

BRAND MANUAL 2019



Avense

Colors

Main Blue Color

HEX: 256DF6

RGB: 37, 109, 246

Secondary Blue Color

HEX: B9D0FF

RGB: 185, 208, 255

Logo Design



Main Logo

The default logo to be used. Should be aligned with proper spacing around, and the bottom margin should at least be +11% of the total logo height, since the sticky part of the circle should not be included in the margin calculation.



Logo Design



Centered Logo

Used when the styling of a layout is centered elements, or when enough space is not provided for the main logo to be used.



Logo Design



Small Logo

Used for small widths when the brand Avense has already been presented in the layout. May be used in combination with the main or centered logo.



Typography

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ

abcdefghijklmnopqrstuvwxyz

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ

abcdefghijklmnopqrstuvwxyz

