aiven

Visual Guidelines

July 2021 - Rules Update

Brand Colors and Gradient

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.

Core Colors

Aiven Coral
HEX #FF3554
RGB 255, 53, 84
CMYK: 00, 92, 60, 00
Pantone: 1785 C

Aiven Orange
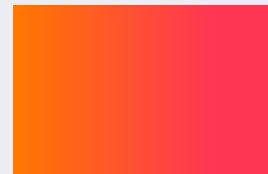HEX #FF7700
RGB 255, 119, 0
CMYK: 00, 58, 100, 00
Pantone: 2018C

Aiven Yellow
HEX #FFB719
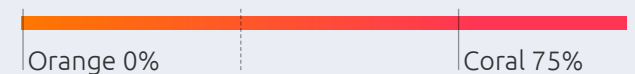RGB 255, 183, 25
CMYK: 00, 31, 98, 00
Pantone: 1235 C

Aiven Gradient
From: Orange
To: Coral
Use specific color location when possible

Orange 0%   Coral 75%

Logo

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 allowed.

Aiven employees can find all our logos **here.** External contributers and the media can find Aiven logos in our press room **here.**

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 extremely 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.

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. Only once per page, and try not to use Crabby too frequently. Crabby likes to be involved, but crabby is not a stalker.
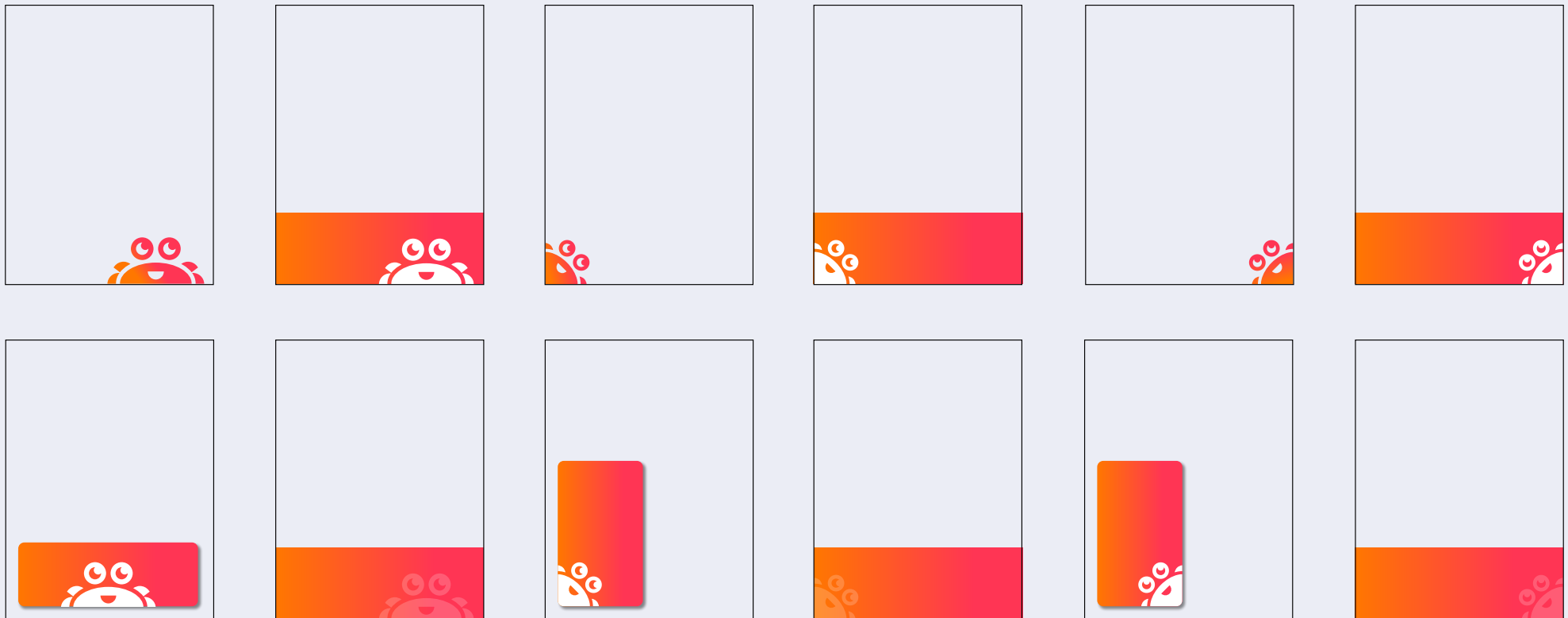
Co-Branding

Use this implementation for co- branding.

Always monochrome logos to give neither company dominance and prevent visual competition between colors.

How to co - brand

Other Logos

We have other official logos for Aiven and Aiven programs that should be treated with all the same rules as the Aiven logo, with the following unique rules.

1x

1x **Cluster** 1x
Aiven Startup Program

1x

1x

1x aiven 1x
CONSOLE

1x

1x

1x aiven 1x
DEVELOPER

1x