

Aptitude AI



Brand Kit

Aptitude AI empowers learners to achieve their full potential by delivering smart, personalized test preparation — combining adaptive technology, real-time progress tracking, and an ever-growing question repository to make studying efficient, effective, and tailored just for you.



Logotype with name

The full logo with name must be used in all applications above 30% of the layout width or where the logo appears larger than 1 inch (25 mm) in print or 150 px in digital formats.



Icon Usage

The icon-only version may be used below 30% of the layout width or where space constraints make the wordmark unreadable (e.g., favicons, small tags, or mobile app icons).



75 pixels/.625in

The minimum reduction of the Aptitude AI logo should be no smaller than .625" (75 pixel) square (excluding tagline) for any Web-based usage.



Logo Spacing and Sizing

The logo must always maintain a minimum clear space on all sides. This ensures legibility and visual impact across all applications. Never distort, stretch, or alter the proportions of the logo. Always scale proportionally.



PRIMARY TEXT

Primary Text

Arial Bold

Body text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est

Arial Regular



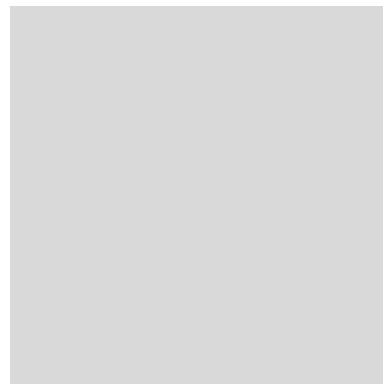
PRIMARY
#2F6737
RGB: 47,203,55
CMYK: 82,35,90,27



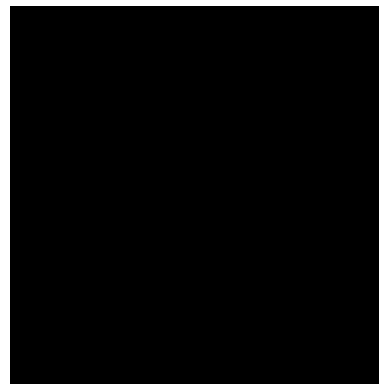
SECONDARY
#94DC5F
RGB: 148,220,95
CMYK: 48,0,76,0



SECONDARY
#31BB62
RGB: 49,187,98
CMYK: 71,0,76,0



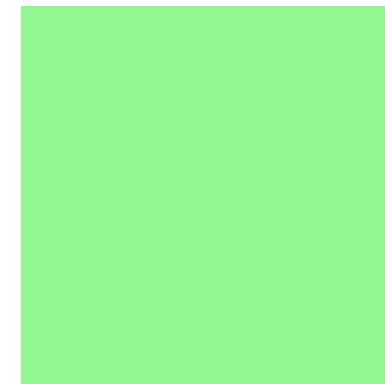
TEXT
#DAD9D9
RGB: 219,217,216
CMYK: 17,13,14,0



TEXT
#000000
RGB: 0,0,0
CMYK: 0,0,0,100



TEXT
#82AD59
RGB: 130,173,89
CMYK: 56,13,78,1



TEXT
#94F691
RGB: 148, 246, 145
CMYK: 44,0,60,0

