



BRAND GUIDELINES

WELCOME ON BOARD

Rev. Jan 2019

avio.com

A forerunner of advanced technologies and pioneering spirit in the aerospace field, Avio has always had a natural instinct towards transformation, evolution and refinement.

The prospect of new horizons that lead to excellence and industry leadership are represented by the new brand, which blends the group's historical values and future vision.

From these assumptions the Avio Brand Guidelines are born: they aim not to be a rigid tool, but a starting point to guide those who must develop and implement the image of Avio SpA in a clear, coherent and relevant way.

This guide wants to be an aid to generate a communication of excellence, which is unmistakably Avio.

Legend

On the following pages you will find a system of icons. These icons allow you to identify the elements of which it is possible to download a digital format. All files are available on the "Brand" pages of Avio intranet.



Representative icon of a vector document created in Adobe Illustrator



Representative icon of a template document in Adobe Indesign



Representative icon of a pdf file



Representative icon of images in high and low resolution



Representative icon of an editable template in Microsoft Word



Representative icon of an editable template in Microsoft Power Point

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LOGOTYPE & BRANDMARK



The Logo is the primary visual elements and the key building block of Avio identity.

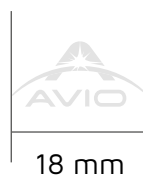
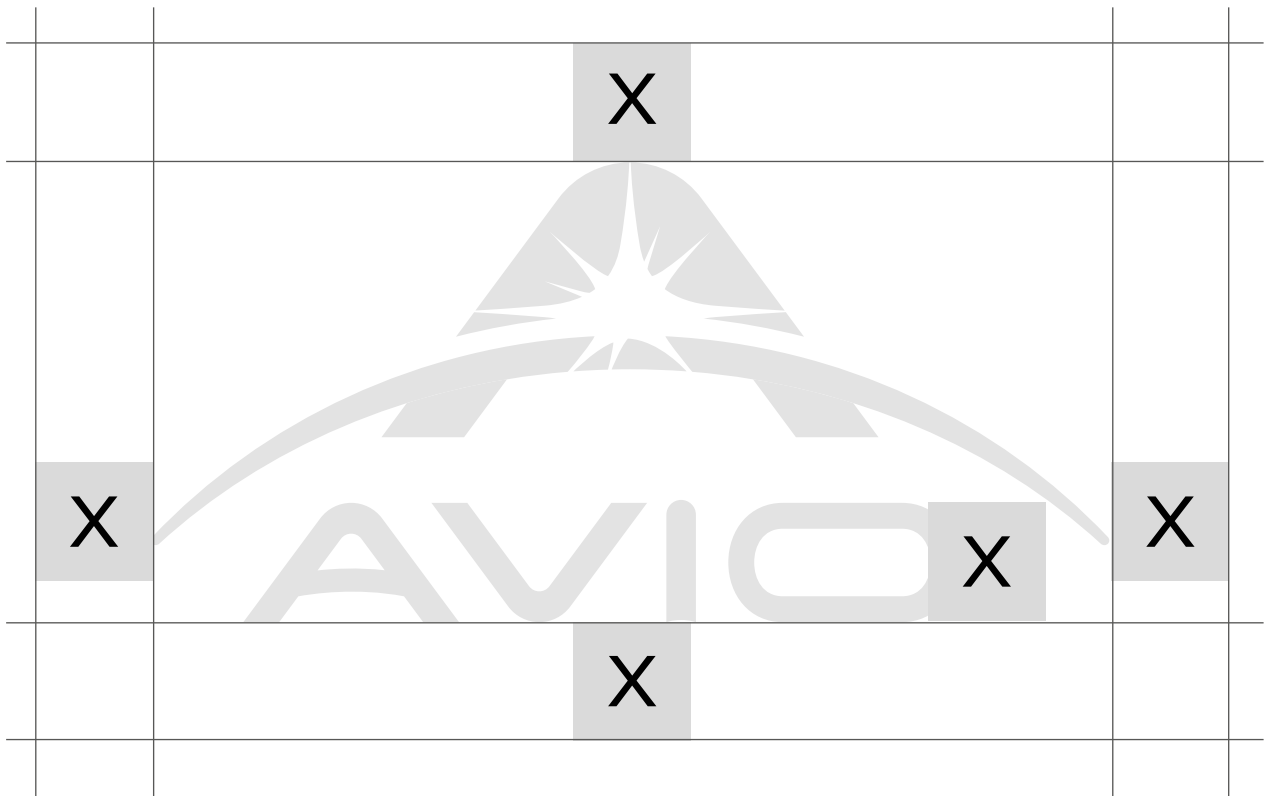
The logo symbol evokes the culture of space launchers.

The logo type has a modern, bold and highly readable design. It is a custom-made typeface that does not appear anywhere else in the brand. This maintains the Logo integrity.

The signature is a combination of the symbol and the company name.

They have a fixed relationship that should never be changed in any way.





LOGO CLEARSPACE AND REDUCTIONS

It is important to keep the Logo clear from any other graphic elements.

To regulate this, around the Logotype has been established an exclusion zone.

This zone has the height "X" of the logo type.

The logo should not be reproduced smaller than the specified minimum size, as doing so compromises its readability. This size is measured by the width of the symbol.

The logo should also not be made proportionally too large for its intended usage.

As a general rule, it should not be wider than a third of the page width.

Any exceptions must be approved by Strategic Communications.



main logo



silver version



one-color version



negative version



C20 M0 Y0 K35
 PAN 7543C
 R161 G174 B185

C100 M45 Y0 K50
 PAN 7694C
 RO G70 B113

C100 M45 Y0 K50
 PAN 7694C
 RO G70 B113



C100 M15 Y0 K 20
 PAN 7461C
 RO G123 B180

PAN SILVER 10077 C CO M0 Y0 KO
 LAMINA R255 G255 B255
 KURZ ALUFIN®
 SATINGLOSS | MAT

LOGO COLORS AND APPLICATIONS

The full colors logo uses deep-blue, grey and a linear sahde of deep-blue and sky-blue. Depending upon the medium, the identity can be rendered in a number of color options. Use the appropriate color to reproduce the logo accurately and consistently.

PANTONE Use for offset or silkscreen printing and for accurate color matching.

CMYK Use for digital printing and for four-color offset printing with color photographs.

RGB Use for digital purpose and video.





LOGO DOS AND DON'TS

Please, follow the rules.

- Do not place the logo type on a side of the symbol.
- Do not invert the logo symbol.
- Do not alter the logo type style.
- Do not change the size relationship between the logo symbol and logo type.
- Never change the proportions of the logo vertically or horizontally.
- Never alter the appearance in any way.
- Never use the logo lettering alone.

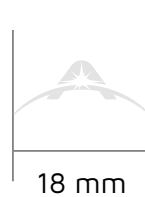
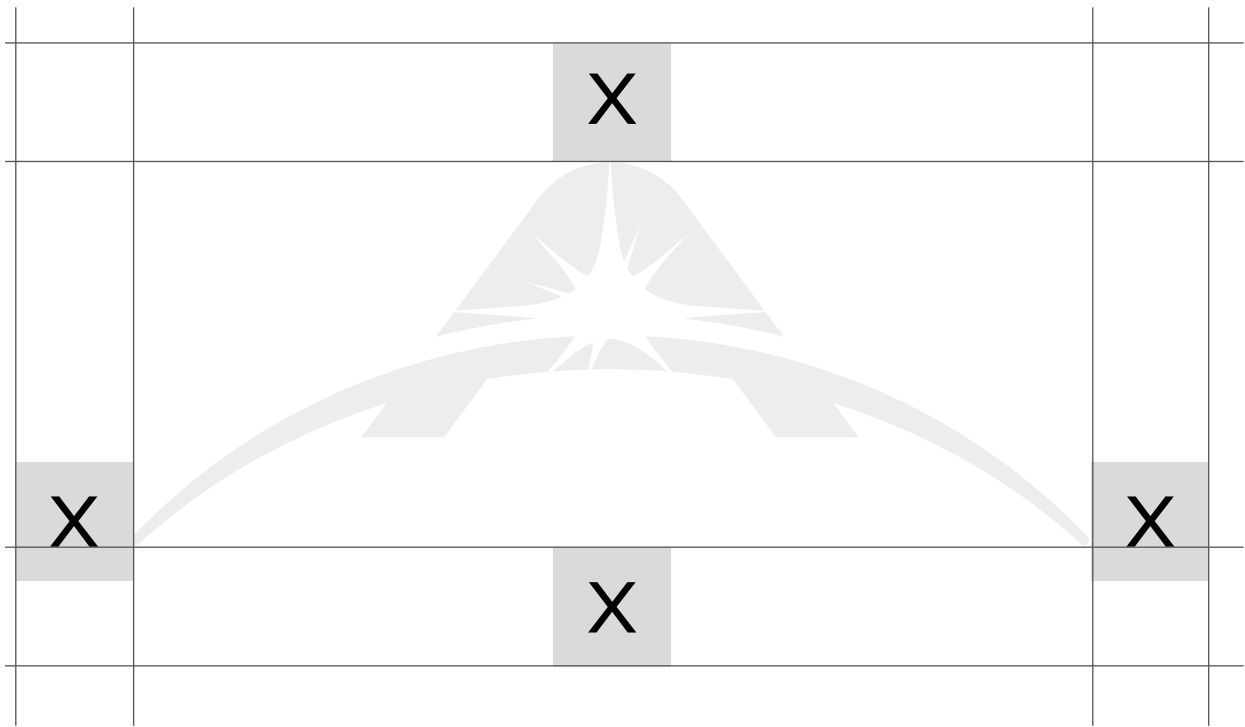


BRANDMARK - LOGO SYMBOL OVERVIEW

Avio symbol is a powerful element that drives all company products and communication. The aim of the symbol is to become over time the brand's sign, so strong to be than used as the main logotype.

The logo symbol might be used alone on gadgets and special gifts intended for informal uses.





BRANDMARK - CLEARSPACE AND REDUCTIONS

The logo symbol follows the same rules of the full version Logotype.

The exclusion zone around the brandmark has the height "X" of the logo type.

The logo should not be reproduced smaller than the specified minimum size, as doing so compromises its readability. This size is measured by the width of the symbol.

The logo should also not be made proportionally too large for its intended usage.

As a general rule, it should not be wider than a third of the page width.

Any exceptions must be approved by Strategic Communications.



main version



silver version



one-color version



negative version



C20 M0 Y0 K35
 PAN 7543C
 R161 G174 B185

C100 M45 Y0 K50
 PAN 7694C
 R0 G70 B113

PAN SILVER 10077 C
 LAMINA
 KURZ ALUFIN®
 SATINGLOSS | MAT

CO M0 Y0 K0
 R255 G255 B255

BRANDMARK COLORS AND APPLICATIONS

Depending upon the medium, the brandmark can be rendered in two color options. The colors version uses Avio deep-blue and grey. A white version is also allowed. Use the appropriate color to reproduce the logo accurately and consistently.

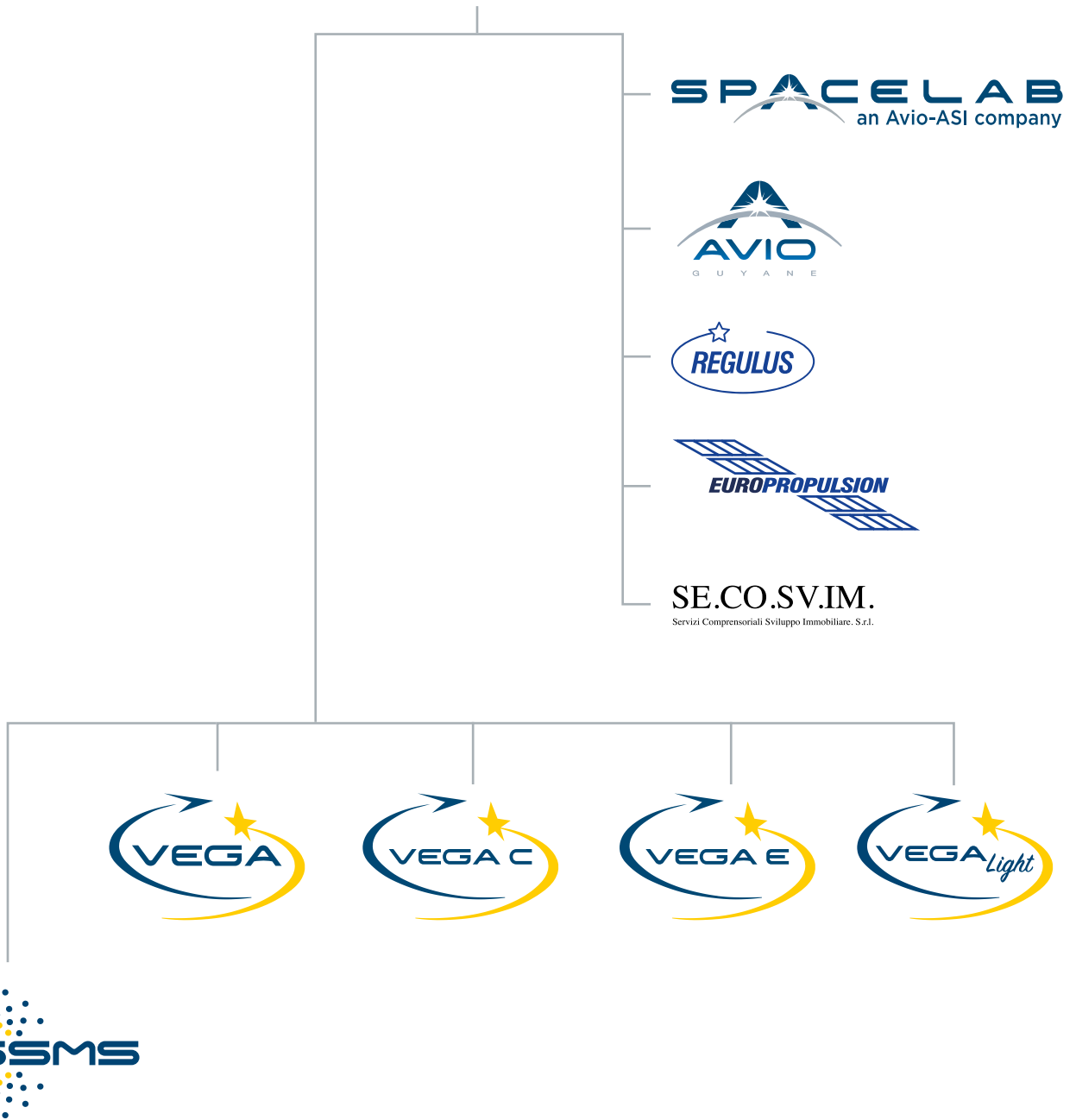
PANTONE Use for offset or silkscreen printing and for accurate color matching.

CMYK Use for digital printing and for four-color offset printing with color photographs.

RGB Use for digital purpose and video.



LOGO HIERARCHY



BRAND HIERARCHY

Avio is the main company.

Spacelab is a sister company founded by Avio and ASI, focused on activities in the field of space transport systems, launchers and all associated components and equipment.

As a part of Avio company the logotype include the Avio logo symbol.

Vega, Vega C and Vega E are product logotypes linked to the European Space Agency.

**SISTER
COMPANIES
IDENTITY**

SPACELAB LOGO

All Company Logos are designed starting from Avio logo symbol and logo type glyphs style. Avio logo symbol becomes a component of the company name.



C20 M0 Y0 K35
PAN 7543C
R161 G174 B185

C100 M45 Y0 K50
PAN 7694C
R0 G70 B113

C0 M0 Y0 K0
R255 G255 B255

LOGO COLORS

Spacelab main Logo uses the two corporate colors (deep-blue and grey/silver) when placed on a light background.

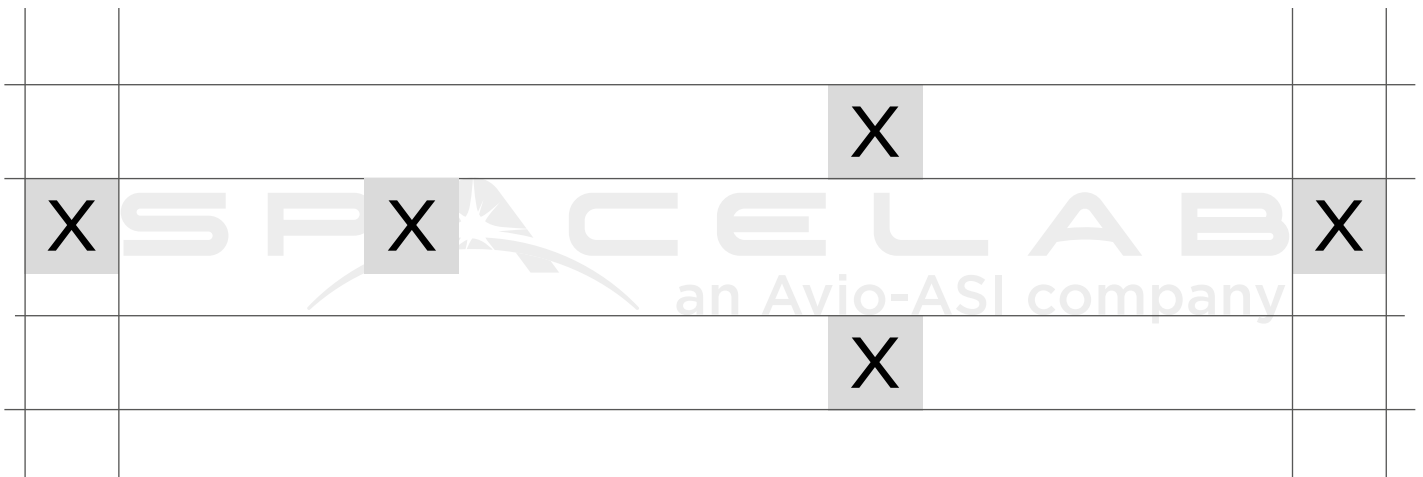
The use of the one-color logo is allowed when is required a limited use of colors. When applied on a dark background the whole symbol becomes White.



CLEARSPACE AND RULES

The exclusion zone of Spacelab Logo takes the height of the logo symbol (the Avio "A").

The logo should not be reproduced smaller than the specified minimum size, as doing so compromises its readability. This size is measured by the width of the symbol.



40 mm

LOGO DOS AND DON'TS

Please, follow the rules.

Do not place the logo type on a side of the symbol.

Do not invert the logo symbol.

Do not alter the logo type style.

Do not change the size relationship between the logo symbol and logo type.

Never change the proportions of the logo vertically or horizontally.

Never alter the appearance in any way.

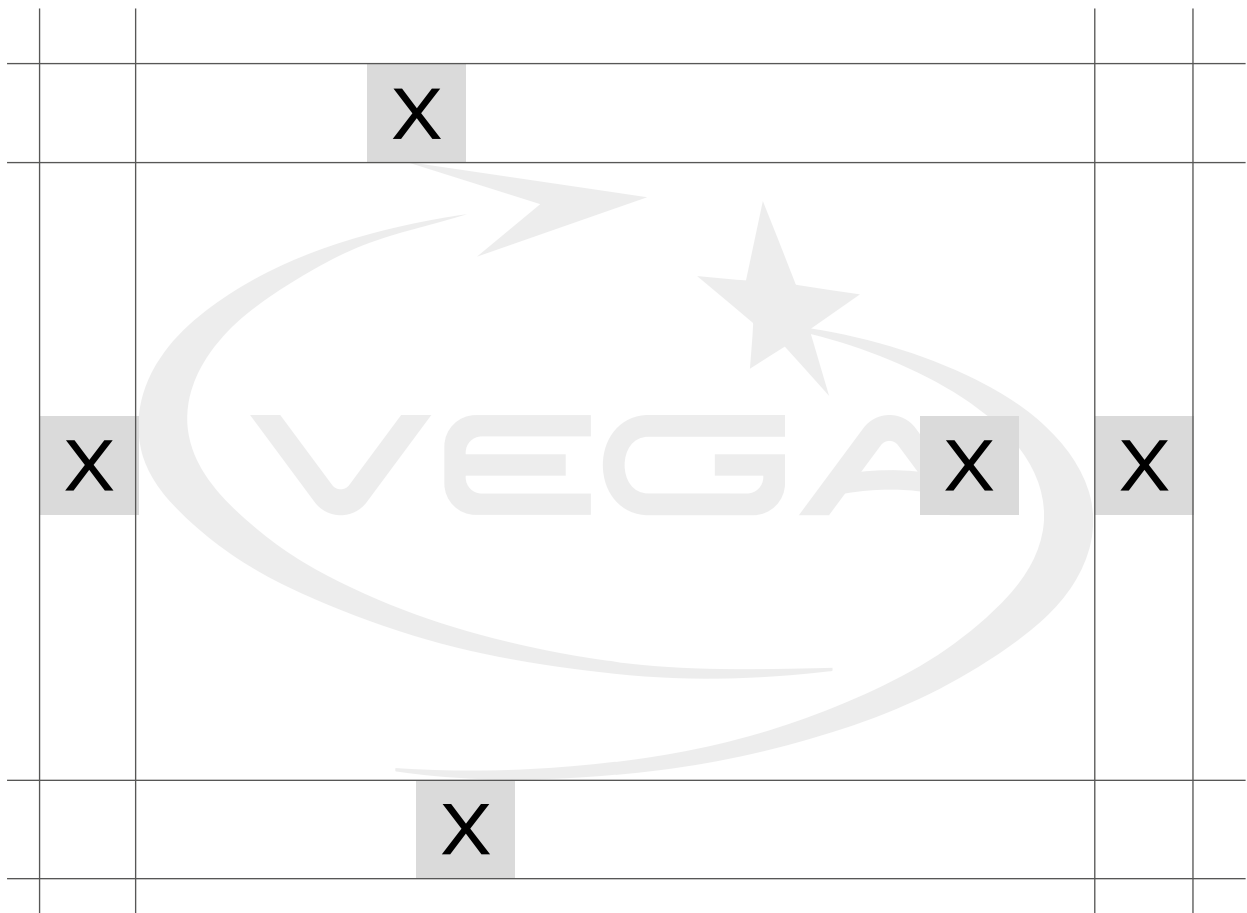
**PRODUCT
RANGE
IDENTITY**

VEGA LOGO PRODUCTS - CLEARSPACE AND RULES

All Vega logo are based on the combination of company logo type and ESA symbol. While the logo symbol stays the same, the logo type alters its dimension depending on the word's length.

The style of the logo type glyphs is the same as Avio Logo.

The exclusion zone of any Product Logo takes the height of the logo type.



LOGO DOS AND DON'TS

Please, follow the rules.

Do not place the logo type on a side of the symbol.

Do not invert the logo symbol.

Do not alter the logo type style.

Do not change the size relationship between the logo symbol and logo type.

Never change the proportions of the logo vertically or horizontally.

Never alter the appearance in any way.

VEGA LOGO

Vega Logo follows the same clearspace and rules of Avio Logo.



C100 M45 Y0 K50
PAN 7694C
R0 G70 B113

C0 M20 Y93 K0
PAN 116C
R255 G206 B0

C0 M0 Y0 K0
R255 G255 B255

LOGO COLORS

Vega main Logo exists in two different color versions:

2 color (deep-blue, grey/silver) and 1 color (deep-blue).

The use of the one-color logo is allowed when is required a limited use of colors.

When applied on a dark background the whole symbol becomes white.



one-color version

negative version



VEGA LOGO

Vega Logo follows the same clearspace and rules of Avio Logo.



C100 M45 Y0 K50
PAN 7694C
R0 G70 B113

C0 M20 Y93 K0
PAN 116C
R255 G206 B0

C0 M0 Y0 K0
R255 G255 B255

LOGO COLORS

Vega main Logo exists in two different color versions:

2 color (deep-blue, grey/silver) and 1 color (deep-blue).

The use of the one-color logo is allowed when is required a limited use of colors.

When applied on a dark background the whole symbol becomes white.



one-color version

negative version



VEGA LOGO

Vega Logo follows the same clearspace and rules of Avio Logo.



C100 M45 Y0 K50
PAN 7694C
R0 G70 B113

C0 M20 Y93 K0
PAN 116C
R255 G206 B0

C0 M0 Y0 K0
R255 G255 B255

LOGO COLORS

Vega main Logo exists in two different color versions:

2 color (deep-blue, grey/silver) and 1 color (deep-blue).

The use of the one-color logo is allowed when is required a limited use of colors.

When applied on a dark background the whole symbol becomes white.



one-color version

negative version



VEGA LOGO

Vega Logo follows the same clearspace and rules of Avio Logo.



C100 M45 Y0 K50
PAN 7694C
R0 G70 B113

C0 M20 Y93 K0
PAN 116C
R255 G206 B0

C0 M0 Y0 K0
R255 G255 B255

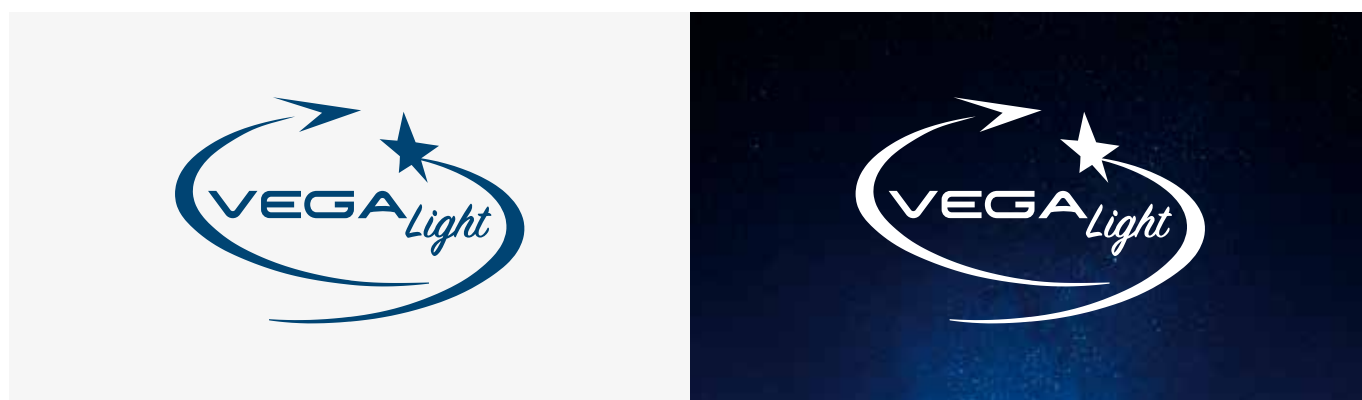
LOGO COLORS

Vega main Logo exists in two different color versions:

2 color (deep-blue, grey/silver) and 1 color (deep-blue).

The use of the one-color logo is allowed when is required a limited use of colors.

When applied on a dark background the whole symbol becomes white.



one-color version

negative version



VEGA LOGO

Vega Logo follows the same clearspace and rules of Avio Logo.



C100 M45 Y0 K50
PAN 7694C
R0 G70 B113

C0 M20 Y93 K0
PAN 116C
R255 G206 B0

C0 M0 Y0 K0
R255 G255 B255

LOGO COLORS

Vega main Logo uses 2 color (deep-blue, grey/silver).
When applied on a dark background the whole symbol becomes white.



negative version

INSTITUTIONAL ELEMENTS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Maven Pro Light 100

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Maven Pro Light 100

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Maven Pro Light 200

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Maven Pro Light 300

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890**

Maven Pro Regular

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890**

Maven Pro Medium

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890**

Maven Pro Bold

FONT IN USE

The primary type of Avio communication is Maven Pro, which can be used in different weights, from Light to Black. Maven is an open-source, humanist sans-serif typeface. It shall be used in any relevant communication of the brand, both corporate and commercial, off-air, on-air and online.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

Arial

ABCDEFGHIJKLMN	ABCDEFGHIJKLMN
OPQRSTUVWXYZ	OPQRSTUVWXYZ
abcdefghijklmno	abcdefghijklmno
pqrstuvwxyz	pqrstuvwxyz
1234567890	1234567890

Arial

Arial Italic

**ABCDEFGHIJK
HIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

***ABCDEFGHIJK
HIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890***

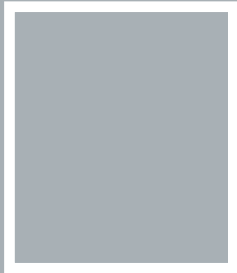
Arial Bold

Arial Bold Italic

FONT IN USE

Avio uses a secondary type for all presentations, documents, memos, spreadsheets and such. The secondary type is Arial (standard Windows and Mac font) or Helvetica (equivalent font on Mac systems). They are System / Desktop font, that is a typeface that is already installed on every computer. Using such a system "safe" typeface for Avio documents will guarantee the same look on any device.

USE THIS



USE THIS



**USE THIS
FOR CORPORATE**




**USE THIS
FOR PRODUCTS**




CORPORATE COLOR SYSTEM

Color plays an important role in Avio corporate system. It define the mood and give a sense of character to the brand. The two main colors are deep-blue and grey/silver.


The corporate image uses also a sky-blue to reflect a solid, quiet and bold image. The product range uses the corporate deep-blue enriched with yellow.




C20 M0 Y0 K35
PAN 7543C
R161 G174 B185
RAL 7040



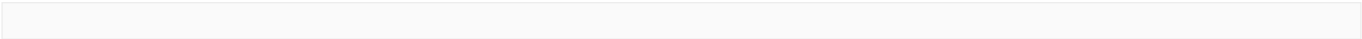
C100 M45 Y0 K50
PAN 7694C
R0 G70 B113
RAL 250 20 25




C100 M15 Y0 K 20
PAN 7461C
R0 G123 B180
RAL 240 40 35



PAN SILVER 10077 C
LAMINA KURZ ALUFIN® SATINGLOSS | MAT
RAL 9022



C0 M0 Y0 K0
R255 G255 B255
RAL 9003



C0 M20 Y93 K0
PAN 116C
R255 G206 B0
RAL 1023

CORPORATE COLOR GUIDE

This guide show Avio colors details. Always choose the appropriate color system depending on the final pourpouse.

PANTONE is a certified color range and has to be preferred in print materials.

CMYK is for print material whenever is not possible to use the certified color.

LAMINA is a metal foil sparingly used in customizations in order give a more preacious look&feel.

RGB is for all video and digital matters, world documents, power point presentations, etc.

RAL is for stands and architectural use.