

OHVALE

BRAND GUIDELINES

01. OHVALE OFFICIAL LOGO

This document establishes the guidelines for the correct use of the official Ohvale logo

Ohvale logo is composed and characterized by these three colours: fluorescent yellow, white and the black background

Given that it is a registered brand, this logo has to be used with ® symbol

® symbol can be removed only if the logo is used for graphic purposes on the product



02. AUTHORIZATION

It is almost always preferred the use of Ohvale logo in the **a.** version, complete

It can be used only the logo's font too, as per **b.** example, but always as second choice

A different logo usage way must be always agreed with Ohvale sales department

a.



b.



03. CORRECT USES

Logo colours have to be respected
in every usage.

It must have a black zone around which allows
to distinguish it from the background

With a total black background, there is no
needed for a black box behind the logo

On the side you can see the logo
correct use for different colour backgrounds

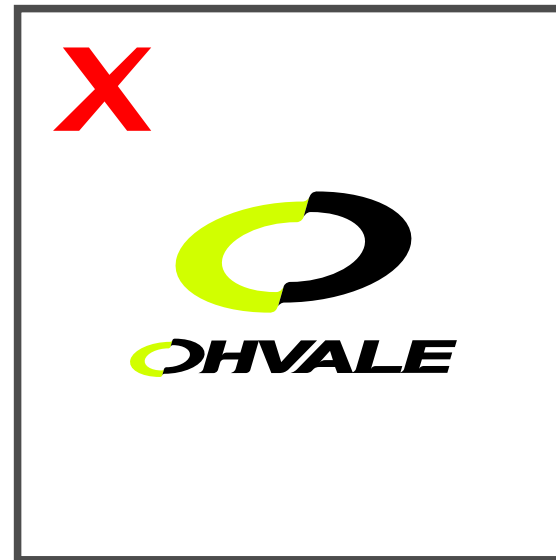
Ohvale logo could be used without a
black background only applied on the product.
Other correct uses are shown
in the relative PDF file



04. UNCORRECT USES

In this page, some example of an uncorrect use of Ohvale Logo

It is not allowed use the logo on a light background without its black box; as monochrome logo; by changing the proportion between font and symbol or by changing the image of the logo in any way



05. COLORS USE

Fluorescent yellow characterized Ohvale identity, therefore it is important respect it in every reproduction

As concerns web profile, it is easy to obtain the correct colour, but it's not the same for digital printing.

Alternatively, to neon yellow, it's possible to refer to the indicated Pantone

In the case of stickers, we suggest to use fluorescent material as per colour legend

FLUORESCENT YELLOW

VINYL Ref.: Oracal 6510, Yellow Fluorescent 029

PANTONE: 395C (fluorescent alternative)

CMYK: 18 - 0 - 95 - 0

RGB: 209 - 255 - 0

RAL: 1026

WHITE

VINYL Ref.: Macal 9829-00

PANTONE: 11-0601 TCX

CMYK: 0 - 0 - 0 - 0

RGB: 255 - 255 - 255

RAL: 9010

BLACK

VINYL Ref.: Macal 9889-00

PANTONE: Black C

CMYK: 0 - 0 - 0 - 100

RGB: 0 - 0 - 0

RAL: 9005

06. GPO LOGO USAGE

GPO logo must be used for institutional purposes based on the background, as shown in **a.** and **b.** examples

The symbol ® could be removed only if the logo has been used for graphic purposes on the product

The logo for custom graphics can be used without outline, as per **c.** and **d.** colours examples

It's forbidden to distort the logo in any way

a.



b.



c.



d.



07. GP2 LOGO USAGE

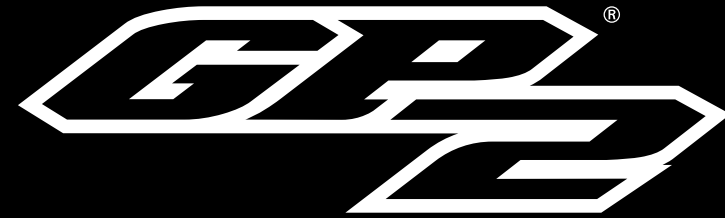
GP2 logo must be used for institutional purposes based on the background, as shown in **a.** and **b.** examples

The symbol ® could be removed only if the logo has been used for graphic purposes on the product

The logo for custom graphics can be used without outline, as per **c.** and **d.** colours examples

It's forbidden to distort the logo in any way

a.



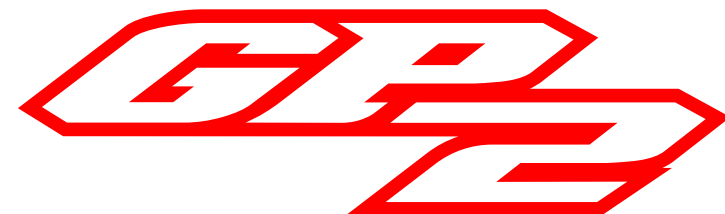
b.



c.



d.





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