



AVE NATURA®

English language

Logo manual

The purpose is to define the basic elements of the logotype creating the elementary structure of the corporate identity of AVE NATURA.

- 01 Logo proportions
- 02 Corporate color system
- 03 Application on a background
- 04 Logo clearspace
- 05 Typography
- 06 Printed materials
- 07 Summary

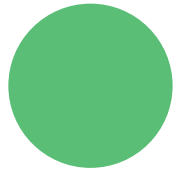
Welcome

Introduction

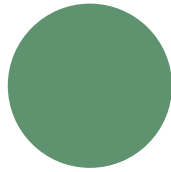
This document contains essential standards for legitimate use of the logotype in accordance with the existing AVE NATURA visual processing standard.

Its proper use is important for a professional look. If you need additional information, which are not included in this document, please contact the author.

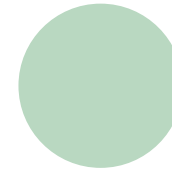




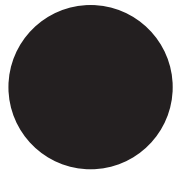
CMYK: 0. 64. 0. 73
HEX: 5ABE76
RGB: 90. 190. 118
PANTONE: 2256 C



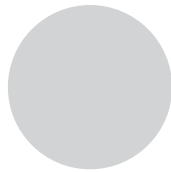
CMYK: 65. 25. 67. 6
HEX: 5F926E
RGB: 85. 146. 110
PANTONE: P 146-13 U



CMYK: 27. 4. 28. 0
HEX: B9D8C1
RGB: 185. 216. 193
PANTONE: P 136-2 C



CMYK: 0. 0. 0. 100
HEX: 231F20
RGB: 35. 51. 32
PANTONE: 20-0199 TPM



CMYK: 0. 0. 0. 20
HEX: D1D3D4
RGB: 209. 211. 212
PANTONE: 427 C



CMYK: 0. 0. 0. 5
HEX: F1F2F2
RGB: 241. 242. 242
PANTONE: P 179-1 C

Corporate color system

The color system represents the basic identification ability of the brand and completes the overall emotional perception.



In case of physical form of printed materials it is also possible to use metallic colors (gold, silver).

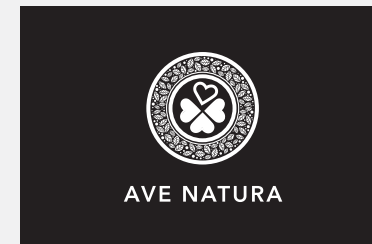
Application on a background

Use the logo only as it is shown above. Primary on white background.

● Basic logo display

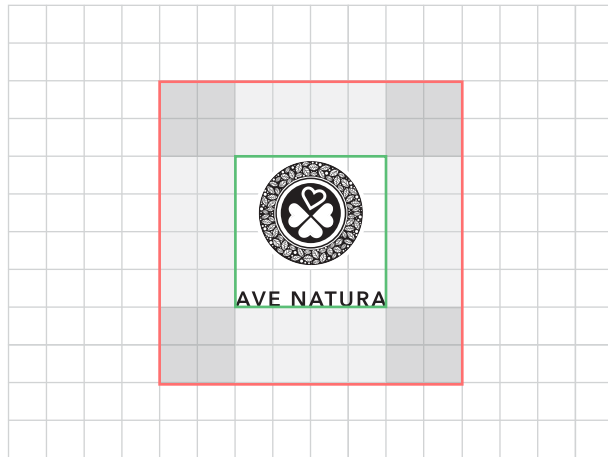


● Invert logo display



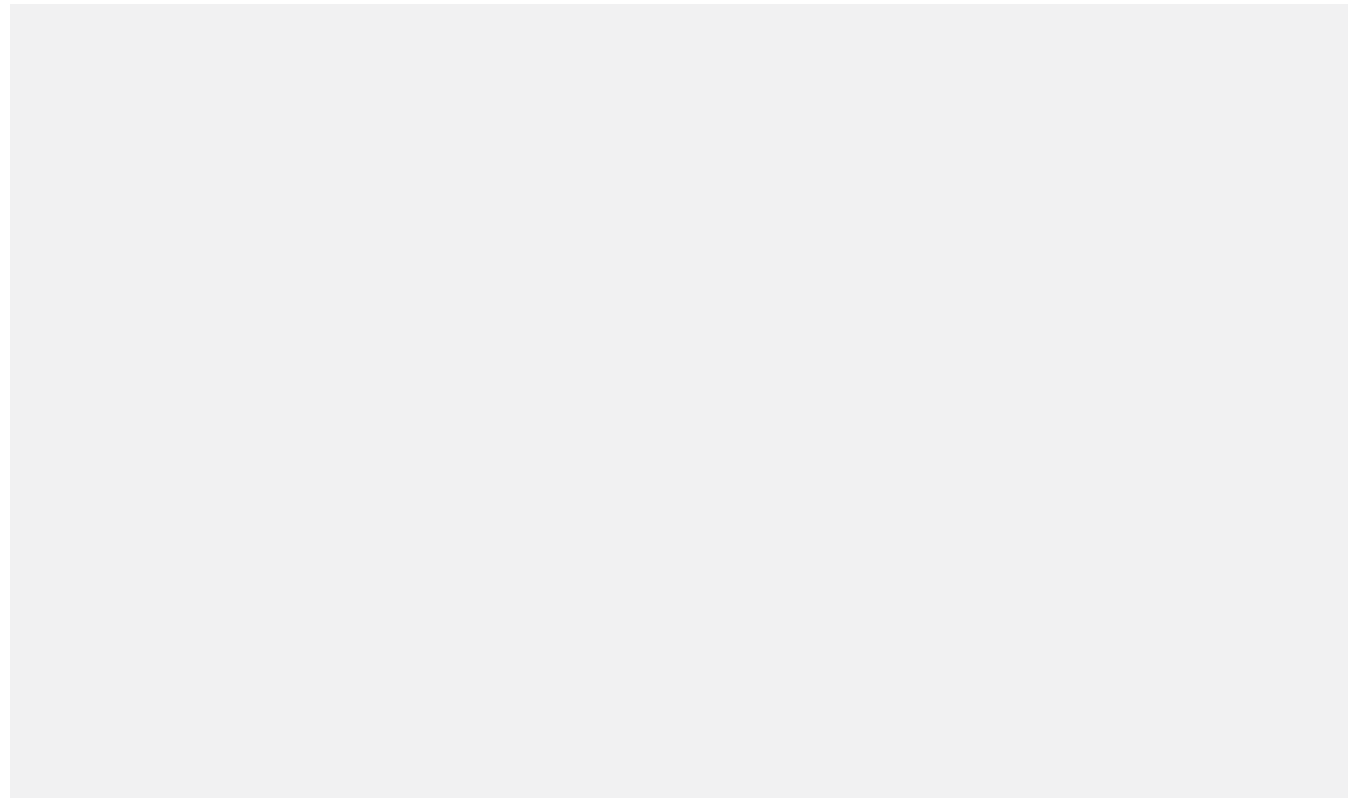
● Prohibited Uses

- special effects
- change in font
- change of color
- incorrect background
- deformation



Logo clearspace

The clearspace defines the minimum distance from the logo at which it is allowed to place text or other graphic objects. The unit of distance to keep the spacing is 0.25x the height or width of the logo in its basic display.



Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Papyrus

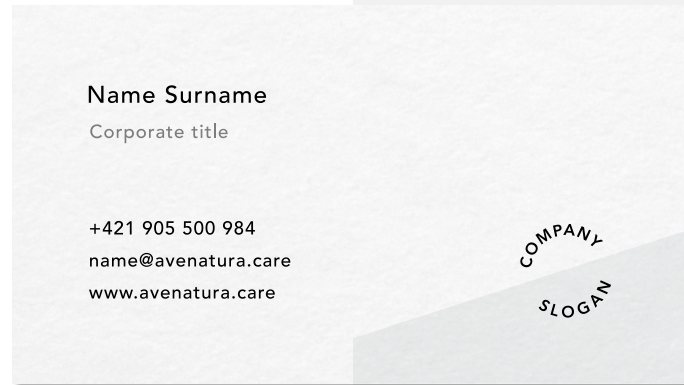
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Typography

The AVE NATURA brand respects within its identity the fonts shown above. We use the font called Avenir when working with the brand in digital form (license for commercial use). For the distinctive function, we use the Papyrus font in the packaging design.

* Only certain typefaces (Heavy, Medium, Book) are allowed within the *Avenir font*. Such a restriction does not apply for printed matter. In the case of lack of space on the packaging, it is possible to apply a condensed version marked as *Avenir Next Condensed*.



Printed materials | Business cards

The business card is designed for two-sided printing. Dimensions: 90 x 50 mm.

Summary

We believe that the correct use of the logotype will help in building your good image. When preparing graphics that are not included in this manual, please proceed so that the outputs are in harmony with those already defined.

Thank you

