

The logo for Afinia, featuring the word "Afinia" in a dark blue, rounded, sans-serif typeface. The letter "A" is stylized with a thick, sweeping stroke that curves around the "f".

# Afinia

## Brand Guidelines

01

**Logo**

02

**Brand  
Elements**

03

**Application**



01

Logo

02

Brand  
Elements

03

Application

01

Logo

02

Brand  
Elements

03

Application

01

Logo

02

Brand  
Elements

03

Application

01

Logo

The image displays the primary logo version of the word "Afina". The text is rendered in a dark blue, rounded, sans-serif typeface. The letter 'A' is notably larger and more stylized than the other characters, which are in a consistent weight. The overall appearance is clean and modern.

## Primary Logo Version

The primary logo version is used on light backgrounds and is the preferred option for all digital and print materials.

01

Logo

The image shows the 'Afina' logo in white on a dark blue background. The 'A' is a stylized, rounded letter with a thick stroke. The 'f' is also rounded and thick. The 'i' has a dot. The 'n' and 'a' are rounded and thick. The overall style is clean and modern.

## Inverted Version

Used on dark backgrounds and gradients.  
Ensures sufficient contrast and readability.

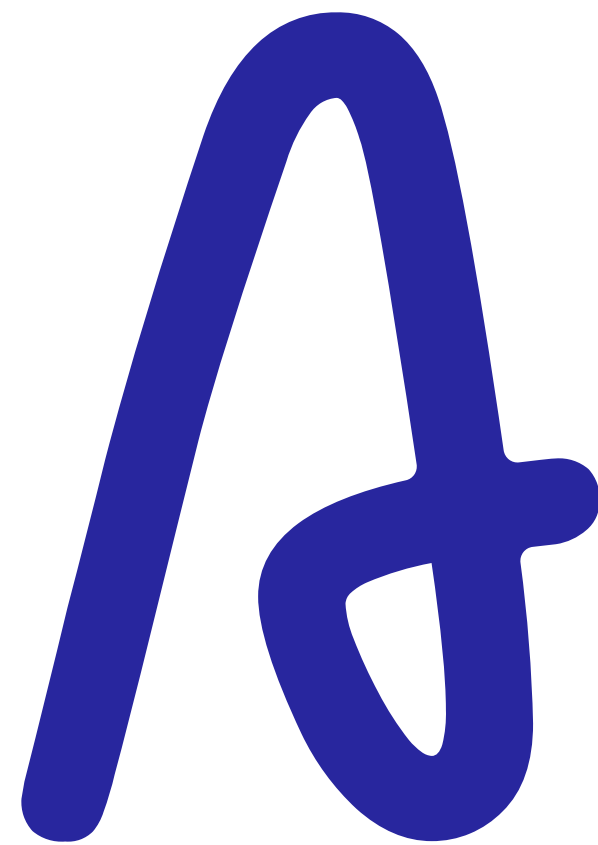
It is prohibited to independently modify the logo color palette.

## Afina Brand Mark

The brand mark may be used separately in cases where placing the full logo version is excessive:

- favicon
- application icon
- social media
- watermark
- interface elements

Priority should always be given to the full logo version.



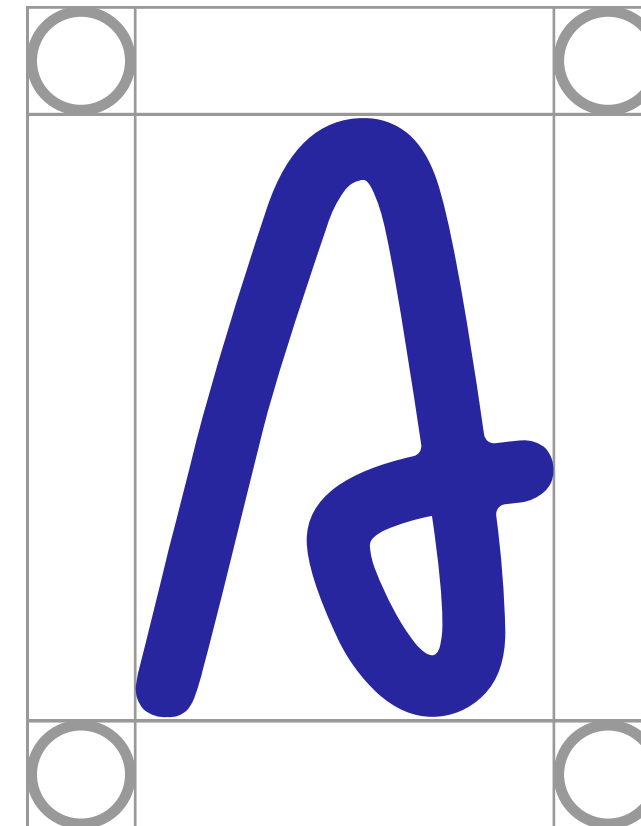


## Logo Clear Space

To preserve visual integrity, a clear space must be maintained around the logo.

The clear space must not contain:

- text
- graphics
- other logos
- decorative elements



01

Logo

## Minimum Size

For digital use:

- minimum logo height — 24 px

For print:

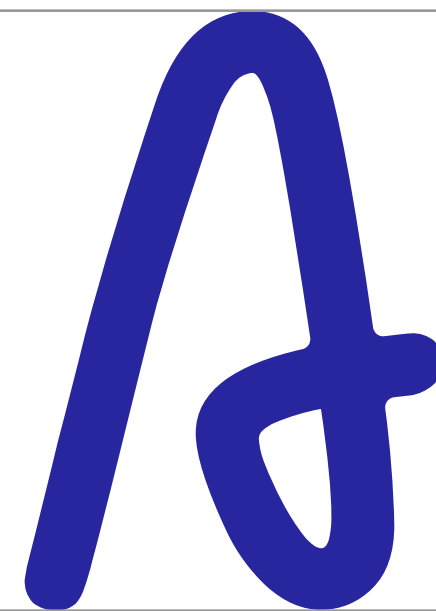
- minimum logo height — 8 mm

If reduced further, only the brand mark should be used.

Minimum logo height — 24 px

The image shows the full 'Afina' logo in a dark blue, rounded script font. The letters are connected, with a large 'A' followed by 'fina'. The logo is positioned between two horizontal lines that define its minimum height.

Minimum logo height — 8 mm

The image shows the brand mark, which is a stylized 'A' in the same dark blue script font. It is positioned between two horizontal lines that define its minimum height.



01

Logo

The logo consists of the word "Afina" followed by a stylized letter "A". The "A" is formed by a single, thick, black stroke that curves to form the letter's shape. The word "Afina" is in a rounded, sans-serif typeface. The entire logo is rendered in black on a white background.

## Monochrome Logo

Used in cases such as:

- partner materials
- complex textures
- embossing
- laser engraving
- black-and-white printing

Only brand black or white versions are permitted.

The logo is identical to the one above, but rendered in white on a solid black background. It features the word "Afina" in a rounded, sans-serif font, followed by a stylized "A" created from a single thick white stroke.

01

Logo

~~Afina~~

change the color palette

~~Afina~~

distort proportions

~~Afina~~

apply shadows or effects

~~Afina~~

use outlines

~~Afina~~

place the logo on low-contrast backgrounds

~~Afina~~

use the word "Afina" typed in a standard font instead of the official logo

## Incorrect Usage

It is prohibited to:

- change the color palette
- distort proportions
- apply shadows or effects
- use outlines
- place the logo on low-contrast backgrounds
- use the word "Afina" typed in a standard font instead of the official logo

02

Brand Elements

Afina Core Colors

Blue

HEX #29269E  
RGB 41.38.158  
CMYK 74.05 / 75.95 / 0 / 38.04

Text Primary

HEX #171717  
RGB 23.23.23  
CMYK 0 / 0 / 0 / 90.98

Text Secondary

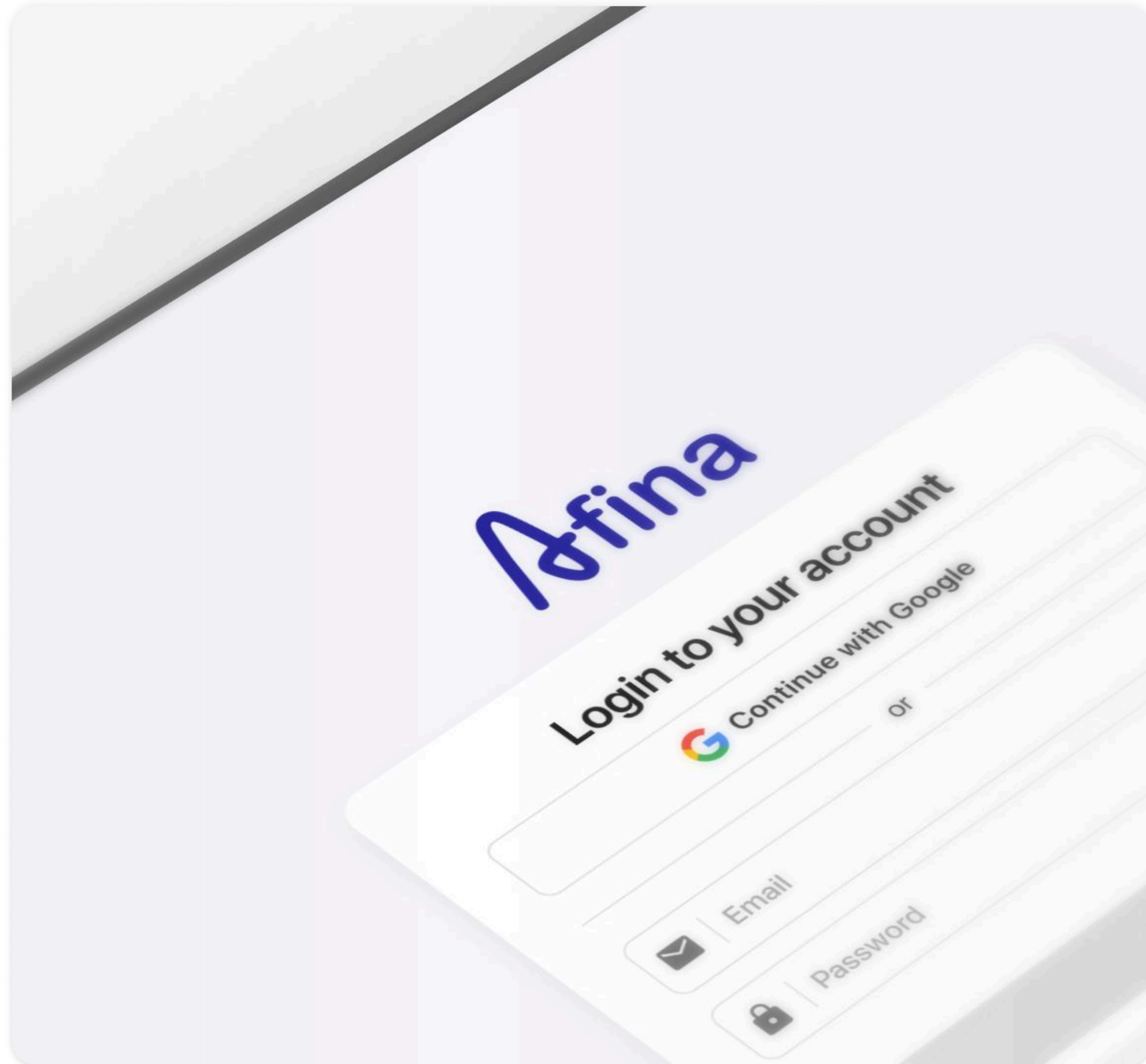
HEX #737373  
RGB 115.115.115  
CMYK 0 / 0 / 0 / 54.90

# SF Pro Display

Ag

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

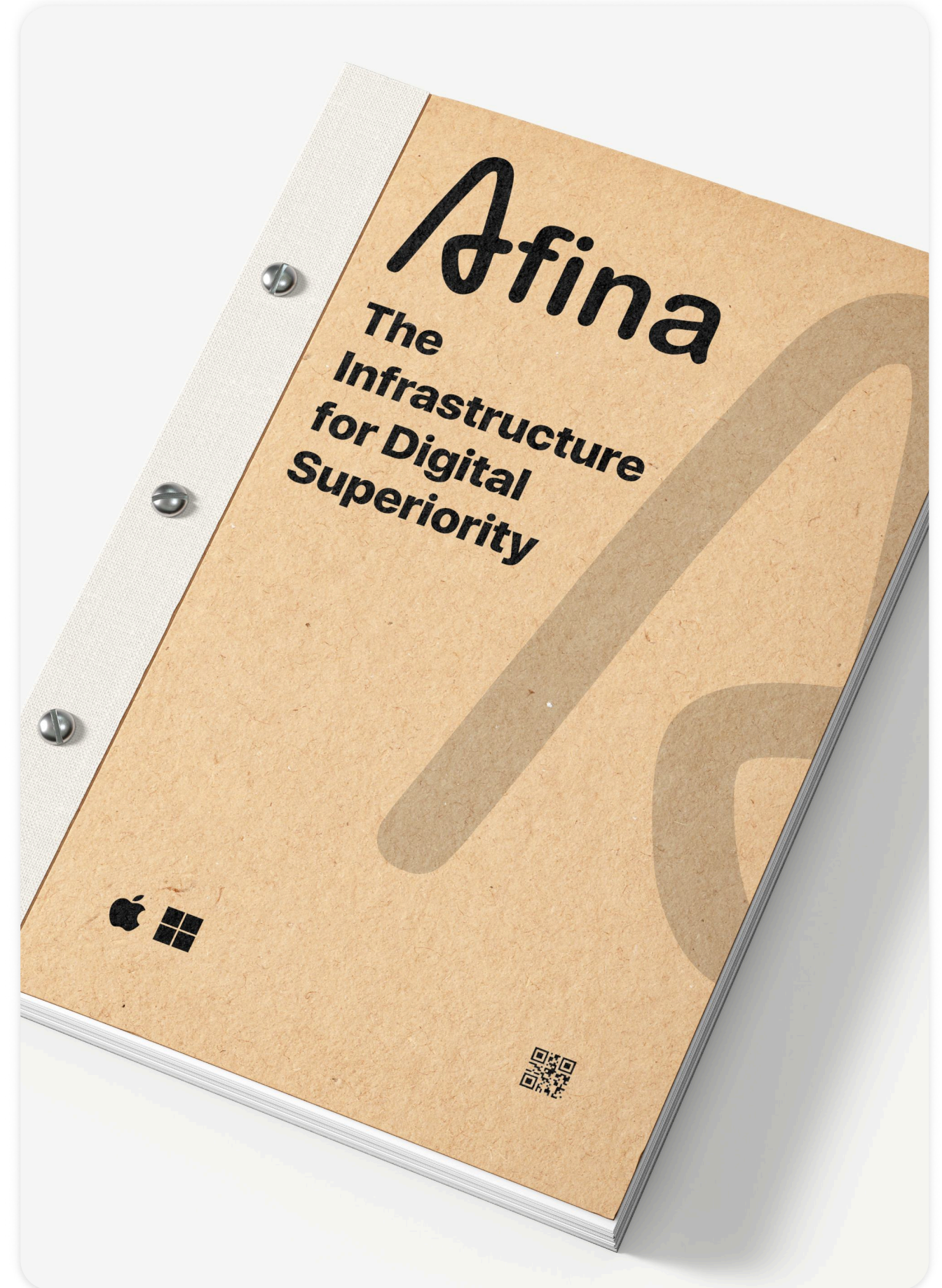


















# Afina

2026