



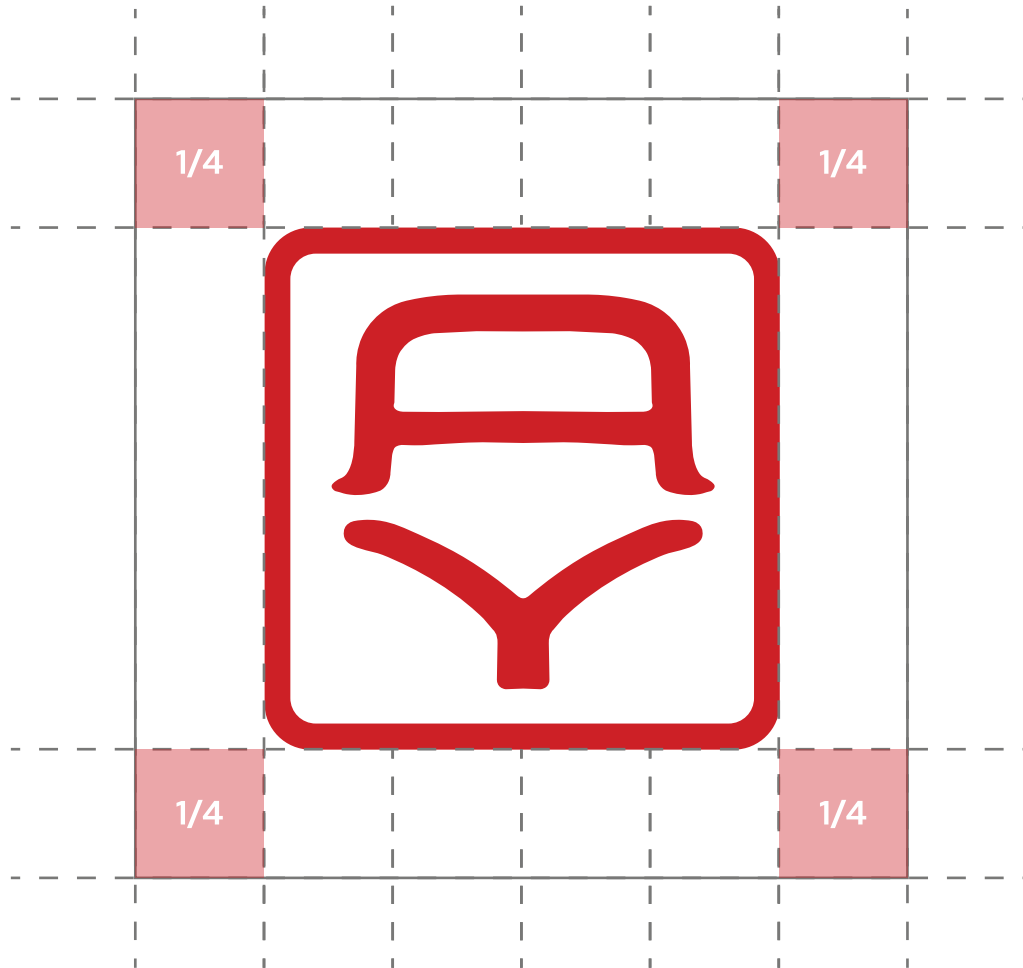
AARON YUSON  
**BRAND**  
**GUIDELINES** **2026**  
Version 1.0

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# LOGO



## Inspiration

Inspired by traditional Japanese stamp marks, where a personal symbol is used as a signature of identity and craft. The initials A and Y are abstracted into a bold seal-style monogram, designed to feel personal, handmade, and timeless.

## Clear Space

To maintain clarity and visual impact, the AY Seal logo must always be surrounded by clear space. The minimum clear space is equal to  $1/4$  of the logo's total width and should be applied to all sides. No text, graphics, borders, or other elements should enter this area.

# LOGO VARIATIONS



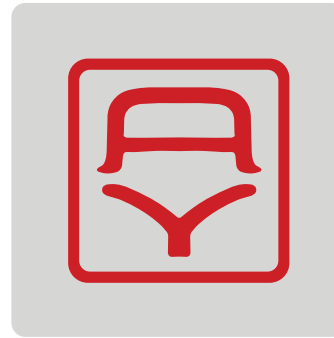
Primary Logo

Red on light background. This is the main logo version and should be used whenever possible.



Primary on Dark

Red on black background. Use when the red logo still has enough contrast and visual impact.



Primary on Neutral

Red on neutral gray background. Use only on soft, simple backgrounds that do not reduce clarity.

Logo variations ensure the AY Seal remains clear and recognizable across different backgrounds, materials, and production methods. The primary red version should be used whenever possible, while black and white versions are reserved for limited-color applications.

The logo should always maintain strong contrast against the background. Avoid placing the logo on busy images, low-contrast colors, or backgrounds that reduce legibility.



Black Logo

Use for monochrome layouts, engraving, stamping, or single-color printing.



White Logo

Use on dark backgrounds where the red or black logo is not suitable.

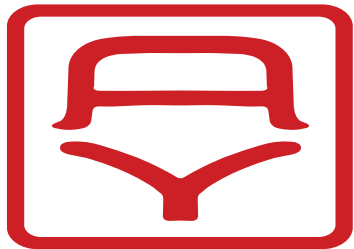


Reversed Logo

White logo on Seal Red. Use for strong brand moments and high-contrast applications.

# LOGO USAGE

Typography system uses Codec Pro and Helvetica Neue LT Pro to create a clean, modern, and readable visual identity. Codec Pro is used for visual emphasis, while Helvetica Neue LT Pro is used for supporting text and longer paragraphs.



**✘ Do not stretch or distort**  
The logo must always keep its original proportions.



**✘ Do not rotate**  
Avoid rotating the logo unless it is used intentionally in a designed layout.



**✘ Do not change color**  
Only use the approved logo colors from the brand palette.



**✘ Do not add effects**  
Avoid shadows, gradients, glows, outlines, or other decorative effects.



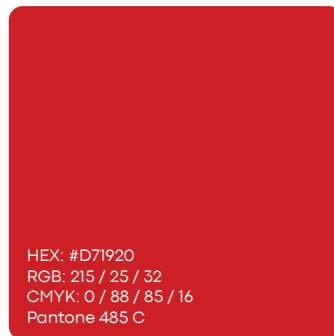
**✘ Do not remove the border**  
The square border is part of the logo structure and should always remain visible.

# COLOR PALETTE

The color palette is intentionally minimal, using only red, white, black, and gray. Seal Red is the primary brand color and should be used for the logo whenever possible. White, black, and gray act as neutral support colors to maintain clarity, contrast, and simplicity across applications.

The logo should primarily appear in Seal Red on white or light neutral backgrounds. Black and white versions may be used when red is not suitable due to contrast, material, or production limitations.

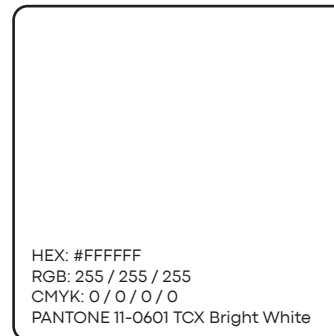
## Primary



### SEAL RED

Use for the main logo, stamps, accents, and key brand moments.

## Neutrals



### PAPER WHITE

Use as the main background color for clean layouts, cards, and presentations.



### INK BLACK

Use for typography, monochrome logo applications, and high-contrast layouts.



### SOFT GRAY

Use as a secondary background color or neutral supporting color.

# TYPOGRAPHY

Typography system uses Codec Pro and Helvetica Neue LT Pro to create a clean, modern, and readable visual identity. Codec Pro is used for visual emphasis, while Helvetica Neue LT Pro is used for supporting text and longer paragraphs.

# Aa

## Codec Pro

Bold

is used for main headings and titles. Its bold and structured form gives the brand a strong visual presence while balancing the handcrafted character of the AY Seal logo.

### Usage:

Headings, page titles, section titles, and key statements.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

.,:;!?&@#\$(%)[]{}+ -=\*/

# Aa

## Codec Pro

News

is used for smaller names, labels, and short titles. It keeps the typography consistent with the primary typeface while providing a lighter and more refined option for smaller text.

### Usage:

Small names, subtitles, labels, captions, and short supporting titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

.,:;!?&@#\$(%)[]{}+ -=\*/

# Aa

## Helvetica Neue LT Pro

News

is used for smaller names, labels, and short titles. It keeps the typography consistent with the primary typeface while providing a lighter and more refined option for smaller text.

### Usage:

Small names, subtitles, labels, captions, and short supporting titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

.,:;!?&@#\$(%)[]{}+ -=\*/

# APPLICATION



# APPLICATION



EMBROIDERY

# APPLICATION



EMBROIDERY

# APPLICATION

