

OLIVIA

Olivia Brand Identity Handbook

Brand name usage guidelines



OLIVIA

Signature Components

Process Color: K80%

Spot Color: PANTONE Cool Gray 11 C

Primary Signature

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Secondary Signature



Icon Signature



Color variation

Signature on Dark Background

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Icon Signature in Colors

Process Color: C3% M32% Y98%
Spot Color: PANTONE 7409 C

Process Color: C27% M89%
Spot Color: PANTONE 246 C



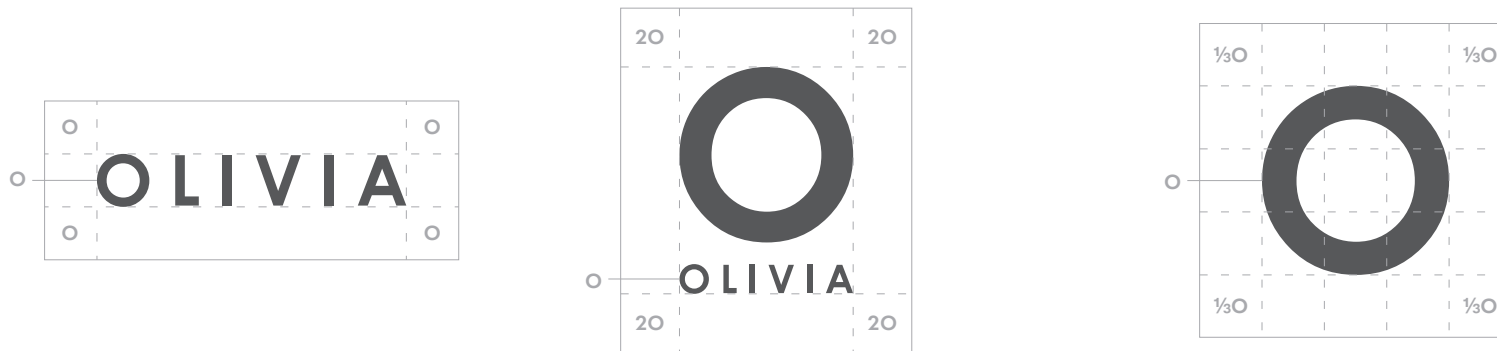
Process Color: C62% Y35%
Spot Color: PANTONE 333 C

Process Color: C51% M20% Y6%
Spot Color: PANTONE 542 C

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Minimum Clear Space

Never use less than the minimum clear space, as shown



Logo Display Size

Please strictly follow below smallest size limit for logo, do not display barely visible logo.



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Misuse of the signature

The following misuses of the logo are forbidden:

(Examples are shown with the Primary Signature but they are standing rules for all Olivia signatures)



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No change of color



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No turning



OLIVIA◀

No new creation of the logo



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No special borders



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Do not process effects
(including but not limited to:
shadow/outer glow/inner glow)
on the logo



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Never squash the logo



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No transparency