Avia Solutions Group
Arena

🖨 PRINT
STYLE GUIDE

for light backgrounds

for dark backgrounds

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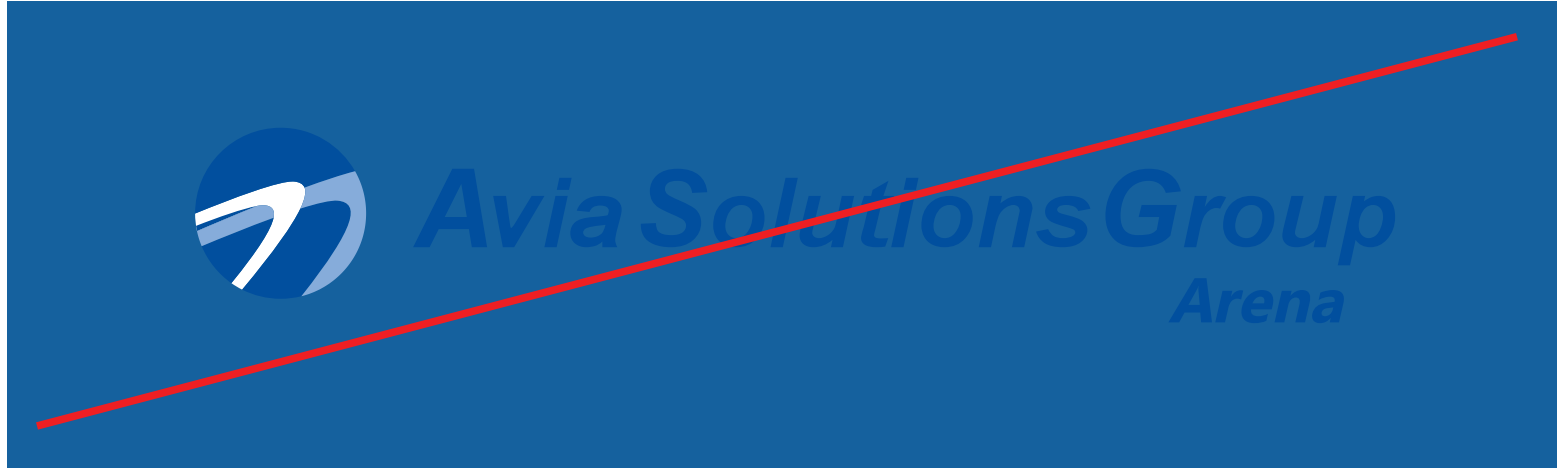Logotypes can be used for **Print only**

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

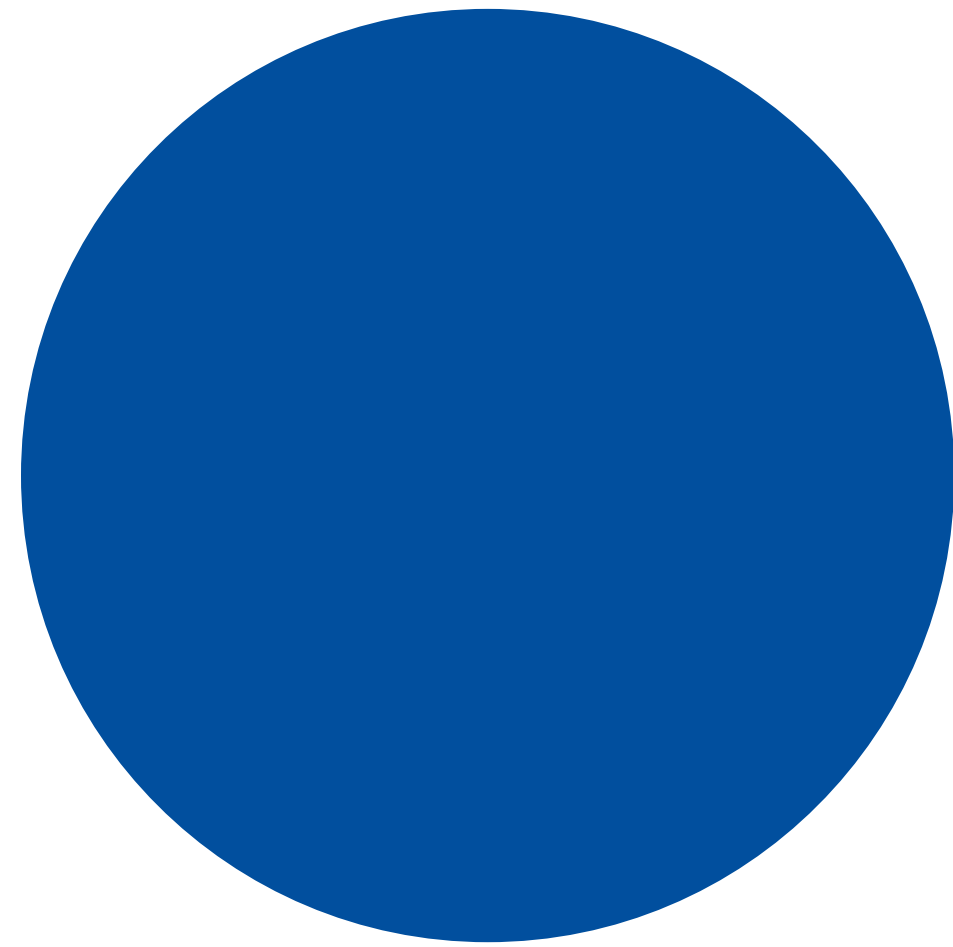4

5

6

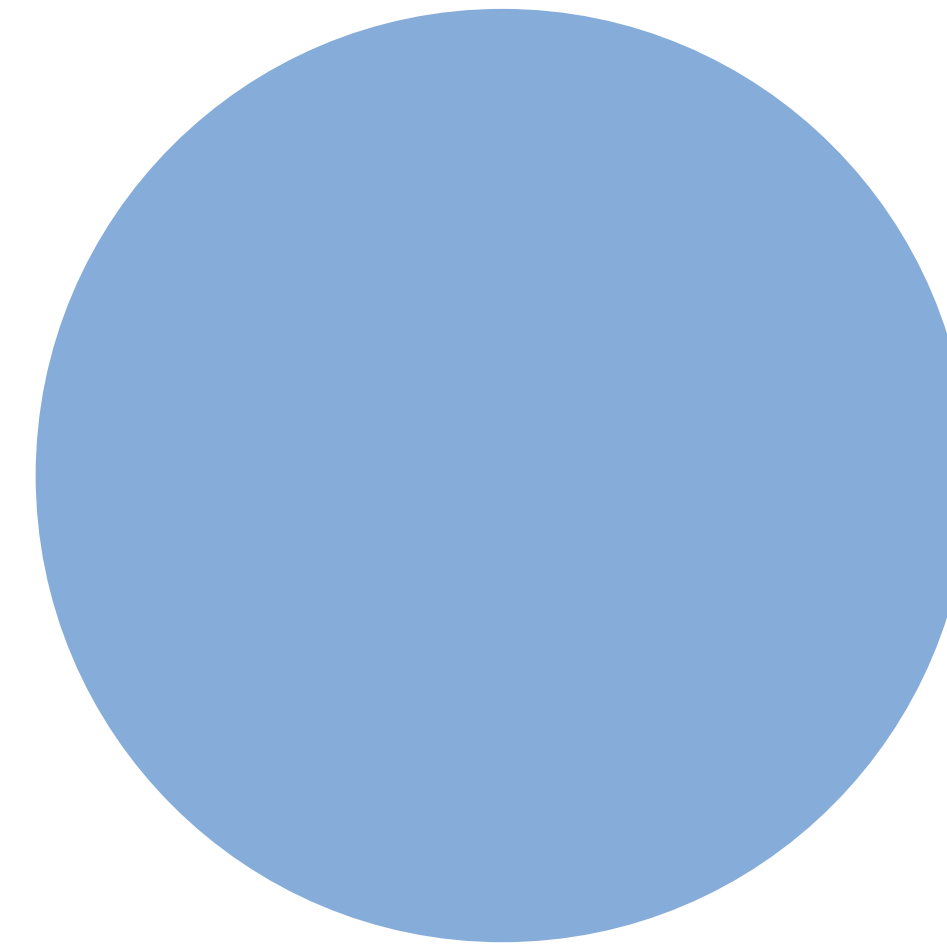
7

8

Colors

Pantone 2747C

C: 100   R: 0
M: 75   G: 79
Y: 0   B: 157
K: 6

HEX: 004f9d

Pantone 279C

C: 46   R: 135
M: 23   G: 173
Y: 0   B: 219
K: 0

HEX: 87addb

Typography

Aa

Ubuntu Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

12345
67890
.,:()|

Aa

Arial Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

12345
67890
.,:()|

Aa

Ubuntu Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

12345
67890
.,:()|

Aa

Arial Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

12345
67890
.,:()|

Main (primary) typeface

To be used for all headings and sub-headings, body text.

Secondary typeface

To be used for small body text, system applications.