Avia Solutions Group
Arena

🖥 DIGITAL / SCREEN
STYLE GUIDE

Avia Solutions Group
Arena

for light backgrounds

Avia Solutions Group
Arena

for dark backgrounds

Avia Solutions Group Arena

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Logotype usage

DON'T:

1. Scale the logo unproportionally

2. Place the coloured logo on similar color background

3. Change logo's orientation

4. Place the logo on complex background

5. Remove any elements

6. Change color of the logo

7. Make alterations, additions or substitutions to any elements of the logo

8. Add extraneous effects to the logo, including, but not limited to: bevel and emboss, shadow, stroke, gradient overlay, glow.
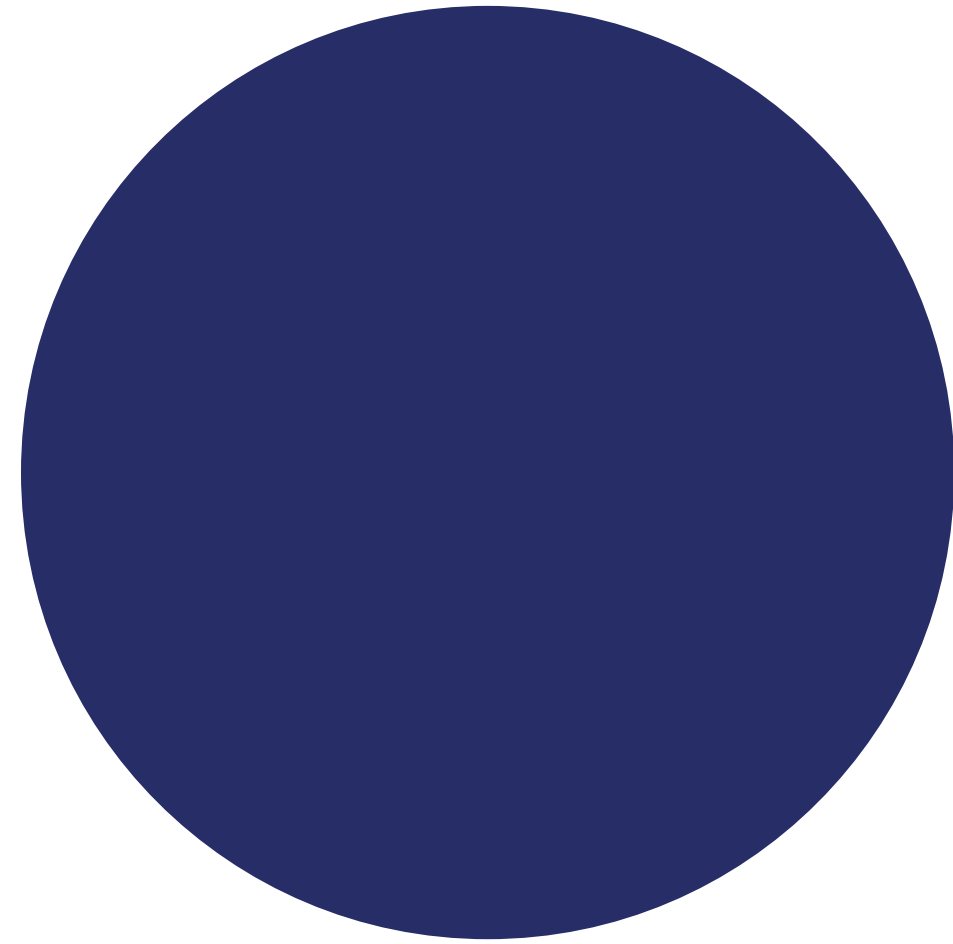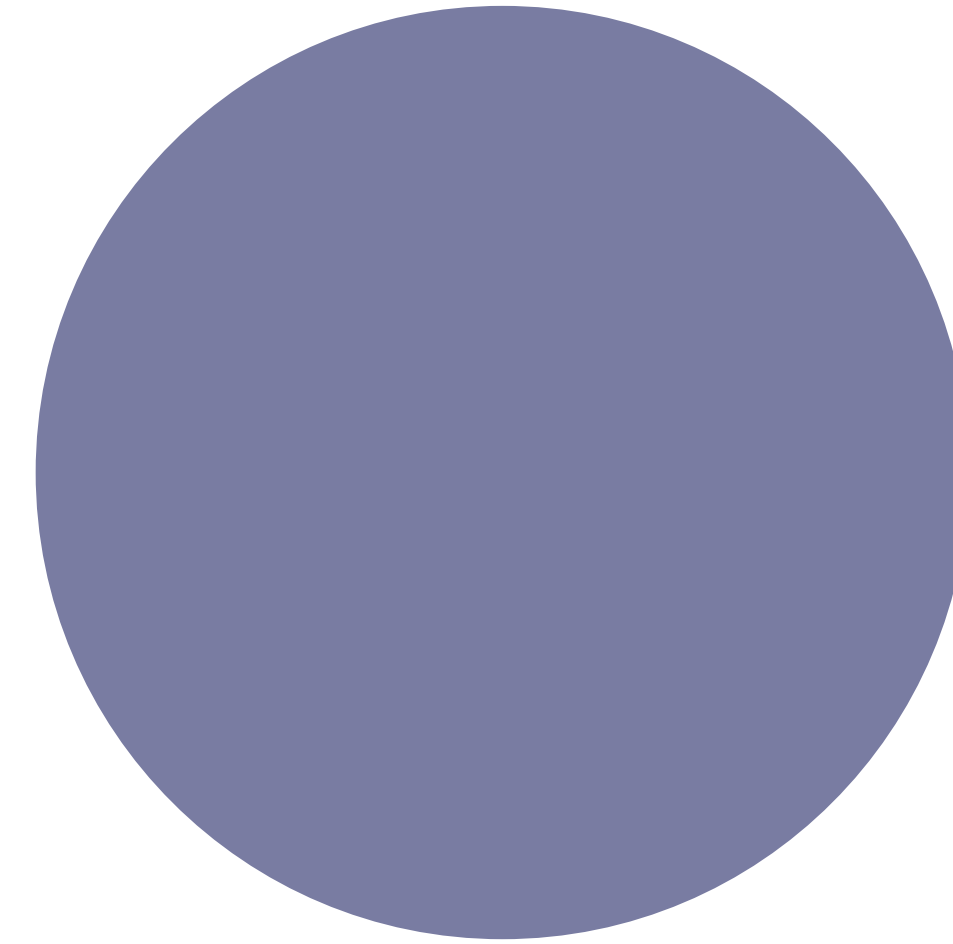

1

2

3

4

5

6

7

8

Colors

R: 39
G: 45
B: 103

HEX: 272d67

R: 121
G: 124
B: 162

HEX: 797ca2

Special logo

Typography

Ubuntu Bold
Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

12345
67890
.,:()|

Ubuntu Regular
Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

12345
67890
.,:()|

Main (primary) typeface
To be used for all headings and sub-headings, body text.

Arial Bold
Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

12345
67890
.,:()|

Arial Regular
Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

12345
67890
.,:()|

Secondary typeface
To be used for small body text, system applications.