

Corporate Design-Manual

Guidelines and Application Examples

The logo consists of a dark blue rounded square containing the letters 'AV' in white. Below this square is an orange rounded rectangle containing the word 'comparatives' in white. The entire graphic is set against a white background that transitions into an orange background at the bottom of the page.

AV

comparatives



Contents

The Logo	4 – 5
Use of the Logo in Partner-Publications	6 – 7
The Logo for Different Reproduction Technique	8 – 9
Typeface	10
Color scales	11
Impressum	12

The Logo

From business cards and brochures to software packaging, a wide variety of media but just one Logo.

Modern design and high plasticity are key aspects in the Logo appearance.

Please follow these guidelines when using the Logo:

1. The shape of the Logo design is precisely defined and unchangeable in its proportions.
2. In 4-Color-Printing, the Logo is always printed with its shine and shadow effects
3. If 4-Color printing is not available, please apply the guidelines from Chapter „The Logo for Different Reproduction Techniques“.





The Use of the Logo in Partner-Publications

In order for the image of AV-Comparatives to be consistently represented please apply the following rules.

1. A distance of 20% of the Logo width is required between the logo and any other elements.
2. The Logo should not be covered by any other design elements.
3. The Logo should not be scaled to less than 10mm width and height.



The Logo for Different Reproduction Techniques

In order to achieve optimal performance and effect of the brand image there are some rules to follow for different typographic requirements.

1. 4-Color-printing:
The Logo will be printed with its shine and shadow effects in order to obtain an impression of high plasticity.

Color Scale: Euroscale
2. 4-Color-Printing:
If the media does not allow the shine and shadow effect, or the result would be of poor quality, the flat-looking version of the Logo may be used.
3. 1-Color-Printing:
The above rules apply as well to 1-Color-Printing.



Shine and Shadow



Flat





The Typeface

Besides the Logo, the typeface is another component of the corporate design of AV-Comparatives. ITC Officina Sans is used as a typeface for all printed materials such as brochures, advertisements, posters, aso.

This typeface's elegance and poise reflects the AV-Comparatives brand quality.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec erat enim, eget interdum massa. Morbi at metus sit amet mi vehicula vulputate id id justo. Quisque eget nunc vel arcu tincidunt commodo. Vestibulum gravida sagittis neque in placerat. Vivamus mauris quam, molestie ornare dictum elementum, luctus vel dui.

Suspendisse dapibus, sem ac porta pharetra, dui eros hendrerit sem, eget lacinia felis ligula et tortor. Quisque a odio purus. Praesent pretium nunc eu augue imperdiet non aliquet leo tristique. Nunc vestibulum nisl in arcu varius pharetra. In hac habitasse platea dictumst. Sed lacinia sollicitudin erat, ut sollicitudin urna dignissim ac. Morbi ultrices metus vel felis interdum bibendum.

Aliquam massa quam, malesuada nec pharetra non, varius vel libero. Pellentesque dignissim ultrices suscipit. Nunc dui lacus, varius at placerat non, facilisis vitae libero. Aenean in arcu augue. Vestibulum imperdiet tincidunt lacinia. Proin euismod condimentum diam, at molestie lacus euismod eu. Maecenas egestas tortor diam.

The Color Scale

The inks are defined according to the Pantone color system. If Pantone colors are not available, they are still to be considered as reference. The table below contains the corresponding color names and codes in the standard color scales.



Pantone
Orange 021

CMYK
0/50/90/0

HKS
6 K



Pantone
276

CMYK
100/100/30/50

HKS
38 K

Impressum

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