BRAND GUIDELINES

HELLO

Welcome to the ATVROM brand guidelines.
This document outlines the key principles of our
brand. It ensures correct application and establishes
the brand's bold approach.

We want you to have the confidence to speak
passionately and knowledgeably about ATVROM to
anyone you meet, and for this guide to
inspire you when talking about us.

HOW WELL A BRAND IS DELIVERED TO THE WORLD DEPENDS ON HOW IT IS UNDERSTOOD INTERNALLY

PRIMARY BRAND ASSETS

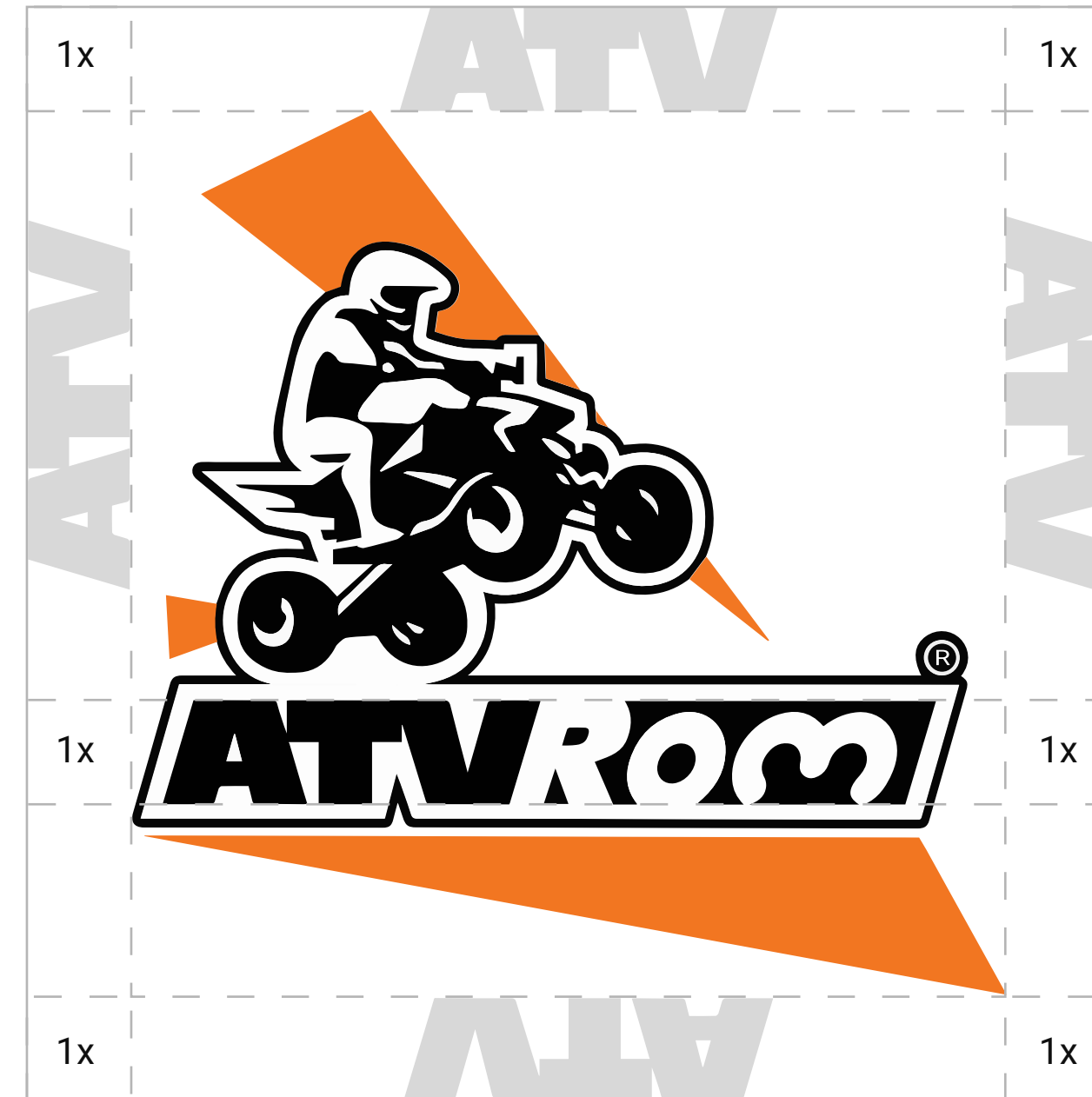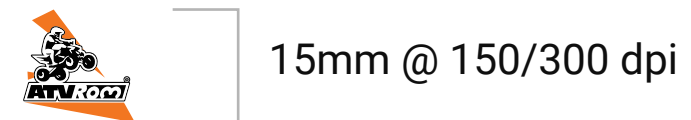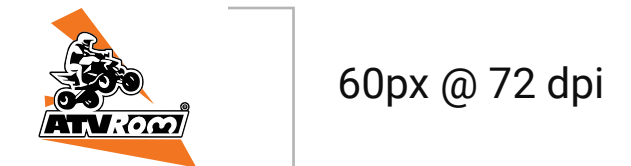# THE LOGO. OUR SYMBOL OF RECOGNITION AND OUR BADGE OF BELONGING.

LOGO

The ATVROM Logo is surrounded by a "safe area" that should not be violated by any other visual element. Respecting the 'safe area ensures maximum impact and legibility.

Minimum recommended print size:

15mm @ 150/300 dpi

Minimum recommended digital size:

60px @ 72 dpi

LOGO VARIANTS

Our logo comes in two different colourways to create consistency. The one you use will depend on your background image or colour. This logo must be used wherever possible.

LOGO MISUSE

The logo must be applied consistently throughout all our channels of communication.

Here are a few examples of what not to do with our brand. Essenitally, the logo should not be altered in anyway.

DO NOT tint the logo

DO NOT use other orange for wordmark

DO NOT use other colours

DO NOT re-arrange the elements

DO NOT skew the logo

DO NOT stretch the logo

COLOUR.
CONVEYS DEEPER MEANING THAN JUST AESTHETICS.

COLOUR PALETTE

The three primary colours for ATVROM are orange, black and white.

ATV Orange Gradient has been introduced to support the brand and bring other creative opportunities.

ORANGE

#f27621

R: 242
G: 118
B: 33

C: 0
M: 51
Y: 86
K: 5

RICH BLACK

#0E0E0E

R: 14
G: 14
B: 14

C: 0
M: 0
Y: 0
K: 95

PURE WHITE

#FFFFFF

R: 255
G: 255
B: 255

C: 0
M: 0
Y: 0
K: 0

TINTS

80%	#0E0E0E
60%	#0E0E0E
40%	#0E0E0E
20%	#0E0E0E

ATV ORANGE [GRADIENT]

#F28821	#F27621
R: 242	R: 242
G: 136	G: 118
B: 33	B: 33
C: 0	C: 0
M: 44	M: 51
Y: 86	Y: 86
K: 5	K: 5

TYPOGRAPHY.
THE WAY WE FIND
OUR VOICE.

We use INDUSTRY for Headlines and
Subheadlines.

INDUSTRY

Industry Black

ABCDEFGHIJKLMONOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 !?@#%*&()

Industry Bold

ABCDEFGHIJKLMONOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 !?@#%*&()

Industry Book

ABCDEFGHIJKLMONOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 !?@#%*&()

Roboto

HEADING

ROBOTO can be used for smaller secondary headings in documents.

Roboto Bold

**ABCDEFGHIJKLMONOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 !?@#%*&()**

Roboto Regular

ABCDEFGHIJKLMONOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 !?@#%*&()

Roboto Light

ABCDEFGHIJKLMONOPQRSTUVWXYZ
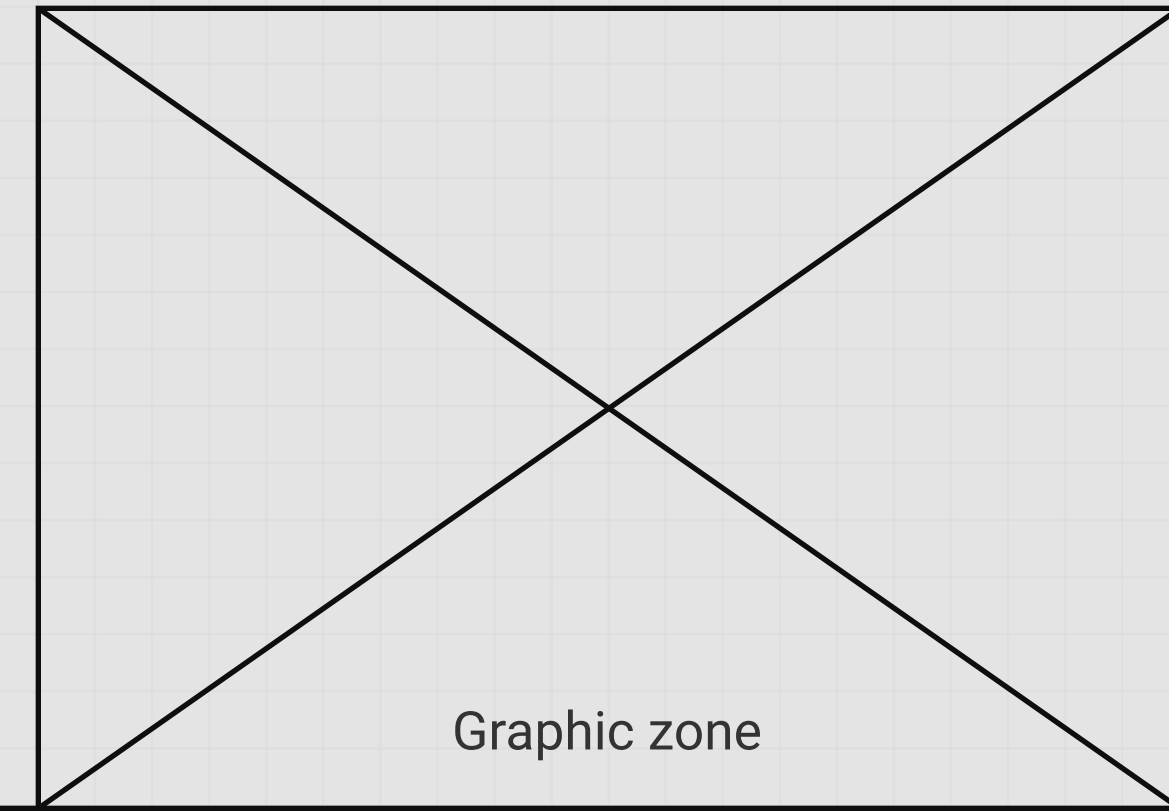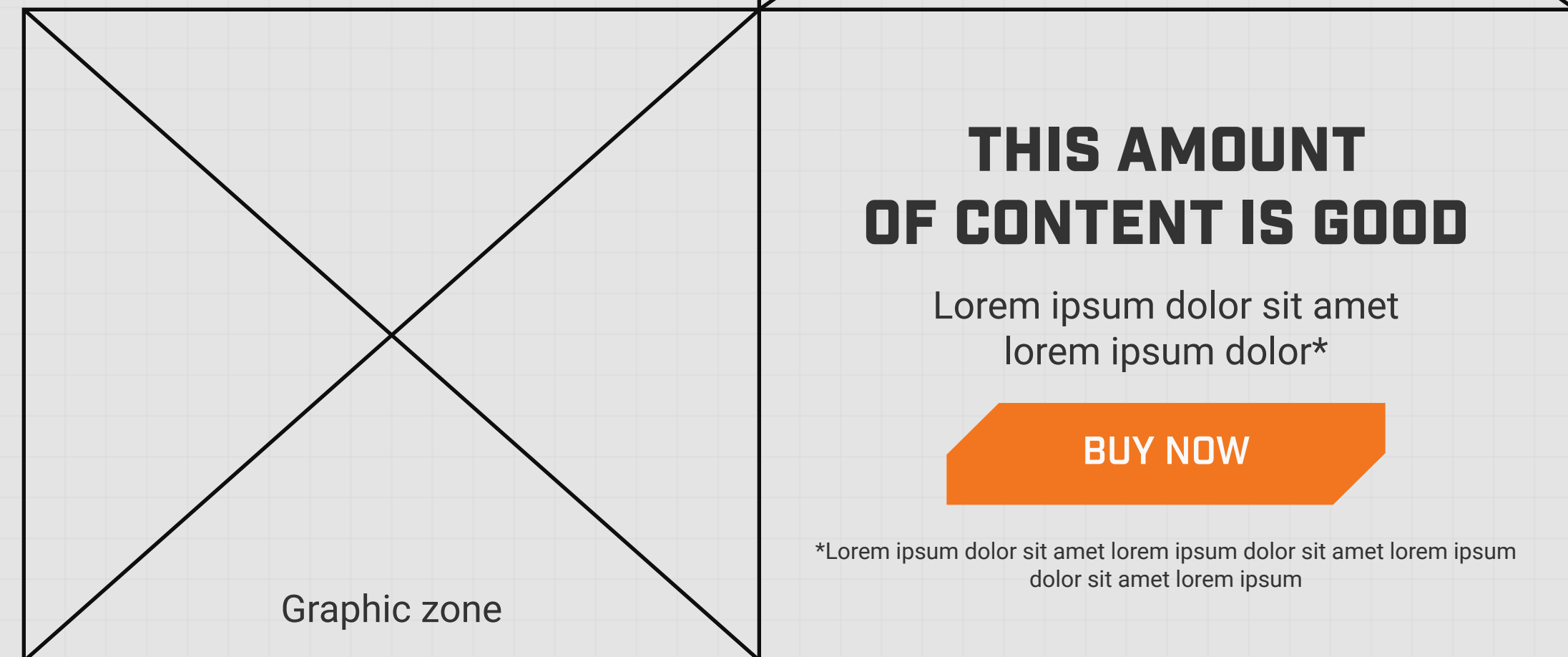abcdefghijklmnopqrstuvwxyz 0123456789 !?@#%*&()

TYPOGRAPHY
ACTION BOX

Ideally, typography should cover up to max 50% of the layout space.

It is recomended that all digital banners should use a CTA with a clear message.

Portrait Example

Graphic zone

Lanscape Example

THIS AMOUNT
OF CONTENT IS GOOD

Lorem ipsum dolor sit amet
lorem ipsum dolor*

BUY NOW

*Lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum

Graphic zone

SECONDARY BRAND ASSETS

THE SPOTLIGHT. A SHAPE SPECIALLY DESIGNED TO BRING UNIQUENESS AND DIFFERENTIATE THE BRAND IN THE MARKET.
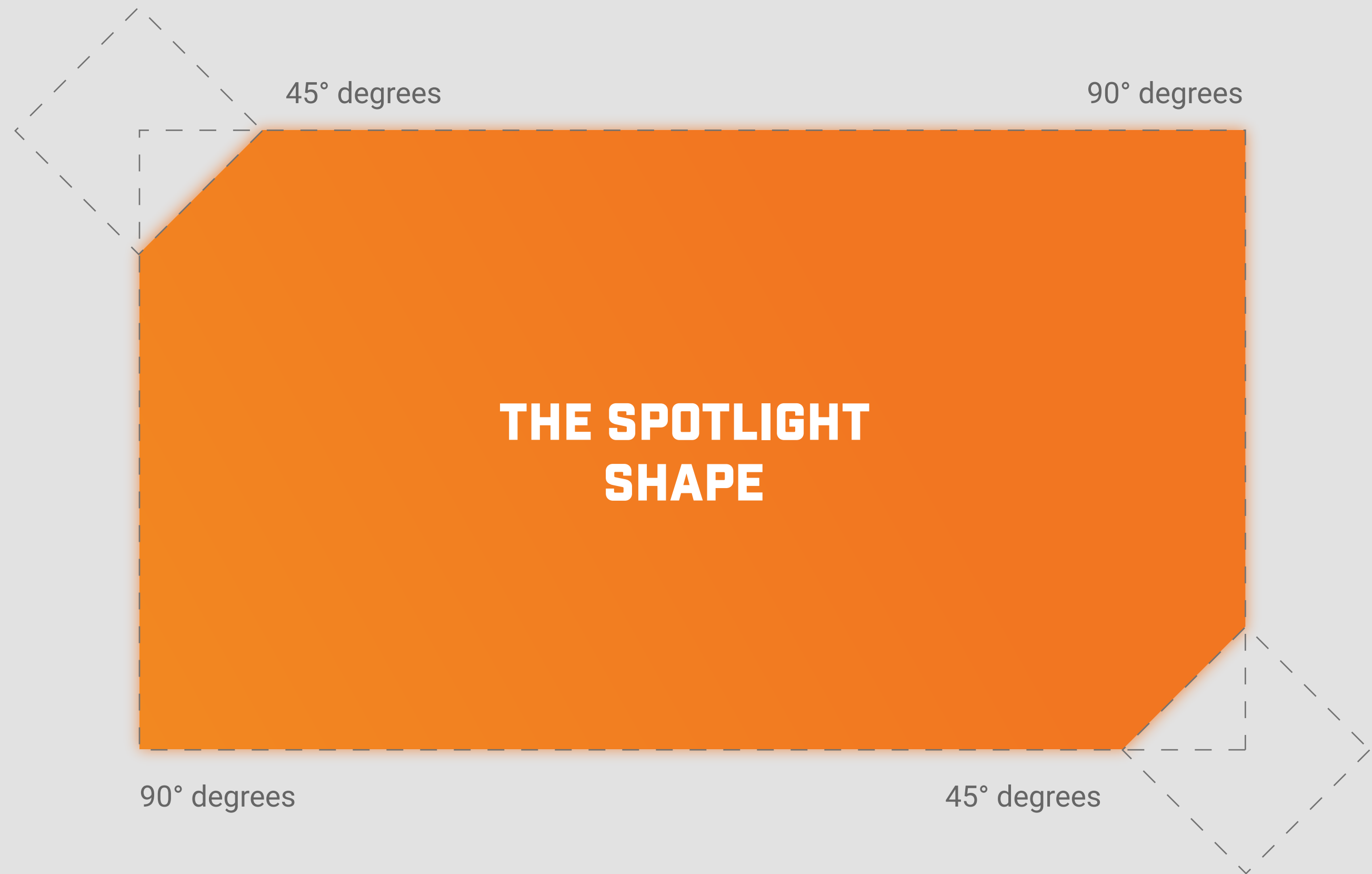
THE SPOTLIGHT
SHAPE

The SPOTLIGHT is atypical in its shape and shows the free spirit of the brand. It is meant to attract the consumer's eye.

The spotlight can be used in several situations: from buttons and different layout designs, to frames that highlight the product or event.

The angles are cut at a fixed 45 degrees to show perfection and modernism. The shape should not have more than two "cut corners".

45° degrees

90° degrees

THE SPOTLIGHT SHAPE

90° degrees

45° degrees

THE SPOTLIGHT
APPLICATIONS

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and shows the free spirit of the brand.
It is meant to attract the consumer's eye.

The spotlight can be used in several
situations: from buttons and different
layout designs, to frames that highlight
the product or event.

The angles are cut at a fixed 45 degrees
to show perfection and modernism.
The shape should not have more than
two "cut corners".

Used for layouts (as a frame)

0%
INTEREST

Used for layouts (as a shape)

0%
INTEREST

Used for Call to actions

BUY NOW

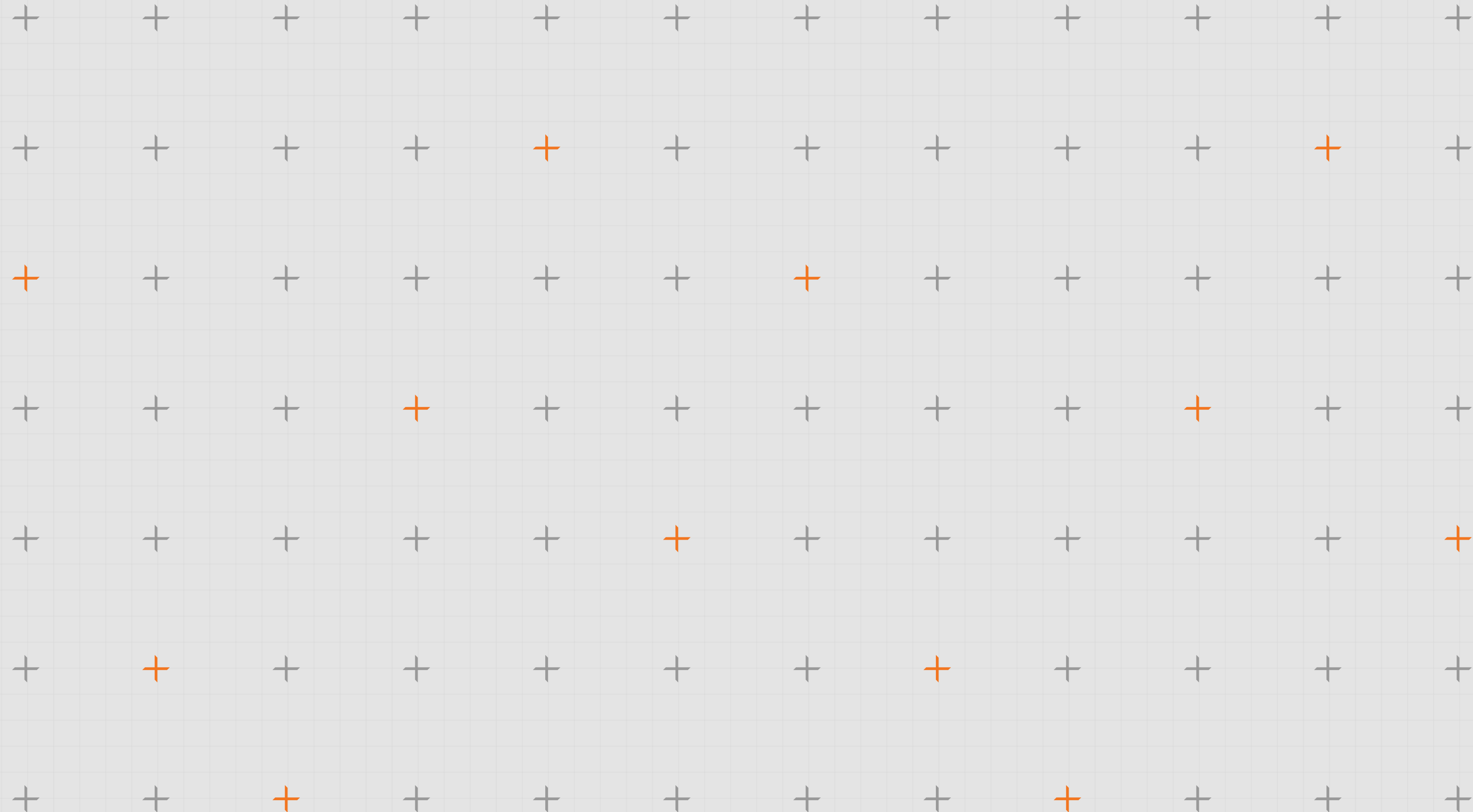# THE CROSSHAIR.
A PATTERN MEANT TO ELEVATE THE LAYOUTS.

THE CROSSHAIR
PATTERN

Our crosshair has been crafted with a subtle 45 degree edge to reflect the brand graphic approach.

The pattern can have any of the brand colours.

THE CROSSHAIR
APPLICATIONS

Our crosshair has been crafted with a subtle 45 degree edge to reflect the brand graphic approach.

The pattern can have any of the brand colours.

Used for layouts
(light background)

Used for layouts
(dark background)

BRAND APPLICATIONS

BRAND
APPLICATIONS

Business card

BRAND
APPLICATIONS

Letterhead

Bucuresti, Splaiul Unirii 168
Tel./Fax: 031 805 90 43
E-mail: office@atvrom.ro

Bucuresti, Splaiul Unirii 168
Tel./Fax: 031 805 90 43
E-mail: office@atvrom.ro

BRAND
APPLICATIONS

Pens

BRAND
APPLICATIONS

Mug

Cap

BRAND
APPLICATIONS

T-Shirts

BRAND
APPLICATIONS

Wristbands

BRAND
APPLICATIONS

Event Tent