



Brand Guidelines

Logo Manual

Version 01, January 26, 2023

Aiviro Logo

Meet our new logo.

The main Aiviro logo
is a combination of Aiviro
logomark and Aiviro text.

[Download logo set](#)

ZIP file



Aiviro logo – basic version
full colour

Logo Colours

Main colour is Aiviro Blue.

We use full colour version as a standard.
On white background when it is possible.
Full colour version can be used on background with maximum 15% colour.

We use one colour version when background is covered by more than 15% of colour.



Basic full colour version
White Background or \leq 15% colour



Aiviro Blue
RGB 51-35-131
HEX #332383
CMYK 98 / 98 / 8 / 0
Pantone 2735



RGB 150-212-230
HEX #96D4E6
CMYK 44 / 0 / 10 / 0
Pantone 636



One colour version
Background 0 – 60% colour



Aiviro Blue
RGB 51-35-131
HEX #332383
CMYK 98 / 98 / 8 / 0
Pantone 2735

Gray Colour

If colours are limited.

The world is not black and white.
But sometimes we need it.

Keep contrast $\geq 30\%$.



Gray colour version
Only White Background



RGB 26-26-26
HEX #1A1A1A
CMYK 0 / 0 / 0 / 90



RGB 153-153-153
HEX #999999
CMYK 0 / 0 / 0 / 40



Black version
Background Black 0 – 60%



RGB 0-0-0
HEX #000000
CMYK 0 / 0 / 0 / 100

Dark Back- ground

Logo on a dark backgrounds.

Inverse basic full colour version can be used on Aiviro colour backgrounds.

If the background has any other colour we use Aiviro one colour version.

Keep contrast $\geq 30\%$.



RGB 255-255-255
HEX #FFFFFF
CMYK 0 / 0 / 0 / 0



RGB 150-212-230
HEX #96D4E6
CMYK 44 / 0 / 10 / 0
Pantone 636

Inverse colour version

Aiviro Blue, DarkBlue, MediumBlue, LightBlue background



RGB 255-255-255
HEX #FFFFFF
CMYK 0 / 0 / 0 / 0

White version

Black 50 – 100% background



Gray version

Gray 0 – 60% background



RGB 26-26-26
HEX #1A1A1A
CMYK 0 / 0 / 0 / 90



White version

Gray 50 – 100% background



RGB 255-255-255
HEX #FFFFFF
CMYK 0 / 0 / 0 / 0



Logo Symbol

Aiviro logomark (Aiviro symbol)

We call the logomark “A-shape” or “Aiviro symbol”. It can be used as a symbol without Aiviro text if the basic logo or brand is used in the same document.

[Download logo symbol set](#)

ZIP file



Aiviro symbol
full colour

Minimal Size

**Keep the logo always
visible and clear.**

Print
width 15 mm

Web/App
width 40 px



width \geq
15 mm / 40 px



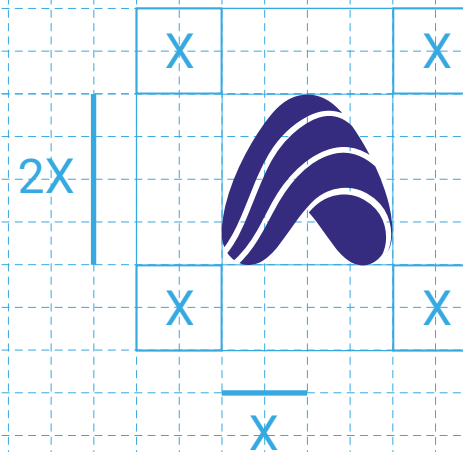
width \geq
5 mm / 16 px

Clear Space

On all sides, no matter where the logo is applied.

The minimum spacing requirement is X size and should always be used when placing the primary or sub-brand logos into a design.

The logo should be at least 15 mm / 40px in width.



X = minimum clear space

Logo Parts

Different parts of Aiviro logo.

In its most basic, the parts of the logo must include a brand name and a graphic representation, such as a logomark, that somehow identifies or visually highlights that brand.

Logomark (symbol)
Can be used alone, without typographic part.

Brandname
It must not be used alone, without symbol.

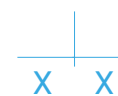


Logomark foot
It is an integral part of the logo symbol and subject to 30% contrast rules when using the logo on a background other than white.

Tagline (slogan)
In some cases can complement the basic onelogo shape.



Naši roboti milují
rutinní práci na počítači



Don't do it

Avoid...

The Aiviro logo should not be altered. These logo standards apply for all content, including cobranding and partnerships.

Keep contrast $\geq 30\%$ for the logo and a background.



Do not distort



Do not tilt



Do not change the proportions



Do not alter the colours



Do not rotate



Do not use a shadow effect



Do not skew



Do not use a mirror effect



Do not bend



Do not outline



Do not put on similar/busy background



Avoid low contrast
(All logo parts require min. 30% contrast)



Do not alter the colours



Do not alter the colours



Keep min. 30% contrast



Keep min. 30% contrast

Aiviro Colours

Primary and secondary

Primary Aiviro logo
colour is Aiviro Blue.

Blue
R51
G35
B131
HEX #332383

CMYK
98-98-8-0

Pantone 2735



DarkBlue
R36
G34
B78
HEX #24224E

CMYK
100/97/32/34

Pantone 274



MediumBlue
R79
G70
B150
HEX #4F4696

CMYK
82/80/0/0

Pantone 266 (7671)



LightBlue
R114
G116
B181
HEX #7274B5

CMYK
63/56/0/0

Pantone 272



IceBlue
R85
G195
B235
HEX #55C3EB

CMYK
62/0/4/0

Pantone 2985 (305)



Typo graphy

Our typography is easy to use as we are. We focus on standards to maximize an impact across all applications while keeping it easy to read, ownable, and highly recognizable. We use Roboto.

Aa

Roboto Regular

Roboto Regular

abcdefghijklmnopqrstuvwyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}[]:;'<>
/?"\\!\$±`~©®£øΣ≈÷€...

Download Roboto font

Free / Google font
<https://fonts.google.com/specimen/Roboto>

Roboto Bold

Roboto Bold

**abcdefghijklmnopqrstuvwyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}[]:;'<>
/?"\\!\$±`~©®£øΣ≈÷€...**

Roboto Italic

Roboto Italic

*abcdefghijklmnopqrstuvwyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}[]:;'<>
/?"\\!\$±`~©®£øΣ≈÷€...*

Fallback font / Alternative font
Arial / Sans serif

Typography

Size does matter

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



Headlines

h0/3xl 96

h1/xxl 64

h2/xl 48

Subheads

h3 / l 32

h4 / m 24

h5 / s 20

h6 / xs 16

Texts

(excerpt, quote, underline, note...)

h5 / s 20

h6 / xs 16

h7 / xxs 12

12 16 24 32 48 64 96

Typography

Pairing makes clarity

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications. Bold weight should be paired with Regular weight.



Bold Headline

Bold Subhead is half size of the headline

Regular body text is 1/3 the point size of the headline. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.

Headline

3x/300% base height
1.0x/100% leading
-10 tracking

Subhead

0.5x/50% headline
1.2x/120% leading
0 tracking

Body text (standard)

1/3 headline height
1.25x/125% leading
0 tracking

This is two lines headline set in bold

This subhead is in two lines, set in bold or regular and uses 1.2x/120% leading with no tracking

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.