

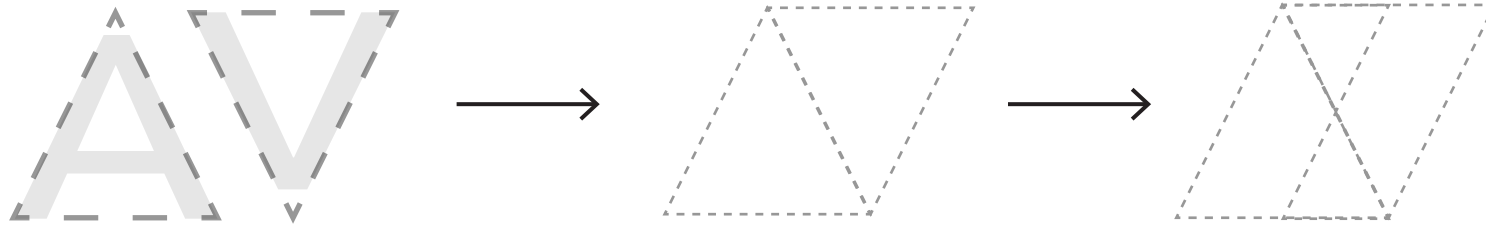


# **AV-Supplier & AV-Rental**

**BRANDBOOK**

# LOGO COMPOSITION

The logo is constructed from a simplification of the shapes A and V, transformed into triangles. When combined, we obtain a logo as shown on the next page, utilizing the negative space of the shapes to create a unique visual symbol.



# LOGO

This is the basic logo. The basic logo can be used on both light and dark backgrounds (as seen on the following pages). The supplier part (AV or RENTAL) stands out more with the thickening and the dot, and remains legible even in small sizes.



# LOGO

White/diapositive variant for use on backgrounds with more activity





AV.

SUPPLIER



**RENTAL.**  
SUPPLIER



**AV.**  
SUPPLIER



**RENTAL.**  
SUPPLIER



# VERTICAL LOGO

A vertical option of the logo.



**AV.** SUPPLIER



**RENTAL.** SUPPLIER

# TYPOGRAPHY

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Fonts that complement this logo, appearing clear and sleek on the website. Figtree Bold is used for headings and titles, while Mulish Regular is used for longer texts.

## Figtree bold 700

1234567890

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Turia ipsaper speribus quam iur? Quid quid ut ad  
quat odipsaped quatur, sania ne moluptatur  
solorest volorepedit magnisquos mint qui.**

## Mulish regular 400

1234567890

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Turia ipsaper speribus quam iur? Quid quid ut  
ad quat odipsaped quatur, sania ne moluptatur  
solorest volorepedit magnisquos mint qui.

# COLORS

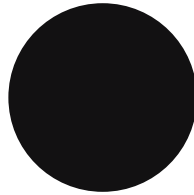
The color palette is a combination of calm, fresh tones and a strong, solid pink base color. The base color is intended to make a bold statement within the brand identity, while the fresh, calm colors ensure good readability and visibility.



**Shocking Pink**

#EF2CC1

RGB - 239/44/193  
CMYK - 0/82/19/6



**Cod Gray**

#121112

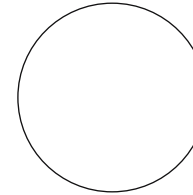
RGB - 18/17/18  
CMYK - 75/68/67/90



**Wild Sand**

#F4F4F4

RGB - 244/244/244  
CMYK - 3/2/2/0



**White**

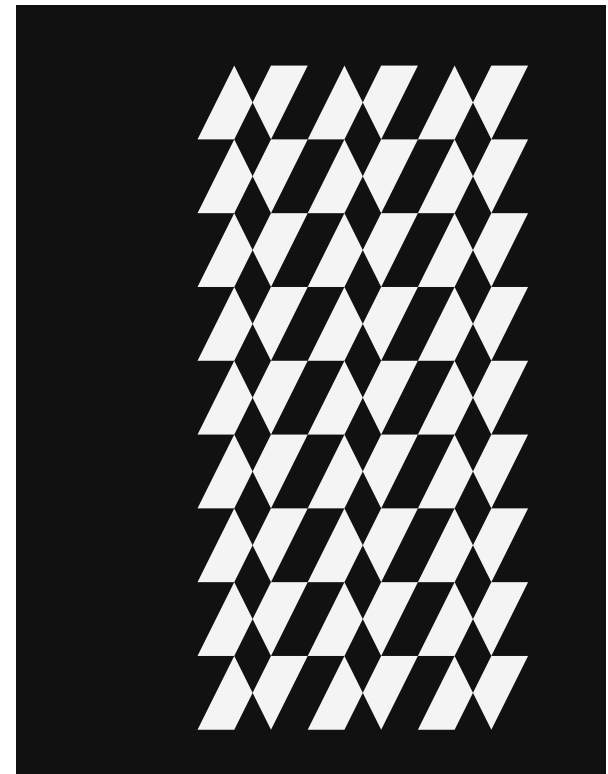
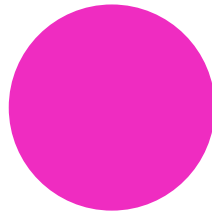
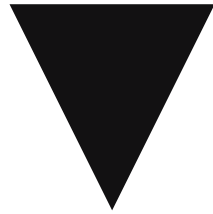
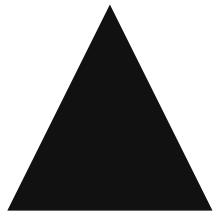
#FFFFFF

RGB - 255/255/255  
CMYK - 0/0/0/0

# SHAPE ELEMENTS

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Shape elements have been extracted from the logo, and we incorporate them throughout the brand. These shape elements can be used independently or as backgrounds.



# BUSINESS CARD

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Below is an example with shape elements for the business card:



# SIGNING

