

The logo features the word "AVIVA" in a bold, blue, sans-serif font. A red swoosh is positioned at the end of the word, starting under the 'V' and extending to the right under the 'A'.

AVIVA

AVIATION SUPPLY

IDENTITY GUIDELINES



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CORPORATE BASIC ELEMENTS

1.1 Corporate Word Mark

Brand Name

AVIVA

AVIATION SUPPLY



CORPORATE BASIC ELEMENTS

1.2 Corporate Logo

Single Icon / „AVIVA Wing“



AVIVA „Wing“





CORPORATE BASIC ELEMENTS

1.3 Corporate Logo Library

1.3.1.



1.3.2.



1.3.3.



1.3.2.

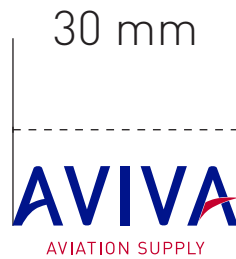




CORPORATE BASIC ELEMENTS

1.5 Sizing

Minimum Size / Word Mark Build / Clearspace





CORPORATE BASIC ELEMENTS

1.6 Colour Palette

Primary Colour Palette;

PANTONE 2738 C



PANTONE 200 C



Secondary Colour Palette:

PANTONE 421 C



BLACK





CORPORATE BASIC ELEMENTS

1.7 Corporate typefaces

DinPro Regular (Corporate Standard Font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

DinPro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789