



## Logo Guide

## 1.01 LOGOTYPE

The logotype is made up of the word Avin in a specially drawn typeface and the eagle emblem embedded in the word to form the V. All reproduction must be made from an official digital file, the logotype should never be modified in any manner.



Λογότυπο  
pantone

**AVIN**



PANTONE  
654 C

PANTONE  
032 C

PANTONE  
7426 C

Λογότυπο  
αρνητικό



Λογότυπο  
ασπρόμαυρο

**AVIN**

Λογότυπο  
ασπρόμαυρο  
αρνητικό

**ALVIN**

Λογότυπο  
Πυλώνα  
CMYK



C	100
M	71
Y	10
K	47

C	0
M	86
Y	63
K	0

C	5
M	99
Y	44
K	22

# 1.02 COLORS

Color references are given in different formats, however, any reproduction should be verified visually in order to make certain that the colors are correctly reproduced.

Avin Ocean Blue	Avin Morning Red	Avin Ruby Red	Avin Sky Blue	Avin Snow White
				
<b>PANTONE</b> 654 C	<b>PANTONE</b> 032 C	<b>PANTONE</b> 7426 C	<b>PANTONE</b> 2985 C	<b>PANTONE</b> 000 C
<b>CMJN</b> C : 100 M : 71 J : 10 N : 47	<b>CMJN</b> C : 0 M : 86 J : 63 N : 0	<b>CMJN</b> C : 5 M : 99 J : 44 N : 22	<b>CMJN</b> C : 80 M : 0 J : 0 N : 0	<b>CMJN</b> C : 0 M : 0 J : 0 N : 0
<b>RGB</b> R : 28 G : 53 B : 95	<b>RGB</b> R : 201 G : 65 B : 76	<b>RGB</b> R : 158 G : 22 B : 73	<b>RGB</b> R : 0 G : 177 B : 235	<b>RGB</b> R : 255 G : 255 B : 255
<b>RAL</b> 5013	<b>RAL</b> CH1 0653	<b>RAL</b> CH1 0743	<b>RAL</b> CH1 0490	<b>RAL</b> 9010
<b>OPAQUE ADHESIVE</b> Dark blue 100-003 (3M)	<b>OPAQUE ADHESIVE</b> Light tomato red SC 3630-43 (3M)	<b>OPAQUE ADHESIVE</b> Burgundy SC 3630-49 (3M)	<b>OPAQUE ADHESIVE</b> Light blue 100-123 (3M)	<b>OPAQUE ADHESIVE</b> White 100-10 (3M)
<b>TRANSLUCENT ADHESIVE</b> 3630-137 (3M)	<b>TRANSLUCENT ADHESIVE</b> 3630-53 (3M)	<b>TRANSLUCENT ADHESIVE</b> 3630-49 (3M)	<b>TRANSLUCENT ADHESIVE</b> 3630-337 (3M)	<b>TRANSLUCENT ADHESIVE</b> 3635-30 (3M)



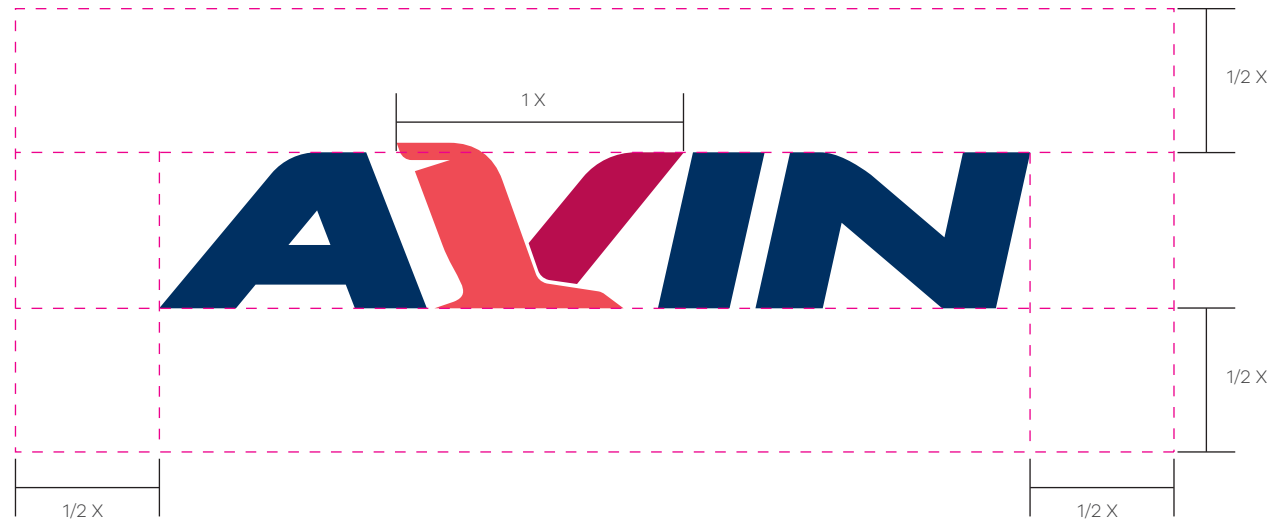
## 1.03 LOGOTYPE ON DIFFERENT BACKGROUNDS

When the logotype is used on a background color other than white, it is important that legibility be maintained. For use on a dark red or on a black back-ground, the logotype should be used in white.



## 1.04 LOGOTYPE SAFETY ZONE

In order to ensure readability and impact, there is a minimum safety zone around the logotype that must be respected in which no other element should appear.



# 1.05 FORBIDDEN

It is strictly forbidden to modify the logotype in any manner.

<div></div> <div></div> <div>Do not invert colors</div>	<div></div> <div></div> <div>Do not change colors</div>	<div></div> <div></div> <div>Do not modify proportions</div>
<div></div> <div></div> <div>Do not distort the logotype</div>	<div></div> <div></div> <div>Do not modify the typeface</div>	<div></div> <div></div> <div>Do not modify the typeface</div>
<div></div> <div></div> <div>Do not modify the thickness of the typeface</div>	<div></div> <div></div> <div>Do not repeat the emblem</div>	<div></div> <div></div> <div>Do not modify the angle of the emblem</div>

## 1.06 TYPEFACE FOR PRINT

The typeface chosen for all print and advertising is Galano Grotesque.

This font is chosen for its contemporary aspect, readability and the fact that it resonates well with the logotype.

# GALANO GROTESQUE

# TYPE & % \*

ABCDEF **ghijklmnopq**rtuvwxyz 0123456789

GALANO GROTESQUE THIN

*GALANO GROTESQUE THIN ITALIC*

GALANO GROTESQUE LIGHT

*GALANO GROTESQUE LIGHT ITALIC*

GALANO GROTESQUE REGULAR

*GALANO GROTESQUE ITALIC*

GALANO GROTESQUE MEDIUM

*GALANO GROTESQUE MEDIUM ITALIC*

GALANO GROTESQUE SEMI BOLD

*GALANO GROTESQUE SEMI BOLD ITALIC*

**GALANO GROTESQUE BOLD**

***GALANO GROTESQUE BOLD ITALIC***

**GALANO GROTESQUE EXTRA BOLD**

***GALANO GROTESQUE EXTRA BOLD ITALIC***

**GALANO GROTESQUE HEAVY**

***GALANO GROTESQUE HEAVY ITALIC***

**GALANO GROTESQUE BLACK**

***GALANO GROTESQUE BLACK ITALIC***

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luptat. Ut ut autet landit volor  
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core deliquamet vulluptat mi  
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eugiam, veliquat velessectet  
luptat. Ut uautet landit volor  
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perst erstcore core deliquamet  
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## 1.06 ALTERNATIVE TYPEFACE FOR OFFICE

The typeface for all office production (Word, Powerpoint) is Arial.

# ARIAL

# TYPE SUBSTITUTION

ABCDEFghijklmnopqrstuvwxyz 0123456789

ARIAL REGULAR

*ARIAL ITALIC*

**ARIAL BOLD**

***ARIAL BOLD ITALIC***

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*Ed er ad ting erostin ut augait non eugiati onul lamet tersap eugiam, veliquat velessectet luptat. Ut uautet landit ivolor ing eugiam, si et lutatue core core deliqmet vulluptat niam nim faers dolorem iusto core consequat exer sequeation.*

& % \* € :

# 1.08 PRODUCT IDENTIFICATION

Our fuel types are identified by a graphic style that is in harmony with our logotype.

