



aiven

Visual Guidelines

May 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



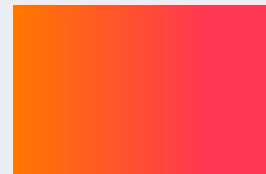
Aiven Yellow

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 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 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 & 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



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.



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

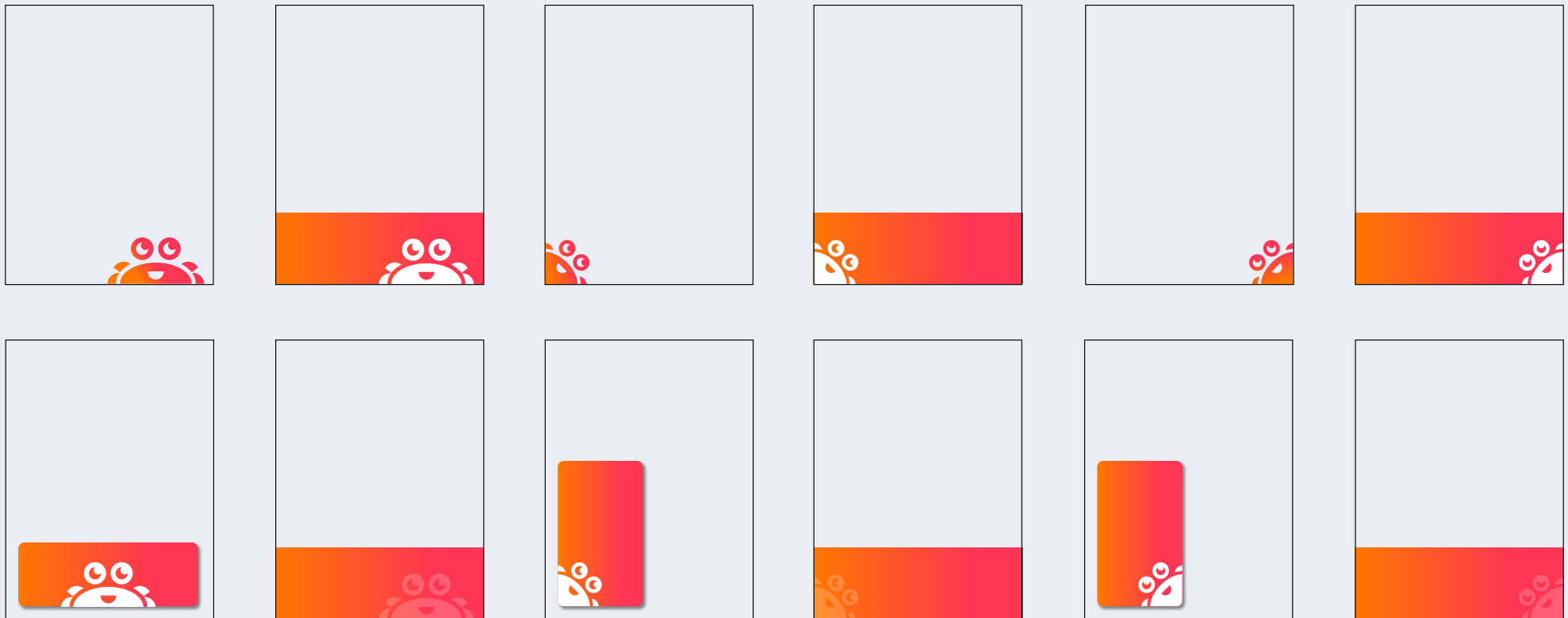
Logo Usage: DON'Ts

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 that should be treated with all the same rules as the Aiven logo, with the following unique spacing guide.



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

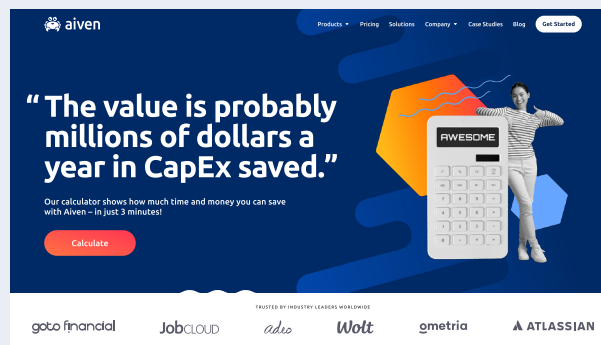
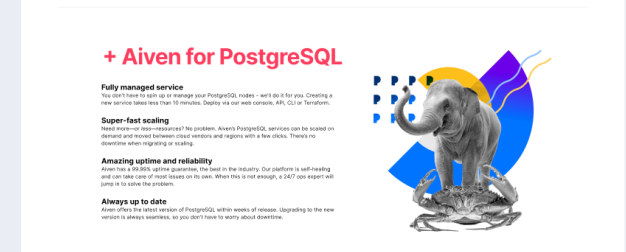
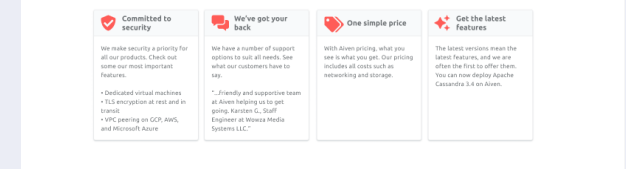
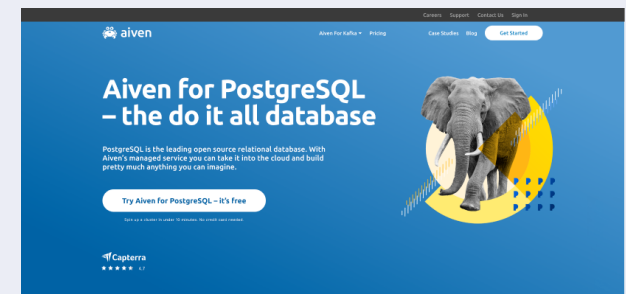
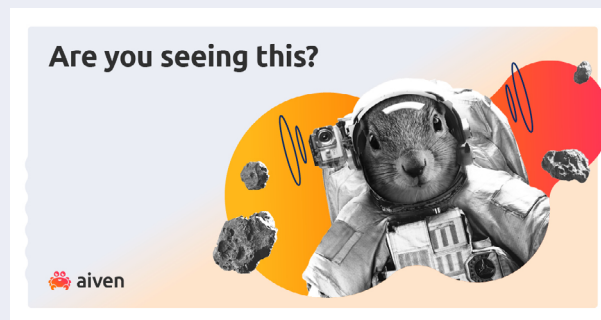
Source Sans Pro: Copy

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 guild and assets from **Marja Suuronen** or **Cassel Moschetto**





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