arivisti

BRAND + IDENTITY
GUIDELINES

May 2016

01/ Purpose of the Guide

With a defined set of guidelines, we can effectively protect and promote the equity and integrity of Arivisti's brand identity.

The benefit of a Arivisti brand style guide should:
• Create clarity and unity
• Maintain long-term partner value
• Maintain Arivisti's position as the hosting platform of choice
• Reinforce the Arivisti brand promise

FAST
SECURE & RELIABLE
WEB SERVICES
AND PROGRAMMING

03/ **Brand Colors**

These primary colors were selected to be used first and foremost. However, only the green can be used on the logotype.

Accent colors should be used sparingly to highlight information or add visual interest only if a 3rd or 4th color is needed. (i.e. link colors, call to actions, etc.)

Primary Color Palette

Arivisti Green

Pantone 2258 C
RGB 0/138/50
CMYK
1,0,0.64,0.46
HEX #008a32

Arivisti Grey

Pantone 548U
RGB 41/58/74
CMYK
85/69/49/43
HEX #293a4a

Accent Color Palette

Arivisti White

Pantone 11-0601
RGB
255/255/255
CMYK 0,0,0,0
HEX #ffffff

Arivisti Yellow
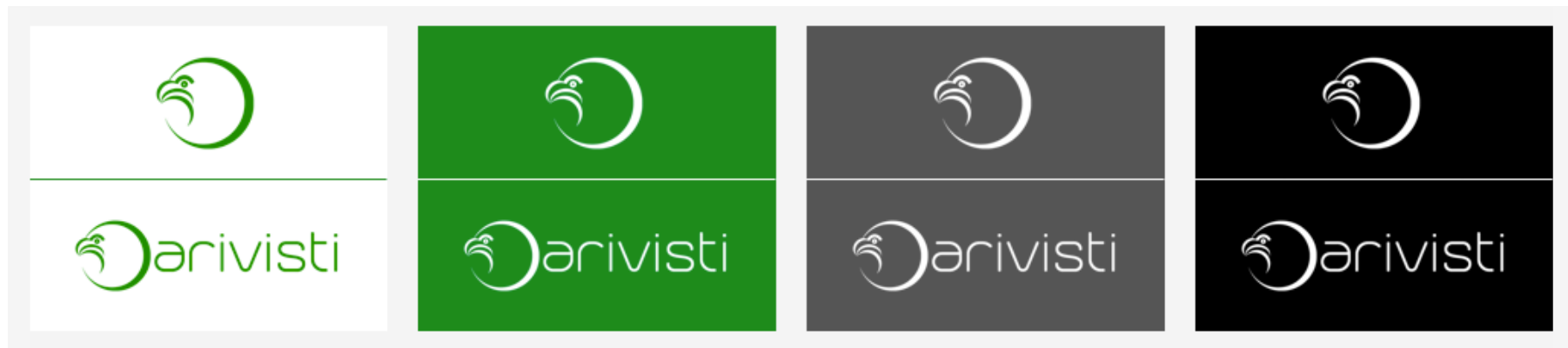
Pantone 7405C
RGB 255/204/0
CMYK
0/20/100/0
HEX #ffcc00

Arivisti Blue

Pantone 2925 C
RGB 23/155/215
CMYK 75/74/0/0
HEX #179bd7

04/ **Logos**

Our logos are always either green or white. Black or any other colors are not permitted.

Arivisti Logos and Color Combinations

05/ **Typefaces**

Trench

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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