



aiven

Visual Guidelines

June 2022 - 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



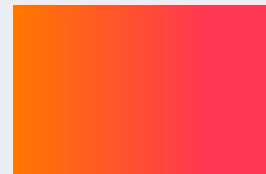
Aiven Yellow

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



Logo

The Aiven logo consists of 2 elements, the **Crabby mark** and the **logotype**. The 2 elements are arranged in a fixed proportion and position. Logos must be taken from the original image file provided.

Using the Crabby mark without the logotype is allowed in specific situations outlined in this guide.

Using the type without the crab is not allowed.

Aiven employees can find all our logos [here](#).
External contributors 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 version and size usage

Horizontal (preferred logo)

The 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.



Vertical

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



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.



Logo minimum size

Aiven Logos must be at least 90 pixels wide in digital spaces and 20mm wide in printed materials. (printed at 300dpi)



90px in digital
20mm in print



90px in digital
20mm in print



90px in digital
20mm in print

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. This includes any approved use of the Crabby.

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



Here are examples of proper use in color situations.



Normal logo on light solid colors



White logo on gradients



Black logo on grey backgrounds



White logo on multicolor and dark photos



White logo on dark grey backgrounds



White logo on solid colors



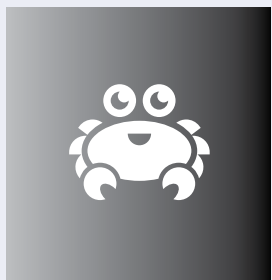
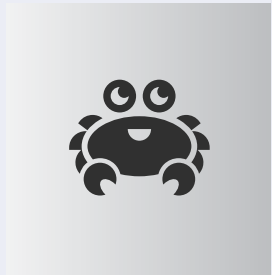
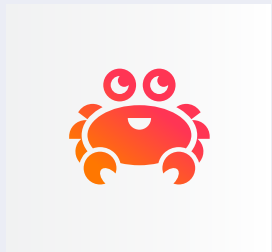
White logo on darkened photos



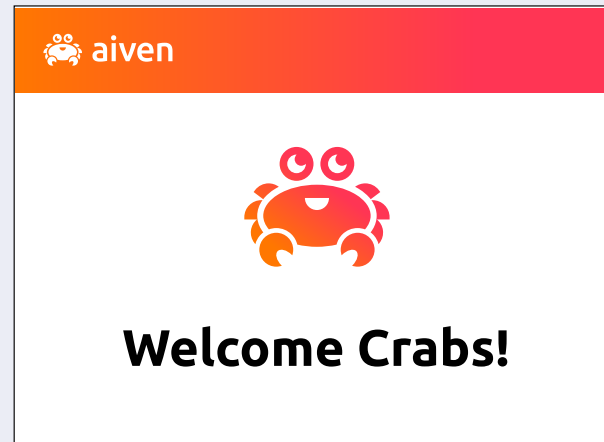
Normal logo with white text on black backgrounds. Also allowed on our art style's dark blue when done by designers

Crabby Usage

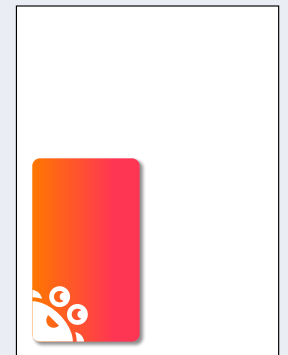
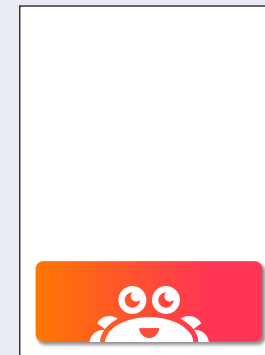
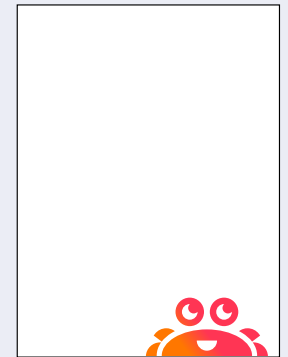
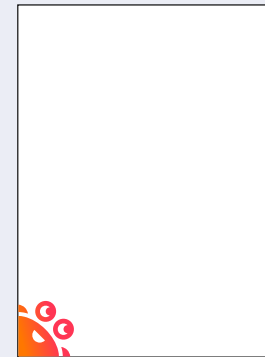
Like the logo, consistency with our crabby mark is very important. Please be sure you are using the correct and unmodified crabby mark and only using it in approved ways.



Crabby can be used in internal coms and presentations that are clearly branded with the full Aiven logo before any appearance of Crabby by it's self.

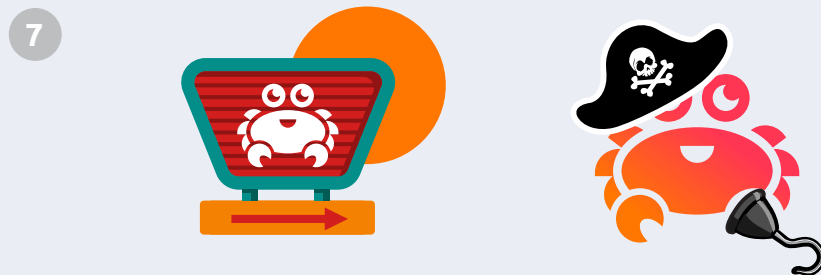


Use our half or corner crab as an accent in any of your Aiven materials. The half crab should always be used at the edge or corner of a page or element. Only once per page, and try not to use Crabby too frequently.



Logo Usage: DON'Ts

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



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



Console and Developer Logos

We have logo variants for Console and Developer Portal. These logos should be treated with all the same rules as the Aiven logo, with the following unique spacing guide.



Aiven Pride Logo and Crabby

Logo primary use

During pride month, the Aiven Pride Logo should be used in visible digital locations as the primary logo. Places like social media, different websites, and digital products.



Pride Crabby

Pride Crabby should be used to express support of Pride in a more personal and ad hoc use. Slides, internal use and stickers on your laptop are some great examples.

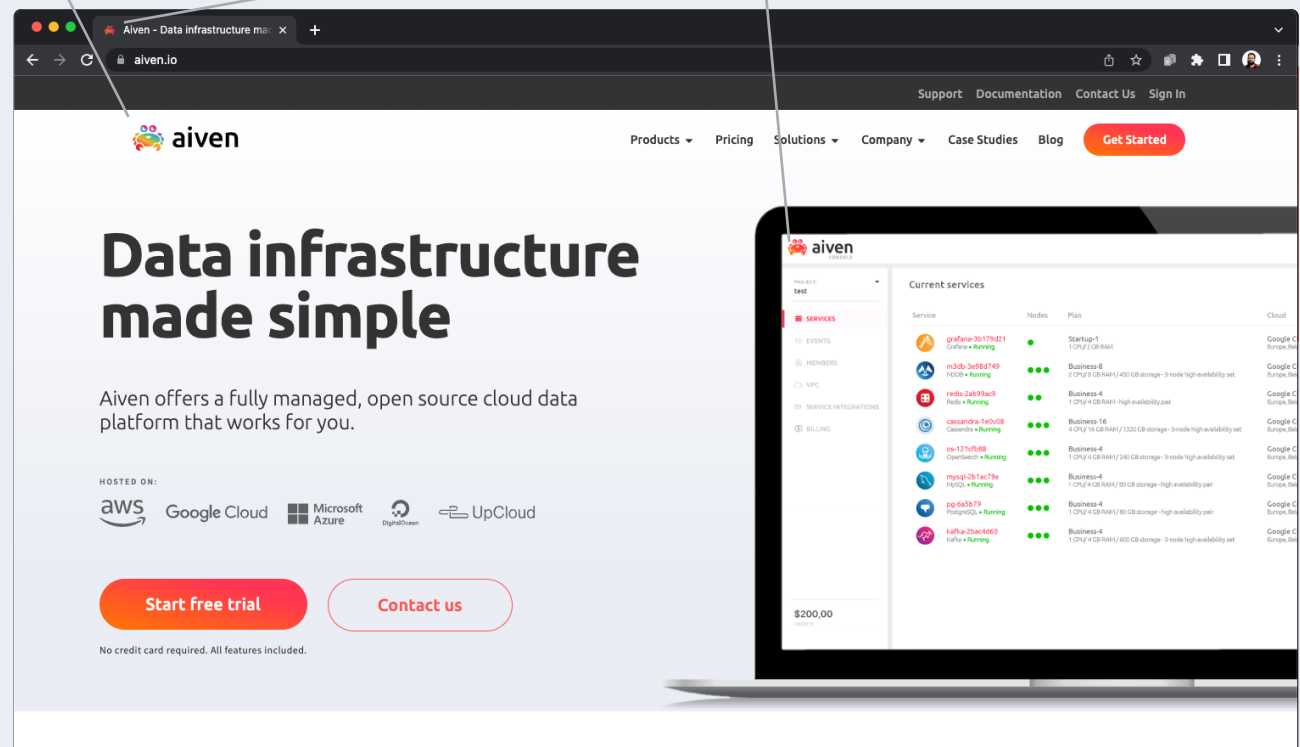


Note

Respectfully supporting Pride is about restraint and logic. If the intended use of a logo is not the first or primary instance of our logo, it's probably not necessary.

These locations do not need the Pride variant. Even tho the actual console does have the Pride logo during this time, the mock-up of console doesn't need to change, nor does the logo in our advertisements or posts unless that post is otherwise about Pride.

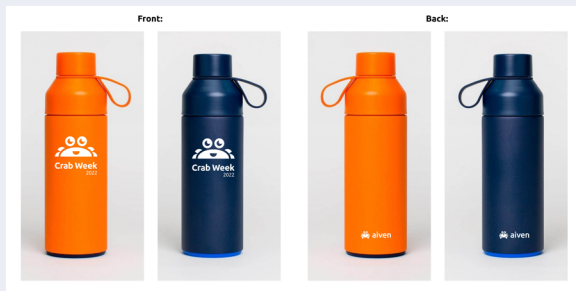
This is the primary instance



Swag

Brand colors

Swag items need to represent Aiven's look and feel. With a wide range of items and garment choice, the best way to do this is with on brand color choices. The item or the printing on the item need to follow the colors in these guidelines as closely as production will allow.



Sustainability

Aiven garments and other products are selected with sustainable vendors or models. Additionally we make efforts to avoid items that are traditionally wasteful, disposable, or difficult to recycle.

Orange

Due to the challenges and mixed quality you get when producing gradient prints on products, we use a solid orange variant of our logo in most swag prints.



Aiven logo

We try to use our full logo in swag as much as possible. However, in some special instances, swag can have the half crab logo, or only the “aiven” logo text. Additionally our shirts have the “sunset” variant of the logo.



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 Light Web Weight: 300
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:;?!"\$%&*)	Ubuntu Regular Web Weight: 400
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:;?!"\$%&*)	Ubuntu Medium Web Weight: 500
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:;?!"\$%&*)	Ubuntu Bold Web Weight: 700

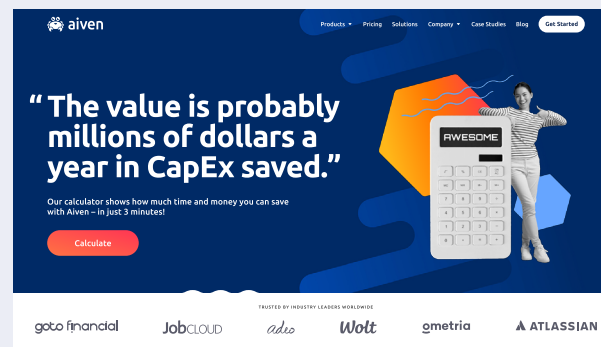
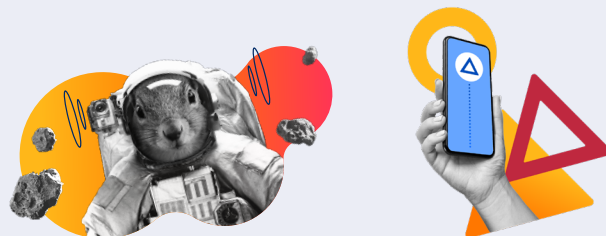
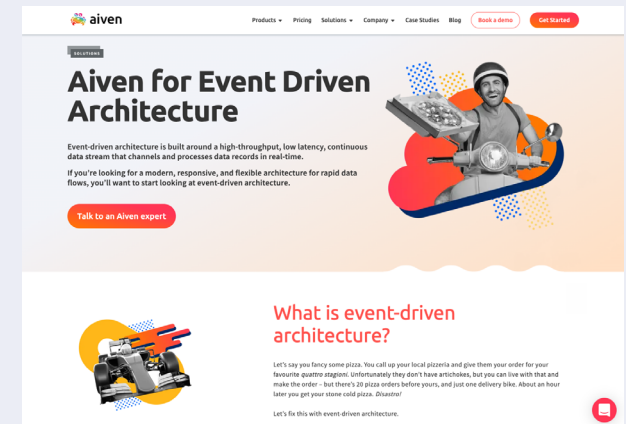
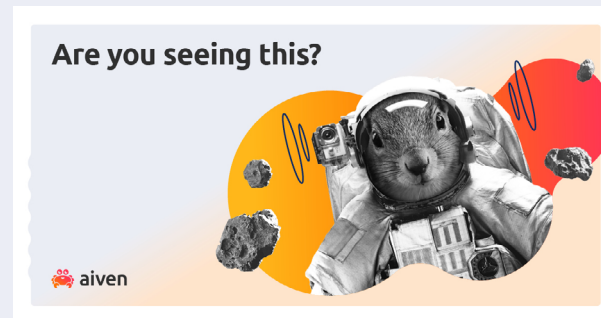
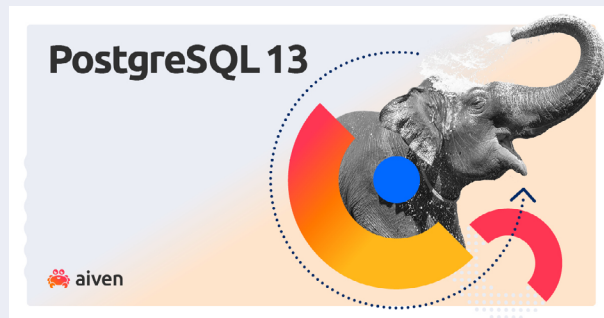
Source Sans Pro: Copy

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:;?!"\$%&*)	Source Sans Pro Light Web Weight: 300
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:;?!"\$%&*)	Source Sans Pro Regular Web Weight: 400
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:;?!"\$%&*)	Source Sans Pro SemiBold Web Weight: 600
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:;?!"\$%&*)	Source Sans Bold Web Weight: 700
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:;?!"\$%&*)	Source Sans Pro Black Web Weight: 900

Visual Style

Aiven's unique art style is designed to stand out. It differentiates us in a saturated market and should be used in media and ads distributed to the public. If you need something designed in Aiven's art style please fill out a [Marketing Support Request](#).

If you are an external contributor to design, request the art style guide and assets from [Marja Suuronen](#) or [Cassel Moschetto](#)





aiven