

aerune

A little closer to wonder.

A Canadian point of view. Made for the everyday explorer.



Less between you and the moment.

AERUNE brings a quieter kind of ambition to personal flight.
Compact tools. Considered details. A view that feels your own.
Our identity takes its rhythm from the Pacific Northwest:
open water, soft light, evergreen forests and room to breathe.

VANCOUVER, CANADA

PERSONAL FLIGHT / MINI + ONE



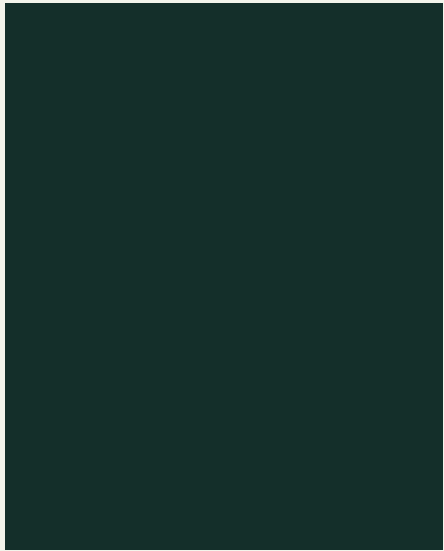
One continuous gesture. An open horizon.

Keep one symbol-height of clear space around the complete wordmark.

Minimum width: 120 px on screen, 32 mm in print. Keep the original proportions.

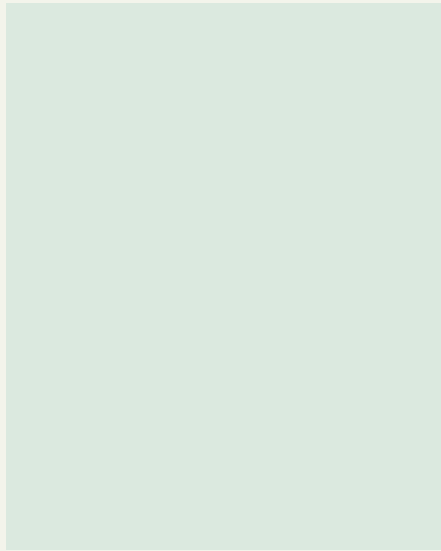
Use pine on light surfaces or a white reversal on dark imagery. Never add shadows.

A palette with a place in mind.



Pine

#142F2A



Glacier

#DBE9DF

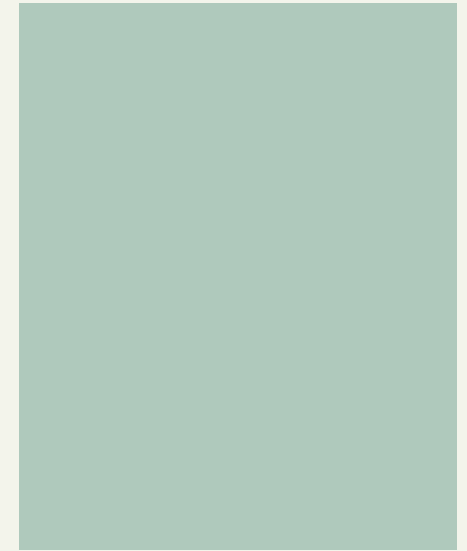
Chalk

#F3F4EB



Coral

#E77453



Mist

#AFC9BC

Pine anchors type. Glacier carries the story. Chalk gives products room.
Coral marks a useful action; mist supports quiet secondary surfaces.

Manrope

Quietly confident. Clearly human.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

0123456789 / ? ! & @

Display: 80 px / 1.0 / -0.03 em / weight 550

Section: 64 px / 1.06 / -0.04 em / weight 500

Body: 16–20 px / 1.6 / weight 400

Labels: 11 px / 1.3 / 0.08 em / uppercase

Manrope is open source. Font licence is included in the website source package.

Leave a little room for wonder.

Be specific. Speak with warmth. Let the product breathe.

Lead with what a person can see, feel or make.

Use short, useful sentences. Let technical detail earn its place.

SAY

Small enough for the everyday.

A little less to carry. A little more to see.

A northern point of view.



Natural light. Human scale. Restrained product details. Spacious compositions.



Packaging, printed matter and a compact flight case share a calm material language.

Movement with intention.

Entrance: a single curved mask reveals the first landscape.

Scroll: chapters unfold inside a stable frame, with gradual image movement.

Navigation: an expanding surface, followed by a short typographic stagger.

Feedback: useful, immediate and visually quiet.

Accessibility: reduced motion removes scrubbing and keeps every control usable.

Core timing: 220 ms feedback / 750 ms menu / 850 ms entrance.

Ease: power3.inOut. Touch scroll remains native. Three.js loads on request.



Everything belongs to the same story.

Editable SVG wordmark and symbol

Transparent PNG masters

Colour and typography tokens

Seven original image compositions

Astro website source and this brand guide

AERUNE / PRIX STUDIO / prix-studio.com