

brand guidelines

Visual guide for partners | v2.2 | 22/10/2026



Aha!

Our brand

for partners

This guide has one job.

To show how the AhaSlides brand looks.

It covers our logo, colours, typography, imagery and data visuals.

Use it whenever you show AhaSlides next to your own brand, so we both look our best.

Find your way around

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Visual identity

How we look

AhaSlides' visual identity balances playfulness with professionalism.

It captures the energy our existing customers love while ensuring credibility among those who need convincing.

We strive to be a dynamic and trusted brand that can hold our own in both educational and corporate contexts.

The logo

Our logo consists of two elements: The AhaSlides Splash and the AhaSlides wordmark.

It is recognisable and memorable, but it must be shown the same way at every brand touchpoint for maximum impact.

The AhaSlides logo



The Splash

The wordmark



Smallest size
154 x 35 px
40 mm wide in print



White version, on Vivid Pink only

Two versions, two grounds

The colour logo goes on white. The white logo goes on Vivid Pink. There is no black, grey, purple or all-pink version.



Clearspace

To keep it readable, always leave a minimum amount of space around the AhaSlides logo. This space separates the mark from anything that competes with it, such as other logos, headlines or body copy.

Step 1

Pick the letter A.

Step 2

The height of the A = X. Keep X clear on every side.



Logo on a ground

The logo has exactly two versions, and each one has its own ground.

Colour logo on white.

White logo on Vivid Pink.

Never place the logo on purple, black, navy, teal or pale pink, and never make it all pink.



Colour logo on white

White logo on Vivid Pink

Purple and partner logos

Purple (#6A1EBB) lives inside the logo. Outside it, use at most one small decorative element on white. Purple is never a ground, a button or text.

Partner logos sit in one colour: greyscale or Vivid Pink on white, white on Vivid Pink.



Purple, inside the logo

Results are in

One small purple element on white, as decoration only.



One small decorative element, on white only



Partner logo in black on white



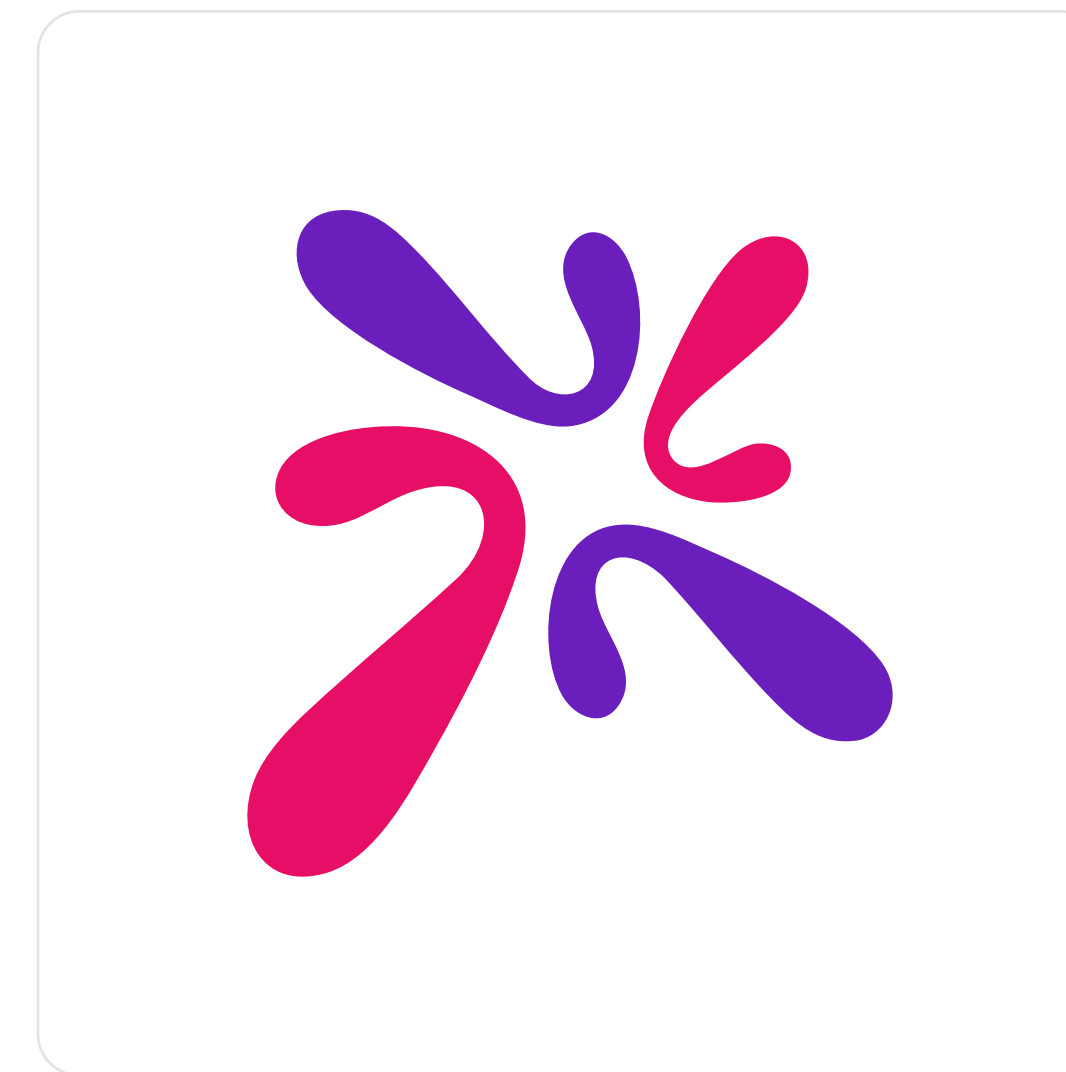
Partner logo in white on Vivid Pink

The Splash

We use The Splash as a stand-alone brand element, as well as part of the logo. By doing so, it creates a strong and distinctive brand symbol.

It follows the logo's rules: colour on white, white on Vivid Pink.

To use The Splash as a background pattern, see Splash backgrounds on page 16.



Colour Splash on white



White Splash on Vivid Pink

Isotype

The isotype is The Splash on its own. Use it as the browser favicon, as a social media avatar or as a secondary graphic element.

Our logos are made for the web and have a responsive version: in small spaces the isotype takes over from the full logo.



256 x 256



180 x 180



152 x 152



60 x 60



16 x 16



Transparent, or in a Vivid Pink circle or square. On Vivid Pink The Splash is always white.



Incorrect usage

These examples show the most common mistakes with the AhaSlides logo.

Use the logo files from the design system as they are.

✗ Don't change the colours



✗ Don't rotate or tilt the logo



✗ Don't put it on a ground it was not made for



✗ Don't stretch the logo



✗ Don't apply gradients to The Splash



✗ Don't apply gradients to the wordmark



Colours

Our palette is deliberately small. Vivid Pink, white and black ink do almost all of the work.

Darker Pink is for The Splash on a Vivid Pink ground and for button hover. Purple lives inside the logo.

These rules (v8, October 2026) replace every earlier palette, including Radical Pink, Violet and Deep Space Blue.

Vivid Pink
#E70E68

Grounds, headings, buttons

White
#FFFFFF

Grounds, text on Vivid Pink

Black ink
#1A1A1A

Text, borders, shadows

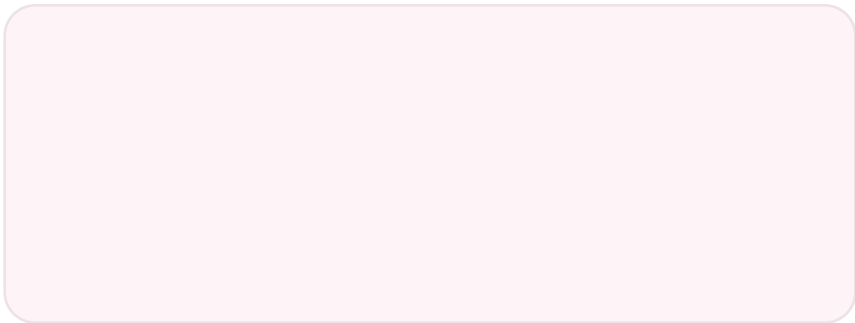
Darker Pink
#DB005B

The Splash on Vivid Pink, button hover

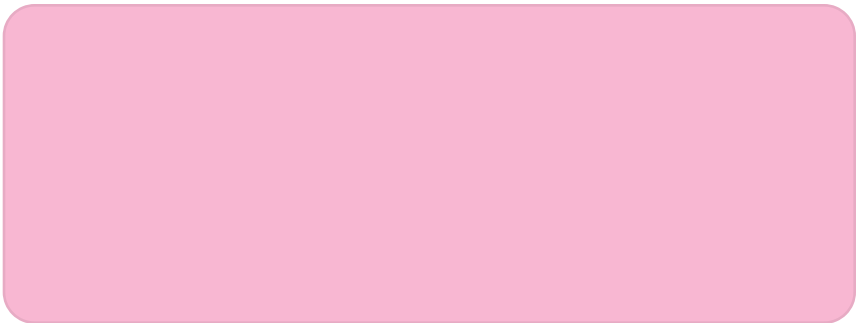
Supporting colours

Each supporting colour has one job. Use it only where it is listed, and never as a ground for a whole design.

Illustrations have their own tints of Vivid Pink (#FDE7F0, #FACFE1, #F493BB, #F16EA4, #EC3E86). Keep them inside illustrations.



Vivid Pink 5%
#E70E680D · flat #FEF3F7
Splash hooks on white, light boxes, pale web sections



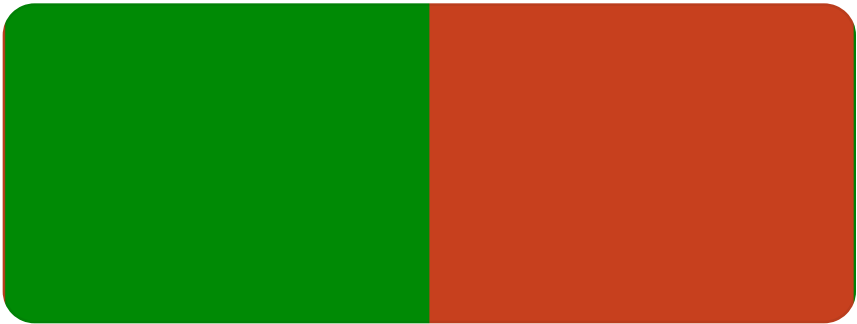
Vivid Pink 30%
#E70E684D · flat #F8B7D2
Charts only



Light grey
#A8A8A8
Charts only



Purple
#6A1EBB
Inside the logo, plus one small decorative element on white



Answer green and red
#008A05 · #C7401E
Marking a correct or wrong answer, nothing else



Black ink at any opacity
#1A1A1A
Text, borders, dividers and shadows

Digital and print specs

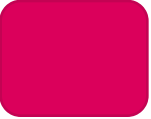
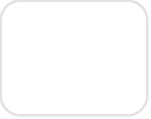
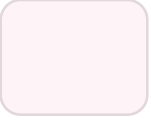
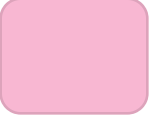
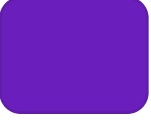
Digital

Use HEX and RGB on every screen.

Print

The design system does not define CMYK or Pantone values for these colours yet. Until it does, print from the RGB values, ask for a colour-managed proof and have the design team approve it.

Do not reuse the CMYK and Pantone values from v1.0: they belong to retired colours.

Colour	HEX	RGB	CMYK	Pantone
 Vivid Pink	#E70E68	231, 14, 104	n/a	n/a
 Darker Pink	#DB005B	219, 0, 91	n/a	n/a
 White	#FFFFFF	255, 255, 255	n/a	n/a
 Black ink	#1A1A1A	26, 26, 26	n/a	n/a
 Vivid Pink 5%	#FEF3F7	254, 243, 247	n/a	n/a
 Vivid Pink 30%	#F8B7D2	248, 183, 210	n/a	n/a
 Light grey	#A8A8A8	168, 168, 168	n/a	n/a
 Purple (logo, accent)	#6A1EBB	106, 30, 187	n/a	n/a

Splash backgrounds

On white, the hooks are Vivid Pink 5%. On Vivid Pink, they are Darker Pink.

Use **right** when the content sits on the left, **centre** when it is central and **minimal** when the middle must stay clear.

Use the design-system files as they are: never redraw, stretch or re-crop The Splash.



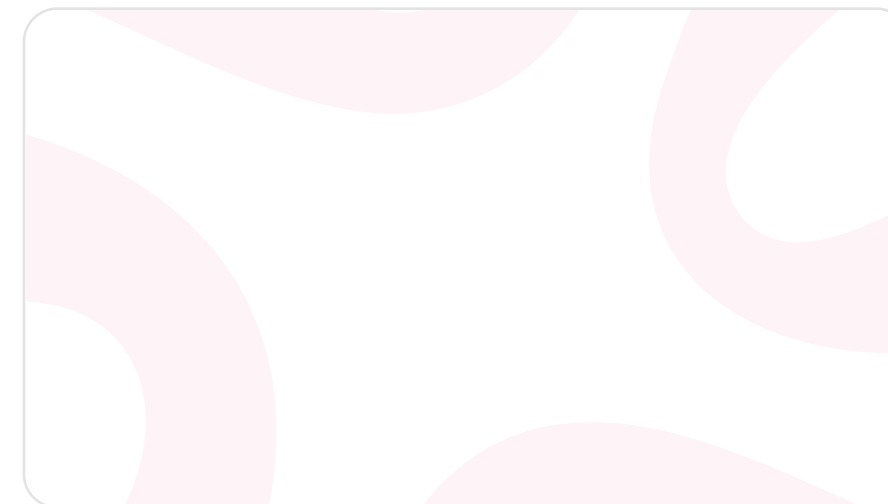
Centre, on Vivid Pink



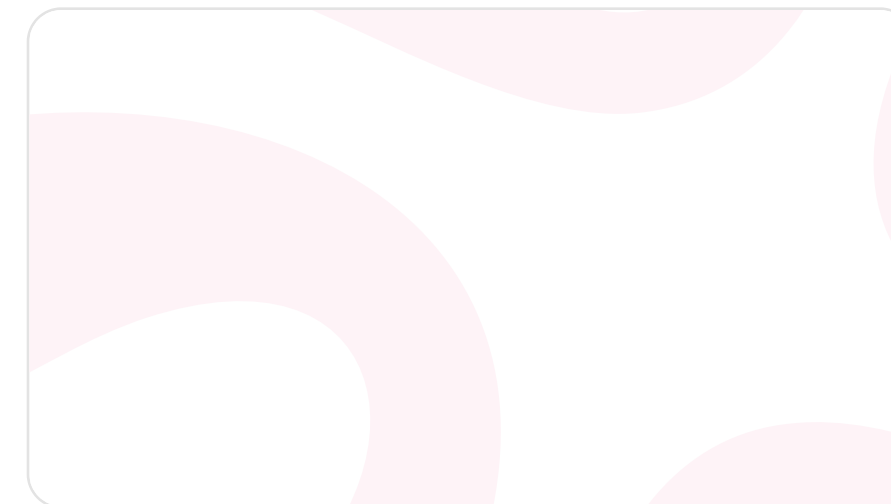
Right, on Vivid Pink



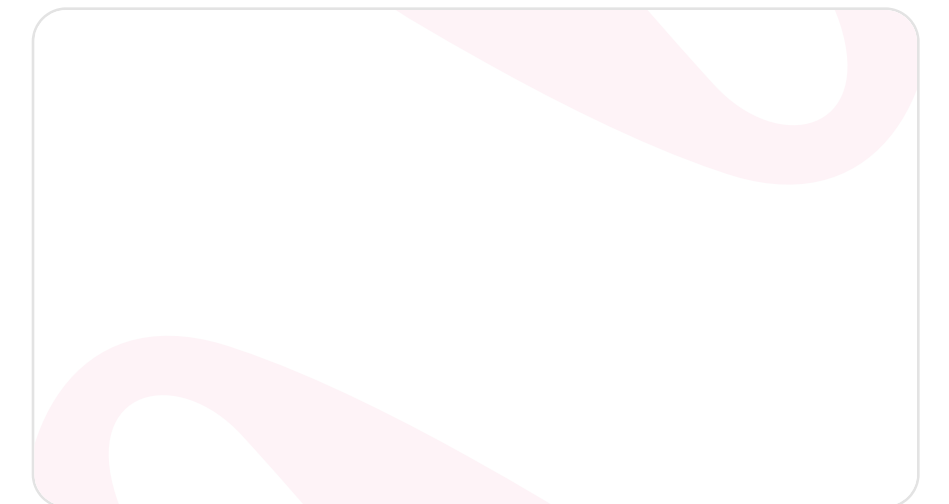
Minimal, on Vivid Pink



Centre, on white



Right, on white



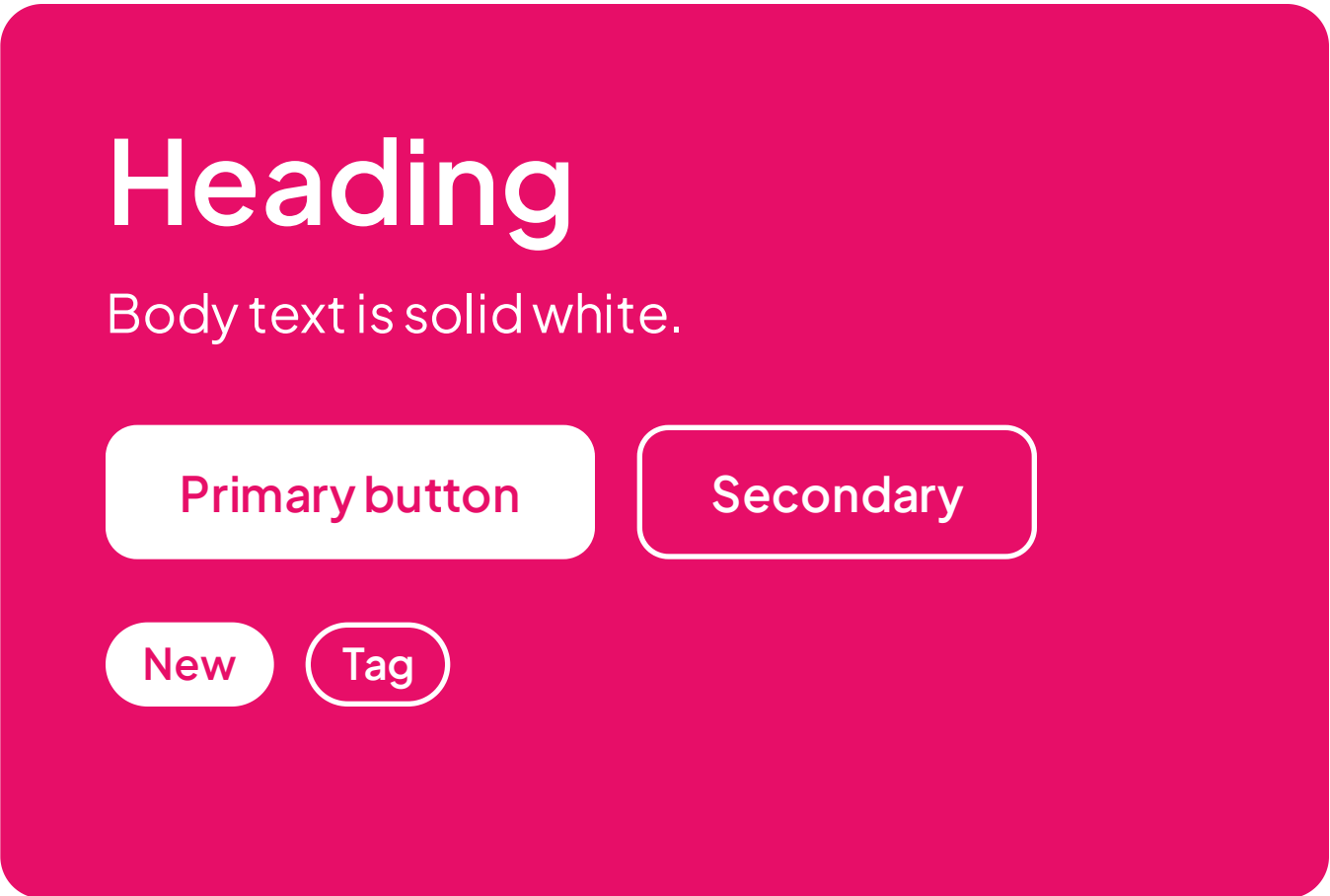
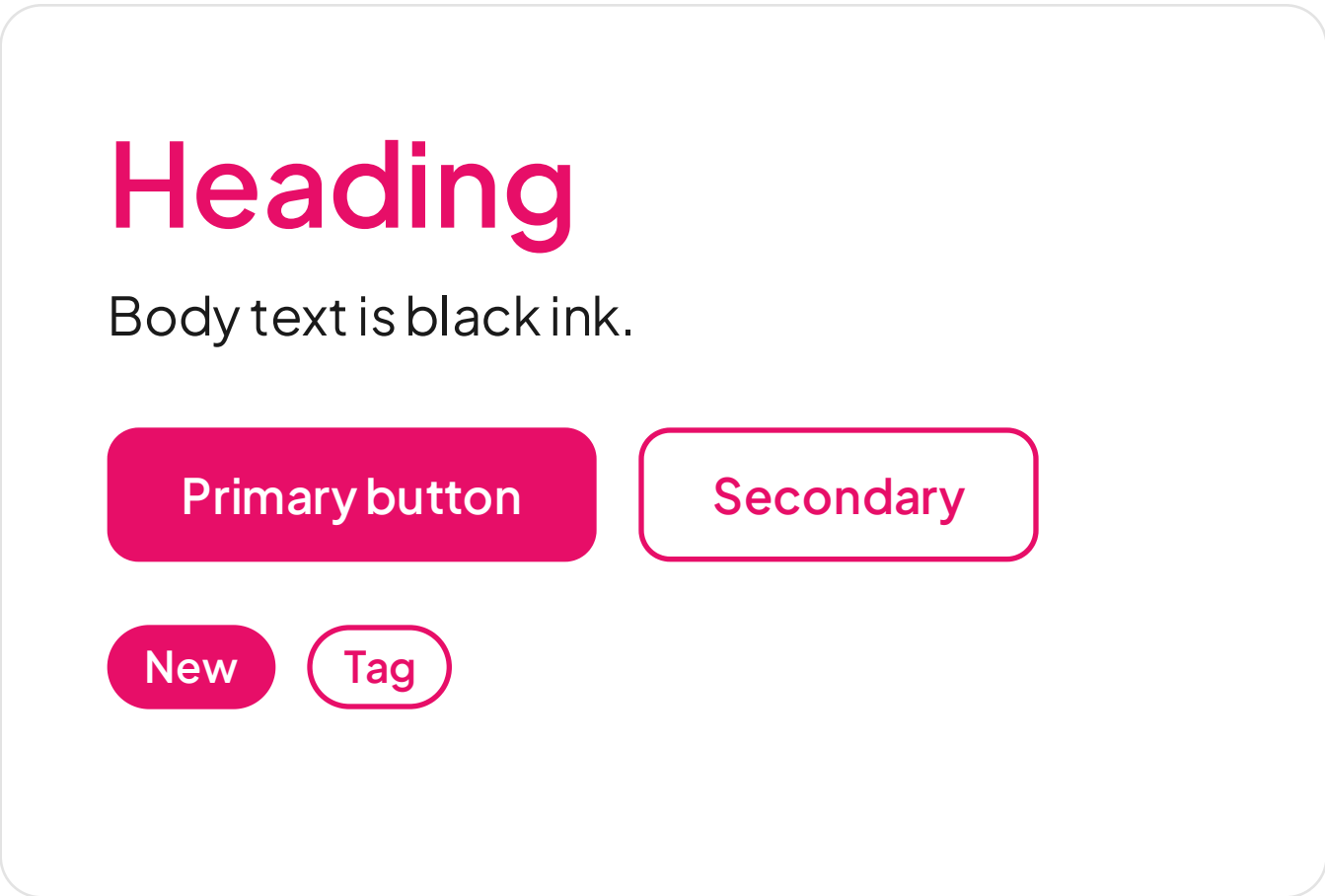
Minimal, on white

Text, buttons and badges

Text is always solid: black ink or Vivid Pink on white, solid white on Vivid Pink.

Never tint white text on Vivid Pink. At 86% it drops to 3.58:1 and fails contrast.

Buttons, tags and badges follow the same rule as text.



Element	On white	On Vivid Pink
Heading	Black ink or Vivid Pink	Solid white
Body text	Black ink	Solid white
Button	Vivid Pink, white text	White, Vivid Pink text
Tag or badge	Vivid Pink, white text	White, Vivid Pink text
Logo	Colour logo	White logo

Accessible pairings

Contrast is measured as a ratio (WCAG 2.1). Text needs at least **4.5:1** (AA). Headlines and large text need at least **3:1**.

White on Vivid Pink passes at 4.51:1, so the white must stay solid. Vivid Pink 30% on white is 1.65:1: it is a chart colour, never text.

Sample	Pairing	Ratio	Text	Use
AaBbCc	White on Vivid Pink	4.51:1	AA	All text on Vivid Pink
AaBbCc	Vivid Pink on white	4.51:1	AA	Headings, buttons, links
AaBbCc	Black ink on white	17.40:1	AAA	Body text
AaBbCc	Darker Pink on white	5.04:1	AA	The Splash only
AaBbCc	Purple on white	8.35:1	AAA	Logo, one small accent
AaBbCc	Vivid Pink on pale pink (5%)	4.16:1	Large only	Fails: use black
AaBbCc	Vivid Pink on light grey #FAFAFA	4.32:1	Large only	Fails: use black
AaBbCc	86% white on Vivid Pink	3.58:1	Large only	Fails: keep solid
AaBbCc	Purple on Vivid Pink	1.85:1	Fail	Never

Our typography

At AhaSlides, our typography reflects our brand personality—modern, engaging, and approachable. We’ve carefully chosen fonts that ensure clarity, accessibility, and a strong visual identity across all platforms.

Plus Jakarta Sans

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Plus Jakarta Sans – Plus Jakarta Sans – A modern, highly readable font optimized for UI and international use, including full support for Vietnamese and other Latin-based scripts.

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	% & “ ‘ ^ ° * ! ; ? ¿ @ () / \ [] { } %

Pairing rule

Large headlines

To establish a seamless visual hierarchy, large headlines in Jakarta ExtraBold should always be paired with subheadings in Jakarta Regular, which are thinner.

Smaller headlines

In this case, smaller headlines should always be set in Jakarta Bold or SemiBold and paired with subheadings in Jakarta Regular. The subheading weight should always be thinner than the headline itself.

Special
headlines:
Jakarta ExtraBold

Subheading:
Jakarta Regular

Turn passive listeners into engaged participants

Say goodbye to boring presentations! With AhaSlides, you can create interactive experiences that keep your audience engaged.

Smaller
headlines:
Jakarta Bold

Subheading:
Jakarta Regular

Turn passive listeners into engaged participants!

Say goodbye to boring presentations! With AhaSlides, you can create interactive experiences that keep your audience engaged.

Typography in use

Plus Jakarta Sans families combine in order to create the AhaSlides typographical hierarchy.

The usage guide shown on the right shows best practices when setting type for most AhaSlides communications.

Headlines should always be in sentence case (capitalize only the first letter of the first word in the title, except for proper nouns/terms) and should not use end punctuations, except for specific graphic executions.

CTAs need to be in sentence case.

Usage	Font	Kerning	Tracking
Display	Jakarta ExtraBold	Optical	0
Secondary header	Jakarta Medium	Optical	0
Section header	Jakarta Bold	Optical	0
Subhead	Jakarta Semibold	Optical	0
Body Copy	Jakarta Regular	Optical	0
CTA	Jakarta Bold	Optical	0

Imagery

At AhaSlides, our photography reflects our brand personality—authentic, engaging, and modern. The right images help us connect with our users while maintaining a high-quality, professional aesthetic.

Candid and realistic stock images

Natural, in-the-moment shots. No forced smiles or staged interactions. Images should feel premium, as if we hired a photographer, not like free stock photos.

Professional and playful staff portraits

Confident, relaxed, and natural—showing real personality. Balance professionalism with approachability. Not too stiff, not too casual.

Integration of The AhaSlides Splash

Blend our Splash pattern into images to add depth and energy. Use it big and place it around, under and on top of subjects to enhance composition without overpowering the scene.



✓ Do



- Avoid:**
Overly polished, exaggerated, or generic corporate visuals.
- Avoid:**
Rigid, overly formal corporate head shots.
- Avoid:**
Using The Splash small. Don't be afraid to go as big as possible when using the shape in this way.



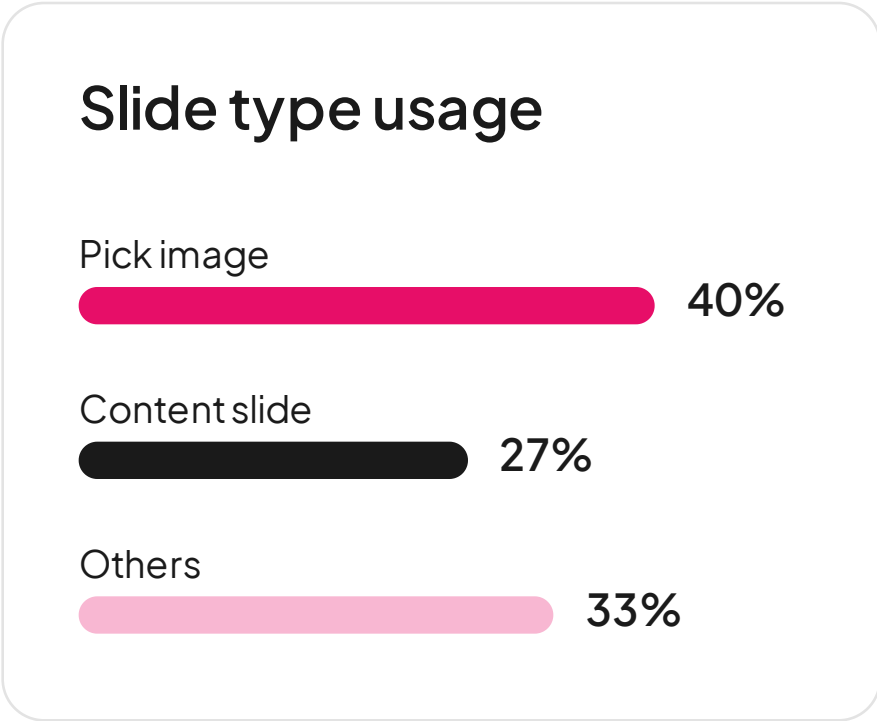
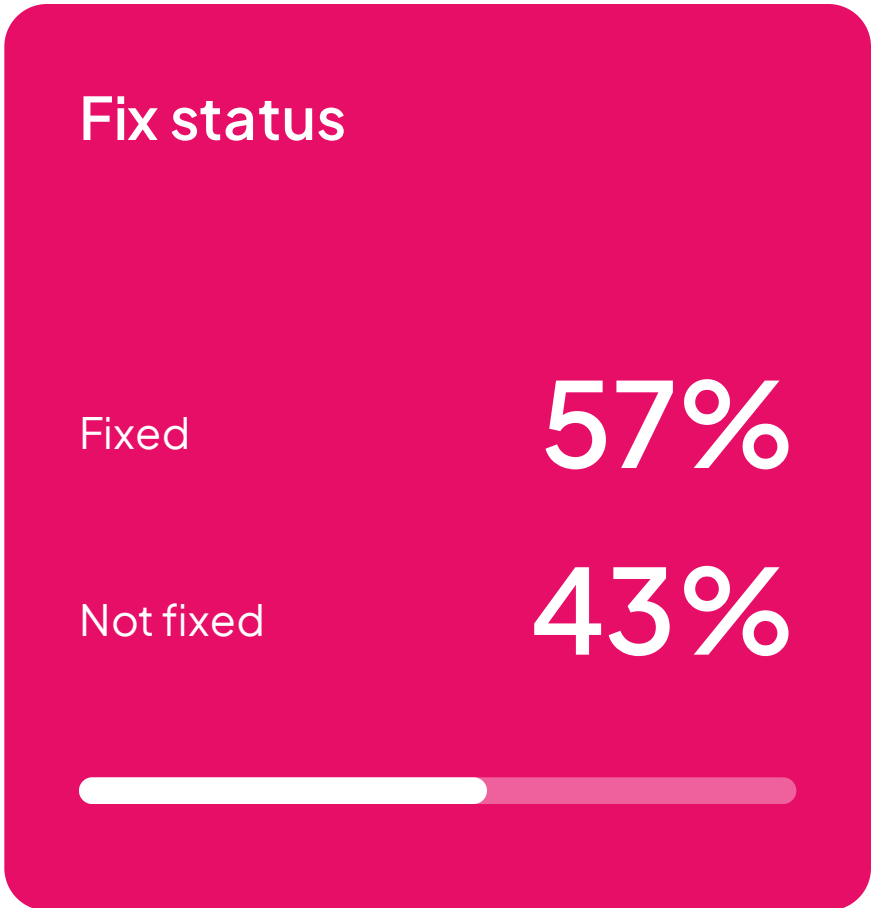
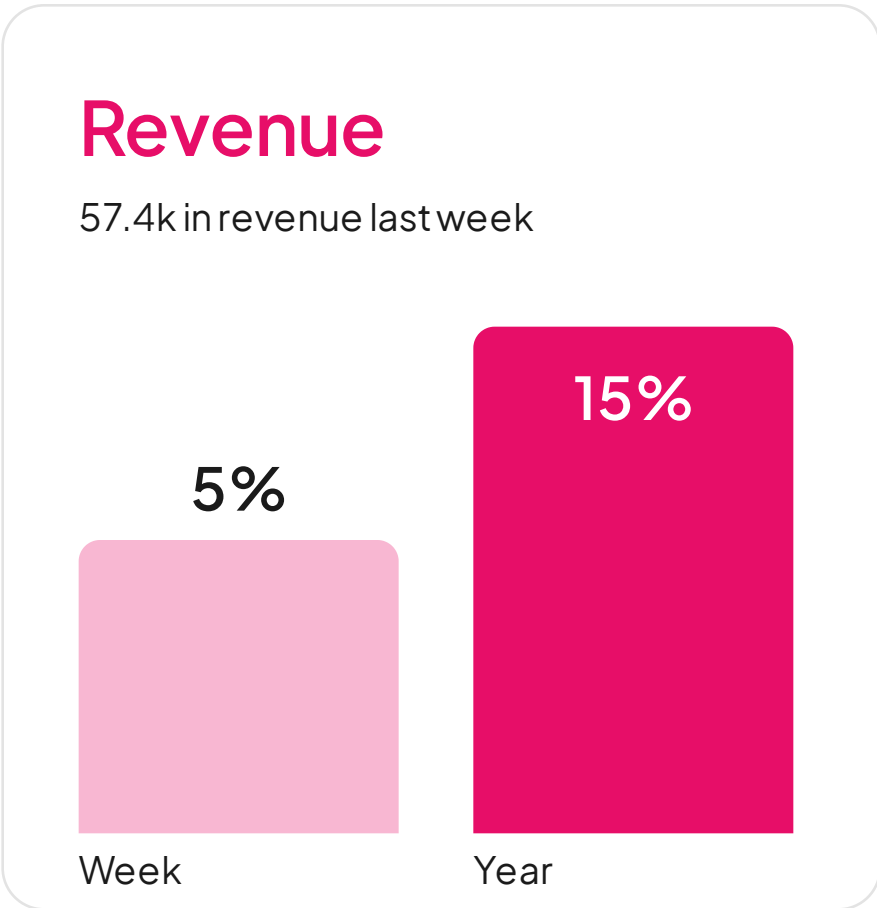
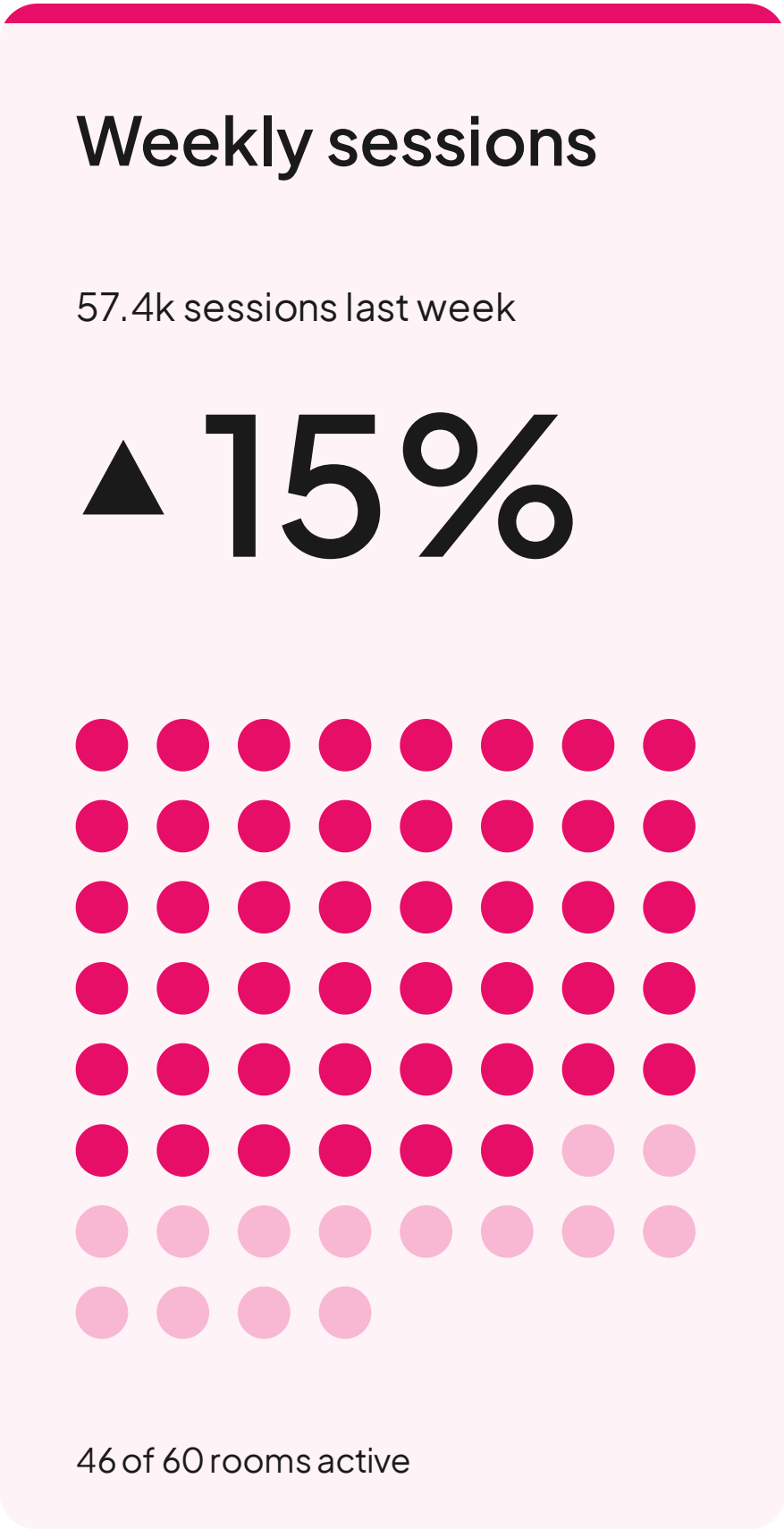
 Don't



Visualising data

Data tiles and charts use Vivid Pink, black ink, Vivid Pink 30% and light grey on white.

Rises and falls are told with arrows and words, never with green and red.



ROBUSTNESS

High

Controllable	23
Not fixed	10
Refund	1

Got any questions?

If you have any questions about the AhaSlides brand, please get in touch with our Brand Director.

ian@ahaslides.com

Brand Director

