



BRAND GUIDELINES · V1.0 · 2026

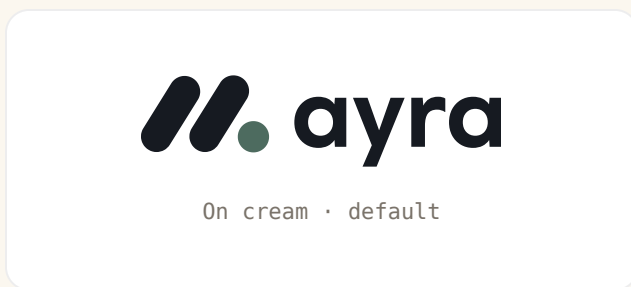
How Ayra *shows up.*

A short guide to using the Ayra wordmark, color palette, typography, and voice. Built for editorial, partner, press, and product contexts.

The Ayra *wordmark*.

The Ayra mark is a custom letterform paired with a sage-deep circle. The circle is functional — it dots the lowercase i but at unusual scale, signaling that small details matter. Do not redraw, recolor, or letter-space the mark.

Primary use

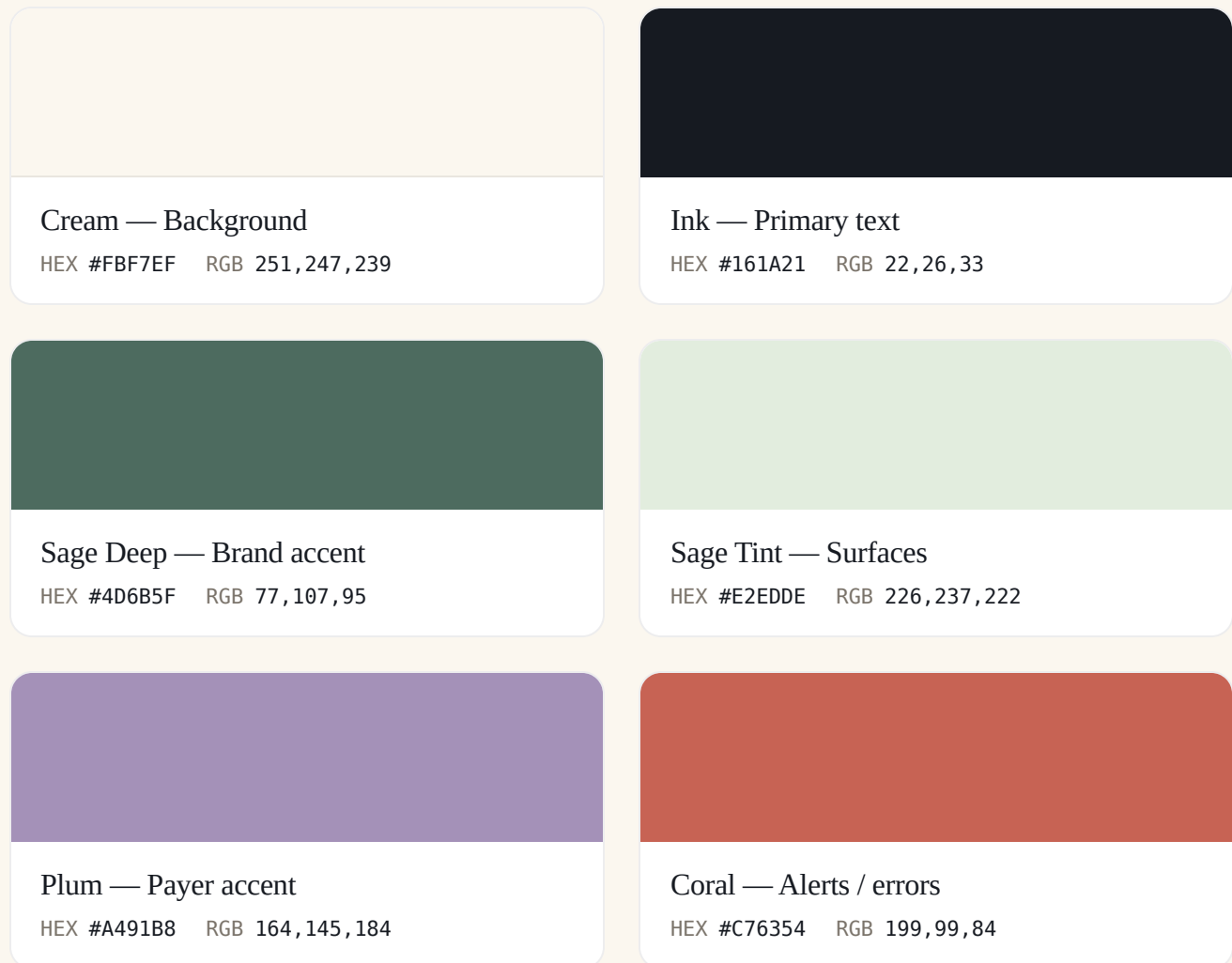


Clear space & minimum size

- Maintain clear space equal to the height of the sage-deep dot on all sides.
- Minimum digital size: 60 px wide. Minimum print: 0.5 in wide.
- Never modify the SVG paths or recolor the dot.
- Never apply effects: shadows, gradients, outlines, rotation, or skew.

The Ayra *palette*.

A warm cream as the canvas. A deep ink for legibility. A sage-deep accent that signals the brand. Three supporting tones for context.



Usage rules

- Cream is the default canvas. Ink is the default text color.
- Sage Deep is reserved for italic editorial accents and brand moments — never as body text.
- Coral signals alerts only. Never use coral as a hero color or for the wordmark.

The Ayra *type system*.

Source Serif 4 for display and accents. Geist for UI and body. Geist Mono for technical readouts. The italic Source Serif accent in sage-deep is the brand's defining typographic move.

DISPLAY · SOURCE SERIF 4 · MEDIUM

Care that *holds up*.

Weight 500 · Tracking -2.5% · Italic accents in Sage Deep #4D6B5F

SECTION HEADING · SOURCE SERIF 4 · MEDIUM

Three layers, *one stack*.

Weight 500 · Tracking -2% · 28–34px on print, 32–42px on web

BODY LEDE · GEIST · LIGHT

The first behavioral health platform that operates across SaaS, Clearinghouse, and Marketplace — so therapists work better.

Weight 300 · Line height 1.55 · Color: Ink Soft #3F4754

BODY · GEIST · LIGHT

Default body weight is 300 (Light). Use Geist Regular (400) only for emphasis inside body text, never as the default body weight.

Weight 300 default · 400 for emphasis · Tracking 0

EYEBROW · GEIST · MEDIUM · TRACKED

OPERATIONS · ALPHA

Weight 500 · Tracking +22% · Uppercase · Color: Sage Deep #4D6B5F

TECHNICAL · GEIST MONO

0x9d7e127A4fb606C1d92c9C29Bb04f1fF9319Cff6

Used for: addresses, IDs, code, technical readouts, tabular numerals

How Ayra *sounds*.

Direct. Editorial. Warm without being soft. We don't pitch — we describe. We never use the word "revolutionary." We don't shout. The italic sage accent is the most ornamental thing we do.

Voice principles

- Care that holds up. The brand line. Use it sparingly, when context calls for it.
- Standard, not disruption. We don't position against incumbents — we replace what should have been built.
- Show, then explain. Lead with a fact, a number, or a verified claim. Then add the meaning.
- Editorial italic accent. The italic sage-deep phrase is reserved for the part of the sentence that carries the emotional weight.

Do & don't

DO

"Care that arrives on time."

Anchored to a verifiable outcome. The italic carries the emotional payoff.

DON'T

"Revolutionizing mental health care with cutting-edge AI."

Cliché. Adjective-heavy. Carries no information.

DO

"75 active patients across 9 states. 97% retention."

Specific. Verifiable. The reader can audit it.

DON'T

"Trusted by clinicians nationwide."

Vague. Unverifiable. Trust is earned in specifics.

Words we use

Care · clinician · therapist · patient · pilot · architecture · standard · proof · live · verified · anchored

Words we avoid

Disruptive · revolutionary · cutting-edge · game-changing · synergy · solutions · stakeholders · paradigm

Need *something else?*

For brand questions, custom assets, partnership requests, or anything that touches the public-facing Ayra mark, reach the team directly.

DIRECT LINES

BRAND & DESIGN brand@ayrahealth.com

PRESS & MEDIA press@ayrahealth.com

INVESTORS investors@ayrahealth.com

SUPPORT support@ayrahealth.com

Asset downloads

The most current Ayra assets live at ayrahealth.com/press. Editorial coverage is free to use the wordmark in either ink-on-cream or cream-on-ink configurations.