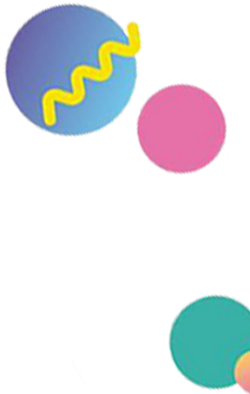


2017 DESIGN AND BRAND GUIDELINES

ALCOVIT BY DIGI_VEST

CONTENTS

- 1 Brand Overview / Introduction
- 2 Logo / Meaning, Design, and Use
- 3 Color Palette / Primary Colors
- 4 Typography / Typeface Weights





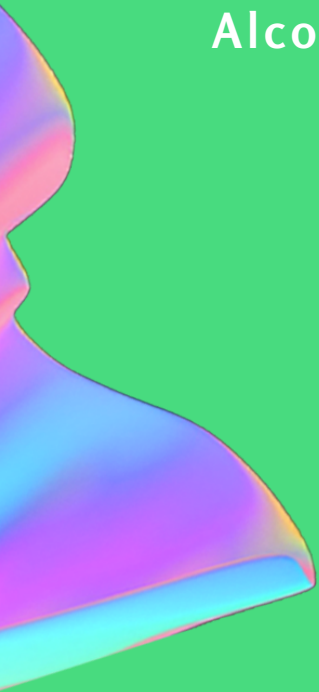
OVERVIEW

Salvatore Interior Design design and brand guidelines explain how to use the company's visual identity and to help keep the brand consistent in all forms.

LOGO

DESCRIPTION

The adjusted brand logo will only be displayed as text only, it will no longer be displayed with the glass of Alcovit.





COLOR PALETTE & GRAHPIC ELEMENTS

The choice of color palettes and graphic elements reflect on the fun elements of social drinking, while also playing on vintage pop art.

02 / LOGO

ALCOVIT®

03 / COLOR PALETTE



GREEN

Color Code
#48db7f

DARK BLUE

Color Code
#00023b



**COBLAT
BLUE**

Color Code
#5271ff

**DARK
PURPLE**

Color Code
#562c93

**PALE
NEON**

Color Code
#4aff39

* Colour palette for design elements can be drawn from other bright neon colours found in this document.

Colours listed here are to be used predominately for text.

Note: The green #48db7f is the main branding colour.



BLUE

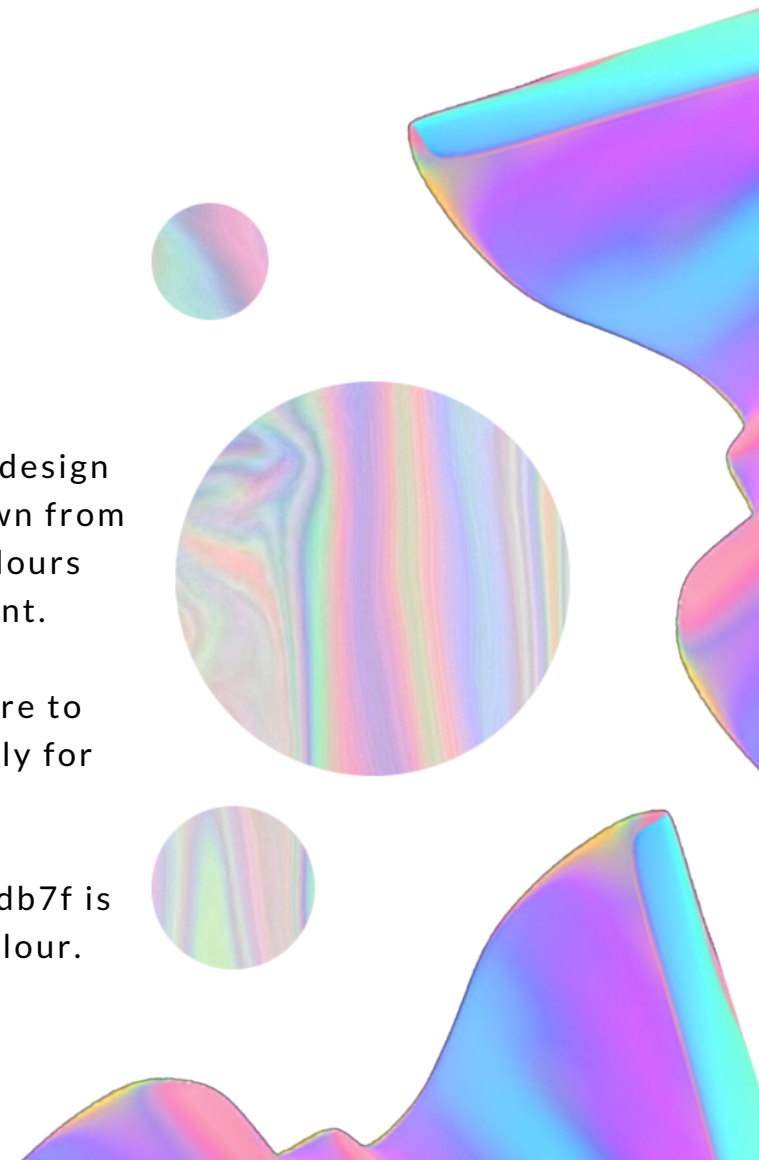
Color Code
#44d9e6

PURPLE

Color Code
#c68be4

PINK

Color Code
#fba0bc





03 / GRAPHICS

1. THE SCIENTISTS

DR. REINHARD NICKCHEN AND DR.
KLAUS JUELICHER
UTILISE IN EMAIL, BRAND STORIES,
AND ON SOCIAL AND WEB.

2. SPACE ELEMENTS

80S INSPIRED SPACE ELEMENTS
WILL BE PRESENT IN EMAIL,
BRAND STORIES, AND WEB DESIGN

3. 3D SWIRL EFFECTS

THESE COLOR SWIRLS WILL BE
PRESENT AS BACKGROUND
ELEMENTS BRANDING, SOCIAL
DESIGNS, IN EMAIL, BRAND
STORIES, AND WEB DESIGN



4. STATIC CUT OUT SHAPES

THE STATIC CUT OUTS WILL BE
LAYERED INTO THE BACKGROUND
OF EMAILS AND GRAPHICS IN
EMAIL, SOCIAL, AND WEB DESIGN

03 / GRAPHIC ELEMENTS



04

TYPOGRAPHY

The font combination says a lot about the brand. It is important that in all forms of communication and visual identity, the fonts used remain consistent.



04 / TYPOGRAPHY

NORWESTER HEADLINE /93.4

**OXYGEN
SUBHEADING/ 28**

Oxygen

Body Text/ 18



THANK YOU

WWW.ALCOVIT.ME