

Note!  
The globe is gone!



**aiven**

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Visual Guidelines  
May 2020 - Rules Update

## Logo

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The two elements of the logo are arranged in a fixed proportion and design. Logos must be taken from the original image file provided.

Using the crab without the logotype is allowed.

Using the type without the crab is not preferable.



The vertical design is not preferable and used only when the horizontal version is not possible, or when filling a vast area.



# Logo & Protection Zone

## Master

The master logo is the primary element of our identity and should be featured in all communications. It is very, very important that the logo is not changed, added to, skewed or distorted in any way.



## Master Logo protection area:

This area of separation (or padding) is a minimum and should be increased wherever possible. It equals the same as the height of the letters.



## Vertical

The vertical version of our logo can be used when the space requires it or to cover a vast square/circle area



## Vertical Logo protection area:

Minimum spacing is the same as the height of the letters



## Logo Usage

To maintain consistency, the logo must be used exactly as it appears in the files provided. The logo may be scaled proportionately to fit a given design, but it must not be altered in any other way.

Creating any other variations dilutes the identity and confuses audiences. Please note, that these rules apply to both versions of the logo.

Note!

*The eyes are always the same now!*



Below are examples of proper use in color situations.



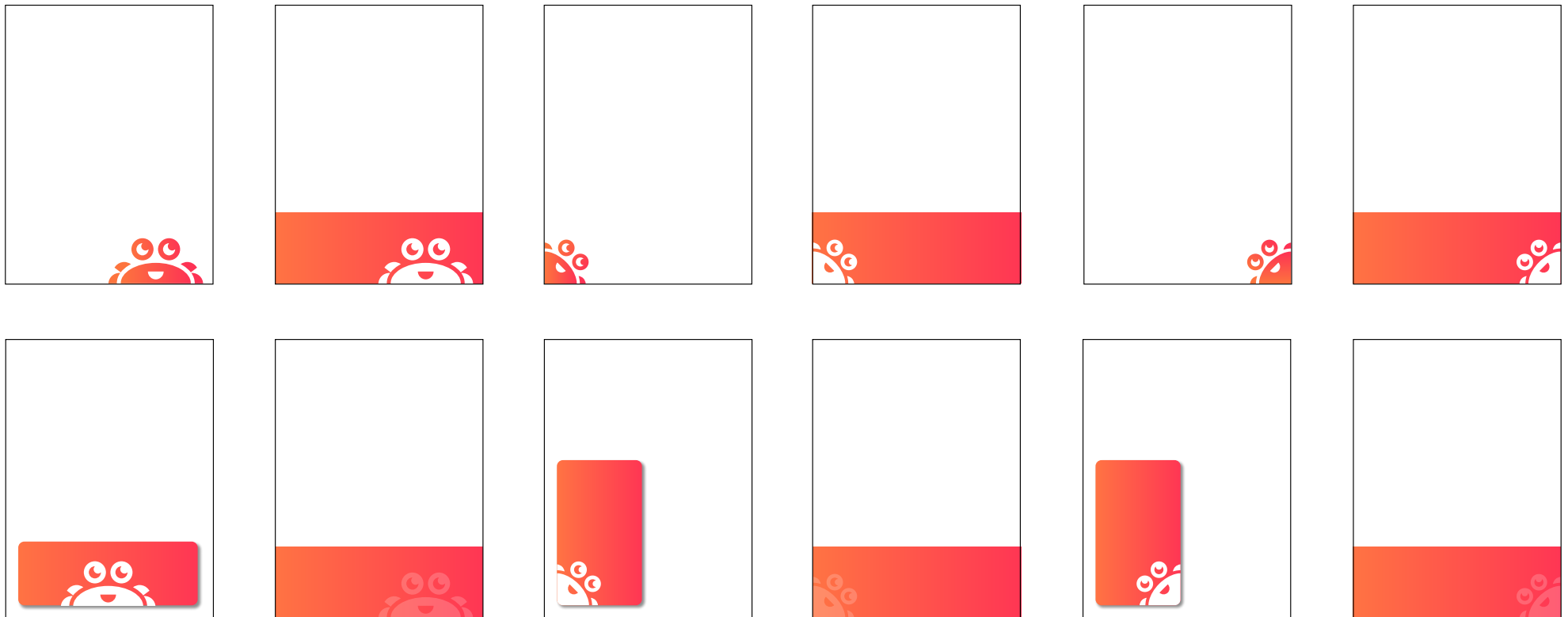
## Logo Usage: DON'Ts

1. Do not stretch or skew the logo in anyway.
2. Do not rotate the logo.
3. Do not add embellishments like drop-shadows to the logo.
4. Do not sit the logo on a clashing background color.
5. Do not set the logo in other colors and avoid placing it on color blocks that are not primary Aiven colors or our gradients
6. Do not recreate the logo using a different typeface.



# Crabby Accents

Crabby likes to be involved. Use our half or corner crab as an accent or watermark in any of your Aiven designs. The half crab should always be used at the edge or corner of a page or element. Maximum once per page, crabby likes to be involved, but crabby is not a stalker.



# Typography

Fonts are an important element of our corporate identity. They are used in business documentation, advertising and other branded products.

## Ubuntu: headline

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Ubuntu Web Weight: 300 Font Style: normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Ubuntu Web Weight: 400 Font Style: regular
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Ubuntu Web Weight: 500 Font Style: medium
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Ubuntu Web Weight: 700 Font Style: bold

## Source Sans Pro: Copy

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Ubuntu Web Weight: X00 Font Style: light
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Ubuntu Web Weight: X00 Font Style: regular
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Ubuntu Web Weight: XXX Font Style: SemiBold
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Ubuntu Web Weight: XXX Font Style: bold

# Typography Web

For making website elements, use these sizes and do not deviate. This is in the document particularly for quick reference by team members who will be assisting with landing pages or other web-based WYSIWYG editors.

## Ubuntu

H1

72 size  
72 line spcing

H2

48 size  
55 line spcing

H3

32 size  
37 line spcing

H4

24 size  
28 line spcing

Large  
Button

20 size  
always one line

Small Button

14 size  
always one line

## Source sand pro

Body 1

16 size  
24 line spcing

Body 2

14 size  
20 line spcing

Caption

12 size  
16 line spcing

**OVERLINE**

10 size  
16 line spcing  
ALL CAPS

Body Big

20 size  
24 line spcing



# Colors and Gradient

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Color plays a central role in communicating our brand. Always use the palette outlined below and apply it to any communications material, e.g. in typography, graphic elements etc.



## Aiven Coral

HEX #FF3554

RGB 239, 60, 87

CMYK: Coming Soon

PMS 1785 C



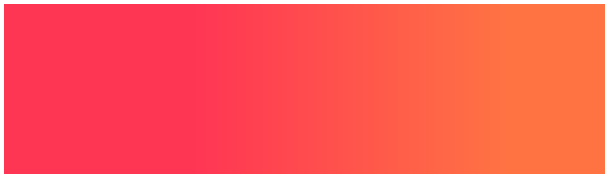
## Aiven Carrot

HEX #ff7343

RGB 243, 115, 70

CMYK: Coming soon

PMS 16-1361 TPG Carrot



## Aiven Gradient

From: Coral

To: Carrot



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