AirXpress

LOGO
GUIDLINES

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01 Who we are ?

WHO WE ARE

AirXpress is the ultimate property management platform for short-term and vacation rentals. Our end-to-end solution simplifies the complex operational needs that property managers face on a daily basis-from guest with guest communication to task assignment to payment processing With AirXpress, property managers save time so they can focus on what matters most: growing their business.

OUR STORY

AirXpress started with 2 ambitious co-founders and has grown to more than 60 members in the last 4 years. We started from a few listings to accumulating more than 3500 listings. And, our goal is to reach 50,000 listings by 2025.

OUR MISSION

AirXpress mission is to contribute to the development of the sharing economy through guest communication service.

02 Our Logo

PRIMARY LOGO

During the rebranding of the AirXpress identity, we meticulously identified a set of keywords that effectively express the essence of the brand. These keywords, namely AMBITIOUS, TRUST, DEVELOPMENT, and HARD WORK, serve as powerful descriptors reflecting the brand's core values and aspirations. Notably, the business is currently in a progressive phase, actively pursuing its objective of expansion and cultivating its customer base. Hence, the strategic direction we are pursuing is to incorporate an arrow symbol within the brand identity, symbolizing progress, direction, and advancement.
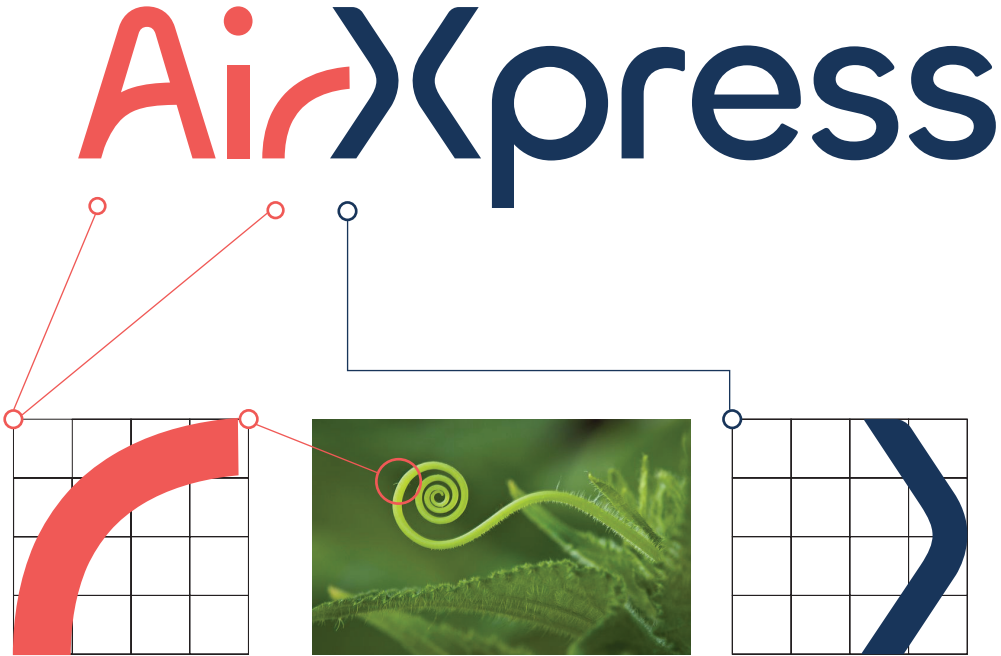
curve shapes in design as well as nature show a feeling of positive attributes, including elegance, softness, nature-inspired, aesthetic movement, balance and flexibitly. it looks dynamic and consistent compare to the

we develope the arrow that symbolize moment growing forward with letter " r " connecting with " X " in a professional friendly manner .

LOGO VARIATIONS

AirX

We're breaking the AirX typography out of the lockup and allowing it a life of its own. At times it can even stand in asshort-hand for the brand.

Primary logo

AirXpress

AirXpress

AirXpress

AirXpress

AirXpress

AirXpress

AirX logo

AirX

AirX

AirX

AirX

AirX

AirX

LOGO GRID

The Air X created with X value that were chosen from curve shape of of logo.

AirXpress

Always maintain the required clear space around the logo and use the logo files provided. Do not re-create.

X	10.5 x	X
x/4	AirXpress	2 x
X	10.5 x	X

03 Color System & Typography

COLOR SYSTEM

Primary Color

Always use primary color for the logo correctly and consistently throughout all branding.

Sof Red
C: 0 , M: 80 , Y: 64 , K: 0
R: 94 , G: 91 , B: 86
Hex color #F15B56

Navy Blue
C: 97 , M: 83 , Y: 38 , K: 29
R: 30 , G: 54 , B: 92
Hex color #1E365C

Secondary Color

Secondary colors have been added to the brand to compliment and to bring more aesthethic look to the brand . these color can be use as graphic or color background for the brand.

C: 53 , M: 4 , Y: 13 , K: 0
R: 110 , G: 196 , B: 215
Hex color #6EC4D7

C: 60 , M: 0 , Y: 70 , K: 0
R: 106 , G: 193 , B: 123
Hex color #6AC17B

TYPOGRAPHY

English Font

Author (family font)

ABC789

light

ABC789

Medium

ABC789

Bold

Khmer Font

Kantumruy Pro family

ក ខ គ ង ឧឍ៩

thin

ក ខ គ ង ឧឍ៩

light

ក ខ គ ង ឧឍ៩

regular

04 Logo Do's and Don't

Logo Do's

Always follow the logo guide and usage.

Primary logo | AirX logo

Logo Don't

Do not use logo in different color pallette and strecthing the logo proportion vertically or horizontally.
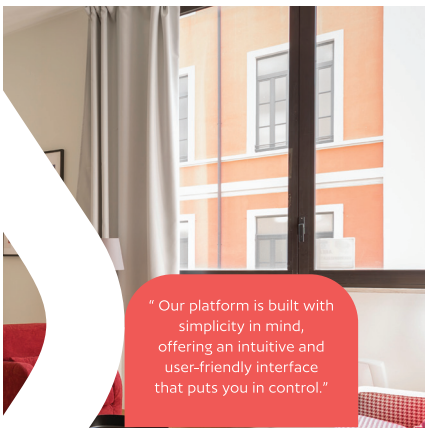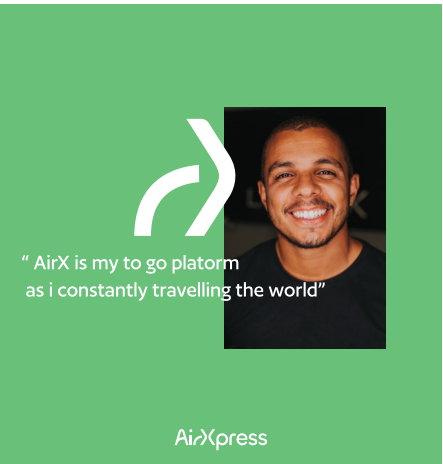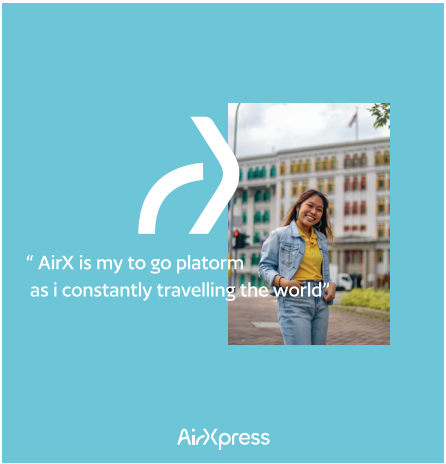
Primary logo | AirX logo

05 Graphic & Pattern

Graphic

Designer can experiment with the graphic from
the word mark for designing any communication
material or poster.

Pattern

The AirX logo pattern was designed for physical usage and may be used for office mirror, and call center decoration purposes, etc. It is vital that the pattern is maintained throughout all applications and that the none of the logos are cut off at the side. All logos must be fully visible and recognizable.

The pattern is scalable and must be done responsibility and consistently in each application. The pattern may not be rotated, stretched or cut off, distorting the logos in any way.

Thanks you