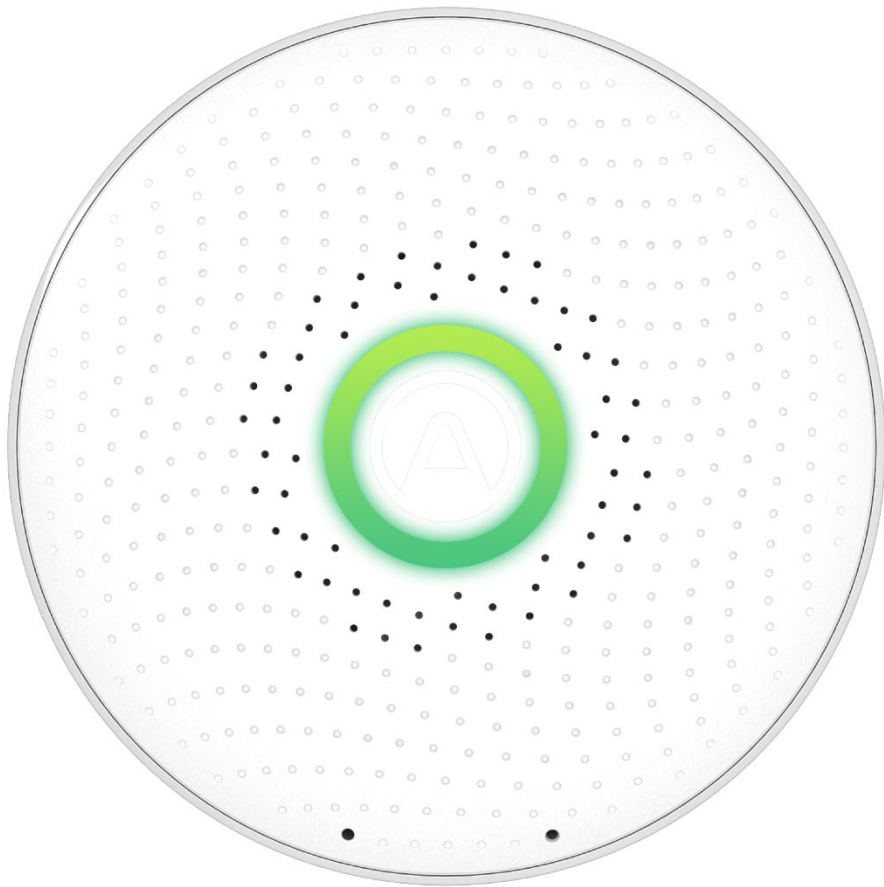
For Professionals

Certified for USA and
Canada

#42515A
RGB: 66, 81, 90
CMYK: 75, 58, 50, 31

Airthings Wave glowing ring colors

Serene Green

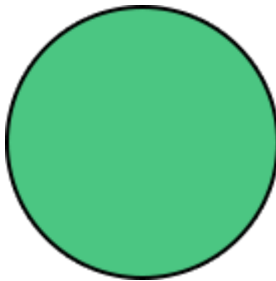


Top

#B4EC51

RGB: 180, 236, 81

CMYK: 32, 0, 85, 0



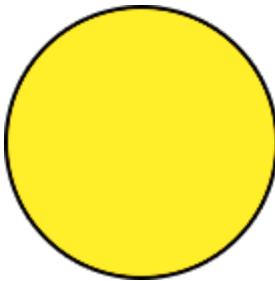
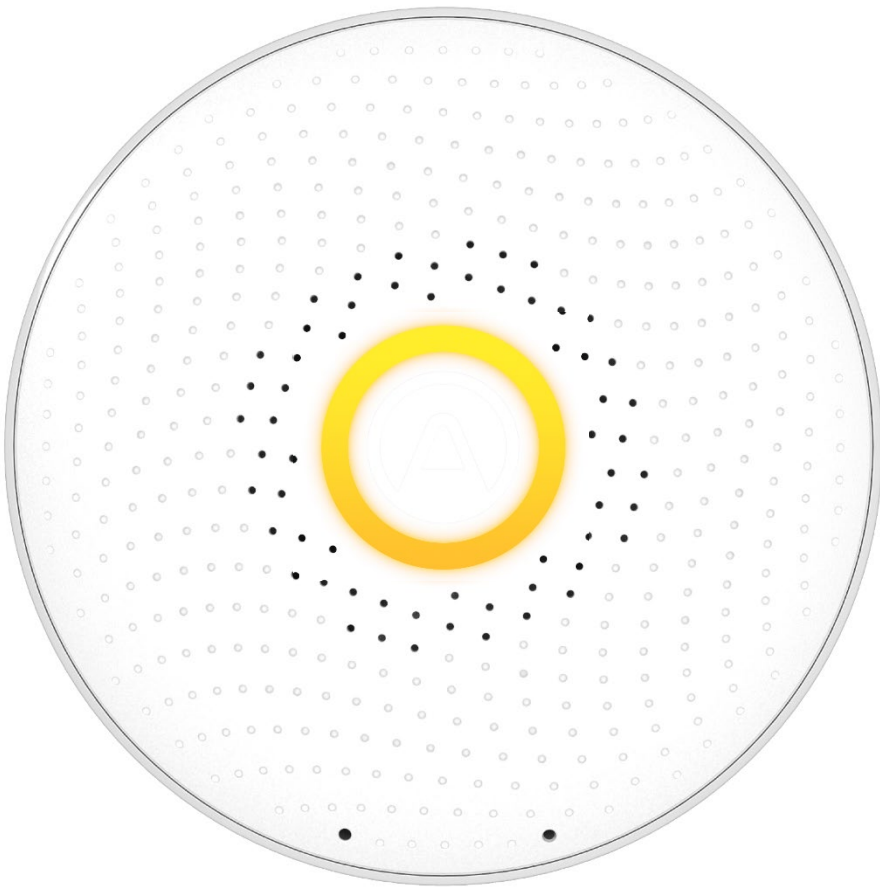
Bottom / Glow

#4BC682

RGB: 75, 198, 130

CMYK: 65, 0, 67, 0

Wary Yellow

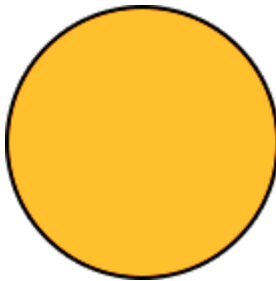


Top

#FFDA47

RGB: 255, 239, 42

CMYK: 3, 0, 96, 0



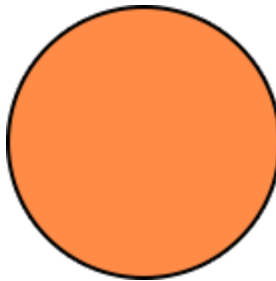
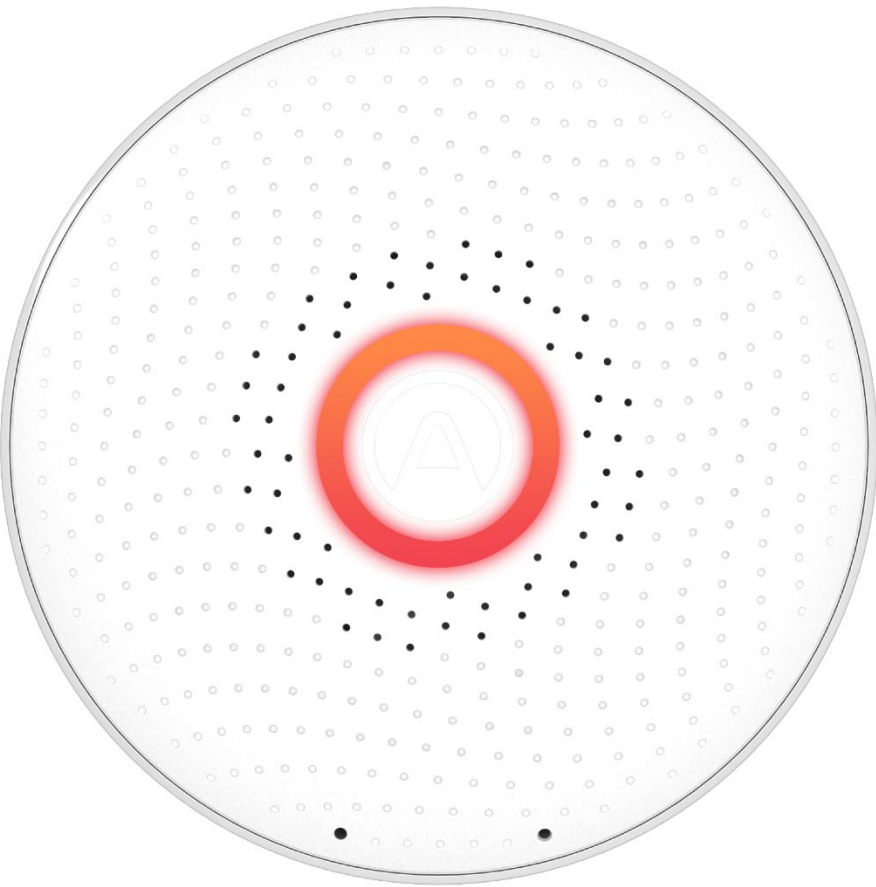
Bottom / Glow

#FFC02D

RGB: 255, 192, 45

CMYK: 0, 27, 99, 0

Rousing Red

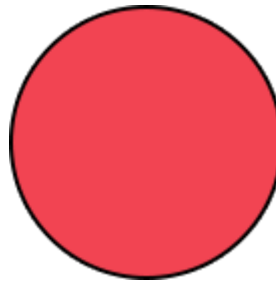


Top

#FF8B47

RGB: 255, 139, 71

CMYK: 0, 56, 77, 0



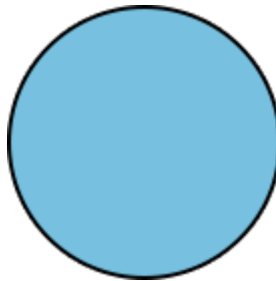
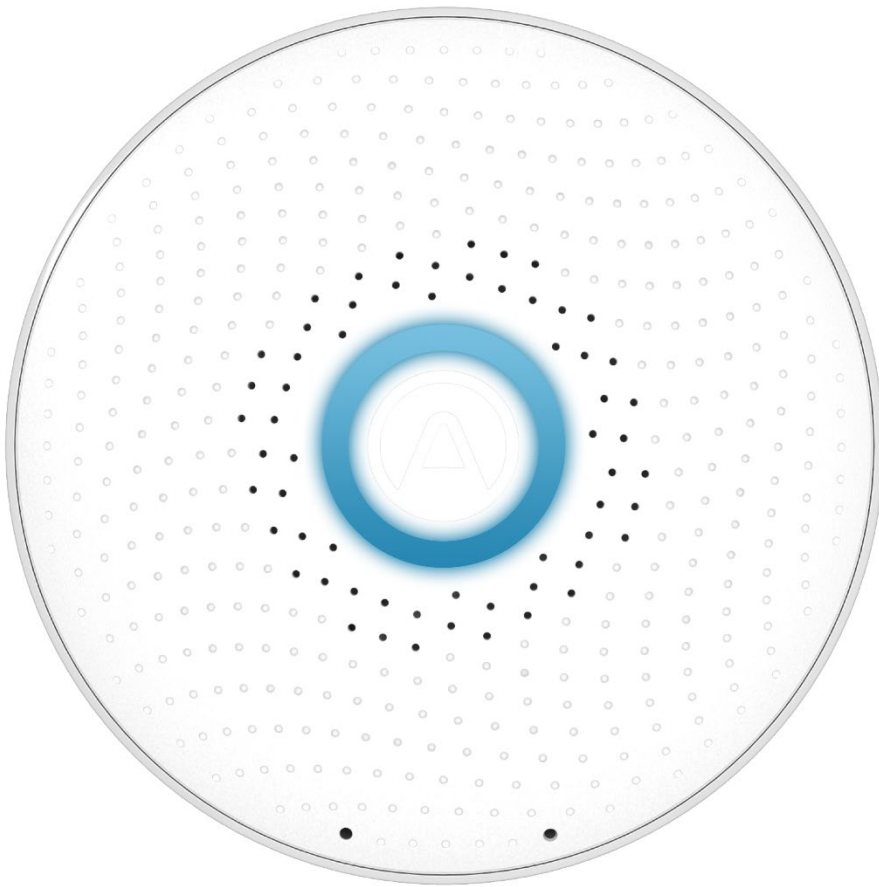
Bottom / Glow

#F24452

RGB: 242, 68, 82

CMYK: 0, 88, 63, 0

Busy Blue



Top

#77C0E0

RGB: 119, 192, 224

CMYK: 50, 8, 5, 0



Bottom / Glow

#2888B3

RGB: 40, 136, 179

CMYK: 80, 36, 15, 1



Icons



Sensors



RADON



HUMIDITY



TEMP

Wave

The 3 Wave sensors should always be displayed in this specific order.



RADON



TVOC



CO₂



HUMIDITY



TEMP



PRESSURE

Wave Plus

The 6 Wave Plus sensors should always be displayed in this specific order.



RADON



TVOC



CO₂



HUMIDITY



TEMP



PRESSURE

Alternative 2 line display.



Sensors - Deprecated



RADON



HUMIDITY



TEMP

Wave

The 3 Wave sensors should always be displayed in this specific order.



RADON



VOC



CO₂



HUMIDITY



TEMP



PRESSURE

Wave Plus

The 6 Wave Plus sensors should always be displayed in this specific order.



RADON



VOC



CO₂



HUMIDITY



TEMP



PRESSURE

Alternative 2 line display.



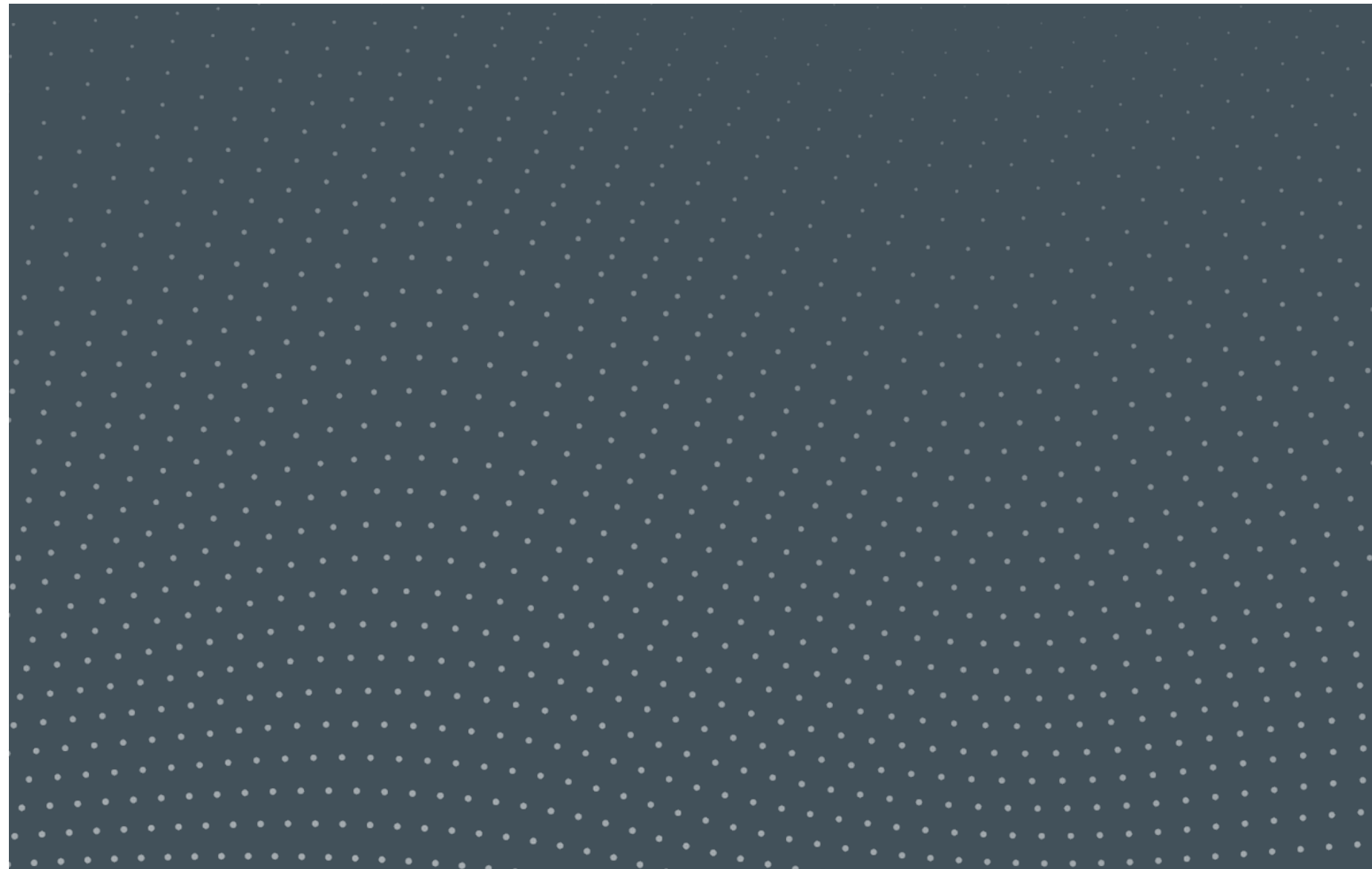
Pattern



Pattern colors

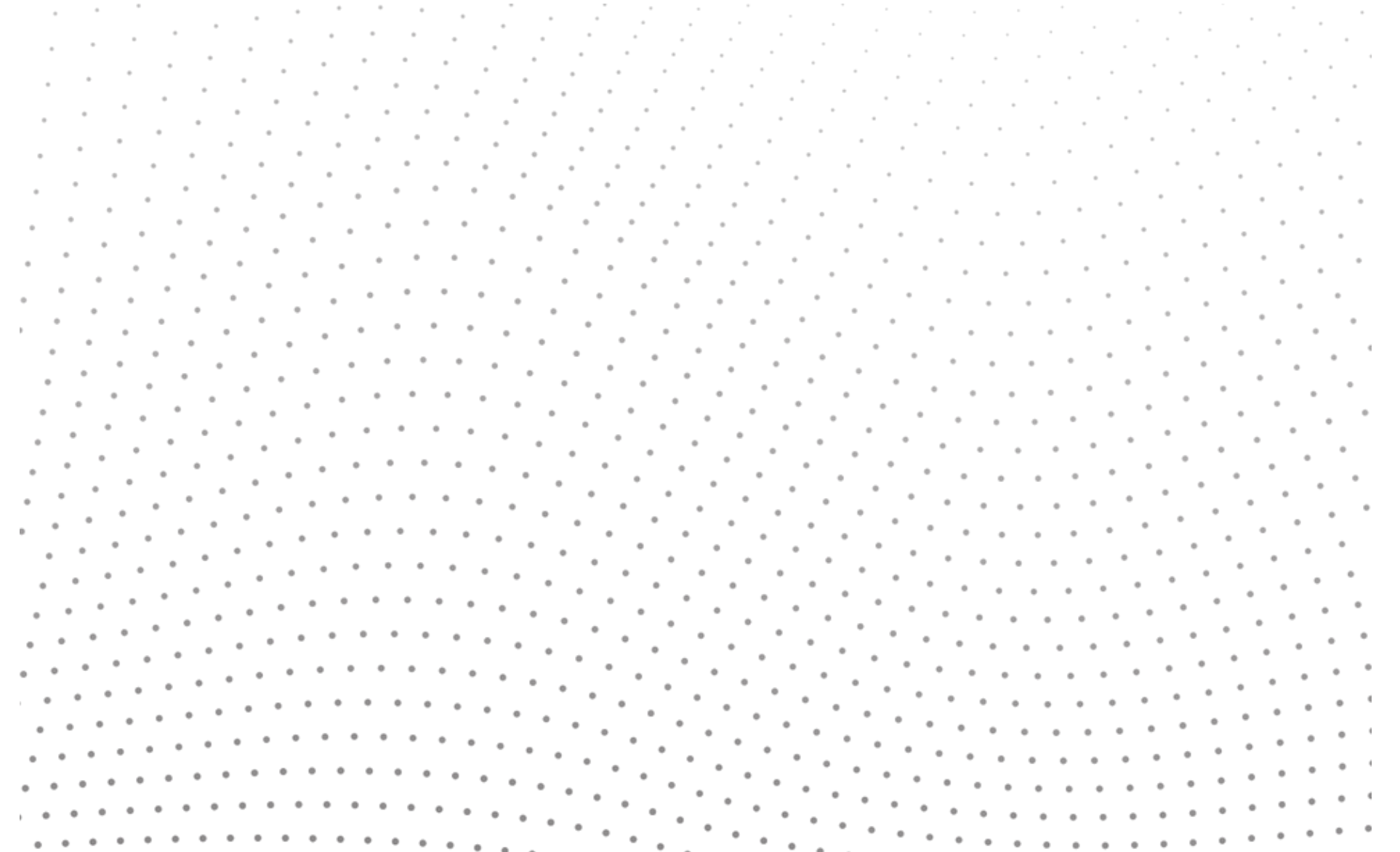
On dark surfaces, use white

This is our preferred application. We want to visualize clean air. Avoid use on very busy photos, reserve for simple branded content.



On light surfaces, use gray

To help bring interest and branding to plain light surfaces, use our gray pattern. Avoid use of dark dots on light colored photos.



Adjust the opacity in order to have the pattern visible yet not covering the background artwork. The pattern must always be under the text and logo.

Fonts



Avenir Next

Normal

Italic

Bold

Bold

Demi bold

Demi bold

Medium

Medium

Regular

Regular

Ultra light

Ultra light



Usage guidelines

Style #1 - Web / Primary

Atmospheric headlines

Demi Bold Grey for clickable link
BUTTONS

Small title header

Body text - Ramps meditation skateboard
pinterest, +1 brooklyn next level chambray.
Tumblr skateboard austin celiac. Kickstarter
polaroid DIY chia four dollar toast, distillery
meditation actually semiotics yuccie raw denim
biodiesel dreamcatcher schlitz.

Style #2 - Print / Presentations

Energetic headlines

*Ingress or header two suits well for
shorter summaries or description of
products.*

Body text - Ramps meditation skateboard
pinterest, +1 brooklyn next level chambray.
Tumblr skateboard austin celiac. Kickstarter
polaroid DIY chia four dollar toast, distillery
meditation actually semiotics yuccie raw denim
biodiesel dreamcatcher schlitz.

Images



Nature



Interiors



People



Products

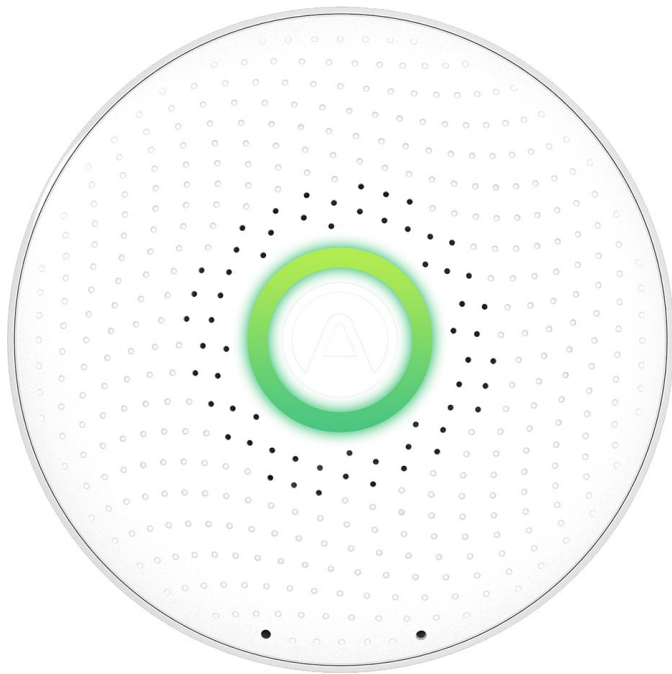


For homes

Corentium Home



Airthings Wave



Airthings Wave Plus



Airthings Hub



For professionals

Corentium Plus



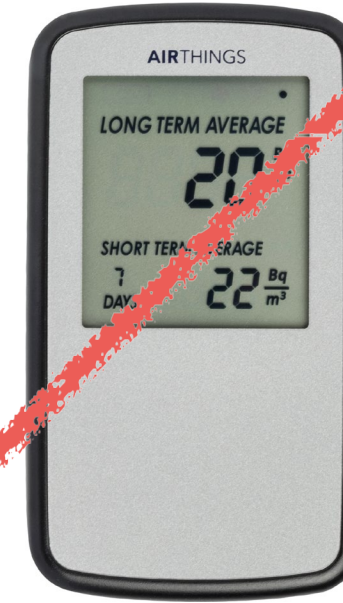
Corentium Pro



Don't

- Use the term "Canary" to refer to any of our products
- Call a product by their old product names
- Capitalize all the letters in the product names
- Use images that display the brand name "Corentium"
- Use Airthings Wave visuals without glowing ring

Corentium **Home**



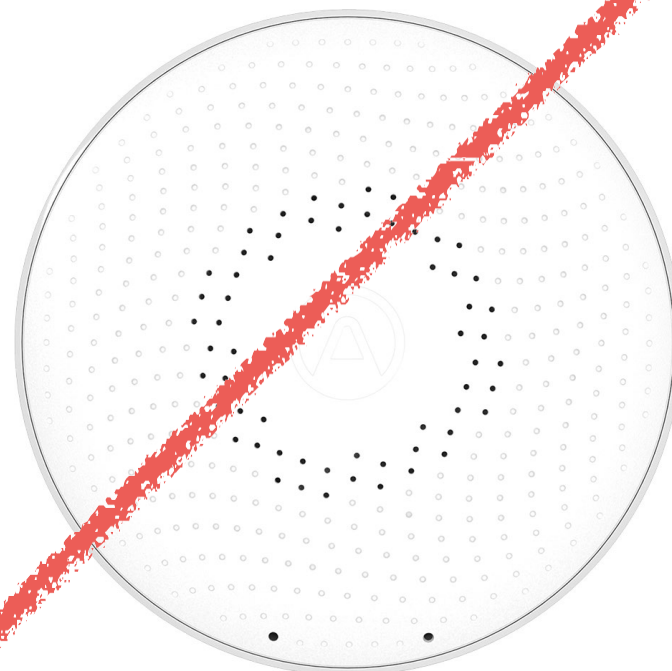
Corentium Plus



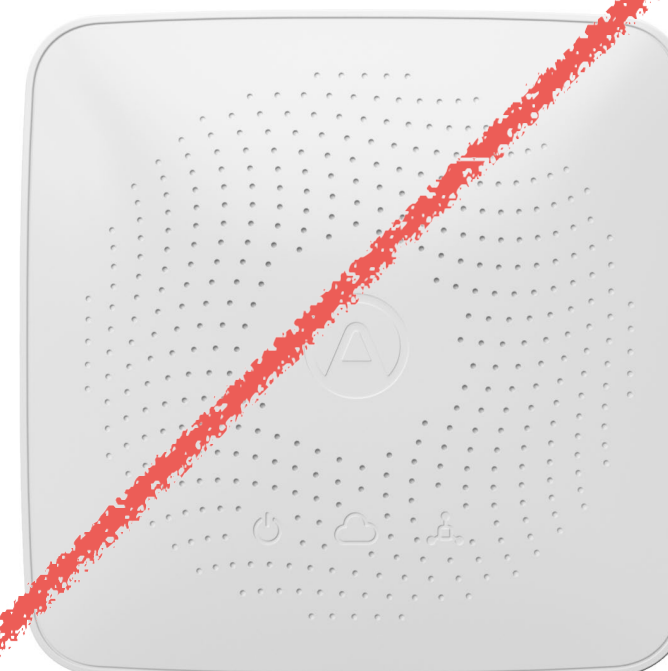
Canary
by Airthings



AIRTHINGS WAVE



Airthings Hub



Airthings Pro





AIRTHINGS

Brand identity