



Brand basics

For partners

Welcome!

AhaSlides is on a mission to save the world from sleepy meetings, boring training and distracted audiences — one interactive slide at a time.

Our visual identity balances playfulness with professionalism. It captures the energy of the buzzy ‘aha moments’ our presenters and audiences love, while holding its own when credibility matters in education and corporate settings.

The logo

Our logo consists of two elements: the AhaSlides Splash and the AhaSlides word mark.

It's recognisable and memorable. But it must be represented consistently across all brand touch points for maximum impact.

The AhaSlides logo



The splash

The wordmark



Smallest
154x35px
175mmx40mm

Black and White version

Clearspace

To ensure readability, there should always be a minimum amount of space around the AhaSlides logo. This space isolates the mark from any competing graphic elements, such as other logos, headline or body copy, which may conflict with, crowd, or reduce the impact of our logo.

Step 1

Use the letter A as a guide

Step 2

The height of A = safe spaces (X)



Other colour pairs

The AhaSlides logo can also be presented in the following ways:



Logo usage

The full colour logo is the first choice. Use that when you can. The white logo can be used when visibility is at stake. That would be usually on solid colour backgrounds or on photography. Take extra with readability when using our logo on top of a photo.



Incorrect usage

Avoid this!



⊖ Don't change the colours



⊖ Don't stretch or squash the logo



⊖ Don't rotate or tilt the logo



⊖ Don't apply gradients on The Splash



⊖ Don't separate and move the elements



⊖ Don't apply gradients to the wordmark

Colours

Our vibrant palette represents our playful, energetic and professional identity.

The three main colours (Radical Pink, Radical Purple and White) create a modern, friendly and high-contrast visual style. Always use these before considering the wider palette (Darker Pink, Lighter Purple, Rose, Deep Space Blue and Teal), which should only be used as highlights.

Radical Pink	#FF4081
Darker Pink	#E6005C
Radical Purple	#6A1EBB
Lighter Purple	#7831C8
White	#FFFFFF
Rose	#FAF0F6
Deep Space Blue	#1A1A2E
Teal	#1BCFA5

Plus Jakarta Sans

Our typography is modern, engaging, and approachable. We’ve carefully chosen fonts that ensure clarity, accessibility, and a strong visual identity across all platforms.

Plus Jakarta Sans is a modern, highly readable font optimised for UI and international use, including full support for other Latin-based languages.

With this typography system, AhaSlides ensures a cohesive, engaging, and accessible experience for users worldwide.

ExtraBold
Regular

Bold
ExtraLight

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE

abcdefghijklmnopqrstuvwxyz

NUMMERALS

0123456789¼½¾

PUNCTUATION

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